Libraries Connecting You to Coverage: Health Literacy

Elizabeth Rapp - Jefferson-Madison Regional Library

About JMRL

- 8 branches + bookmobile + historical society
- Serve about 200,000 residents
- Both rural and urban populations
- Diverse area- students, refugees



Health Programming

Ongoing Programming

- Chair yoga
- Walking book club

Frequent Programs

- Advance directives
- Health-related apps workshop
- Meditation

One-time Programs

- Mental health for veterans talk
- T'ai Chi
- Counseling services
- Health speaker
- UVa Patient Library



Passive Programming

Book displays

Materials that patrons can keep

MedlinePlus handouts

NIA (National Institute on Aging)

NIH (National Institutes of Health)

NIMH (National Institute of Mental

Health)

Handouts/materials sent to other branches for displays

Reading club kits- NNLM Reading Club

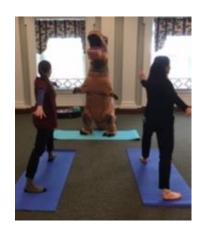
Consumer Health Literacy

Explain why health literacy is important to your colleagues

- In-service presentation
- Board presentation
- Staff meetings
- State/regional library association conferences

Circulating Fit Kits

Outreach and Promotion



Health fairs Blog posts

Employee bazaar Social media

Senior fairs Flyers

Listservs

Community events calendars

Press releases

Bus and radio ads

Partnerships

Local hospitals (patient library)

Mental health clinics

Homeless shelters

Senior centers

Wellness Committees



a better life, a better community





Community Impact

- Increased access to internet
- Increased usage of library's databases
- More recognition of library services



Questions?

Contact: erapp@jmrl.org

