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>>Good afternoon everyone and welcome to the FDLP Agency Track Training: Measles, Immunizations and Finding Accurate Health Information with MedlinePlus . We have a terrific webinar for you today entitled Measles, Immunizations and Finding Accurate Health Information with MedlinePlus . A few months ago when the measles outbreak was in the news we thought it would be good to have this topic covered -- as a webinar. And we were gracious enough to put it together. We are looking forward to it today. Hello, my name is Joe and I am with the colleagues. With us today we have our presenters. Aimee Gogan, Office of Engagement and Training, U.S. National Library of Medicine, Andrew Plumer, Health Information Products Unit, Reference & Web Services Division - Public Services Division, U.S. National Library of Medicine . Her primary roles are training, and structural designer and content coordinator for the technical unit. Prior to joining, she was the data and evaluation coordinator for the national network of libraries of medicine, Southeast and Atlantic region. Andrew Plummer is a reference librarian at the Library of medicine, and assigned as a team that creates and maintains midline plus and -- MedlinePlus in NNLM information website . Andrew conducts training on MedlinePlus to libraries, health professionals, students and the general public. Before we get started I will go through my housekeeping comments. >> If you have comments throughout the presentation, feel free to chat them in the chat box. As I mentioned in the sound check, the presenters are screen sharing. You will not readily see the list of the participants of the chat box. To activate back go to the top middle of your screen, there is a blue bar, you will see the links for the list of participants in the chat box. >> You can enter questions at any time and I will keep questions -- I will be the questions back to Amy and Andrew and they will answer the questions. We are also recording today's session and we will email a link to the recording as well as slides to everyone who has registered for the webinar and we will send you a certificate of participation with the email used to register for today's webinar. If anyone needs additional certificates, because multiple people watch the webinar with you, please email FDL Pete outreach, include the title of today's webinar, as well as names and email addresses for those needing certificates. >> We have a nice little twist, all the attendees of today's webinar will qualify for our medical Library Association certificate -- CE credit, and we will put that in the chat box. It is on the slide deck. There is information on how you can get the credit. We will also follow-up with GPO with a follow-up email letter, to give the explanation. It is something new. And I believe we may have done it before but it is a nice addition. >> At the end of the session we will share webinar satisfaction survey. We will let you know when the survey is available. The URL will appear in the chat box. We appreciate your feedback after the session. Also keep in mind, reserve comments about presentation style and value of the webinar. Use the webinar chat box for questions you may like to ask the presenter and/or report any technical issues. If you want to access the chat while Amy and Andrew are screen sharing, go to the blue bar in the top middle of your screen, and you can assess the chat. I will hand the microphone over to Aimee Gogan and Andrew Plumer . >> Thank you so much, Joe. My name is Aimee Gogan, I am from the Andrew Plumer . I have a couple of questions to get us providing health information and library. Like Joe said, you are going to need your chat opened in your participant panel open for the questions, if you want to answer them. You can hover over the top of your screen to get to the panel. For the first question, I am going to ask you to answer with a green check for yes, or red X for no you can find those in the participant panel at the bottom of the panel. >> My first question. Have you ever had a patron come to you seeking health information? Give us a green check for yes, or very red X for no. And you can see those on the bottom of the participant panel. We have a couple of green checks. Okay, we have a lot of checks. Many of you have had patients asking for health information. >> The next question, how comfortable do you feel responding to health information questions from your patrons? You can answer that in the chat box. Comfortable, kind of comfortable, not comfortable at all. Fairly comfortable. Is

anyone super comfortable? We have a lot of kind of comfortable, or not comfortable at all. Today Andrew Plummer will introduce MedlinePlus which is a health information resource that you can feel comfortable showing to your patrons. A little later I will talk about other webinars and classes that we offer through the national network of libraries of medicine. Here is Andrew. >>

