

# From Baby to Preschooler: Early Childhood Health Resources



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An Infopeople Webinar

Presented April 16, 2014

# Objectives

Participants will be able to:

- Understand the topics that concern parents of young children
- Match users with appropriate, high quality resources, based on needs and circumstances
- Envision engaging programs for kids, parents and caregivers

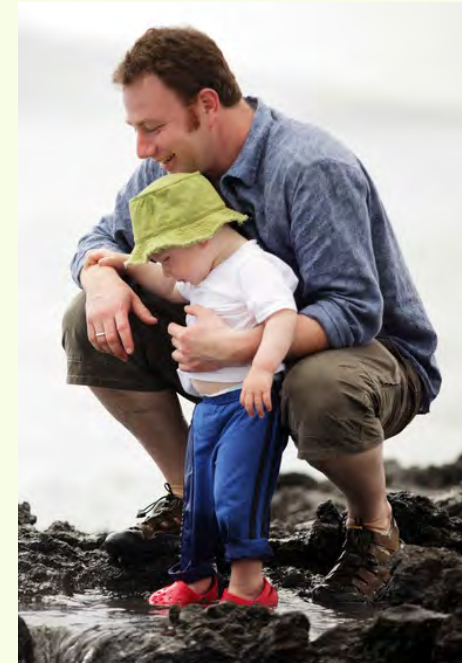


# Agenda



- Your community snapshot
- Types of information needs
  - Health topics
  - Special circumstances or populations
- Resources
- Program Ideas
- Final thoughts and take-aways

