

# Best Practices in Launching Health Equity and Access Projects in Rural Libraries

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Wyoming Center  
on Aging

# Barriers to Health Equity

- Limited transportation
- Long distance to nearest health care facility
- Limited internet for tele-health options
- Health insurance coverage

Reference: <https://www.ruralhealthinfo.org/topics/healthcare-access>



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# Potential Strategies to Address Health Equity



## Transportation

### RIDE UNITED WITH WYOMING 211



Wyoming 211 has partnered with United Way Worldwide and Lyft to address pressing transportation needs to help people access services for specific and needed situations, such as essential medical services, complete education programs, get to job interviews, and more.

#### WHO

Limited rides may be available to assist clients getting connected to needed services and **should not be used for long distance and/or on-going transportation needs**. The 211 Specialist will explore long-term transportation options for future needs, if needed.

At this time, transportation services are only available in Laramie County, Albany County, and (somewhat limited availability in) Natrona County.

#### WHAT

The following list details use cases for riders to be eligible for the Ride United Transportation Access program. This is not an exhaustive list. *Call 211 for more information.*

##### Health

- Medical/dental/eye appointments and testing
- Mental health support
- Substance use support
- Pharmacy services
- Apply for Medicare/Medicaid/CHIP
- COVID vaccination and booster appointments

##### Employment

- Job Interviews
- Commuting to/from work
- Pre-employment needs (i.e. fingerprinting, etc)

##### Food Security

- SNAP/WIC applications/interviews
- Grocery store/food pantry visits

##### Education

- Commuting to/from school or daycare

##### Legal

- Commuting to/from court proceedings/counsel
- Court ordered community service

##### Housing

- Accessing/maintaining benefits (vouchers, etc)
- Emergency shelter

##### Economic Stability

- Record Obtainment (SSN, birth/death cert., etc)
- Transportation services (DMV, car repair, etc)

#### WHEN

Rides can only be scheduled between these hours:  
Monday - Thursday, 8:00 a.m. - 5:30 p.m. and  
Friday, 8:00 a.m. - 4:30 p.m.

#### HOW

Client calls or is referred to 211 to request transportation assistance for and eligible use case. 211 Specialist assesses client eligibility and schedules or dispatches a free or discounted Lyft ride on behalf of the client. Client receives a text message when the ride is on its way.

#### HELPFUL TIPS

##### What happens when an agency calls for Lyft?

Agencies who help individuals that meet our rider criteria can engage us directly to schedule rides on behalf of their clients.

##### How quickly can rides be scheduled?

Riders who fit our service criteria can often receive rides immediately, sometimes even while they are on the phone with our Specialists. Riders can schedule rides up to seven days (during business days/hours) into the future and are able to schedule return rides, when appropriate. Contact our Community Resource Specialists to learn more.

##### What if a client has never utilized Lyft before?

211 Specialists are careful to describe the process of accepting a ride to clients new to the Lyft process. We help explain the basics of utilizing Lyft to ensure clients successfully connect with their driver and recognize that they cannot modify the ride once scheduled.

##### Why must clients have text/phone with service?

Lyft communicates all updates to the client via text or with a phone with service, informing them of pick-ups and driver details, ensuring that the client gets the ride they need. If there are changes to the driver or pick-up, those details are also sent via text or a Lyft agent relays information over the phone to client. We have no other way to share this information with riders.

##### How can you help?

Please use discretion when referring clients to us and **exhaust all other transit options first**.

Please inform clients that a referral will not result in a guaranteed ride, as rides are based on funding available to us.



WWW.WYOMING211.ORG



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# Potential Strategies to Address Health Equity



## Who Is Eligible for the Emergency Broadband Benefit Program?

A household is eligible if a member of the household meets *one* of the criteria below:

- Has an income that is at or below 135% of the Federal Poverty Guidelines or participates in certain assistance programs, such as SNAP, Medicaid, or Lifeline;
- Approved to receive benefits under the free and reduced-price school lunch program or the school breakfast program, including through the USDA Community Eligibility Provision in the 2019-2020, 2020-2021, or 2021-2022 school year;
- Received a Federal Pell Grant during the current award year;
- Experienced a substantial loss of income due to job loss or furlough since February 29, 2020 and the household had a total income in 2020 at or below \$99,000 for single filers and \$198,000 for joint filers; or
- Meets the eligibility criteria for a participating provider's existing low-income or COVID-19 program.

