LactMed Outreach Activities for the Professional and Consumer

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Conflict of Interest Statement

• I have no conflicts of interest to report.
Overview

- NLM’s outreach activities
- In-person outreach
- Social media
- Training as outreach
- NLM Supported Breastfeeding Outreach
NLM Outreach Activities

Outreach programs are developed in an effort to eliminate disparities in accessing health information.

• community outreach support,
• training health professionals on NLM's health information databases,
• collaborates with other components of NLM involved in similar activities, including the National Network of Libraries of Medicine
In-person Outreach

- Papers and posters at conferences

“LactMed: A Critical Online Resource on Drugs and Breastfeeding”
Society of Toxicology Annual Meeting, March 2015
In-person Outreach

- Booth presentations at professional conferences and for consumers.
Handouts

Find us on Twitter and Pinterest

National Library of Medicine

ClinicalTrials.gov
Information for locating federally and privately supported clinical trials.
clinicaltrials.gov

DailyMed®
Current information about medications, including U.S. Food and Drug Administration package inserts.
dailymed.nlm.nih.gov

Dietary Supplement Label Database
Information about label ingredients in selected brands.
supplements.dailymed.nlm.nih.gov/dsup

Drug Information Portal
Portal to current drug information from NLM and other Federal agencies.
druginfo.nlm.nih.gov

Genetics Home Reference™
A guide to understanding genetic conditions.
genhome.nicd.nih.gov

Health Hotlines
Directory of health-related organizations with toll-free telephone numbers.
healthhotlines.nlm.nih.gov

Household Products Database
Ingredients in common household products and their effect on human health.
handbook.nlm.nih.gov

LactMed®
Drugs to which breastfeeding mothers may be exposed, includes each drug’s possible effects on breast milk and on the baby.
lactmed.nlm.nih.gov

MedlinePlus®
Health information about diseases, conditions, wellness, drugs, herbs, and supplements. Includes directories, medical encyclopedia, medical dictionary and health check tools.
medlineplus.gov

In Spanish
medlineplus.gov/espanol

Multi-Cultural Resources for Health Information
Culturally and linguistically appropriate health information and resources for diverse communities.
ats.nlm.nih.gov/outreach/multicultural.html

Pillbox
Rapid identification of unknown solid-dosage pills.
pillbox.nlm.nih.gov

PubMed®
Bibliographic database comprising millions of citations from biomedical literature, life sciences journals and online books.
pubmed.gov

PubMed Health
Reviews of clinical effectiveness research, with easy-to-read summaries and full technical reports.
ncbi.nlm.nih.gov/pubmedhealth

Senior Health
Basic health and wellness information for older adults and their caregivers.
nhseniorhealth.gov

New Media Tools
Follow, fan and connect to the latest medical and health information news via:

Twitter
twitter.com/NLM_4Caregivers
Pinterest
pinterest.com/nlm4caregivers

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September 2014

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NIH NLM
Outreach Activities & Resources
Specialized Information Services
Handouts

Environmental Health and Toxicology
Specialized Information Services

Environmental Health and Toxicology Resources

TOXNET
 toxnet.nlm.nih.gov
 Database Access
 toxnet.nlm.nih.gov/clupdata
 Collection of databases on hazardous chemicals, toxic releases, and environmental health including:

HazMap
 Occupational health database linking jobs and hazardous tasks with occupational diseases and their symptoms
 hazmap.nlm.nih.gov

Hazardous Substances Data Bank (HSDB)
 Comprehensive, peer-reviewed toxicological and environmental data for chemicals
 hsdb.nlm.nih.gov

Household Products
 Potential health effects of chemicals in common household products
 householdproducts.nlm.nih.gov

TOXMAP
 Interactive environmental health maps showing locations of toxic chemical releases and hazardous waste sites
 toxmap.nlm.nih.gov

Enviro-Health Links
 Links to Internet resources on selected environmental health and toxicity issues
 enviro-healthlinks.nlm.nih.gov

