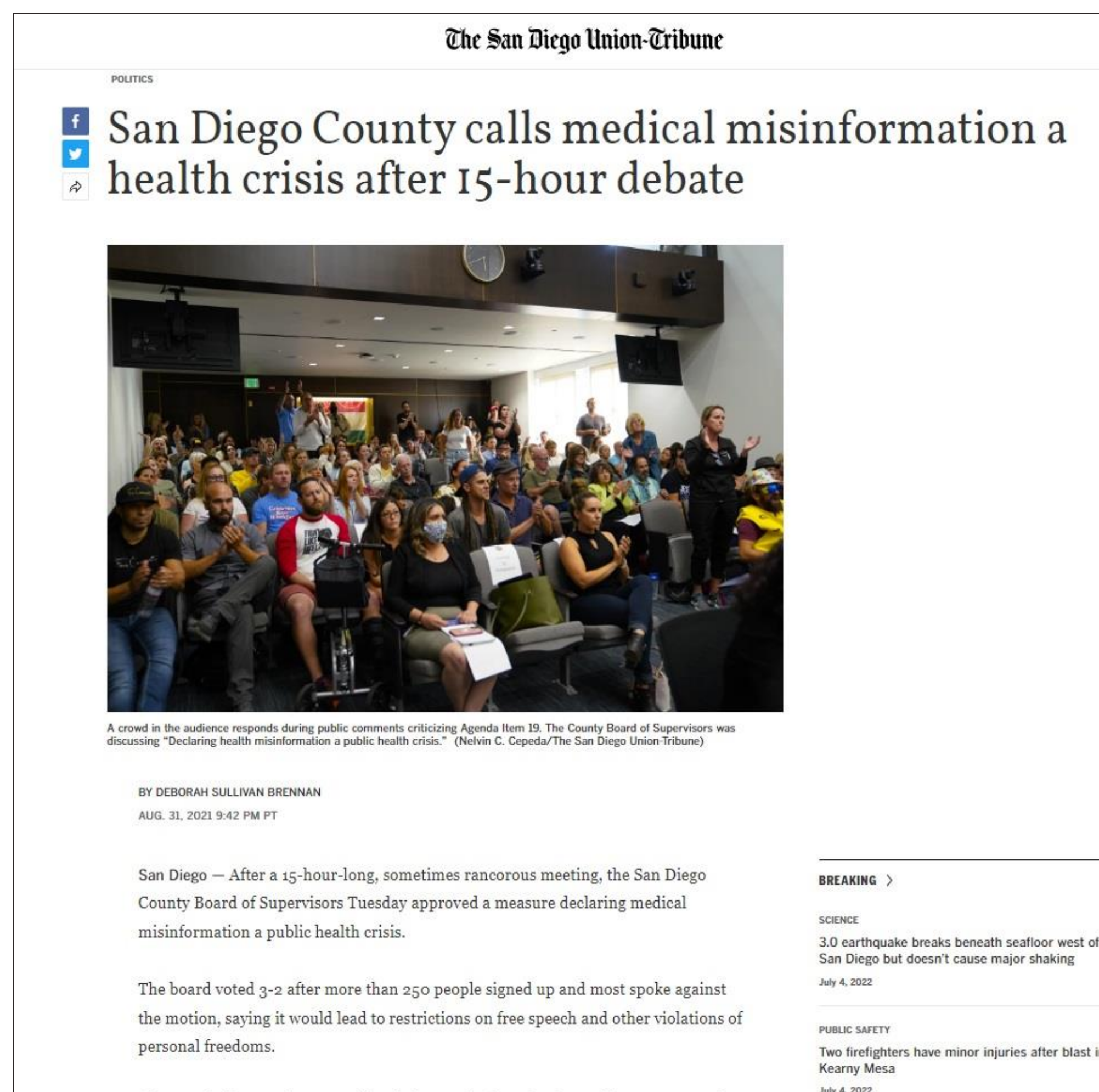


# Coming Together to Combat Health Misinformation: An Academic and Public Libraries Partnership



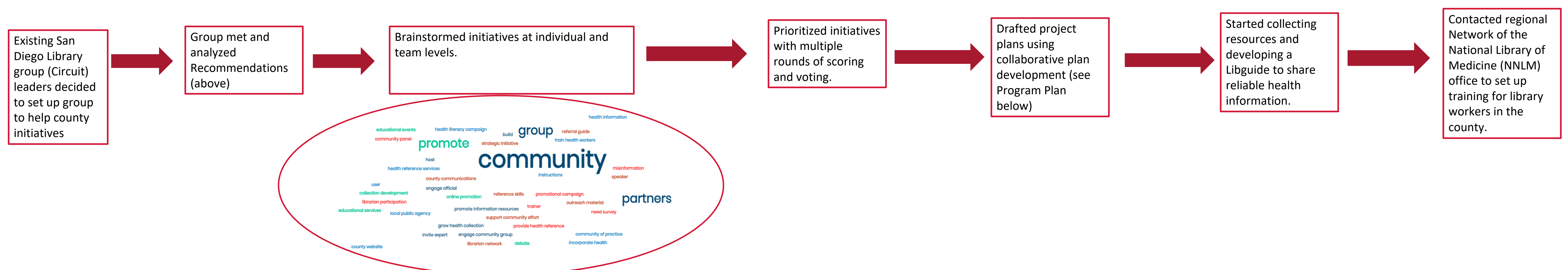
## August 2021, San Diego County – Medical Misinformation is a Health Crisis

### Recommendations from County:

- identify and label health misinformation;
- modernize public health communications;
- expand research efforts to better identify the sources of health misinformation;
