

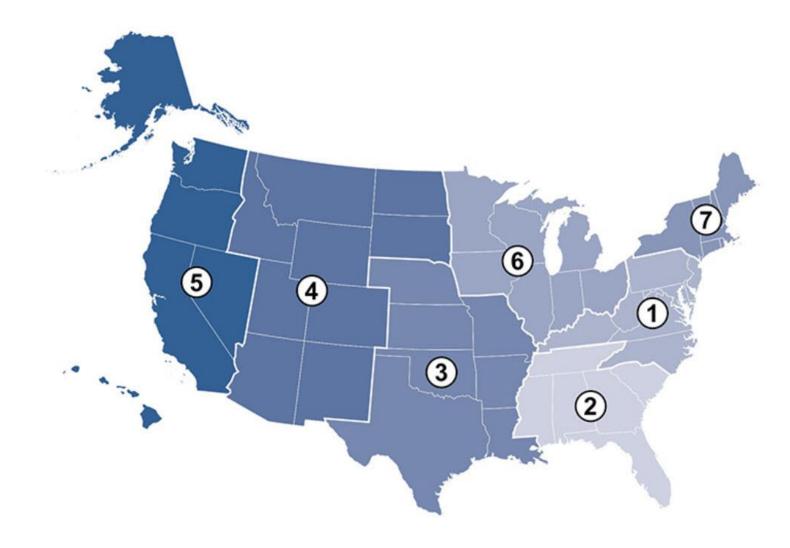
NLM Office Hours

with Javier Chavez from the MedlinePlus team June 28, 2023



Network of the National Library of Medicine

nnlm.gov











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MedlinePlus en Español Overview

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Bilingual Programs Lead
MedlinePlus en Español

History of MedlinePlus

- Developed by the National Library of Medicine (NLM), part of the United States National Institutes of Health (NIH).
- Primary goal: to provide reliable, up-to-date health information to the general public.
- Launched as a consumer health information website on October 22, 1998.

History of MedlinePlus Español

- MedlinePlus en Español, the Spanish-language version of MedlinePlus, was launched on April 1, 2002.
- Created to provide health information in Spanish for Spanishspeaking consumers and bilingual communities.
- MedlinePlus en Español offers a wide range of health topics, articles, and resources in Spanish.
- Custom tailored to the cultural needs of Spanish-speaking consumers.

MedlinePlus Today

- Available in English and Spanish
 - Nearly all information available in both languages
 - Some information available in other languages
 - Health Information in Multiple Languages: MedlinePlus
 - Summaries of health topics
 - Medical test information
- Link to additional information
 - Government agencies
 - Non-governmental organizations
 - PubMed
 - Clinical Trials

MedlinePlus Today

- Licensed data
 - A.D.A.M. Medical Encyclopedia
 - ASHP Drug Information
 - Natural Medicine's Herbs and Supplements
- Connect for access from Electronic Health Records (EHRs)

The US Bilingual Consumer

- In the US, there are 62.1 million people who identify as Hispanic or Latino.
- Spanish is the most common non-English language spoken at home for an estimated 38.5 million US residents.
- People in the US are adopting a bilingual culture and embracing a multi-language approach across public health.

Why Translate to Spanish?

- Alignment with the NLM Strategic Plan.
- Goal #2: Reach more people in more ways through enhanced dissemination and engagement pathways.
 - NLM Strategic Plan 2017-2027: Three Goals (nih.gov)
- NLM strategy creates pathways to reach consumers with relevant information at times the information is needed.
- Specifically, the M+ Español program helps "reduce health disparities and support underserved communities that bear a disproportionate burden of disease."

MedlinePlus Español Health Topics

- Topics/summaries are developed by a team of Spanish Health Content specialists, who translate from M+ English pages.
 - Includes almost 13,000 links to authoritative health information in Spanish (22,000 in English).
- The process involves a cross-reference of authoritative sources to ensure the information is accurate and trustworthy.
- The team is always respectful and sensitive to cultural nuances.
- The meeting point of translation and Transcreation.

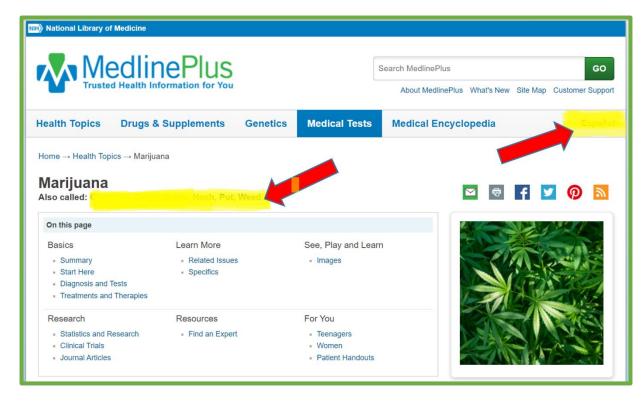
Intersection of Translation and Transcreation

