

Ten Quick Tips to Make Consumer Health Information (CHI) Shine at Your Michigan Library

1. **Link to MedlinePlus** - Prominently display MedlinePlus medlineplus.gov on your library's website. This is the "Go-To" place for authoritative, up-to-date, easy-to-read, full-text and commercial-free consumer health information. There's no need to have high-maintenance, long lists of health sites, as MedlinePlus already links to the best and most current resources.
2. **Display the MedlinePlus logo** – Use this colorful image on your library's website for MedlinePlus. Just copy and paste the HTML code found at this link www.nlm.nih.gov/medlineplus/linking.html



3. **Link to Michigan Health Go Local** - Provides a link to Michigan Health Go Local medlineplus.gov/MI on your library's website. MHGL is the online directory to health services in Michigan, also searchable by zip code or health topic, and links to MedlinePlus. Over 13,000 records (and growing) are in the database, indexed by health terms, verified and routinely updated by medical librarians.
4. **Display the Michigan Health Go Local logo** - Add the Michigan Health Go Local image to your library's website. Get the HTML text at www.lib.wayne.edu/shiffman/sites/migolocal/migolocallink.php.



5. **Distribute Michigan Health Go Local flyers** – Print flyers for your community library patrons located at this web link www.lib.wayne.edu/sites/migolocal/docs/migolocal.pdf
6. **Get the free MedlinePlus Magazine** - Subscribe to the *NIH MedlinePlus Magazine* for your library, at no charge www.nlm.nih.gov/medlineplus/magazine. It's both paper and electronic. Encourage library patrons and staff to subscribe for home delivery.
7. **Join the GMR** – Become a member of the National Network of Libraries of Medicine Greater Midwest Region (NN/LM GMR). Membership is free and has many benefits for libraries that provide consumer health information. Read more at nmlm.gov/gmr/member. Apply online at <http://nmlm.gov/gmr/member/apply.html>.
8. **Get free promotional items** – GMR member libraries can order MedlinePlus bookmarks, pens and posters as marketing materials nmlm.gov/gmr/member/promo/promo_materials.html
9. **Collaborate with your community network** – Invite local health services (clinics, health departments, hospitals, medical libraries, etc.) and to present health talks or other events at your library. Develop a health information calendar for adult services or a speakers' bureau with a consumer health information theme. Use Michigan Health Go Local to locate your community resources.
10. **Get \$\$\$\$** - Apply for funds to develop a consumer health information project at your library – various levels available to GMR member libraries <http://nmlm.gov/gmr/funding/consumer/consumersubrfp.html>

Showcase Your Library

Tell us how your library provides excellence in Consumer Health Information. Send us your library's website and a brief description of tips you've implemented. Contact Michigan Health Go Local: migolocal@wayne.edu or 313-577-6666.