

Activate, Collaborate and Educate: Health Outreach and Programming in Your Community

Michele Spatz, M.S.

*NNLM All of Us Community
Engagement Coordinator*



U.S. National Library of Medicine

*National Network of Libraries of Medicine
Pacific Northwest Region*



PRODUCTS AND SERVICES ▾

RESOURCES FOR YOU ▾

EXPLORE NLM ▾

GRANTS AND FUNDING ▾

Accelerating Biomedical Discovery and Data- Powered Health

- For Researchers
- For Publishers
- For Librarians
- For Educators/Trainers
- For Healthcare Professionals
- For the Public

Search for



PubMed

Citations for biomedical literature



MedlinePlus

Reliable, up-to-date health information for you



Open-i

An experimental multimedia search engine



TOXNET

Search databases on hazardous chemicals



ClinicalTrials.gov

A database of clinical studies, worldwide



BLAST

Basic Local Alignment Search Tool

<https://www.nlm.nih.gov/>



<https://nnlm.gov/>



The NNLM & *All of Us* Research Program Partnership



The future of health begins with you.

The *All of Us* Research Program has a simple mission. We want to speed up health research breakthroughs. To do this, we're asking one million people to share health information. In the future, researchers can use this to conduct thousands of health studies.



Need Help?

joinallofus.org/nlm

NNLM *All of Us* Community Engagement Network



U.S. National Library of Medicine
National Network of Libraries of Medicine

All of Us
RESEARCH PROGRAM

nnlm.gov/all-of-us

Goals of the
partnership
between
NNLM and the
All of Us
Research
Program

To increase the capacity of library staff to improve health literacy.

To highlight libraries as a technology resource for trusted health information and also participant engagement, particularly for those in underserved communities affected by the digital divide.

To provide libraries and member organizations with information about the *All of Us* Research Program to share with their local communities.



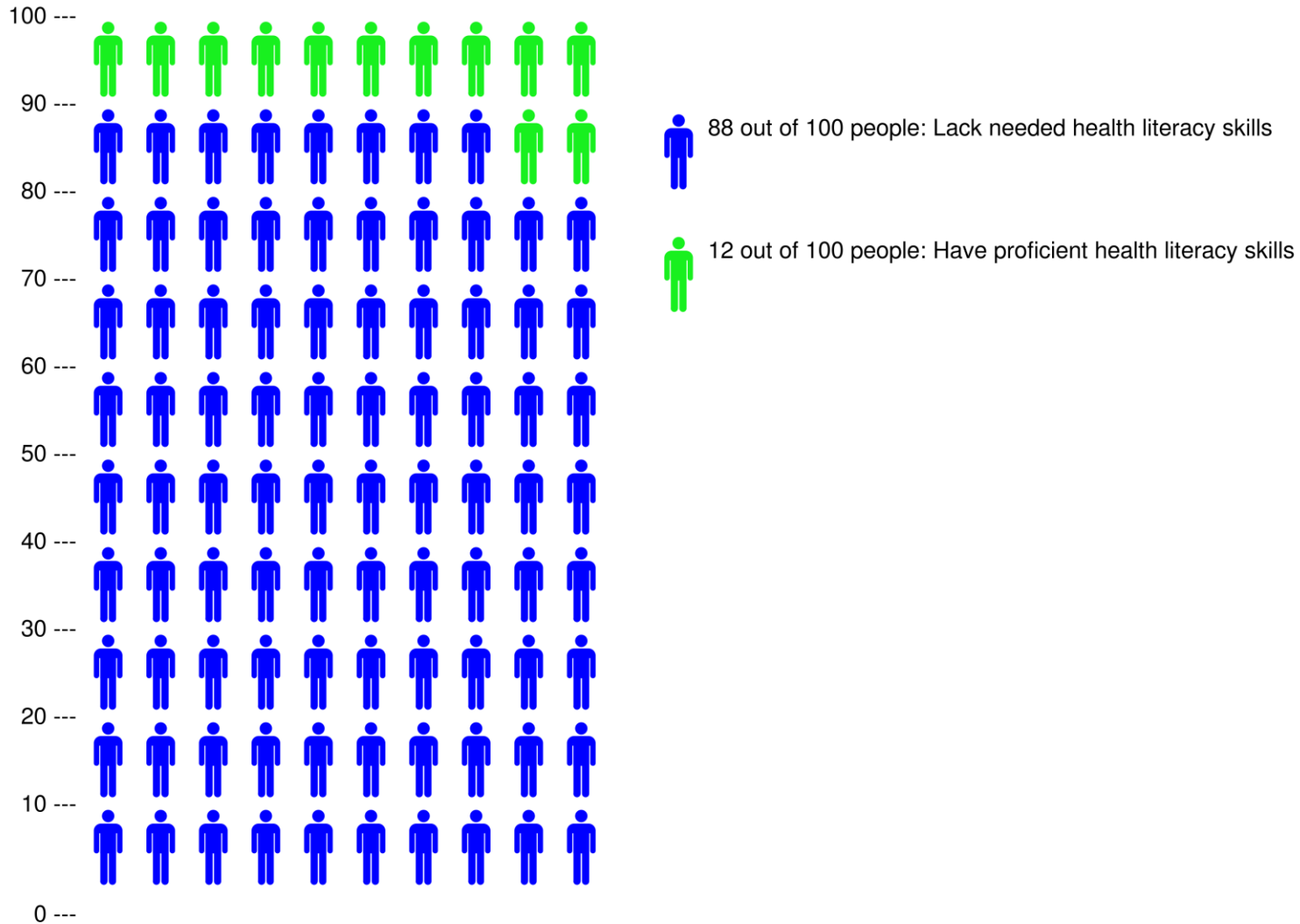


- Intro to Health Outreach Programming
- Partnering for Health Outreach
- Health Outreach/ Program Ideas
- NLM Consumer Health Resources
- Health Programming & Planning Resources

Health Outreach



Health Literacy Skills - U.S. Adults



Health Outreach

Free Health Information For Older Adults

Get more from your health care.

Learn how to find the best resources to answer your questions to get the most out of healthcare services.

Monday, October
23rd at 6:30 PM
in the Round Room




KEOKUK PUBLIC LIBRARY
210 N. 5th, Keokuk
www.keokuklibrary.org

Presented by Chris Childs, Education & Outreach Librarian for the University of Iowa's Hardin Library for the Health Sciences.



CATALOG SITE EVENTS
Search ebooks, movies, music and more

Books, Movies, Music Education & Research Events Blog Services Support the Library

Be Well at NPL



Jamie Oliver: 5 Ingredients

March 7, 2019 by bdeeb
You know you can't resist a 5 ingredient cookbook.



Cooking Classes at the Library!

March 4, 2019 by evoth
Happy National Nutrition Month! Join us as we kick off new, dietician-led cooking classes in our library branches.



Feed Your Heart

February 10, 2019 by evoth
Heart disease continues to be the leading cause of death in the United States, and 1 in 3 adults will be diagnosed in their lifetime. Show your heart a little love during American Heart Month with these healthy habit ideas and resources.



