The Origins of Community Outreach and Community Medicine at UMass-Worcester

A commitment to the health of the community has deep roots in the history of UMass-Worcester. In fact, it was built into Lamar Soutter’s early vision for the school.

By the winter of 1968, an approach to medical education that incorporated community health and epidemiological research occupied a prominent place in Dr. Soutter’s plans. A revised list of the school’s “Objectives” in a federal construction grant proposal read, “After some consideration, we added to [our] objectives a more clear definition of the type of physician we should try to produce.” UMMS graduates should be qualified to enter “any specialty,” but they should also become attuned to “the health problems in the slum areas and ghettoes by seeing them first hand.” Through involvement in a program of “community medicine, [they should learn how] to try to solve them.” Students should learn about health care and comprehensive health planning at the state and regional level. Finally they “must see the family physician in action in the usual community setting as well as learning how his services could be applied to provide the health care so badly needed in the poverty-stricken areas of the state.”

Soutter was describing the focus of the specialty “Community Medicine.” As a field, it derived in part from Public Health or, in the language of the nineteenth century, “Hygiene” and “Sanitary Science.” But by the time the Dean drew up his plans, Community Medicine had been re-envisioned as the practice known as “Community-Oriented Primary Care.” COPC blended epidemiology with generalist medicine and focused on populations within well-defined geographic

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Women Authors Event
featuring Tess Gerritsen
The Origins (continued from page 1)

boundaries, i.e. communities. (Dr. Sidney Kark, who operated health centers with his wife, Dr. Emily Kark, in South Africa and Israel, is credited with coining the term, “community-oriented primary care.”) In his formulation, “the skills of the primary-care practitioner should be based on a holistic concept of individual, family, and community health.” Community-oriented primary care thus called for “health surveillance of the community,” addressing community-wide health needs, and the continuing assessment of the measures taken to address them, bonded with primary care medicine.

Dean Soutter hired Dr. Hugh Fulmer in 1969 to establish a department of Community Medicine at UMMS. Fulmer, who was at the University of Kentucky Medical School when he first met Dr. Soutter, recalls that Soutter walked over to his office, unannounced. “[Soutter] just came right into my office and told me about the UMass Medical School… that he was the founding dean of this new medical school and he was going to set up a department of whatever I might want to call it…” Fulmer added, “He wanted to have something that represented this broad area of social medicine and public health, but he didn’t have a very clear idea of what that might be.” Fulmer told him, “Well, if I were going to do that, I would call it Community Medicine…I’d like to do that.”

Within his first three years Fulmer, Dr. Richard Walton, and other faculty established a 3-week clerkship in Community Medicine for the first year students, a 54-hour course for second-year students in “Epidemiology and Medical Care,” and a 6-week clerkship for the third-year in Community Medicine, based on the model at Kentucky. One early graduate, Dr. Michael Foley, told me,

UMass was way ahead of people in terms of putting their first year students out in the community to learn things. I can’t remember exactly, but each of the students would pick a community to go to and study the public health and, you know, the medical set-up of each of the community, and you could pick a different thing…

All of this took place during the three-week long break that surrounded the Christmas holiday.

The students learned a lot. Foley, for example, returned to Amherst where he had been an undergraduate at UMass. During his first-year Community Medicine clerkship, he told me,

“I would go to the Town of Amherst Public Health Department and spend time with the Public Health Officer, and we’d go down to, say, the [supermarket] and close it up for a few days because somebody found a rodent in the roast beef. Or some woman would—we’d make calls with the…town Animal Control guy because someone had a rodent coming up their toilet pipe or something. And, so, you saw that aspect of things. You’d spend time looking at health statistics at the state and at the town level...And, so, we all had varied experiences.

Today, the Department of Family Medicine and Community Health maintains our original emphasis on both community health and primary care. It is part of our founders’ original vision.

Notes

1. “Construction Grant Application,” February 28, 1968, p. 22; [Lamar Soutter], “Aims of the Medical School” [c. 1969], Box 43, fol. 541, Lederle, UM/A.


4. The six-week clerkship in Community Medicine did not last beyond the first three years, however. Once Family Medicine became a separate department, a six-week clinical clerkship in Family Medicine replaced it. Cf. Fulmer, Oral History Interview transcript, p. 23.

Advancing Access to Health Information

Did you know the Lamar Soutter Library won its third competitive contract to be the National Network of Libraries of Medicine, New England Region (NN/LM NER) for the next five years? Funded by the National Library of Medicine, the NN/LM NER’s staff includes five professional librarians working to increase access to health information in New England. Our goal is to bring National Library of Medicine resources such as MedlinePlus and PubMed to new audiences throughout the region. The NN/LM NER works towards eliminating health disparities by connecting librarians, health professionals and the community with health information and with each other.

