

Librarians as trainers to to promote health information literacy.



The train-the-trainer model
within the NECOBELAC project.



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ECIL - Health Tom Tom Workshop

Organized by Istituto Superiore di Sanità, Italy and Hacettepe University, Turkey

European Conference on
Information Literacy (ECIL)
Istanbul, Turkey
22-25 October 2013



FOCUS

INTERRELATIONSHIP

Information literacy and public health

PURPOSE

Show HOW involvement / training can help **empowering** people (students, teachers, librarians, young researchers)

to

better use information,
improve communication
share knowledge
develop life skills

NECOBELAC PROJECT experience
in Europe and Latin America

Training and networking academic
and research institutes in public health

to improve well-being

FINAL AIM

INVOLVE librarians in «Health Tom Tom» initiatives



Background

Information literacy

Fundamental value in every field of knowledge
but plays a strategic role in science communication
particularly in **Public Health**

hygiene, nutrition, drug addiction, alcohol,
tobacco smoking, environment, life styles, etc.

HEALTH

everybody needs information (WHO, WHAT, WHY, WHEN, WHERE)

MIL

is crucial to create awareness among different stakeholders

LACK OF HEALTH INFORMATION or unclear messages
can have **serious consequences on human well-being**

Researchers can usefully collaborate
with teachers, students and librarians

TO DISSEMINATE HEALTH INFORMATION



Information literacy & public health

Definition provided by WHO, 1999

HEALTH LITERACY represents the cognitive and social skills which determine the motivation and ability of individuals to:

- gain access to
- understand
- use

information

in ways which
promote and maintain good health

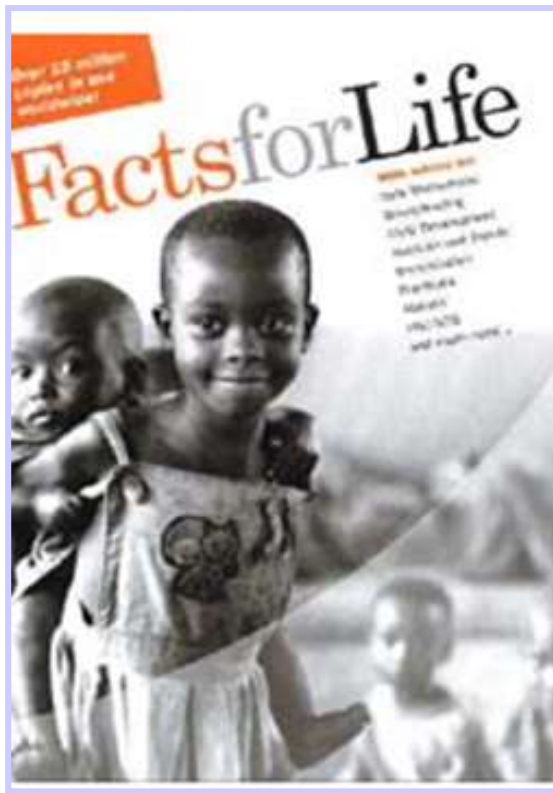
By improving people's access to health information and their capacity to use it effectively,
health literacy is critical to empowerment.

**HEALTH LITERACY (information & communication)
AS A MEANS FOR HEALTH PROMOTION**



Shocking data on child mortality

to reflect on the role of HIL



Each year, around 9 million children die from preventable and treatable illnesses

Health knowledge can often mean the difference between life and death

Example

The handbook produced by UNICEF, WHO, UNESCO provides **vital messages** and information for mothers, fathers, other family members and caregivers and communities



Health and Information in Ngram Viewer

Searching for **health** and **information** from word datasets of scanned books in Google



increased interest in health and information in the last decades



Where's challenge from ECIL?

INTEGRATING multimedia information literacy into education in public health

Information literacy

Public health

They both transcend disciplinary boundaries

There is space to work together as integrated teams

Recognize the value of sharing knowledge, skills and responsibilities



Communicate in ways that invite interaction, participation & critical analysis



INTERNET & HEALTH

a few data

- ▶ **80%** of Internet users search health information
- ▶ **75%** rarely or never search source and date
- ▶ **72%** express trust in most of online found information

Health Information Literacy Curricula , NLM, MLA

Create awareness on health information literacy by **involving** different stakeholders to **empower** parents, children and other family caregivers to **use** healthcare information



How to create major awareness on health information literacy?

