HealthAware and DiasMundialesDe: promoting health awareness through social media and collaboration around the world

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Australian HealthAware (HA) and Spanish DiasMundialesDe (DMD) are two web resources created by Health Librarians to collect and disseminate information on health promotion. Using international days dedicated to diseases as a starting point, they emerged separately (on opposite sides of the world) as they saw the need to collect and review online information on health promotion. HA is characterized by its global focus of event information, and DMD specialises in selecting days and expanding information. Though results differ, they share basic principles in source selection; revisions; web 2.0 dissemination to health professionals and citizens; and preparation by health information specialists. They met through Twitter and found through collaboration a complementary vision and have reaffirmed the benefits of cooperation. Transformation in the world of information requires reorienting library functions to new challenges where they can generate new and dynamic information resources. The aim of the presentation is to show, compare and contrast ways that two projects have spread health awareness information using web 2.0 tools and social media. We have emphasised and refocused medical libraries functions and services to generate quality information that is proactive and timely. In addition, the benefits of cooperation with other professionals in a multidisciplinary framework were realised during the generation of these resources.