Shows Value

Enhances Image

Maintain Relevance

Increase Visibility

Stay Current

Health Outreach @ Your Organization

Community Needs Assessment



Kaiser State Health Facts

Kaiser Family Foundation

Filling the need for trusted information on national health issues... Trending on KFF ZIKA VIRUS MEDICARE PART D MEDICAID EXPANSION

THE HENRY J. KAISER FAMILY FOUNDATION

Search KFF.org

State Health Facts About State Health Facts

Home // State Health Facts

Search State Health Facts: Enter Keyword

Choose Category - or - Choose Location Select a State

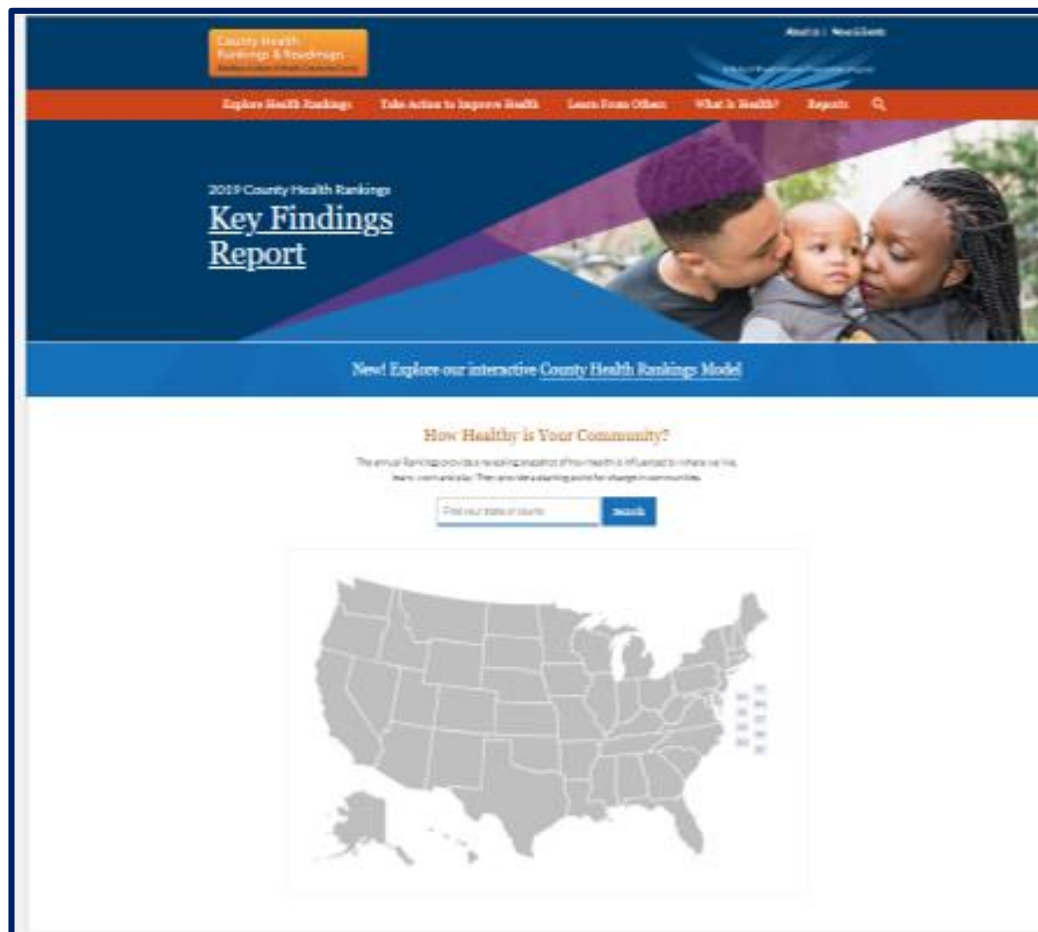
- > Demographics and the Economy
- > Health Costs & Budgets
- > Health Coverage & Uninsured
- > Health Insurance & Managed Care
- > Health Reform
- > Health Status
- > HIV/AIDS
- > Medicaid & CHIP
- > Medicare
- > Minority Health
- > Providers & Service Use
- > Women's Health

NEW & UPDATED INDICATORS

<https://www.kff.org/statedata/>

County Health Rankings & Roadmaps

Robert Wood Johnson
Foundation
&
University of Wisconsin
Population Health Institute



<http://www.countyhealthrankings.org/>

[Back To Map](#)

HEALTH OUTCOMES
OVERALL RANK

Rank	County
1	San Juan (SJ)
2	King (KG)
3	Snohomish (SN)
4	Island (IS)
5	Thurston (TH)
6	Whitman (WH)
7	Chelan (CH)
8	Kitsap (KT)
9	Whatcom (WA)
10	Douglas (DO)

Klickitat (KL)

Show areas to explore Show areas of strength

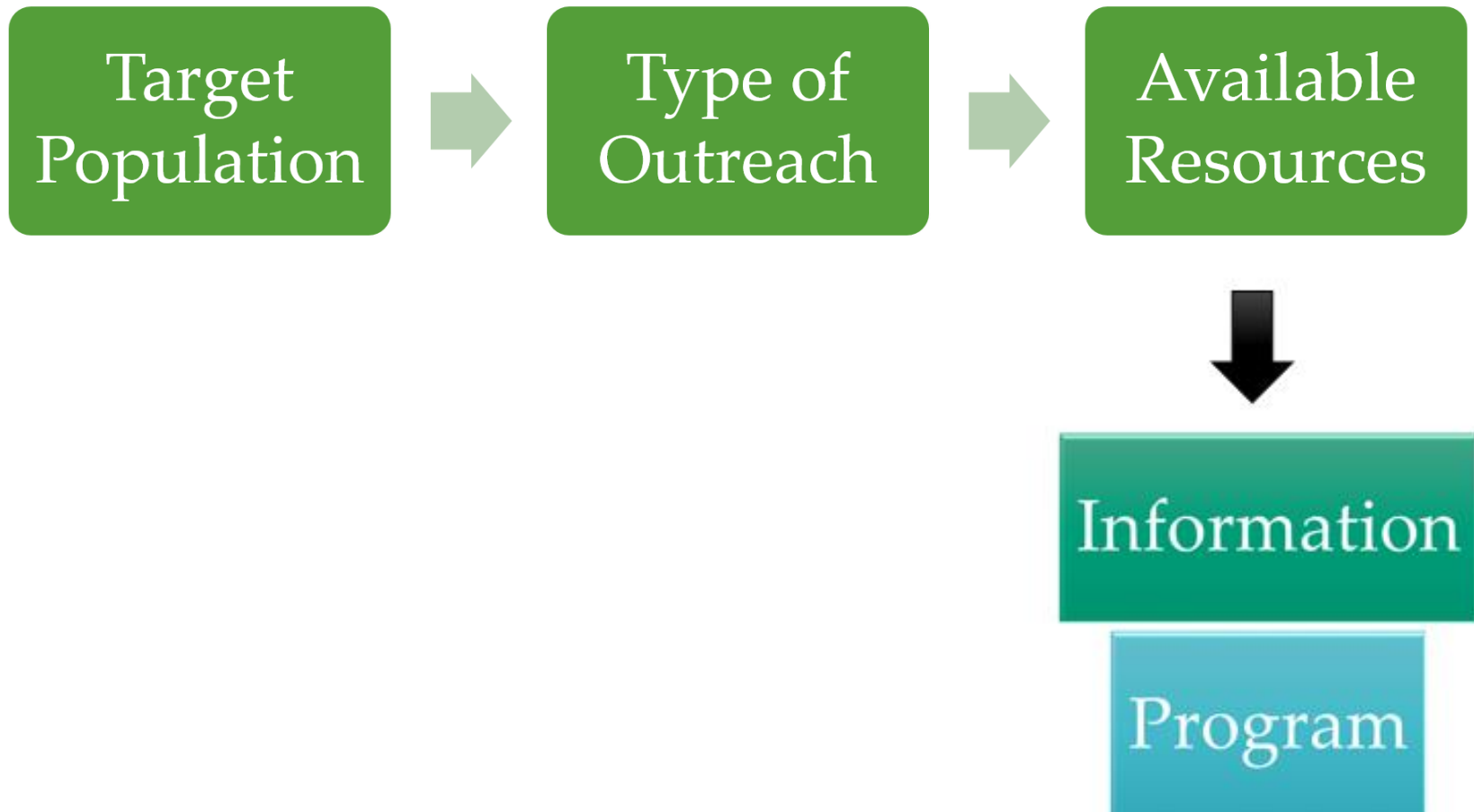
County Demographics +

	Klickitat County	Trend	Error Margin	Top U.S. Performers	Washington	Rank (of 39)
Health Outcomes						17
Length of Life						15
Premature death	5,800		4,600-7,000	5,400	5,600	
Quality of Life						18
Poor or fair health	15%		14-15%	12%	14%	
Poor physical health days	3.9		3.7-4.1	3.0	3.7	

