

Think Inside the Blocks: Health Literacy Outreach to Disadvantaged People in Their Own Environment

Alcanzando Poblaciones en Desventaja en Su Propio Ambiente

The School

La Escuela



The Problem: Low Health Literacy/Obesity Epidemic
 Problema: Poco Conocimiento en Temas de Salud/
 Epidemia de Obesidad

The Project: Teen Health Initiative
 Proyecto: Iniciativa de Salud para Jóvenes

The Partners: Eastern Shore AHEC (Area Health Education Center)
 Participantes: 3 Area Libraries and 5 Area High Schools
 National Network of Libraries of Medicine (funding)

The Church

La Iglesia



The Problem: Low Health Literacy due to Language Barriers
 for Migrant Farm Workers/Digital Divide
 Problema: Poco Conocimiento en Temas de Salud debido a barreras
 de lenguaje de trabajadores agrícolas migrantes/
 Disparidad en Conocimientos de Informática

The Project: Popular Theatre Project
 Proyecto: Teatro Popular

The Partners: Rural Medical Services, Inc. (health clinic)
 Participantes: ETSU Guillen College of Medicine Library
 Network of Hispanic Churches
 NN/LM (funding)

The Local Library Branch

La biblioteca pública de la comunidad



The Problem: Food Desert/Digital Divide
 Problema: Desiertos alimenticios/
 Disparidad en Conocimientos de Informática

The Project: BaltiMarket: The Virtual Supermarket Project
 Proyecto: BaltiMercado: Proyecto Supermercado Virtual

The Partners: Enoch Pratt Free Library
 Participantes: Santon's Supermarket
 Baltimore City Department of Health
 Baltimore City Public Schools
 United Way
 Walmart

Public Housing Computer Centers

Centros de Computadoras en Residenciales Pùblicas



The Problem: Low Health Literacy
 Problema: Poco Conocimiento en Temas de Salud

The Project: Healthy Neighborhoods: Monthly Webinar Series
 for Staff/Residents of Public Housing
 Comunidades Saludables: Webinar mensual para
 empleados y residentes de Residenciales Pùblicas

The Partners: HUD Neighborhood Network Centers
 Participantes: NN/LM (teaching, technology)

The Home

El Hogar



The Problem: Isolation of the Homebound
 Problema: Aislamiento de los Confinados al Hogar

The Project: New Hanover Be-Ready-Be-Safe Project
 Proyecto: Proyecto Estar Listo- Estar Seguro en New Hanover

The Partners: New Hanover County Public Library
 Participantes: Department of Emergency Management
 NN/LM (funding)

The Beauty Salon

El Salón de Belleza



The Problem: Low Health Literacy/Digital Divide
 Problema: Poco Conocimiento en Temas de Salud/
 Disparidad en Conocimientos de Informática

The Project: Ma Flo's Health Awareness Team
 Proyecto: Equipo de Concientización sobre la Salud Ma Flo

The Partners: Ma Flo's Beauty Salon
 Participantes: Georgetown SC Public Library
 NN/LM (funding)

The project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. HHS-N20-201-0004-C with the University of Maryland Baltimore.

Authored by: Nancy Patterson, MLS
 Traducción: María M. Prietas
 National Network of Libraries of Medicine, Southeastern/Atlantic Region. (www.nlm.gov/se2)

For more information, contact these organizations or browse websites:

The School: <http://esahec.org/>

The Church: <http://goo.gl/6ptUqq> (paragraph on Popular Theatre)

The Local Library Branch: <http://www.baltimarket.org/>

Public Housing Computer Centers: <http://goo.gl/Gp0AH1>

The Home: <http://www.nhclibrary.org/> and <http://em911.nhcgov.com/>

The Beauty Salon: <http://goo.gl/pudg6i>

Contact Information:

Nancy Patterson
 Community Outreach Coordinator
 National Network of Libraries of Medicine, SE/A
 University of Maryland, Baltimore HSHSL
 601 West Lombard Street
 Baltimore, MD 21201
 (410) 706-2858
npatters@hshsl.umaryland.edu