

**American Association for the Advancement of Science**

## **Healthy People Library Project**

**Funded by the National Institutes of Health**

# **Health Information Outreach: Case Studies from a Field Test at Eight Public Libraries**

**By**

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**November 18, 2003**

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## Table of Contents

**Acknowledgements..... p. 3**

**Introduction..... p. 4**

**Case Studies..... p. 6**

**Anne Arundel County Public Library (AACPL)  
Annapolis, MD..... p. 7**

**Arlington County Public Library (ACPL)  
Arlington, VA..... p. 9**

**Central Rappahannock Regional Library (CRRL)  
Fredericksburg, VA..... p. 11**

**Las Vegas-Clark County Library District (LVCCLD)  
Las Vegas, NV..... p. 13**

**New Orleans Public Library (NOPL)  
New Orleans, LA..... p. 15**

**Rapid City Public Library (RCPL)  
Rapid City, SD..... p. 17**

**San Francisco Public Library (SFPL)  
San Francisco, CA..... p. 19**

**Wheaton Public Library, Health Information Center, Wheaton, MD  
Montgomery County Public Libraries..... p. 21**

**Summary..... p. 23**

**Demographic Data Tables..... Appendix**

## **Acknowledgements**

The author and AAAS wish to thank all those who contributed to the success of the outreach events at the sites. Within each case study we have attempted to list library staff members, staff of community based organizations, health care providers and others who worked on the project at each site. However, we are aware that these events required many hands, and it is impossible to list everyone who helped in some way. We appreciate these efforts.

We also wish to thank the directors of the library systems who participated in the field test for agreeing to the library's participation, and supporting these efforts.

The sites had a minimal amount of time to plan and execute the outreach events described in the case studies. We acknowledge and appreciate the extra effort that was expended to make all of this happen in a short period of time.

The librarian who served as the point of contact at each site and was primarily responsible for the outreach efforts at that site, is listed at the end of each case study. Special thanks to each of these librarians.

The author also wishes to thank AAAS project staff for their efforts during the field test: Maria Sosa, Project Director; Kirstin Fearnley, Project Associate; and Harriet Malcomson, Editor, *Science Books and Films*.

## **Introduction**

The eight descriptive case studies in this report summarize the health outreach activities and events of the eight public library sites that participated in a field test for the Healthy People Library Project during June-September 2003.

The Healthy People Library Project is an initiative of the American Association for the Advancement of Science (AAAS), funded by a grant from the National Institutes of Health (NIH). The project is designed to help libraries meet the health information needs of their communities; to increase the quality and years of healthy life and help eliminate health disparities for all Americans, especially African-Americans, Hispanic Americans, Asian Americans and Native Americans; to provide plain language books to educate minorities about the science behind selected chronic illnesses and health problems; and to provide resources to help libraries improve outreach efforts to the minorities in their communities.

The goals of the Healthy People Library Project can be captured in three terms: Information, access, and outreach. Information is provided in the form of the plain language books, resources on the web site and a toolkit of resources for public libraries. Access is enhanced through collaboration of public libraries with other community based organizations, and the project website. Outreach, which is the subject of this report, is achieved through library activities in local communities.

A challenge of the project has been how to make the targeted minorities aware of the resources produced by the project and the health information resources and services that public libraries provide. To meet this challenge, eight public libraries participated in a field test to develop outreach models and strategies which other libraries could adapt to the needs of their communities.

## **Approach**

The eight public libraries were purposively selected to participate in the field test based on demographics. Each of the communities has significant numbers of one or more of the target populations. The eight sites represent a mix of urban, suburban and rural settings, are located in six states, and serve communities of varying sizes. Three of these public libraries have recently been recognized in Hennen's American Public Library Rankings, 2003, and a fourth received Library Journal's Library of the Year Award.

Each site was asked to plan and conduct an outreach event to reach the target audience with health information; to work with local community based organizations; to involve health professionals; to disseminate copies of ***Diabetes: The Science Inside***. Each site decided how best to implement this and meet the needs of the targeted groups in its unique community.

The public libraries sites received site support funds to support these activities, some of which could be used to purchase materials for the health collection. Stipends were available for speakers, although many of these individuals offered their time and did not want to be compensated.

When the field test began, the first of the seven books, *Diabetes: The Science Inside* had just been completed. The libraries were given copies to distribute during the outreach events and in other ways that were appropriate in their setting. The sites were asked to collect demographic data (zip code, gender ethnicity, race) from those who received the book and were willing to provide this data. These data are summarized in the Tables in the Appendix to this report.

The numbers in the Appendix tell only part of the story, as many more people were reached through the outreach at each site. Over 1800 people participated in the events planned by the eight libraries. Data were collected from 1050 individuals, and give an indication of the minority representation. However, we cannot measure the true reach of these efforts since the health information will be shared with family, friends and others, and ultimately affect more people than these numbers indicate.

Other information from the sites was collected through site visits; telephone interviews; written documentation and reports.

### **Publicity Materials/Other Resources**

The eight sites prepared press releases, flyers, posters, bookmarks, buttons, bibliographies, resource lists and other items to promote the outreach events and to provide health information to the attendees. AAAS plans to make the PDF files of some of these materials available on the project web site as examples for other libraries.

### **Healthy People Library Week**

As you read these case studies, we hope you will find some ideas for activities which you might adapt and implement in your community. On the project web site, [www.healthlit.org](http://www.healthlit.org), you will find Health People Library Project posters and bookmarks which you can download and use. There are other resources and examples which we hope will help you plan activities for your community, and perhaps encourage you to plan a Healthy People Library Week in your library to raise the level of awareness of the health resources and services your library can provide to the community.

We are aware of the current economic situation in public libraries, and that any outreach effort takes staff time and resources. We hope you will find in these narratives some low cost ideas that your library might be able to try.

## **Case Studies**

The eight case studies in the next section are organized as follows. The name of the library, location and web site are provided in the heading. A brief description of the outreach activities or event is provided. The library and the community are described to give a context; and the target audience at that site is discussed. Planning, the community partners and the activities that took place during the outreach event are described. Participant response and outcomes are noted.

At the end of each case study, we have listed a **Library Contact**. This is the librarian who served as the point of contact for the field test and outreach event. We have listed her email address so that you can contact her if you have questions or want further information.

If you find these case studies and other resources on the Healthy People Library Project web site ([www.healthlit.org](http://www.healthlit.org)) helpful, we would appreciate hearing from you. Email us at [healthlit@aaas.org](mailto:healthlit@aaas.org).