Thank you, Amy. Good afternoon and welcome to the MedlinePlus session on Measles, Immunizations and Finding Accurate Health Information with MedlinePlus . The library is the library of medicine, I have been working on MedlinePlus for about 10 years. Today we will talk about MedlinePlus . Before I begin have you ever heard of any of these statements from your patrons, that vaccines can cause autism? Vaccines contain mercury, that's poison, etc.? Or of course the celebrity has doubts about vaccinations. >> Put those answers into the chat box and at the end of the presentation we may discuss them. I am kind of curious. In the past few years the controversy of vaccination has grown, an increase in parents not having children vaccinated, and the large pockets of measles within the U. S. As of today according to the CDC there are 1095 reported cases so far. The need for easily accessible, reliable, consumer information is extremely important for frontline librarians. >> What is MedlinePlus? It is the national Library of medicine and consumer resource cover website that provides information for patients, families and healthcare providers but it brings information about diseases, conditions and well issues and the language to the general public in which they can understand. It began way back in 1998 with the lobbying topics. Our first month we had over 100,000 -- we were very proud back in those days. >> Today we have 1000 help topics in English and Spanish. And over 639 million page views since we had grown in 2018. >> Okay, why MedlinePlus ? We take contact from trusted sources, NIH, CDC, AMA, AEP, the Mayo Clinic. We also have license content especially for consumers. We are accurate and up-to-date. Our health topics are content reviewed regularly by staff. We take input from the general public, and we have had many position writing letting us know whether things are in error or following older guidelines. We will make changes. We have a complete Spanish mirror site and of course being a part of the federal government, we do not accept any advertising. >> I am going to overwhelm you with this word MedlinePlus is a rich consumer website. It has over 1000 topics into thing was, we cover everything from Alzheimer's disease. We do drugs and dietary supplement did databases. We also license encyclopedia with over 7000 articles, videos, and patient handouts. We have foreign-language collection of health information. It is for doctors and nurses to help those neighborhood -- native language which is not English. We offer other languages spread out over 400 topics. And more than 3600 different links on the social media front. We offer Twitter, Facebook, email alerts, weekly email newsletters, and online as well as [Indiscernible]. Anyone can subscribe to the magazine. We offer free up-to-date research and cases. We use responsive design so you can view this when your PC tablet, or your phone 24 hours a day. Smack the key is the quality guidelines. The footer is showing a link of the guidelines. The guidelines with this is [Indiscernible]. The MedlinePlus plus quality guideline, six -- success is based on providing quality, unbiased timely in summation. -- Information. We apply this resource that we license, and we have this on MedlinePlus. There are three main evaluation criteria elements we use when evaluating health information. Quality authority and accuracy. Accurate and science-based information, easy to use, original content. The next is purpose, educational not commercial, we do not want pages with no advertising. Availability and maintenance, we want it to be reliable, current. And up-to-date. >> Other organizations also created a lot of content to help consumers evaluate health information. We have health topic on the left-hand side of the screen. It will assist you with explaining the concept of what is reliable health information. It will help users better understand the importance of evaluating Internet health information, and the team created a tool to pass on expertise to uses. You can download a version of this tutorial. Both of these are great resources to share with your patrons, also in-house training. >> Now it is time to see if everyone has been listening. Aimee Gogan put up a link to evaluating tutorial, she will put up a link to the quality guidelines. This is our

knowledge check question. Which of the following is not part of the MedlinePlus quality guidelines ? Type your answer in the chat box. I will give people some time to think about that.

