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## NLM Office Hours

with Javier Chavez from the MedlinePlus team
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## MedlinePlus en Español Overview

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## 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 $\mathrm{M}+$ 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 $\longrightarrow$ 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



| ¿Qué es la marihuana? | Temas de salud relacionados |
| :---: | :---: |
| marihuana. La planta contiene sustancias químicas que actúan en el cerebro y pueden cambiar su estado de ánimo o conciencia. | Consumo de drogas y la adicción |
| ¿Cómo se usa la marihuana? <br> Hay muchas maneras diferentes en que las personas usan marihuana, incluyendo: |  |
| Hay muchas maneras diferentes en que las personas usan marihuana, incluyendo: | El organismo de los NIH |
| - Enrollar y fumarla como un cigarrillo o un cigarro | principalmente responsable por |
| - Fumarla en una pipa | realizar investigaciones cientificas |
| - Mezclarla en la comida y comerla | sobre Marihuana es el Instituto |
| - Preparándola como un té | Nacional sobre el Abuso de Drogas |
| - Inhalar aceites humeantes de la planta (conocido como "dabbing" en inglés) |  |
| - Vaporizadores electrónicos (vapear) | Revista MedlinePlus de NIH |
| ¿Cuáles son los efectos de la marihuana? | ABC del CBD: Mitos y realidades |
| La marihuana puede causar efectos a corto y largo plazo. |  |
| A corto plazo: | MedlinePlus en español contiene |
| Bajo los efectos de la droga, se puede experimentar: | enlaces a documentos con información de salud de los Institutos |
| - Sentidos alterados, como ver colores más brillantes. | Nacionales de la Salud y otras |
| - Sentido del tiempo alterado, como minutos que parecen horas | EE. UU. MedinePlus en español |
| - Cambios en el estado de ánimo | también contiene enlaces a sitios |
| - Problemas con el movimiento del cuerpo |  |

## 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



NIH ㄱ National Library of Medicine

## MedlinePlus Español HEMAT



## MedlinePlus \& MedlinePlus Español HEMAT

## NIH $\rangle$ National Library of Medicine

Health Education Materials Assessment Tool for Spanish Content Use the items below to figure out if a material can be designated as "easy-to-read."

See page 5 for an annotated sample material that can be designated as "easy-to-read."
$A$ few tips before you get started

- If it's your first time using the tool, read through the items before you begin assessing the material.
- You may find it helpful to read the whole material before you assess it
- Mark each item as either "yes" or "no."
- You must score items 1 through 6 for every material.
- Only score item $\mathbf{7}$ if the material has visual aids. Only score item 8 if the material has numbers.
- Materials must get a "yes" on all required items to be considered "easy-to-read."

A note on cultural relevance
In addition to using this tool to determine if materials are "easy-to-read," it's important to make sure materials are culturally relevant for readers. Any time you're assessing a material, keep cultural considerations in mind. For example

- Does the material use language and examples (of activities, foods, etc.) that would be familiar to the audience?
- Are images representative of the audience's race, ethnicity, age, gender, and ability?

Does the material avoid perpetuating stereotypes?

- If relevant, does the material include links to resources in Spanish?

1. The material makes its purpose completely evident.

The material makes its purpose completely evident.
The material has an obvious main message near the top. Think of the main message as the mos important thing for the audience to remember after reading the material. You need to be able to tell at a glance what the main message is.
Ores Ono
Notes:
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.
Ores
Oко

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?
Ores
Ono
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.

Ores Ono
Notes:

Q\&A


## More About MedlinePlus:

- About MedlinePlus
- Information for Trainers and Librarians
- HEMAT
- Tutorial de MedlinePlus para bibliotecarios y educadores en salud

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## Close survey

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offered Continuing Education credit from the Medical Library Association and you would like to claim it, please follow these instructions. See Step 4 for enrollment code.

1. Go to www.medlib-ed.org.
2. Login (for information on how to create a free MEDLIB-ED account, visit MLA's FAQ page for further he/o).
3. Click My Learning on the blue bar near the top of the page
4. Enter the following enrollment code in the appropriate field:

Copy the code from the evaluation survey
5. Click Redeem, then Claim

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