OVERVIEW OF NLM’S HISPANIC OUTREACH ACTIVITIES

By Frederick B. Wood, Computer Scientist, Office of Health Information Programs Development, Elliot B. Siegel, Associate Director for Health Information Programs Development, Gale Dutcher, Chief, Office of Outreach and Special Populations, Specialized Information Services Division, Angela Ruffin, Head, NN/LM National Network Office, National Library of Medicine, National Institutes of Health, Bethesda, MD 20894

Recent or current Hispanic outreach projects are being carried out principally by:

• all eight of the Regional Medical Libraries (RMLs), several of their Resource Libraries (RLs), and other network members libraries;
• NLM’s Office of Outreach and Special Populations (OOSP) in the Specialized Information Services (SIS) Division;
• 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 (OCPO), for a range of communications and promotion activities involving Hispanic populations.

The main types of Hispanic outreach projects include:

• major multi-dimensional outreach projects, focused

Spanish-language materials;
• touring;
• exhibits;
• health fairs;
• educational (awareness building);
• telecommunication (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

- Merced (TX) MedlinePlus Peer Tutor Magnet Health High School Project (RML, Region 5, U. of California—High school librarians teamed with U. of Texas 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 (RML, Region 5, U. of Chicago—Chicago Department of Public Health is training community health nursing students to work with the predominantly Latino inner-city population);
- AIDS Outreach Projects (SIS) are funded each year—FIs funded 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 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—ab

site visitors are from the US.
- MedlinePlus in English also has significant use, about 7% of total use.

Box 3. Partnerships with Hispanic Serving Educational Institutions

- Environmental Health Information O Program (EHOHP)—provides support for Hispanic-serving institutions to work through meetings, databases, and faculty, staff, student, and resident training, and equipment funding.
- Knowledge River Program Graduate Support, University of Arizona Library and Information Science—supports training of N and Hispanic library staff.

Box 4. Educational Materials & Communications

- Public Service Announcements—produced and distributed by NLM to Hispanic-serving institutions as part of radio, television, and other media across the US.
- East Los Angeles UCLA Spanish Information Prescription Project—the UCLA University of Los Angeles and East Los Angeles CAMI, a produce radio and televisions, PISA is to be distributed via internet media across the US.
- Several NLM and N cause Spanish-language educational materials appropriate for the EI community

Box 5. Exhibits and Health Fairs

- Environmental Health Information O Program (EHOHP)—provides support for Hispanic-serving institutions to work through meetings, databases, and faculty, staff, student, and resident training, and equipment funding.
- Knowledge River Program Graduate Support, University of Arizona Library and Information Science—supports training of N and Hispanic library staff.

Box 4. Educational Materials & Communications

- Public Service Announcements—produced and distributed by NLM to Hispanic-serving institutions as part of radio, television, and other media across the US.
- East Los Angeles UCLA Spanish Information Prescription Project—the UCLA University of Los Angeles and East Los Angeles CAMI, a produce radio and televisions, PISA is to be distributed via internet media across the US.
- Several NLM and N cause Spanish-language educational materials appropriate for the EI community

Box 5. Exhibits and Health Fairs