- invest in resilience against health information, help communities distinguish evidence-based information from opinion and personal stories.
- recognize best practices for stopping the spread of misinformation;
- determine research gaps to combating misinformation;
- work with the medical community and local partners to establish a website that will be a central resource for addressing health misinformation in the county.

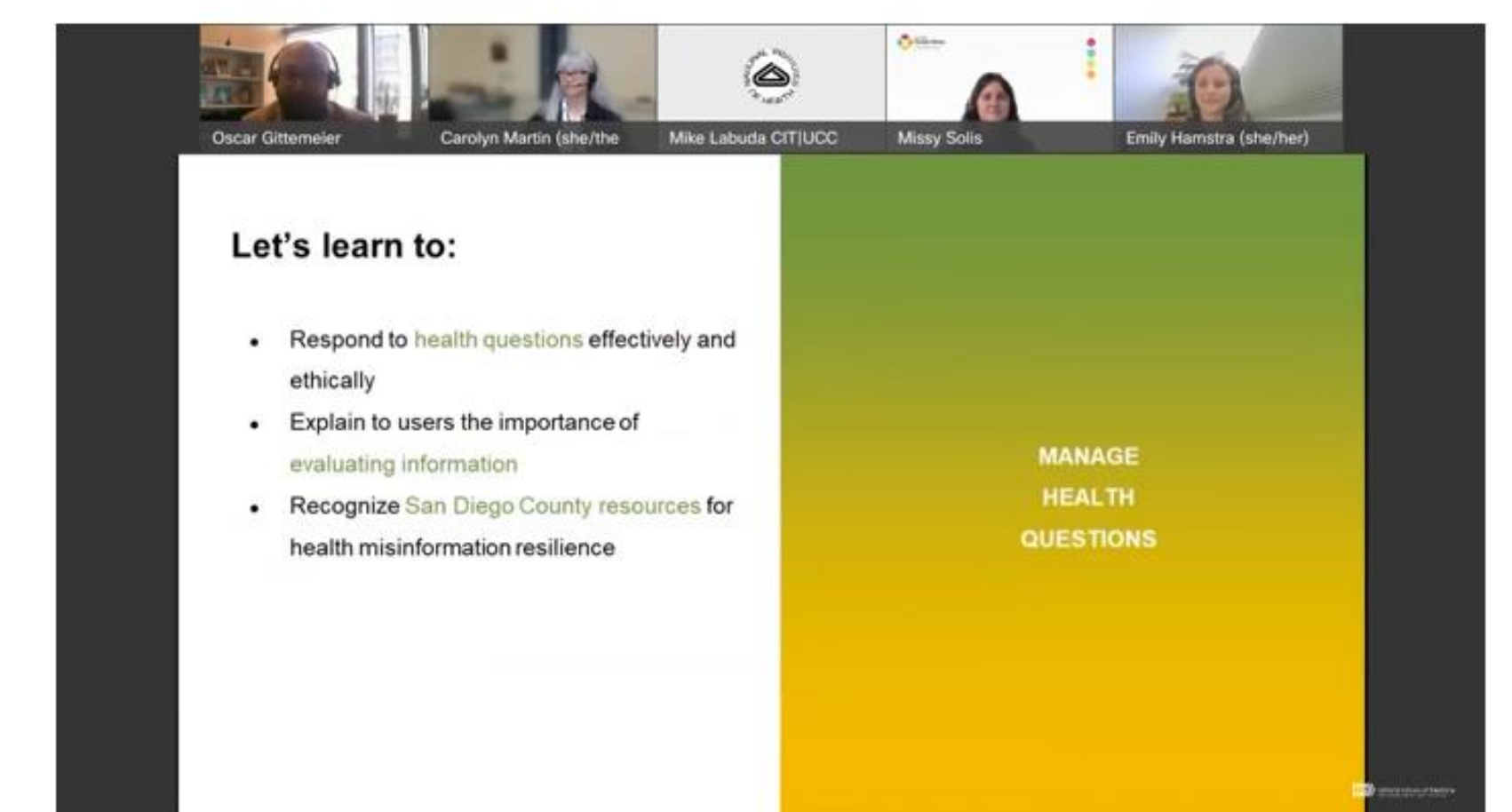
<https://bosagenda.sandiegocounty.gov/cob/cosd/cob/doc?id=0901127e80d85dbe>

