

Outreach & Resources

SPECIALIZED INFORMATION SERVICES

LactMed Outreach Activities for the Professional and Consumer

Andrew Plumer
Outreach Librarian
National Library of Medicine
plumera@nlm.nih.gov



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.

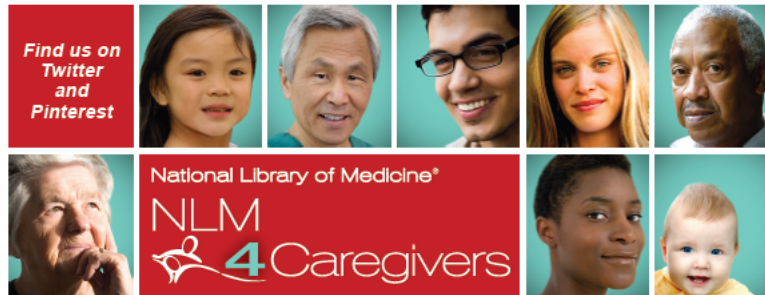
- community outreach support,
- training health professionals on NLM's health information databases,
- collaborates with other components of NLM involved in similar activities, including the National Network of Libraries of Medicine

In-person Outreach

- Booth presentations at professional conferences and for consumers.



Handouts



ClinicalTrials.gov

Information for locating federally and privately supported clinical trials.

clinicaltrials.gov

DailyMed®

Current information about medications. Includes U.S. Food and Drug Administration package inserts.

dailymed.nlm.nih.gov

Dietary Supplement Label Database

Information about label ingredients in selected brands.

dstd.nlm.nih.gov/dstd

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.

ghr.nlm.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.

hpd.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/spanish

Multi-Cultural Resources for Health Information

Culturally and linguistically appropriate health information and resources for diverse communities.

sis.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.

nihseniorhealth.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



National Library of Medicine
8600 Rockville Pike
Bethesda, MD 20894
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888.FIND.NLM
888.346.3656
custserv@nlm.nih.gov
nlm.nih.gov



Handouts

National Library of Medicine[®]

**Environmental
Health and Toxicology**

Specialized Information Services

tox.nlm.nih.gov

Environmental Health and Toxicology Resources

TOXNET[®]

toxnet.nlm.nih.gov

[TOXNET Mobile Access](#)

toxnet.nlm.nih.gov/pda

Collection of databases on hazardous chemicals, toxic releases, and environmental health including:

Haz-Map[®]

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

toxnet.nlm.nih.gov

Household Products

Potential health effects of chemicals in common household products

hpd.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 toxicology issues

sis.nlm.nih.gov/enviro/envirohealthlinks.html

MedlinePlus[®]

Consumer health information including environmental topics

medlineplus.gov

[MedlinePlus Mobile](#)

m.medlineplus.gov

PubMed[®] / MEDLINE[®]

References to biomedical journals including a toxicology subset

pubmed.gov

[PubMed for Handhelds](#)

pubmedhh.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 currently available dietary supplement products, including vitamins, minerals, herbs, botanicals, and amino acids

dietarysupplements.nlm.nih.gov

Drug Information Portal

Drug information from NLM 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 selected dietary supplements, herbs, vitamins, and minerals

sis.nlm.nih.gov/enviro/dietarysupplements.html

Developing and Using Medicines for Children

Links to Internet resources on using medicines safely in children

sis.nlm.nih.gov/enviro/childrensdrugs.html

LactMed

A peer-reviewed and fully referenced database of drugs to which breastfeeding mothers may be exposed

lactmed.nlm.nih.gov

LiverTox

Central repository of up-to-date, accurate, and easily accessed information on the diagnosis, cause, frequency, patterns, and management of liver injury attributable to prescription and nonprescription medications, herbals, and dietary supplements

livertox.nih.gov

PillBox

Rapid identification of unknown solid-dosage medications based on physical characteristics and high-resolution images

pillbox.nlm.nih.gov

[continued >](#)

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.nlm.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



Publishing in Professional Journals as Outreach



Knoben JE. LactMed fills information gap on medication use during lactation. AAP News 2009;20(6).

Knoben JE. Complementary, alternative products added to lactation database. AAP News 2011;32(10):26.



Knoben JE, Phillips SJ. New drug information resources for pharmacists at the National Library of Medicine. J Am Pharm Assoc (2003) 2014;54(1):49-55.

