Community Outreach Regional Symposium

Last year, I was lucky enough to attend the National Library of Medicine's Community Outreach Symposium. [See *http://medstat.med.utah.edu/symposium/* for the webcast and articles] It was a wonderful experience, and a time to learn by listening to others who have done outreach, and had expertise in evaluation. This year, the MCR is holding a regional symposium. Part of the day will be spent in listening to experts, but a large part of the day will be spent in actively working toward solutions.

Our invited keynote speaker is Valda Boyd Ford, Director of the Office of Community Partnerships & Multicultural Affairs at the University of Nebraska Medical Center. In this position, she is responsible for developing community collaborations around health issues, especially focusing on underserved populations. She is an exciting and inspirational speaker who will energize all in attendance.

Our second speaker will be someone more familiar to you, Betsy Kelly, our Assessment and Evaluation Liaison. Betsy's understanding of proposal writing, her ability to develop assessment and evaluation tools that are meaningful and measurable, and her understanding of community needs will contribute insight in evaluating community outreach efforts.

Public Library and Public Health Outreach

Susan Barnes
Acting Assistant Director, Outreach Evaluation Resource Center
sjbarnes@u.washington.edu

For the past three years, the eight regions of the National Network of Libraries of Medicine (NN/LM) have been assessing their initiatives to expand health information access for two populations: the public and the public health workforce. The broad strategy for approaching these dauntingly large and diverse groups has been to work with interme-

After an enjoyable lunch, the afternoon will be spent using the "Café to Go" process of small group work. We will break up into small groups of 10-12 and work on answering questions related to creating collaborations with community organizations. The input of the group members will lead to innovative and creative solutions toward creating and implementing strong partnerships aimed at bringing health information to the community. At the end of the day, we will gather together to share the highlights of the small group work. [See *http://www.theworldcafe.com/* for more on the "Café to Go" Process]

We hope that the description of this symposium excites you. It is being held October 11 to precede the Mountain Plains Library Association Conference. Attendance is open to medical and public librarians, and registration is free. Please consider attending this valuable one day symposium in beautiful Jackson Hole, Wyoming to listen, learn, and provide input on how to build partnerships.

For more information contact Mary Henning, *henning@uwyo.edu*, or Siobhan Champ-Blackwell, *siobhan@creighton.edu*

-S Champ-Blackwell

diaries. In the Public Libraries Outreach Initiative, Regional Medical Libraries (RMLs) are conducting activities to build public libraries' capacity to help their communities find quality health information. In the second initiative, the Public Health Outreach Initiative, RMLs are working with public health agencies. These two initiatives have included similar activities: training; promotion of the National Library of Medicine's resources; and partnerships with health science libraries. Two task force reports served as these initiatives' starting points, and you can read both on the web at (http://nnlm.gov/evaluation/outreach/publiclibraries/) and (http://nnlm.gov/evaluation/outreach/publichealth/).

At the Medical Library Association's 2005 Annual Meeting in San Antonio, RML representatives reviewed progress made on these two initiatives. To provide training and promotion of NLM resources through the Public Libraries Initiative, RML staff and consultants created a series of four **Consumer Health Classes for Public Libraries**. Curriculum materials—including scripts, slides, handouts, and exercises—are available on the web for each class module:

- **Prescription for Success: Consumer Health on the Web.** A hands-on introduction to web resources from NLM, professional medical associations and advocacy groups. Also includes pharmaceutical information for consumers, drug-interaction databases and herbal information. (http://nnlm.gov/train/consumer/prescription/)

- **From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet.** A hands-on course about the importance of evaluating health web sites. Includes evaluation criteria. (http://nnlm.gov/train/consumer/snakeoil/)

- **Looking in All the Wrong Places: PubMed for Public Librarians.** A hands-on overview of basic search techniques plus how to obtain full-text articles. (http://nnlm.gov/train/consumer/pubmed/)

- **Beyond an Apple a Day: Providing Consumer Health Information in the Public Library.** A hands-on class addressing information-seeking behaviors, the reference interview, disclaimers, privacy, and marketing. Provides recommendations for core reference materials. (http://nnlm.gov/train/consumer/apple/)
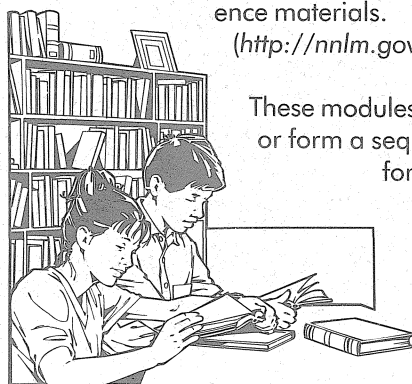
These modules, designed to stand alone or form a sequence, are all approved for Medical Library Association continuing education credit and are part of MLA's Consumer Health Specialization Program. They have been used in 154 sessions for public library staff and have received substantial positive feedback.

