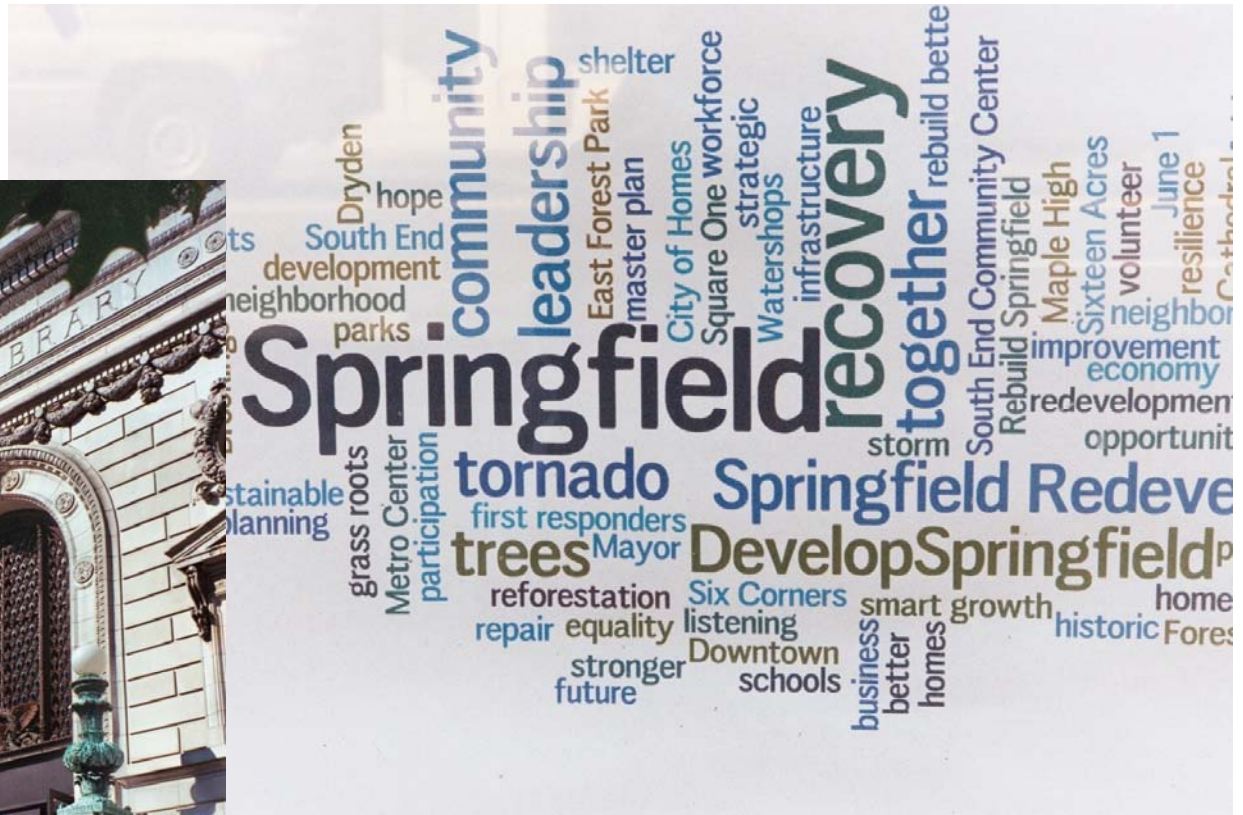


Collaboration with a Public Library

Lightning Presentation

November 1, 2011

Margot Malachowski
Outreach Librarian
Baystate Health
Springfield, MA
Birthplace of Basketball



Target Population

- 153,060 residents
- 52% White
- 22% Black
- 39% Hispanic
(regardless of race)
- 23.9% speak Spanish at home (US Census, 2010)

Use MedlinePlus for health information

People with low to moderate computer skills

Hi!Tech@ the Library

Computer Basics

Introduction to EXCEL

Powerpoint

Introduction to the Web



2 Goals

- Reach people with low to moderate computer skills
- Increase confidence levels in finding health information on the internet through MedlinePlus

Low- to moderate skills

- 36% were confident using browser to find MedlinePlus
- 21% confident searching MedlinePlus for information
- 67% had an email address

100% agreed or strongly agreed

- I know more about MedlinePlus
- I am more comfortable using a computer
- I know where to get more help

Low numbers

Healthy Weight (Jan 2011), 4 attendees

Heart Health (Feb 2011), 7 attendees

HIV/AIDS (Mar 2011), 0 attendees

Autism (Apr 2011), 3 attendees

You have brains in your head,
you have feet in your shoes.
You can steer yourself any
direction you choose.

Dr. Seuss,
writer, poet, cartoonist
Springfield, MA

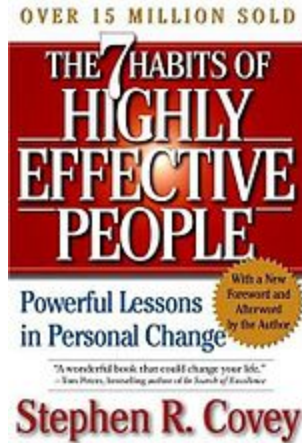


2



BOSS?

Relationship Building



	Urgent	Not Urgent
Important	I ACTIVITIES: Crises Pressing problems Deadline-driven projects	II ACTIVITIES: Prevention Relationship building Recreation New opportunities
Not Important	III ACTIVITIES: Interruptions Some phone calls Some mail Some meetings Popular activities	IV ACTIVITIES: Trivia Some mail Some phone calls Time wasters Pleasure activities





I want to leave the
world a little better than
I found it.

James Naismith,
inventor of basketball