SUGGESTED ANSWER

Involvement of different stakeholders to work together in a network of **collaboration**, **share** common goals and **contribute** developing health information literacy

A NEW INITIATIVE

Based on our background in information dissemination at the **National Institute of Health** in Italy and the **NECOBELAC project** and experience and collaboration with **Hacettepe University** and **IARC**

→ **Health Tom Tom**
starting from this pilot workshop at ECIL



NECOBELAC in brief

NECOBELAC project

Network of Collaboration Between Europe & Latin American-Caribbean countries
EU funded project - 7FP - Science and Society (2009-2012)

- ▶ To create awareness on health communication
- ▶ To provide training and tools to improve scientific writing & OA publishing
- ▶ To develop a network of institutions supporting training activities

Focused on health and addressed different targets
(researchers, editors, librarians, students)

*to improve their capacity to search, produce
and disseminate health information*



NECOBELAC key points



OPEN & MULTIDIMENSIONAL APPROACH

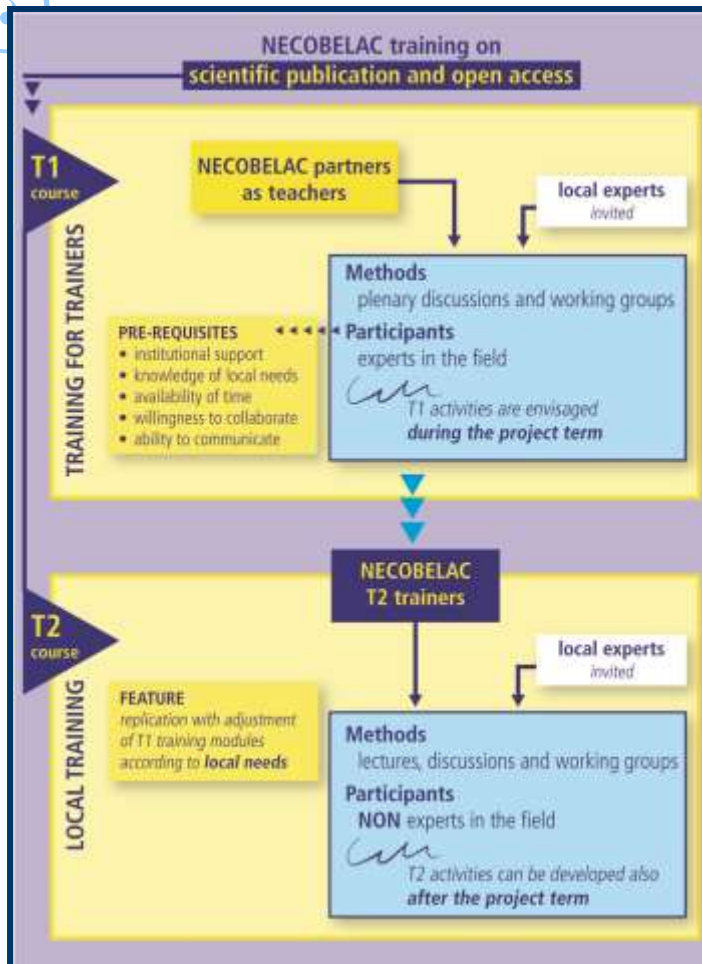
sharing experiences and initiatives

▶ between Europe & Latin America within a common strategy to contribute to a cultural change in production, use and dissemination of health information

- ▶ **NECOBELAC strategy**
1. **Training activity** (over 50 initiatives)
 2. **Innovative training tools** (topic maps)
 3. **Networking activity** (over 200 institutions)



1. NECOBELAC *two-level training activity*



NECOBELAC training strategy is based on:

T1 COURSES

training courses for trainers

T2 COURSES

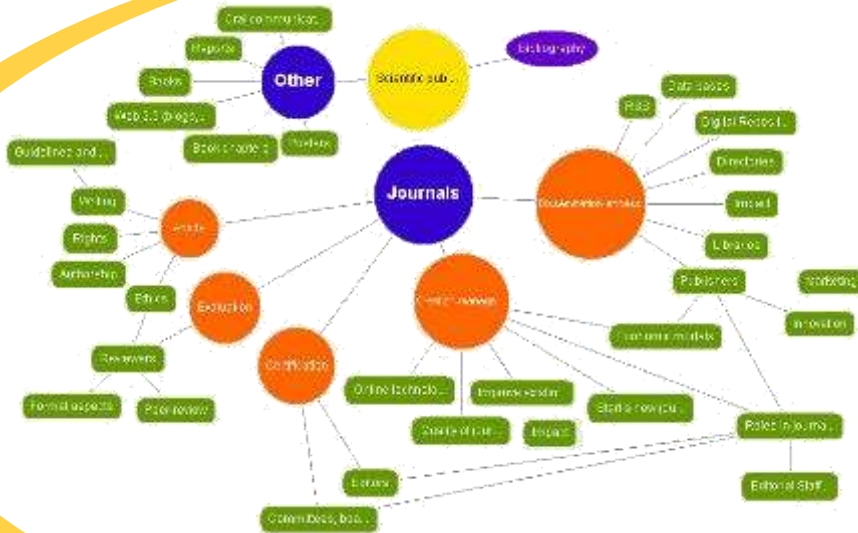
*local training courses
in local languages*



