

NATIONAL NETWORK OF LIBRARIES OF MEDICINE

MidContinental Region

Outreach Narrative

Year 5

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Table of Contents

Introduction	3
Educational Outreach	4
Offer consumer health resource classes for public libraries	4
Offer training to one CBO in each state	4
Offer emergency and disaster resources classes for public libraries.....	4
Promote public health information resources for inclusion in public health program curricula	8
Exhibit and present at assigned national and state conferences.....	9
Collaborate on a pilot project to facilitate collaborations between public libraries, medical libraries, or Resource Libraries and public schools to train school library staff, teachers and students in finding answers to health related questions.....	10
Present effective practices and lessons learned from Resource Library and public school programs at a Resource Library Directors meeting.....	10
Community Outreach.....	13
Assist in the development of working relationships between Network members and grass roots, regional and national CBOs that include health information as a part of their mission or priority	13
Promote our consultation service - review of proposal, feasibility of project, and letters of support.....	15
Assist public health and community organizations in developing plans to provide emergency preparedness health information access to specific populations	16
Bring Network members and CBOs together for collaboration to sponsor health information programs.....	17
Enlist the assistance of hospital libraries and other Network members to focus on institutions whose objective is to train minority health practitioners or those who serve minority populations, to develop specific linkages so that their health professionals and students have full benefit of the resources of the Network.....	18
Develop lessons learned resources for Network members to foster collaboration between Network members and community based organizations.....	19
Develop programs that focus on reaching minorities, senior citizens and low income populations.	20
Consumer Health Outreach	22
Employ newsletters and listservs as a means to disseminate consumer health information	22
Award public libraries who have had the best public health/public library partnerships involving health information	24
Support the transition of MedlinePlus Go Local projects in the region.	26
Develop programs to promote MedlinePlus and other NLM consumer resources to all health professionals as a resource for them and their patients	27

Introduction

The NN/LM MidContinental Region outreach for 2010-2011 continues and builds on past efforts to improve health information access in the region's communities. The MCR does this by addressing the goals of building collaborations, focusing on underserved communities, and improving access to electronic health information.

Our collaborations will include imbedding ourselves in community organizations and shadowing tribal college libraries to gain a better understanding of their information needs and the support role that the MCR can play. It includes increasing the number of participants of the work groups who are collaborating with community organizations through a social networking site.

The collaboration activities also serve to focus our attention on improving health information access to underserved communities. Exhibiting at minority, public health, and public library meetings is another way to address this purpose. The MCR liaisons understand that community organizations serving underserved communities are always looking for additional funding. The BHIC blog communicates where funding is available and liaisons will continue to provide consultations on projects that improve health information access.

A major component of improving access will be the MCR's continued training program both in-person and online. We will increase efforts to promote these sessions to public libraries, the public health workforce and staff of community organizations to boost their attendance. Successfully getting on the program at national and local conferences continues to be part of the strategy to introduce and train health care providers and non-health sciences librarians to NLM resources.

Educational Outreach

Our National Network of Libraries of Medicine, MidContinental Region (NN/LM MCR) education outreach continues to evolve and expand. While this may always have been the case, these days, with the faster implementation of new technologies, our delivery methods are changing and we are adapting more quickly and sharing our information via different mediums as never before. Eric Hoffer once said “In times of change, learners inherit the Earth...” This could never be truer than it is now. We want health professionals, librarians, and consumers to learn – and we want to teach them.

Each of the project areas designated in the NN/LM MCR has an education component. It can be thought of as an overriding arch for Assessment and Evaluation, Library Advocacy, Community Outreach, Consumer Health, Network Membership, Technology, and Education. Each liaison respectively associated with these project areas delivers information and as such education is what binds these together.

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

Objectives:

Offer consumer health resource classes for public libraries

Offer training to one CBO in each state

Offer emergency and disaster resources classes for public libraries

Rationale: While we have continued to direct resources to our members, we also continue to enlarge our focus on health professionals, public librarians, and the public. No medium of delivery is overlooked as we continue to present classes in person, through web conferences, and through synchronous distance education. Our Year 4 educational opportunities represent this mindset.