MedlinePlus
 Consumer health information including environmental topics
 medlineplus.gov

MedlinePlus Mobile
 m.medlineplus.gov

PubMed/MEDLINE
 Reference to biomedical journals including a toxicology subset
 pubmed.gov

PubMed for Handbooks
 pubmedhealth.nlm.nih.gov

Drug and Dietary Supplements

DailyMed
 Database of manufacturers’ drug labels, from the US Food and Drug Administration
 dailymed.nlm.nih.gov

Dietary Supplements Labels Database
 Label information from commonly available dietary supplement products, including vitamins, minerals, herbs, botanicals, and amino acids
 dietary-supplements.nlm.nih.gov

Drug Information Portal
 Drug information from FDA and other key government agencies
 Covers more than 30,000 drugs from entry into clinical trials through entry in the market place
 druginfo.nlm.nih.gov

Enviro-Health Links
 Dietary Supplements
 Links to Internet resources on dietary supplements, herbs, vitamins, and minerals
 dietary-supplements.html

Developing and Using Medications for Children
 Links to Internet resources on using medicines safely in children
 childrensmed.nlm.nih.gov

LastMed
 A peer reviewed and fully referenced database of drugs to which breastfeeding mothers may be exposed
 lastmed.nlm.nih.gov

LiveRx Tool
 Central repository of up-to-date, accurate, and readily accessible information on the diagnosis, clinical, pharmacological, and management of liver injury attributable to prescription and nonprescription medications, herbs, and dietary supplements
 live-rx.nlm.nih.gov

PillBox
 Rapid identification of unknown solid dosage medication based on physical characteristics and high-resolution images
 pillbox.nlm.nih.gov

NIH NLM

Outreach Activities & Resources
Specialized Information Services
Handouts

National Library of Medicine®
A World of Health Information at Your Fingertips

Find Us Online at www.nlm.nih.gov

AIDSinfo®
Resource providing the latest federally approved treatment guidelines for health care professionals as well as information on treatment, prevention, and research.

AIDSinfo.nih.gov

Chemical Hazards Emergency Medical Management (CHEMM)
Online resource enabling first responders and other health care providers and planners to plan for, respond to, recover from, and mitigate the effects of mass-casualty incidents involving accidental or terrorist chemical releases. CHEMM is downloadable in advance so it can be used if Internet is not available.

CHEMM.nlm.nih.gov

ClinicalTrials.gov
Registry with location and contact information of federally and privately supported clinical research for a wide range of diseases and conditions.

ClinicalTrials.gov

DailyMed®
Vehicle for access to information about marketed drugs, including U.S. Food and Drug Administration labels (package inserts).

DailyMed.nlm.nih.gov

Drug Information Portal
Gateway to current and accurate drug information from NLM and other government agencies.

DrugInfo.nlm.nih.gov

Genetics Home Reference™
Consumer-friendly information about the effects of genetic variations on human health.

GHR.nlm.nih.gov

Haz-Map®
Database linking jobs and hazardous tasks with occupational diseases and their symptoms.

HazMap.nlm.nih.gov

Health Hotlines
Directory of health-related organizations with toll-free telephone numbers.

HealthHotlines.nlm.nih.gov

LactMed®
Database of drugs to which breastfeeding mothers may be exposed and their effects on nursing infants and lactation.

LactMed.nlm.nih.gov
Handouts featuring LactMed

A LactMed app is highlighted on a mobile device screen. It provides information about maternal and infant drug levels, including possible effects on lactation and on breastfed infants.
Publishing in Professional Journals as Outreach


Social Media

LactMed and the LactMed App disseminated across multiple NLM social media platforms:

• **Twitter**: @NLM_SIS, @NLM_OSP, @NLM_4Caregivers, @nlm_news

• **Facebook**: National Library of Medicine (NLM), NLM 4 Caregivers

• **Pinterest**: NLM_4Caregivers
LactMed on Twitter
<table>
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<th>Date</th>
<th>Impressions</th>
<th>Engagements</th>
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<tr>
<td>Nov 26</td>
<td>520</td>
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<td>Sep 29</td>
<td>4,459</td>
<td>39</td>
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How safe are your meds for breastfeeding? Find out from the NLM Lactmed Database: go.usa.gov/rssQ