**Anne Arundel County Public Library (AACPL) ([www.aacpl.net](http://www.aacpl.net))  
Annapolis, MD**

**Diabetes: Now It's Personal** was a two-hour event targeted towards African – Americans that included an overview of the disease, cooking demonstration with food tasting and appropriate recipes, a participatory exercise activity and library resources component. All attendees received extensive handouts and a copy of ***Diabetes: The Science Inside***. The outreach event took place at the **Annapolis Area Library** in Annapolis on Saturday, September 13, 2003 from 1-3pm. A total of 65 people attended.

**The Library and the Community:** The Anne Arundel County Public Library was ranked 10<sup>th</sup> in the nation for libraries of its size in Hennen's 2003 ratings. The fifteen branches and administrative offices serve a countywide population of 499,430. The Annapolis Area Library is located at 1410 West Street in the city of Annapolis. The population of Annapolis is 35,838.

**Target Audience:** Because 31.5% of the residents of Annapolis are African Americans and the incidence of diabetes is so high among this group, the library decided to target its effort toward this audience. These efforts were successful, as 45% of the individuals attending the event were African-American.

**Planning:** The library formed a Planning Committee which included: Betty Morganstern, Information and Outreach Librarian; Cindy Hackett, Librarian I at the Annapolis Area Library; Laurie Hayes, Public Relations and Marketing Manager; Ruby Jaby, Crofton Library Manager; Gloria Davis, Annapolis Area Library Manager.

**Community Partners:** Seven community-based organizations worked with the library on this outreach effort. Ruth Kershner, RDL, **Anne Arundel County Health Dept.** helped to plan the effort; attended planning meetings, provided contacts for presenters; assisted with mailing lists and promotion; and greatly contributed to the program's success. **The Anne Arundel Medical Center Diabetes Center** provided speaker, Marlene Shackelford, CDE, RDL; and assisted with flyer distribution. **The Anne Arundel Medical Center Wellness Center** provided speaker Chekesha Catlin, Exercise Specialist from the Wellness Center. **RESPECT** (Religion, Education, Social, Political, Economic, Cultural/Civic, Technology) an Anne Arundel county African-American advocacy group, promoted the event and assisted with registration the day of the event. **Health Smart African-American Churches, YWCA** and the **Minority Business Enterprise Program** were all conduits for publicity.

**Publicity:** The publicity effort was extensive. Personal invitations went to local government officials, church pastors, county agency heads, civic group leaders, and Library Board members. A total of 800 flyers were distributed through various channels including an African-American festival, African-American civic

organizations, area churches, hospitals, library branches, county agencies, local YWCA, and other organizations. A press release was sent to local print media, local radio and television stations and county agencies. In addition, the event was highlighted in the Fall library calendar of events, in branch posters and a poster in the Annapolis branch itself.

**Event Activities:** The three health professionals who made presentations were:

- Marlene Shackelford, C.D.E., R.D.L.D. with the Anne Arundel Medical Center Diabetes Center, is a certified diabetes educator who spoke on the nature of the disease; issues for those who have diabetes; and ways to prevent for those at risk.
- Chekesha Catlin, Exercise Specialist from the Wellness Center, Anne Arundel Medical Center, provided a participatory demonstration of simple exercises.
- Ruth Kershner, R.D.L.D. with the Anne Arundel County Health Dept. Ms. Kershner, who was instrumental in planning the event, provided a cooking demonstration.

Because of space limitations, participants were asked to pre-register. As the participants arrived for the program, they were given a packet of information which included a certificate of participation; they completed a data collection form before the event and were given a risk assessment to complete for themselves. The certified diabetes educator gave her presentation; the group split in two: half attended the healthy cooking demonstration and the other half participated in simple exercises. The groups rotated. The entire audience reconvened for a brief library resources presentation. Participants were asked to write their comments on the program, and drawings were then done for prize drawings: books, gift basket and mugs. A reception with healthy food, and opportunity for questions took place. As the attendees left the library, they were given a bag which included the publication, *Diabetes: The Science Inside*, and several library handouts.

**Participant Response:** Just how enthusiastically the program was received by the community is perhaps best summed up by the fact that the following Monday, the library found voice mail messages asking when the program would be repeated. Other comments: "It made me aware. I will go and get tested for diabetes." "Good program! Helped me cope with my health issues."

**Outcomes:** AACPL does plan to have a similar event at another branch library in March. This effort helped identify a need; created awareness of the level of interest; established a more active relationship with the health department and other CBOs; and will affect future planning and programming.

**Library Contact:** Betty Morganstern, Information and Outreach Librarian,  
AACPL, Email: [bmorgans@mail.aacpl.net](mailto:bmorgans@mail.aacpl.net)

**Arlington County Public Library (ACPL) ([www.co.arlington.va.us/lib](http://www.co.arlington.va.us/lib))  
Arlington, VA**

The **Arlington County Fair**, an annual celebration of Arlington's cultures and communities, presented an opportunity for the library to reach out to a very diverse community with health information. The Fair hosts exhibits by county agencies, organizations and non-profits. On Saturday, August 23, 2003, the library hosted a health information booth at the Fair. Library staff and a nurse practitioner distributed health information materials and answered fairgoers' questions. The library also sought to reach others through its three **Community Outreach Centers**.

**The Library and the Community:** The Arlington County Public Library (ACPL) serves a diverse population through its central library and six branches; three outreach centers; a specialized government reference library and an Information and Referral Office. The population of the county in 2000 Census was 189,453.

Arlington County, Virginia is home to many minorities, foreign born and recent immigrants to the United States. There are many languages spoken in the county. Arlington County is an increasingly diverse community. In 2000, the minority population made up 39.6 percent of the county's total population. From 1990-2000, the Hispanic population increased by 52.7% to 18.6% of the county population. African-Americans account for 9.8% of the population; Asian and Pacific Islanders 9.1%; 4.3% multiracial; and 8.7% some other race.

**Target Audience:** Through these outreach efforts ACPL was successful in reaching many Hispanic Americans, African Americans, and Asian residents. At the fair and through three outreach classes, 210 copies of *Diabetes: The Science Inside* were distributed; 700 band-aid holders, many bookmarks, and other materials were given out. The librarians estimate that at least 400 persons stopped by the library booth at the fair on Saturday. Of the 126 individuals who provided demographic information, 41% were Hispanic, 17% African American; 6% Asian; 3% other, and 33% white, non-Hispanic.

**Planning:** Library staff responsible for planning the outreach activities included Eileen McMurrer, Outreach Services Manager, Project Lead; Blanche Anderson, Public Services Division Chief; Carolyn Barton, health information specialist; and Karen Karydes, Chair of the ACPL Fair team. Pamela Garlick, Public Information Officer helped the team develop the marketing strategy.

