

Health Literacy: Web Evaluation

Ann Marie Knoerl MSN, RN, BC

Assistant Professor

Madonna University College of Nursing and Health

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What is Health Literacy?

- “Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decision.”
- (National Action Plan to Improve Health Literacy, p. 1)

Why is Health Literacy so Important?



How do you get your health information?

- Health Care Providers



2013

Pew Internet Research Project

- Reported that” 59% of U.S. adults have looked online for health information.
- 35% have gone online to figure out a medical condition



2015 PEW Research Center Study

- 73% of all those ages 16 and over say libraries contribute to people finding health care information.
- 42% of those patrons have gone online at the library to do health related searches
- “One-fifth of Americans report going online almost constantly”



What could they be looking at?





What are the pros and cons of getting internet information?

- **Pros:**

- Quick
- Always available
- Free
- Empowering -Starting point for conversation with health care provider
- Improve communication

- **Cons:**

- FINDING ACCURATE AND RELIABLE INFORMATION

Any Good?

- Anyone can create a web page.
- How do you know if the information is credible?
- What questions should one ask?



Credible



- What are some of the earmarks to look for when you are selecting a website to use.
- Are there ways to identify if the content is of value.

Evaluating

- There are five basic criteria commonly cited to use in evaluating a web site.
 1. Accuracy
 2. Authority
 3. Currency
 4. Objectivity
 5. Coverage

Accuracy

- Is the information correct?
- Do they provide references or resources to allow you to verify the content?
- For a medical site:
 - who or what are the resources they use to support the information provided?
 - What is the information based on? (Research, clinical trials, other)

Authority

- Can the author be identified?
- Who is the sponsor of the site?
- Can more information be obtained about the author or sponsor?
- Is there a copyright to the material?
- For a medical site:
 - Credentials for the individual
 - Organizations credibility

Currency

- Can you identify when the site was written?
- Has it been recently updated?
- Are the links current and working?
- For a health/medical site:
 - Is there current information related to clinical trials, research, publications

Objectivity

- Who is the sponsor?
- Is this an advertisement or selling site?
- For a health/medical site:
 - Be sure this is not part of a commercial venture
 - Is there an effort to recruit patients/clients as part of the site

Coverage

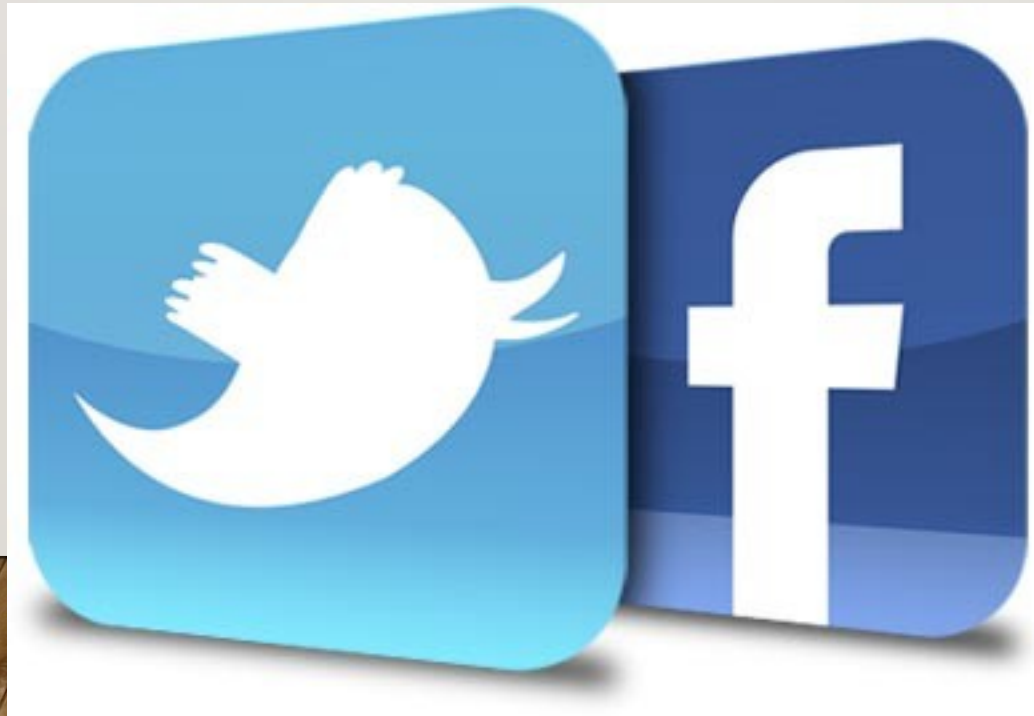
- Is the information complete or a part of a larger product?
- Is there access to the larger document?
- For a health/medical site:
 - Are there linkages to additional information

Social Media



Social Media

- 1/3 of American Adults use social networking sites such as Facebook or Twitter as a sources of health care information. (Retrieved from NCCIH.nih.gov Jan.30, 2017)



Evaluating health information in social media:

- **Evaluate the sponsor's web site:**
- Facebook: Look in the **About Section**
- Twitter: Look in the header above the tweets
- **Authentic Account:**
- Twitter blue badge
- Link direct to site
- Platform-Official



High Quality Resources

- Web:
- Medline Plus
- Healthfinder.gov
- Mayo Clinic
- National Center for Complementary and Integrative Health (NCCIH)
- Social Media:
- www.facebook.com/nih.nccih
- [Twitter.com/NIH_nccih](https://twitter.com/NIH_nccih)

to learn more.....

- <http://nccam.nih.gov/health/webresources/> to learn more



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