

REFORMA NATIONAL CONFERENCE

PRE-CONFERENCES

Thursday, September 18 1 p.m.-5 p.m.

Advocacy Institute

Looking to improve your advocacy skills? Want to meet fellow library supporters from across the country? Get the tools to become an effective library advocate at the Advocacy Institute. Attendees will leave with an action plan that they can implement in their communities or campuses.

Thursday, September 18 1 p.m.-5 p.m.

Combating Health Disparities: the Role of the Librarian

Chair: Karen Vargas, Michelle Malizia and Siobhan Champ-Blackwell

The goal of this hands-on computer class is to learn about health disparities that affect people of Latino cultures, and the role librarians can play in health information literacy. The preconference will begin with a discussion of the variety of health disparities that affect people Latino people in the United States. Following will be an explanation of health information literacy and why it is important. The program will include techniques and exercises for evaluating health information. At the end of the program, there will be a review of reliable health information websites in English and Spanish with hands-on exercises.

Thursday, September 18 1 p.m.-5 p.m.

Research into Practice: Latino Perception of Public Libraries and their Public-library Use

Chair: Laura Staley, Project Coordinator, Spanish Language Outreach Program, WebJunction; Harry P. Pachon, Ph. D.; Teresa Taningco, Ph.D.

Join us for an informative session about the newly released *Latino Perception of Public Libraries and their Public-library Use Research Report*. The report, commissioned by WebJunction and completed by the Tomás Rivera Policy Institute, looks at how Latinos perceive public libraries and public access computing. Dr. Harry Pachon, Ph.D. from TRPI will provide an in-depth analysis of the study results followed by discussions and brainstorming sessions about how to best use the study results to inform strategic planning, marketing, and programming. A copy of the published report will be provided to each attendee.

Thursday, September 18 9 a.m.-5 p.m.

Adelante! Library Services for Your Latino Communities

Chair: Jacqueline Ayala, Dr. Camila A. Alire, ALA President Elect

Are you prepared to engage the Latino residents in your area with top notch public library service? Have Latinos traditionally been an underserved demographic in *your* community? Or are you dealing with an influx of Latino residents that were not present a few years ago? This preconference is for you and provides tips/hints on promoting services by developing a rationale for Latino services; completing Latino community analysis; conducting aggressive outreach; developing successful partnerships and programming. Presented by the co-authors of *Serving Latino Communities, 2d ed.* Signed books will be available for discounted price to preconference attendees.