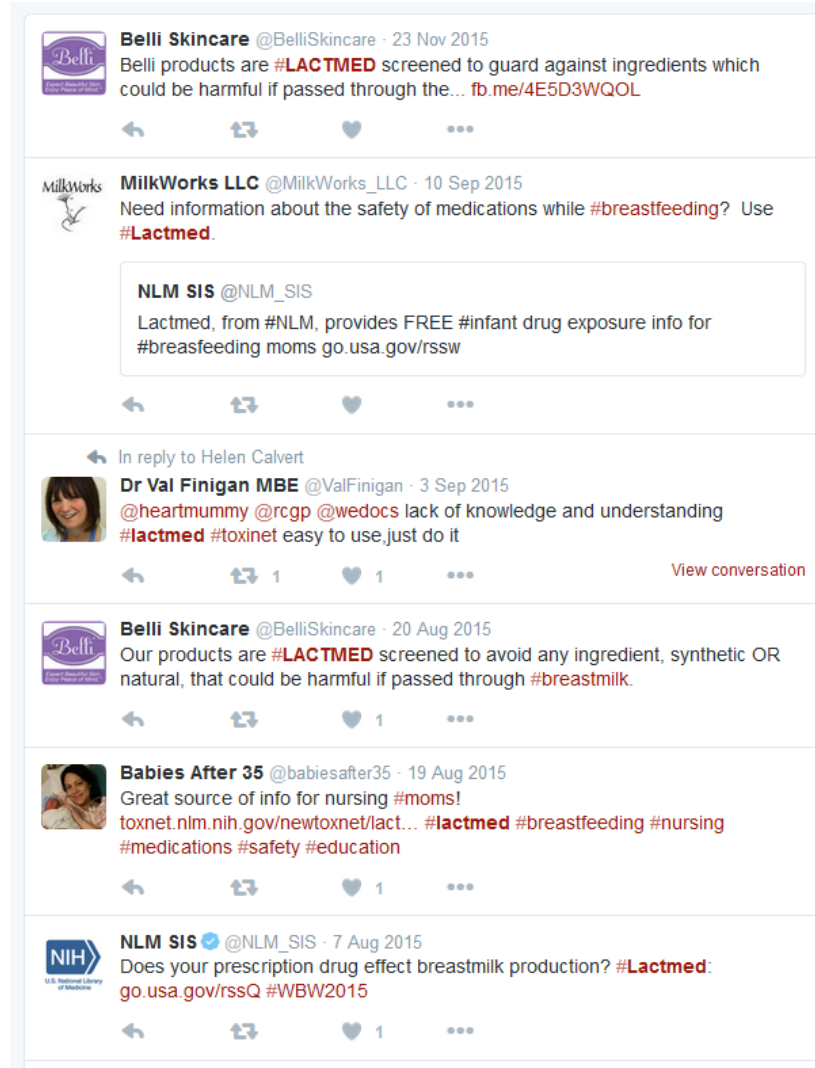


Social Media

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



The screenshot shows a Twitter thread with six tweets. The first tweet is from Belli Skincare (@BelliSkincare) dated 23 Nov 2015, mentioning that their products are #LACTMED screened. The second tweet is from MilkWorks LLC (@MilkWorks_LLC) dated 10 Sep 2015, asking for information on medication safety while breastfeeding and mentioning #Lactmed. The third tweet is a reply from NLM SIS (@NLM_SIS) dated 7 Aug 2015, providing a link to free infant drug exposure info. The fourth tweet is from Dr Val Finigan MBE (@ValFinigan) dated 3 Sep 2015, discussing a lack of knowledge and understanding about #lactmed and #toxinet. The fifth tweet is from Belli Skincare (@BelliSkincare) dated 20 Aug 2015, stating that their products are #LACTMED screened to avoid any ingredient. The sixth tweet is from NLM SIS (@NLM_SIS) dated 7 Aug 2015, asking if prescription drugs affect breastmilk production and mentioning #Lactmed.

Belli Skincare @BelliSkincare · 23 Nov 2015
Belli products are **#LACTMED** screened to guard against ingredients which could be harmful if passed through the... fb.me/4E5D3WQOL

MilkWorks LLC @MilkWorks_LLC · 10 Sep 2015
Need information about the safety of medications while **#breastfeeding**? Use **#Lactmed**.

NLM SIS @NLM_SIS
Lactmed, from #NLM, provides FREE #infant drug exposure info for #breasfeeding moms go.usa.gov/rssw

In reply to Helen Calvert

Dr Val Finigan MBE @ValFinigan · 3 Sep 2015
[@heartmummy](#) [@rcgp](#) [@wedocs](#) lack of knowledge and understanding **#lactmed** **#toxinet** easy to use, just do it [View conversation](#)

Belli Skincare @BelliSkincare · 20 Aug 2015
Our products are **#LACTMED** screened to avoid any ingredient, synthetic OR natural, that could be harmful if passed through **#breastmilk**.