RML staff also created the **Public Libraries and Community Partners** site at (http://nnlm.gov/libinfo/community/). This guide to encourage health information partnerships between public libraries, the National Network of Libraries of Medicine, and local health or community-based organizations is filled with strategies for developing and evaluating programs.

Meanwhile, the public health workforce received attention from RML staff through the Public Health Initiative. **Public Health Information and Data: a Training Manual** is available on the web at (http://phpartners.org/phid_manual.html) along with an accompanying web-based tutorial. Curricula include:

- "Staying Informed About News in Public Health," by Kris Alpi, New York City Department of Health and Mental Hygiene;
- "Finding Information for Others: Health Education Resources," by Molly Youngkin, MidContinental Region, National Network of Libraries of Medicine;
- "Finding Public Health Statistics and Data Sources," by Catherine Selden, National Library of Medicine; and
- "Supporting Decisions with Best Evidence," by Nancy Allee, University of Michigan.

These have been used in 34 training sessions across six regions. While the public health sector is a challenge, featuring a wide range of information needs and a chronic shortage of library services, state health agencies in 62% of all U.S. states and territories received outreach from RML staff—through the training manual and via classes devoted to PubMed and MedlinePlus. Of the public health workers who attended classes and responded to a follow-up survey, the majority said the classes improved their search skills and confidence. More than half used the resources after receiving training, more than half showed PubMed to others, and 75% showed MedlinePlus to others.

We encourage you to visit the **Public Libraries and Community Partners** site, the **Consumer Health Classes for Public Libraries** curricula, and **Public Health Information and Data: a Training Manual**. Feel free to use these in your outreach and training efforts, and be sure to contact your Regional Medical Library office at 1-800-338-7657 for more information or to find out how classes can be brought to your community.

Training Tips from Marty

This issue's column will take a different direction. While most of us are aware of the basics of presentations, I'd like to take this opportunity to share a few tips on the logistics of training, which, like many things can be applied to the logistics of our lives.

Where in the world is???

Maybe you'll have the opportunity to present at a location with which you are unfamiliar. By now, most of us know how get the driving directions by going to (http://www.mapquest.com). Let's take that a step further. You don't have a GPS navigator in your car? Then simply record the directions on a handheld recorder, or a PDA, or a phone, and you'll be able to play them back to yourself without having to *read* the directions while you're driving.

And this is downright scary. You could go to Google Maps. (*http://maps.google.com/*) You could, for example, put in the zip code of the place you're looking for, or even a building name, like a conference center. Google Maps will not only show you a map, but by clicking on Satellite, you can see a satellite view of the map. This is so precise, I can see the roof of my house, make out the patio, and count the trees on my street. Thank goodness, you can't see the weeds in my garden! Anyway, a little more information to help you in getting around!

Details, Details, Details

What about all that information in an e-mail that you want to move to your PDA and add to an appointment? Lucky me. I can be in the Inbox of my Lotus Notes, click on a message and drag it to my Calendar on Lotus Notes. I'm then prompted to schedule a meeting/appointment, where I add the date/time/location. To this entry, the text of the e-mail message is automatically added. No cutting and pasting. This entry then syncs up with my PDA. Talk about information at your fingertips!

Keeping Track of Clients/Customers/Patrons

Whether you need to keep track of patrons in one building or throughout a state, think about creating a little spreadsheet for use on your PDA. If your PDA doesn't come with a spreadsheet feature, consider buying something like "Documents to Go" to maximize your PDA portability. My spreadsheet contains the names of the different institutions/organizations I work with grouped by the type of library they have, i.e. public, hospital, etc. Each row, then, has the name of the institution or organization, the name of the contact point and when I last met with or spoke with them. This prevents me forgetting a name right before a meeting!

And do you have a "picture Rolodex?" This is just an enhancement of my regular Rolodex with business cards that people give me. Try this, if you want to remember what someone looks like, although you may only see them infrequently. Go to Google. Type a name in the query box and click on "Image." Assuming you come up with an image of that person, print it, cut it out and put it on the back of the person's business card or business information. You won't forget next time.