2. Innovative training tools: *NECOBELAC* topic maps

Topic maps are based on semantic web technology

They associate topics and link them to selected online resources



AREAS

- ▶ Scientific writing
- ▶ Open access publishing

Discussion on HOW and WHY topics are interrelated favours participation and active learning



NECOBELAC training modules

Structure of NECOBELAC training modules

1. Introduction to scientific publication

Types of publications

2. Scientific journals

Starting a new journal

Online technology management systems

Improving an existing journal

Managing a journal

Editors

Committees, editorial boards

Publishers

Editorial staff, marketing policy, advertisement

Support to authors

Economic models

Quality of journals

Dissemination and access

3. Scientific articles

Writing an article

Guidelines and standards

Ethics

Rights (copyright issues)

4. Peer review and quality indicators

Styles of peer review

Ethics

Roles in peer review

Reviewers

Editors

Committees, editorial boards

Quality of journals

Metrics

SCIENTIFIC WRITING



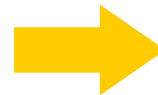
**Introduction
to scientific publication**



Scientific journals



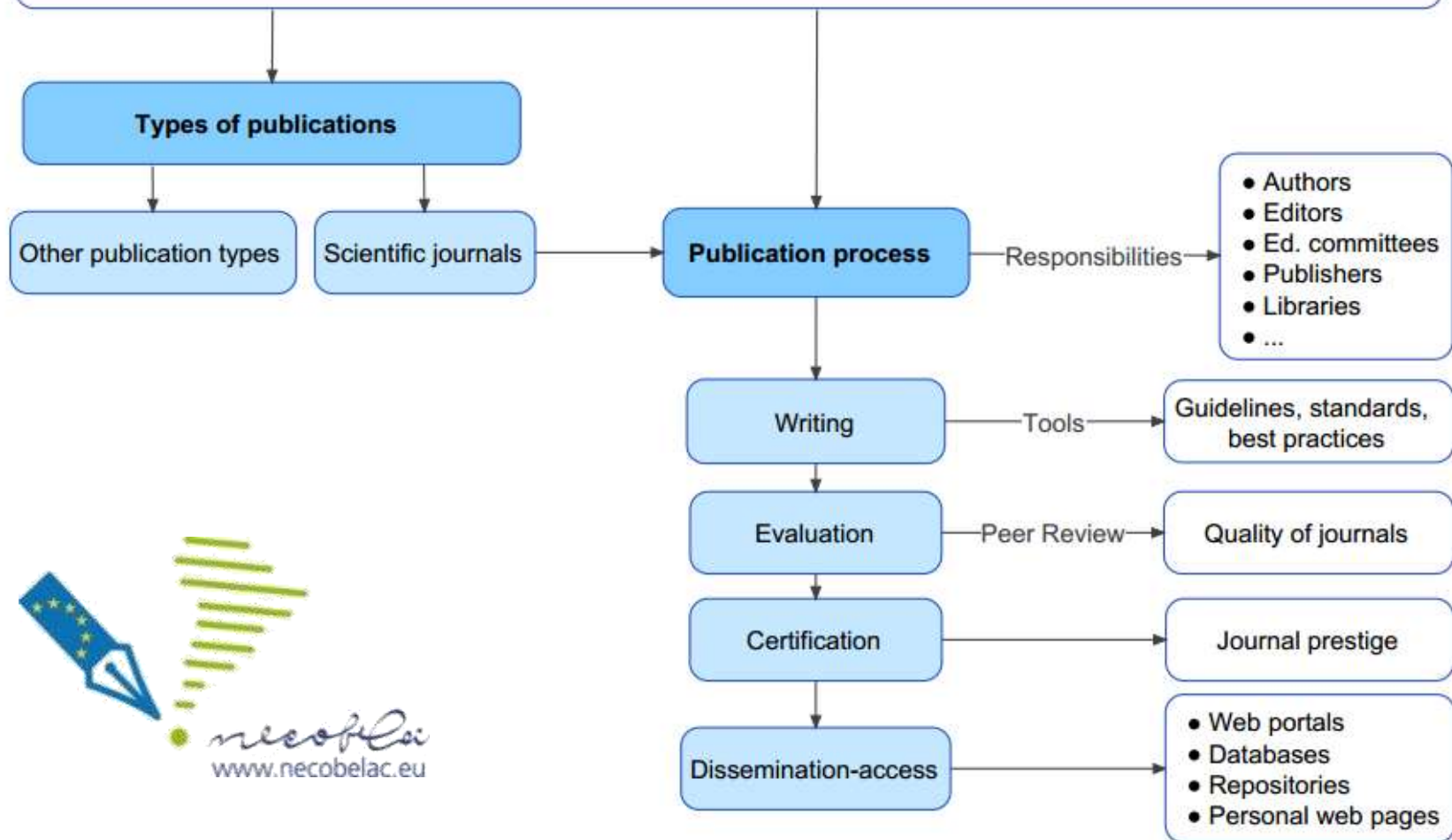
Scientific articles



Peer review and quality indicators

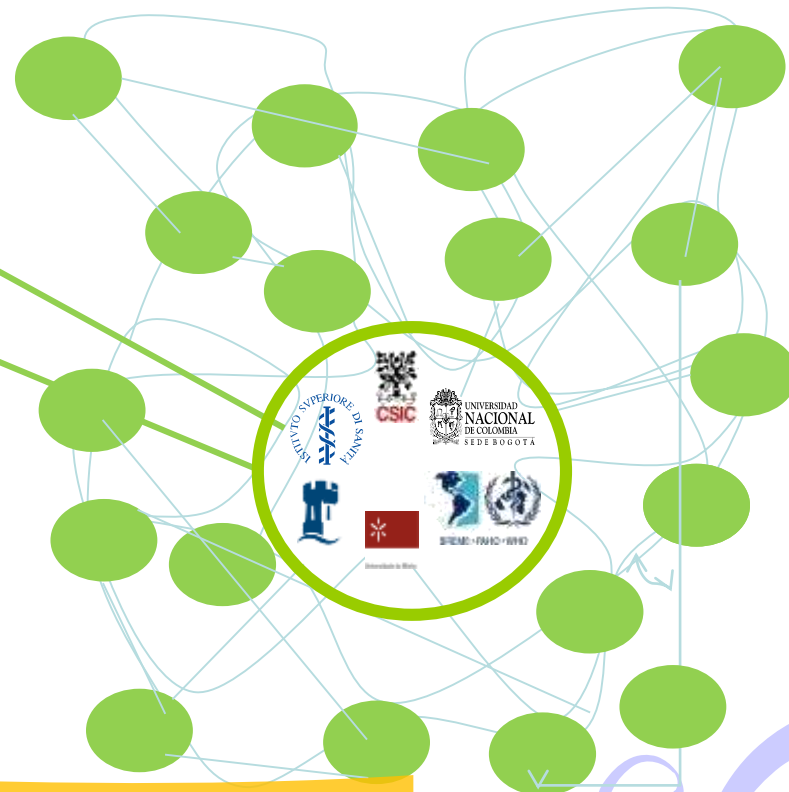


Introduction to scientific publication



3. NECOBELAC networking

The interaction among NECOBELAC project partners and T1 / T2 training course participants stimulates collaborations and exchange of experiences



Over 200 EU and Latin American institutions





Training across national frontiers: mid-term results of the NECOBELAC Project



