

**Appendix A: Best Practices At-A-Glance**  
**Consumer Health Information Services and Delaware Public Libraries**

Library Service / Library Function	Best Practices	Status	Model Programs
<b>Planning and Partnerships</b>	Public libraries and medical libraries throughout the service area form strategic partnerships.	Recommended	<ul style="list-style-type: none"> <li>-Port Washington Public Library (NY)</li> <li>-Rochester (NY) Regional Library Council (Clic-on-Health)</li> <li>-The Bronx Health Link (NY)</li> <li>-Consumer Health Information Resource Service (NE)</li> <li>-Healthnet (CT) Consumer Health Information Network</li> <li>-Health Reference Institute (MA)</li> <li>-HealthInfolowa (IA)</li> <li>-NCLIS Blue Ribbon Consumer Health Information Recognition Awards for Libraries</li> </ul>
	Neighborhood organizations, health-related agencies, and/or community coalitions are enlisted to serve as partners in the consumer health information service.	Recommended	
	Public library staff members seek out existing health and human services partnerships, agencies and/or coalitions in which to participate.	Opportunity for improvement	
	Partners are engaged in identifying key community and health issues, underserved populations, and ways in which consumers seek and use health information.	Opportunity for improvement	
	The community to be served and its current health needs are identified through a community needs assessment process.	Recommended	
	Existing data sources (e.g., demographics) for the service area(s) are compiled; new information is collected as needed.	Opportunity for improvement	
	Measurable goals and objectives for the service and for each of its partners are agreed upon.	Opportunity for improvement	
	A Steering Committee or Advisory Council is established to provide oversight and governance for the service.	Recommended	
	The Steering Committee or Advisory Council members and key partners are engaged in planning for long-term sustainability, including identifying funding needs and sources.	Recommended	
	A plan for ongoing or periodic evaluation of the service is in place.	Recommended	
	Partners contribute staff, time, and financial resources to expand and/or sustain the services.	Opportunity for improvement	
	All partners are committed to the long-term viability of consumer health information services.	Opportunity for improvement	
	Health information service is integrated into the ongoing programs and service of the libraries.	Opportunity for improvement	

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<b>Reference &amp; Information Service</b>	Health information sources and services are available in public libraries at all times the library is open to the public.	Recommended	-MLA Consumer Health Information Specialization -Healthnet (CT) Consumer Health Information Network -NYPL/New York Academy of Medicine (NY) -Health Access (Libraries for the Future) -National Network of Libraries of Medicine (NN/LM) -Consumer Health Information Service (Palm Beach County, FL) -Health Information Center, Wheaton (MD)
	All librarians and some support staff members develop competencies in providing health reference services.	Recommended	
	At least one person in each public library is offered the opportunity to participate in a comprehensive training program, such as the MLA Consumer Health Specialization certificate or a state-endorsed health information curriculum.	Opportunity for improvement	
	The scope and level of health information services that should be provided at the time of need and point of service is defined. Users are referred to other organizations, libraries, or information sources only when the scope of the public library's onsite services have been thoroughly exhausted and/or are insufficient for answering questions at hand.	Recommended	
	A measure of success for public libraries is the number of health queries thoroughly answered at the time and place of need.	Recommended	
	Public libraries know which local hospital and/or health sciences libraries and librarians serve the general public and readily make appropriate referrals.	Recommended	
	Library patrons can obtain instantaneous or overnight service from a consumer health specialist or a medical library via phone, email, and/or synchronous online chat.	Recommended	
	Medical or consumer health librarians are available to assist with sophisticated health questions that are beyond the scope of the public librarians' knowledge.	Currently in place	
	Community-based facilities, including public libraries, make computers available for the general public to access health information websites.	Currently in place at public libraries	

Library Service / Library Function	Best Practices	Status	Model Programs
<b>Collections</b>	The health topics most needed by the target population are identified.	Opportunity for improvement	-Arkansas Consumer Health Information Resource Task Force. -Healthnet: Consumer Health Information Network (CT) -Philly Health Info (model web portal) -HealthyNJ (model web portal)
	Current, reliable, and accurate sources of health information are provided at all public library sites.	Recommended	
	A collection management policy is in place and includes evaluative criteria for purchasing new materials.	Recommended	
	A list of core health resources for small, medium, and large libraries is developed and all libraries agree to purchase the items on the list.	Recommended	
	Collections are weeded on a regular basis.	Opportunity for improvement	
	Materials are available in multiple formats including reference books, circulating books, magazines, and pamphlets.	Opportunity for improvement	
	Materials are available in languages other than English where appropriate.	Opportunity for improvement	
	The collection includes easy-to-read materials.	Opportunity for improvement	
	Consumer health databases containing reference book excerpts and journal articles are available.	Currently in place	
	Reliable websites are selected and made easily accessible to library users through a project web portal and printed resource lists.	Recommended	
	Library users are taught how to evaluate online sources of health information.	Opportunity for improvement	
	Medical library collections, including access to journals via DOCLINE or other ILL services, are accessible to public libraries as needed.	Currently in place	

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<b>Outreach and Promotion</b>	Outreach and promotion of health information services is viewed as a shared responsibility for public library staff members and partners.	Opportunity for improvement	-Health Information Center, Wheaton Public Library (MD) -REACH 2010 (Charleston and Georgetown SC Diabetes Coalition) -COIN (Community Outreach Information Network, VA)
	Library staff members participate in neighborhood coalitions and health-related partnerships.	Recommended	
	Library staff members participate in local health fairs and community-wide events.	Opportunity for improvement	
	Youth services librarians engaged in outreach at the schools make the health information service part of their message.	Opportunity for improvement	
	Partners and other community-based organizations are enlisted to assist in promoting the consumer health information service.	Opportunity for improvement	
	Community culture brokers are contacted to assure that information is shared with segments of the population that may be unfamiliar with public library services.	Opportunity for improvement	
	Partners and other community organizations refer their clients to the library for health information.	Opportunity for improvement	
	Marketing and promotional materials are targeted to the community, especially to audiences identified as most in need of health information services.	Opportunity for improvement	
	Brochures, flyers, newsletters, press releases and other materials are prepared and updated as needed, including in languages other than English where appropriate.	Opportunity for improvement; new brochure design currently in progress	
	Volunteers, Friends of the Library, and other advocates distribute the consumer health information services promotional materials.	Opportunity for improvement	
	Promotional materials in languages other than English are available where needed.	Opportunity for improvement	
	Outreach to organizations with bilingual staffers are engaged to help share information about the library's service with non-English speakers.	Opportunity for improvement	
Relationships with local media outlets help assure frequent exposure for the consumer health information service and	Opportunity for improvement		

	its community-based activities.		
	A website describing the health information services is maintained and prominently linked from the website of the partner organizations and all public libraries.	Opportunity for improvement	
	Health-related programs, lectures, and/or screenings identified as being of value to the target community are offered in conjunction with partner organizations.	Opportunity for improvement	
	Funds are available to support paid advertisements of the consumer health information service.	Opportunity for improvement	