# Your Community Snapshot





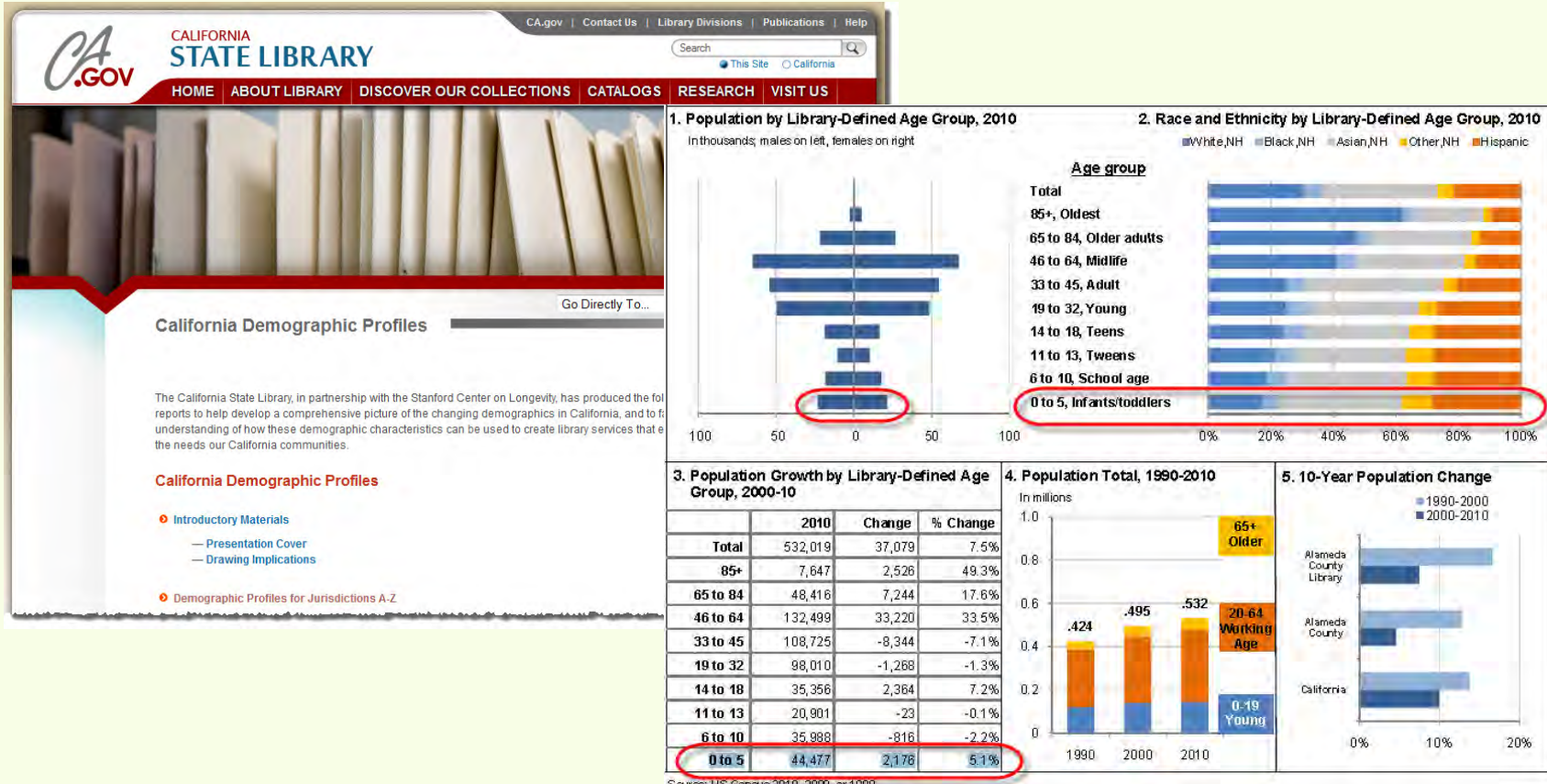
# Health Indicators

Certain measures help indicate the health of the community



# California Demographic Profiles

<http://www.library.ca.gov/lids/demographicprofiles/>



Source: US Census 2010, 2000, or 1990

Prepared for the California State Library by Stanford Center on Longevity, 9/9/2011

Page 2

# UCLA Health Profiles

## 2011-2012 Child and Teen Health Profiles

One page snapshots of key health statistics for California children  
Created from the California Health Interview Survey (CHIS)

[http://healthpolicy.ucla.edu/health-profiles/Child\\_Teen/Pages/2011-2012-Child-and-Teen.aspx](http://healthpolicy.ucla.edu/health-profiles/Child_Teen/Pages/2011-2012-Child-and-Teen.aspx)

The screenshot shows the website's navigation bar with links for 'About The Center', 'Publications', 'Programs', 'Making an Impact', 'California Health Interview Survey', 'AskCHIS', and 'Health Profiles'. Below the navigation is a banner with photos of diverse children and the text 'Health Profiles: Child and Teen'. A breadcrumb trail reads 'Home > Health Profiles > Child-Teen > 2011-2012 Child and Teen'. On the left is a sidebar menu with 'Adults', 'Child-Teen', 'Legislative', and 'Methods'. The main content area features the title '2011-2012 Child and Teen Health Profiles' and a sub-header 'New in 2011-2012:'. Below this, it states: 'Below you will find county, regional, and some sub-county-level Health Profiles -- one-page snapshots of key health statistics -- for California children and teens. The 2011-2012 child and teen Health Profiles are available at the'.





# Community Health Needs Assessments

- Non-profit hospitals required to provide reports
- Wealth of information
- Community demographics
- Identify health issues not readily apparent
- Findings lead to change



Try this with your county name:

Google

humboldt community health needs assessments







# The Parent Perspective

Babies and toddlers don't come with an owner's manual

What information will parents need?

# Types of Information Needs

- Basic Care (breastfeeding, nutrition, sleeping)
- Child development and behavior
- Childhood illnesses
- Prevention (injuries, illness, vaccinations)
- Choosing childcare
- Special populations



# The Kid Perspective



Are there materials  
for young kids  
related to health?



# Know Your Own Collection

- The library's collection – knowing what you have and knowing when to use it
- Subscription databases
- Circulating materials
- Print reference
- Multimedia



# What Works in Your Library?

- Parenting Collection?
  - books or media focusing on healthy development, concerns, and topics of interest
  - picture books with health theme to share with young kids
- Playaways or other media?
  - A few Playaway titles for Age 3-5: Happy Healthy Monsters and More; Healthy Elmo, Justin Time: New Friends, New Foods; Sid the Science Kid: Health and the Body

# Recommended Online Resources

A handful of good online resources will save you time and provide the information the user needs to provide the best care for their kids.





# MedlinePlus

The screenshot shows the MedlinePlus website interface. At the top left is the MedlinePlus logo with the tagline "Trusted Health Information for You". To the right, it states "A service of the U.S. National Library of Medicine NIH National Institutes of Health". Below the logo are navigation links: Home, About MedlinePlus, Site Map, FAQs, and Contact Us. A search bar labeled "Search MedlinePlus" with a "GO" button is positioned to the right. A horizontal menu contains buttons for "Health Topics", "Drugs & Supplements", "Videos & Cool Tools", and "ESPAÑOL". Below this is a "Other Topics" section with a list of letters from A to Z and "All Topics". The main content area is titled "Toddler Health" and includes social media icons, a text block about toddler health, an email subscription form, and a "Start Here" section with links to Nemours Foundation resources. On the right, there is a photo of a doctor examining a child and a "MEDICAL ENCYCLOPEDIA" section with links to various medical topics.