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Introduction

NECOBELAC (Network of Collaboration Between Europe and Latin American-Caribbean countries) is a European project involving Italy, Portugal, Spain and UK in Europe and Brazil and Colombia in Latin America. Focused on scientific writing and open access publishing of research results in public health, it aims at abating cultural barriers limiting the free and proper circulation of information by means of cooperation and training activities addressed to different stakeholders (researchers, clinicians, editors, policy makers).

training methodology

NECOBELAC acts through a two-level training approach: T1 courses (training for trainers) and T2 courses (local training) (Figure 1). The courses consist of flexible, integrated, and extendible modules. The methodology includes the use of topic maps as an innovative tool based on semantic web technology for the dissemination of sound and validated contents.



Figure 1. NECOBELAC training methodology

results

At present (April 2011), 7 T1 courses and 11 T2 courses have been performed and planned both in Europe (Italy, Portugal and Spain) and Latin America (Argentina, Brazil, Colombia, Cuba, Mexico and Peru) involving over 1,000 participants as a whole. Figure 2 shows the type of training activity performed in the NECOBELAC network, which currently includes 4 countries in Europe and 11 in Latin America for a total of 59 and 79 institutions respectively. These figures prove the success of the project and stress the general need for training in health information production and dissemination, sharing international quality standards and best practices thus overcoming cultural differences.



