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## Introduction to Health Reference: Ethics & Best Practices

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SURVEY



# Introduction to Health Reference: Ethics & Best Practices

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# WHAT YOU'LL LEARN

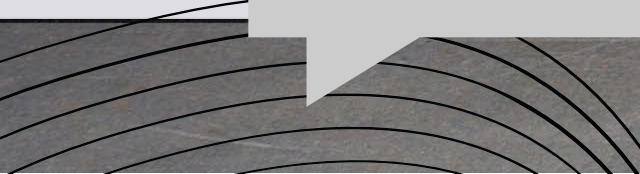


What is a health reference interview

How the library can protect patrons' health privacy and confidentiality using ethical guidelines from library associations

Effective communication strategies to identify the health information needs of patrons

Simple methods for evaluating online health information that can be easily explained to patrons





# Health Reference Questions

*"I want to find more about that diet thing Dr. Oz talked about the other day."*

*"Do I have lice?"*

*"I just found out my son may have Marfan syndrome. Do you have a book about it?"*

**"My mom is starting to forget things but how do I know if it's Alzheimer's?"**

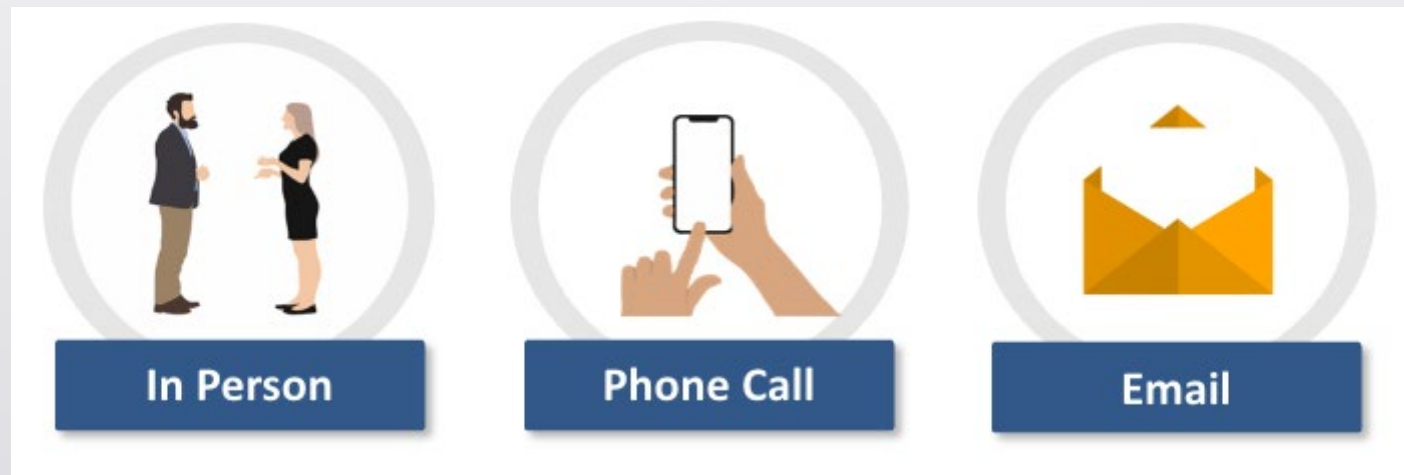
*"Should I get the booster for COVID?"*



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# What is a Reference Interview?

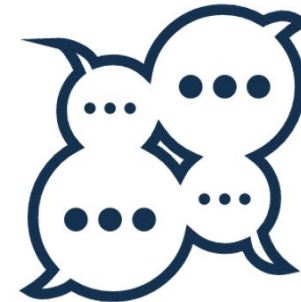
- A conversation between a librarian and a patron, in which the librarian can determine the type & quality of information a patron needs & how it will be used.



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# Think, Pair & Share

Why is it important to conduct a good reference interview with a patron?

