Instructor: Claudia J. Gollop, PhD  
Office: 215, Manning Hall  
Email: gollop@ils.unc.edu  
Office Hours: Wednesday, 2:00-3:00 pm and by appointment  

Class: Monday, 12:20-3:05 pm  
Location: 303, Manning Hall  

NOTE: this schedule is subject to change, so please review it regularly

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Due</th>
</tr>
</thead>
</table>
| 8/29  | **Class introductions**, course overview, expectations, and requirements (assignments, readings, etc.).  
Introduction Consumer Health Information  
**Definitions:**  
* What is Consumer Health Information?  
* What is Consumer Health Informatics?  
* What is Patient Education?  
Background: Consumerism and Consumer Health Information movement  
........................................................................................................  
_Evaluating Internet Health Information: A Tutorial from the National Library of Medicine._  
We will discuss some of the evaluation issues mention in the tutorial. |     |
| 9/5   | LABOR DAY HOLIDAY ==== NO CLASS |     |
| 9/12  | **Consumer Health Information Literacy** – part I  
Reading/discussion  
| Video/discussion  |  
|------------------|---|
| *The Challenge of Healthcare Literacy* (video):  
North Carolina Program on Health Literacy  
[http://nchealthliteracy.org/index.html](http://nchealthliteracy.org/index.html)  
Quick Guide to Health Literacy  
[https://health.gov/communication/literacy/quickguide/factsbasic.htm](https://health.gov/communication/literacy/quickguide/factsbasic.htm)  
Explore these site and comment on some aspects of them that stood out for you. Be prepared to discuss in class.  |

| 9/19 |  
|------|---|
| **No class today. However, Please respond** to readings and question below in Sakai forums by MONDAY, SEPTEMBER 26, 2016.  
**Consumer Health Information Literacy – part II**  
**Reading/discussion**  
UnityPoint Health:  
[http://www.unitypoint.org/health-literacy.aspx](http://www.unitypoint.org/health-literacy.aspx)  
NIH Plain Language:  
**Question**: Are providers of CHI doing as much as possible to assure that materials are comprehensible by most, if not all their users? What else can be done?  |
### Student selected reading

*each student will select a journal article (or book chapter, report, etc.) for presentation and class discussion.
*the article is of your choosing and is to be relevant to CHI. Each student will provide the class with a citation to the article selected (via email), so that everyone can access all of the readings later.
*each student will give me a brief abstract of the article
*presentations should be no longer than 10 minutes.

### Consumer Health Information in North Carolina and Beyond

Role of Consumer Health Librarian (scroll down to this heading):
http://nnlm.gov/outreach/consumer/hlthlit.html#A7


Be sure to review the websites below before class for discussion and . . .

**Please bring your laptops to class today**

- UNC Libraries: [http://library.unc.edu/](http://library.unc.edu/)
- NC Health Info - [http://hsl.lib.unc.edu/nchealthinfo](http://hsl.lib.unc.edu/nchealthinfo)

**Also:**
### Syllabus

<table>
<thead>
<tr>
<th>Exercises and discussion</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10/3</strong> CHI in the media: print, broadcasting, internet, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Reading/discussion</strong></td>
<td></td>
</tr>
<tr>
<td>Think about the health and medical information you encounter in everyday, non-research related media of print, television, radio and on the Internet.</td>
<td></td>
</tr>
<tr>
<td><strong>Assignment:</strong> Please write a one-page piece reflecting on a CHI item or two you’ve seen or read about recently and your thoughts about it. What is significant about your selected item? Be prepared to discuss in class.</td>
<td></td>
</tr>
<tr>
<td>Also, review the website below on evaluation of CHI materials on the web. Health on the Net Foundation. HONCode. <a href="http://www.hon.ch/HONcode/Patients/Visitor/visitor.html">http://www.hon.ch/HONcode/Patients/Visitor/visitor.html</a></td>
<td></td>
</tr>
<tr>
<td><strong>10/10</strong> Medical Errors</td>
<td></td>
</tr>
<tr>
<td>Makary, M. and Daniel, M. (2016). Medical error—the third leading cause of death in the US. <em>BMJ</em>, 353, i2139, 1-5. (In Sakai or link below). <a href="http://www.bmj.com/content/353/bmj.i2139">http://www.bmj.com/content/353/bmj.i2139</a></td>
<td></td>
</tr>
<tr>
<td>Medical Errors Are No. 3 Cause Of U.S Deaths, Researchers Say. <a href="http://www.npr.org/sections/health-shots/2016/05/03/476636183/death-certificates-undercount-toll-of-medical-errors">http://www.npr.org/sections/health-shots/2016/05/03/476636183/death-certificates-undercount-toll-of-medical-errors</a></td>
<td></td>
</tr>
<tr>
<td><strong>Question:</strong> Think about what else can be done to address this important issue?</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>

**Consumer Health Information Technology – CH IT**

**Readings/discussion**


[http://www.healthit.gov/](http://www.healthit.gov/) review this website, paying particular attention to the section on **For Patients and Families**

**Question:** Based on what you’ve read so far, would you want health IT to have a role in your life or the life of your loved ones? If so, in what ways?


**Question:** Are there types of health IT that you can envision being used in the home that are not in the home currently? If so, please describe/discuss them.

**Patient Portals**

**Reading/discussion**


Please review these sites on Patient Portals:

### Student selected websites

- Each student will select a website for review, presentation, and class discussion.
- The website is of your choosing and is to be relevant to CHI.
- Each student will provide the class with a title and URL to the website selected (via email), so that everyone can access all of them later.
- Each student will give me a brief abstract of the website.
- **Presentations should be no longer than 10 minutes**

### Complementary and Alternative Medicine (CAM)

**Readings/website reviews/discussion**


- People’s Pharmacy: [http://www.peoplespharmacy.com/](http://www.peoplespharmacy.com/)

**Discussion Questions:**

1. What do **you** consider alternative therapies?
2. How do you think different cultures might define and accept CAM therapies differently than they are defined and accepted in the U.S.?