Liaison(s)	Number of Classes	What Was Presented	Where or How Presented
Missouri/Advocacy Nebraska/Education	2	Senior Health	St. Louis, MO Kearney, NE
Colorado/Consumer Health Kansas/Technology	5	Consumer Health	Aurora, CO Kansas City, KS Kearney, NE
Colorado/Consumer Health Community Outreach Utah/Network Membership	4	Toxicology	Online Webcast
Consumer Health	1	Wiser	Laramie, WY
Consumer Health	1	PubMed, MedlinePlus, NTCC, NLM portal	Greeley, CO

Consumer Health	3	Emergency & Disaster Resources for Public Libraries	Online Webcast
Consumer Health	4	In Depth MedlinePlus	Online Webcast
Community Outreach	2	Community Outreach	Online Webcast Omaha, NE
Community Outreach	1	Navigation Collaboration	Online Webcast
Community Outreach	1	Health Literacy	Omaha, NE
Community Outreach	1	Spanish for Healthcare Providers	Omaha, NE
Community Outreach	1	PB Wiki	Online Webcast
Community Outreach Nebraska/Education Kansas/Technology	4	MedlinePlus	Omaha, NE Kansas City, KS
Education	1	Project Management	Laramie, WY
Education	1	AIDS info	Omaha, NE
Education	2	MedlinePlus, PubMed, Loansome Doc, InfoRX	Online Webcast
Education Community Outreach	1	MedlinePlus, Mental Health Resources	Radio Program
Education	1	Kids Resources	LaVista, NE
Network Membership	1	Safe Internet Searching	Salt Lake City, UT
Network Membership	1	Toxicology	Online Webcast
Technology-KS	1	RSS	Lawrence, KS
Technology-KS	1	Delicious	Laramie, WY
Technology-KS	1	Harness Power of Web	Kansas City, KS
Technology-KS	2	RSS Pub Med	Kansas City, KS
Technology-KS	1	Public Health	Kansas City, KS
Technology-KS	1	MedlinePlus	Kansas City, KS
Technology-UT Kansas/Technology	3	Podcasting	Online Webcast
Technology-UT	1	Twitter	Laramie, WY
Wyoming	1	GHR, My Family Health History, InfoRX	Online Webcast

It is apparent, that in circles outside of traditional Network members, audiences are hungry for technology education and application within their own professional memberships. For example, use of wikis has recently been introduced to the Education Committee of the Public Health Association of Nebraska. The Community Health Liaison provided training on wikis to Utah Café To Go participants, which included health department personnel as well as a community college librarian and a medical librarian. They'll use this tool to help them organize the Utah Minority Health Conference.

In Year 4, two liaisons promoted NLM resources specifically addressing behavioral health and recovery resources on a radio program, aired to a five state area, sponsored by the Kim Foundation. Email continues to be a standard through which we can deliver information quickly and efficiently to large and diverse audiences.

Each liaison sets goals on classes to teach, relative to the project areas during the course of a year. We continue to reach out to health professionals, with an emphasis on public health and to public librarians, as well as community based organizations. All our liaisons travel widely and often conduct in-person classes. It is of note, though, that our six-state region, being heavily rural, lends itself well to online presentations and online asynchronous classes. This method of delivery is one that serves us well.

Consumer health classes are a primary emphasis for delivery by all liaisons, in both in-person and online venues. In Year 4, our goal was to teach 12 classes. As of the 3rd Quarter of Year 4, there have been 34 consumer health classes taught.

In addition, recognizing that emergency preparedness is a necessary component of any library, three online sessions for public libraries were presented in Year 4.

In Year 4, we started the “Spotlight! On National Library of Medicine Resources” series, using Adobe Connect. This monthly presentation focused on a particular topic area or NLM resource. When featuring a resource that is particularly pertinent for one audience, such as PH Partners for the public health workforce, the presentation is promoted to that audience and the attendance reflects this. Comments have been positive for this venue as it also included interactive participation and time for hands-on exercises:

“Excellent class! Thank you.”

“Great information. The Spotlight is an excellent idea!”

“Love these webinars. Thanks for doing these.”

The NN/LM MCR is not alone in delivery of web conference classes. As other organizations create online venues, liaisons present at these, as well. In Kansas, the state liaison has presented Spanish language resources through the Public Library web conference network. She has also presented social bookmarking through the Veteran’s Affairs national web conference network.

State liaisons have been embedded in community based organizations since Year 3. In Year 4, each state liaison offered hands on training through the organization they are embedded in. This has resulted in training offered to public health departments

as well as community organizations, such as HELP Adult Services, a group that provides loans of health equipment to low income clients at little or no cost. This has been seen as a way to develop a core of community and public health workers educated in NLM resources, and as a way to provide low income and underserved communities with access to reliable accurate health information.