**Community Partners:** Prior to the Fair, library staff met with several community-based organizations to promote the project and elicit their support. These included; the Arlington County Department of Human Services Public Health Division, Arlington County Community Outreach staff; Arlington Adult Education and Employment Program (ESL classes for adults); AHC, Inc. (non-profit, low-income housing), and the Arlington Free Clinic. Copies of the

Diabetes book and flyers were given to these organizations, to an Arlington County Board member and a local delegate. All were asked to help publicize the event, as it has been ACPL's experience that personal contact with the staff of CBOs that serve these groups is the best way to promote an event or service to the New Americans and other minority communities.

**Publicity:** The outreach event at the Fair was the feature story on the ACPL web site, and was also promoted on the Arlington County web site. The library distributed a press release and flyers, and all ACPL locations displayed the Healthy People Library posters. The ACPL prepared an attractive button with a question mark in the background, asking "Health question? Get started @ your library." Additional band-aid holders suggesting that healthy families find information at the library were made as giveaways.

**Event Activities:** The essential element of the Fair was the hands-on presentation of information and personal contact with the fair goers who stopped at the booth. Elizabeth Miller, RN, a nurse practitioner and instructor at Johns Hopkins University, was available throughout the day to answer questions on diabetes and other health topics. The ACPL prepared two very attractive bookmarks and resources lists that promote public libraries as sources of reliable, scientific health information. One of the bookmarks, Diabetes Information: Consumer health sources @ your library listed books, reference and online sources, and included some titles in Spanish. A second bookmark asked, "Do you – or does someone you love – have a health concern? You can get started at your library."

At the three Community Outreach Centers, library staff distributed the Diabetes book and other materials promoting the project and the library's health information resources to thirty-seven individuals at three ACPL/Arlington County co-sponsored classes: two ESL classes and a parenting class. The students in these classes were primarily Hispanic-Americans. Although the book proved to be too difficult for the level of English proficiency of some of the students in the parenting class, students in the ESL classes were able to use it.

**Participant Response/Outcomes:** Many of those who were reached by the project expressed appreciation for the reliable and accurate information they received. Some had tried unsuccessfully to find needed health information on the Internet. Several indicated that they liked the Diabetes book; that it looked "professional"; that they appreciated the photographs and images, as well as the representation of minorities in the book. Many asked if a Spanish language version was available. Several obtained library cards, and many more were made aware of the library's health information resources and services.

**Contact:** Eileen McMurrer, ACPL Outreach Services Manager,  
Email: emcmur@co.arlington.va.us

**Central Rappahannock Regional Library (CRRL) ([www.LibraryPoint.org](http://www.LibraryPoint.org))  
Fredericksburg, VA**

**Healthy Choices for Diabetics** was the theme of the outreach efforts at CRRL. Deciding to go out into the community to reach the targeted groups, the library had a presence at three community health fairs and held a cooking demonstration at a senior luncheon in an African-American community center. The cooking demo and interviews with attendees were taped for cable broadcast and for DVD circulation through the Library.

**The Library and the Community:** The Central Rappahannock Regional Library (CRRL) serves a population of close to 230,000 residents of the Virginia counties of Stafford, Spotsylvania and Westmoreland. An area covering 911 square miles is served through library headquarters and the main library located in the city of Fredericksburg, six branches and bookmobile service. In Hennen's American Public Library Ratings 2003, October 2003 issue of *American Libraries*, CRRL was named the #1 public library for its size in Virginia, and # 7 nationally.

**Target Audience:** CRRL decided to focus its outreach efforts in the city of Fredericksburg where over 20% of the population of 19,279 are African American, and almost 5% are Hispanic. Over 800 people attended the four community events. The librarians personally spoke with almost 300 people, and 124 copies of *Diabetes: The Science Inside*, as well as other materials were distributed. Of the 148 persons who provided demographic data, 76% were African-Americans, and 5% were Hispanic.

**Planning:** Library staff responsible for planning and carrying out these outreach activities were: Nancy Buck, Outreach Librarian, Ann Haley, Adult Services Coordinator, Michele Brown, Reference Librarian, and Virginia Johnson, Web Content Librarian, Debbie Klein, Producer, CRRL Presents, and John Sweton, Director/Broadcast Engineer. Jean Hoppe, RD, Pratt Medical Center, also worked with the library.

**Community Partners:** Because the library chose to go into the community and meet people on their turf, working with other community-based organizations was crucial. Community leaders were contacted, and were enthusiastic about the library's participation. The library worked with individuals at the three organizations who had scheduled these events: Bragg Hill Family Life Center; Mayfield Civic Association; and the Darbytown Steppers. As these organizations had already planned and advertised their events, the library could concentrate on preparing health information resources to distribute, and planning the table displays to fit their themes.

**Publicity:** The CBOs used radio ads, signs in the communities, and word of mouth to advertise the events. The library placed a notice on CRRL's Health Answers web page listing the events and dates.

**Event Activities:** Three of the events were held outdoors in a festival atmosphere: Bragg Hill Community Day, held on August 23, 2003 from 9-3, with 500 in attendance; Mayfield Annual Picnic on September 6 from 3-7, with 200; and the Darby town Block Party on September 13 from 2-6, with 100 in attendance. The library set up a table with an attractive display during each of these events. At one event they situated their table next to a church group's table where they were doing diabetes screening; at another, next to hospital staff doing stroke screening; and at the third, next to the Health Dept. and hospital van – ideal locations to disseminate health information and to make or cement agency contacts.

An attractive, fourteen page booklet, titled, *Healthy Choices for Diabetes*, was prepared with information on exercise, selected print and web resources on diabetes; recipes and resources on stress and diabetes. Each person contacted received a bag filled with this and the AAAS publication on diabetes; CRRL bookmarks with resources on diabetes; contact information for the library; and giveaways. Copies of two NIH publications: *Heart-Healthy Cooking: African American Style*; and a bilingual publication: *Delicious Heart-Healthy Latino Recipes*, were also available.

The Mayfield Senior Luncheon is held biweekly. On September 10<sup>th</sup> fifteen seniors were in attendance. Jean Hoppe, a registered dietician with Pratt Medical Center, demonstrated how to prepare two recipes for diabetics which do not require cooking; she spoke about the disease in general, making it relevant to the audience with information on diagnosis, prevention and management. She emphasized the importance of nutrition and exercise, and was well received by the audience. The demonstration and interviews with some of those present were taped for cable broadcast and a DVD circulation through the Library. Cable broadcast information will be available at [www.librarypoint.org](http://www.librarypoint.org) under CRRL Presents.

**Participant Response:** Attendees were very responsive to the materials which reflected their communities in images, colors, themes, and plain language. Some of the comments: "This is just what I need. I learned about a year ago that I have diabetes and I am still getting used to it." "Thanks for putting these books here – I didn't know you had them, and they are just what I need." "Cookbooks!" "Just a cup? Just a cup of cereal has that much carbohydrate?"