**MedlinePlus**  
Trusted Health Information for You

A service of the U.S. National Library of Medicine  
NIH National Institutes of Health

[Home](#) [About MedlinePlus](#) [Site Map](#) [FAQs](#) [Contact Us](#)

Search MedlinePlus  **GO**

**Health Topics** **Drugs & Supplements** **Videos & Cool Tools** **ESPAÑOL**

Other Topics: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [XYZ](#) [All Topics](#)

## Toddler Health

Most young children get sick. It is hard for parents to know what is serious. You can learn what the common warning signs are. In the end, trust your intuition. If you are worried about your toddler, call your health care provider right away.

Well-child visits are important to your toddler's health. Toddlers will get their recommended [immunizations](#) during these visits. Routine exams and screenings help you and your kids prevent and treat health problems as well as chart their [growth and development](#).

Get Toddler Health updates by email  **GO** [What's this?](#)

**Start Here**

- [Medical Care and Your 1- to 2-Year-Old](#) (Nemours Foundation)
- [Medical Care and Your 2- to 3-Year-Old](#) (Nemours Foundation)

**MEDICAL ENCYCLOPEDIA**

- [Bedtime habits](#)
- [Diarrhea in children - diet](#)
- [Intussusception \(children\)](#)
- [Tongue tie](#)
- [Your baby, infant, or toddler and the](#)

<http://medlineplus.gov>

# Centers for Disease Control and Prevention

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

MENU CDC A-Z SEARCH

## Parent Information

Infants and Toddlers (Ages 0-3)

Recommend 113 Tweet 20 Share

**INFANTS & TODDLERS (AGES 0-3)**  
Having a baby or a toddler can be both fun and hard work.

**CHILDREN (AGES 4-11)**  
Your child will change a lot from ages 4 to 11. Learn more.

**TEENS (AGES 12-19)**  
These are critical years that will affect both their current and future health. Learn more.

<http://www.cdc.gov/parents/>

# About Vaccines

## For Parents: Vaccines for Your Children

Give your baby the safe, proven protection of vaccines



There's no greater joy than helping your baby grow up healthy and happy. That's why most parents choose immunization. Giving your baby the recommended immunizations by age two is the best way to protect him from 14 serious diseases, like measles and whooping cough. Learn more about the many [reasons to vaccinate your baby](#).

## Protect your Child at Every Age

Click on your child's age group for vaccine information

Overview	Birth	1 to 2 months	4 months	6 months	7 to 11 months
12 to 23 months	2 to 3 years	4 to 6 years	7 to 10 years	11 to 12 years	13 to 18 years

### Overview

Immunizations have had an enormous impact on improving the health of children in the United States. Most parents today have never seen first-hand the devastating consequences that vaccine-preventable

## Inspector General's Report on Vaccines for Children

CDC addressing vaccine management issues; no need for children to be revaccinated. [More>>](#)

## Who & When (Immunization Schedules)

### Birth through 6 Years

- [Schedule](#) [2 pages]
- [Create a schedule for your child](#)
- [Missed a shot? See catch-up scheduler](#)

### 7 through 18 Years

- [Schedule](#) [2 pages]
- [Create a schedule for your pre-teen or teen](#)

### 19 Years and Older

- [Schedule](#) [2 pages]
- [Learn why parents need vaccines too](#)

Vaccines Home  
**V**accines &  
Immunizations

 [Email page link](#)

 [Print page](#)

**Get email updates about this page.** 

## International Travel



- [Find the country you are visiting and vaccine information to know before you go.](#)
- [Read CDC's Travel Notices for alerts about disease outbreaks.](#)
- [Get more on preparing for travel](#)

<http://www.cdc.gov/vaccines/parents/>



# Great Free Stuff!

CDC and other .gov sites offer posters, brochures, and other materials

Perfect for library displays, handouts, and programs!

Try these Google searches:

- posters flu cdc.gov
- bulletin board nutrition usda.gov

**Protect Babies from Whooping Cough**

If you're pregnant, get a Tdap shot!

Whooping cough (pertussis) is a respiratory infection that can cause severe coughing or trouble breathing.

About half of infants who get whooping cough are hospitalized!

Whooping cough is deadly for babies.

This vaccine helps protect you from whooping cough and passes some protection to your baby.

I got my whooping cough vaccine and will encourage everyone caring for my baby to get a shot, too!

1 out of 1000000

Whooping cough cases across the U.S. have been on the rise since the 1980s.

4 out of 5 babies who get whooping cough catch it from someone at home!

Everyone needs whooping cough vaccine:

- Parents
- Brothers & sisters
- Childcare providers
- Grandparents

Your baby needs whooping cough vaccine at:

- 2 months
- 4 months
- 6 months
- 15 and 18 months
- 4 times 6 Years

Make sure your baby gets all 5 doses of whooping cough vaccine on time.

You can get whooping cough vaccines at a doctor's office, local health department, or pharmacy.