Methodology: While the personal touch of in-person classes will not diminish, MCR liaisons are able to increase the breadth of their distribution through web conference classes and asynchronous distance education classes. Adobe Connect allows for liaisons to increase their reach, eliminate geographical barriers and travel budgeting issues, deliver classes (usually no more than an hour long), and save time for attendees as well. Use of course management software, such as Moodle, also allows for liaisons to provide classes like “Thinking Like an MBA” to attendees who come from special populations. The last class of “Thinking like an MBA” included several public health professionals who were happy to have had the opportunity to take such a class, at no cost to them for travel or even registration.

Consumer health classes for public libraries will be offered, one in each state, either in-person or online. Each session will be at least 60 minutes in length. Emergency and disaster preparedness classes will also be offered for public libraries, one in each state, either in-person or online. Each session will be at least 60 minutes in length.

The state liaisons and Community Outreach Liaison will remain embedded in a community based organization, and work with the CBO to assess the health information gaps specific to that CBO, and provide hands on training based on that assessment. They will continue to assess needs by participating in strategic planning meetings for their CBOs and in other infrastructure activities that will lead to a greater understanding of the organization of which they are a part.

As we continue to develop the online webcast “Spotlight” series, and events are scheduled into 2011, liaisons share their expertise and further identify “markets” for these classes. For example, in identifying a topic area for the coming year, it was decided to focus on senior health information resources. Additional audiences for this topic have been suggested to include faith based organizations and visiting nurse organizations whose personnel may be able to utilize this information with their senior populations. Excitement is already building as new NLM mobile applications become available which may be particularly appealing for younger users who are known to use this technology. A “Spotlight!” session is already scheduled for 2010 as liaisons are ready and able to share NLM information for

younger generations in a new way.

Evaluation: Both in-person and online classes start by outlining the objectives of the class. Following each class, an anonymous poll is given in which attendees can indicate if they believe the class objectives have been met. Goals for both in-person and online classes are for 90% of respondents to indicate that the class met learning objectives. As some attendees choose not to complete surveys and polls, to encourage participation in the upcoming year, we are renaming the polls “Tell Us What You Think – and It’s Anonymous!”

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

Objective: Promote public health information resources for inclusion in public health program curricula

Rationale: The NN/LM MCR, recognizing the growth of public health programs in the region, wants to promote the NLM resources to this audience. Again, because of the rural nature of our states, public health professionals, once in the field, may not have access to resources as they do while in an accredited public health program. If this information is “imbedded,” students will be more likely to refer to the information later. Most academic libraries have liaison relationships with these schools of public health. The Nebraska/Education Liaison continues to send information out to those designated academic librarians including ready-made Power Point presentations and information on evidence based practice for public health. Programs where resources have been shared in the past include St. Louis University, Washington University, and the University of Colorado.

In the last year, a School of Public Health opened at the University of Nebraska Medical Center and a minor in public health was added at Creighton University. These have provided more opportunities for contact.

Methodology: A classroom presentation has been developed and is being shared in each state with focus on implementation of regular inclusion in the curricula each year. The Nebraska/Education liaison will continue to work with public health faculty and academic liaison librarians to schools of public health to encourage inclusion of materials in public health curriculum. PHPartners, a wealth of information, provides a sound base for much of the public health information students and health

professionals need. Two more schools or programs of public health will be contacted and public health information will be shared for inclusion in those programs.

Evaluation: Of the six academic librarians receiving this information from the NN/LM MCR, 50% will indicate the information they received was helpful at their university.

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

Objective: Exhibit and present at assigned national and state conferences

Rationale: NN/LM MCR liaisons often exhibit at national, regional, and state meetings. Conference venues in the past have been focused on state library conventions (primarily focused on public librarians and school library media specialists,) minority health conferences, such as Black Family Wellness in Nebraska and Cambio de Colores in Missouri, and public health conferences. In year 4, physician assistant conferences were added to this focused list of conferences.