**Outcomes:** The library made valuable new contacts with community leaders, including politicians who were at the events; reached a significant number of the intended audience; increased awareness of the library's ethnic collection and other services; increased circulation in-house and during the events of diabetes related books; and issued several library cards to those who had not used the library before.

**Library Contact:** Nancy Buck, Outreach Librarian, CRRL, [nbuck@crll.org](mailto:nbuck@crll.org)

**Las Vegas-Clark County Library District (LVCCLD) ([www.lvccld.org](http://www.lvccld.org))  
Las Vegas, NV**

**Jump Into Health @ Your Library** was a five-hour health fair held on Saturday, September 6, 2003 at the **West Charleston Branch** from 10am-3pm. Numerous activities took place throughout the day: lectures; demonstrations; programs and activities for kids; free immunizations; free blood pressure, cholesterol and glucose checks; photos with the library mascot, and more. More than 600 people attended. Congressman Jon C. Porter awarded congressional recognition to West Charleston Library in celebration of Jump Into Health @ Your Library.

**The Library and the Community:** Clark County, Nevada is one of the fastest growing regions of the United States. Over 63% of the residents of Nevada reside in Clark County. The Las Vegas-Clark County Library District covers a geographic area of approximately 7,900 square miles and serves the 1.5 million residents of Las Vegas and the unincorporated areas of Clark County with 24 branches: 12 in the urban area, 11 in outlying areas, and a small library to serve the jail system. The Las Vegas-Clark County Library District is the recipient of the *Gale/Library Journal's* 2003 "**Library of the Year**" award.

**Target Audience:** The outreach event was planned and held at the West Charleston Branch in the city of Las Vegas. The following groups, represented in the Las Vegas population of 478,434 as follows were targeted for outreach: Hispanic/Latino 23.6%; African-American 10.4%; Asian 4.8%; and Native Americans .75%. Based on several indicators, the librarians estimate that the attendance at the event was at least 600. Individuals from all four groups attended the event. Of the 289 individuals who provided data, 17.6% were Hispanic/Latino; 11.8% African American; 3.8 % Asian; and 2% Native American.

**Planning:** The West Charleston staff on the planning committee were: Florence B. Jakus, Health Science Library Dept Head, Chair; Sharon Cox, Circulation Dept. Head; Firouzeh Forouzmand, Performing Arts Center Coordinator; Nancy French, Branch Manager; Jewel Guy, Health Science Librarian; Tracie Josephson, Young People Library Dept. Head; Isabelle LaPorta, Reference Library Assistant III. Three health professionals were speakers and staff from several community organizations planned and conducted activities at the event.

**Community Partners:** Over twenty community-based organizations participated or helped with publicizing the event. These include: Adult Diabetes & Management Support Group; American Cancer Society; American Diabetes Assn; American Heart Assn.; American Lung Assn; Arthritis Foundation; Clinic on Wheels; Community College of Southern Nevada-Dental Hygiene Dept.; Family to Family Connection-University Medical Center; Las Vegas Institute of Ayurveda; Las Vegas Paiute Tribe; Latinos Together Against Disease; National Black Leadership Initiative on Cancer; Nevada Cooperative Extension; Nevada Diabetes Assn for Children & Adults; Salud en Accion; Sista To Sista; Southern

Nevada Area Health Education Center; University of Nevada School of Medicine; Us Too! Prostate Awareness Support Group. Involving so many CBOs to assist in publicizing the event increased the number of people who were reached. Several of these organizations also staffed activities during the event.

**Publicity:** The Library District's Public Relations and Marketing Department provided publicity for the outreach event. A press release and public service announcement were sent to all major media outlets in the Las Vegas area. Ad space was purchased in the two leading Hispanic-American newspapers and the African-American newspaper. The Outreach Librarian did an interview on one of the Spanish speaking radio stations. The Graphics Department designed and printed posters, bookmarks and buttons for the event. The posters and bookmarks were distributed to all of the library branches, medical clinics in target population areas, and to the participating organizations. The buttons were provided to people during the outreach event.

**Event Activities:** Many activities took place throughout the day both inside and outside the library. Three health professionals gave diabetes lectures: Chris Moore, RN, RNC APN, spoke on **Diabetes: the Ever Emerging Public Health Crisis**; Eva Snow, MD, on **Diabetes: Diagnosis and Treatment**; Carolyn Leontos, MS, RD, CDE, a local author on the topic, on **What to Eat When You Get Diabetes**. Demonstrations included Kickboxing; Ballroom Dancing; Divas of Tomorrow; and Healthy Eating on the Run. Throughout the day there were healthy kids food demonstrations and story time for kids; free immunizations; free blood pressure, cholesterol and glucose checks; and jump rope, chalk art & hopscotch; community based organizations and library staff provided health information, including **Diabetes: the Science Inside**.

**Participant Response/ Outcomes:** The library is committed to meeting the needs of a diverse community, and was pleased with the positive response from attendees and participating organizations. Clinic on Wheels provided 160 free immunizations. The Harmon Medical Center staff did approximately 160 screenings. The speakers felt that the audience was interested and asked questions. Both children and adults enjoyed the day. The Chairman of the Library Board of Trustees, Ricky Barlow, attended and indicated that he would like to see similar health fairs at other branches.

The West Charleston Branch has been very active in providing health information to the community, has a strong health collection and services, supports the health profession programs at the adjacent community college, and has been involved in a number of earlier health related projects. Because of the positive response to this event, they are already working with two other branches in the Library District to help plan similar events.

**Library Contact:** Florence B. Jakus, EdD, Health Science Library Dept. Head,  
West Charleston Library, Jakus@lvccd.org

**New Orleans Public Library (NOPL) ([www.nutrias.org](http://www.nutrias.org))**  
**New Orleans, LA**

A **Walk for Wellness and Celebration of Healthy People** was held at the Gentilly Branch of the NOPL on Saturday, July 19, 2003. The first of the eight HPLP sites to hold an outreach event, NOPL partnered with the National Black Women's Health Project Reach 2010 @ the Heart of New Orleans, and several other local community-based organizations for this event. Thirty people participated in a one mile Wellness Walk from 9-10 am, and sixty people attended the program at the library from 10 -12:30 pm to hear four speakers on health topics. Blood pressure screenings were available before, during and after the program.

**The Library and the Community:** Through its main library and twelve branches, the NOPL serves an urban population of 484,674 in the city of New Orleans. Like many urban libraries, the NOPL's resources are stretched thin, but a dedicated staff works hard to provide services that are equally accessible, open to all, timely and relevant, and in harmony with the unique, multicultural character of New Orleans. The outreach activities on July 19 took place at the Gentilly Branch of NOPL. The library also sought to reach others through its Learning Centers, located at the main library and the Martin Luther King Branch.

