COURSE INFORMATION

Course Description

History and development of consumer health information resources; role of professional and governmental agencies in provision of consumer health information; policy issues related to provision of consumer health information. Consumer health professional literature, user information needs, user resources, and information services. Identification, selection, utilization, and evaluation of consumer health information for special populations within specialized educational and healthcare settings. Trends and issues in consumer health informatics.

Course Objectives

This course is designed to provide an overview of consumer health information resources for use in public, educational, and healthcare settings.

Upon successful completion of this course, the student will:

1) Understand the historical origins of consumerism and the use of consumer health information including implications of consumerism within the managed care environment as well as digital environments (Assignment #1);

2) Understand the differences in responsibilities between consumer health librarians and other librarians as well as current trends and issues in consumer health librarianship (Assignment #3, #6, #7);

3) Recognize the role of regional, national, and international agencies in the provision of consumer health information. Includes professional and government
organizations, policy-making bodies, and cooperative efforts for consumer education and health promotion and research (Virtual Guests’ Discussion Boards, Assignment #6, #7);

4) Identify, select, use, and evaluate print, multimedia, and electronic resources for consumer health information (Assignment #2, #4, #5);

5) Identify, select, use, and evaluate health information resources for special populations and environments including; alternative and complementary therapies, resources for chronic disease, gender and age-related tools, resources for caregivers, and health information for minority and ethnic groups (Assignment #2, #4, #5), and;

6) Explore trends in consumer health informatics related to user education, knowledge management, and research and development (Assignment #2, #6, #7).

**Course Overview**

This course is taught in distance education format. The majority of the course is conducted via Blackboard. It is expected that students will devote a considerable amount of time outside the formal class to study materials covered as well as become acquainted with the literature and reference tools.

There will be a series of assignments distributed throughout the course of the semester. These assignments are based on information and resources covered in the class and readings. These assignments comprise the majority of the student’s grade. Completed assignments are expected to be returned to the instructor prior to or on the date noted on the assignment. Late assignments will only be accepted with prior permission from the instructor.

**Late Assignments:**

Assignments should be turned in on or before the day specified. For each week an assignment is late, 10% of the grade will be subtracted. Late assignments will only be accepted with prior permission from the instructor.

**Incompletes:**

A grade of Incomplete due to illness or other emergencies may be arranged. A request for an Incomplete due to illness must be accompanied by a letter from your doctor, the Student Health Service, or a hospital. Lack of time to complete assigned work, or other reasons not related to unavoidable excused reasons, will not be accepted.

**Academic Integrity:**

All papers and assignments must represent the student’s original work. When using material from other sources, proper citations must be given. Papers or assignments prepared for other classes cannot be used to fulfill the requirements of this class. See the UK Code of Student Conduct for more on academic integrity.
Required Reading

Required Readings:

Select journal articles and web sites are indicated for each week in the Course Calendar section of the syllabus.

Suggested Text (not required):


Supplemental Materials:

Handouts will be distributed throughout the course of the semester.

Consumer Health Resources (National Network of Libraries of Medicine, National Library of Medicine)
Available at:
http://nnlm.gov/outreach/consumer/
STUDENT EVALUATION

Grading Parameters
There will be a series of 7 assignments for the course (including a term paper and a summary reflection paper):

Assignment 1 – Historical Paper
Assignment 2 – Consumer Health Educational Opportunity
Assignment 3 – Interview
Assignment 4 – Consumer Evaluation Guide
Assignment 5 – Annotated Bibliography
Assignment 6 – Term Paper
Assignment 7 – Reflection Paper

Student Evaluation:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>5</td>
</tr>
<tr>
<td>Assignment #1 – Historical Paper</td>
<td>10</td>
</tr>
<tr>
<td>Assignment #2 – Consumer Health Educational Opportunity</td>
<td>20</td>
</tr>
<tr>
<td>Assignment #3 – Interview</td>
<td>15</td>
</tr>
<tr>
<td>Assignment #4 – Consumer Evaluation Guide</td>
<td>10</td>
</tr>
<tr>
<td>Assignment #5 – Annotated Bibliography</td>
<td>15</td>
</tr>
<tr>
<td>Assignment #6 – Term paper</td>
<td>20</td>
</tr>
<tr>
<td>Assignment #7 – Reflection paper</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Grading Policy:
Class assignments are due on or by the due date noted on the individual assignments. The majority of the student’s grade is based on the cumulative total received on individual assignments. Late assignments will only be accepted with prior approval from the instructor.