## How We Partnered to Help.

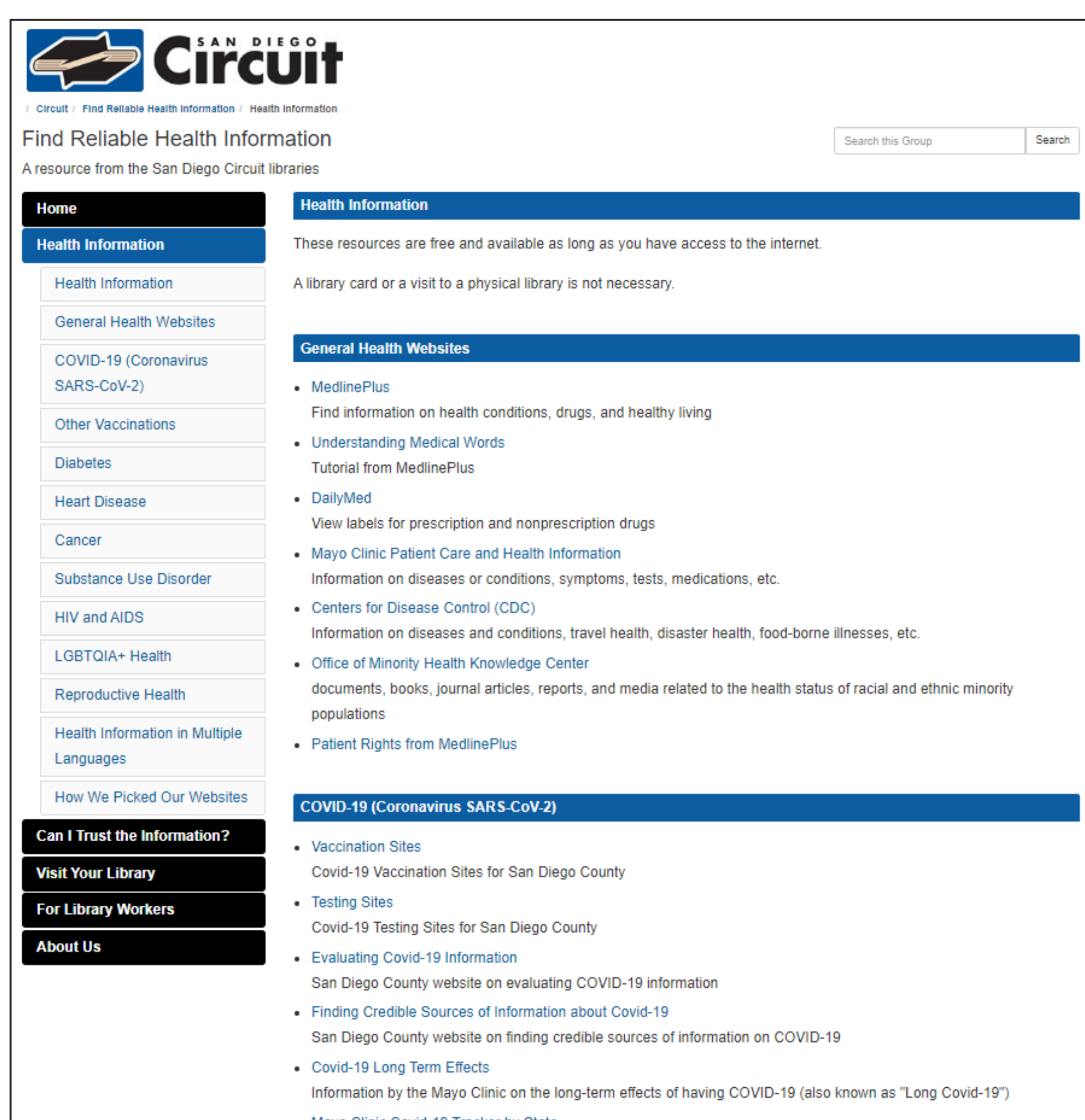


Resources	Activities	Outputs	Impact
<p><i>We need these resources for our work:</i></p> <p><b>People</b></p> <ul style="list-style-type: none"> <li>• Advisory Team participation</li> <li>• Circuit Library Director participation</li> <li>• Volunteer library staff participation</li> <li>• Graphic designers</li> <li>• Communications specialists</li> </ul> <p><b>Funding</b></p> <ul style="list-style-type: none"> <li>• For promotional materials</li> <li>• For translation services and multilingual materials</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Web publishing platform</li> <li>• Professional communication channels</li> <li>• IT and web support</li> </ul> <p><b>Organizational Support</b></p> <ul style="list-style-type: none"> <li>• Prioritization of health information initiatives</li> <li>• Multi-year commitment</li> <li>• Administrative recognition of volunteers</li> <li>• Spaces and facilities for events</li> </ul> <p><b>Community Network</b></p> <ul style="list-style-type: none"> <li>• Library contacts with health workers, advocates, and community groups</li> </ul>	<p><i>Our work aims to:</i></p> <p>A1. Promote health information sources</p> <p>A2. Build reference skills and referral guide</p> <p>A3. Develop a library network</p> <p>A4. Conduct instruction and events</p> <p>B1. Engage public officials</p> <p>B2. Engage community advocates</p> <p>B3. Invite experts to work with libraries</p> <p>B4. Train health workers</p>	<p><i>Our key products and services are:</i></p> <ul style="list-style-type: none"> <li>• Shared subject guide of health sources</li> <li>• Promotional materials: posters, flyers, bookmarks</li> <li>• A guide for responding to health questions</li> <li>• Training for San Diego County library staff</li> <li>• Email list and web presence</li> <li>• Community of practice</li> <li>• Health information literacy classes</li> <li>• Informational