Reference: <https://www.fcc.gov/broadbandbenefit>



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# Potential Strategies to Address Health Equity



Broadly advancing telehealth

- Schools
- Libraries
- Wyoming Telehealth Network

**DISCLOSURE:**  
The WYTN does not coordinate care, make recommendations, or make referrals to providers. If you would like to schedule a telehealth visit, please contact your provider directly. Our Provider Directory lists the contact information of providers who have enrolled in the Wyoming Telehealth Network, and requested to be added to the directory.

**FOR INSURANCE & INITIAL VISIT INFORMATION:**  
For information on insurances accepted by individual providers, and whether a face-to-face initial appointment is required, please contact the provider's office directly.

Last, First Name:  Specialty:  Location:

Show  entries Search:

Last, First Name	Credentials	Specialty	Phone #	Location	Facility	Contact
Bartholomew, Dean	MD	Family Practice	(307) 754-3721	Powell	307Heath Direct Primary Care	https://307health...
Hipsak, Michelle	NP	Mental Health / Counseling	(307) 337-1173	Casper	A Beautiful Mind LLC	https://abeautiful...
Swanton, Lori	PT	Physical Therapy	(307) 213-9595	Cody	Ability Physical Therapy, LLC	https://www.abilit...
Titus, Jenny	NP	Psychiatry	(888) 504-4074	Worland	Advanced Practice LLC	https://www.advanc...
Brown, Lynda	PT	Physical Therapy	(307) 587-9866	Cody	Advantage Rehab	https://physicalthe...
Marchant, Angela	PT	Orthopedics	(307) 587-9866	Cody	Advantage Rehab	https://physicalthe...
Mason, Peter	PT	Orthopedics	(406) 291-3729	Cody	Advantage Rehab	https://www.physic...
Aguirre, Ashleigh	RN	Family Practice	(307) 766-3313	Laramie	Albany Community Health Clinic	https://albanycom...
Doherty, Katie	RN	Family Practice	(307) 766-3313	Laramie	Albany Community Health Clinic	https://albanycom...
Green, Sarah	PCSW	Mental Health / Counseling	(307) 766-3313	Laramie	Albany Community Health Clinic	https://albanycom...
Halsey, Nancy	NP	Family Practice	(307) 766-3313	Laramie	Albany Community Health Clinic	https://albanycom...



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# Public Libraries as Key Partners for Advancing Health Equity

- 96% of the US population lives in a public library service area
- 52% of the US population has visited a public library

Reference: <https://ajph.aphapublications.org/doi/10.2105/AJPH.2020.306004>



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# Wyoming Library System

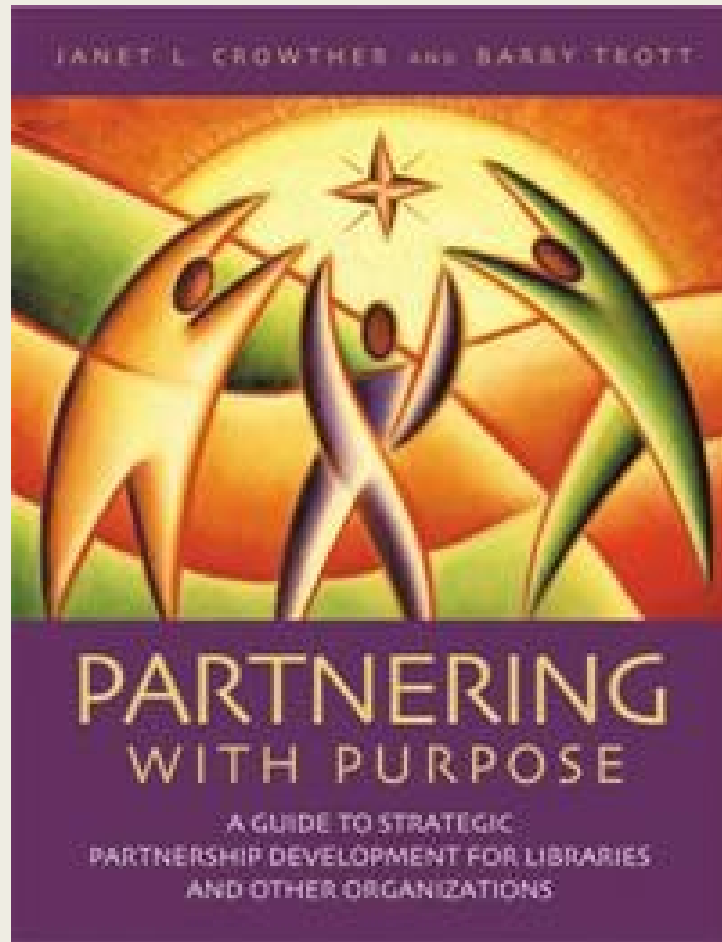
- ALL 23 counties
- 67 public libraries



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# PARTNERING WITH PURPOSE: A GUIDE TO STRATEGIC PARTNERSHIP DEVELOPMENT FOR LIBRARIES AND OTHER ORGANIZATIONS



