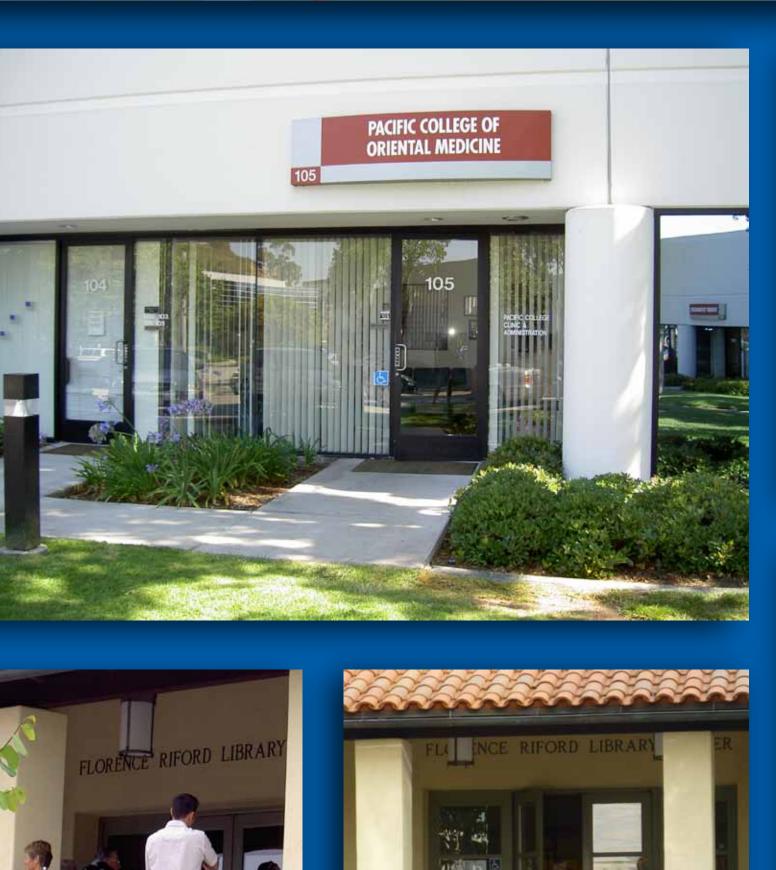
Promoting Web Access to Health Information in San Diego

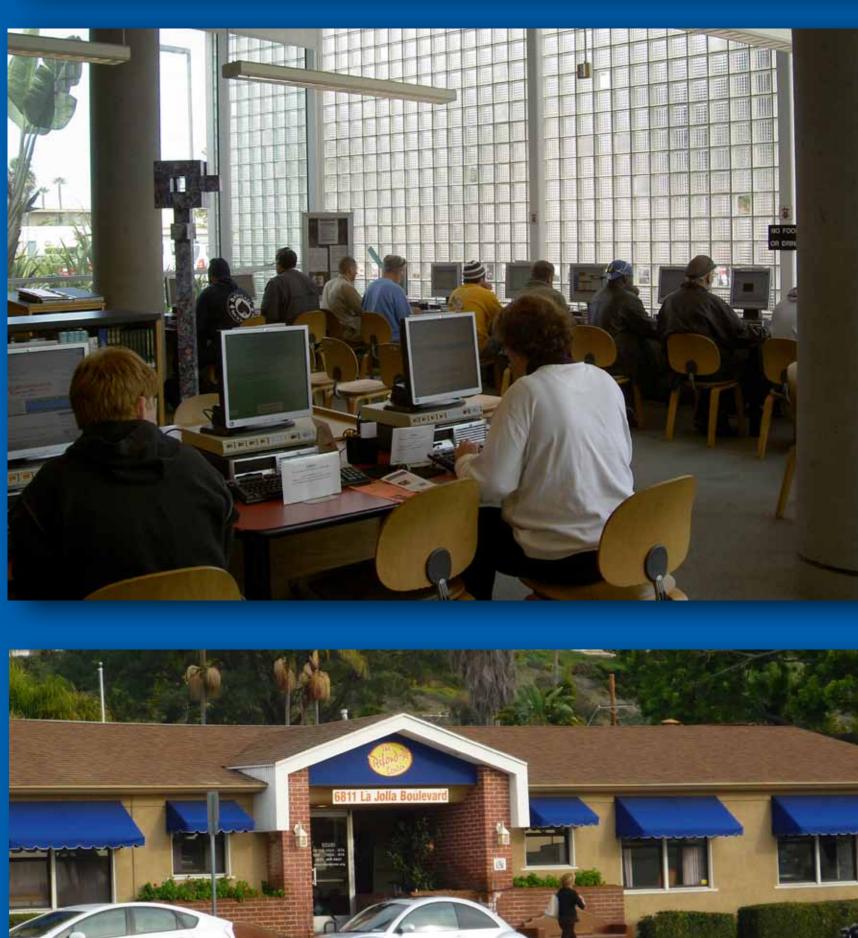
Naomi C. Broering, MLS, MA, FACMI; Gregory A. Chauncey, MBA, EE; Stacy Gomes, EdD Pacific College of Oriental Medicine · San Diego, CA