Rank ▼	County
14	Lincoln (LI)
15	Benton (BE)
16	Jefferson (JE)
17	Klickitat (KL)
18	Walla Walla (WL)
19	Skagit (SA)
20	Pierce (PI)
21	Skamania (SK)
22	Wahkiakum (WK)
23	Spokane (SP)
24	Asotin (AS)
25	Clallam (CM)
26	Grant (GA)
27	Stevens (ST)
28	Mason (MA)
29	Garfield (GF)
30	Lewis (LE)

	Klickitat County	Trend	Error Margin	Top U.S. Performers	Washington	Rank (of 39)
Health Factors						15
Health Behaviors						14
Adult smoking	14%		14-15%	14%	14%	
Adult obesity	31%		27-35%	26%	28%	
Food environment index	7.2			8.7	8.1	
Physical inactivity	21%		17-25%	19%	16%	
Access to exercise opportunities	74%			91%	87%	
Excessive drinking	16%		15-17%	13%	18%	
Alcohol-impaired driving deaths	22%		10-36%	13%	33%	
Sexually transmitted infections	271.1			152.8	435.9	
Teen births	23		19-28	14	20	
Additional Health Behaviors (not included in overall ranking) +						

Develop a Plan



7 Key Questions

- Who?
- What?
- When?
- Where?
- Why?
- How?
- How Much?



Logic Models – A Planning Tool

NN/LM Outreach

Logic Model Template

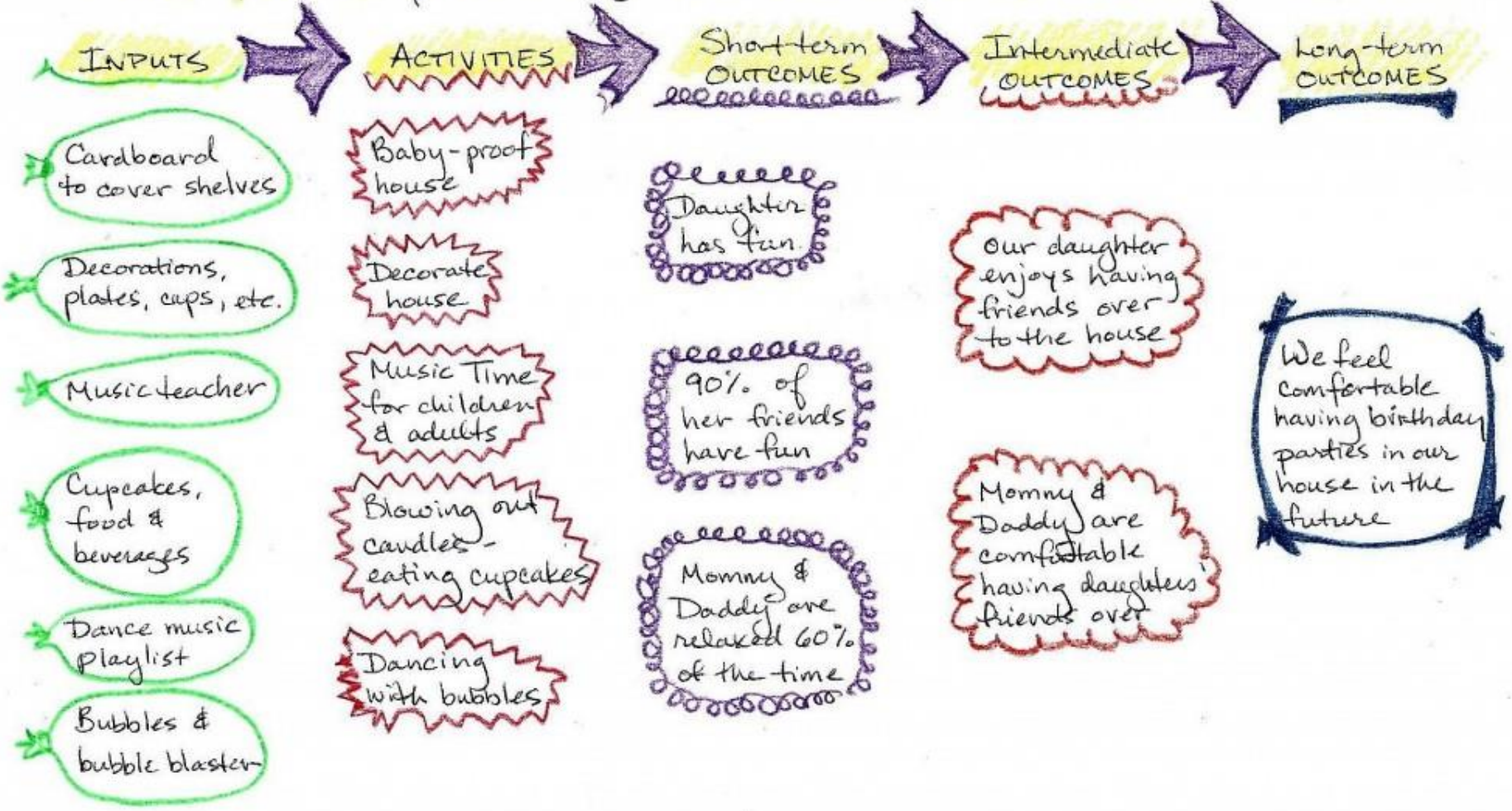
Program: Health Information Outreach Program					
Goal: Improve community members' abilities to find, evaluate, and use health information					
INPUTS		ACTIVITIES		OUTCOMES	
What we invest	What we do	Who we reach	Why this project: short-term results	Why this project: intermediate results	Why this project: long-term results
<ul style="list-style-type: none"> • Staff • Volunteers • Time • Money • Research findings • Materials • Equipment • Technology • Partners 	<ul style="list-style-type: none"> • Conduct workshops and meetings • Train • Deliver services • Develop products, curricula, resources • Facilitate access to information • Work with media 	<ul style="list-style-type: none"> • Participants • Clients • Agencies and community-based organizations (CBOs) • Decision-makers • Customers • Clinical professionals • Members of CBOs 	<p><i>Learning</i></p> <ul style="list-style-type: none"> • Awareness • Knowledge • Attitudes • Skills • Opinions • Aspirations • Motivations 	<p><i>Action</i></p> <ul style="list-style-type: none"> • Behavior • Practice • Decision-making • Policies • Social Action 	<p><i>Conditions</i></p> <ul style="list-style-type: none"> • Health • Social • Economic • Civic • Environmental

<p>Assumptions</p> <ul style="list-style-type: none"> • Beliefs about the environment and community • Should be confirmed before beginning the program 	<p>External Factors</p> <ul style="list-style-type: none"> • Positive and negative influences • Culture, economics, politics, demographics • Should be confirmed before beginning the program
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<https://nnlm.gov/neo/members/evaluationresources>



GOAL: Throw a birthday party at our house that is low-key and enjoyable by our 3-year old daughter and her friends.