Babies After 35 @babiesafter35 · 19 Aug 2015
Great source of info for nursing **#moms!**
toxnet.nlm.nih.gov/newtoxnet/lact... **#lactmed** **#breastfeeding** **#nursing** **#medications** **#safety** **#education**

NLM SIS @NLM_SIS · 7 Aug 2015
Does your prescription drug effect breastmilk production? **#Lactmed**: go.usa.gov/rssQ **#WBW2015**

LactMed on Twitter

Impressions

Engagements

Engagement rate



NLM SIS @NLM_SIS · Jan 29

How safe are your meds for **#breastfeeding**? Find out from the **#NLM Lactmed** Database: go.usa.gov/rssQ

[View Tweet activity](#)

580

2

0.3%



NLM SIS @NLM_SIS · Nov 26

We've made a video intro to searching **LactMed**, our database of drugs, chemicals, and breastfeeding go.usa.gov/pfgF

[View Tweet activity](#)

520

2

0.4%



NLM SIS @NLM_SIS · Sep 29

How safe are your meds for **#breastfeeding**? Find out from the **#NLM Lactmed** Database: go.usa.gov/rssQ

[View Tweet activity](#)

4,459

39

0.9%

LactMed on Facebook



Mom2Mom Global shared **Dr. Jen 4 Kids: Breastfeeding Medicine's** post.

Monday at 1:10 PM · 🌐

Great breakdown of why ***MOST*** medications are safe and compatible with **#breastfeeding**. Make sure to check **#LACTMed** or **#InfantRisk** for individual questions.

LactMed on Facebook



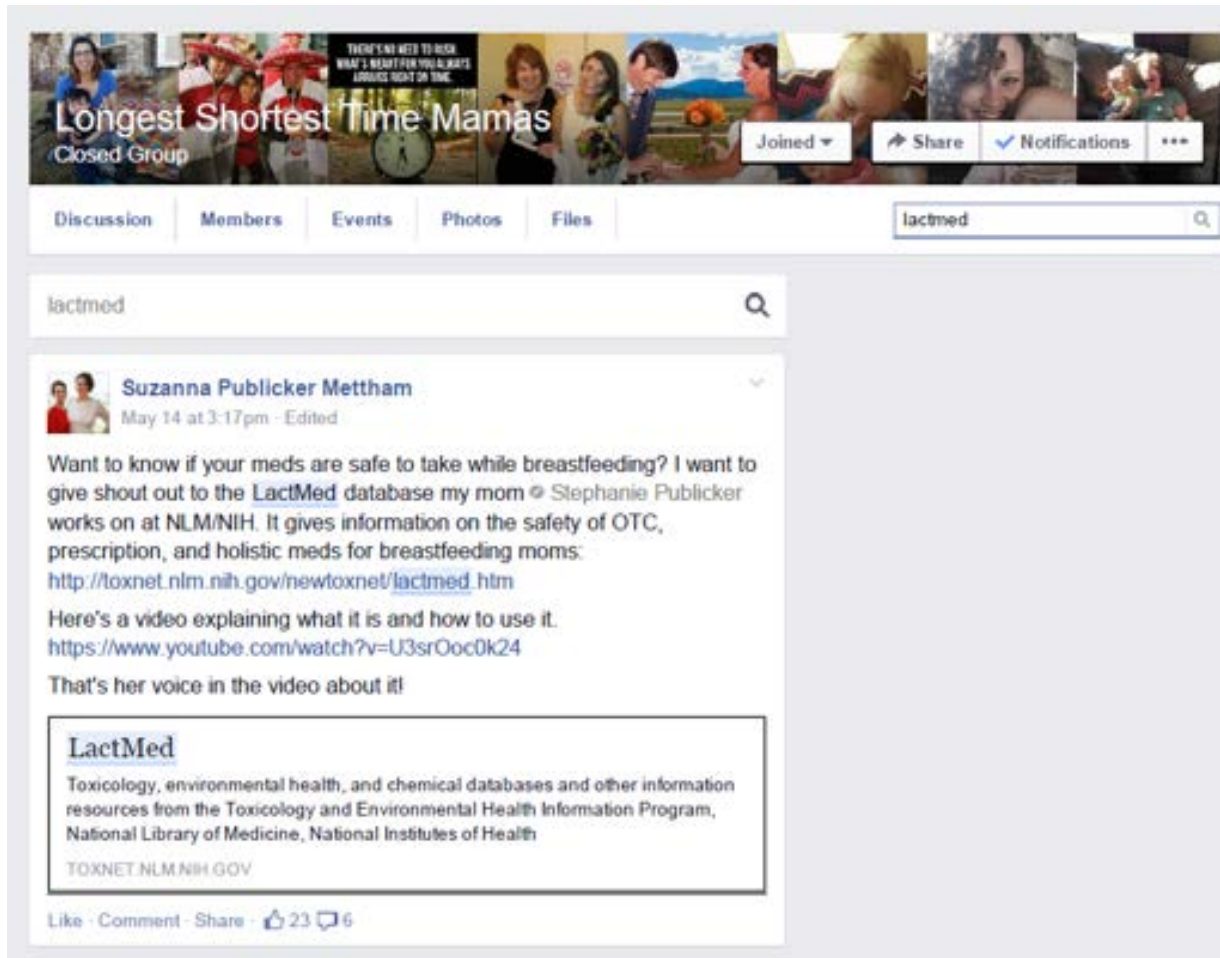
 **Wisconsin Chapter of the AAP** 
December 6, 2013 · 