Reference: <https://publisher.abc-clio.com/9780313040931/>



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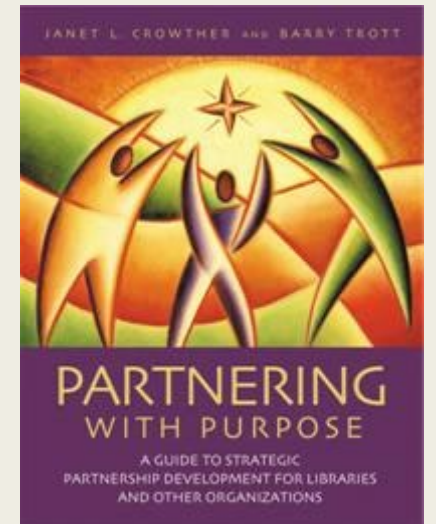
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# Williamsburg Regional Library Partnership Model

- Principle 1: Define "Partnership" for Meaning in Your Library
- Principle 2: All Sectors of the Community Are Potential Partners
- Principle 3: Partnering with Purpose
- Principle 4: Partnering Is Centrally Coordinated and a Formal Process
- Principle 5: Partnership Development Is a Librarywide Strategy

Reference: <https://publisher.abc-clio.com/9780313040931/>



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# Wyoming Best Practices

- Contacted ONE county library system
  - *Gauged interest*
  - *Found out there is something called Library of Things*
  - *Determined feasibility*
  - *Worked on policies, procedures, materials to include in kit*
- Attended the Wyoming Library Association Conference
  - *Hands on demonstration of kit*
  - *Provided information during Library of Things education session*
  - *LOTS of discussion with librarians*



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# Wyoming Library Association Conference



Kara & Kevin demonstrating kit



Natrona County Library of Things Presentation



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# Wyoming Best Practices – Things to Understand

- Wyoming libraries all use the same check-out system
- Wyoming libraries all have very limited funding – mill levy from the county
- Librarians are COOL – they want to be the go-to place in their community
- Each county does things differently – but with a similar mission
- All are very organized
- Build a relationship with them first – don't bombard them
- They are deliberate and want to ensure that things have a process, and all boxes are checked



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# Wyoming Best Practices – Things to Understand

- Libraries are run by an Executive Director and have a Board of Directors that are public members
- Authorization for implementation
- Library policies and procedures
- Library staff training
- Make it a Turnkey Project