Inputs	Activities	Activities	Outcomes	Outcomes	Outcomes
What we invest	What we do	Who we reach	Why we do it: Short-term results	Why we do it: Intermediate results	Why we do it: Long-Term results
<p>Librarians to conduct training</p> <p>Senior center partners</p> <p>Internet access at senior centers</p> <p>Senior center staff to support educational activities</p>	<p>Six training sessions for older adults enrolled in the day care program</p> <p>Two training sessions per senior center staff member on accessing information on MedlinePlus (M+) or other NLM resources</p> <p>Two monthly training sessions for family members (or other loved ones) at varying times (day, evening)</p>	<p>50% of older adults in the program receive training</p> <p>80% of day care center staff members receive training</p> <p>80% of family members receive training</p>	<p>Older adults and senior center staff members improve knowledge of health information resources</p> <p>Older adults improve knowledge about their prescription drugs</p>	<p>Older adults will use online health information resources to research future health concerns</p> <p>Activity staff will become a resource for older adults to help them get health information to prepare for doctor's visits</p>	<p>Older adults improve communication with physicians about health concerns</p> <p>M+ training becomes a regular part of the older adult day care program activities</p> <p>Providing M+ assistance will be part of one staff member's job description</p> <p>M+ training will be incorporated into orientation for new staff</p>

Assumptions

- Staff will be interested in helping older adults with online health information research
- Family members will be willing to attend training sessions

External Factors

(+)The senior center recently upgraded its computers

(-) There appears to be considerable turnover in mid-level agency staff



Partners for Health Outreach

Strength in Partnerships



Choosing a Partner

- Revisit your logic model:
 - What are your program goals?
 - Which needs can be met by the library?
 - Where can a partner help you achieve your goals



Where do you need help?

- Audience
- Publicity
- Funding
- People/Project Staff
- Space
- Ideas and know-how
- Presenters/Performers
- Think inside the library



from: <https://www.cla-net.org/page/100>

Community Partners (Tips):

Approaching Your Community Partner

Be clear about what you want from your partner

Communicate how your partnership will be mutually beneficial

Be prepared – share info about your library; research your partner(s)

Community Partners (Tips):

Working with a Partner

Communicate outreach goals & expectations; Listen

Agreements in writing – MOUs; IGAs

Be Prepared – have a plan B

Community Partners (Tips):

Follow Up

Thank partner publicly and privately

Keep in Touch

from: <https://www.cla-net.org/page/100>

Marketing Ideas



The image shows a screenshot of a library website banner. At the top, there is a navigation menu with the following items: HOME, LIBRARY CATALOG, USE YOUR LIBRARY, CLASSES & EVENTS, eLIBRARY, EXPLORE BY AGE, RESERVE TECH, and RESERVE A ROOM. The main banner features a photograph of a young boy dressed as a superhero, wearing a blue mask and a red cape over a blue shirt and jeans. To the right of the photo, the text reads: "NAMPA PUBLIC LIBRARY INVITES YOU TO BUILD WITH A BUDDY!". Below this, the event details are listed: "SATURDAY * APRIL 6 10:30-11:30 AM MULTIPURPOSE ROOMS". At the bottom of the banner, it says: "Exercises for the entire family presented by Patty Kennings from Southwest District Health! *must be accompanied by an adult buddy". On the right side of the banner, there is a dark grey sidebar with the text: "APRIL BUILD WITH A BUDDY! Come and join us for a full-family event! This family program is held every 1st Saturday of the ... Continue Reading...". There are also left and right arrow icons on the banner.

HOME LIBRARY CATALOG USE YOUR LIBRARY CLASSES & EVENTS eLIBRARY EXPLORE BY AGE RESERVE TECH RESERVE A ROOM

NAMPA PUBLIC LIBRARY INVITES YOU TO
BUILD WITH A BUDDY!

SATURDAY * APRIL 6
10:30-11:30 AM
MULTIPURPOSE ROOMS

Exercises for the entire family presented by
Patty Kennings from Southwest District Health!
*must be accompanied by an adult buddy

APRIL BUILD WITH A BUDDY!
Come and join us for a full-family event!
This family program is held every 1st Saturday of the ...
[Continue Reading...](#)



Materials and Resources



U.S. National Library
of Medicine



NIH U.S. National Library of Medicine

PILLBOX

NLM Consumer Health Resources



MedlinePlus Homepage

<https://medlineplus.gov/>

The screenshot displays the MedlinePlus homepage with the following elements:

- Header:** NIH U.S. National Library of Medicine logo and name.
- Search:** A search bar with the text "Search MedlinePlus" and a "GO" button.
- Navigation:** Links for "About MedlinePlus", "Site Map", "FAQs", and "Customer Support".
- Category Tabs:** "Health Topics", "Drugs & Supplements", "Videos & Tools", and "Español".
- Left Sidebar:**
 - Health Topics:** Find information on health, wellness, disorders and conditions (apple icon).
 - Drugs & Supplements:** Learn about prescription drugs, over-the-counter medicines, herbs, and supplements (pill icon).
 - Videos & Tools:** Discover tutorials, health and surgery videos, games, and quizzes (play button icon).
 - Medical Tests:** Learn why your doctor orders medical tests and what the results may mean (flask icon).
 - Medical Encyclopedia:** Articles and images for diseases, symptoms, tests, treatments (stack of books icon).
- Main Content Area:**
 - Share MedlinePlus:** Social media icons for email, Facebook, Twitter, and Pinterest.
 - Featured Video:** "How Naloxone Saves Lives In Opioid Overdose". Description: "Naloxone saves lives. Learn how it works, when to use it, and how it is administered in this new MedlinePlus video." Includes a video player with a progress bar.
 - Tweets by @MedlinePlus:** A tweet from MedlinePlus.gov (@medlineplus) with text: "Don't be fooled! Fad diets may be popular ways to lose weight, but they aren't always backed by science. Learn more about finding a #HealthyDiet that's right for you: ow.ly/OPIP30foZt". Below the tweet is a graphic titled "Right Diet For You" with question marks on sticky notes.
 - Stay Connected:** "Sign up for the My MedlinePlus newsletter" with an email input field and a "GO" button.
 - NIH MedlinePlus Magazine:** "Read the latest issue" with a thumbnail for the "RHEUMATOID ARTHRITIS" issue.

Home → [Health Topics](#) → [Paget's Disease of Bone](#)

Paget's Disease of Bone

Also called: **Osteitis deformans**



On this page

Basics

- [Summary](#)
- [Start Here](#)
- [Diagnosis and Tests](#)

Learn More

- [Related Issues](#)
- [Genetics](#)

See, Play and Learn

- No links available

Research

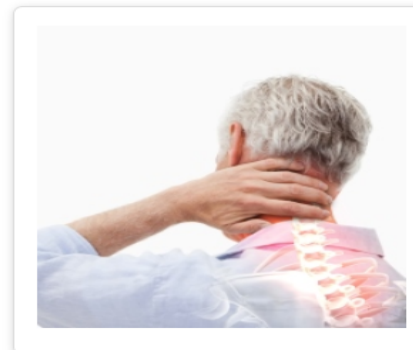
- [Clinical Trials](#)
- [Journal Articles](#)

Resources

- [Find an Expert](#)

For You

- [Patient Handouts](#)



Summary

Paget's disease of bone causes your bones to grow too large and weak. They also might break easily. The disease can lead to other health problems, too, such as arthritis and hearing loss. You can have Paget's disease in any bone, but it is most common in the spine, pelvis, skull, and legs. The disease might affect one or several bones, but not your entire skeleton. More men than women have the disease. It is most common in older people.

Stay Connected

Sign up for the **My MedlinePlus** newsletter 

NIH News in Health

<https://newsinhealth.nih.gov/>

A monthly newsletter from the National Institutes of Health, part of the U.S. Department of Health and Human Services

[Home](#)

[Latest Issue](#)

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[Special Issues](#)

[Subscribe](#)

April 2019

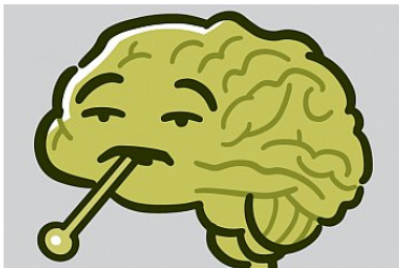
[Download printable version pdf](#)



Cancer Care Widens Its Reach

Reducing Cancer Health Disparities

Researchers are looking at ways to expand access to cancer prevention and treatment.