Grading Scale
90% – 100% = A (Exceptional Achievement)
80% – 89% = B (High Achievement)
70% – 79% = C (Average Achievement)
0% – 69% = E (Failing)

Participation
Students are expected to participate in class discussion via the Discussion Boards.

There will be a series of guest experts during the course of the semester. Each will post an introduction that includes information about their current position or work
environment. Students are expected to be prepared to pose questions to our guest experts and generate discussion.

**Submission of Course Assignments**

Assignment should be submitted via e-mail as Word attachments.

Class assignments are due on or by the due date noted on the individual assignments. The majority of the student’s grade is based on the cumulative total received on individual assignments. Late assignments will only be accepted with prior approval from the instructor.
TECHNOLOGY INFORMATION & RESOURCES

Distance Learning Students are expected to have a minimum level of technological acumen and the availability of technological resources. Students must have regular access a computer with a reliable Internet connection and audio capabilities. Internet Explorer 7 (IE) or Firefox 2.x are the recommended browsers for those using a Windows-based PC. Those using Firefox 3.x may encounter problems with assignment uploads. Those using an Apple computer with MAC OS X (10.5.x) may use Firefox 3.x or Safari 3.x.

Please be certain that your computer and/or browser allow you to view Adobe Reader documents (.pdf). Microsoft Office and other software products are free for students: https://iweb.uky.edu/MSDownload/.

As your instructor, I am your first go-to person for technology problems. If you need more immediate assistance, please contact TASC or UKIT.

Teaching and Academic Support Center (TASC)  
http://www.uky.edu/TASC/; 859-257-8272

Information Technology Customer Service Center (UKIT)  
http://www.uky.edu/UKIT/; 859-257-1300

Library Services  
Distance Learning Services  
http://www.uky.edu/Libraries/DLLS
- Carla Cantagallo, DL Librarian
- Local phone number: 859 257–0500, ext. 2171; long-distance phone number: (800) 828–0439 (option #6)
- Email: dllservice@email.uky.edu
- DL Interlibrary Loan Service:  

Course Reserves  

GENERAL COURSE POLICIES

Policies concerning academic integrity, excused absences and academic accommodations due to disability are available online at:  
http://www.uky.edu/CIS/SLIS/academics/policies.pdf
COURSE CALENDAR

Course Calendar:

January 16
Introduction.
Overview of the course.
Course outline, assignments, exercises, and expectations.
Text and supplemental materials.
Consumerism and the health care environment: historical overview and current trends and issues.
Consumer health information (CHI) overview.

Available via Academic Search Premier database.

Available via JSTOR database.

Available via JSTOR database.

ASSIGNMENT #1 DISTRIBUTED, DUE JANUARY 30.

January 23
Collection development
General health books, clearinghouses, and resources


ASSIGNMENT #2 DISTRIBUTED, DUE MARCH 6.

January 30
Assignment #1 due.
Electronic CHI resources

GUEST EXPERT: Nora St. Peter, Technical Services Librarian, Health Learning Centers at Northwestern Memorial Hospital, Chicago, IL


ASSIGNMENT #6 TERM PAPER ASSIGNMENT DISTRIBUTED, DUE APRIL 24.

ASSIGNMENT #3 DISTRIBUTED, DUE FEBRUARY 27.

February 6
Book reviews

GUEST EXPERT: Carol Ann Attwood, Medical Librarian, Patient Health and Education Library, Mayo Clinic Arizona

Review relevant web sites:
Doody’s Review Service
http://www.doody.com/drs/

February 13
Pamphlets

GUEST EXPERT: Samanthi Hewakapuge, Consumer Health Coordinator, Greater Midwest Region, National Networks of Libraries of Medicine, National Library of Medicine, Chicago, IL.