**Target Audience:** As 67% of the population of New Orleans is African-American, and this group is disproportionately affected by diabetes and other health issues, the library focused its efforts on reaching this group. Of the 60 persons attending the program, 37 provided demographic data; of these, 89% were African-Americans. Another 50 people received ***Diabetes: The Science Inside*** through the learning centers, and of these 72% were African-Americans.

**Planning:** NOPL met with Dr. Cheryl Taylor, Principal Investigator and Shavon Arline, Health Programs Coordinator, of the National Black Women's Health Project Reach 2010 @ the Heart of New Orleans, and decided to work together. The cooperative effort was effective and the community contacts made it possible to plan the program quickly. Library staff on the planning committee were: Jean Jones, Head business & Science Division, Chair; Elizabeth Bedikian, Head Main Public Services; Damian Lambert, Head Gentilly Branch; Germaine Williams, Community Awareness; Geraldine Harris, Head Branch Services.

**Community Partners:** In addition Project Reach 2010 @ the Heart of New Orleans, there were several other groups that worked with the library. These included three Gentilly neighborhood associations; the Black Women's Health Project of Louisiana; Louisiana State Office of Public Health Nutrition Services; City of New Orleans Councilman Marlin Gusman, District D; and Orleans Parish Criminal Sheriff Charles Foti. Several neighborhood organizations meet at the Gentilly Branch Library, which has been involved with the community. Dr. Taylor, Project Reach, facilitated contacts with the other CBOs.

**Publicity:** The library created a flyer and poster for use in the libraries and with CBOs to advertise the event. Councilman Gusman wrote a letter to neighborhood organizations in his district, inviting them to the event. A press release was sent to the *Times Picayune*; two articles appeared in the regional sections a few days before the event: "Heart Disease Diabetes Are Seminar Topics" by Valerie Faciane and "Health Program at Library" by Mike Dejoie. An article on the project also appeared in the *New Orleans Data New Weekly* a week before the event. There was a listing in the New Orleans Black web site Calendar of Events for July. The participating community organizations helped to publicize the event.

**Event Activities:** The one hour Walk for Wellness was led by Councilman Gusman. All of the walkers were given a free seven day pass to Elmwood Fitness Center and a bottle of water. Healthy refreshments were available in the library on their return: water, fruit, nutrition bars, pure fruit juices. Blood pressure readings were available in the library for participants, staff and other library users. As they entered the meeting room, *Diabetes: The Science Inside* was given to attendees, and they were requested to provide demographic information.

Each attendee also received a Healthy People Library Project bag which contained project bookmarks, magnetic band-aid holders and "restickies" to stick on computer screens; a MEDLINEplus brochure, pen; several health brochures; a library card application; library hours brochure; and membership form for Friends of NOPL. Additional brochures on diabetes and healthy eating were available in the room where the event was held.

The program in the library began at 10 am with the presentation of a poster highlighting the importance of reading to Councilman Gusman by a Library Board member. Four health professionals and a health sciences librarian presented information on the following topics: **Reducing Your Risk for Diabetes and Hart Disease** by Keith C. Ferdinand, MD, FACC; Medical Director, Heartbeats Life Center; **Eating Healthy on the Go**, Sheila White, RD, LDN, Program Coordinator for Louisiana 5 a Day for Better Health, LA Office of Public Health; **Fitness Is Fun**, Shavon Arline, BS, MPH, Reach 2010; **Online Health Resources**, Mary L Marix, MLS, AHIP, Reference & Outreach Librarian, LA State Univ. Health Science Center Library.

**Participant Response/Outcomes:** The response from the participants was very positive. Of the twenty-one attendees who completed a brief form, all agreed or strongly agreed that they found the program helpful; that they now better understood how to reduce their risk for diabetes and heart disease; had learned new information; and intended to exercise regularly and eat healthier. "Continue to have more programs like this one." "Sponsor more health seminars." Based on the response from the community, the library will more actively promote their health resources and plans to have future collaboration with Project Reach.

**Library Contact:** Jean Jones, Head of Business & Science, [jejones@gno.lib.la.us](mailto:jejones@gno.lib.la.us)

**Rapid City Public Library (RCPL) ([www.rapidcitylibrary.org](http://www.rapidcitylibrary.org))**  
**Rapid City, SD**

**Healthy Peoples Diabetes Workshop** was held at the Rapid City Public Library on Saturday, September 6, 2003 from 9:30 am – 1:30 pm. Designed to serve the needs of Native Peoples, the program featured a traditional Lakota meal, a food demonstration, and information on nutrition and exercise. A Native American specialist in diabetes education taught participants how to prepare healthful food based on the Medicine Wheel format. A fitness technician demonstrated exercise techniques, and a nurse conducted glucose screening.

**The Library and the Community:** The population of Rapid City in the 2000 Census was 59,607. The Rapid City Public Library serves the needs of these residents and some who live outside the city limits in Pennington County. The library was greatly expanded recently, and now includes a large Youth Services area with aviary and a solarium. Two examples of how the library reaches out to meet the needs of the community are the homebound delivery service and Story Times in a Bag: books for ages 2-5, videos, audio tapes, activities and toys, selected on a theme, ready to be checked out.

**Target Audience:** Native Americans account for 10.14% of the population. The library was eager to reach out to this group, and designed its outreach efforts to reach Native Americans and others who have diabetes or questions about diabetes. Of the thirty-one guests at the workshop, one-third were Native Americans. Most of those attending the workshop had diabetes. Copies of ***Diabetes: The Science Inside*** are also being distributed through the Sioux San Wellness Center and the Diabetes Education Program at the Rapid City Regional Hospital.

**Planning:** Jeannie McCallister, Reference Librarian, chaired the planning committee for the library. Assisting her were staff members Maryanne Rohrer, and Jean Frankenfeld, Library Associates in the Reference Department.

**Community Partners:** After speaking with Native American leaders to learn how best to reach this audience, the library partnered with several community-based organizations to plan, support and publicize the outreach event. These include Rapid City Regional Hospital Diabetes Education; Rapid City Community Health Center; Pennington County Health Department; Medicap Pharmacy, which donated sugar free candy, cough syrup and foot lotion; Mother Butler Center; Rapid City Journal; Native Voices newspaper; Lakota Journal; Lakota Homes in the Lakota community; Rural Initiatives; Intertribal Bison Cooperative, which donated Buffalo meat for the meal; and Indian Health Services, Sioux San Hospital.

**Publicity:** The three local newspapers listed above published a public service announcement. The *Rapid City Journal* published an article on August 10<sup>th</sup> titled,

Learn to Live a Full Life with Diabetes,” which discussed diabetes and promoted the outreach event. The other CBOs distributed flyers and promoted the event. The event was publicized on the library’s web page and in the monthly newsletter. The library’s diabetes books were showcased on a kiosk. Project posters and table tents were used in the library to promote the availability of copies of *Diabetes: The Science Inside*.

