

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

Outreach Narrative

Year 4

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Educational Outreach

In the development of the National Network of Libraries of Medicine, MidContinental Region (NN/LM MCR) logic model planning methodology last year, an activity was delineated as “Teach, by golly, it’s what we do!” While this was a whimsical way of indicating that much of what we do involves education in the NN/LM MCR, the intent is most certainly true.

The NN/LM MCR is structured around seven special projects, each with an assigned lead liaison: Assessment and Evaluation, Library Advocacy, Community Outreach, Consumer Health, Network Membership, Technology, and Education. Education is a foundation for all areas.

Goal:

Develop, promote, and improve electronic access to health information by Network members, health professionals, and organizations providing health information to the public.

Outcome:

Increased collaborations and access to biomedical information via effective communication mechanisms.

Direct training to health professionals; public, school, and other librarians; and other intermediaries who do not have access to such training or who intend to train others, including consumers.

Rationale: Our goal focuses on educating librarians, health professionals, and consumers. We provide training using presentations, classes, web conferences, and distance education. The following is a representative list of classes offered to date in year 3.

Sponsor	Content	Location
MLA	Library Calculators	Chicago, IL
Minority Aging Conference	Caring for the Mind	Missouri
School Nurses	Evidence Based Nursing	Kennett , MO
MU Health Journalism Camp	NLM	Columbia, MO
Missouri Institute Minority Aging Conference	Caring for the Mind	Jefferson City, MO
St. Louis County librarians	Beyond an Apple a Day	St. Louis Co., MO
HSLNKC	Valuation calculators	Kansas City
MLA	Getting Started with Information Outreach in Minority Communities	Chicago, IL
ALA	Healthy Library	Anaheim, CA
Alegent	Spanish for Health Care Professionals	Omaha, NE
Larimer County Health Dept	Consumer Health	Ft. Collins, CO
Red Feather	Consumer Health	Red Feather Lake, CO
ALA	Take Two Aspirin	Anaheim, CA
Area librarians	Beyond an Apple a Day, No Compende & ABC's of DNA	Aurora, CO
ANCHSL	Thinking like an MBA	North Carolina
Norfolk	Consumer Health	Norfolk, NE

Chadron	Consumer Health	Chadron, NE
Librarians	Thinking like an MBA	online
PH Professionals	PH Resources/ Tech info	Kearney, NE
Great Plains Public Health Leadership Institute	Public Health/ Technology	online
Nurses	NLM Resources	Morgan/Weber Counties, UT
MCR	Docline Beginners	online
MCR	Docline Routing	online
Teton County Fair	NLM Resources	Teton, CO
Utah Library Association	Evaluating web sites	Price, UT
Vernal Public Library	NLM resources/ evaluation	Vernal, UT
REFORMA	Consumer Health	
MCR	Social Bookmarking	online
Kansas State Library	Spanish Consumer Health	online
Kansas Health Online	NLM resources	online
Rosedale Middle School	NLM resources	online
MLA	Intro to Blogs and Wikis	Chicago, IL
ASTHO	New technologies	Elkhart Lake, WI
Web-STOC	Twitter	online
MCMLA	Blogs & Wikis	Cody, WY
MCR & PSR	Learning 2.0	online

In addition, the Colorado/Consumer Health Liaison created a standardized PowerPoint module, which was also placed on the NTCC Educational Clearinghouse - as a presentation or starting point for delivery of consumer health information.

No media is left unexplored as different modes of communication are used. Articles are published in various publications. Recently, the Community Outreach Liaison co-wrote a book chapter. "The Librarian is Out: The Role of the Librarian in Rural Health Outreach."¹ This effort was intended to encourage the inclusion of health science librarians as a partner of the health team resulting in improved access to health information. Other modes of training have included: CDs, web pages, newsletters, blogs, brochures, and a TV appearance, providing content useful for multiple audiences. In addition, liaisons often forward information via email to audiences to which it may be useful.

As the education project encompasses much of our work in the NN/LM MCR, each of the special project areas has set goals to teach classes, to our traditional audiences as well as community-based organizations (CBO). As technology becomes easier and less costly to utilize, it is being employed more often as a teaching vehicle, particularly in our six-state region which is heavily rural.

In year 3, our audiences of online presentations requested a higher level of instruction. This would include more participation and hands-on exercises. Our response to this request was to

¹ Champ-Blackwell S and Hartman T. "The Librarian is Out: The Role of the Librarian in Rural Health Outreach" IN Royeen CB, Jensen GM, Harvan RA, eds, *Leadership in Interprofessional Health Education and Practice* Jones and Bartlett 2008. p.111-124.

create a new series of hour-long online classes called "Spotlight! on National Library of Medicine Resources." These presentations are scheduled monthly in 2009 and are open to all audiences using Adobe Connect.

As other organizations create their own series of classes, liaisons are invited to present as a part of these as well. In Nebraska, a weekly online series has been started by the Nebraska Library Commission and the Nebraska/Education Liaison was asked to present. The web conference, timed near Valentine's Day, is called "Feel the Love: Free Health Resources from the National Library of Medicine." Also included are suggestions that public libraries can "take to the table" as an outreach suggestion to work with their community hospitals. Included in that portion are suggestions for Affiliate memberships, being listed on the MedlinePlus consumer health library directory as well as implementing "Information Rx." This same information will in turn be promoted to the ICON Health Science Library group and community hospitals in Nebraska.

In year 3, the Kansas/Technology Liaison taught "Spanish Language Resources Online" for WebJunction. The Missouri/Library Advocacy Liaison co-taught classes on health resources as part of a grant awarded to the University of Missouri-Columbia School of Nursing. She went out to school nurses and public health nurses and taught evaluation of health information, MedlinePlus, MLA "Top Ten Consumer Health Websites," Toxnet, PubMed, "Evidence Based Nursing" and more.