Figure 2. Type of training activity in the NECOBELAC network (x brackets the number of institutions per country)

conclusions

NECOBELAC training experience in Europe and Latin America shows how bidirectional international cooperation is an added value contributing to the capacity building process by embedding new information dissemination practices in diverse geographical areas with diverse cultural and technological scenarios.



PUBLISHING TODAY: a challenge towards dissemination of knowledge
Scientific research is a complex process of dissemination. The publication of its results (i.e. knowledge) is essential to its dissemination.

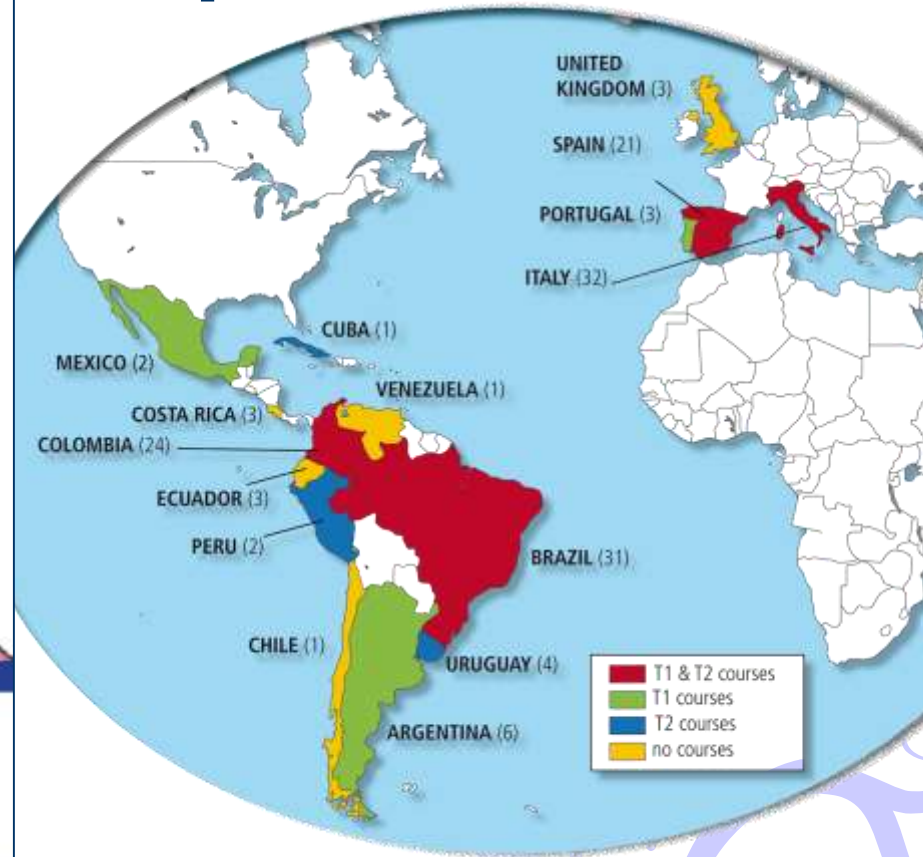
- to be widely disseminated, it is necessary to publish in a journal or in a book
- writing on copyright issues and on how to avoid plagiarism
- to be widely disseminated, it is necessary to publish in a journal or in a book
- to be widely disseminated, it is necessary to publish in a journal or in a book



NECOBELAC partners:



Training & replication



Examples of diversity in NECOBELAC local training initiatives



NECOBELAC strength

Starting from the initial group of project partners



NECOBELAC acted through a network of academic and research institutions sharing and supporting the project aims

Keys for success and sustainability

- ✓ shared strategy for the wide dissemination of basic concepts
- ✓ involvement of local institutions and experts
- ✓ use of modular and flexible training programs
- ✓ support to organize local initiatives

FOCUS on NECOBELAC “Train the trainer model” → Health Tom Tom



Final considerations from NECOBELAC experience

Three years experience (2009-2012) in training/networking show:

▶ Key role of creating **awareness** on health IL and involve different stakeholders

▶ Necessity to improve health IL **skills** at different levels

▶ Role of **collaboration** of different stakeholders
(researchers, teachers, students, librarians) is fundamental to facilitate

- understanding of the issues at stake (health)
- development of new skills (scientific writing and OA publishing in health)
- promotion of life long learning strategies
- communication and wider dissemination of health related information



**ECIL pilot workshop
to start “Health Tom Tom”
is the new challenge after NECOBELAC**

***We need your collaboration
Thank you***



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