From Baby to Preschooler: Early Childhood Health Resources

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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/lds/demographicprofiles/
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)
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:
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
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

http://medlineplus.gov
Centers for Disease Control and Prevention

http://www.cdc.gov/parents/
About Vaccines

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
KidsHealth for Parents

http://kidshealth.org/parent/
Zero to Three

http://www.zerotothree.org/child-development/
First Five California

http://www.first5california.com/
First Five Videos

Water and Milk Are the Best Drinks for Kids
Kids Eat Right

http://www.eatright.org/kids/
Choose My Plate

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)
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)

http://www.nctsn.org/
But one day, something scary happened. The ground started to shake.
Resources for Schools

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

http://pinterest.com/ELF2Libraries
ELF2Libraries Nutrition Board
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
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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