In past years, many different modes for instruction have been tried. Some, such as CDs have been discontinued, but new ones will continue to be explored. As a result of the MLA Web 2.0 technology class, a new mode of delivery and collaboration was utilized in Google Docs. The Nebraska/Education Liaison collaborated with the McGoogan Library of Medicine and an MLS practicum student to create a free online presentation including not only MedlinePlus, but Nebraska Go Local, Nebraska health resources, and resources on evaluating web sites. This was promoted to public libraries as an easy way to instruct patrons and staff on these topics.

In order to increase attendance of educational offerings, promotions are sent to Network members. They in turn are encouraged to pass on the news to non-Network members. State liaisons subscribe to listservs of special groups such as the public health force and public librarians to invite them to training sessions. The Community Outreach Liaison also sends information on the "Bringing Health Information to the Community" (BHIC) blog (<http://nnlm.gov/mcr/bhic/>) of more than 1500 subscribers.

Methodology: The NN/LM MCR will continue to explore different types of distribution networks. This may include the Nebraska Statewide Telehealth Network (connecting hospitals in the state). This network provides video conferencing between members and it is believed that training via this channel may be particularly effective, as it has the ability to reach rural populations to maximum advantage. The Nebraska/Education Liaison will contact the person overseeing the telehealth network. Hospitals will be contacted for participation and with available funding; the liaison can supplement the hospital attendance, thereby encouraging involvement. If this works in Nebraska, it will be suggested for use in Utah and other states where video networks have been identified.

The NN/LM MCR will continue to offer in-person classes and expand web conference class development and offerings. These continue to be identified as helpful resources to stay current on technologies as well as information. By continuing to utilize NIH provided web conferencing software, Adobe Connect, the NN/LM MCR continues to identify topics of interest, and create and offer classes, usually no more than an hour long. Use of this technology removes not only geographical barriers, but travel costs and even time, as sessions are also archived for later viewing.

In year 4, a minimum of twelve consumer health classes will be presented and each liaison will present to one CBO in their respective states.

Evaluation: Objectives are established for in-person and web conference classes. Following each class, an anonymous poll is given in which attendees can indicate if they believe the class objectives have been met. Goals for the classes are that 75% of the students will indicate that each class met the learning objectives.

Outcome:

Librarians, health professionals and consumers are trained to be capable of using NLM resources and emerging technologies.

Offer Adobe Connect sessions for public librarians to include NLM emergency and disaster resources, including consumer health information and the

Rationale: Public libraries can serve a significant role during an emergency or disaster through their public access technology infrastructure. Individuals and communities in a crisis have relied on public access computing and Internet access availability. The public library can serve as a preferred place of access due to their capacity and support available. In a 2006 nationwide survey of public library connectivity, 98.4% of public library branches

NN/LM Emergency Preparedness & Response Toolkit.

offered public Internet access,² and public library branches have an average of 10.7 public access computers, with rural libraries having an average of 7.1 workstations and urban libraries having an average of 17.9 workstations.³ The following table illustrates public library Internet access in the NN/LM MCR:

State	Public Libraries (Central and Branch) ⁴	Number of Public-Use Internet Computers ⁵	Per 5,000 Population ⁶
Colorado	245	3,281	3.6
Kansas	374	2,604	5.6
Missouri	375	4,131	4.0
Nebraska	285	1,806	6.3
Utah	114	1,355	2.7
Wyoming	74	499	4.9

Librarians can provide expertise and technical assistance for accessing consumer health information and making referrals to local health services and programs. They can also offer expertise in organizing communities; identifying and evaluating appropriate disease and health promotion topics and resources; and planning, delivering and evaluating community outreach programs and services. More and more, public libraries are being included in local government and community disaster planning. Liaisons can assist public librarians with training on NLM tools that address emergencies and disasters.

The disaster or emergency may not effect the community directly—perhaps occurring halfway around the world—but citizens may have an interest in understanding more about the health risks of emergencies or disaster events they hear about in the news: from Anthrax scares, to flu outbreaks, to chemical spills. State liaisons have and will continue to encourage public libraries to be a community resource during an emergency or disaster. The following chart illustrates the number of major natural disaster declarations or natural emergency declarations in the MCR from January 2006 - December 2008.⁷

² Information Use Management and Policy Institute: College of Information, Florida State University. *Public Libraries and the Internet 2006: Study and Research Findings*. Retrieved January 13, 2009 from (http://www.ii.fsu.edu/projectFiles/plinternet/2006/2006_plinternet.pdf), pg. 7.

³ *ibid.*

⁴ Institute of Education Sciences: National Center for Education Statistics. *Public Library Survey Fiscal Year 2005*. Retrieved January 19, 2009 from (<http://nces.ed.gov/surveys/libraries/librarysearch/>).

⁵ Institute of Museum and Library Services. *Public Library Survey Fiscal Year 2006*. Published December 2008. Retrieved January 19, 2009 from (http://harvester.census.gov/imls/pubs/pls/pub_detail.asp?id=121#), pg. 58-59.

⁶ *ibid.*

⁷ Federal Emergency Management Agency. *Disaster Search Database*. Retrieved January 13, 2009 from <http://www.fema.gov/femaNews/disasterSearch.do?action=Main>.

State	Number of Disasters	Nature of Disasters
Colorado	6	Fire, Tornado, Severe Weather
Kansas	7	Flooding, Tornadoes, Severe Weather
Missouri	11	Flooding, Tornadoes, Severe Weather
Nebraska	8	Flooding, Tornadoes, Severe Weather
Utah	3	Fires
Wyoming	1	Fire
Total	36	

A key strength of the NN/LM MCR's decentralized model is the positioning of liaisons in each state. State liaisons are known in their respective state public library communities: they exhibit and present at annual state library association meetings, conduct onsite training in NLM consumer health resources (169 MedlinePlus classes were held in the MCR the last 2 ½ years), offer virtual classes; and, promote participation in the NN/LM as an Affiliate member (currently there are 61 Affiliate member public libraries in the MCR).

