



UWIN Clinic/ Public Library Partnership Wins Promotion Award

The MidContinental Chapter of the Medical Library Association, during its fall annual conference in Breckenridge Colorado, presented the Promotion Award for Academic Libraries to Sally Patrick, Outreach Librarian at the Spencer S. Eccles Health Sciences Library, University of Utah Health Sciences Center. The award recognized the “UWIN Clinic/Public Library Partnership: Mutually Providing Health Information in Utah”. The award was to “distinguish a marketing project or promotional activities that have been used to improve or expand services in a library or for library constituents”.

The Utah Women's Health Information Network (UWIN), a program of the University of Utah Health Sciences Center, is supported by a 3 year grant from the U.S. Department of Health and Human Services, Office on Women's Health, to improve health care for Utah women and thus all Utah residents through their families. The Spencer S. Eccles Health Sciences Library, and specifically its outreach efforts, is an integral part of this collaborative project.

One of the primary goals of UWIN is to make more reliable health information available to health-care providers and their patients who share constituencies with neighborhood public libraries throughout Utah. Through this initiative, public libraries across the state are forming partnerships with their community health clinics. Clinicians are becoming informed about the consumer health resources and help at their public libraries and in turn patients are becoming more informed about not only health but all the services and resources at their neighborhood library. A true “UWIN” for health care providers as well as the patients they serve.

The HHS Office on Women's Health is particularly interested in this clinic/public library partnership and thus supported a campaign to market these partnerships statewide. The consumer health campaign between the American Library Association and the National Library of Medicine entitled “Good Health Information @ Your Library” (GHI@YL) has been adopted and enhanced for the Utah campaign. An iconic apple graphic and marketing campaign has been developed and is available on the UWIN Clinic/Public Library Partnership website http://womenshealthuwin.utah.edu/uwin_projects_chcpl.php#about and includes:

- posters for the community clinics, outlining where their closest public library is located
- bookmarks highlighting relevant web resources and an Information Rx
- consumer health websites featured on the Utah State Library website Pioneer available through all libraries in Utah
- book bags distributed at community events, health fairs and libraries
- 15 and 30 second TV spots aired on two statewide ABC & NBC affiliates

Sally Patrick, MLS, is the Eccles Health Sciences Library Outreach Librarian, a partner in the UWIN collaboration and Chair of the Clinic/ Public Library Project as well as the Project Coordinator for UtaHealthNet (<http://utahealthnet.utah.edu>), the Eccles Library consumer health portal for the state of Utah