Like it? Tell a friend! It's important!

[www.cdc.gov/whoopingcough](http://www.cdc.gov/whoopingcough)

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

NCIRD ig301.pv4 | 3.11.13

# KidsHealth for Parents

The screenshot shows the 'KidsHealth for Parents' section of the website. At the top left is the 'KidsHealth from Nemours' logo. To the right are navigation tabs for 'For Parents', 'For Kids', and 'For Teens'. Below the logo is a search bar and a vertical menu of categories including General Health, Growth & Development, Infections, Diseases & Conditions, Pregnancy & Baby, Nutrition & Fitness, Emotions & Behavior, School & Family Life, First Aid & Safety, Doctors & Hospitals, Q&A, Recipes, and En Español. The main content area features a 'Welcome to KidsHealth.org' message, a 'New ASTHMA Newsletter' sign-up button, a 'Positive Parenting!' video thumbnail, a 'Body Mass Index (BMI) Calculator' image, a 'Pregnancy Newborn Center' section with links to a pregnancy calendar, Q&As, and guides, and a 'KidsHealth Daily Q&A' section with the title 'Why Do Many Pregnant Women Pull Ligaments, Muscles, and Joints?' and a 'Read more' link.

<http://kidshealth.org/parent/>



# Zero to Three

The screenshot shows the Zero to Three website interface. At the top, the logo features a stylized figure holding a child, with the text 'ZERO TO THREE' and 'National Center for Infants, Toddlers, and Families'. To the right, the slogan 'EARLY EXPERIENCES MATTER' is displayed above a collage of photos showing children and adults interacting. A 'Get Connected' form with fields for 'Email Address' and 'Submit', and a 'Login Now' button, is also visible. Below the header is a navigation menu with 'BEHAVIOR & DEVELOPMENT' highlighted in a red circle. The main content area is titled 'Behavior & Development' and includes a sidebar with a list of topics, a central text block with an image of two children, and a right-hand sidebar with 'FIND IT FAST' and 'RELATED INFORMATION' sections.

**Behavior & Development**


Brain Development  
Challenging Behavior  
Early Childhood Mental Health  
Early Development  
Early Language and Literacy  
From Baby to Big Kid E-newsletter  
Grandparents  
Health & Nutrition  
Mental Health Screening & Assessment  
Play  
Promoting Social Emotional Development  
School Readiness  
Sleep  
Temperament & Behavior

**Behavior & Development**

[Home](#) > [Behavior & Development](#)

The first three years of life are a period of incredible growth in all areas of a baby's development. Below is a list of key behavior and development topics you will find on our site.

In each of these sections, you will find information, interactive tools, parent handouts, charts, Tip Sheets, FAQ's, articles, and powerpoint slideshows all designed to help you in supporting and nurturing the health and development of babies and toddlers.



**In This Section**

[Little Kids, Big Questions: A ZERO TO THREE Podcast Series on Early Childhood Development](#) - This series of 12 podcasts addresses some of the most common (and challenging) issues facing parents of babies and toddlers today, including sleep, crying, feeding and the development of self-control and self-esteem. Each podcast features an interview with an expert that focuses on how to apply the research of early childhood development to your daily interactions with your baby or toddler.

[Brain Development](#) - The first three years of life are a period of incredible growth in all areas of a baby's development. A newborn's brain is about 25 percent of its approximate adult weight. But by age 3, it has grown dramatically by producing billions of cells and

**FIND IT FAST**

Select a Key Topic

**RELATED INFORMATION**

**Play With Me!: Fun Activities that Support Early Learning**  
[Read More](#)

**Early Experiences Count: How Emotional Development Unfolds Starting at Birth**  
[Read More](#)

**Night-Night...or Not: Talking About Babies, Toddlers, and Sleep**  
[Read More](#)

**Creating Healthy Connections: Nurturing Brain Development From Birth to Three**  
[Read More](#)

<http://www.zerotothree.org/child-development/>

# First Five California



The first place to go for everything children 0-5.



Contact Us | Location | Español

Health Center ▾

Learning Center ▾

Activity Center ▾

Services + Support ▾

Nutrition

Physical Activity

Oral Health

Checkups

When Kids Get Sick

Special Needs

Safety

Videos and Downloads

## Healthy Bodies

Breastfeeding

Making Healthy Choices

A Healthy Food Plate

Healthy Drinks

Body Mass Index

## Healthy Bodies = Healthy Minds



**Q.** *True or False?* Kids hate vegetables.

**A.** *FALSE.* Kids actually love veggies, fruits, and other healthy foods if they're served regularly. With one in three California children ages 2 to 5 being overweight or obese, it's important to give your child a healthy start to life by making nutritious foods available to them all day long.

