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
BOSS?
Relationship Building
<table>
<thead>
<tr>
<th>Important</th>
<th>Urgent</th>
<th>Not Urgent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>ACTIVITIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Crises</td>
<td>Prevention</td>
</tr>
<tr>
<td></td>
<td>Pressing problems</td>
<td>Relationship building</td>
</tr>
<tr>
<td></td>
<td>Deadline-driven projects</td>
<td>Recreation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New opportunities</td>
</tr>
<tr>
<td>II</td>
<td>ACTIVITIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trivia</td>
</tr>
<tr>
<td>III</td>
<td>ACTIVITIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interruptions</td>
<td>Some mail</td>
</tr>
<tr>
<td></td>
<td>Some phone calls</td>
<td>Some phone calls</td>
</tr>
<tr>
<td></td>
<td>Some mail</td>
<td>Time wasters</td>
</tr>
<tr>
<td></td>
<td>Some meetings</td>
<td>Pleasure activities</td>
</tr>
<tr>
<td>IV</td>
<td>ACTIVITIES:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Popular activities</td>
<td></td>
</tr>
</tbody>
</table>
I want to leave the world a little better than I found it.

James Naismith, inventor of basketball