In addition, the Colorado/Consumer Health Liaison organizes and facilitates meetings for the Colorado Consumer Health Information Librarians (comprised of medical and public librarians), providing networking, education opportunities, and a forum for discussing consumer health information, and the Nebraska/Education Liaison and Community Outreach Liaison met regularly with the Nebraska ICON group, comprised of medical and public librarians interested in improving access to health information.

Methodology: State liaisons will continue to build on the rapport and established relationships with public library staffs. To bolster confidence and skill level for library staff to respond to consumer health information queries in an emergency or disaster, the Colorado/Consumer Health Liaison will conduct an interactive web conferencing session demonstrating how public libraries can provide consumer health information in an emergency or disaster. The session will be archived for future viewing on the NN/LM MCR web site.

This session will highlight databases like MedlinePlus⁸ (with over 750 health topics including: disaster preparation and recovery, biodefense, bioterrorism, chemical emergencies, earthquakes, fires, first aid, floods, heat illness, radiation emergencies, tornadoes, and winter weather emergencies); ToxMap⁹ (helping users create nationwide, regional, or local area maps showing where chemicals are released on-site into the air, water, and ground); and Tox Town¹⁰ (Tox Town uses color, graphics,

⁸ www.medlineplus.gov

⁹ <http://toxmap.nlm.nih.gov/>

¹⁰ <http://toxtown.nlm.nih.gov/>

sounds, and animation to add interest to learning about connections between chemicals, the environment, and the public's health).

Evaluation: Present three Adobe Connect sessions for public librarians. Participants will be encouraged to share their own experiences during the session, and/or in the NN/LM MCR newsletter *Plains to Peak Post*. Participants will be polled at the conclusion of the web conference, 75% will indicate that the presentation met learning objectives.

Goal:

Provide a training facility equipped with personal computers or conducting NLM training classes as outlined in the NN/LM National Training Center and Clearinghouse and Clearinghouse Statement of Work.

Outcome:

Network members, health professionals, and others have facilities in the region where they can be trained to access health information from NLM resources.

National Training Center and Clearinghouse (NTCC) training is scheduled and facilitated in the region.

Rationale: The NTCC classes have been provided in the MCR previously. NTCC and NN/LM MCR's intent is to continue to expand the professional make-up of these classes to include as audiences, not only health information professionals, but all who would find PubMed and other NLM resources useful. Other audiences such as public librarians and the public health workforce would benefit from training on the free credible resources that the NLM has to offer. At least three classes are scheduled in the region with at least one preceding the annual MCMLA conference.

Methodology: The NTCC class schedule is negotiated with the Nebraska/Education Liaison. In the MCR these are made available to health information professionals, public librarians, and public health professionals. The Nebraska/Education Liaison and state liaisons publicize information on NTCC classes as they are scheduled in the region. Class information is shared with state library entities and with the public health workforce in the state. This is done via email, the BHIC blog, and through announcements at presentations and exhibits attended by these audiences, such as minority health conferences, state library conferences, and public health conferences.

Evaluation: Three NTCC events are scheduled in the region each contract year with one being held in conjunction with MCMLA. Year 4 offerings include NTCC training to be held in Breckenridge, Colorado in September 2009 and two more to be taught depending on funding.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

Network members, public health professionals, and the public will have improved access to public health information.

Public health information resources are promoted and included in public health program curricula.

Rationale: The NN/LM MCR seeks to partner with the librarians of schools that have public health curricula so that students can be taught the value of NLM resources. It is the intent of the NN/LM MCR to have NLM information imbedded into the curriculum to promote use and remind students that they will have continued access to NLM resources after graduation, when they are no longer affiliated with an academic institution. In the last year, schools and programs of public health have been opened at the University of Nebraska, Creighton University, Washington University, and the University of Missouri-Columbia. These new programs provide more opportunities for contact.

In year 2, the Nebraska/Education Liaison has spoken with and given resource materials and a PowerPoint presentation to library liaisons to public health programs at St. Louis University and the University of Utah. This year, she will work with the University of Colorado, the University of Nebraska, and Creighton University.

The Nebraska/Education Liaison presents at one session of a Health Policies class at the University of Nebraska Medical Center. She also serves on the board of the Great Plains Public Health Leadership Institute, which serves four states, three in the MCR. In this position, the liaison is able to recommend resources, and has been a presenter at this institute.

Methodology: A classroom presentation has been developed and is being shared with libraries supporting public health schools and programs with focus on implementation of regular inclusion in the curricula each year. The Education/Nebraska Liaison will contact and work with academic librarians and public health faculty to encourage inclusion of informatics in public health curricula. PHPartners (<http://phpartners.org/>), a wealth of information, provides a sound base for much of the public health information students and health professionals need. In year 4, the Nebraska/Education Liaison will work with Washington University, the University of Missouri-Columbia, and the University of Kansas.

She will also follow up with St. Louis University and the University of Utah to determine the status of public health information in their curricula and the usefulness of the resources that she provided to them.

Evaluation: Two more schools or programs of public health have been contacted and public health information has been shared for inclusion in those programs.

Goal:

Promote NLM and NN/LM programs and services at national, regional, and state meetings of health professionals and organizations that represent minority or underserved members of the general public.

Outcome:

Increased collaborations and access to biomedical information via effective communication mechanisms.

Exhibit and present at assigned national and state conferences including state library conference, public health conference, and minority health conference.