Methodology: Liaisons are encouraged to write a proposal to present at each exhibit they attend. In Year 5, there are plans to exhibit at the following conferences:

Colorado	Colorado Association of Libraries Colorado Hospital Association Colorado Public Health Association Colorado Physician Assistants Colorado Rural Health Association Colleague Connection (sponsored by Colorado Consortium of Medical Librarians)
Kansas	Kansas Public Health Association Kansas Library Association Kansas Physician Assistants Kansas School Nurse Association Summer Conference for Kansas School Nurses Women's Health Care Symposium Binational Health Fair October KDHE Center for Health Disparities Conference Governor's Public Health Conference
Missouri	Missouri Library Association Missouri Public Health Association Missouri Physician Assistants Missouri School Librarians Association

	Missouri Coordinated School Health Association
Nebraska	Nebraska Black Family Wellness Conference Nebraska Healthcare Quality Summit Nebraska Library Association Nebraska Minority/Public Health Conference Nebraska Physician Assistants Conference Nebraska Public Health Conference
Utah	Utah Medical Association Annual Meeting Utah Library Association Association for Utah Community Health Utah Nurses Association Utah Health Care Association Utah Physician Assistants Conference
Wyoming	Wyoming Library Association Wyoming Public Health Association

Evaluation: Liaisons will present at 50% of state library conferences, public health conferences, and minority health conferences. Liaisons will submit presentation proposals to national conferences to which they are assigned.

Goal:

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

Outcome:

Resource Libraries will develop partnerships with CBOs that increase access to health information to underserved populations in the community

Objectives:

Collaborate on a pilot project to facilitate collaborations between public libraries, medical libraries, or Resource Libraries and public schools to train school library staff, teachers and students in finding answers to health related questions

Present effective practices and lessons learned from Resource Library and public school programs at a Resource Library Directors meeting

Rationale: The University of Colorado, University of Kansas Medical Center, and Washington University libraries are involved in K-12 outreach programs on health information literacy. These programs have resulted in successful outcomes for both libraries in their communities and within their institutions.

The University of Colorado Health Sciences Library (HSL) initiated a community engagement pilot project with the Aurora Public School system in 2009 in conjunction with a wider University of Colorado Denver outreach program to promote careers in health professions. Aurora Public Schools were selected because of their proximity to the campus and number of students – the district is the second largest in the state of Colorado. The pilot project included hands-on classes at HSL and panel presentations by library staff for North Middle School 6th, 7th, and 8th grade students. The content of the hands-on sessions included National Library of Medicine resources for finding authoritative health information (MedlinePlus, ToxTown, ToxMap, and Household Products Database) and evaluating web sites; panel presentations covered career opportunities as a health sciences librarian. Members of HSL have also met with librarians and science teachers at Hinkley High School to promote similar sessions for their students involved in a district-

wide Health Science Academy program. The pilot was developed in limited concert with the North Middle School curriculum – the North science and health curriculum are still in development.

The Dykes Health Sciences Library is open to the public and has 6 computers that are maintained for the public. Approximately 2 years ago, it came to the library's attention that children from nearby Rosedale Middle School were being released from school at 1 PM, twice a week, in order for teachers to do in-service training and planning. The school district does not offer any after-school programs for the children and many children would come to Dykes Library, unsupervised, to use the computers. They had the tendency to be disruptive and sometimes disrespectful to staff and students. A small task group investigated whether other resources in the community offered after-school programs etc. There were no places within walking distance for these and other at-risk youth to go...besides the library.

Community for Rosedale Enrichment Workshop is a program that developed from a joint effort by Dykes Library, University of Kansas Medical Center, University of Kansas School of Social Welfare and the Rosedale Development Association that offers a free after-school program to middle school youth in the Rosedale community. Partners planned an outreach after-school program to take place at the Dykes Library. Assistance from Teacher Tech, an organization that places teachers in various working environments during the summer months, was enlisted. The primary mission of the program continues to be to provide a safe environment where the youth can learn vocational skills, as well as expand socially, emotionally, intellectually, and physically. 78.6% of students from Rosedale Middle School come from economically disadvantaged homes. It is the goal of the Community for Rosedale Enrichment Workshop to expose these youth to resources and ideas they might not encounter otherwise. The program takes advantage of the "community within a community" at the medical center: hospital departments such as physical therapy and occupational therapy were delighted to have the kids come for a tour and hands-on time with their equipment. Identifying reliable resources on the Internet was included in a session on National Library of Medicine resources, such as ToxTown and MedlinePlus. Additional university resources and personnel, including students, were enlisted to provide tutoring. Identification of formal outcomes and formal assessments will be developed between January 2010 and August 2010.