We've made a video intro to searching LactMed, our database of drugs, chemicals, and breastfeeding

go.usa.gov/pfgF
Great breakdown of why *MOST* medications are safe and compatible with breastfeeding. Make sure to check #LACTMed or #InfantRisk for individual questions.
Dr Jen 4 Kids' Jenny Thomas talks about #LactMed, a great new resource/app assisting with med management for #breastfeeding moms.
LactMed on Facebook

Want to know if your meds are safe to take while breastfeeding? I want to give shout out to the LactMed database my mom @Stephanie Publicker works on at NLM/NIH. It gives information on the safety of OTC, prescription, and holistic meds for breastfeeding moms: [http://toxnet.nlm.nih.gov/newtoxnet/lactmed.htm](http://toxnet.nlm.nih.gov/newtoxnet/lactmed.htm)

Here's a video explaining what it is and how to use it. [https://www.youtube.com/watch?v=U3srOoc0k24](https://www.youtube.com/watch?v=U3srOoc0k24)

That's her voice in the video about it!
LactMed on Pinterest
Medication Management
Medications are double-edged swords: extending the life of our #LovedOnes and relieving pain, but if used inappropriately, there are negative consequences.

Are too many kids on antipsychotic drugs?
Pinned from nlm.nih.gov

The facts about HEALTH LITERACY
Health Literacy is an individual's ability to understand and act on health information. Production varies from person to person and is influenced by educational and social factors.

Why is this important?
Mistakes happen.

By Race
61%

Vulnerable populations include:

Pinned from druginfo.nlm.nih.gov

Drug Information Portal
Quick Access to Quality Drug Information

Mothers:
Learn how your medications affect breastfeeding.
Use the free LactMed app from NLM. lactmed.nlm.nih.gov

Pinned from lactmed.nlm.nih.gov
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<td>6,130</td>
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Tracking Shortened URLs

All Federal government social media accounts use go.usa.gov as a link shortener.

• LactMed website: 8,212 clicks since 9/14/2012
• LactMed App: 3,539 clicks since 9/14/2012
Training as Outreach

• Training through the National Library of Medicine Training Center and member libraries of the National Network of Libraries of Medicine

• In-person and online training courses

• Train the trainer for both health and information professionals
Discovering TOXNET

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<thead>
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<th>Library Health Sciences</th>
<th>Information Specialist</th>
<th>Library Staff Other</th>
<th>Health Professional</th>
<th>Public Health Worker</th>
<th>College Student</th>
<th>General Public</th>
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## TOXNET and Beyond

**TOXNET® & Beyond**
Using the National Library of Medicine®
Environmental Health and Toxicology Portal

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<th>Other</th>
<th>Health Professional</th>
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<td>518</td>
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**Outreach Activities & Resources**
Specialized Information Services
NLM Supported Breastfeeding Outreach
Project components

• Key informant interviews with Tribal health personnel.
• Consumer survey of prenatal women in selected Tribes to determine sources of information regarding breastfeeding.
• Develop a prenatal curriculum targeting grandparents at Penobscot Indian Nation.
• Provide breastfeeding peer counselor training.
• Develop culturally appropriate educational resources to support breastfeeding with information about the National Library of Medicine portals.
Outcomes

- Intergenerational community action
- Trained 4 new peer counselors
- Increased communication between Tribe and community hospital
- Development of Penobscot Nation Health Department breastfeeding policy
- Development of Native breastmilk bank
- Continued purchasing of breast pumps
- 3 home visits in the first week after new mothers come home to support breastfeeding
Resources

• LactMed:

• Discovering TOXNET class:
  http://nnlm.gov/ntc/classes/class_details.html?class_id=809

• TOXNET and Beyond manual:
Thank you

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