The Inflamed Brain

Recognizing Encephalitis and Meningitis

Knowing the symptoms of brain swelling is important so you can get medical help as quickly as possible.



Health Capsule

[Why Tonsillitis Keeps Coming Back](#)



Health Capsule

[How Much Alcohol Is Too Much?](#)



Featured Website

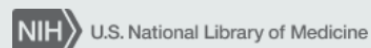
[Mental Health Information](#)

Contributors to this issue:

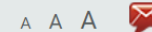
- Tianna Hicklin
- Geri Piazza
- Sharon Reynolds

HealthReach – Health Information in Many Languages

<https://healthreach.nlm.nih.gov/>



[Home](#) [Provider Info](#) [A-Z Index](#) [Data Viz](#)



Search for Patient Education Materials

Find multilingual, multicultural health information and patient education materials about health conditions and wellness topics. Learn about diseases, causes, symptoms, treatment, and prevention. Materials may be available as printable documents, audio, and video.

Search

All Languages ▾

All Formats ▾

All Authors ▾

Featured Resources

Opioid Misuse and Addiction Resources **NEW**

In response to the current opioid crisis, the National Library of Medicine partnered with [Healthy Roads Media](#) to produce a collection of materials that teach people about opioids and opioid misuse. The collection has 22 easy-to-read handouts, videos, and audio recordings in English and Spanish.

Opioids

Glaucoma

Search

Russian

All Formats

All Authors

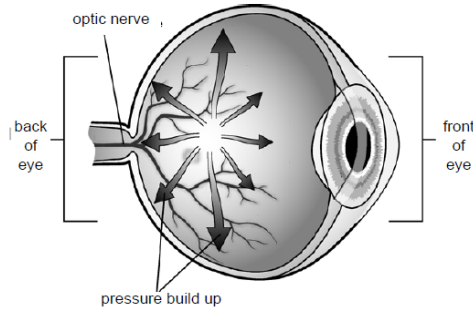
1-2 of 2 results

10 per page

Title	Format	Languages
Glaucoma	Document	English; Arabic; Chinese, Simplified (Mandarin dialect); Chinese, Traditional (Cantonese dialect); French; Hindi; Japanese; Korean; Portuguese; Russian; Somali; Spanish; Vietnamese
Diabetes and Eye Problems	Document	English; Arabic; Nepali; Russian; Somali; Spanish

Glaucoma

Glaucoma is an eye disease that can cause vision loss or blindness. With glaucoma, fluid builds up in the eye, which puts pressure on the back of the eye. This pressure injures the optic nerve and causes vision loss. Side vision is often affected first, followed by front vision.



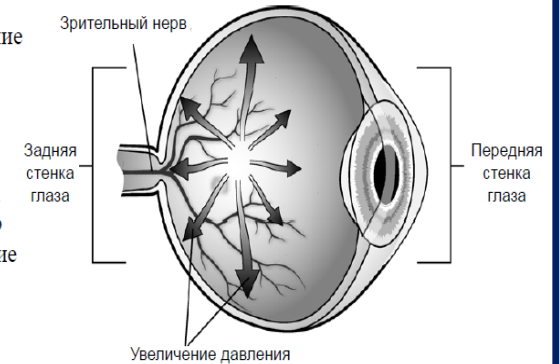
Types of Glaucoma

There are two main types of glaucoma:

- **Open-angle glaucoma** often has no signs until it reaches an advanced stage. The pressure slowly damages the optic nerve over time. This affects both eyes but you may have signs in one eye first.
- **Angle-closure glaucoma** has a very fast rise in pressure and sudden

Глаукома

Глаукома – это заболевание глаз, которое может привести к ухудшению зрения или слепоте. При глаукоме в глазу накапливается жидкость, которая давит на заднюю стенку глаза. Это давление повреждает зрительный нерв и приводит к ухудшению зрения. Сначала поражается боковое зрение, а затем фронтальное зрение.



Виды глаукомы

Существует два основных вида глаукомы:

- **Открытоугольная глаукома** зачастую не имеет никаких

HealthReach

<https://healthreach.nlm.nih.gov/>

Health Program Ideas



National Health Observances (NHOs)

<https://healthfinder.gov/NHO/>

The screenshot displays the healthfinder.gov website interface. At the top, there are navigation links for health.gov, healthfinder.gov, and HealthyPeople.gov. Below this is the U.S. Department of Health and Human Services logo and the healthfinder.gov logo with the tagline "Live well. Learn how." A search bar is located on the right side of the header. The main content area is titled "National Health Observances" and features a large image of a diverse group of people. Below the main title, there are several sections: "National Health Observation Toolkit – April" for Alcohol Awareness Month, "2019 NHO Calendar" with a list of links, and "Plan Ahead for May" for National Physical Fitness and Sports Month. A sidebar on the left contains navigation options like "Home", "Health Topics A to Z", and "National Health Observances".

health.gov healthfinder.gov HealthyPeople.gov

U.S. Department of Health and Human Services

healthfinder.gov Live well. Learn how.

Search healthfinder.gov. [Go](#) [En español](#)

Home > National Health Observances

National Health Observances

National Health Observances (NHOs) are special days, weeks, or months dedicated to raising awareness about important health topics.

National Health Observation Toolkit – April

Alcohol Awareness Month

Sponsor: National Council on Alcoholism and Drug Dependence, Inc.

[View Toolkit](#)

2019 NHO Calendar

The 2019 calendar features more than 200 National Health Observances with up-to-date information and outreach materials.

- NHO Calendar at a Glance
- NHO Calendar with Contact Information

Get answers to frequently asked questions about National Health Observances.

Plan Ahead for May

National Physical Fitness and Sports Month

Federal Lead: President's

View All Toolkits

- January – Cervical Health Awareness Month
- February – American Heart Month
- February – Teen Dating Violence Awareness Month

Find us on: [f](#) [t](#)

[Get Email Updates](#)

National Health Observances

<https://nnlm.gov/all-of-us/national-health-observances>

NIH | **NLM** | **NNLM**
National Network of Libraries of Medicine

HOME | About Us | Resources | **National Health Observances**

National Health Observances

The National Network of Libraries of Medicine (NNLM) provides resources for public libraries that align with National Health Observances throughout the calendar year. Providing programming resources is one way that the Community Engagement Network (CEN) supports communities with consumer health information and education in order to increase health literacy and raise awareness of the NIH *All of Us* Research Program. For more information about the mission of the CEN, please visit [About Us](#). The release of this content in these formats is a pilot for the 2019 calendar year; the CEN is actively seeking feedback from public library staff through engagement of NNLM advisory groups and a task force through the Public Library Association (PLA). Any feedback or suggestions regarding this project may be submitted via email to the [NNLM All of Us National Program](#).

March

March is National Nutrition Month!
National Poison Prevention Week
March is Women's History Month!
March is Women's History Month!