Plus, healthy food is brain food. Learn more about how nutrition affects a child's [brain development](#).



<http://www.first5california.com/>



# First Five Videos

The screenshot shows the First 5 California website interface. At the top left is the logo with a green hand icon and the text "FIRST 5 CALIFORNIA". To its right is the tagline "The first place to go for everything children 0-5." and social media icons for YouTube, Google+, Twitter, and Facebook. Further right are links for "Contact Us", "Location", and "Español", along with a search bar. Below the header is a main navigation bar with "Health Center", "Learning Center", "Activity Center", and "Services + Support". A secondary navigation bar contains "Physical Activity", "Oral Health", "Checkups", "When Kids Get Sick", "Special Needs", "Safety", and "Videos and Downloads". A red box highlights the "Health Center" dropdown menu, which lists: Nutrition, Physical Activity, Oral Health, Checkups, When Kids Get Sick, Special Needs, Safety, and Videos and Downloads. The "Videos and Downloads" item is highlighted in blue. Below the navigation is a video player for the video "Water and Milk Are the Best Drinks for Kids". The video shows a person pouring water from a yellow teapot into a purple cup, with a doll in the background. The video player includes a "Back to Videos" link, a video title, and a progress bar showing 0:09 / 1:00.

Water and Milk Are the Best Drinks for Kids

# HealthyChildren.org

The screenshot shows the HealthyChildren.org website interface. At the top, there are navigation links for 'Log in', 'Register', 'Español', 'About Us', 'Contact Us', and 'My Cart'. The main header features the 'healthychildren.org' logo with the tagline 'Powered by pediatricians. Trusted by parents. from the American Academy of Pediatrics'. The American Academy of Pediatrics logo is also present on the right side.

The main navigation bar includes categories like 'Ages & Stages', 'Healthy Living', 'Safety & Prevention', 'Family Life', 'Health Issues', 'News', and 'Tips & Tools'. The 'Ages & Stages' category is highlighted with a red border.

The left sidebar lists various age groups: 'Ages & Stages', 'Prenatal', 'Baby', 'Toddler', 'Preschool', 'Gradeschool', 'Teen', and 'Young Adult'. The 'Baby' category is selected.

The main content area is titled 'Healthy Children > Ages & Stages > Baby > Crying & Colic'. It features a 'Like' button with a count of 27. Below this is a large orange banner with the text 'baby 0-12 mos.' and an image of a baby's rattle.

The article text states: 'Crying serves several useful purposes for your baby. It gives her a way to call for help when she's hungry or uncomfortable. It helps her shut out sights, sounds, and other sensations that are too intense to suit her. And it helps her release tension.'

The 'Featured article' section is titled 'Responding To Your Baby's Cries' and includes a small image of a crying baby and a 'VIEW' button. The text below the image reads: 'Crying serves several useful purposes for your baby. Over time you will be able to differentiate your baby's cries so you know what they need and how to respond.'

The 'Articles' section lists several related topics: 'Calming A Fussy Baby', 'Colic', 'Healthy Children Radio: Crying Babies (Audio)', 'Pacifiers and Thumb Sucking', and 'Pacifiers and Your Baby (Audio)'. The 'Colic' article is highlighted.

On the right side, there is a search bar labeled 'Search healthy children' with a 'Enter keyword' field. Below the search bar is a 'Related information' section with tabs for 'Articles', 'News', and 'Books'. The 'Articles' tab is active, showing a list of related articles: 'Baby's First Days: Bowel Movements & Urination', 'Baby's Temperament', 'Cognitive Development: 4 to 7 Months', 'Cognitive Development: 8 to 12 Months', and 'Common Conditions in Newborns'.

At the bottom right, there is a 'Perrigo Nutritionals' logo with the text 'Makers of Store Brand Infant Formulas' and 'A proud supporter of HealthyChildren.org'.

<http://healthychildren.org>

# Kids Eat Right

**KIDS eat right.** My Recipe Box Search... Log In or Register

all ages baby **toddler** preschooler gradeschooler teen

**Article: Why Is My Child a Picky Eater?**

Being a picky eater, a developmental stage also called neophobia, can be a natural state for young children. Learn the nine phrases that will turn your picky eater into a more adventurous one. [more »](#)

★★★★★ reviews (19)

**In the Kitchen** >  
**Ingredients** >  
**What to Eat** >  
**Meals** >  
**Move** >

**cook healthy** **eat right** **shop smart**

**articles for toddlers**

- Help Kids Say No to Healthy Diet Sabotage**  
While friends and relatives who encourage bad eating habits may have the best intentions, they could be innocently contributing to several... [more »](#)  
★★★★★ reviews (14)
- Picnic with Your Toddler!**  
If you struggle to get your toddler or preschooler to eat at the kitchen table, why not take it outside and enjoy a picnic? [more »](#)  
★★★★★ reviews (2)
- Club House Rules**  
Nearly three out of four Americans shop at one of the hundreds of warehouse club stores nationwide—and most of us could use some help when... [more »](#)  
★★★★★ reviews (14)