Dr Jen 4 Kids' Jenny Thomas talks about **#LactMed**, a great new resource/app assisting with med management for **#breastfeeding** moms.

 **WIAAP: Learn About LactMed**
Jenny Thomas from WIAAP discusses LactMed, a smar...
youtube.com

 Like  Comment  Share

LactMed on Facebook



The image shows a screenshot of a Facebook post. At the top, there is a banner for a group called "Longest Shortest Time Mamas" with a "Closed Group" label. Below the banner are navigation tabs for "Discussion", "Members", "Events", "Photos", and "Files". A search bar contains the text "lactmed". The main post is from Suzanna Publicker Mettham, dated May 14 at 3:17pm. The post text reads: "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> Here's a video explaining what it is and how to use it. <https://www.youtube.com/watch?v=U3srOoc0k24> That's her voice in the video about it!" Below the text is a box containing the LactMed logo and description: "LactMed Toxicology, environmental health, and chemical databases and other information resources from the Toxicology and Environmental Health Information Program, National Library of Medicine, National Institutes of Health TOXNET.NLM.NIH.GOV". At the bottom of the post, it says "Like · Comment · Share" with 23 likes and 6 comments.

LactMed on Pinterest

The screenshot shows the Pinterest profile for NLM_4Caregivers. At the top is a red circular profile picture with a white figure. Below it is the name "NLM_4Caregivers" and the location "Bethesda, MD" with the website "sis.nlm.nih.gov". A bio states: "Quality health info for Caregivers from the National Library of Medicine at the NIH. Pins are not medical advice. NLM Privacy Policy: http://1.usa.gov/yyhu2Q". Statistics show 28 Boards, 1.1k Pins, 1.4k Likes, 702 Followers, and 158 Following.

The profile features six boards, each with a cover image and a pin count:

- #Prep4Kids**: 128 pins. Cover image shows a baby with a laptop. A pin for "September 17 1-2 PM EDT" is highlighted.
- Caregiver Checklists & Tips**: 95 pins. Cover image shows a green checkmark on a grid.
- Alzheimer's Disease**: 76 pins. Cover image shows a purple banner for "Caregiving & Alzheimer's" with a clock icon.
- Emergency & Treatment Info**: 24 pins. Cover image shows a hospital emergency entrance.
- Medication Management**: 28 pins. Cover image shows a pill tray with various pills. This board is highlighted with a red border.
- Movement and Mobility**: 18 pins. Cover image shows an elderly man in a walker.

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.

28 Pins 278 Followers

Are too many kids on antipsychotic drugs?