**Event Activities:** The outreach event was held on a Saturday morning in a meeting room at the library. Speakers were selected who could connect with the target audience of Native Americans, and address diabetes on a layperson level.

In her presentation, Kibbe Conti, RD, CDE, of Northern Plains Nutrition Counseling, utilized the Four Winds Nutrition Model (medicine wheel), and discussed historic and present day foods used by Lakota Peoples, making the information relevant to the modern diabetic lifestyle. Her PowerPoint presentation showed the types of foods Native people used before European contact and how eating habits have changed. She discussed Buffalo meat as an important source of protein. She concluded by preparing Wasna (pemmican), an historic food that is high in complex carbohydrates and a good source of protein.

Tony Price, a fitness technician from Sioux San Wellness Center, presented a program to show how *anyone* can exercise, even those with limited mobility. Using a medicine ball, jump rope and the wall, he demonstrated how to start an exercise program. His presentation finished with a group participation exercise.

Fran Stracqualursi, RN, Rapid City Regional Hospital Diabetes Education, conducted glucose screening for participants. A native prayer was said before a traditional Lakota meal, which included Buffalo soup, Indian Fry bread and Wojapi (fruit dessert) was served. The participants were each given a copy of the Diabetes book; several pamphlets from the SD Dept. of Health, Diabetes Control Program; a booklet of “Lakota Traditional and Contemporary Recipes” by Spuka Sni Win; and other information. Door prizes were given. The program was filmed for later use.

**Participant Response/Outcomes:** The response from attendees was enthusiastic. One Native American father, whose daughter uses an insulin pump, traveled quite a distance to attend. Another participant discovered a childhood friend that she had not seen in 50 years. Attendees felt that the workshop was informative, and asked that similar workshops be held. This effort has raised the level of awareness for the library of the community’s interest in health information programs and information, and will affect the library’s future program planning. Jeanie Mc Callister was invited to participate on a health panel at the SD Libraries Association in September.

**Library Contact:** Jeanie Mc Callister, Reference Librarian, Rapid City Public Library,  
Email: [JMcCallister@sdlin.net](mailto:JMcCallister@sdlin.net)

**San Francisco Public Library (SFPL) ([www.sfpl.org](http://www.sfpl.org))**  
**San Francisco, CA**

**Informational Forum on Diabetes**, the San Francisco Public Library's outreach event took place on Wednesday, August 20, 2003 from 10 am–2 pm at the Heart of the City Farmers' Market, a weekly farmer's market held across the street from the Main Library. The library arranged for a booth along the main promenade in the plaza where the market is held, provided forty chairs for the public, and staffed a table to distribute health information and materials. During the four hour period, twelve speakers, health care providers & others addressed various aspects of diabetes prevention and management. Over 400 people stopped by the booth to get information; many stayed to listen to one or more presentations.

**The Library and the Community:** The San Francisco Public Library is a large urban library system, serving a diverse community. The main library and twenty-six branches serve a population of over 700,000 residents of the city. The following demographics are from the 2000 Census data for San Francisco city and county: White, 49.7%; Asian, 30.8%; African American 7.8%; Native American 0.4%; other race or two or more races 10.8%; Hispanic (of any race)14.1%.

**Target Audience:** Given the diversity of the community, the library decided to target all four groups: Asian Americans, African Americans, Hispanic Americans and Native Americans, and were successful in doing so. Of the 225 attendees who provided demographic data, 33.8% were Asian Americans; 13.8% were African Americans; 4.4% were Native Hawaiian or Other Pacific Islanders; 1% were Native Americans; and 22.2% indicated their ethnicity as Hispanic.

**Planning:** Ruth Amernick, Health Librarian, spearheaded the effort for the library. Assisting were: Susan Hildreth, City Librarian; Cathy Bremer, Materials Management Librarian; Kathy Lawhun, Chief, Main Library; Karen Strauss, Fourth Floor Manager; Everett Erlandson, Exhibitions & Programs, Barbara McMahan and Gabrielle Jones, Public Affairs. At least thirty additional SFPL staff members contributed to the success of this effort in some way.

**Community Partners:** Many community-based organizations were contacted. They recommended speakers, provided materials to be distributed at the event, and gave advice on important topics. Several participated in the event. Just a few of the organizations that worked with the library are: San Francisco Public Health Dept.; National Network Libraries of Medicine, LA; American Diabetes Assn; Juvenile Diabetes Research Foundation; African American Outreach Group of ADA; Native American Health Centers and San Francisco General Hospital.

**Publicity:** The SFPL Public Relations Dept. created a logo and flyers; sent a press release to local and ethnic newspapers, radio and TV stations. A mailing list of community contacts was created from the SFPL Community Database. A week before the event, flyers were handed out at the Farmer's Market.

**Event Activities:** The Farmer's Market provided free space for the library booth; a canopy was rented; forty chairs were set up so attendees could listen to the speakers; librarians staffed a giveaway table with health information resources from many organizations; over 200 copies of *Diabetes: The Science Inside* were distributed. During the four-hour event, twelve speakers gave presentations on a wide range of diabetes topics: **Jeffrey MacMullen, Certified Therapeutic Bodyworker**, spoke about the benefits of massage, demonstrated on a 37-year survivor of Type I diabetes. **Tress Stewart, RN**, Southeast Health Center, & Chair African American Outreach of ADA, gave an overview of diabetes, and invited the audience to join the Health Center's cooking class and diabetes support walking group. **Holley Wysong, Dietician & Certified Diabetes Educator**, CA Pacific Medical Center (CPMC), promoted healthy lifestyles, the diabetes program at CPMC, and highlighted the fresh fruits and vegetables at the Market. **Adam Eichorn, Volunteer**, Juvenile Diabetes Research Foundation, provided a personal perspective from someone diagnosed with Type I diabetes as a young adult. **Maribeth Inturrisi, RN**, Coordinator, Region I, Sweet Success/CA Diabetes & Pregnancy Program, spoke about gestational diabetes among the Pima Indians; a current CA study of high risk minority groups and diabetes prevention. **Jennifer Beaton**, Certified Personal Trainer, Physical Wellness Coordinator, Native American Health Center, involved the audience in a series of easy stretches appropriate for those with limited mobility. **Laura Brainin-Rodriquez, MPH**, Registered Nutritionist; Coordinator, Feeling Good Project, SF Dept. of Public Health, provided prevention through nutrition information. **Katy Kinninger**, Registered Dietician, Native American Health Center (NAHC), presented statistical information on Native American health, lifestyles and diet and the services available at NAHC. **Greta Cheng, RD, Certified Diabetes Educator**, San Francisco General Hospital (SFGH) spoke about the "healthy plate"; food portion sizes; and best choices in foods. **Amalia Fyles, RN, Certified Diabetes Educator**, SFGH, discussed the increased incidence of diabetes, demographics, and diabetes prevention. **Carol Friedman, RD**, SFGH, addressed the challenges of eating at fast food restaurants; the need for reading food labels; diabetes and obesity; and food equivalents. **Kit Chan, RN**, Chinatown Public Health Center, provided a summary of much of what was discussed during the day when she spoke about diabetes maintenance, medical visits & the need to involve the whole family in diabetes treatment & prevention.