**tips for toddlers**

- Say No to Cookie Dough**  
It seems harmless. While making cookies, you decide to taste the dough. But regardless of how good it tastes, you are taking a risk. [more »](#)  
★★★★★ reviews (41)
- Budget Conscious? Read the Labels**  
Compare nutrition facts on the product's label to determine how much nutrition you're getting for your food dollar. [more »](#)  
★★★★★ reviews (7)
- Labor Day Picnic Ideas**  
Labor Day is a perfect time for a picnic in the park. If you're heading outdoors, follow these tips to plan a healthy picnic. [more »](#)  
★★★★★ reviews (4)

[all tips for toddlers](#)

<http://www.eatright.org/kids/>



# Choose My Plate

The screenshot shows the 'Choose My Plate.gov' website for preschoolers. The header includes the USDA logo and navigation links like 'About Us', 'Ask the Expert', 'News', and 'Contact Us'. A search bar is present. Below the header, there are navigation tabs for 'MyPlate', 'Weight Management & Calories', 'Physical Activity', 'SuperTracker & Other Tools', 'Printable Materials & Ordering', and 'Healthy Eating Tips'. The main content area is titled 'Health and Nutrition Information for Preschoolers' and features a sidebar with 'Topics' such as 'Daily Food Plan for Preschoolers', 'Growth During the Preschool Years', 'Develop Healthy Eating Habits', 'Picky Eating', 'Physical Activity', 'Food Safety', 'Meal and Snack Patterns and Ideas', and 'More Information'. The main content includes a sub-header 'Health and Nutrition Information for Preschoolers' and a sub-section 'Help your preschooler eat well, be active, and be healthy.' with a list of 'Explore ways to help your preschooler:' including 'Grow up Healthy', 'Develop healthy eating habits', 'Try new foods', 'Play actively every day', and 'Follow food safety rules.' There is also a 'Learn more:' section with links to 'Healthy Eating for Preschoolers Mini-Poster NEW' and 'Daily Food Plans for Preschoolers'. An illustration of a parent and child eating together is shown with a quote: 'You are the most important influence on your child. You can do many things to help your children develop healthy eating habits for life.'

<http://choosemyplate.gov/preschoolers.html>



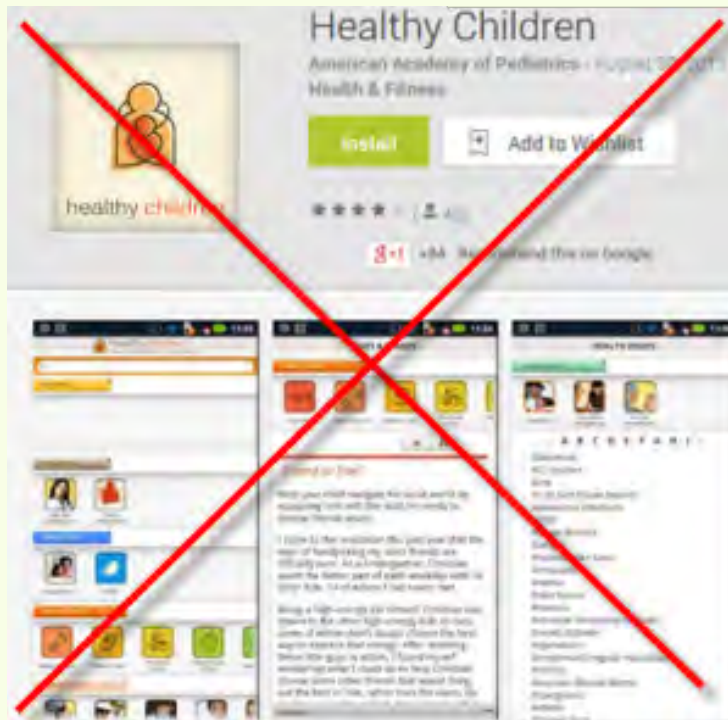
# Mommy Blogs: The New Reference?

- Blogs and social sites
  - Sense of community
  - Common concerns and topics
  - Social support
  - Non-authoritative
  - Heavily supported by targeted advertising
  - Not-for-everyone topics



# Mobile Apps and Sites

Some are excellent, some are not ready for prime time  
Evaluate like a website (plus some)

A screenshot of the mobile website 'm.medlineplus'. The page title is 'Toddler development'. It features a photograph of a toddler and a text block that reads: 'Toddler years (1 to 3) are a time of great growth and change, and a typical toddler will gain command of motor, cognitive and behavioral skills at a rapid rate'. Below the text is the hashtag '#ADAM'. The page is framed by a dark blue header with navigation icons and a search bar.