Becker Medical Library received funding in Year 4 through the Continuity of Health Information Award for "The Mobile School Health Information (MoSHI) Initiative." This initiative is designed to connect St. Louis area K-12 librarians with credible, free health information resources on the web. Becker Medical Library

will use its existing partnerships with St. Louis groups to promote, deliver and evaluate a curriculum designed to train K-12 librarians to be health information champions in their districts. School librarians should be able to take lessons learned and incorporate them into in-services and collaboration efforts within the K-12 curriculum. Evaluation will be two-pronged, done at the time of training and in 3-month follow-up surveys distributed via web surveying.

Methodology: In Year 5, the library director, or a representative from each of the libraries, will present the effective practices and lessons learned from the K-12 outreach efforts at one of the six Resource Library Director meetings. The Associate Director will inform the liaisons when this meeting is scheduled. Liaisons will follow up with their home institution library director after this meeting to help them make connections to programs going on in their institution, and to see how the library might support those programs, using tools from the Resource Library presentation.

Evaluation: 8 Resource Library Directors report back that the information presented was relevant to their library.

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 CBOs in the region recognize the NN/LM-MCR as a network of providers of health information

Objective: Assist in the development of working relationships between Network members and grass roots, regional and national CBOs that include health information as a part of their mission or priority

Rationale: The “Bringing Health Information to the Community” (BHIC) blog (<http://nmlm.gov/mcr/bhic/>) is a communication application for the MCR to reach Network members and others working with community based organizations on outreach efforts, and to reach public health and CBO staff directly. In the four years the blog has been live, there have been over 3800 posts on public health, minority health, HIV/AIDS, funding, and other topics covering health disparities and community outreach issues.

Readers access the blog in numerous ways: RSS feeds, direct subscription to the blog, and a digest of daily postings. This year, the Community Outreach Liaison created an account on Twitter, and the BHIC blog postings are fed to the twitter account. This account, with 132 followers, allows for tracking content that is “retweeted” or passed onto other followers in the Twitter social network. Use of Twitter has expanded access to the blog and increased the number of BHIC blog readers. Recently the blog feed was also added to the NN/LM MCR Facebook “fan page.”

In June 2009, the Community Outreach Liaison, with the assistance of the Assessment and Evaluation Liaison, sent direct subscribers to the BHIC blog a questionnaire on how they use blog postings (direct subscribers are those who subscribe to the blog through the blog subscription service as well as those on the daily digest listserv). The questionnaire was sent to 432 readers; of 76 responses, 75 indicated that they used the blog postings in their work. Replies to the open-ended question also confirmed the usefulness of the blog.

“This is a great service and prompted me to start an internal weekly e-bulletin that compiles interesting research, resources, and training opportunities for our large non-profit's staff. Many of my announcements are credited to your blog. Thanks!!!”

“It really helps me stay up-to-date with everything going on in preventive health care. I really appreciate it. Thanks!”

Methodology: For Year 5, the Community Outreach Liaison will research methodologies used to promote social networking information. Because the blog has been demonstrated to be a useful tool, with an ongoing growth in readers, it can serve as a steady and consistent tool to test market strategies for MCR online communication tools, while at the same time, be marketed itself. The liaison will develop four separate promotional efforts and the NN/LM MCR will analyze which efforts yielded the most fruitful results. The measurements used to determine effectiveness will be guided by the promotional efforts; for example, a promotion on Twitter might be measured by how many times the promotion is “retweeted.” Once the most effective strategies have been determined, the MCR can then promote other services they provide using those same strategies.

Evaluation: Along with measuring the effectiveness of the promotional efforts used to publicize the BHIC blog, it is anticipated that there will be an increase in readership as a result.

Rationale: Years 3 and 4 saw the Community Outreach Liaison and state liaisons becoming involved in the infrastructure of community and public health organizations. With this involvement, an increase in hands-on training has resulted for those groups. In order to determine if the involvement and training have had an impact on an organization, the Community Outreach Liaison will measure the effectiveness of this activity. The measurement will include questions to the CBOs and public health groups as well as questions to the NN/LM MCR state liaisons.