# Wyoming Best Practices – Things to Understand

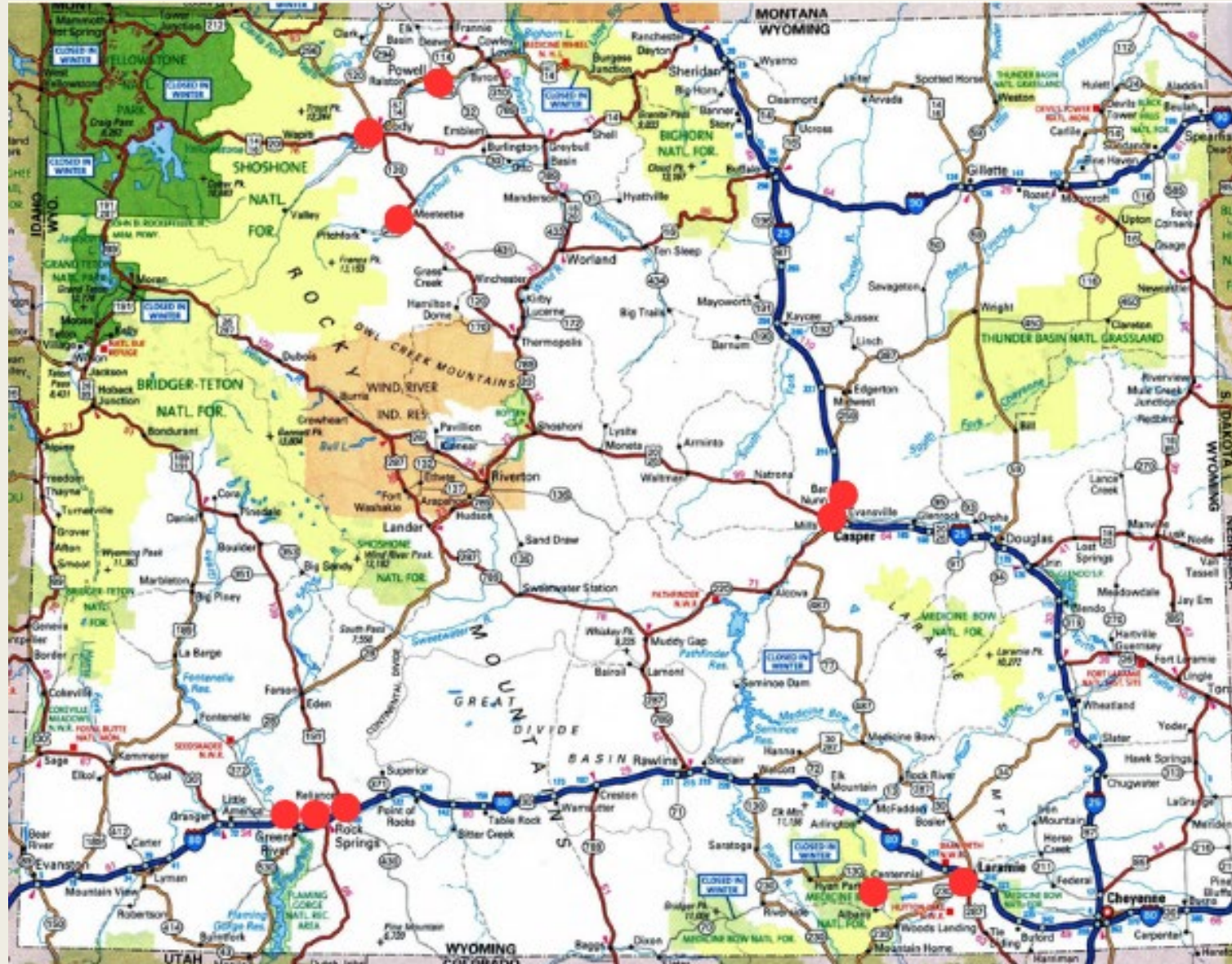
## What we planned for

- 4 library pilot project by June 30, 2023

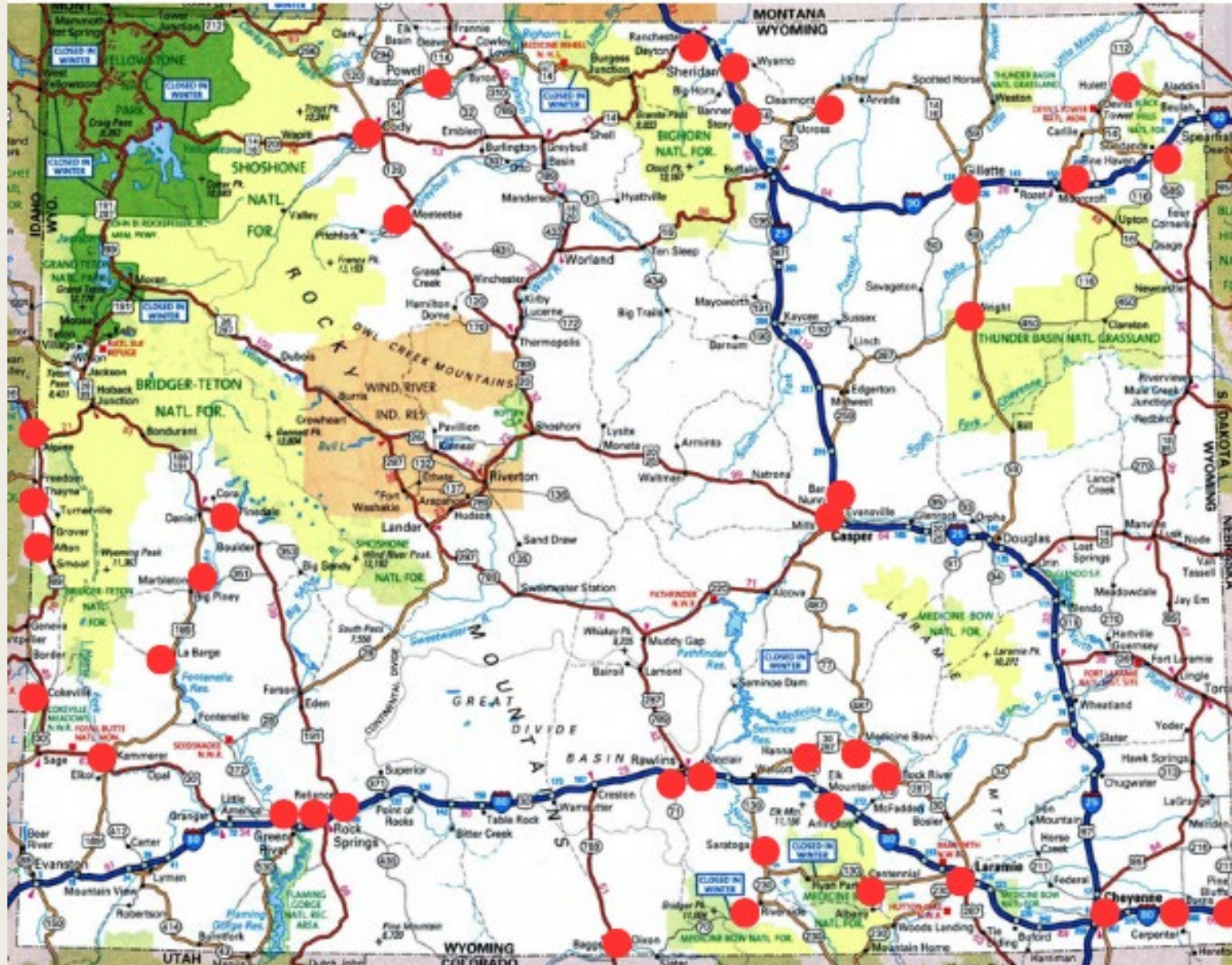
## What happened

- EXCITEMENT at Wyoming Library Association Conference
- 23 county implementation by June 30, 2023