The range of toddler development is from 1 to 3 years of age. Toddler safety is very important during this time since more accidents occur during toddler years than at any other stage of childhood. Consistent discipline is also important at this age, where temper tantrums may be daily occurrences. It is important for the child to learn from experience and be able to rely upon solid, consistent

# Special Circumstances: Traumatic Experiences

In the news:

- Recent school violence
- Shooting at Fort Hood
- Landslide

Personal experiences:

- Earthquakes, tornadoes
- Other traumatic events



# National Child Traumatic Stress Network (NCTSN)

The screenshot shows the NCTSN website homepage. At the top left is the NCTSN logo with the tagline "The National Child Traumatic Stress Network". A navigation menu includes "Home", "Trauma Types", "Resources", "About Us", "Products", and "Login / Register". The main banner features a photo of a child in a hoodie behind a chain-link fence, with the text "Community Violence" and "Access the New Community Violence Webpage". Below the banner are several content boxes: "Terrorism & Disasters" (Readiness, Response, Recovery) with "Guidance, tools, and links."; "LEARNING CENTER FOR CHILD AND ADOLESCENT TRAUMA" (Education and online community); "Understanding Child Traumatic Stress" (What it is. Why it matters.); and "Information Resource Tools" (Knowledge Bank, Measures Review Database, Military Families Knowledge Bank). At the bottom, there are icons for "For Parents & Caregivers", "For Professionals", "Military Children & Families", "For Educators", "For the Media", and "Información en Español".

<http://www.nctsn.org/>



# Natural Disasters

## Trinka and Sam: The Day the Earth Shook

- Trauma Types
- Community Violence
  - Complex Trauma
  - Domestic Violence
  - Early Childhood Trauma
  - Medical Trauma
  - Natural Disasters**
  - Earthquakes
  - Epidemics
  - Fires
  - Floods
  - Hurricanes
  - Tornadoes
  - Tsunamis
  - Neglect
  - Physical Abuse
  - Refugee and War Zone Trauma
  - School Violence
  - Sexual Abuse
  - Terrorism
  - Traumatic Grief

### Natural Disasters



But one day, something scary happened. The ground started to shake.

# Resources for Schools

The screenshot displays the NCTSN website interface. At the top, the NCTSN logo is followed by the text "The National Child Traumatic Stress Network". Navigation links include Home, Trauma Types, Resources, About Us, Products, and Login / Register. A search bar is located on the right. The main content area is titled "Resources for School Personnel" and features a central graphic of a school building with a sign that reads: "NCTSN For School Personnel. One out of every 4 children attending school has been exposed to a traumatic event that can affect learning and/or behavior. Help is available. Hope is possible!". To the right of the building is a call to action: "Has there been a Crisis situation at your school? Click here." Below the graphic are six resource buttons: "Child Trauma: A Toolkit for Educators" (Available in English and Spanish), "Psychological First Aid: For Schools - A Complete Manual" (with a dog icon), "School Resources for School Personnel" (By Teachers For Teachers), "Other Network Resources for Educators on Child Trauma" (Information Knowledge & Tools), "Bullying & Cyber Bullying Awareness/Prevention" (Be Prepared Be Informed), and "Schools and Trauma Speaker Series" (Watch, Listen & Learn!). A left sidebar contains a "Resources" menu with categories like Training and Education, Audiences (including Resources for School Personnel), Topics, and Online Research.

<http://www.nctsn.org/resources/audiences/school-personnel>

# Handling Hot Button Issues



- Affordable Care Act
- Childhood vaccines
- Latest advice on child raising
- HPV vaccination



# Finding Local Services

Do you maintain a list of local service providers at the reference desk? If so, post in chat!

- Common request, but difficult to answer
- Library's role is to provide information, but not to recommend a provider or service
- Time-consuming to create and maintain
- What are some solutions?



# Healthy Programming Ideas

- Storytimes are a perfect fit
- Invite a dietician to demonstrate kid-friendly healthy snacks
- Look at community health issues, then bring in a health professional to speak
- Get ideas from titles and build on a theme



# Scrub Club



<http://www.scrubclub.org/>



# Early Learning with Families

The image shows a screenshot of a Pinterest profile for 'Early Learning with Families 2.0'. The profile is for a California State Library initiative. The header includes the Pinterest logo, a search bar, and a notification for 'Consumer Hea...'. The profile name is 'Early Learning with Families 2.0' with a bio: 'A California State Library initiative for public libraries providing quality early learning services to infants, toddlers, preschoolers and their families.' The website 'elf2.library.ca.gov' is listed. The profile has 80 boards, 4,040 pins, and 8 likes. It is followed by 765 people and follows 158. The main content area displays a grid of boards with various early learning activities and books. Each board has a 'Follow' button.

