Promoting consumer health resources through new employee orientation

Misty Carney

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Connecting with New Employees:
Promoting Consumer Health Resources through New Employee Orientation

**Objective:**
- To increase new employee awareness and use of the library as a resource for personal health questions.

**Methods:**
- Weekly 10 minute presentation during the new employee orientation organized by HR. All staff and Post-Docs attend orientation.

**Results:**
- Reached an average of 23 employees per orientation.
- After presenting at the new employee orientation for two months, visits to the consumer health page increased by 74%.
- No increase in requests for librarian assistance with consumer health questions.
- Received an invitation to participate in HR-sponsored campus-wide employee health fair.

**Conclusions:**
- Initial results are promising in regard to increasing employee awareness and use of online consumer health resources.
- Will continue to participate in new employee orientation, but seek to strengthen and expand our collaboration with HR in order to reach current as well as new employees and to reinforce awareness of consumer health resources and services.

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**Bernard Becker Medical Library Strategic Directions 2007-2010**

**Direction #6: Foster consumer health literacy**

**CONSUMER HEALTH**

Consumer Health is the health information that you, as a consumer, need to make decisions about your health. The following links are provided to assist you with this task.

- Search HealthInfo
- Top Sites
- Drug and Product Information
- Health Topics
- Multicultural Resources
- Multicultural Care
- How to Evaluate Health Information

**Resource Usage**

- News links: 14%
- Drug & Product: 8%
- Evaluate: 11%
- Find Healthcare: 13%
- Multicultural: 8.6%
- Health Topics: 2.1%
- Other: 4.2%

**New Visitors**

- Dec.
- Jan.
- Feb.

**Network Location**

- WU Network
- Medical Campus
- Off campus

**Page Views**

- Dec.
- Jan.
- Feb.