# Project Progress - December 2022

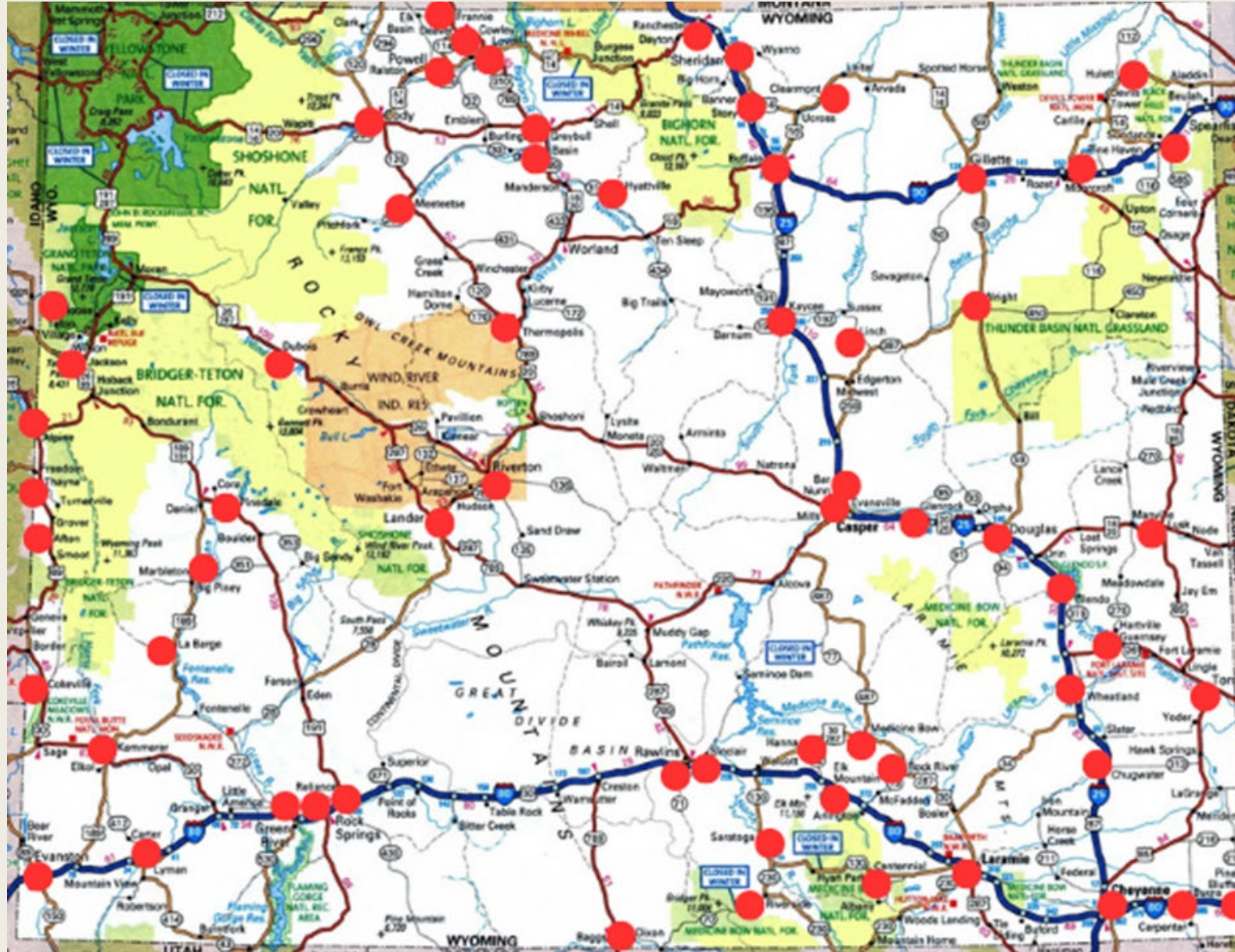


# Project Progress – March 2023





# Project Progress - June 2023



# Library Blood Pressure Kit Program

- Tackle box and components
  - *Blood pressure cuff*
  - *Manual in English and Spanish*
  - *Patron bag with materials*
- Marketing
  - *Flyers for library and community*
  - *Bookmarks*
  - *Social media ads*
  - *Letter and flyer to primary care providers in the community*
  - *Letter and flyer to resource partners in the community*
  - *Press release about program implementation*
  - *Flyers are being used at local health fairs*



# Library Blood Pressure Kit Program

## SELF-MONITORED BLOOD PRESSURE



Learn how to take your blood pressure, discover the importance of knowing your numbers, and explore resources in Campbell County.



This kit is for educational and informational purposes only. The Campbell County Public Library System and Healthier Wyoming cannot diagnose cardiovascular related illness.

*If you are experiencing symptoms of heart attack or stroke, please call 911 immediately.*

This program has been brought to you by a collaboration with the Campbell County Public Library System, Wyoming Department of Health and The Wyoming Center on Aging.



**Campbell County LIBRARIES**  
Gillette • Wright



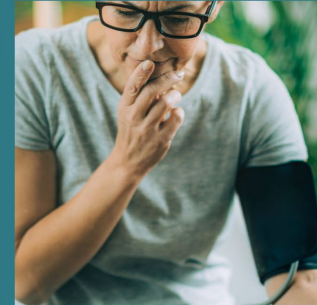
This material was supported by the cooperative agreement award, NU58DP006551 for the Wyoming Department of Health, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

## Presión arterial autocontrolada



**Conozca cómo medirse la presión arterial, la importancia de conocer sus valores y los recursos en el condado de Carbon.**

**Este kit es únicamente para fines educativos e informativos. Las Bibliotecas Públicas del Condado de Carbon y Healthier Wyoming no pueden diagnosticar enfermedades cardiovasculares.**



*Si presenta síntomas de un ataque cardíaco o un derrame cerebral, llame al 911 inmediatamente.*