National Nutrition Month

- Electronic bulletin slide: [National Nutrition Month: MedlinePlus](#)
- Printer-friendly handout (8.5"X11"): [Your Guide to Eating Well](#) (Available for [order!](#))
- Printer-friendly poster (11"X17"): [Because Knowledge is the Key Ingredient in Nutrition](#) (Available for [order!](#))
- Library program kit: [Nutrition Month](#)
- Webinar on March 18, 2019 (1:00-2:00pm ET): [Food for Thought: Exploring Nutrition Information Resources](#)
- Webinar on March 20, 2019 (10:00-11:00am CT): [What's Nutrition Got to Do With It?](#)

Women's History Month

MedlinePlus - Organizations

NIH U.S. National Library of Medicine

 **MedlinePlus**
Trusted Health Information for You





Search MedlinePlus

[About MedlinePlus](#) [Site Map](#) [FAQs](#) [Customer Support](#)

[Health Topics](#) [Drugs & Supplements](#) [Videos & Tools](#) [Español](#)

Home → Organizations

Organizations

A collection of organizations providing health information. Also available arranged by [topic](#).

Go to: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [XYZ](#)

A

- [AAA Foundation for Traffic Safety](#)
- [AABB](#)
- [ABIM Foundation](#)
- [About the ADEAR Center \(National Institute on Aging\)](#)
- [Academy of General Dentistry](#)

Host a Monthly Health Book Club

<https://nnlm.gov/all-of-us/nnlm-reading-club>



The screenshot shows the homepage of the NNLM Reading Club. At the top, there is a dark blue navigation bar with the NIH NLM NNLM logo on the left, a 'HELP' link, a globe icon, and a search bar with the text 'Search this site'. Below the navigation bar is a secondary menu with 'HOME' (highlighted), 'About Us', 'Resources', and 'National Health Observances'. The main content area features a large photograph of six diverse people sitting on a white brick wall, each holding and reading a book. Below the photo, the heading 'NNLM Reading Club' is followed by the sub-heading 'What is the NNLM Reading Club?'. The text explains that the club provides 'ready-to-use' fiction and nonfiction books to help libraries support health information needs. A second sub-heading, 'How are books selected?', is partially visible at the bottom. On the right side, there is a call-to-action box titled 'Read a good book? WE WANT TO KNOW!' with an illustration of hands holding various books and documents.

NIH NLM NNLM
National Network of Libraries of Medicine

HELP  Search this site 

HOME About Us Resources National Health Observances

NNLM Reading Club

What is the NNLM Reading Club?

The NNLM Reading Club is a selection of “ready-to-use” fiction and nonfiction books along with free and downloadable materials designed to help libraries support the health information needs in their communities. Through the fun and intimacy of a book club, readers will discuss health and wellness topics important to them and their loved ones.

How are books selected?

Books reference a health topic that aligns with the NIH All of Us Research Program[®] and the National

Read a good book?
WE WANT TO KNOW!





NNLM Reading Club Selection Guide: Mental Health

About Mental Health Month

Everything Here is Beautiful

Rx: A Graphic Memoir

Gorilla and the Bird

Mental Health Resources

Mental Health Month

Because mental health conditions, such as depression or anxiety, are real, common and treatable, the [National Institute of Mental Health \(NIMH\)](#) recognizes the importance of scientific research to advance medical breakthroughs. To help raise awareness, May is recognized by the National Health Observances as [Mental Health Month](#). In this guide, you will find a variety of trustworthy resources and program ideas to support health education and reduce the stigma often associated with mental health disorders. Select one of the NNLM Reading Club selected books, share the information, and start the conversation.



NNLM Reading Club Selection Guide: Mental Health

About Mental Health Month

Everything Here is Beautiful

Be A Graphic Member

Gorilla and the Bird

Mental Health Resources

NNLM Reading Club Book Kit

Do you want to share this book with your reading club? NNLM has made it easy to download the discussion questions, promotional materials, and supporting health information from this page.

However, if you are short on time or resources, [apply](#) for the free "program-in-a-box" NNLM Reading Club Book Kit which includes 8 books as well as discussion questions and health topic materials.

Promote the event

Join Us for a Discussion of



- Facebook or Twitter [JPG file](#)
- *Customizable [PDF file](#) 8.5 x 11

[How to edit PDF files](#) ¹¹

Discuss the book

[Discussion guide for Gorilla and the Bird](#)

Share health information

Download and freely share these

The Book

Zack McDermott, a 25-year-old Brooklyn public defender, woke up one morning convinced he was being filmed, Truman Show-style, as part of an audition for a TV pilot. Every passerby was an actor; every car would magically stop for him; everything he saw was a cue from "The Producer" to help inspire the performance of a lifetime. After a manic spree around Manhattan, Zack, who is bipolar, was arrested on a subway platform and admitted to Bellevue Hospital. So begins the story of Zack's free-fall into psychosis and his desperate, poignant, often hilarious struggle to claw his way back to sanity. It's a journey that will take him from New York City back to his Kamas roots and to the one person who might be able to save him, his tough, big-hearted Midwestern mother, nicknamed the Bird, whose fierce and steadfast love is the light in Zack's dark world.

[Soon to be a HBO limited series](#) ¹²

Gorilla and the Bird: A Memoir of Madness and a Mother's Love | Zack McDermott | Little, Brown and Company | (2017) 286 pages | ISBN: 9780316315142

Review

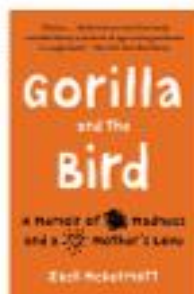
["Mental," "Gorilla And The Bird": Two Starkly Different Accounts of Bipolar Disorder](#), NPR Book Review, October 3, 2017 ¹³

The Author

Zack McDermott has worked as a public defender for The Legal Aid Society of New York. His work has appeared in the *New York Times*, *The American Life*, *Morning Edition*, and *Gowder*, among other places. He lives in New York and LA.

"This is a true story, and I have done my best to ensure accuracy in its telling. As my memory is sometimes fallible, dialogue is approximate. In cases where the events described took place when I was too young to understand what was happening around me, I have relied on my mother, the Bird, to fill in the gaps. The names and identifying details of some individuals have been changed."

[Zack McDermott on His Memoir and His Mom](#) ¹⁴ by Stephanie Stephens, b3hope.com, October 9, 2018.





NNLM Reading Club Selection Guide: Mental Health

About Mental Health Month

Everything Here is Beautiful

Rx: A Graphic Memoir

Gorilla and the Bird

Mental Health Resources

Health Information

Although library staff cannot answer specific questions about medical conditions or treatment options, they can guide their community members to trusted health information so that they can make educated decisions about their health and that of their loved ones.

To supplement any health education program or event, use trustworthy resources from the National Library of Medicine, affiliated government agencies, and non-profit associations. These resources are *free* to share. Follow instructions to download or to order books, Infographics, and fact sheets.

There's an NIH for that...and more

The [National Institute of Mental Health \(NIMH\)](#) is the lead federal agency for research on mental

Website Resources

Share mental health resources on your library website for people to find the help they need.

Treatment Locator

MentalHealth.gov

Find information about mental health services and resources in your area. You can search by state or zip code.

Enter Zip Code

Go

Get this widget →

- [Mental Health First Aid](#) offers an 8-hour course that gives people the skills to help someone who is developing a mental health problem or experiencing a mental health crisis. The evidence behind the program demonstrates that it does build mental health literacy, helping the public identify, understand, and respond to signs of mental illness. Find a Mental Health First Aid course near you using the [search tool](#).
- [Mental Health Screening Tools](#)
- [Mental Health and Addiction Insurance Help Portal](#)
- [Ok2Talk.org](#) is sponsored by the National Alliance on Mental Illness (NAMI). The web community is designed as a safe place for teens and young adults struggling with mental health conditions to express themselves. Sometimes that's writing and other times it's creating visuals. Either way, it's a place to share what's on your mind ... because you are not alone.

Graphic Medicine

Creative expression can be a conduit for discussing difficult subjects, for finding solace, or for describing complicated feelings. How can mental health information be shared through art?