>> We have quite a few that have answered. Are there any more? Okay. For all of those who have not answered, the answer is number 3. And advertising policy on the site is optional. Advertisers or sponsors can play a role in selecting or editing help information as long as it is clearly designated who edits the content. That is correct -- incorrect. If there is advertising we definitely want the policy separate. >> Okay, moving on. We are going to do a health topic tour. We are going to examine two iCoherence -- MedlinePlus topics. The topic of measles and [Indiscernible]. >> Let's take a look at the health topic page in more detail. All follow the same layout. The search box, it is on every page of the top upper right-hand corner. There is also a link on the top toolbar that we will go back to help topics, supplements and videos and tools. There is a link if you want to toggle between the English and Spanish version. And of course the health topic name as well as any type of synonyms. Going down the page we also offer a topic summary. Now summary is written in a sixth grade reading level, copyright free, the author in this case is the CDC. If you need to prepare consumer level materials, you can take this as is and use it. As long as you are given attribution to the author. >> We also offer print email, Facebook, social media, pinchers, or whatever social media tool you use to share the information. We also offer the option to sign up for the my deadline plus newsletter. This is the only type of MedlinePlus that we actually ask you to supply any type of personal information. >> Anybody can use it at any time without fear of being tracked. And we also offer a link to our medical encyclopedia. I will continue down the page. Start here. Now these are what we consider to be, if you have to read one or two topics, or things about a topic that you are familiar, we have gone through our library and we have looked at the various items and we found these would be the best. These are the things you need to know. I need to know about childhood vaccines. Presenting one of these is always going to be something to understand we need the best way. Again these are with everything, we change an update but we consider these to be the best. >> We offer the latest news. Information taken from NIH or other government press releases, and information that we think is something that has been added new, we want to make the user where. And we also have related health topics. If interested, or not quite sure, you may stumble at 10 -- you may stumble upon [Indiscernible] you can go to that and we interlink as many topics as possible. One can lead to another without the user feeling they are getting lost in the process. Also we have other languages. Other than English or Spanish. And any type of things to articles in the NH MedlinePlus plus magazine . Now interested in Spanish content, we have actually on the page if you look at the topic from the Department of Health and human services, it is also available in Spanish. If your clinician wants to share this information with the Spanish speaking person they can follow along with the same document and if interested just from NIH, we tag those specifically. >> Let's take a look at the start your record vaccine and protect your children every age. We will take a look at the latest information. This will take you back to the CDC page. You will notice many records are from the CDC, this is expected since vaccines and vaccinations fall under their offices. They will vary from topic to topic. But again we make sure the current information is available. And we have another piece of information, we decided to bring out this it is relatively new from the FDA. And we tag it as [Indiscernible]. Vaccination is the best protection against measles, current as of May 2019. >> Continuing down on the page. We will go to related issues. Related issues are records that contain interrelated and associated topics, with the additional health topic, but not exclusively about child visitation. They talk about understanding the parts of vaccine, vaccination records for kids, etc.. They delve into more specifics, with more detailed aspects, like decision for preterm babies, or your baby's first vaccine. And as always you can never escape the MedlinePlus guidelines as they are listed on every page. >> Now as we continue down the page we have images, health check tools, like test and quizzes with more interactive content. Some are game oriented, or latest statistics and research. We have 26 and research. And it will take you to all the open and close