Este programa ha sido traído a usted por una colaboración con la Biblioteca del Condado de Carbon, el Departamento de Salud de Wyoming y el Centro de Wyoming sobre el Envejecimiento.



Este kit fue respaldado por el premio del acuerdo de cooperación, NU58DP006551 para el Departamento de Salud de Wyoming, financiado por los Centros para el Control y la Prevención de Enfermedades. Su contenido es responsabilidad exclusiva de los autores y no representa necesariamente la opinión oficial de los Centros para el Control y la Prevención de Enfermedades o del Departamento de Salud y Servicios Humanos.

# Library Blood Pressure Kit Program

NATRONA COUNTY LIBRARY NOW HAS BLOOD PRESSURE CUFFS AVAILABLE FOR CHECKOUT

The Natrona County Library—in collaboration with the Wyoming Department of Health and The Wyoming Center on Aging—is now offering blood pressure cuffs for checkout and self-monitoring at home!

Included in these kits are a blood pressure cuff, easy-to-read instructions on how to properly use the cuff, educational material about high blood pressure, and local resources. Library cardholders can place a hold request on a blood pressure kit and check it out at any branch for up to 30 days.



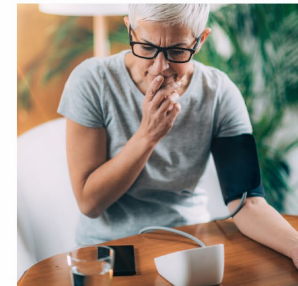
GET TO KNOW YOUR NUMBERS



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Your Converse County Library now has blood pressure cuffs available for checkout!



Get to know your numbers!

**Kits include:**

- Blood pressure cuff
- Easy-to-read instructions
- Educational materials
- Local resources


This program has been brought to you by a collaboration with Your Converse County Library, Wyoming Department of Health and The Wyoming Center on Aging.




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# Library Blood Pressure Kit Program

**LARAMIE COUNTY LIBRARY**



Get to know your numbers!




Laramie County Library System in collaboration with the Wyoming Department of Health and The Wyoming Center on Aging is now offering blood pressure cuffs for checkout and at home self-monitoring!