**Participant Response/Outcomes:** From many perspectives this outreach effort was very successful. Two of the comments of attendees reflect this: "It was really good because sometimes I go to the clinic and see my doctor and she's running around busy. Then I get home and think of more questions I had that I forgot to ask...Now I have answers." "I thought I was only coming for twenty minutes. I left the TV on at home." (Stayed the whole day.) Attendees also expressed interest in having other health programs. By taking the event to the market, a larger and more ethnically diverse audience was reached.

**Library Contact:** Ruth Amernick, Health Librarian, SFPL, ramernick@sfpl.org

**Wheaton Public Library, Health Information Center, Wheaton, MD**  
**Montgomery County Public Libraries ([www.montgomerycountymd.gov/library](http://www.montgomerycountymd.gov/library))**

**Family Dinner for Diabetes Education** was held at the Wheaton Public Library on Tuesday, August 12, 2003 from 7:00 – 8:45 pm. The menu was based on recommendations of the American Diabetes Association. Two speakers: a nutritionist and an ethnic health provider discussed nutrition for diabetics and their families, addressing the audience in both English and Spanish. Participants were given health information; a copy of *Diabetes: The Science Inside* and one of two cookbooks for diabetics. The program generated great interest. Families pre-registered, and over 200 people had to be turned away, as the meeting room could only accommodate 100.

**The Library and the Community:** Started in 1989, the Wheaton Health Information Center was one of the first health care information centers in the country. Montgomery County Public Libraries were ranked 8<sup>th</sup> of the nation's 76 largest libraries in Hennen's ratings. Wheaton Public Library, with 232,122 in its service area, serves an increasingly diverse community. Just over half (52.3%) of the residents are non-Hispanic white; while 47.7% are members of minority groups. The largest minority groups are: African-Americans 18.8%; Hispanic (of any race) 15.6%; and Asian 10.6%.

**Target Audience:** Because of the high incidence of diabetes among African-Americans and Hispanics, the library focused on reaching these families with information on nutrition and diabetes prevention and management. The library was successful in reaching these two groups. Participants registered and came as families. Fifty African-American and twenty-five Hispanic cookbooks were distributed. Of the eighty-two people who provided demographic data, 45% were African-Americans and 25% were Hispanic.

**Planning:** Sandra Negro, Senior Librarian who manages the Health Information Center, and Cynthia Hicks, Library Manager for the Wheaton Public Library, planned the program with Linda Goldscholl, Nutritionist for the Montgomery County Department of Health and Human Services, and Sonia Mora, of the Latino Health Initiative.

**Community Partners:** The HIC has established working relationships with many community based organizations over the years. For this outreach effort, several organizations were involved: Montgomery County Health and Human Services helped to plan and publicize the event; the African American Health Program sent a representative to help at the event. The Latino Health Initiative helped with planning and publicizing the event. Proyecto Salud, a Spanish health clinic in Wheaton, gave flyers to patients with diabetes. The National Library of Medicine provided pamphlets in English and Spanish from NIDDK, and Shannon Jones helped the night of the event. Holy Cross Hospital provided a speaker and publicity. All of the libraries in Montgomery County distributed flyers for the event.

**Publicity:** Betty Valdez, MCPL Public Information Officer assisted with publicity. The event was listed on the Montgomery County Public Library homepage under events for Wheaton Library. Advertisements appeared twice in *El Pregonero* and once in the Gazette weekly newspaper. A press release was sent, and an announcement appeared in the *Washington Post* on August 7. Unfortunately, by then registration had to be closed because of lack of space. Two attendees indicated that they found out about the program on TV. All of the county libraries distributed flyers, and the partnering organizations helped to publicize the event.

**Event Activities:** When the attendees arrived they were asked to provide basic demographic data (zip code, gender, race ethnicity); they were given name tags and a bag containing *Diabetes: The Science Inside* and *Diabetes: A Resource Guide* by the Montgomery County Dept. of Health & Human Services African American Coalition.

The informational part of the program was presented jointly by Linda Goldscholl, Nutritionist, Montgomery County Health and Human Services, and Julio Ramirez, Ethnic Health Provider, of Holy Cross Hospital. Ms. Goldscholl talked about the importance of proper nutrition and exercise to prevent and control diabetes. She paused throughout her presentation, and Mr. Ramirez translated into Spanish.

The catered dinner featured a menu based on the recommendations of the American Diabetes Association and illustrated proper portion sizes. Recipes for and nutritional information for the foods on the menu were also given to participants. During and after the dinner, both speakers were able to speak individually to attendees and address their questions and concerns. The participants appreciated this opportunity.

Door prizes were awarded to six attendees: pedometers, exercise videos and water bottles. Each family also received one of the two cookbooks: *The New Soul Food Cookbook for People with Diabetes*, ADA, 1999; or *Cocinando Para Latinos Con Diabetes (Diabetic Cooking for Latinos)*, ADA, 2002.

**Participant Response/Outcomes:** Participants expressed appreciation for the information and the opportunity to have questions answered. Because of the positive response and the fact that so many people could not be accommodated at the first program because of lack of space, Wheaton Library and the African American Health Program planned and held a second, more extensive program for mid-October. This was an eight hour session from 6:00-9:00 pm on October 15<sup>th</sup> and 9:00-2:00 pm on October 18<sup>th</sup> presented by a certified diabetes educator, stressing nutrition, physical activity, controlling blood sugar, medications and complications of diabetes.

**Library Contact:** Sandra Negro, MCPL Health Information Center,  
Sandra.negro@montgomerycountymd.gov

**Summary:** The field test demonstrated that:

- The targeted minority groups are eager to receive reliable health information.
- Public libraries can effectively plan and execute successful outreach efforts to reach the targeted minority groups.
- Public libraries are seen as trusted institutions in the community. Once any barriers to reaching these groups are overcome, they will view the public library as an important source for reliable health information.
- Partnering with community based organizations is an effective mechanism to plan and publicize outreach events; provides valuable community contacts, and helps insure that the intended audience is reached.
- Partners such as clinics and patient education programs in hospitals and medical libraries also provided venues for reaching these groups.
- Involving health professionals and others with the scientific knowledge to answer questions about health issues was effective.
- The eight libraries demonstrated that there are many possible approaches and activities to reach these groups. Having a presence at community events proved effective, as did planning programs at the library.
- The wide range of activities undertaken by the libraries, and described in the preceding case studies provide ideas and activities for other libraries to adapt and implement in their communities.
- Public libraries are willing and eager to meet the health information needs of their communities, but doing so requires significant staff time and resources.
- The field test sites received funding to defray the costs of these outreach activities. Given current budgets, it must be recognized that many public libraries will be able to undertake only low cost outreach activities, unless additional funding is available.
- In spite of this limitation, most of the libraries in the field test, recognizing the value in providing health information in their communities, have already planned follow-up events or activities.
- The project posters, bookmarks and giveaway items were useful in publicizing the outreach events.