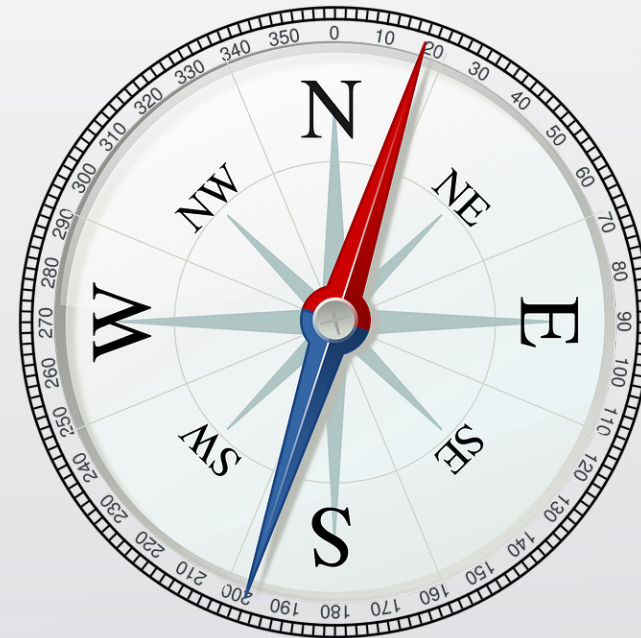




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# Codes of Ethics

- [American Library Association \(ALA\) Library Bill of Rights](#)
- [Medical Library Association \(MLA\) Code of Ethics](#)
- [American Library Association \(ALA\) Code of Ethics](#)
- Local guidance
  - State
  - Organization







# Continuing Education





# Privacy & Confidentiality

Privacy is the right to open inquiry without having the subject of one's interest examined or scrutinized by others.



Confidentiality exists when a library is in possession of personally identifiable information about users & keeps that information private on their behalf.



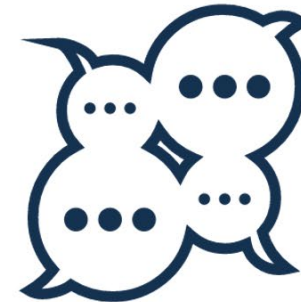
(American Library Association, 2019)

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# Think, Pair & Share

What are ways you can protect patron privacy & confidentiality in the library?