that is available for childhood immunizations. We also link to a search for journal articles. These are skewed with the way they are designed to appeal to more of a general audience, but they can give you a definite overview based on the biomedical literature. Reference desk is kind of like a broader setting. It is to understand the immune system. You will have an idea of immunization, but is an easy reference material. And then find an expert. Again depending on your disease or condition there may be more, but in this case it is the government organization that would be in this case. And the CDC. And then we go with demographics, written for children. We have teenagers, and patient handouts. These are usually one or two pages, explaining the same topic. >> Okay. Let's take a look at measles topic it follows the same as childhood immunization. We have links in Spanish. The related issue is musician. -- Immunization. We have a new article, vaccinations is the best protection against measles. And also we will take a look at the related issues, measles, mumps and rubella for the Center of disease control. >> Also we have the interest under women, measles, mumps, rubella. As well as some of the patient handouts. Just to give you an idea of what is available in this particular site with measles. Also we have images. And photos of people with measles again this is one of the newsletters we think obviously current from an organization embedded by MedlinePlus . >> And we put this from the CDC. Sometimes you may be able to find graphics and images on our site and you can use these for training, publications, etc.. >> Let's term briefly to some of the other features of MedlinePlus that can be useful to consumers. MedlinePlus has so much more than just health topics. I will touch on a few features before we go on to exercises but we provide information on herbs and supplements from the national Center for complementary and integrative medicine. Also we use materials from the natural medicine comprehensive database consumer version. We like to use that database under a strong recommendation from [Indiscernible] they cannot cover everything but they recommended. It is a very good resource. >> We list drugs by prescription and over-the-counter products. We list them by brand name, and industry name. Briefly we will examine the record for a rectal suppository. The drug name and pronunciation guide is on the top as you can see. The record is divided into several categories. Framed as questions that most likely a user might ask. Also in this case, any types of warnings or FDA warnings are listed and highlighted in the red box but if there is a new warning for any drug, the page is updated by the content creators, in this case is the American health pharmacist with -- within five hours. If there is a recall notice, it is published and they make the update and we get it and we publish it very quickly. >> Now turning to the herbs and supplements database, it is content from two sources. National Center of, Mary and integrative health, and natural medicine conference of database. That is a NIH Institute. And the license content. We take a look at the record for goat weed. >> Similar to structure like the database. Information is organized with a series of questions. And the answers appear below. What makes the difference in the drug database -- it is that we look at the effectiveness. We look at the herbs and the supplements on various conditions. This is based on evidence from the published biomedical literature, and there is a note below this topic heading. They explained the rating of how this is effective and how it is created. Also bibliography. >> We also offer health videos and the videos include health videos, anatomy, and they have created a series of animated videos, and interesting topics on medicine like antihistamine, antibiotic resistance, things like that. We kind of have all 45 minute long animation. We have desk if you want health check tools, body weight, measurements, or test for measuring whether you are hypertensive, things like that. Games to test your health knowledge. We also offer a way that you can search for videos and tutorials without having to go through the rest of the content. This links to the understanding medical words tutorial, that has been developed to be useful for patients. It explains how medical words are created when someone says hyperthyroidism, do they mean hypothyroidism? Based on the information they have. And a link to the evaluating health information tutorial. >> I know that is a lot to cover. And my best advice is to get into MedlinePlus, and to experiment . You can look at a health topic interested in and you can explore different links throughout the cycle.. -- It is a relatively simple database but I have so much content in it, and I think it is

very useful for both the library and, the general public, as well as the physician. And healthcare professionals. >> Okay, now for some exercises. We are going to take a look at a few websites. Using the MedlinePlus guideline, can you determine if the site provides accurate, up-to-date and unbiased health information? You need to open up a new window and have tab with the MedlinePlus guideline. And remember that MedlinePlus is, quality, authority, accuracy. The purpose is to be educational not commercial. And also availability and maintenance. >> Take a look at the site doesn't fit the MedlinePlus guideline? Yes or no. We will start with [Indiscernible] and I will give you a little bit of time to see -- would you say yes or no? Please type in your reasons. Okay. Please begin. >>

