

# OVERVIEW OF NLM'S HISPANIC OUTREACH ACTIVITIES



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For an overview of National Library of Medicine (NLM)-sponsored or other projects and activities that significantly or substantially involve Hispanic

users, see the overview of all relevant NLM units and review of the NN/LM's Outreach Database for

more information. NLM and its National Network of Libraries of Medicine (NN/LM) are currently involved in several dozen projects with a primary emphasis on reaching Hispanic health professionals and/or health consumers.

Recent or current Hispanic outreach projects are being

conducted

- all eight of the Regional Medical Libraries (RMLs), several of their Resource Libraries (RLs), and other NN/LM members libraries;
- NLM's Office of Outreach and Special Populations (OOSP) in the Specialized Information Services (SIS) Division;
- various Library Operations (LO) units responsible for exhibiting at Hispanic events and for MedlinePlus en español;
- NLM's Office of Health Information Programs Development (OHIPD) in the Office of the Director;
- and by NLM's Office of Communications and Public Outreach (OCPL) for a range of communications and promotion activities involving Hispanic populations;
- Other NLM units with more limited roles include: EEO for representation at varied meetings and events; Extramural Programs for grant support; Lister Hill Center in partnering with OHIPD, OCPL, and others on specific projects; and NCBI for including Hispanic participants in its bioinformatics educational courses

The main types of Hispanic outreach projects include:

- major multi-dimensional outreach projects; focused

Spanish-language materials;

- web sites with Hispanic health information and

- training;
- exhibits;
- health fairs;
- educational (awareness building);
- technology infrastructure (computers, Internet);
- educational technology (e.g., multimedia);
- community partnerships;
- international partnerships

Many projects involve more than one element.

**Results—Snapshots:** Snapshots of illustrative Hispanic outreach activities are shown in the boxes

## Box 1. Community-Based Hispanic Outreach Projects

- **Mercedes (TX) MedlinePlus Peer Tutor Magnet Health High School Project** (RML Region 5, HAM, with OHIPD)—High school librarians teamed with UTexas Health Sciences Center library staff to train peer tutors who in turn trained hundreds of students and community members in accessing online health information.
- **SALUD Public Health Information Project in Chicago (IL)** (RML Region 3, U Illinois @ Chicago)—Chicago Department of Public Health is training community health nursing students to work with the predominately Latino inner city population.
- **AIDS Outreach Projects** (SIS) are funded each year—FY05 included projects serving Hispanic populations in Albuquerque NM, Las Cruces, NM, and Houston, TX, and also support for the development and maintenance of AIDSInfo en español that includes simple to read health fact sheets.

## Box 2. NLM Hispanic-Oriented Web Sites

- MedlinePlus en español, <http://medlineplus.gov/spanish/> has achieved significant levels of usage, with

- about 95% Hispanic users—about 7% of total use, about 7% of total use
- MedlinePlus in English also has significant use, about 7% of total use
- AIDSInfo Spanish language materials <http://aidsinfo.nih.gov/espanol/> 8% of AIDSInfo users access Spanish materials and about 21% self-identify as Hispanic

## Box 3. Partnerships with Hispanic-Serving Educational Institutions

- **Environmental Health Information Program (EnHIOP)**—provides support for Hispanic-serving and other universities through meetings, database training for faculty, staff, students, and modest funding for projects.
- **Knowledge River Program Graduate Support, University of Arizona Library and Information Science**—supports training of NLM and Hispanic library school

## Box 4. Educational Materials & Communications

- **Public Service Announcements**—produced and distributed by NLM to Hispanic R networks and as part of a campaign to produce radio, television, PSAs to be distributed via Spanish media across the US.
- **East Los Angeles (CA) Hispanic Information Prescription Project**—the Center for Applied Gerontology at the University of Los Angeles and R Institute for Applied Gerontology develop InfoRx and related educational materials appropriate for the Hispanic community
- Several RMLs and RLs produce Spanish-language brochures and other materials that have added Spanish language materials.

## Box 5. Exhibits and Health Fairs