Rationale: The Colorado/Consumer Health Liaison has attempted to gain a presence with the United States Public Health Service (USPHS) by exhibiting and presenting, if possible, with the national organization. To date, she has been successful in making a contact with the director of the region who is an officer with USPHS, as well as the Head of Health and Human Services. She made a presentation in December 2008 and continues to make inroads with this group.

Liaisons have attended, presented, and exhibited at multiple conferences including such venues as Cambio de Colores in Kansas and the Black Family Wellness Conference in Nebraska.

Methodology: Liaisons are encouraged to submit a proposal to present at each exhibit they attend. In year 4, there are plans to exhibit at the following conferences:

- Colorado Association of Libraries
- Colorado Hospital Association
- Colorado Public Health Association
- Colorado Rural Health Association
- 9 Health Fairs (2 or 3 sites) (CO)
- Colleague Connection (CO)
- Cybrarian Fair (CO)
- Kansas Public Health Association
- Kansas Library Association
- Summer Conference for Kansas School Nurses
- Women's Health Care Symposium (KS)
- Kansas Department of Health and the Environment Center for Health Disparities Conference (KS)
- Governor's Public Health Conference (KS)
- Binational Health Fair (MO)
- Missouri Library Association
- Missouri Public Health Association
- Missouri School Librarians Association
- Cambio de Colores (MO)
- Missouri Coordinated School Health Association

- Nebraska Black Family Wellness Conference
- Nebraska Healthcare Quality Summit
- Nebraska Library Association
- Nebraska Minority/Public Health Conference
- Nebraska Public Health Conference
- Utah Medical Association Annual Meeting
- Utah Library Association
- Association for Utah Community Health
- Utah Nurses Association
- Utah Health Care Association
- Wyoming Library Association

Evaluation: Liaisons will present at 50% of state library, public health, and minority health conferences where they exhibit.

Community Outreach

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations representing minority and other underserved populations to achieve the goals of outreach to health professionals and the public.

Outcome:

More community-based organizations in the region recognize the NN/LM MCR as a network of providers of health information.

Assist in the development of working relationships between Network members and grass roots, regional, and national community-based organizations that include health information as a part of their mission or priority.

Rationale: The “Bringing Health Information to the Community” (BHIC) (<http://nnlm.gov/mcr/bhic/>) blog is a communication tool for the NN/LM MCR to reach Network members and others working with community-based organizations (CBO), and to reach public health and CBO staff directly. In the four years the blog has been live, there have been over 3,200 posts on public health, minority health, HIV/AIDS, funding, and other topics around health disparities and community outreach issues. Subscribers to the blog continue to increase. This year, the Native Share listserv (<http://groups.yahoo.com/group/NativeShare/>) began incorporating BHIC blog postings into its digest. This list has over 2,300 readers and focuses on educational opportunities for indigenous peoples.

The BHIC blog is one of NN/LM MCR’s communication tools; it resides on the NN/LM MCR web site and a digest of daily postings includes the link to the blog as well as a signature file identifying the sender as the Community Outreach Liaison with the NN/LM MCR. Blog readers from CBOs, public health departments, public libraries, and others identify the NN/LM MCR as a provider of health information.

The impact of the blog has been captured anecdotally this year. The BHIC blog was mentioned in an article by Helen Osborn in *On Call* magazine.¹¹ The feedback from the blog continues to provide evidence of the importance and value of the blog to the readers.

“Siobhan – just a note to let you know how much I still appreciate the good information from your blog. Today was particularly a good one, I am working with our agency that assists pregnant teens. The article on Abstinence is timely

¹¹ Osborne, H. “In Other Words...Health and Health Literacy Information Resources From the NLM” *On Call: An Online Magazine for Healthcare Professionals*. 12/4/2008
<http://www.healthliteracy.com/article.asp?PageID=8153>

and exactly some info I have been looking for. I ordered it through loansome doc (sic) from my lender Kerry Skidmore at VA in Cheyenne. Please keep it coming."

~ Kathy Tacke, Director of Community Impact, United Way of Southwest Wyoming

"I have been reading your list now for a few weeks and want to thank you for such a tremendous resource. I am in the Director's Office of a large government agency serving everyone who lives or works in our million plus population; however the vulnerable are our primary clientele. Disparities touch everything that we do – I have been able to send all kinds of interesting resources to our staff thanks to you."

~ Kathleen A. Sheedy, Grants and Resource Acquisition Manager, Office of the Director, Montgomery County Department of Health and Human Services

Methodology: In year 4, in an effort to ensure that the postings fit the needs of the intended readers, an evaluation method will be developed to ask blog readers how they use the material posted. The results of this evaluation will allow the NN/LM MCR to fine tune the types of material that are posted in the future. An email will be sent to readers asking them to fill out an online evaluation tool that will gather information on how readers use the blog postings. The Assessment and Evaluation Liaison will assist in developing a matrix to analyze the responses to the tool to determine what kinds of posts have been most useful to readers. This will allow the Community Outreach Liaison to subscribe to listservs and alert services on the categories of need determined as most useful by the current BHIC blog readers. She will review her current list of subscriptions and eliminate those not deemed as relevant to the readers and search for and subscribe to other services that are missing.

Evaluation: 10% of BHIC blog direct subscribers indicate they use the materials posted in their work.

Direct subscribers are those who subscribe to the blog through the online user registration form or who subscribe to the digest. These are the readers we have the ability to communicate with directly.

Assist in the development of working relationships between Network members and grass roots, regional, and national community-based organizations that include health information as a part of their mission or priority.

