The San Diego Health Information Partnership

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Erik Mitchell, University Librarian, UC San Diego
Scott Walter, Dean, San Diego State University Library
San Diego Circuit Libraries

Circuit is a consortium of 6 public and academic libraries in San Diego County, California.

We support healthy communities by enhancing information access and learning for all library users.

https://circuit.sdsu.edu/

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Circuit library collaboration
Health Information Advisory Team

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Karen O'Grady, Nursing Librarian, University of San Diego Copley Library

Melissa Abernathy, Head of Reference, University of San Diego Pardee Legal Research Center

Melissa Solis, Outreach/Community Engagement Manager San Diego County Library
Working together through the Collective Impact Model

- **Common agenda:** Participants have a shared vision for change, including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

- **Shared measurement:** Collecting data and measuring results consistently ensures efforts remain aligned and participants hold each other accountable.

- **Mutually reinforcing activities:** A diverse set of stakeholders coordinate a set of differentiated activities through a mutually reinforcing plan of action.

- **Continuous communication:** Structured and open communication is needed across participants to build trust, assure mutual objectives, and develop common motivation.

- **Backbone support:** A dedicated team provides ongoing support by guiding the initiative’s vision and strategy, supporting aligned activities, establishing shared measurement practices, and facilitating participant interactions.

[Links to more information](https://collectiveimpact.ucsd.edu/about/index.html) [https://www.cni.org/resources/pbvs/pbvs-22-4](https://www.cni.org/resources/pbvs/pbvs-22-4) [https://ssir.org/articles/entry/collective_impact](https://ssir.org/articles/entry/collective_impact)
Common Agenda: Health Misinformation as a Health Crisis

San Diego County calls medical misinformation a health crisis after 15-hour debate

Health Misinformation

With the abundance of health information available today, it can be hard to tell what is true or not. We all need access to trusted sources of information to stay safe and healthy.

Background of the San Diego Health Information Partnership

Group formation

- Health Sciences and Adult Services/Outreach Librarians from the San Diego Circuit libraries

Goal

- Support SD County by promoting reliable health information & building resilience to health misinformation among the community

Our work aims to:

- Promote health information sources
- Build reference skills and a referral guide
- Develop a library network
- Conduct instruction and events
- Engage public officials
- Engage community advocates
- Invite experts to work with libraries
- Train health workers
# Shared Measurement: Logic Model from Inclusive Participatory Design Process

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<th>Outputs</th>
<th>Impact</th>
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<td>People</td>
<td>A1. Promote health information sources</td>
<td>Shared subject guide of health sources</td>
<td>Disseminate health information</td>
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<td>Funding</td>
<td>A2. Build reference skills and referral guide</td>
<td>A guide for responding to health questions</td>
<td>Partner on strategic initiatives</td>
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<tr>
<td>Technology</td>
<td>A3. Develop a library network</td>
<td>Email list and web presence</td>
<td>Provide educational services about misinformation</td>
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<td>Organizational Support</td>
<td>A4. Conduct instruction and events</td>
<td>Health information literacy classes</td>
<td>Engage community groups</td>
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<tr>
<td>Community Network</td>
<td>B1. Engage public officials</td>
<td>Public report or webpage on our initiatives</td>
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<td></td>
<td>B2. Engage community advocates</td>
<td>New public partnerships</td>
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<tr>
<td></td>
<td>B3. Invite experts to work with libraries</td>
<td>Community partnerships</td>
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<td>B4. Train health workers</td>
<td>Promotions of library services in communities</td>
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<td>Collaborations with health agencies and experts</td>
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<td>Initiation of programming to help health workers support information literacy</td>
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Mutually supporting activities

NNLM Region 5 conducted a Health Reference Training for all library workers in San Diego County

Reproductive health information event

Plans for further promotion of the Outreach Toolkit at bus stops, physical exhibits in SD libraries, etc.
Library Toolkit for Addressing Health Misinformation

Includes customizable fact sheets, social media sample messages, and best practices for an online public education campaign.

Grant to UC San Diego and Circuit group funded by the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Cooperative Agreement Number UG4LM013725 with the University of Washington.
Toolkit Promotion Campaign

Promotion: all Circuit Libraries and participating in the campaign Spring 2023

- Social Media
- Bus stop Advertisements
- Physical exhibits for Fact Sheet posters in Summer 2023: UCSD & CSUSM

“The toolkit will help empower the community to participate in evaluating the health information that is brought to them, especially non-English communities. And these tools allow people to evaluate information as they see it rather than rely on what is given to them, so it is a sustainable solution to health literacy needs” - Dr. Melody Schiaffino, Associate Professor, School of Public Health, San Diego State University
Learning from collective impact

- Project Idea 1: Libraries and opioid overdose-reversing drugs
- Project Idea 2: Climate change and health
- Project Idea 3: Engaging lifelong learners through community college engagement
- Project Idea 4: Whole person services - mental health
- Project Idea 5: Health access disparities
Information issues for social impact