Well, as you read this, you may be thinking that I'm a pretty forgetful person. Hopefully with these "tricks," it won't be so obvious! And do you have any favorites to share? Feel free to send them in. A good trainer is always open to some new ideas!

-M Magee

Dana Abbey Starts New Position as RML Consumer Health Liaison

Dana Abbey

A Colorado native, Dana received her BA in English from Metropolitan State College of Denver in 1990, and her MLS from Emporia State University in 1994.

Dana has a background in public libraries, holding positions as a librarian, manager, and acting director responsible for strategic planning, development, operating management, new service development, marketing, promotion and leadership. She has worked in prescription drug monitoring field managing a virtual operations team of 10 employees in three states developing product and training manuals for end-users, sales, customer care and data entry, and served as lead instructor for client and employee training modules. As a library consultant, she provided pre-planning studies, collection projections, collection management, and storage and specifications planning for corporate and specialized libraries.

She looks forward to working with the regional liaisons to facilitate and develop quality Consumer Outreach activities. Dana is based at the University of Colorado Health Sciences Center, Denison Library.

Intro to LinkOut

A medical student enters the library needing information for his report the next day. He searches PubMed for his topic and receives 500 citations. Next to some of the citations, an icon for the local library appears – notifying him that those articles are available immediately, either in electronic and/or print format. Next to the complete results list, a tab tells the student that 74 articles are located at the local library. After choosing several articles under the library icon, the student finds several more articles that interest him but are not readily available from the local library. Therefore, he requests those articles from the local library's Interlibrary Loan Department via PubMed.

Does the above story sound too good to be true? Not at all. Recent developments in LinkOut, Outside Tool and Document Delivery Service (DDS) by the National Center for Biotechnology Information (NCBI) at the National Library of Medicine (NLM) allow library users to connect to local resources that are listed in PubMed and also link the users to a wide variety of local and national web-based resources and services, such as Outside Tool and local document delivery services.

The ability to localize electronic resources for user groups is becoming more and more popular among both librarians and library users. For library users, the localization provides a way to be instantly connected to local resources. For librarians, the localization allows the spotlighting of unique collections or the ability to direct researchers to resources of interest.

NLM provides a variety of special URLs and My NCBI filters that allow libraries to "localize" PubMed. The special URLs can be placed on a library's web site allowing users to activate the library's profile in PubMed. The My NCBI filters enable the local library to mark the appropriate citations and allow them to be grouped together in a unique results tab.

Localization can be used in a variety of ways:

- A small hospital library uses a special URL to display library holdings and also automatically applies its library icon to all PubMed citations with links to free full-text, clearly marking all articles available to its users.

- A departmental library at a large institution uses a filter tab to group departmental holdings and a special URL to display a link to the institution-wide link resolver on PubMed citations. Users recognize which articles are immediately available and can locate or order others.

- A hospital library selects two additional filters besides its library holdings: one filter tab highlights citations with links to National Guideline Clearinghouse materials, of particular interest to clinicians, and another filter tab displays the holdings of the affiliated medical school.

-T Gibbs

The following are some links of interest:

For an overview of LinkOut for Librarians:
(*http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/lkoverview.html*)

For more information about using Filter Selections in My NCBI:
(*http://www.ncbi.nlm.nih.gov/entrez/query/static/help/pmhelp.html#FilterPreferences*)

For more information concerning the use of Special URLs:
(*http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/localizing.html*)

Comments and questions about LinkOut can be sent to *lib-linkout@ncbi.nlm.nih.gov* or
to the Regional Coordinator: *tgibbs@kumc.edu*

Learn to Create Medical Name Authority Catalog Records

Calling all medical library catalogers interested in participating in NACO, the name authority program component of the Program for Cooperative Cataloging. There will be a NACO training session specifically for medical librarians at the Becker Medical Library, Washington University in St. Louis School of Medicine, Sept. 19-23.

This is the first step toward developing a medical library NACO funnel project (a group of libraries that have joined together to contribute name authority records to the national authority file) so that many institutions can contribute their efforts. For more information about NACO go to (*http://www.loc.gov/catdir/pcc/naco/naco.html*).

For more information about this training opportunity contact Marysue Schaffer at *schaffem@wustl.edu*.