**Early Learning with Families 2.0**  
A California State Library initiative for public libraries providing quality early learning services to infants, toddlers, preschoolers and their families.  
elf2.library.ca.gov

**Pins from:**

- Jennifer Rising
- Blair-Preston Public Library
- Picture Book Professor

80 Boards   4,040 Pins   8 Likes   **Follow All**   Send Profile   765 Followers   158 Following

**Activities: Babies (0-12 mon...)** 26 Pins

**Activities: Babies (12-24 mo...)** 33 Pins

**Activities: Toddlers (1-3)** 72 Pins

**Activities: Preschoolers (3-5)** 28 Pins

**Activities: Interactive** 43 Pins

**Activities: Fine Motor Skills** 109 Pins

**Activities: Gross Motor Skills** 71 Pins

**Nutrition** 114 Pins

**Books for Babies** 64 Pins

**Books for Toddlers** 76 Pins

<http://pinterest.com/ELF2Libraries>



# ELF2Libraries Nutrition Board

The screenshot shows a Pinterest board with the following pins:

- Pin 1:** A plate with a banana, orange, and green peas. Text: "This is cute. Add a little creativity and fun for picky kids". Pinned from fbcdn-sphotos-g-a.akamaihd.net.
- Pin 2:** A baby playing with colorful fruit. Text: "growing good eaters with sensory food play" and "FRUIT-FILLED RAINBOW JIGGLER ACTIVITY".
- Pin 3:** Pancakes shaped like a butterfly with fruit. Text: "Butterfly Pancakes". Pinned from nateandrachael.com.
- Pin 4:** A baby eating. Text: "What & How to Feed a Toddler" and "54 Healthy Meal & Snack Ideas". Pinned from forloveofcupcakes.com.
- Pin 5:** Frozen grapes. Text: "freeze grapes instead of candy". Pinned from buzzfeed.com.
- Pin 6:** Fruit in jello. Text: "What a fun St. Paddy's Day activity for baby and an easy way to introduce babies to new texture. Who couldn't resist fun jello colors - hiding fruit and veggies in the jello is genius! #spon". Pinned from modernparentsmessykids.com.
- Pin 7:** A display of drinks. Text: "The sugar in the drinks, children will see this and maybe understand why i say 'NO'". Pinned from fartlab.com.
- Pin 8:** A woman in a grocery store. Text: "Rainbow treats, good to take to group activities or school - St. Patrick's Day".
- Pin 9:** A circular graphic of various fruits and vegetables. Text: "nutrition".
- Pin 10:** A bento box with various foods. Text: "learn to make a SPACE BENTO BOX plus win everything".

# Health Reference in Brief

- ✓ Provide quality information, not advice
- ✓ Offer factual, vetted information, not personal experience or perspective
- ✓ Avoid judgment
- ✓ Respect the patron's point of view
- ✓ Provide current, authoritative, unbiased resources
- ✓ Help patron evaluate resources
- ✓ Be wary of health sites that lead users to targeted advertising

# MedlinePlus: One Stop Shop

- MedlinePlus points to the best resources
- Results are manageable
- In English and Spanish; some materials in over 45 other languages
- Results are vetted for quality
- Powerful search tools
- Try out some sample searches!





# Over 20 Health Child Health Topic Pages; Thousands of Articles

- [Baby Health Checkup](#)
- [Infant and Newborn Care](#)
- [Infant and Newborn Development](#)
- [Infant and Newborn Nutrition](#)
- [Medicines and Children](#)
- [Common Infant and Newborn Problems](#)
- [Premature Babies](#)
- [Rh Incompatibility](#)
- [Sudden Infant Death Syndrome](#)
- [Uncommon Infant and Newborn Problems](#)
- [Child Behavior Disorders](#)
- [Child Care](#)
- [Child Dental Health](#)
- [Child Development](#)
- [Child Mental Health](#)
- [Child Nutrition](#)
- [Child Safety](#)
- [Asthma in Children](#)
- [Childhood Brain Tumors](#)
- [Cancer in Children](#)
- [Childhood Immunization](#)
- [Childhood Leukemia](#)
- [Obesity in Children](#)
- [Diabetes in Children and Teens](#)

# Take-away Points



- 1) Provide information users can trust to make good decisions
- 2) MedlinePlus saves time for busy library staff and users
- 3) Your users are listening – use teachable moments
- 4) Healthy babies and healthy kids equals a healthy community!

# *Thank You!*

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