# COMPONENTS OF A HEALTH REFERENCE INTERVIEW

Approachability

Interest

Listening

Searching

Follow-Up





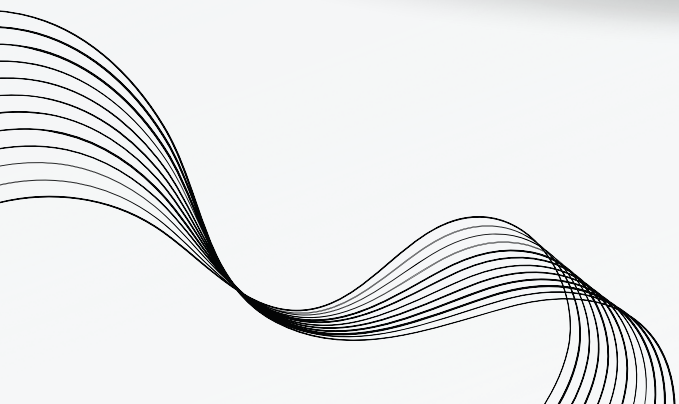
# APPROACHABILITY



Smile & greet patrons as they approach

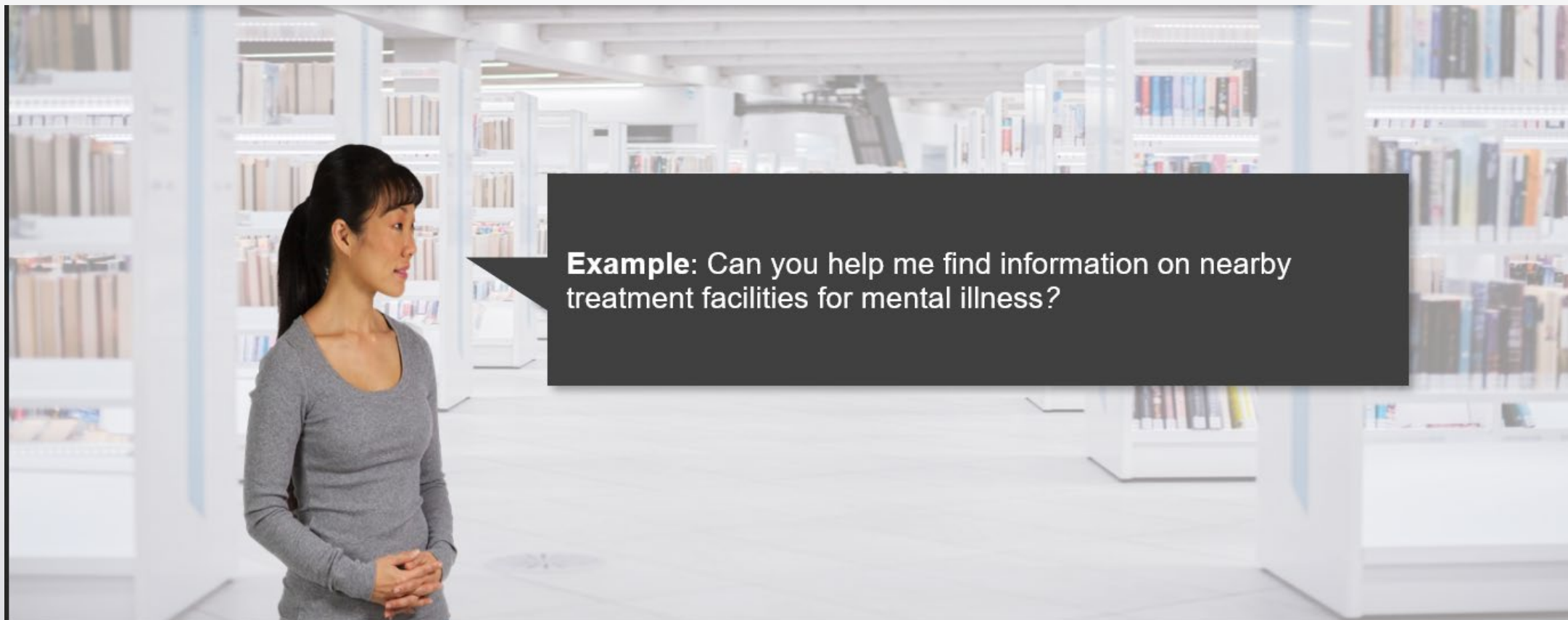


Do your best to understand that body language is not universal and varies across cultures & customs





# ACTIVITY





# INTEREST



Patrons may be unaware of their emotional state



Sometimes patrons want someone to listen to their stories



Use active listening skills



# LISTENING

Get as much information as possible

Ask patron for preferred format.

Don't assume the patron has the illness

Be aware that patrons may be unfamiliar with medical terms

Repeat the question back to patrons to be sure you understand what they're asking