The NN/LM NER is conducting a Focused Health Information Outreach in two specific geographic areas each year this contract. This past year, we piloted the Focused Outreach in Providence, Rhode Island with Dorcas Place, an adult and family learning center, and also with the Western Maine Health District’s Healthy Maine Partnerships. The Focused Outreach approach starts with interviews with key informants to build community partnerships and identify opportunities for training. Training on National Library of Medicine resources includes pre-, post-, and follow up surveys to identify outcomes from the classes.

Also, the National Network of Libraries of Medicine funds health information outreach projects. The New England Region (NER) funds projects to teach public librarians, health professionals, public health staff and students about National Library of Medicine health information resources. The NER funds organizations to offer programs and create online health resources to eliminate health disparities. The following are examples of projects funded by NER in the last ten years:

• SPIRAL, Selected Patient Information Resources in Asian Languages, (http://spiral.tufts.edu/) at the Tufts University Hirsh Health Sciences Library provides health information in eight Asian languages.

• Partners in Information Access for the Public Health Workforce (http://phpartners.org) helps the public health workforce find and use information effectively to improve the public’s health.

• Kids to College at the Massachusetts College of Pharmacy Library teaches middle school students in Worcester how to use the library, and connect with community resources with the goal of developing their health information literacy skills.

• Just Ask! DVD helps the Somali population in Lewiston, Maine access healthcare and the medical library at Central Maine Medical Center.

• Outreach Worker Training Institute, from the Central Massachusetts Area Health Education Outreach Worker Training Institute provided a series of three courses to teach community health workers how to find, evaluate, and use high quality health information with their patients.

• HealthFlicks, a project of the Yale University Cushing Whitney Medical Library taught high school students in inner city New Haven to create YouTube videos on teen health.

• Faith-based Community Health Information Outreach at Heywood Hospital provided the faith community with health information education.

• Health Information Literacy Curriculum, created by the River Valley Healthy Communities Coalition, provides a curriculum sourcebook to teach health information literacy to middle school and high school students.

The Lamar Soutter Library is pleased to have been awarded the National Network of Libraries of Medicine, New England Region for the next five years. The NN/LM will continue to connect with communities in our region via training, consultation, and funding to raise awareness and use of health information from the National Library of Medicine.

By Michelle Eberle, Consumer Health Information Coordinator, NN/LM NER
Day Break Events: Partnering with the Community

Domestic violence is a major public health concern—every year, approximately 1.3 million women are physically assaulted by a domestic partner, according to the U.S. Department of Justice. In Worcester alone, nearly 3,500 domestic incidents were reported in the 12-month period ending September 2010.

The Lamar Soutter Library partners with community groups through co-sponsorship of events that heighten awareness of the role of art and literature in the health and well-being in the community. One such partnership is the Lamar Soutter Library’s support of Day Break. Daybreak is a service of the YWCA of Central Massachusetts. Day Break service as an essential local resource for individuals living with domestic violence. Women’s Words Week, a series of events aimed at raising awareness about the issue of domestic violence and raising funds to support Daybreak, took place at area colleges including UMass Medical School, Worcester Polytechnic Institute and Worcester State University.

The central event of Women’s Words Week was the Women Authors Event featuring Tess Gerritsen, which took place at UMMS on Monday, May 2. An internationally acclaimed writer of medical mystery novels, many of which have appeared on the New York Times bestseller lists, Gerritsen is herself a physician who began her writing career after leaving a successful practice as an internist to raise her children. Her works include Harvest, The Keepsake, The Mephisto Club, Vanish, Body Double, and The Bone Garden. Two of her characters are the basis for the new TNT television series “Rizzoli and Isles”. With her medical background, Gerritson excels at translating complex medical science for lay readers; her work has been praised by bestselling authors Stephen King and James Patterson. She also lectures at science education events and teaches a writing course for physicians who want to become novelists.

Other Women’s Words Week events included Women’s Words Art Exhibit, which featured the work of area women artists, some well-known and some who are just getting started. The exhibit ran from April 15 through May 15 in the Lamar Soutter Library.

“This is an exhibit with depth, breadth and considerable heart,” said Women’s Words Art Exhibit committee co-chair Barbara Drapos. “There is beauty, to be sure. There is also work that challenges the viewer to question, without providing easy answers. Of course there are female figures caught by the camera or on canvas. Most importantly, whether or not the subject is female, the perspective certainly is.”