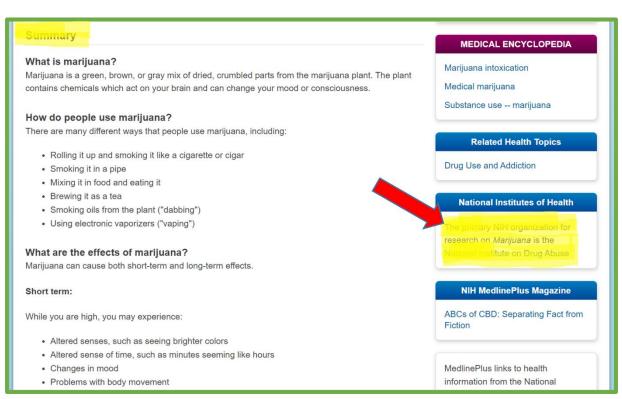
- Translation focuses on the meaning of individual words.
 - Finds appropriate interpretation closest to the original term
- Transcreation gives the linguists more freedom focusing on the complete message.
 - Maintains intent, style, tone and context
 - Considers several different aspects, such as emotions and cultural and socioeconomic factors
- How the intended message is perceived by the target audience is Everything!

Editing Process: Updates — Translations

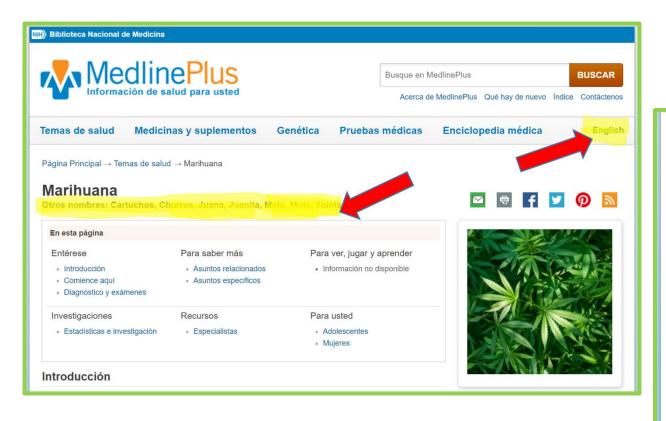
- Marijuana Summary Edit:
 - NIDA revises their content to include the term "cannabis".
 - This prompts an update on the M+ English site.
 - Focused on the health topic/topic summary section.
 - SPA team reviews content, then translates/transcreates.
 - Identify culturally-relevant language used across the regions of the US.
 - Regionalist language stems from consumer that come from different parts of the Spanish-speaking world.

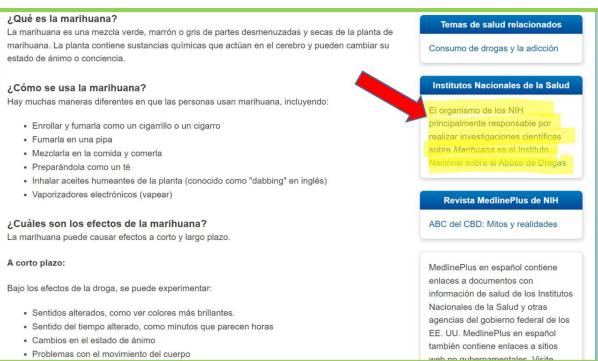
Sample Editing





Sample Editing Español

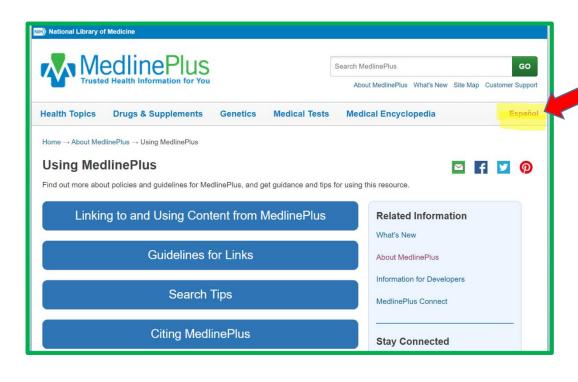


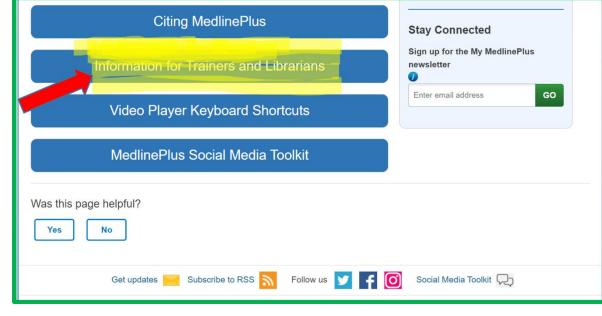


Other Cultural Challenges

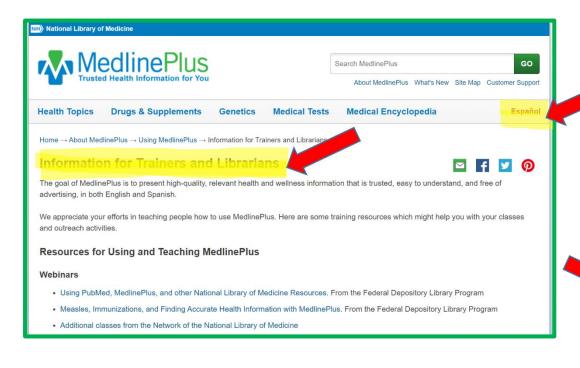
- Diverse concerns when reaching out to Spanish-speaking consumers
 - Ethnic classification
 - Cultural barriers, values and beliefs
 - Many dialects, one language
 - Localisms and healthcare misconceptions
 - Path of acculturation
 - Research qualification criteria
 - Informed consent