---

**Reading/question**

**Review these Websites**

### Consumer eHealth Program


**Question:** Both websites express objectives for improving healthcare outcomes. How would you evaluate these websites in terms of their usefulness for consumers and patients?

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings/discussion</th>
</tr>
</thead>
</table>


NIH, Cultural Competency: [http://www.nih.gov/clearcommunication/culturalcompetency.htm](http://www.nih.gov/clearcommunication/culturalcompetency.htm)

**Question:** Are there any concepts mentioned in these readings that can be adapted to LIS services?

### Patient Education and Patient Empowerment issues

**Reading/discussion**


**View these sites:**

**View this site:**
Society for Participatory Medicine - [http://participatorymedicine.org/](http://participatorymedicine.org/)
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 10/31 | Outreach Services  
1:50-3:05 Guest – Brenda Linares, Outreach Liaison, UNC Health Sciences Library |
| 11/7 | Evidence Base Medicine and CHI  
Read the article below and review the [Center for Evidence Based Medicine](http://www.cebm.net/)’s website and offer your response to the questions below on the discussion board on Sakai.  
**Reading/website review/discussion forum**  
[http://www.cebm.net/](http://www.cebm.net/) - be sure to click on the header **EBM Resources** and go to the **Finding the Evidence** section **Tools** section  
What is EBM? - [http://www.cebm.net/?o=1014](http://www.cebm.net/?o=1014)  
Question: If EBM for consumers is here to stay, how might it be enhanced or improved to benefit them? |

Dr. Eric Topol on NBC's Rock Center - [http://www.youtube.com/watch?v=0BjU0Orts](http://www.youtube.com/watch?v=0BjU0Orts) – NOTE: Please watch before class. It is about 10 minutes long.  
**Question**: How would you respond to the question and title of the reading: “To what extent are consumers empowered?”  

Support groups as Sources of Health Information
### Support Groups: Make connections, get help:

http://www.mayoclinic.org/healthy-living/stress-management/in-depth/support-groups/art-20044655?pg=1

**Readings/website review/discussion**


Patients Like me: http://www.patientslikeme.com/

Daily Strength: http://www.dailystrength.org/

MedHelp (http://www.medhelp.org)

<table>
<thead>
<tr>
<th>11/14</th>
<th><strong>Student selected organization</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>*each student will select an agency or organization for review, presentation, and class discussion.</td>
</tr>
<tr>
<td></td>
<td>*the organization is of your choosing and is to be relevant to CHI.</td>
</tr>
<tr>
<td></td>
<td>*each student will provide the class with a name and purpose/function of the agency/organization selected (via email).</td>
</tr>
<tr>
<td></td>
<td>*each student will give me a brief abstract describing the organization.</td>
</tr>
<tr>
<td></td>
<td><strong>presentations should be no longer than 10 minutes</strong></td>
</tr>
</tbody>
</table>

CHI user groups: Children and Adolescents

**Readings/website review/discussion**


Please review these Websites:

**Note**: In addition to the usual evaluation criteria, specifically note presentation and design features related to any multimedia or animation, color, pop-up boxes ( tooltips), etc. Be prepared to discuss your thoughts on these websites.
<table>
<thead>
<tr>
<th>CHI user groups: Older adults</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Readings/website review/discussion</strong></td>
</tr>
<tr>
<td>Review these Websites: Be prepared to discuss them.</td>
</tr>
<tr>
<td>NIH SeniorHealth: <a href="http://nihseniorhealth.gov/">http://nihseniorhealth.gov/</a></td>
</tr>
<tr>
<td>AARP/Health: <a href="http://www.aarp.org/health/">http://www.aarp.org/health/</a></td>
</tr>
<tr>
<td>Center for Disease Control and aging: <a href="http://www.cdc.gov/aging/">http://www.cdc.gov/aging/</a></td>
</tr>
</tbody>
</table>

**Guest:** Christie Silbajoris, Director of NC HealthInfo, UNC-CH Health Sciences Library

<table>
<thead>
<tr>
<th>11/21</th>
<th><strong>Health Insurance Issues / Affordable Care Act (ACA) = Readings/discussion:</strong></th>
</tr>
</thead>
</table>
Questions:

It has been noted that large portions of the population do not understand the ACA. Please be prepared to discuss which aspects of each of the above documents you found to be more accessible or understandable and which you found to be less understandable?

---------------------------------------------------------------------

Consumer Health Informatics
Reading/discussion


Electronic Health Records
Reading/discussion


Guest: Laura Marcial, PhD

11/28 Mobile Health Issues and Applications

Readings for discussion:

Syllabus

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/5</td>
<td>Final paper/project presentation</td>
</tr>
</tbody>
</table>

The final term project will be the design of a Consumer Health Information-related proposal, product or service. You may create it for a specific audience, health condition, environment, etc.

**Note:** In addition to submitting the full project/paper, including background literature review, a brief summary of the project will be prepared for presentation in class.

WRAP-UP

**Consumer Health Information: What’s Next?**

Policy issues will continue play a prominent role as the Affordable Care Act, health professionals, Health IT developers, and healthcare insurers work through the implementation of changes in the Nation’s healthcare system. How do you envision the future of CHI?

12/9 | DUE: Final Projects | By 5:00 pm

HAVE A GREAT HOLIDAY BREAK!!