# SEARCHING



Use reputable sources only



Provide complete, impartial,  
unbiased information



Do not censor health information

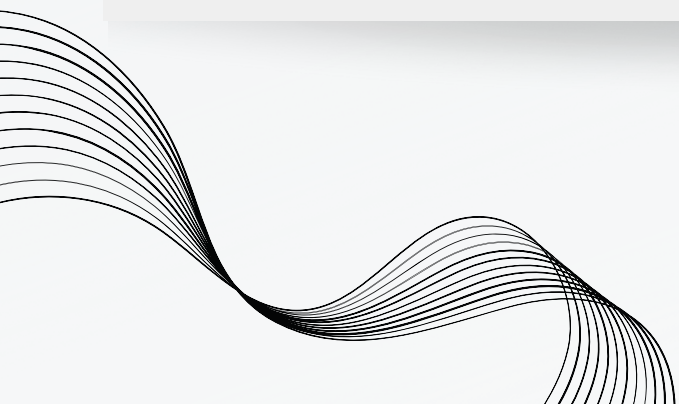


# FOLLOW UP

**i** Ask if they'd like more information

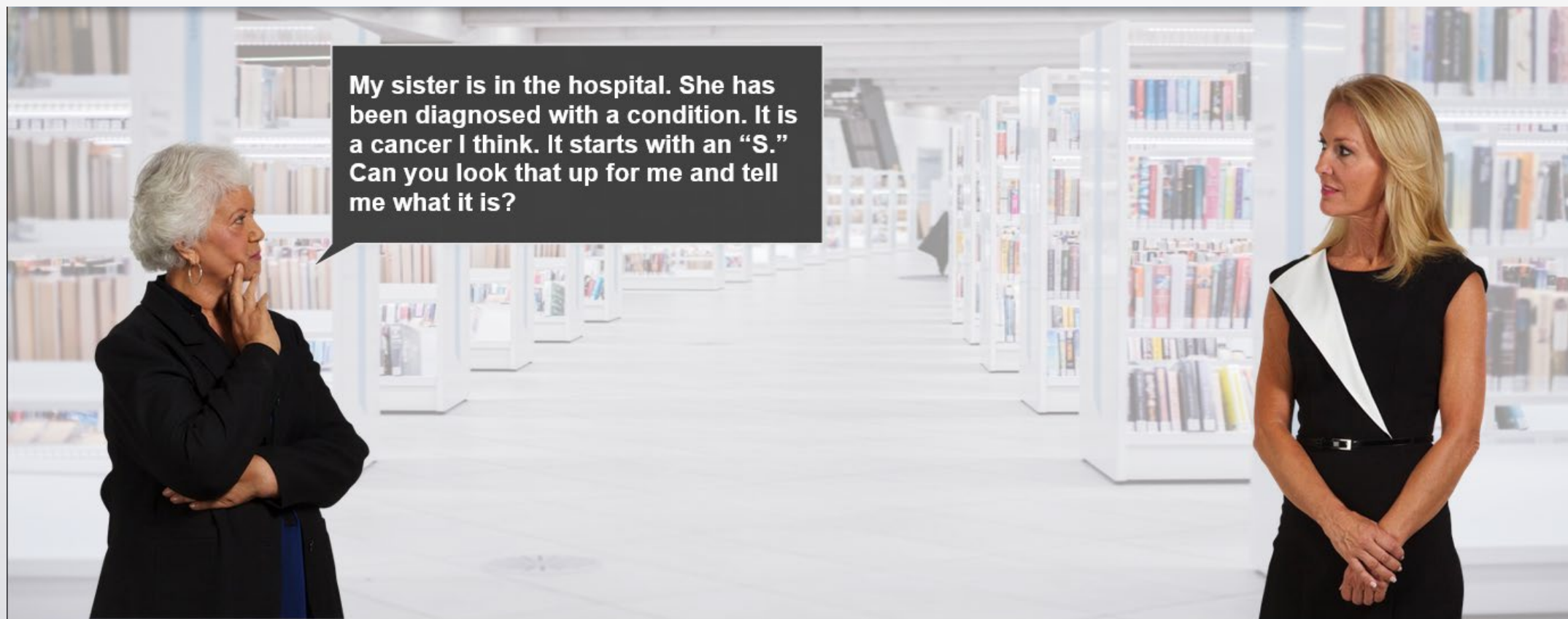
**Speaker icon** Ask patron for preferred format