Rationale: Over time, the distributed model has provided the state liaisons and the Community Outreach Liaison the opportunity to become more deeply involved in CBOs within their state. In year 3 of this contract, the NN/LM MCR formalized the methodology of having state liaisons become part of the infrastructure of CBOs as a way to improve access to health information for the CBO. This strategy leads to a richer and deeper impact in the organization by the specific liaison. An excellent example of the impact of this involvement occurred in Utah, where the Utah/Network Membership Liaison is a member of one of the Utah Minority Health Network subcommittees and was a part of the planning committee for the yearly retreat. Through his recommendations, the Community Outreach Liaison was invited to attend the retreat, and the two liaisons ran the afternoon Café to Go session, helping the organization develop their five year strategic plan. The liaison's commitment to the organization over the past several years allowed him to be positioned in this role, and provides him with a level of trust from the group members. Trust is an essential element when working with CBOs; being considered a member of the organization instead of an outsider allows the messages of the NN/LM MCR to be received as legitimate and trusted information.

As this activity was only formalized for year 3, some of the liaisons are still working to integrate themselves into the infrastructure of a CBO, so this activity is being carried over to year 4.

Methodology: Liaisons will embed themselves in an organization or maintain their involvement with their current CBO. This will allow them to provide guidance to groups working on health information projects and ensure that NLM resources, NN/LM staff, Network members and others are involved directly in those projects. The liaisons will work toward including health information as a component of the infrastructure of the organizations they are embedded in; resulting in a sustainable health information project as a part of the organization. Organizations the liaisons are currently embedded in and will continue to work with are: Center for Human Diversity (NE), HELP Adult Services (NE), Nebraska AHEC Board, Great Plains Public Health Leadership Institute Advisory Council (NE), Missouri Cambio de Colores, Utah Minority Health Network, and Wyoming Comprehensive Cancer Control Consortium.

Evaluation: Each state liaison is a member of the infrastructure of at least one CBO.

Goal:

Provide consultation to Network members as well as community-based, faith-based, and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding.

Outcome:

Increased number of proposals from the region are submitted to NLM, NN/LM, and other sources.

Promote our consultation service - review of proposal, feasibility of project, and letters of support.

Rationale: The majority of Network members in the MCR are small libraries with one librarian and tight budgets. In order to assist our members in pursuing outreach projects in their communities, it is important to assist them in project development, as well as in location of funding and gathering of institutional support to carry out the project. The NN/LM MCR staff is available to provide consultation services for members developing outreach projects and applying for funding; we review proposals, discuss feasibility of the projects and suggest changes, provide letters of support and more. The NN/LM MCR staff posts items about funding sources to all our communication tools, and promotes the service at local and state health library consortia meetings, such as Nebraska's ICON group, the Colorado Council of Medical Librarians Consumer Health Special Interest Group, and the Utah Health Sciences Library Consortium.

In year 3, we held videoconferences using Adobe Connect to consult with Network members on writing proposals in response to the Continuity of Health Information Award. A majority of the attendees were interested in the health information literacy section of the award, which requires partnerships outside their home institutions. These sessions resulted in liaisons being contacted by email and phone by individuals requesting consults on projects and the application. There is a desire by members to conduct outreach efforts and a demonstrated need to receive assistance on project development.

Methodology: We will continue to promote our consultation services to members through our communication tools, including the successful Adobe presentations started this year. The Community Outreach Working Group, which is discussed in more detail later in the narrative, is currently developing tools and resources for Network members to use to develop partnerships with CBOs. These tools will be incorporated into the consulting that liaisons do with members when they begin project development.

~~**We will offer outreach awards in year 4, and will provide support for awards applications.**~~ A grant writing workshop with CE will be offered online. The CEs "Measuring Your Impact" and "Thinking like an MBA" will be offered twice each.

All of these classes have sections that can assist Network members in the development of projects and help them to write an application for funding from the NN/LM or NLM. Members will also be assisted in pursuing funding from other sources.

Evaluation: Ten consultations happen each year regarding CBO library partnerships. The consultations will take place with either the Network member or with an interested CBO staff member and will lead to communication taking place between the potential partners.

Assist public health and community-based organizations in developing plans to provide emergency preparedness health information access to specific populations.

Rationale: The Community Outreach Liaison was contacted by Eric Shanks, Public Health Emergency Response Coordinator for the Lincoln-Lancaster County Health Department in Nebraska, to join a sub-committee of the Lincoln Metropolitan Medical Response System.

(<http://www.lincoln.ne.gov/city/health/nurse/mmrs/>)

The subcommittee will develop methods to meet the special needs of various populations in southeast Nebraska during an emergency situation. The group will develop a five point check list toward accounting for meeting the needs of stakeholder communities. The Community Outreach Liaison attended the first meeting. Two specific areas were identified as initial concerns for the committee: communication and continuity of care for special needs groups and the enhancement of a disaster registry. The group's role is to provide recommendations for those who provide emergency services to the community and for policy makers at the local and state level. Examples brought up in the first meeting include making sure that information be provided in multiple languages, that work is done with CBOs to ensure that minority populations receive messages from trusted entities, and that the disaster registry includes the names of special needs individuals who are living in the community and will need extra assistance.

Methodology: The Community Outreach Liaison will participate in the subcommittee during 2009. Her role will be to work towards including health information resources and establishing a role for the librarian in the checklist created by the subcommittee. She will also have an opportunity to network with organizations she has not worked with previously. The Community Outreach Liaison will develop a model of health information access to special needs groups for the state liaisons to use in their states when working with public health departments and CBOs developing emergency preparedness programs.

Evaluation: A model for incorporating health information and health information professionals into community emergency preparedness planning is developed in Nebraska.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

Community-based organizations, public libraries, public health departments, and other organizations serving minorities, senior citizens, and low income populations receiving training and information about health information resources implement health information programs for their service populations.

Bring Network members and community-based organizations together for collaboration to sponsor health information programs.