Methodology:

A questionnaire will be sent to:

- Members of organizations in which community outreach and state liaisons are involved at the infrastructure level, i.e. on the board of directors, or committee level
- Attendees who have taken training set up by above organizations
- NN/LM MCR state liaisons

Questionnaires will be sent Year 5 Quarter 3 (November 2010) with the report written by January 2011. The questions will focus on the following concepts: Is it better to belong to one single CBO, or to join a coalition of CBOs networking together? (Or does it matter?) Has the NN/LM MCR Liaison done more than training? What has the liaison brought to the organization? Who from a CBO/public health group attends the training - staff at the CBO, members of the CBO organization? What do they do with the training?

Evaluation: The report will provide an understanding of the effectiveness of the activity of having NN/LM MCR liaisons become members of the infrastructure of groups outside of

libraries. This report will include a conclusions section with suggestions for continuation, modification, or elimination of the activity, based on the findings.

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

Objective: 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 MCR 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. MCR members are involved in outreach as a way to support their institutions in the community and seek assistance from NN/LM MCR liaisons. The MCR staff is available to provide consultation services for members developing outreach projects and applying for funding; MCR liaisons review proposals, discuss feasibility of the project and suggest changes, provide letters of support and more. The 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 Consortia.

In Year 4, the NN/LM MCR offered the Continuity of Health Information Award, and provided videoconferences using Adobe Connect to consult with Network members interested in pursuing the award. Two Café to Go sessions were held in Missouri and Wyoming early summer 2009 (more details later in the narrative) included a review of consultation services offered by the MCR and were focused on assisting attendees to collaborate and develop outreach projects in their communities. Articles in the NN/LM MCR *Plains to Peaks Post* newsletter highlight partnerships that were funded by the NN/LM MCR, as well as events that support outreach efforts. As a result of marketing and promotion in Year 4, the MCR received 12 award proposals.

Methodology: In Year 5, MCR staff will continue to promote MCR consultation services through MCR communication applications, at library consortia meetings, and through videoconferencing. Since the NN/LM MCR will not be offering awards in Year 5, postings on other funding agencies will be highlighted throughout the year.

Evaluation: 10 consultations happen each year regarding CBO library partnerships.

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:

CBOs, 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

Objective: Assist public health and community organizations in developing plans to provide emergency preparedness health information access to specific populations

Rationale: The Community Outreach Liaison is a member of the Lincoln Metropolitan Medical Response System (LMMRS) (<http://www.lincoln.ne.gov/city/health/nurse/mmrs/>) subcommittee on services for populations with special needs. LMMRS serves Lancaster County, Nebraska, which includes Lincoln, Nebraska and surrounding communities.
<http://www.hhs.state.ne.us/ems/MRSMap.pdf>

The Community Outreach Liaison has worked with Eric Shanks Public Health Emergency Response Coordinator, Lincoln-Lancaster County, Nebraska, in Year 4, meeting with him several times and attended monthly teleconferences of the LMMRS committee and quarterly subcommittee meetings for the special needs group. During Year 4, the Community Outreach Liaison began a “delicious” bookmark bundle of web sites for emergency preparedness for special populations.
<http://delicious.com/siobhan2/bundle:Emergency%20Preparedness%20for%20Special%20Populations>

She has shared this bundle with Eric Shanks, who has sent it onto the Office of Minority Health and others as a resource. During year 4, the Community Outreach Liaison hopes to work with the subcommittee using the bundle as a template in which to build a wiki or web site for the state. Working with this group is one way to identify the needs of those working in emergency response in public health, and develop a model of health information access for all the NN/LM MCR staff to use.

In March 2009, the Lawrence Public Library received funding from the NN/LM MCR for the *Together Prepared* proposal. The purpose of this project is to provide improved access to disaster and emergency information for residents of Douglas County, Kansas, with a particular emphasis on assuring that vulnerable populations are served. Project objectives are being accomplished by enhancing the role of the Lawrence Public Library as an

information center for the public during an emergency and an outreach center for information related to disasters preceding them. To do this, the Lawrence Public Library is partnering with the Lawrence-Douglas County Health Department, Douglas County Emergency Management, the University of Kansas Research and Training Center on Independent Living, and the community working group Together Prepared. The Kansas/Technology Liaison has been supporting this project and created a “delicious” bookmark for that group as well.

Sharon Medcalf, RN, Med, Associate Director of the Nebraska based Center for Biopreparedness Education (<http://www.bioprepares.org/index.htm>) is a member of the NN/LM MCR Regional Advisory Board. Ms. Medcalf presented to the members of the MCR RAB and the MCR Staff at the 2009 Regional Advisory Board Meeting on the topic of H1N1.