Outreach Services to the Community Include:



Eight Partner Sites

Public Libraries, Community Centers, Churches, Affiliated Clinics.

Participants Diverse Population and Professionals

Latinos, Middle Easterners, Asian, Blacks, Caucasians, Seniors, Low Income Health Professionals – primarily local Acupuncturists

Free Services

Instructional Workshops, Hands-on, E Tutorials, Webinar-DVDs

New Library WebPages

A to Z Databases for easy access
Online Tutorials for self learning and refreshers

Outcomes & Results Data

Number of Participants and Sessions

California Acupuncture Board approved 2.5 CEU credits

What attendees Learn?

How to access Health Information from NLM.
Answers to Medical Questions
MedLinePlus
PubMed

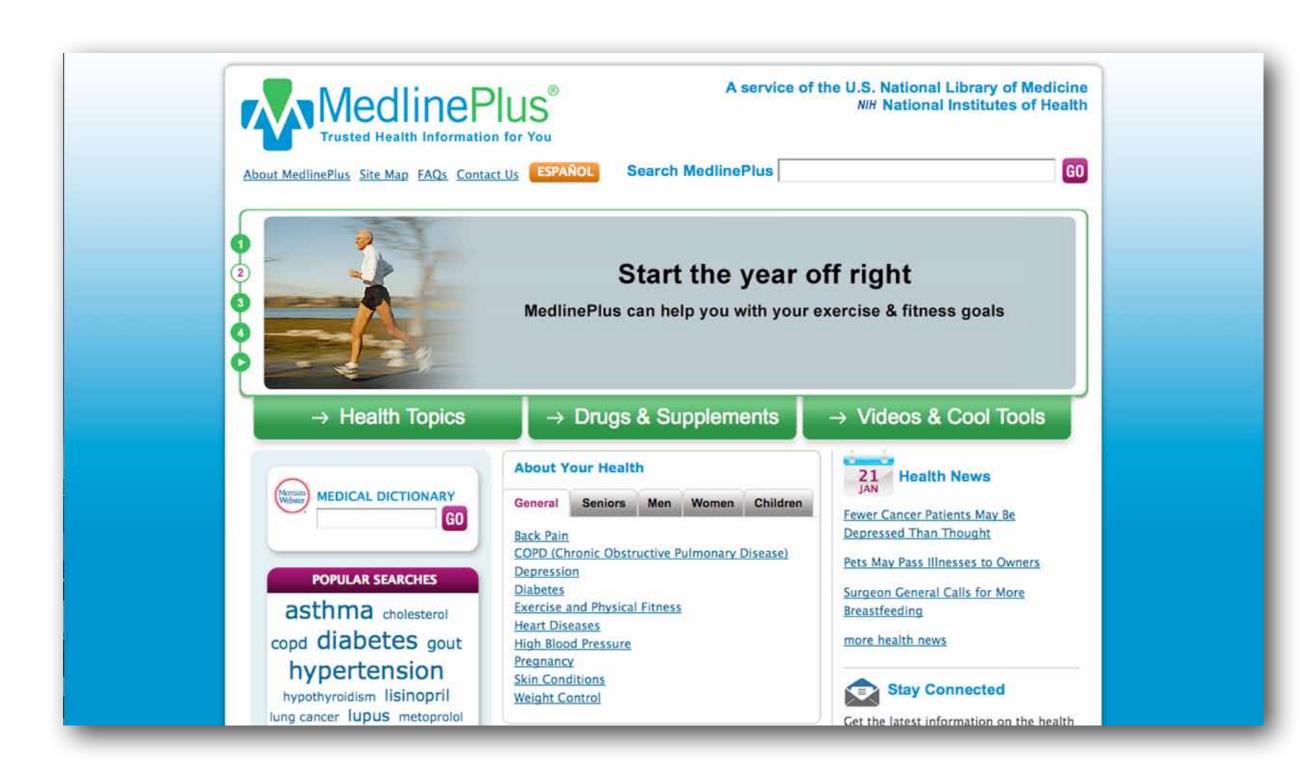
Publicity for events

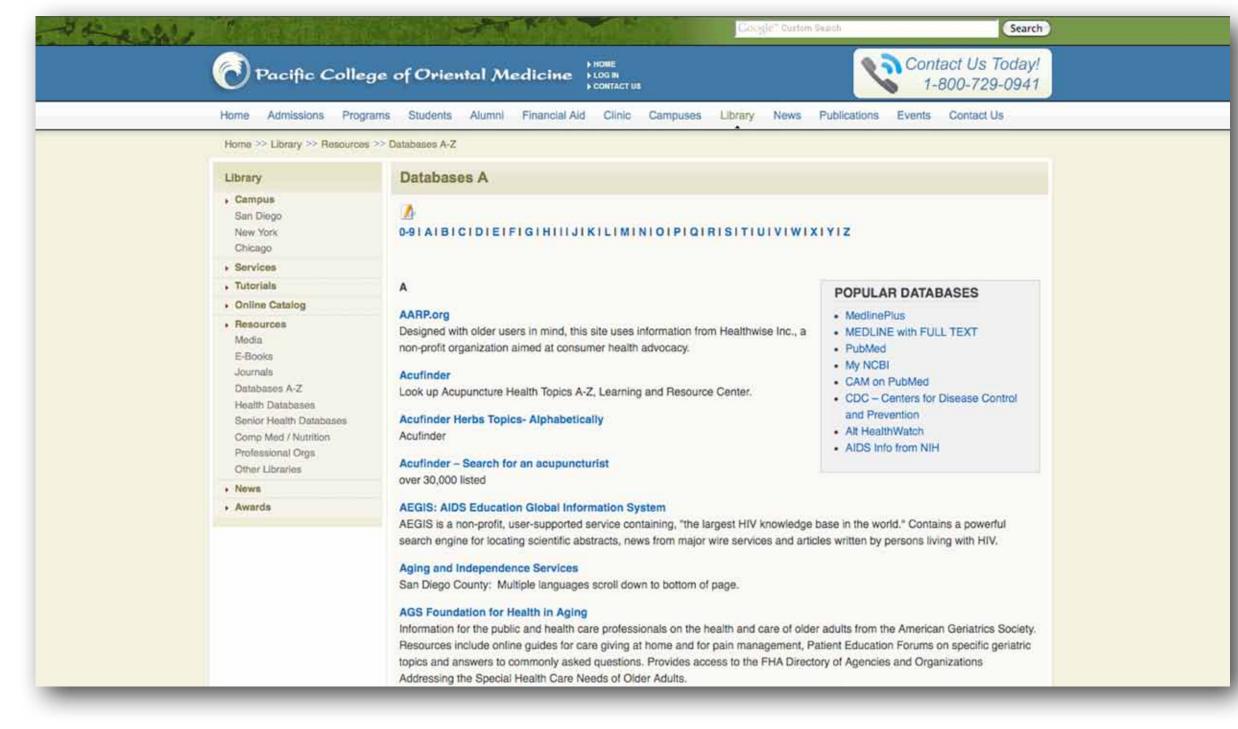
Drug Information

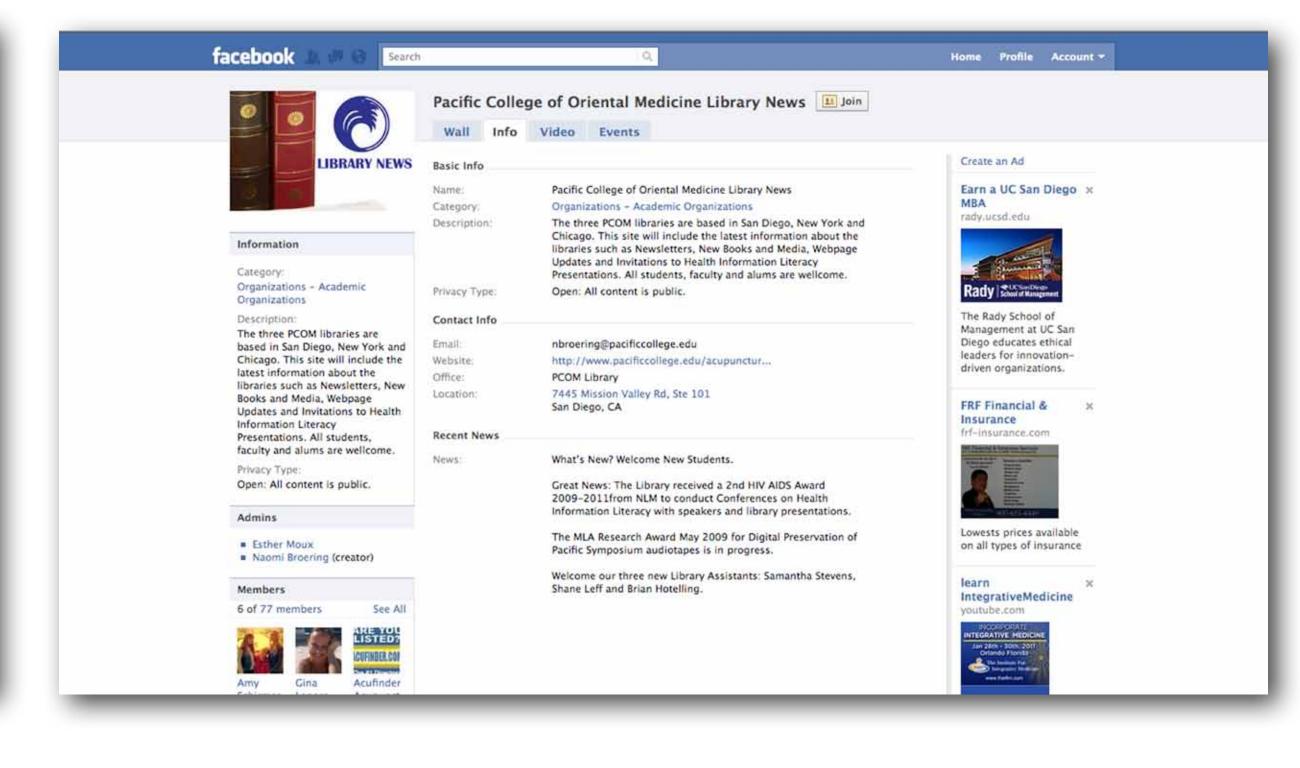
Social Media and Local News Media Facebook Library Blog Press Releases

Project Timeline, Data Gathered and Surveys

Implementation Phases, Interviews Evaluations







Eight Original Project Partners:

First Lutheran Church of San Diego, TACO
La Jolla United Methodist Church
El Cajon SD County Library
La Mesa SD County Library
Poway SD County Library
Chula Vista Public Library
Riford Adult Center
PCOM Clinical Education & community clinics

Partners Added Since Project Began:

San Diego Public Library

Riford Library in La Jolla

San Diego County Library

Rancho Santa Fe

Pacific College of Oriental Medicine Library

Hero's Day Event

PROJECT PHASES

Phase I

Implementation Plans and Equipment Acquisitions

Phase 2

Enhance Library Web Page: A-Z & Online Tutorials

Phase 3

Implement Instruction Program and Schedules: Workshops for Consumers & Health Professionals

Phase 4

Conduct Publicity and Media Campaign: Develop Fliers & Press Releases

Evaluation Plan and Project Completion Analysis of Questionnaires, Interviews & Results

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