**Kits include:**

- Blood pressure cuff
- Easy-to-read instructions
- Educational materials
- Local resources

**LARAMIE COUNTY LIBRARY**

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Get to know your numbers!



Cokeville Branch Library in collaboration with the Wyoming Department of Health and The Wyoming Center on Aging is now offering blood pressure cuffs for checkout and at home self-monitoring!


**Kits include:**

- Blood pressure cuff
- Easy-to-read instructions
- Educational materials
- Local resources


**CROOK COUNTY LIBRARY**

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The Moorcroft Branch Library now has blood pressure cuffs available for checkout!



**GET TO KNOW YOUR NUMBERS!**



**Kits include:**

- Blood pressure cuff
- Easy-to-read instructions
- Educational materials
- Local resources



This program has been brought to you by a collaboration with the Moorcroft Branch Library, Wyoming Department of Health and The Wyoming Center on Aging.

**CROOK COUNTY LIBRARY**

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The Sublette County Libraries now have Blood Pressure Cuffs available for checkout!

Get to know your numbers!

**Included in these kits are:**

- A blood pressure cuff
- Easy-to-read instructions on how to properly use it
- Educational material about high blood pressure and accessing local resources

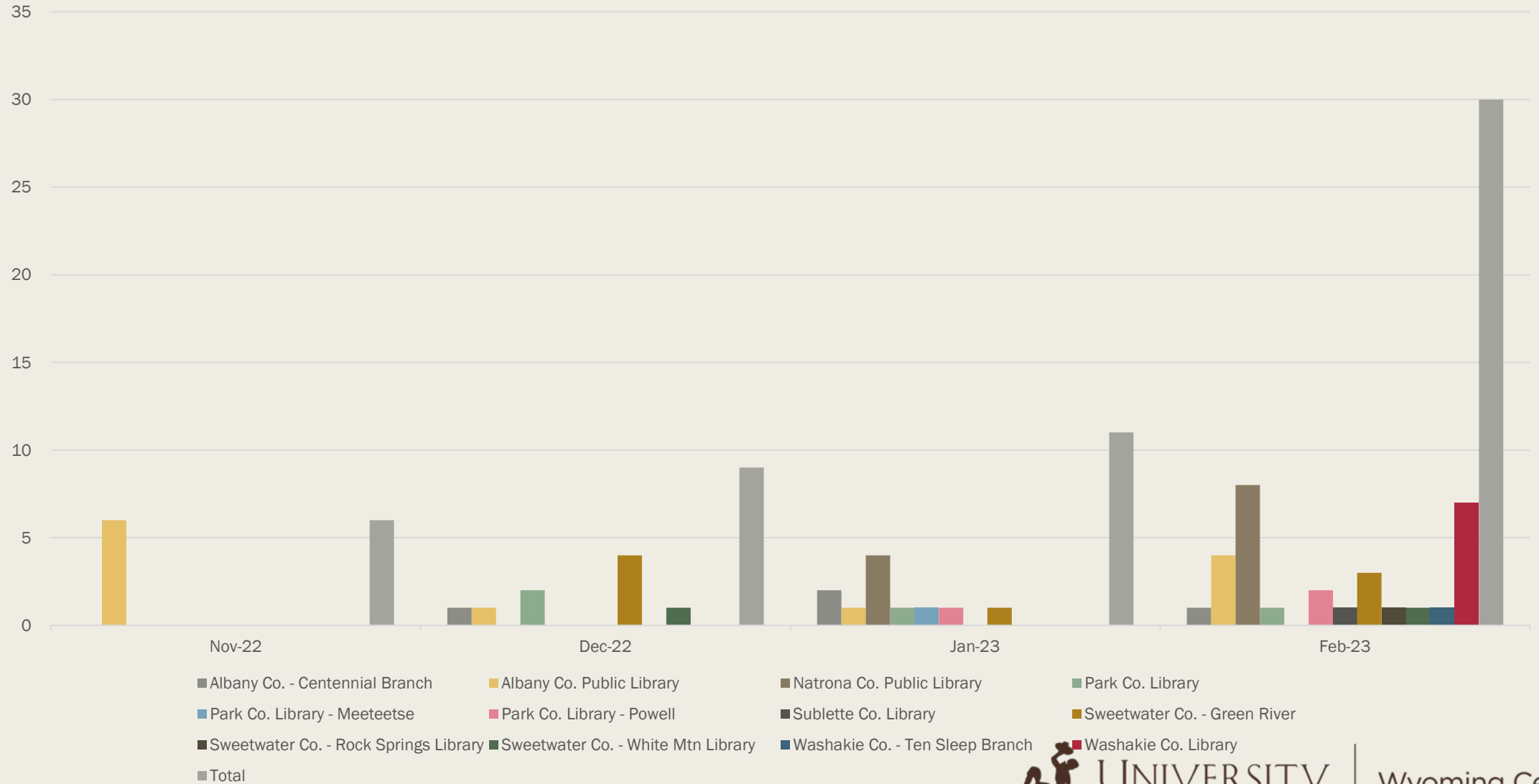
**Borrow one with your library card.**

Check out a blood pressure cuff kit from the Pinedale or Big Piney libraries for up to 30 days.