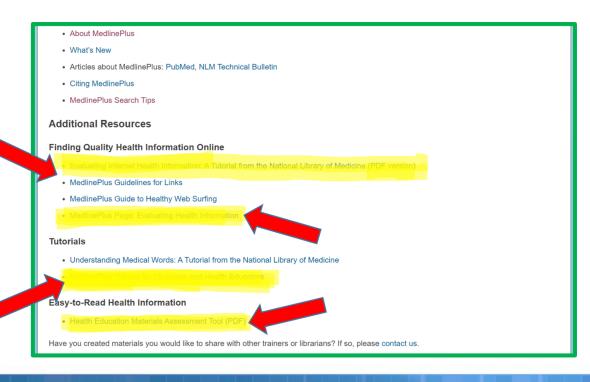
Using MedlinePlus & MedlinePlus Español



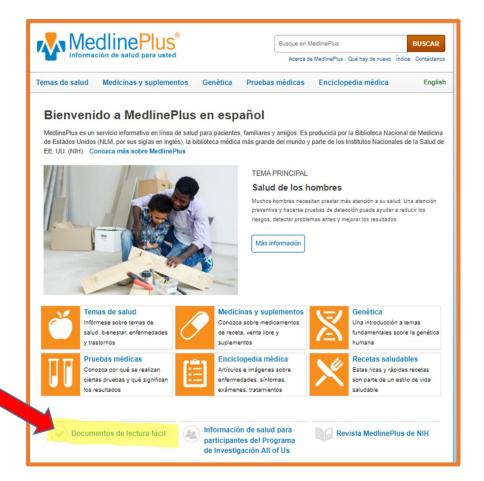


MedlinePlus & MedlinePlus Español as Resources



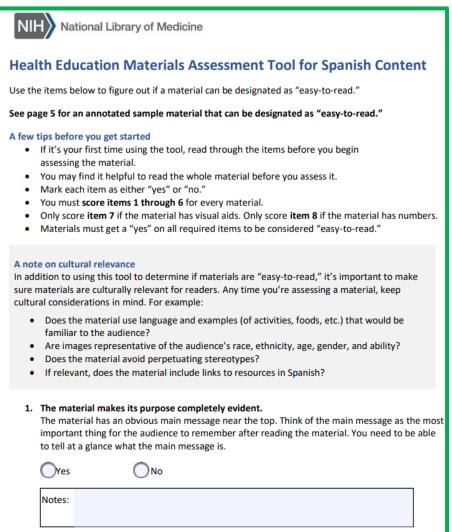


MedlinePlus Español HEMAT





MedlinePlus & MedlinePlus Español HEMAT



4.	The material uses the active voice. The material mostly uses active voice and avoids passive voice. Ask yourself: Is the subject of the sentence doing the action (e.g., "los expertos recomiendan que usted reciba la vacuna contra la gripe o influenza")? If so, it's active voice. Or is the subject receiving the action (e.g., "recibir una vacuna contra la gripe o influenza es recomendado por los expertos")? That's passive voice.
	Yes No
	Notes:
5.	The material breaks or "chunks" information into short sections. The content in the material is divided into short chunks of information with headings. Think about whether you can quickly scan the material and find the information you're looking for. Does the amount of content in each section feel manageable, or is it overwhelming?
	Yes No
	Notes:
6.	The material uses visual cues (e.g., arrows, boxes, bullets, bold, larger font, highlighting) to draw attention to key points. The material signals where to find important information and emphasizes it with visual elements. Scan the material and ask yourself: Is it clear where you'll find key takeaways before you even read the words? Also check that the material uses these visual cues selectively — they can become less effective if they're overused.
	Yes No
	Notes:

Q&A



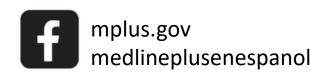


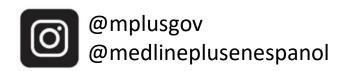
More About MedlinePlus:

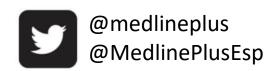
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- Information for Trainers and Librarians
 - HEMAT
- <u>Tutorial de MedlinePlus para bibliotecarios y educadores en salud</u>

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Library Association and you would like to claim it, please follow these instructions. See Step 4 for enrollment code.

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- 3. Click My Learning on the blue bar near the top of the page
- 4. Enter the following enrollment code in the appropriate field:

(please copy)

5. Click Redeem, then Claim

If you have questions or run into problems with MEDLIB-ED, please email MEDLIB-ED@mail.mlahq.org

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