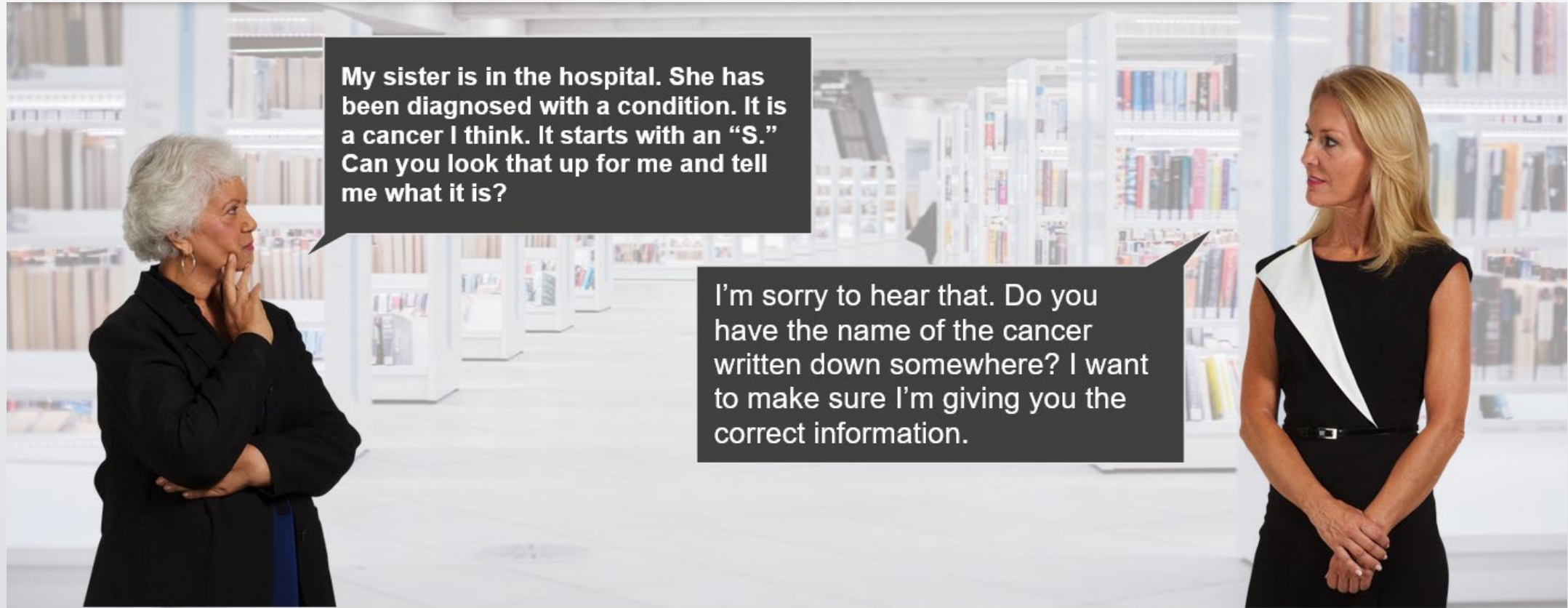
**?** Welcome patrons to ask more questions now or later after they have finished reading the information