A Survey in Your Future

Surveys, questionnaires and polls are all similar tools used to gather information about something of interest to an organization or an individual. Market researchers use them, social scientists use them and the MidContinental Regional Medical Library (MCRML) uses them. Do you? By asking just a few questions you may be able to find out how well your library's services are meeting the needs of your institution and can use that as evidence in discussing budgets and space with an administration that is always thinking about which departments provide the best return on the institution's money.

Conducting a survey begins with understanding the purpose of the survey. Once that is clear the surveyor begins writing questions and considering how the survey taker will be asked to respond. Do you want your respondents to fill in the blank? "I like the library because…." Perhaps you want them to respond to a scale such as "on a scale of one to five please rate this statement: The library is essential to my information activities." (Be sure you tell them which end of the scale is the most positive.) Or maybe you want them to choose the one best answer – "I like the library because A. It provides all the books and journals I need online B. The staff is always helpful C. I don't have a computer so using one in the library is essential." Whatever questions you ask you need them to be unambiguous and to address only one issue at a time.

As you write your survey questions consider the data that will be retrieved. How will you collect the data? What tools will you use to make sense of the data so you can draw conclusions and have an answer to the question that prompted you to conduct the survey. The MCRML administered a 4 page questionnaire in December 2002/January 2003. The questionnaire was designed to help the RML understand our members – the staff and resources they have available, their collections, their education and outreach services and their opinion of various NLM resources and services. Responses from 126 Network Members were manually entered into an Excel spreadsheet and the data was summarized using Excel's built in tools. The data was made available to RML staff via series of web pages within six months of receiving the responses. The final written report was completed nearly 18 months later!

This story is told not to scare you away from conducting a survey but to get you thinking early about what you want to know, how the questions you include will get you that information, what tools you'll need to conduct the survey and tabulate the data and how much time you will need to aggregate and analyze the information so you can answer the question that started you down the survey path.
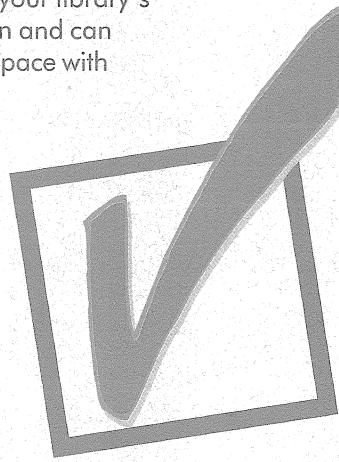
The MCRML will be conducting that questionnaire again soon. This time, however, we will be using Survey Monkey, an online survey tool. We learned through our last effort that our Members have high speed access to the Internet. Therefore we can take advantage of the features of an online tool that collects the data and provides summation of the input. The RML will still have to analyze that data and decide what it means in terms of the services and programs we can offer our members and our region, but the nearly nine months of sending out, receiving back and hand coding the results will be eliminated. The only time will be the period available to our Members to respond – and Survey Monkey will send reminders to the slow pokes!

Survey Monkey is free for anyone needing to conduct a survey of 10 or fewer questions with 100 or fewer respondents. The free version does basic data aggregation and results can be copied and pasted from the web page rather than exported. Additional features such as longer surveys, more respondents, more complex data analysis and exporting are available for a reasonable fee. Subscribers pay $19.99 per month but only for the months that the survey is active.

This is not an endorsement of Survey Monkey (http://surveymonkey.com) but it is the application the RML has used. Over the next year similar resources will be examined and information will be posted on the MidContinental Regional Medical Library web site. Check for updates at (http://nnlm.gov/mcr/about/evaluation/onlinesurveys.htm).

-B Kelly

MLA CD

Seven is the lucky number….lucky for all of us. For those who may have not been able to attend MLA in San Antonio. And for those who attended but may want to see a presentation again.

The MidContinental Region has recently purchased SEVEN copies of the CD containing presentations from the conference. Free for the asking – that is to borrow. Stretch a little – learn something new, and watch for details on the MCR web site: (http://nnlm.gov/mcr/ill/)
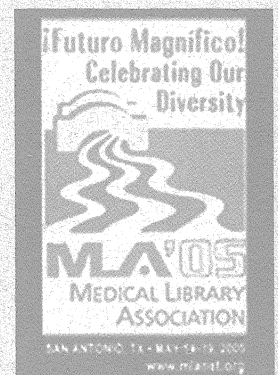
U.S. Department of Health and Human Services and the National Institutes of Health Listservs Provide Wealth of Just-in-time Health Information

Medical issues and the accompanying data are often complex and confusing. With over 395,581 active LISTSERV lists on the Internet[1], the U.S. Department of Health and Human Services and the National Institutes of Health have made locating quality, objective health information listservs easy with just the click of a mouse.

