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

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Recommended Citation
Patterson, Nancy, "Think Inside the Blocks: Health Literacy Outreach to Disadvantaged People in Their Own Environment" (2015). Georgia International Conference on Information Literacy. 94.
https://digitalcommons.georgiasouthern.edu/gaintlit/2015/2015/94
Think Inside the Blocks:

**Health Literacy Outreach to Disadvantaged People in Their Own Environment**

**Think Inside the Blocks:**

**The School**

*La Escuela*

- **Problem:** Low Health Literacy/Obesity Epidemic
- **Project:** BaltiMarket: The Virtual Supermarket Project
- **Partners:** Enoch Pratt Free Library, Santoni’s Supermarket, Baltimore City Department of Health, Baltimore City Public Schools, United Way, Walmart

**Public Housing Computer Centers**

*Centros de Computadoras en Residenciales Públicos*

- **Problem:** Low Health Literacy
- **Project:** The Local Library Branch
- **Partners:** The Beauty Salon

**The Church**

*La Iglesia*

- **Problem:** Low Health Literacy due to Language Barriers
- **Project:** Ma Flo’s Health Awareness Team
- **Partners:** The Beauty Salon

**The Home**

*El Hogar*

- **Problem:** Isolation of the Homebound
- **Project:** New Hanover Be-Ready-Be-Safe Project
- **Partners:** New Hanover Country Public Library

**The Local Library Branch**

*La biblioteca pública de la comunidad*

- **Problem:** Food Desert/Digital Divide
- **Project:** BaltiMarket: The Virtual Supermarket Project
- **Partners:** The Beauty Salon

**The Partners:**

- Rural Medical Services, Inc. (health clinic)
- ETSU Quillen College of Medicine Library
- Network of Hispanic Churches
- NN/LM (funding)

**The Beauty Salon**

*El Salón de Belleza*

- **Problem:** Low Health Literacy/Digital Divide
- **Project:** Ma Flo’s Beauty Salon
- **Partners:** Mt. Grace Presbyterian Church

**The Problem:**

- Food Deserts/Digital Divide
- Socioeconomic/Disparities in Healthcare Knowledge
- BaltiMarket: The Virtual Supermarket Project
- Enoch Pratt Free Library

**The Project:**

- Ma Flo’s Health Awareness Team
- Enoch Pratt Free Library

**The Partners:**

- Enoch Pratt Free Library
- Santoni’s Supermarket
- Baltimore City Department of Health
- Baltimore City Public Schools
- United Way
- Walmart

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