Remember, when you are looking at this psycho we are looking for health information. And we want to make sure it is accurate, and where they are getting it from, the purpose of the site. Not only is it educational, but is it commercial? Are they pushing an agenda? It is hard to separate those but it is important when looking for reliable health information, not the most unbiased information possible. >> Okay, time so. Will this be okay for MedlinePlus ? Unfortunately, no. They publish books, [Indiscernible] and the writing varies from healthy skepticism of the people who are anti-vaccine proponents, to attacks on the anti-vaccine proponents. We are looking for health information on this I cannot opinion. And we are not here to argue with them back and forth. We are here to define [Indiscernible]. >> This is also a mixture of art and science. The more you look at the sites the more you find out. We always at the library represent the government and on the side of being more conservative. >> Okay. The second site is -- instead of writing yes or no, use the green check or the red expert green for yes, and ask for no. If you have any comments please include them the chat box. >> Okay, for those of you that check and ask, do you have any reasons why? In one or two words. Put in the chat box because we are curious. Okay. A lot of good responses and some great responses in the chat box. To me, the second anybody asks for money, but as a lark. -- That is an alert bird but I like some of the comments. One of them is, the citation site and the same website. You want a variety of sources. And someone said, always and never make me nervous third that is true. They are not perfect right answers and medicine. We know that. But that is a great response. Not only quoting one Dr. Baird okay. -- >> Okay, let's move on to another one. Immunization action coalition. Again read acts -- a red X and a green arrow. All right. When we look at this, we also look at things like the about section and discussing the type of organization we look at the headers and footers to see if there's information that gives it away, and who was finding it that can make a big difference, particularly with pharmaceutical companies and they fund what they are sure buys health information, but it eventually goes back to print this free coupon out. Just something to take a look at. >> All right, thank you. Good comments. A little longer on this one. This one is tough. It is a part of a cooperative agreement from the national Center of immunization and representing disease which is a part of the CDC. We use this for content of MedlinePlus . There are some things that might be put off, but those are fine with the donation because they are not really advertising or selling you anything. And the store is again, it is not a third-party advertisement for Kraft macaroni and cheese, or something else. It is for their own materials. And that of course is the stuff that is basically all information that you can find on the website. Yes, this would be appropriate for MedlinePlus. And it is the thing that you need to dig deep by looking into things like headers, footers, and plow through those. Sometimes there could be a wealth of information. >> Okay, here is another one. This one is pretty difficult but you should be able to find your way through it weird bioelectric shield. Is it appropriate or not appropriate for MedlinePlus ? Let's go with again, red X for no, a green check for yes. >> Quick responses. Yet this one is easy as pie. This is -- there are groups out there that will say or do anything for money. They prey on those that are not well informed, [Indiscernible] and sometimes even their own positions. It is a sad thing to say that someone would shut out almost \$1000 to be protect from the [Indiscernible]. >> Here is our final one. So again we are going to do red X , a green check. Children's health defense. All right. Okay, I thought this one was a bit more difficult. The answer is, no. And why? There are so many issues. There is a thing where you get called [Indiscernible]

members only, that means you get access to special information if you contribute more money. Information should be free. Also, the store, we looked at the books. An odd assortment of publishers. Not only what they are selling, but others and what they are writing and how valid they are. And they have a section called why we do it we do, which is a personal story. Many are convinced vaccinations caused their children ill issues. These people in our healthcare professionals and other one is exposing causes, basically a lot of false narratives. Usual big Pharma, people [Indiscernible]. The bottom line, we put together very cherry pick sites, and I'm having some technical problems. Hold on for just a second. I think it is the [Indiscernible] people getting us. >> Okay. You know, they put up a very good sign, a strong advocacy site, and they have medical board that is all -- people are supportive the cause. There is no balanced opinion. [Indiscernible] so. You know, and from based on your comments, they do not tie into the [Indiscernible], that is my joke. It was a sight and like I said is well put together, and it offers information if you know what to look for and you are skeptical, you can find out. This site depends on the Kennedy name to drive it. Again, we kind of avoid sites that have celebrities on the wards and things like that, just because they are therefore names. I know that Robert Kennedy Junior has been working with issues around bakery, and fish and that pulled him into the vaccination thing. I do not know how much say he has them anymore, but to me, Mike reaction is saying that if you can only get members only, that is a turnoff. [Indiscernible] >> Okay, back to the -- we are having technical issues.

>> I'm sorry, we are having some hardware issues.

>> So, that pretty much wraps up what I will discuss about MedlinePlus . Again, please give MedlinePlus a try and if you have any questions, comments or concerns, we have a contact button on all of our pages. You can get in touch with us but if you find information in error, please let us know we will help correct it. Okay, Amy and Andrew are you ready for questions? >> I have one more thing to tell you about -- we are having some weird computer problems again. I am sorry about that. One second. >> No worries, plenty of time. >> Okay, one moment. These are the speed version for those who have missed out on the slides.