Rationale: The NN/LM MCR has found that methods of strategic collaboration are useful tools in bringing together Network members and staff at CBOs. In year 2, the Community Outreach Liaison worked with the Colorado/Consumer Health Liaison to set up a Café to Go session in the Denver metro area. For year 3, Cafés are planned for March 3rd in Kansas and March 24th in Utah.

The Colorado/Consumer Health Liaison invited public librarians, public health workers, health professionals, and staff from CBOs in the Denver metro area to meet together to find ways the group could work together to develop health information outreach projects. A Café to Go, "Creating Partners in Health Information" was held at the University of Colorado Denver, Anschutz Medical Campus Health Sciences Library, on April 14, 2008, and fifteen people attended. Two projects were identified by the process as efforts the group wanted to follow up on. In the first project, a cadre of librarians in the metro would work towards earning the Medical Library Association's (MLA) Consumer Health Information Services Specialization (CHIS). In October 2008, the Community Outreach Liaison and the Consumer Outreach Liaison held a two-day workshop of MLA CE classes which resulted in seven librarians receiving their MLA CHIS certification.

The second group was enthusiastic to learn about Go Local and the impact the resource could have in the state. They brainstormed over lunch on ideas that would lead to the creation of a Go Local in Colorado. Work toward the Go Local project is moving more slowly due to the economic environment in the state. It is hoped that when an organization(s) is found that is able to commit to the financial expectations of a Go Local, participants from the Café to Go will be ready to step in with their ideas and enthusiasm.

Methodology: The Café to Go process the NN/LM MCR uses follows a three step method. The group first breaks up into smaller groups and discuss questions around outreach and partnership projects. This leads to the identification of needs and assets specific to the group present in the room. The

second step brings the group back together for a “Harvest Round” discussion that builds on the identified assets and needs toward an outcome of specific projects the group commits to carrying out. Following this is a networking lunch that allows groups to begin working on setting up future meetings and responsibilities so that the project development actually begins before the group disburses.

The Community Outreach Liaison and Wyoming Liaison are in the process of planning a Café to Go session to be a part of the program at the annual Wyoming Symposium. The Wyoming Symposium attracts Network members and others in the state and region and is held each summer. In year 4, the Wyoming Symposium will focus on emergency preparedness, and so, the Café to Go will also be focused on that topic. In addition to Wyoming, a Café to Go will be held in Missouri.

Evaluation: One partnership project in both Wyoming and Missouri is implemented.

It is important that there be specific projects that are created as a result of the Café to Go. The Colorado Café to Go demonstrated that the process does facilitate decision making and commitment to carrying out decisions.

Develop programs that focus on reaching minorities, senior citizens, and low income populations.

Rationale: The Community Outreach Liaison brought together librarians and staff from CBOs to form the Community Outreach Working Group. They were charged with creating tools for Network members who are starting an outreach endeavor, or who are maintaining an ongoing partnership. The working group identified a need for those involved in outreach to share their expertise.

Methodology: As a result of the working group input, the Community Outreach Liaison will develop a series of teleconferences using Adobe Connect that will allow Network members to share and learn from each other. The working group will develop a list of partnership development and maintenance topics. Working group members will divide up the topics according to their expertise, will gather and evaluate tools and resources in that area. A section will be developed on the NN/LM MCR web site to host a discussion of the topic along with support resources. Regular teleconferences will be held that will include a review of the tools on one topic to be followed by open discussion. The reviews and discussions will be conducted by the working group members. Each teleconference will be archived and linked from the NN/LM MCR web site.

Evaluation: 75% of the attendees of the online session responding to a questionnaire indicate that they made use of one tool demonstrated at the session.

We anticipate that our Network members will value the teleconferences and will value the tools the working group presents.

Goal:

Increase public awareness of and access to high quality electronic health information.

Outcome:

Community-based organizations, public libraries, public health departments, and other organizations serving minorities, senior citizens, and low income populations receiving training and information about health information resources implement health information programs for their service populations.

Develop lessons learned resources for Network members to foster collaboration between Network members and community-based organizations.

Rationale: The Community Outreach Working Group has identified that Network members want to share ideas that work in developing partnerships and outreach endeavors. The Effective Practices Collection, an online depository of the Corporation for National & Community Service, has been used successfully by the Tribal Connections Four Corners (TC4C) group as a place to submit effective practices. (<http://nationalserviceresources.org/epicenter/index.php>) It is the goal of the NN/LM MCR to assist Network members in adding effective outreach practices of their library to this database as a tool members can use to both share their own successes and for finding practices that have demonstrated success.

In year 3, the NN/LM MCR included as a requirement that recipients of NN/LM MCR funding contribute to the collection upon completion of the project. In addition, several NN/LM MCR staff are members of the Tribal Connections Four Corners Effective Practices Working Group. They are working to ensure that funded projects from the TC4C project are included as well.

Methodology: The NN/LM MCR will continue to require that NN/LM MCR funded outreach projects submit entries to the Effective Practices Collection.

Effective practices from the “Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration” and “Crossing the Religious Divide: Training caregivers in religious diversity,” both NN/LM MCR funded projects in year 3, will add practices to the collection in year 4.

Work will continue with the TC4C workgroups to ensure that practices are submitted from that project as well. Liaisons managing subcontracts will consult with the PIs of the awards and assist them in identifying the effective practices of their projects, and then in submitting practices to the collection. As entries are added to the collection, information bytes about those entries will be added to NN/LM MCR publications, such as the weekly news and the BHIC blog. This will serve to remind people about the resource, so they can both check for ideas and submit practices themselves.

Evaluation: 100% of successfully completed funded projects have made one entry to the Effective Practices Collection.

Five new entries are added to the Effective Practices Collection on projects carried out by collaboration between a Network library and a CBO.