- ***Diabetes: The Science Inside*** was well received by the target audience. Having material which reflects the target audience in images and tone and is written in at an appropriate readability level is important. A Spanish version was asked for by many.
- ***Project web site: [www.healthlit.org](http://www.healthlit.org)***: The beta version of the web site was not available until the field test had already begun, and web site was still under construction during the field test, so it was not tested with end users. Librarians provided the following feedback:
  - The web site is easy to navigate, clean and attractive.
  - Because there are so many web sites available providing medical information, the web site should provide links rather than duplicate information which is available on other web sites. The site should focus on its unique purpose.
  - Having PDF files of the books on the web site will allow libraries to print specific pages; however, printing copies of the whole text may be too expensive for many public libraries.
  - The PDF files of the books on the web site will allow greater access for both librarians and users. The capability to search the PDF files for topics using the Table of Contents is helpful.
  - The search capability of the web site, which is not yet available, should be implemented as soon as possible, as this will help librarians and other users locate the information on the web site more efficiently. Full-text searching of text files would facilitate locating specific information quickly.
  - The section on Funding Resources under Health Outreach on the web site needs to be revised. It is unclear how the information can be accessed. It should be made clear whether this is a print resource or online database, and information on how to access the database should be provided.

## **Appendix**

### **Demographic Data Tables**

**Table 1**  
**Summary of**  
**Individuals Providing Data from the Eight Sites**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	115	72	187
Not Hispanic or Latino	565	298	863
<b>Ethnic Category Total</b>	680	370	1050
<b>Racial Categories</b>			
American Indian/Alaska Native	14	8	22
Asian	72	29	101
Native Hawaiian or Other Pacific Islander	7	4	11
Black or African American	246	86	332
White	224	142	366
More than one Category	6	6	12
Missing/Not Provided	141	65	206
<b>Racial Categories: Total</b>	719	331	1050

**Table 2**  
**Individuals Providing Data: Annapolis**

	Females	Males	Total
<b>Ethnic Category</b>			
Hispanic or Latino	1	0	1
Not Hispanic or Latino	11	50	61
<b>Ethnic Category Total</b>	12	50	62
<b>Racial Categories</b>			
American Indian/Alaska Native	0	0	0
Asian	0	0	0
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	25	3	28
White	26	8	34
More than one Category	0	0	0
Missing/Not Provided	0	0	0
<b>Racial Categories: Total</b>	51	11	62

**Table 3**  
**Individuals Providing Data: Arlington**

	Females	Males	Total
<b>Ethnic Category</b>			
Hispanic or Latino	29	23	52
Not Hispanic or Latino	59	15	74
<b>Ethnic Category Total</b>	88	38	126
<b>Racial Categories</b>			
American Indian/Alaska Native	0	0	0
Asian	7	1	8
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	15	6	21
White	14	27	41
More than one Category	1	3	4
Missing/Not Provided	51	1	52
<b>Racial Categories: Total</b>	88	38	126

**Table 4**  
**Individuals Providing Data: CRRL, Fredericksburg**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	8	0	8
Not Hispanic or Latino	118	22	140
<b>Ethnic Category Total</b>	126	22	148
<b>Racial Categories</b>			
American Indian/Alaska Native	2	0	2
Asian	0	0	0
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	99	13	112
White	22	9	31
More than one Category	0	0	0
Missing/Not Provided	3	0	3
<b>Racial Categories: Total</b>	126	22	148

**Table 5**  
**Individuals Providing Data: Las Vegas**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	33	18	51
Not Hispanic or Latino	147	91	238
<b>Ethnic Category Total</b>	180	109	289
<b>Racial Categories</b>			
American Indian/Alaska Native	4	2	6
Asian	6	5	11
Native Hawaiian or Other Pacific Islander	1	0	1
Black or African American	20	14	34
White	101	45	146
More than one Category	1	0	1
Missing/Not Provided	47	43	90
<b>Racial Categories: Total</b>	180	109	289

**Table 6**  
**Individuals Providing Data: New Orleans**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	2	2	4
Not Hispanic or Latino	53	30	83
<b>Ethnic Category Total</b>	55	32	87
<b>Racial Categories</b>			
American Indian/Alaska Native	0	0	0
Asian	0	0	0
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	47	22	69
White	7	7	14
More than one Category	1	2	3
Missing/Not Provided	0	1	1
<b>Racial Categories: Total</b>	55	32	87

**Table 7**  
**Individuals Providing Data: Rapid City**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	0	0	0
Not Hispanic or Latino	21	10	31
<b>Ethnic Category Total</b>	21	10	31
<b>Racial Categories</b>			
American Indian/Alaska Native	7	5	12
Asian	0	0	0
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	0	0	0
White	5	14	19
More than one Category	0	0	0
Missing/Not Provided	0	0	0
<b>Racial Categories: Total</b>	12	19	31

**Table 8**  
**Individuals Providing Data: San Francisco**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	27	23	50
Not Hispanic or Latino	113	62	175
<b>Ethnic Category Total</b>	140	85	225
<b>Racial Categories</b>			
American Indian/Alaska Native	1	1	2
Asian	56	20	76
Native Hawaiian or Other Pacific Islander	6	4	10
Black or African American	15	16	31
White	36	29	65
More than one Category	3	1	4
Missing/Not Provided	23	14	37
<b>Racial Categories: Total</b>	140	85	225

**Table 9**  
**Individuals Providing Data: Wheaton**

	<b>Females</b>	<b>Males</b>	<b>Total</b>
<b>Ethnic Category</b>			
Hispanic or Latino	15	6	21
Not Hispanic or Latino	43	18	61
<b>Ethnic Category Total</b>	58	24	82
<b>Racial Categories</b>			
American Indian/Alaska Native	0	0	0
Asian	3	3	6
Native Hawaiian or Other Pacific Islander	0	0	0
Black or African American	25	12	37
White	13	3	16
More than one Category	0	0	0
Missing/Not Provided	17	6	23
<b>Racial Categories: Total</b>	58	24	82