>> Hello everyone. I am so sorry about that. This is Aimee Gogan . I just want to tell you a little bit more about our NNLM training. We have program called the national network of libraries of medicine, coordinated by NNLM. Help disparities in information literacy. Carried out through a network of health science libraries and the service core -- NNLM efforts, they provide a variety of -- you can see the slides that I am talking about. We provide to send network members. That includes academic libraries, special libraries, public libraries, information centers and community-based organizations. Probably many of your members to the institution. >> All of the NNLM webinar is and trains are free and open to the public you can sign up for the account and start browsing it is a good idea to take a look at your regions page on NNLM.gov if you want information projects, or partnering with other member institutions, ordering print materials, and much more. >> Among many other classes that we offer to librarians, we have classes on consumer health. It is to enhance our consumer health offerings, and we have partnered with the medical Library Association to help librarians earn their consumer health mission specialization or trying to. It is responding to the needs of library staff like yourselves, as mentioned earlier, whom might be faced with questions from patrons. And it offers training for librarians and providing health information to consumers. The CHIS achieved entirely for free . You can take classes offered by NNLM . You can -- you can take just one 12 hour CE hour class. It is a class -- is eligible for CHIS . Once you take the appropriate classes, NNLM will totally sponsor your \$75 application fee. If you take the class to us, it is totally free. You can get your CE and it looks great to your employee, to the community, and for your library. And that is all I have. You can open it up to questions, Joe. >> Okay, thank you great presentation, thank you to both Aimee Gogan and Andrew Plumer . I do not know if this covers the sea.

We will follow-up with an email to explaining. It will be sent to all attendees. >> Here is the link. We will follow-up with an email. Any other questions for Aimee Gogan and Andrew Plumer? Now that we have finished the presentation -- you can comment about the webinar, the slide deck will be available and sent out. It will be shortly on the archive. >> Any questions for Aimee and Andrew? >> This is an entry, I am curious to see if you like the activity, and searching different websites to find answers? >> -- Anyone can chat about Andrew's question word we are getting a lot of yeses. I do not think I have gone to a webinar that had that, that was very interesting we are getting a lot of good comments. >> Okay, great. Any other questions for Amy -- Aimee and Andrew? >> We are both librarians. And you can take more classes with NNLM. There are sorts of webinars free to sign up. Take a look at the website. We will put in the chat box. >> I will put the satisfaction survey. We will put out the satisfaction survey in the chat box. Please fill it out if you could. >> Please keep the questions coming. I am going into my wrap up comments. We have more time for questions for Aimee Gogan and Andrew Plumer. Again if you came in late, you can access the chat box by going -- you can see it now. >> First I would like to thank Aimee Gogan and Andrew Plumer for the terrific webinar. And also arranging -- we call them about this measles topic, and they were agreeable to put together today's webinar. Also I would like to thank my NNLM colleague, Cori Holder . He kept everything running smoothly as tech support. And they would like to thank the audience, I know you have enjoyed as much as we have. Do not forget our upcoming webinar is, we have three scheduled for July. It is Wednesday July 24th, entitled grow your bank account using government resources to plan your current and future finances. We have a longtime presenter presenting it you will receive notice of upcoming webinars when an ounce. Sign up for our news and events email at the FDL P.gov. And the FDL P Academy . You will see the webpage linked at the bottom of the FDL P homepage. You can view calendar and update -- events in [Indiscernible]. You can also volunteer to present at a FDL P Academy webinar you can prevent -- presented -- you can do on any topic. They will talk about it for you. [Indiscernible] beside the satisfaction survey, Corey has put links into the file repository which you can't see. This webinar will soon be beyond. We have repositories for the last 2 years. We have a very up-to-date, searchable and tagged archive it and then for all of our past webinars as we have a link. I have also put links to three of the most recent NNLM webinars . Give it a look. >> Also, we have more about the FDL P Academy , webinars, conferences and other trainings. Check out the link to the article on one of our former colleagues, Scott was a writer and editor. It is a very good article about the FDL P Academy . Let's see if we have any other last questions. >> We have a bunch of shout outs in thank you's. I do not see any other questions. A lot of thank you's. Which is great. I think you covered all the bases. >> Thank you so much, Joe. >> If you have any other last questions, we have a couple of minutes. >> I think you have covered everything. All fantastic webinar. Very reluctantly I will close things out today. Thank you once again, Aimee Gogan and Andrew Plumer, I appreciate it . Thank you Cori Holder, and the audience, I hope you have joined this great webinar come back to the FDL P Academy for more great webinars. Have a great rest of your day . >>

[Event Concluded]