Consumer Health Outreach

Providing public health officials, healthcare providers, special populations, librarians, and the public with the knowledge and skills to effectively access quality consumer health information is the major focus of the consumer health special project. Consumer health information outreach is conducted in a variety of approaches: via training on the authoritative consumer health databases developed by the National Library of Medicine (NLM); facilitating collaborative community projects and online health tools, such as MedlinePlus Go Local; and working with agencies and organizations within the region to develop a stable infrastructure to support those efforts. The following outlines the rationale, methodology, and evaluation for consumer health outreach year 4 outcomes.

Goal:

Develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation.

Outcome:

Populations in each state will be better served by local service information and by MedinePlus.

Employ newsletters and listservs as a means to disseminate consumer health information.

Rationale: State libraries and community-based organizations (CBOs) often have a shared vision to improve a community's access to health information. The region's state libraries have been very supportive of the consumer health initiative making authoritative NLM resources available to community libraries large and small, urban and rural, by providing links from their respective web sites. State liaisons have developed a rapport with state library personnel through participation at state library association meetings, teaching and training at public libraries, and serving on committees and roundtables.

CBOs are integral to the community and help improve access to health services and resources, improve information sharing, referral and collaboration. The state liaisons have also forged and developed relationships with CBOs throughout the region. NN/LM MCR liaisons have found that state libraries and CBOs are receptive to disseminating information regarding consumer health information. In addition to publications in state library newsletters, consumer health information has been disseminated through the Colorado, Kansas, and Nebraska library listservs, the Kansas Web Junction blog, the Utah Public Library Director's listserv, as well as the Utah Center for Multicultural Health and Wyoming State Library listservs. Missouri does not have a listserv for its public libraries. The Missouri/Library Advocacy Liaison has formulated an email list of public librarians to distribute information.

Methodology: Articles written by the Colorado/Consumer Health Liaison will continue to be disseminated to the region for distribution. Liaisons will make submissions to state library newsletters and CBO publications, newsletters, and listservs. These articles will be tailored by liaisons for the organizations they are submitting to, and will address the needs of the public health workforce, faith-based organizations, native communities, librarians, and consumers seeking understanding of health issues.

Examples of additional CBO publications, newsletters, and listservs that will be included in year 4:

- **On The Scene:** quarterly newsletter of the Emergency Medical and Trauma Services Section of the Colorado Department of Public Health and Environment: a discussion group for emergency responders covering consumer health topics, research, and support. (<http://www.cdphe.state.co.us/em/Newsletters/index.html>)
- **Kansas Health Institute:** Kansas Health Digest listserv covering health topics and policies that affect Kansas residents. (<http://www.khi.org/>)
- **Association of Native American Medical Students:** listserv promoting education in the medical disciplines, honoring traditional healing principles. (<http://www.aaip.org/>)
- **American Medical Association Health Literacy Foundation:** listserv about upcoming health literacy conferences, new health literacy resources, and tools. (<http://www.ama-assn.org/>)

Evaluation: Six article submissions will be published in year 4, one in each state. Publishing in a variety of formats and focus areas will help liaisons achieve increased visibility among their constituents, and augment the dissemination of consumer health information.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

Partnerships exist that enhance access to electronic health information.

Award public libraries who have had effective public health/public library partnerships involving health information.

Rationale: During the past 2 ½ years, NN/LM MCR liaisons have attempted to facilitate collaborations between public health departments/workforce and public librarians with little achievement. The purpose of this initiative is to bring to the forefront successful collaborations that have occurred in our region, identifying models that public libraries and public health

institutions can emulate. Libraries and public health departments can be collaborators as both are vital to the communities they serve. The missions of public health and public libraries are complementary; both seek to improve their community. Public health departments, through their existing programs and services, engage citizens who can then be informed of consumer health information and technical assistance at public libraries—sharing of expertise to enhance community access to health information would be this initiative's mark of success.

Public health departments offer expertise in organizing communities; identifying and evaluating appropriate disease and health promotion topics and resources; and planning, delivering and evaluating community outreach programs and services. Public libraries are an integral part of a community, providing citizens with access to computers and the Internet, technical assistance for accessing consumer health information, and making referrals to local health services and programs. Both institutions have the potential to mutually serve as a platform for collaborative outreach efforts. Public health departments also have a wealth of publications that would benefit communities. A recent study reported 45.0% of public libraries reported a decrease (6.8%) or flat funding (36.6%) in their overall budget as compared to the previous fiscal year. Partnerships would allow for increased capacity of ideas, expertise, resources, and assets for all parties involved.

Methodology: State liaisons will promote a new award to the region, which acknowledges the best public library/public health partnership involving health information. A call for awards will be posted to appropriate listservs, and promoted at appropriate venues. An online nomination form will be made available on the NN/LM MCR web site. A review committee will select the winners. State liaisons exhibit at state public health conferences. State liaisons can promote the awards in the exhibit hall and promote the benefits of partnerships that reach out to the communities they serve. State liaisons, in addition to exhibiting, will submit proposals to present at these meetings, stressing the importance of collaborating with libraries as part of a strategy to provide the workforce with ongoing research and to increase the ability of consumers to find accurate public health information. They also exhibit at each state library association annual meeting—and again can promote the awards as they speak one-on-one with booth visitors. State liaisons will encourage awardees to add their practice of partnership to the Effective Practices Collection.

Evaluation: In order to discover and draw attention to public library/public health collaborations, a minimum of four \$200 awards will be given in the region.

Develop, implement, and evaluate outreach programs to increase awareness to electronic health information.