NLM Traveling Exhibitions

The screenshot shows the homepage of the NLM Exhibition Program. At the top left, there is an orange banner with the text "EXHIBITION PROGRAM". To the right of this banner is a navigation menu with links for "ABOUT US", "EXHIBITIONS", "BOOK A TRAVELING EXHIBITION", "EDUCATION", "CONTACT US", and "SITE MAP". Further right is a search bar with the text "SEARCH" and a plus sign icon. Below the navigation menu, the main heading reads "imagine history!" in black, followed by "reimagine your world" in a large, bold, orange font. Underneath the heading is a search bar with a magnifying glass icon and the text "search exhibitions: explore, discover, enjoy!". Below the search bar are four featured exhibition cards, each with a title and a corresponding image: "explore our exhibitions" with a historical illustration of two men; "book a traveling exhibition" with a portrait of a woman; "find an educational resource" with a photograph of a group of people around a table; and "curious? take a look" with a colorful illustration of gears and mechanical parts. At the bottom of the page, there is an orange footer with the text: "The Exhibition Program creates lively and informative exhibitions and educational resources that enhance awareness of and appreciation for the collections of the National Library of Medicine."

EXHIBITION PROGRAM

ABOUT US EXHIBITIONS BOOK A TRAVELING EXHIBITION EDUCATION CONTACT US SITE MAP

SEARCH

+

f

imagine history!
reimagine your world

search exhibitions: explore, discover, enjoy!

explore our exhibitions

book a traveling exhibition

find an educational resource

curious? take a look

The Exhibition Program creates lively and informative exhibitions and educational resources that enhance awareness of and appreciation for the collections of the National Library of Medicine.

<https://www.nlm.nih.gov/hmd/about/exhibition/>



Promote NLM Resources in Your Community

Add NLM resources and news feed information to your library's website and social media sites.

ALA Programming Librarian

<http://www.programminglibrarian.org/>

The screenshot shows the ALA Programming Librarian website. At the top, the title "PROGRAMMING Librarian" is displayed, with "Librarian" in a larger font. Below the title is the subtitle "A website of the American Library Association Public Programs Office". A navigation bar contains links for "Browse Ideas", "News", "Blogs", "Program Models", "Learning", and "About". A search bar is located on the right side of the navigation bar, with the placeholder text "Leave this field blank".

Below the navigation bar, there is a "Topic" dropdown menu set to "Health and Wellness". Underneath, the "REFINE BY:" section includes three dropdown menus: "Budget" set to "- Any -", "Library Type" set to "- Any -", and "Age" set to "- Any -".

The main content area features three columns of featured content:

- Left Column:** A yellow box with the text "Have a great program idea from your library? Share it with us." and a red button labeled "SHARE YOUR PROGRAM". Below this is a blue box for "Constellation Cross-Stitch" with a starry background and the text "Join the Ferguson Municipal Public Library as we make a".
- Middle Column:** A calendar graphic with a pen pointing to the date 15. The text reads "Events & Celebrations in News" and "Check out this list of monthly events and celebrations to help with your program planning." Below the text is a small image of hands stitching.
- Right Column:** A photo of a group of people smiling. The text reads "Wellness Wednesdays in Winterset: Lunch & Learns and More!" and "Blog by *State Library of Iowa*". Below this is another photo of an outdoor event under a tent. The text reads "Dispatches from the Road: HEAL (Healthy Eating, Active Living) Programs at the Library" and "Blog by *Noah Lenstra*". Below the text is a small image of a truck.

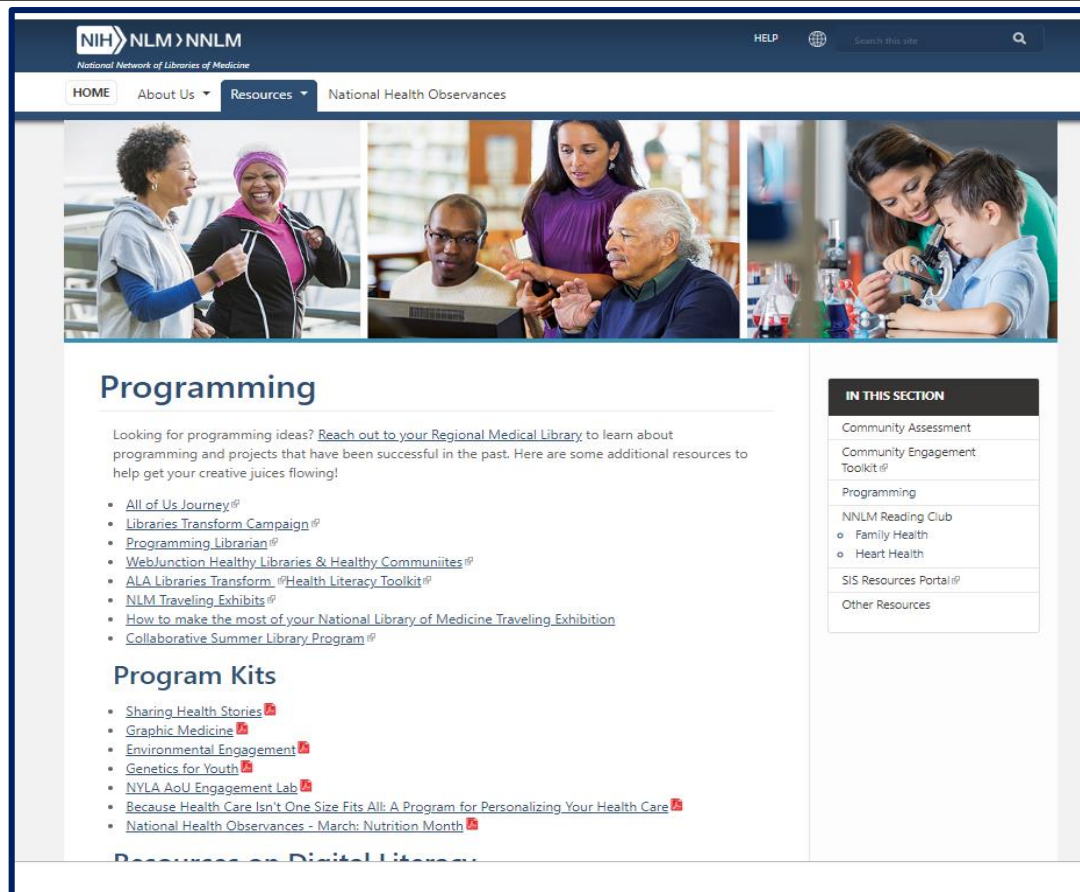
ALA/NNLM Libraries Transform

<http://www.ilovelibraries.org/librariestransform/health-literacy-toolkit-intro>



Health Outreach Programming Resources


<https://nnlm.gov/all-of-us/resources/programming>



NIH NLM>NNLM
National Network of Libraries of Medicine

HELP Search this site

HOME About Us Resources National Health Observances



Programming

Looking for programming ideas? [Reach out to your Regional Medical Library](#) to learn about programming and projects that have been successful in the past. Here are some additional resources to help get your creative juices flowing!