**Sublette County Libraries**

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## Wyoming Library Blood Pressure Cuff Checkouts

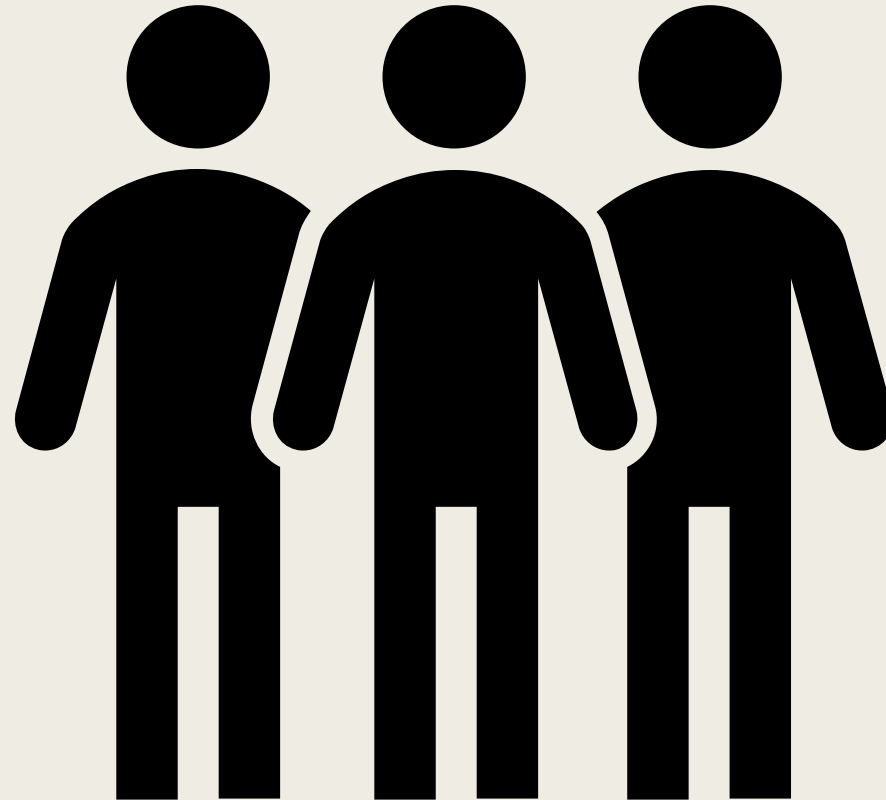


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# What has this led to?

- Increased awareness
- Collaborations
- Partnerships



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# Collaborations

- Healthy Heart Ambassador Program
  - *Cent\$ible Nutrition*
  - *UW Extension Offices*
  - *Natrona County Public Health*
  - *HealthWorks*
  - *Senior Centers*

**Get on track  
with  
healthier  
eating habits**



**Blood Pressure**

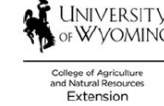
## **Self-Monitoring Program**

Invest in your health! Receive support in establishing the habit of self-monitoring your blood pressure this 4 month long program.

This program includes consultations with a program facilitator, weekly check-ins and nutrition education seminars.

Classes will be held at:  
204 West Main Street  
Newcastle, WY 82701

For more information or to enroll contact:  
Crystal Zerbe  
(307) 746-3531  
cjorda20@uwyo.edu



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# Other Partnerships

- Public Health Nursing
- Senior Centers
- Community Cares Events

# References

- [Public Libraries as Key Partners for Advancing Health Equity | AJPB | Vol. 111 Issue 1 \(aphapublications.org\)](#)
- [Partnering with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations \(abc-clio.com\)](#)
- [Integrated Approaches to Improving Rural Health Equity and Access - National Council for Mental Wellbeing \(thenationalcouncil.org\)](#)
- [Evidence-Based Toolkits for Rural Community Health - Rural Health Information Hub](#)
- [Best Practices in Health Equity \(hqin.org\)](#)

# Questions

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[www.uwyo.edu/healthierwyo/](http://www.uwyo.edu/healthierwyo/)