February 20
Provision of CHI resources and services.
Professional organizations
Government agencies/entities
Review relevant web sites:

National Library of Medicine

National Network of Libraries of Medicine, National Library of Medicine
http://nnlm.gov/

National Health Information Center
http://www.health.gov/nhic/

Medical Library Association
http://www.mlanet.org

Medical Library Association Consumer Health Information Specialization Program
http://www.mlanet.org/education/chc/

Consumer and Patient Health Information Section (CAPHIS), Medical Library Association
http://caphis.mlanet.org/

**February 27**
Assignment #3 due.

**Diverse user populations**

**READING:**


March 6
Assignment #2 due.
Health literacy

GUEST EXPERT: Robert M. Shapiro II, Public Health Librarian, Academic Liaison for the College of Public Health, Medical Center Library, University of Kentucky, Lexington, KY

Review relevant web sites:
Consumer Health Information in Many Languages Resources
http://nnlm.gov/outreach/consumer/multi.html

Health Information Literacy
http://www.mlanet.org/resources/healthlit/


SUGGESTED READING:

March 13
Outreach and advocacy
GUEST EXPERT: Michele Spatz, Consultative Services Specialist, Planetree, Derby, CT


March 20
NO CLASS – SPRING BREAK

March 27
Public libraries as CHI resources


The Challenge of Providing Consumer Health Information Services in Public Libraries. American Association for the Advancement of Science. Available at: http://www.healthlit.org/pdfs/AAASFINAL.pdf

**ASSIGNMENT #4 DISTRIBUTED, DUE APRIL 3**

April 3
Assignment #4 due
Patient Bill(s) of Rights
Ethical issues and considerations

Review examples of Patient Bill(s) of Rights:
The Patient Care Partnership (American Hospital Association)

The Patient’s Bill of Rights (American Cancer Society)
http://www.cancer.org/docroot/MIT/content/MIT_3_2_Patients_Bill_Of_Rights.asp

The Patient’s Bill of Rights in Medicare and Medicaid (US Department of Health and Human Services)


Available via PubMed at:

Dyer DA. Ethical Challenges of Medicine and Health on the Internet: A Review. 3(2), (2001), e23.
Available at: http://www.jmir.org/2001/2/e23/

ASSIGNMENT #5 DISTRIBUTED, DUE APRIL 17

April 10

e-Health
Consumer health informatics

Review relevant web sites:
Organized Wisdom
http://www.organizedwisdom.com

PatientsLikeMe
http://www.patientslikeme.com

Everyday Health
http://www.everydayhealth.com

READING: Eysenbach G. What is e-Health? Journal of Medical Internet Research. 3(2), (2001), e20
Available at: http://www.jmir.org/2001/2/e20/

Eysenbach G, Jadad AR. Evidence-Based Patient Choice and Consumer Health Informatics in the Internet Age. Journal of Medical Internet Research. 3(2), (2001), e19.
Available at: http://www.jmir.org/2001/2/e19/

Available via PubMed at:

April 17
Assignment #5 due
Complementary and alternative medicine

Review relevant web sites:
National Center for Complementary and Alternative Medicine
http://nccam.nih.gov/


April 24
Term paper due.
Information seeking and use.
Evaluation.


Olney CA. Using Evaluation to Adapt Health Information Outreach to the Complex Environments of Community-Based Organizations. Journal of the Medical Library Association. 93(4 Suppl), (Oct 2005), S57-S67. Available via PubMed at:


SUGGESTED READING:
Burroughs, Catherine M. and Fred B. Wood. Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach. Seattle,

ASSIGNMENT #7 REFLECTION PAPER ASSIGNMENT DISTRIBUTED, DUE MAY 1.

May 1
Reflection paper due.
Future directions.
Student evaluations of course.


COURSE ASSIGNMENTS

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>5</td>
</tr>
<tr>
<td>Assignment #1 – Historical Paper</td>
<td>10</td>
</tr>
<tr>
<td>Assignment #2 – Consumer Health Educational Opportunity</td>
<td>20</td>
</tr>
<tr>
<td>Assignment #3 – Interview</td>
<td>15</td>
</tr>
<tr>
<td>Assignment #4 – Consumer Evaluation Guide</td>
<td>10</td>
</tr>
<tr>
<td>Assignment #5 – Annotated Bibliography</td>
<td>15</td>
</tr>
<tr>
<td>Assignment #6 - Term paper</td>
<td>20</td>
</tr>
<tr>
<td>Assignment #7 – Reflection paper</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>