- [All of Us Journey](#)
- [Libraries Transform Campaign](#)
- [Programming Librarian](#)
- [WebJunction Healthy Libraries & Healthy Communities](#)
- [ALA Libraries Transform](#) [Health Literacy Toolkit](#)
- [NLM Traveling Exhibits](#)
- [How to make the most of your National Library of Medicine Traveling Exhibition](#)
- [Collaborative Summer Library Program](#)

Program Kits

- [Sharing Health Stories](#)
- [Graphic Medicine](#)
- [Environmental Engagement](#)
- [Genetics for Youth](#)
- [NYLA AoU Engagement Lab](#)
- [Because Health Care Isn't One Size Fits All: A Program for Personalizing Your Health Care](#)
- [National Health Observances - March: Nutrition Month](#)

Resources on Digital Literacy

IN THIS SECTION

- Community Assessment
- Community Engagement Toolkit
- Programming
 - NNLM Reading Club
 - Family Health
 - Heart Health
- SIS Resources Portal
- Other Resources



Helpful Health Outreach Planning Tools



NNLM National Evaluation Office (NEO) Publications

<https://nnlm.gov/neo/training/guides>

- **Booklet 1:** Getting Started With Community-Based Outreach
- **Booklet 2:** Planning Outcomes-Based Outreach Projects
- **Booklet 3:** Collecting and Analyzing Evaluation Data
- **Measuring the Difference:** Guide to Planning and Evaluating Health Information Outreach

NNLM Community Engagement Network




<https://nnlm.gov/all-of-us>

The screenshot shows the NNLM website interface. At the top left is the NIH NLM NNLM logo with the tagline "National Network of Libraries of Medicine". On the right, there are links for "HELP", a globe icon, and a search bar. The main navigation bar includes "HOME", "About Us", "Resources", and "National Health Observances". A dropdown menu is open under "Resources", listing several options: "Community Assessment", "NNLM Reading Club", "Community Engagement Toolkit", "Programming", "SIS Resources Portal", and "Other Resources". A red arrow points to the "Community Engagement Toolkit" option. Below the navigation, the page features a large graphic of the United States map with various health observances labeled on it, such as "National Nutrition Month", "American Heart Month", "Citizen Science Day", and "National Senior Health & Fitness Day". A green button labeled "COMMUNITY ENGAGEMENT NETWORK" is visible in the top right of the main content area.

Community Engagement Toolkit (NNLM)

<https://nnlm.gov/Zom>

Community Engagement Toolkit

A Resource Guide for Librarians   

[Introduction](#)

[Defining Community Engagement](#)

[Tools For Community Assessment](#)

[Developing Partnerships](#)

[Tools for Program Evaluation](#)

[Case Studies and Success Stories](#)

[Contact](#)

Using this Resource

This toolkit is intended to provide a collection of resources, methods, and best practices for librarians participating in engagement activities in their communities. The sections contained in this guide represent some of the core skills and knowledge involved in community engagement, as well as examples of programs that have succeeded in utilizing the input and participation of community members.

Interested in what other public libraries are doing to engage with members of their communities? Take a look at our interactive map under the Case Studies and Success Stories Tab.

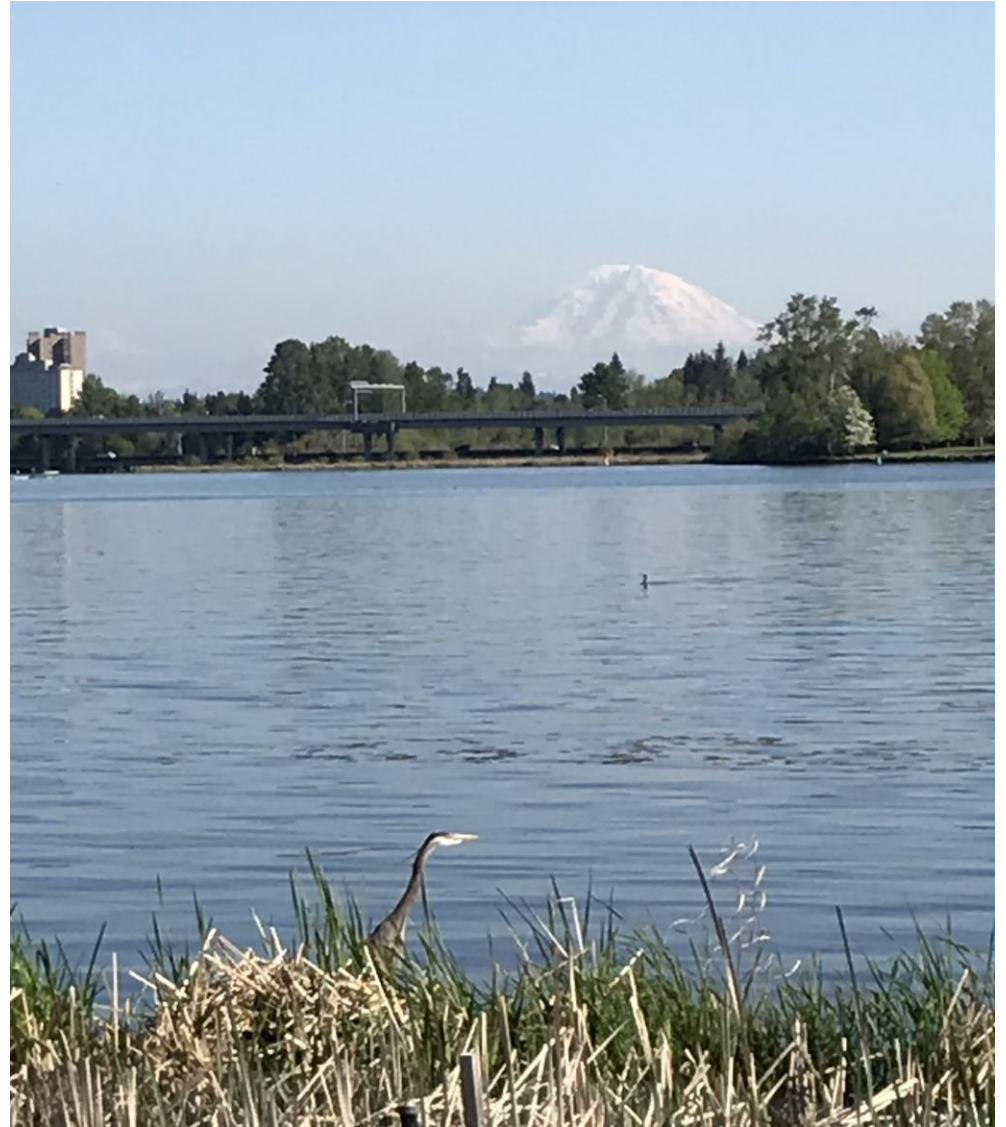
Photo: Taken at the Bascom Library Grand Opening and retrieved from San José Public Library on Flickr.



Questions?

Thank you!

Michele Spatz, M.S.
NNLM All of Us Community
Engagement Coordinator
NNLM PNR, University of
Washington, Seattle, WA
mspatz@uw.edu



ACE Health Outreach and Programming - Creating Partnerships

Name of Your Organization	
Describe your organization and the populations you serve.	
What is the activity you wish to conduct that requires you to seek potential partners? What specific health need(s) or community problem(s) do you wish to address?	
Describe how your organization is in a position to address the health need(s)/community problem(s) that you have identified.	
State the objectives or goals, needed resources and relationships to accomplish your objective. Summarize the anticipated results of your activity. What would be different in your community when you have reached your goal(s)?	
Identify available resources and relationships that will be needed to accomplish your goal. List influential leaders/titles of leaders in your community. How can your organization build a relationship with them and their organizations?	
Why is a partnership needed to accomplish your goal?	
List at least 2 National Library of Medicine and/or other reputable resources that your organization can use to provide health information to your target population focused on your identified health need(s)/community problem(s).	

Assignment designed based on [Community Tool Box](#) (University of Kansas) March 2018-LNC

This project is funded by the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Cooperative Agreement Number UG4LM012342 with the University of Pittsburgh, Health Sciences Library System.



U.S. National Library of Medicine
National Network of Libraries of Medicine
 Middle Atlantic Region

ACE: Health Outreach and Planning (Logic Model)

Activity:					
Goal:					
INPUTS	ACTIVITIES		OUTCOMES		
What we invest	What we do	Who we reach	Why this activity: short-term results	Why this activity: intermediate results	Why this activity: long-term results

Assumptions	External Factors

March 2018-LNC
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