According to Drapos, the goal of the selection committee was to include art from better known artists, such as Terri Priest, as well as from those who, though just emerging, show considerable promise. In addition to Drapos, the selection committee included co-chair Suzanne Patton, who has experience coordinating shows that benefit the Family Health Center of Worcester; Honee Hess of the Worcester Art Museum; Kristin Waters, PhD, a professor of philosophy and women’s studies at Worcester State University; Nancy Harger, who coordinates the Artist in Residence series of the UMMS Lamar Soutter Library; and Nellie Toney of the UMMS Diversity and Equal Opportunity Office who is a longtime Daybreak volunteer. A portion of the proceeds made through the sale of artwork will benefit Daybreak.

By Nancy Harger, Librarian, Community, Technology & Global Relations
Patients and their families often need more information than they typically receive during a health care visit. At the same time, health care providers have less time to spend educating their patients. The Lamar Soutter Library is working to address the needs of patients and their health care providers by improving access to quality health resources. The Library is taking a health literacy leadership role by providing health literacy awareness training, readability consulting, and other services to the UMMS community of students, faculty, researchers, and clinicians.

Health literacy is defined by the Department of Health and Human Services as the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions and services needed to prevent or treat illness.

The Lamar Soutter Library sees its role in health literacy and consumer health as facilitating the process in which our primary users (faculty, clinicians, students, and staff) use and communicate basic health information in the learning, teaching, and health care delivery environments. We also see our role as providing consumer health information to patients and their families, both through a Web presence and physical print collections. Through Outreach Services and our Collections, the library can build on our existing strengths and best serve our users.

**Outreach**
The library collaborates with those working directly with patients to raise awareness of consumer health resources, health literacy, and the readability of patient education materials.

Librarians are working with the UMass Memorial Health Care Patient Education Committee to improve the readability of patient education materials. Our work has involved processing documents through the readability software purchased by the library and training members of the patient education committee to use the readability software to process their own documents.

**Consumer Health Collections**
The Library currently maintains Consumer Health print collections in the Lamar Soutter Library and the Pediatrics Library. There is also a Consumer Health section of the Website (http://library.umassmed.edu). Goals in this area include updating, refreshing, and re-focusing the current consumer health collections, providing relevant and easily accessible print and electronic resources for patients, their families, and the general public to consult when seeking health information.

The Lamar Soutter Library is addressing the gap between the health information available in print, online, and from health professionals, and the ability of patients and their families to understand and act on the information to live healthier lives. This is accomplished by improving access to quality health resources, and by taking a health literacy leadership role at the University of Massachusetts Medical School (UMMS) by providing awareness training, readability consulting, and other services to the UMMS community of students, faculty, researchers, and clinicians.

*By Penny Glassman, Head, Technology Initiatives, Community, Technology & Global Relations*
Pediatric Library Still Going Strong

The Pediatric Family Resource Library is a consumer health library and is part of the UMass Medical School Lamar Soutter Library. The Pediatric Library was developed from a collaboration between the Lamar Soutter Library and UMass Memorial Children’s Medical Center. The UMass Memorial Children’s Medical Center is the only major tertiary care pediatric medical service in Central Massachusetts. The Pediatric Library opened in January 2002 with grant funding from the Massachusetts Board of Library Commissioners. Subsequently, it received other grant funding and at the present it is sustained by the Lamar Soutter Library.

Parents need information about their child’s health and access to medical literature is a high priority for families. Parents need to be able to distinguish between accurate and inaccurate health information to support their health care decision making. This knowledge gives families a sense of control and can help them become active partners with their health care providers.

The Pediatric Family Resource Library offers a collection of reference services and pediatric resources for parents and other family caregivers interested in learning more about children’s health care issues. Staff members teach parents how to find and use quality health information on the Internet and to give them the tools to evaluate that information.

The Pediatric Library has print resources as well as Internet access. Users can address questions directly to knowledgeable medical librarians and make requests to borrow books and videotapes. The library has a comprehensive collection of books, pamphlets, and audiovisual materials. Books and videos can be borrowed for three weeks. Postage-paid mailers are provided to return the books.

Experienced medical librarians and specially trained parents provide reference service for the patients, their families and their health care providers at the Children’s Medical Center. Patrons can request information by calling or emailing us. We do Internet searches, MEDLINE and other database searches, obtain articles from the medical school library, and locate needed materials, books, and videotapes. We provide Internet training for those families who request it.

By Nancy Harger, Librarian, Community, Technology & Global Relations