community events</li> <li>• Public report or webpage on our initiatives</li> <li>• New public partnerships</li> <li>• Community partnerships</li> <li>• Promotion of library services in communities</li> <li>• Collaborations with health agencies and experts</li> <li>• Initiation of programming to help health workers support information literacy</li> </ul>	<p><i>We align with County recommendations to:</i></p> <ul style="list-style-type: none"> <li>Disseminate health information</li> <li>Partner on strategic initiatives</li> <li>Provide educational services about misinformation</li> <li>Engage community groups</li> </ul>

= Completed Outputs



San Diego Circuit libraries hosted this reference training by NNLM Region 5 on April 27, 2022.



### Project Members

- Oscar Gittemeier, Program Manager for Innovation and Community Engagement, San Diego Public Library, [ogittemeier@sandiego.gov](mailto:ogittemeier@sandiego.gov)
- Margaret Henderson, Health Sciences Librarian, San Diego State University Library, [margaret.henderson@sdsu.edu](mailto:margaret.henderson@sdsu.edu) (IFLA poster presenter)
- Amanda Kalish, Health Sciences and Psychology Librarian, California State University San Marcos Library, [akalish@csusm.edu](mailto:akalish@csusm.edu)
- Tricia Lantzy, Health Sciences and Human Services Librarian, California State University San Marcos Library, [tlantzy@csusm.edu](mailto:tlantzy@csusm.edu)
- Jeffery Loo, Clinical Librarian, UC San Diego Library, [jloo@ucsd.edu](mailto:jloo@ucsd.edu) (Project Manager)
- Erik Mitchell, Audrey Geisel University Librarian, UC San Diego Library, [etm@ucsd.edu](mailto:etm@ucsd.edu) (Team Lead)
- Karen O'Grady, Nursing Librarian, University of San Diego Library, [kogrady@sandiego.edu](mailto:kogrady@sandiego.edu)
- Melissa Solis, Adult Services Librarian, San Diego County Library, [melissa.solis@sdcounty.ca.gov](mailto:melissa.solis@sdcounty.ca.gov)
- Sarah A. Varenhorst, UT Austin MSIS '22, Intern