The following are a sampling of listservs that can help you make health decisions that reflect your needs and values, and keep you updated on the latest developments in health-related issues.

CAM at the NIH: Focus on Complementary and Alternative Medicine

A quarterly newsletter published by the National Center for Complementary and Alternative Medicine, National Institutes of Health. NCCAM is dedicated to exploring complementary and alternative healing practices in the context of rigorous science, training CAM researchers, and disseminating authoritative information to the public and professionals.
To subscribe: (*http://www.nccaminfo.org/subscribenewsletter/ addsubscriber.asp*)

CDC Public Health Law News

A weekly e-mail digest from the Centers for Disease Control of current, worldwide news stories, court opinions, announcements and special features related to public health law and legislation.
To subscribe: (*http://www.cdc.gov/subscribe.html*)

Family Violence Prevention Fund Health eNews

This bi-weekly e-newsletter provides up-to-date news and information the healthcare industry's domestic violence prevention efforts, groundbreaking research, programs, policies and technical assistance materials. This publication is funded in part by the Family and Youth Services Bureau of the U.S. Department of Health and Human Services, Administration on Children, Youth and Families.
To subscribe: (*http://action.endabuse.org/fvpf/mlm/signup/*)

healthfinder®

The award-winning Federal web site for consumers offers health headlines and announcements via e-mail. Sign up to receive daily health news headlines or monthly announcements featuring upcoming health observances, health tips, and new online health information resources. Developed by the U.S. Department of Health and Human Services.
To subscribe to daily or monthly health news:
(*http://www.healthfinder.gov/aboutus/listserv.asp*)

Healthy Women Today

A monthly newsletter of the National Women's Health Information Center, a division of the U.S. Department of Health and Human Services. The publication features a variety of links to women's health news, health articles, and specialty pages from their award-winning web site.
To subscribe: (*http://www.4woman.gov/pub/*)

MedWatch E-list

The *MedWatch E-List*, published by the Food and Drug Administration, provides medical product safety alerts. Also includes new consumer-oriented FDA posting related to the safe use of prescription and over-the-counter medicines.
To subscribe:
(*http://list.nih.gov/cgi-bin/wa?SUBED1=medwatch&A=1*)

NIH News in Health

A monthly newsletter bringing you practical health news and tips based on the latest National Institute of Health research. The NIH plays a major role in finding better ways to diagnose, treat, cure or prevent diseases. The practical health information in *NIH News in Health* is based on research conducted either by NIH's own scientists or by grantees at universities and medical schools around the country.
To subscribe:
(*http://newsinhealth.nih.gov/docs/04about.htm#subscribe*)

National Institute of Mental Health

The NIMH mission is to reduce the burden of mental illness and behavioral disorders through research on mind, brain, and behavior. The *NIMH E-News* provides updates on the latest mental health news, research advances, upcoming events, publications, clinical trials, meeting summaries, and more.
To subscribe: (*http://www.nimh.nih.gov/tools/newslistserv.cfm*)

SAMHSA's Family Guide Update

The Substance Abuse and Mental Health Services Administration (SAMHSA) developed the educational web site *A Family Guide to Keeping Youth Mentally Healthy & Drug Free* to support adults-parents, family members, caregivers, teachers, and other youth mentors -in their efforts to promote mental health and discourage drug use among children aged 7 to 18. The Family Guide's e-mail *Update* provides highlights of new items on the web site.
To subscribe: (*http://family.samhsa.gov/main/listserve.aspx*)

The U.S. Consumer Product Safety Commission Email Alert

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products. You can find information on over 4,000 product recalls and recall alerts—be among the first to receive new recalls and safety information. To subscribe: (*http://www.cpsc.gov/cpsclist.asp*)

For additional listservs, visit
(*http://list.nih.gov/cgi-bin/show_list_archives*).