Pinned from nlm.nih.gov

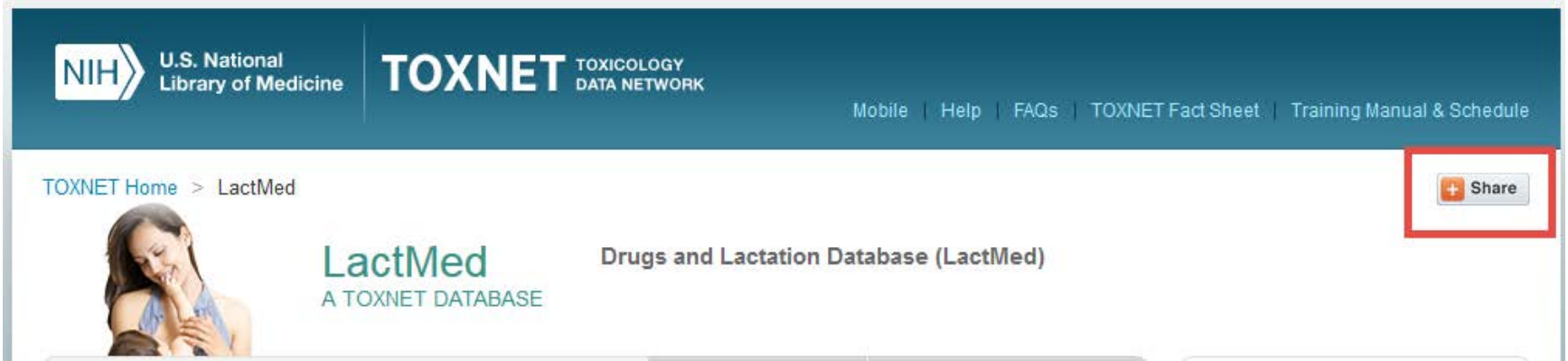
Pillbox from NLM
● Rapid Identification ● Reliable Information

the facts about HEALTH LITERACY in the united states
Health Literacy is an individual's ability to understand and act on health information.
Why is this important? Mistakes happen
Quality goes down
Quality goes up
Individuals with low health literacy have an average annual healthcare cost of \$3,000. Compared to one \$3,000 for someone with high literacy skills.
By Race
Vulnerable populations include:
Elderly Chronic disease patients Immigrants
81% of patients with low health literacy do not understand their medication instructions.

Drug Information Portal
Quick Access to Quality Drug Information
@NLM_4Caregivers
Pinterest.com/NLM4Caregivers
NIH U.S. National Library of Medicine
The NLM Drug Information Portal: quick access to quality drug information. druginfo.nlm.nih....
Pinned from druginfo.nlm.nih.gov

Mothers:
Learn how your medications affect breastfeeding.
Use the free LactMed app from NLM.
Pinterest.com/NLM4Caregivers
@NLM_4Caregivers
Mothers: learn how your medications affect breastfeeding. Use the free LactMed app from NLM. lactmed.nlm.nih.gov/
Pinned from lactmed.nlm.nih.gov

AddThis



NIH U.S. National Library of Medicine

TOXNET TOXICOLOGY DATA NETWORK

Mobile | Help | FAQs | TOXNET Fact Sheet | Training Manual & Schedule

TOXNET Home > LactMed

+ Share

LactMed
A TOXNET DATABASE

Drugs and Lactation Database (LactMed)

URL	Visits
toxnet.nlm.nih.gov/newtoxnet/lactmed.htm	185,252
toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT	92,508
toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACTMED	6,130
	283,890



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



Library Health Sciences	Information Specialist	Library Staff Other	Health Professional	Public Health Worker	College Student	General Public	Other	Total
187	47	46	29	14	10	32	14	379

TOXNET and Beyond

 U.S. National
Library of Medicine

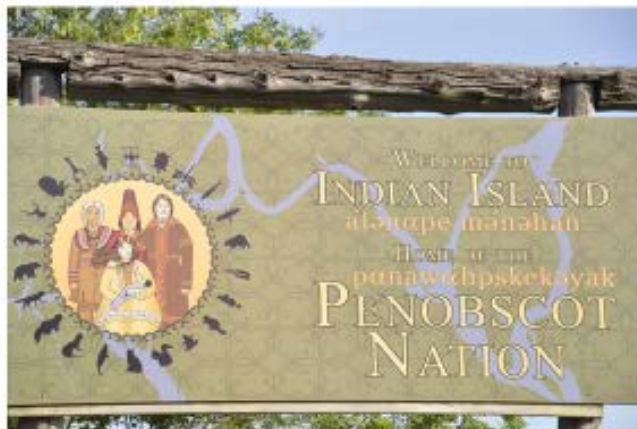
Environmental Health and
Toxicology Information Program

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



Library Health Sciences	Information Specialist	Library Staff Other	Health Professional	Public Health Worker	College Student	General Public	Other	Total
259	4	86	18	37	45	69	0	518

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



W. Daychild

- 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:

<http://toxnet.nlm.nih.gov/newtoxnet/lactmed.htm>

- Discovering TOXNET class:

http://nmlm.gov/ntc/classes/class_details.html?class_id=809

- TOXNET and Beyond manual:

https://sis.nlm.nih.gov/enviro/toxnet_manual.pdf

Thank you

Andrew Plumer

Outreach Librarian

Specialized Information Services

National Library of Medicine

6707 Democracy Blvd., Suite 510, Rm. 544

Bethesda, MD 20892-5467

plumera@nlm.nih.gov

301-451-4451