# ACTIVITY



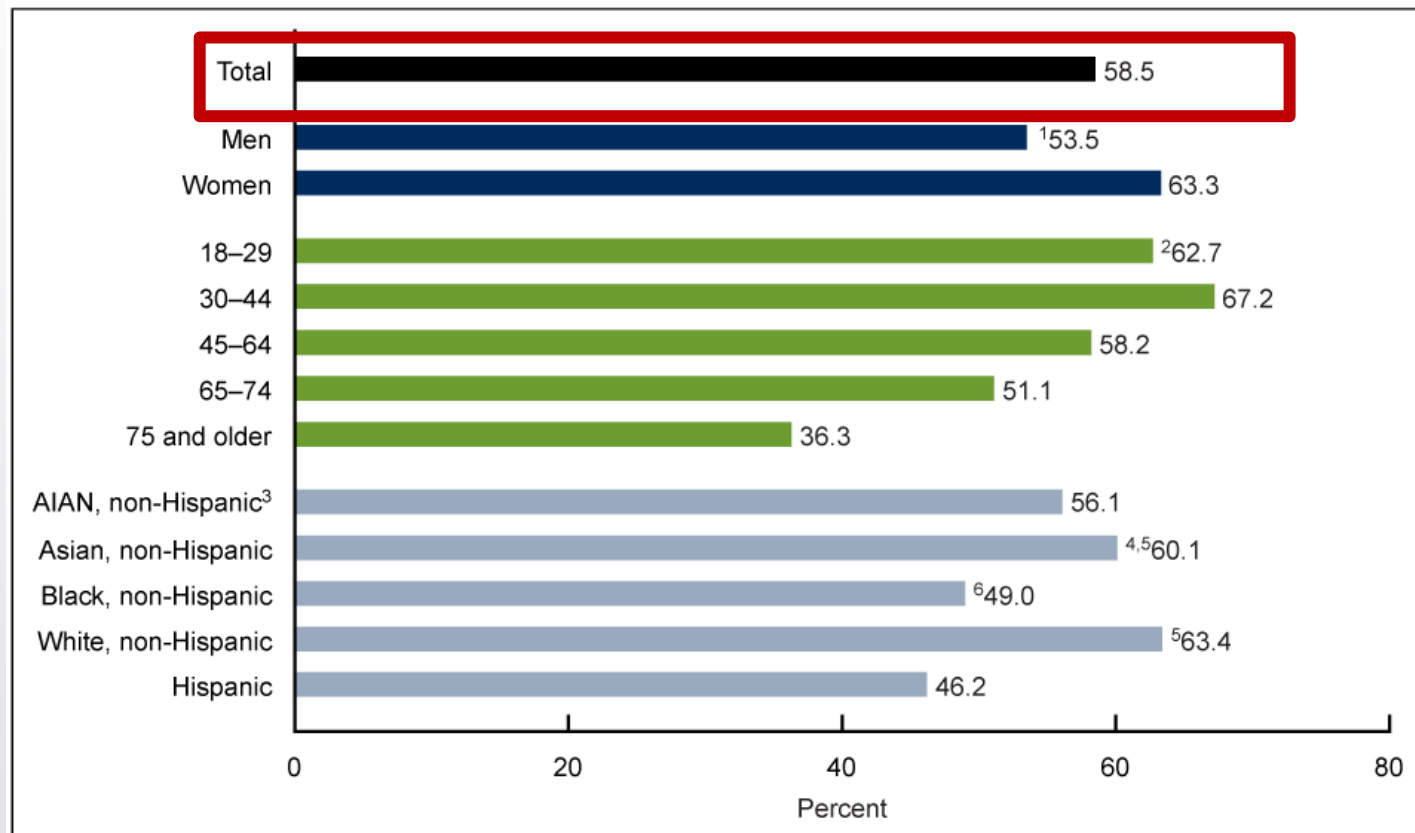


# Evaluating Online Health Information

A significant number of U.S. adults use the internet to search for health & medical information.

(Wang & Cohen, 2023)

Figure 1. Percentage of adults who used the Internet in the past 12 months to look for health or medical information, by sex, age, and race and Hispanic origin: United States, July–December 2022



<sup>1</sup>Significantly different from women ( $p < 0.05$ ).

<sup>2</sup>Significant quadratic trend with age ( $p < 0.05$ ).

<sup>3</sup>AIAN is American Indian and Alaska Native.

<sup>4</sup>Significantly different from Black non-Hispanic adults ( $p < 0.05$ ).

<sup>5</sup>Significantly different from Hispanic adults ( $p < 0.05$ ).

<sup>6</sup>Significantly different from White non-Hispanic adults ( $p < 0.05$ ).

NOTES: Estimates are based on "yes" responses to the option, "To look for health or medical information," when asked the question, "During the past 12 months, have you used the Internet for any of the following reasons?" Adults who did not use the Internet were counted as not looking up health or medical information. Adults of Hispanic origin may be of any race. Adults of other and multiple races are not shown. Estimates are based on household interviews of a sample of the U.S. civilian noninstitutionalized population. Access data table for Figure 1 at: <https://www.cdc.gov/nchs/data/databriefs/db482-tables.pdf#1>.

SOURCE: National Center for Health Statistics, National Health Interview Survey, 2022.