-D Abbey

[1]L-Coft CataList Reference site, last update: 24 August 2005.
(*http://www.lsoft.com/lists/listref.html*)

Technical Notes: e1

- New Book and PDA Version Added to NCBI Bookshelf
- SAMHSA/CSAT Treatment Improvement Protocol Added to NCBI Bookshelf
- New Public Health Information and Data Tutorial Released
- Statistical Reports on MEDLINE®/PubMed® Baseline Data
- Lederberg Papers Expanded on Profiles in Science®
- Turning the Pages now Online
- AHRQ Evidence Report and Systematic Evidence Reviews Added to NCBI Bookshelf
- Language Name Changes for PubMed®'s Displays
- New Web site Design Released for NLM®'s Division of Specialized Information Services (SIS)
- The Albert Szent-Gyorgyi Papers Added to Profiles in Science®
- New Table G Classification Number Added to the NLM Classification
- UMLS® 2005AB Release, June 2005

RSS Feeds Available from PubMed® - e2

See citations retrieved by your PubMed searches.

PubMed's® Single Citation Matcher Enhanced: First Author Search and Autocomplete for Journal Titles Added - e3

Powerful new features.

Full Author Searching Comes to PubMed® - e4

Valuable new searching function.

PubMed Central®: New Journals Participating and New Content Added - e5

New journals participating and content from already-participating journals has been added.

Qualitative Research Added to the Health Services Research (HSR) Search Filters - e6

Find citations on a specific health services research study category.

Clinical Prediction Guides Added to PubMed® Clinical Queries - e7

Find citations on a specific clinical study category.

Request for Comments on Discontinuing Distribution of Cataloging Bibliographic Records with Artificially Reconstructed Subject Strings - e8

NLM wants feedback on whether or not to implement this change.

New Look for Loansome Doc®, NLM's Document Ordering System - e9

Updated appearance, new functionality, and an easier to use interface.

Autocomplete for Author Names Added to PubMed's® Single Citation Matcher - e10

Popular autocomplete feature now coming for Author Names.

MLA 2005 - NLM Online Users' Meeting - e11a-e

- Remarks - e11a
- PowerPoint® Presentations for Meeting Remarks, MedlinePlus® and DOCLINE® - e11b
- Questions and Answers - e11c
- NLM® Theater PowerPoint® Presentations - e11d
- NLM Update Presentations PowerPoint® Presentations - e11e

New Research Support MeSH® Headings Introduced mid-Year to 2005 MeSH® - e12

New headings to support the National Institutes of Health (NIH) Public Access.

ClinicalTrials.gov Identifier to be Added to MEDLINE®/PubMed® Data - e13

New data appearing in July 2005.

PubMed® Search Terms Highlighted - e14

Quickly find where their search terms appear in their search results.

Author Search Links Added to PubMed® - e15

Author names become search links in Abstract and Citation format.

PubMed® Help Added to NCBI Bookshelf - e16

Enhanced PubMed Help on the Bookshelf will replace the online Help available from the PubMed sidebar.

University of Utah
National Network of Libraries of Medicine MidContinental Region
Spencer S. Eccles Health Sciences Library
10 North 1900 East, Building 589
Salt Lake City, Utah 84112-5890

NN/LM MidContinental Region Staff

For your state liaison	800-338-7657	
Wayne Peay Director	801-587-3412	wayne@lib.med.utah.edu
Claire Hamasu Associate Director	801-587-3412	chamasu@rml4.utah.edu
Sharon Dennis Technology Coordinator	801-587-3518	sdennis@lib.med.utah.edu
Suzanne Sawyer Project Coordinator	801-587-3487	ssawyer@rml4.utah.edu
Thomas Gibbs Technology Liaison	913-588-7307	tgibbs@kumc.edu
Laura Windsor Kansas Liaison	913-588-7168	lwindsor@kumc.edu
Siobhan Champ-Blackwell Community Outreach Liaison	402-280-4156	siobhan@creighton.edu
Marty Magee Nebraska/Education Liaison	402-559-7076	mmagee@unmc.edu
Betsy Kelly Assessment and Evaluation Liaison	314-362-2783	kellyb@msnotes.wustl.edu
Molly Youngkin Utah/Public Health Liaison	801-587-3412	mollyy@lib.med.utah.edu
Barbara Jones Missouri/Network Membership	573-884-5042	jonesbarb@health.missouri.edu
Dana Abbey Colorado/Consumer Health Liaison	301-315-4875	Dana.Abbey@uchsc.edu
Mary Henning Wyoming Liaison	307-766-6537	henning@uwyo.edu

NN/LM
★ ═══
National Network of
Libraries of Medicine
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