Rationale: State liaisons continue to develop, implement, and evaluate outreach programs to increase the public's awareness of and access to authoritative health information on a local and state level. Bringing this awareness to a national level allows for increasing cross-state communication, builds capacity, and resource sharing. The Community Outreach Liaison's work in 2008 with the American Library Association's Wellness in the Workplace initiative—promoting healthy workplaces and lifestyles for librarians—provided entrée for the NN/LM Consumer Health Coordinators to present six sessions on consumer health resources at the American Library Association meeting in 2008. They were well attended with 40-60 participants per session. In addition, the Colorado/Consumer Health Liaison serves as editor for the Family Physicians Inquires Network monthly Patient Handout (published in the national *Evidence-Based Practice* journal). In addition to editing, she included in the handout appropriate NLM, National Institutes of Health, Health and Human Services, and other authoritative resources for consumers. These handouts are cited in the NLM's PubMed database, and are linked through MedlinePlus. The Colorado/Consumer Health Liaison is lobbying to have these handouts available free as full text in PubMed and MedlinePlus.

Methodology: The Community Outreach Liaison will continue to work with the American Library Association's Wellness in the Workplace initiative. Providing resources for librarians to learn more about being healthy and safe in their own workplace will also provide librarians with resources to use in serving their patrons with questions on health information. She will continue to serve as the secretary for the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking (REFORMA), an ALA affiliate organization promoting Spanish-language and Latino library collections, and the recruitment of bilingual and bicultural library professionals.

She will continue to provide REFORMA members with Spanish language health information resources and with information on health disparities specific to Latino populations. The Colorado/Consumer Health Liaison will continue to edit the monthly Family Physicians Inquiries Network (FPIN) Patient Handout. FPIN is a national, not-for-profit consortium of academic family physicians, family medicine residency programs and departments, medical librarians, informaticians, computer scientists, other primary-care providers, and consultants dedicated to using information technology to improve healthcare.

Evaluation: The NN/LM MCR will have a presence with two national organizations. We will consider efforts in this area successful by the increased presence and national awareness of NN/LM and NLM services and resources.

Coordinate the development of MedlinePlus Go Local projects in the region.

Rationale: MedlinePlus Go Local projects provide communities with online access to information about health-care and related services on a local, state, regional, and national level. Rural and frontier areas in the NN/LM MCR benefited from the resources that were identified and selected for MedlinePlus Go Local. The Colorado/Consumer Health Liaison and state liaisons continued to support and monitor MedlinePlus Go Local work in Nebraska, Utah, and Wyoming. The NN/LM MCR celebrated the acceptance of the Kansas Go Local proposal in November 2007 and its public debut in January 2009. The Missouri/Library Advocacy Liaison continued networking to identify new partners for Missouri Go Local project which went dark in June 2007. Deb Ward, Director of the J. Otto Lottes Health Sciences Library, and the liaison have been meeting with Missouri's 211 to investigate a partnership. The University of Wyoming recently moved support of the Wyoming Go Local from the Wyoming Center for Rural Health Research and Education to staff at the Coe Library at the University of Wyoming. A Coe reference and instruction librarian will oversee the project with a library staff person assigned for database maintenance and record input.

NN/LM MCR liaisons continued to work with Network members within their states to answer questions about MedlinePlus Go Local and promote collaboration to implement future expansion. 2008 saw a growing awareness and usage of the MedlinePlus Go Local sites. In 2008, Nebraska had 40,594 hits with 9,168 visitors, Utah had 24,349 hits with 5,441 visitors, and Wyoming had 22,658 hits with 6,298 unique visitors.

Methodology: State liaisons will continue to promote and demonstrate MedlinePlus Go Local access at trainings, meetings, presentations, and exhibits targeting health professionals, public health professionals, public librarians, educators, community organizations, health advocacy groups, faith-based organizations, and self-help groups. Heightening awareness to MedlinePlus Go Local and MedlinePlus will enhance citizen's access to consumer health resources. In year 4, the Colorado/Consumer Health Liaison will encourage institutional commitment to create and sustain a MedlinePlus Go Local site in Colorado by contacting institutions to solely, or in partnership, administer the program. In year 4, plans for reinstating a Go Local are based on continuing seek a relationship with the Missouri 211 program. Issues that continue to be discussed include funding for the project, the

application of the AIRS taxonomy, the status of the mapping work done at the J. Otto Lottes Health Science Library, and the progress of other 211/Go Local collaborations. Participating MCR Go Local sites will continue to add resources, making the sites more robust. Liaisons will report the number of MedlinePlus Go Local demonstrations given and opportunities taken to promote the service.

Evaluation: Eight appropriate contacts will be made to encourage institutional commitments in Colorado and Missouri to develop and sustain a MedlinePlus Go Local site.

Develop programs to promote MedlinePlus and other NLM resources to all health professionals as a resource for them and their patients.

Rationale: “Information Rx” is a free program offered by NLM to physicians and patients for referral to MedlinePlus. The goal for the program is to have MedlinePlus be the web site doctors prescribe. This national campaign was launched in 2004, and strives to address the health literacy challenge that affects nearly half of all American adults. Physicians can use the “Information Rx” prescription pad to direct their patients to MedlinePlus content in English or Spanish. Objectives may vary, from helping a patient prevent an illness, to having a better understanding of a new treatment, to understanding a new diagnosis. The program can save valuable time, empower patients, and enhance the quality and outcome of an interaction—during an office visit and after a patient returns home.

Methodology: Liaisons will promote the “Information Rx” program to clinical sites, physicians, public health workforce, attendees of health professional meetings and public health conferences, and staff of state Area Health Education Centers. Statistically, the majority of materials ordered from the “Information Rx” web site in the MCR are from libraries and non-health institutions. The purpose of this initiative is to bolster participation from those health providers who do not have ready access to patient/consumer health information handouts.

Evaluation: Six clinical sites or health care providers in the region will participate in the “Information Rx” program.