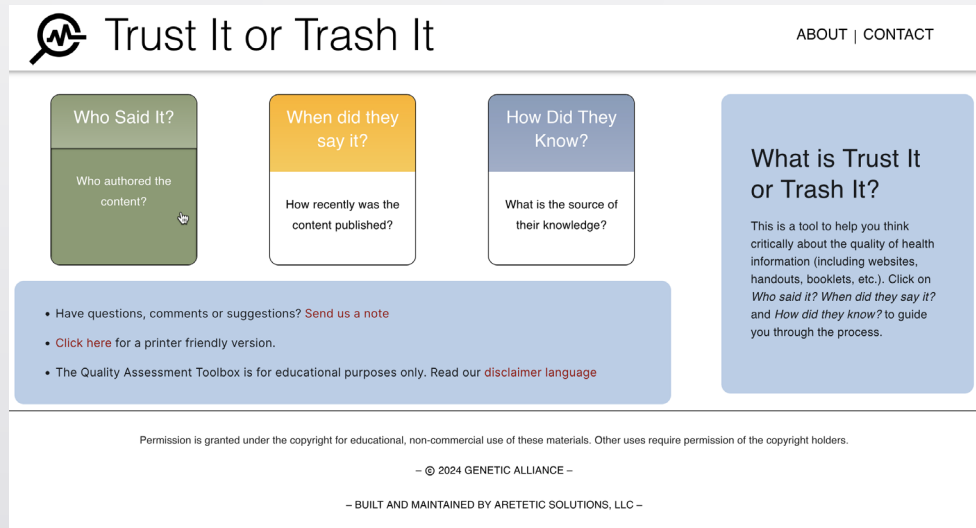


# Evaluating Online Health Information

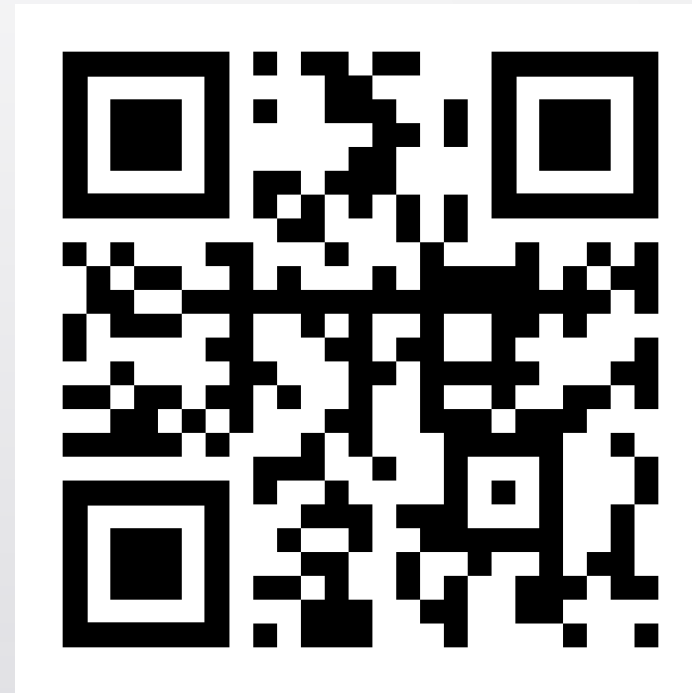
- Health information quality varies widely across websites & web applications
- Low-quality information conveys incomplete, inaccurate, or outdated knowledge, which may lead users to form erroneous health beliefs & cause negative, or even detrimental, health outcomes.

(Zhang et al., 2015)

# Evaluating Online Health Information



The screenshot shows the 'Trust It or Trash It' website. At the top left is a magnifying glass icon over a pulse line, followed by the title 'Trust It or Trash It'. To the right are links for 'ABOUT | CONTACT'. Below the title are three colored boxes: a green box for 'Who Said It?' (Who authored the content?), an orange box for 'When did they say it?' (How recently was the content published?), and a blue box for 'How Did They Know?' (What is the source of their knowledge?). To the right of these is a larger blue box titled 'What is Trust It or Trash It?' with a paragraph explaining the tool's purpose. Below these boxes is a light blue box containing three bullet points: 'Have questions, comments or suggestions? Send us a note', 'Click here for a printer friendly version.', and 'The Quality Assessment Toolbox is for educational purposes only. Read our disclaimer language'. At the bottom, there is a footer with the text: 'Permission is granted under the copyright for educational, non-commercial use of these materials. Other uses require permission of the copyright holders.', '© 2024 GENETIC ALLIANCE', and 'BUILT AND MAINTAINED BY ARETETIC SOLUTIONS, LLC'.





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# Evaluating Online Health Information Activity



<https://www.healthychildren.org/English/Pages/default.aspx>



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# Questions?

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# Event Evaluation

[https://uab.co1.qualtrics.com/jfe/form/SV\\_5nz9mkb8zc6o61w](https://uab.co1.qualtrics.com/jfe/form/SV_5nz9mkb8zc6o61w)



# Additional Resources



# THANK YOU!

QR Code for these slides