Methodology: The work of these groups, LMMRS, the Lawrence Public Library, and the Center for Biopreparedness Education, will continue into Year 5. The Community Outreach Liaison will bring together the effective practices from the ongoing projects across the region and develop a template that can be used by Network members so they can incorporate health information into the emergency planning that is taking place in their local communities.

Evaluation: A model that can be used by liaisons and Network members to become members of their communities’ emergency response plan will be developed and shared.

Objective: Bring Network members and CBOs together for collaboration to sponsor health information programs

Rationale: The MCR has found that methods of strategic collaboration are useful tools in bringing together Network members and staff from community based organizations. Throughout the contract, the MCR has held collaboration workshops in five of the six states in the region. In Year 4, Café to Go workshops were held in Wyoming, at the annual Symposium, and in Missouri. “Creating Partners in Health Information” Café to Go workshops involve brainstorming and collaboration sessions to allow attendees a chance to learn about those interested in partnering around health information projects in their community. Librarians who attended the Missouri Café to Go workshop have submitted an application to the NN/LM MCR for the Continuity of Health Information Award. Librarians at the Kansas session in Year 3 collaborated with staff at CBOs and have been working on a nutrition improvement project in Kansas City. Facilitating partnerships between Network members and organizations outside the Network has led to meaningful and effective partnerships and outreach.

Methodology: In Year 5, the Nebraska/Education and Community Outreach Liaisons plan to hold an outreach camp using “open space technology” as the collaboration method. Open

space technology has been used in libraries frequently in the past several years and are often held as technology “camps.” This method allows attendees to build the agenda ahead of time through the use of an email listserv and a wiki. The attendees will use the wiki to list topics of interest to them around the theme of outreach and partnership. The group will then vote on which topics are of most interest. An agenda will be created, and attendees will sign up to facilitate topics of discussion on the agenda. The Nebraska/Education and Community Outreach liaisons will guide the discussion on the wiki and through emails toward health information, health disparities, rural health, and collaboration topics so that attendees can discuss common issues and practices at the meeting leading them toward future collaborative efforts.

The Nebraska Outreach Camp will be held in central Nebraska and librarians, public health departments and staff at community based organizations will be invited to attend the camp and contribute to the wiki and listserv. Following the camp, MLA CE classes will be offered to those interested in earning the Medical Library Association Consumer Health Information Services Certificate. Classes of interest to public health and community based organization staff as well as librarians, will be offered, as further inducement to attend the camp and provide further opportunity to network following the camp.

Evaluation: Bringing staff from public and medical libraries, public health departments, and community organizations together to work on health information access issues in a structured format has been shown to lead to collaboration among attendees. The Nebraska Outreach Camp will be deemed successful if collaboration results from this workshop.

Outcome:

New Outcome Institutions who train minority health professionals will have promoted health information access to their community

Objective: Enlist the assistance of hospital libraries and other Network members to focus on institutions whose objective is to train minority health practitioners or those who serve minority populations, to develop specific linkages so that their health professionals and students have full

Rationale: There are four tribal college libraries in the NN/LM MCR:

- Little Priest Tribal College Library/Winnebago Public Library (Nebraska)
<http://www.lptc.bia.edu/Library%20Webpage/welcome.html>
- Wind River Tribal College Library (Wyoming)
<http://www.wrtribalcollege.com/>
- Haskell Indian Nations University Library (Kansas)
<http://www.haskell.edu/library/index.html>
- Nebraska Indian Community College Library
<http://www.thenicc.edu/About%20NICC/default.asp>

benefit of the resources of the Network.

NN/LM MCR state liaisons, along with the Community Outreach Liaison, have visited and provided training and resources to librarians at each tribal college. In Year 3, the Little Priest Tribal College and Wind River Tribal College both received exhibits for use at powwows and other community events that provided information on the library and included a panel on health information resources from the local library as well as from NLM. The libraries at these colleges have not made extensive use of NN/LM or NLM resources or training over time. However, when approached by NN/LM MCR staff, they are always interested in meeting and learning more about health information resources. In Year 5, the NN/LM MCR liaisons in the three states with tribal college libraries plan to visit with tribal college librarians in an effort to determine how the MCR can play a role in increasing the use of NN/LM and NLM resources by the tribal college libraries.

Methodology: The Community Outreach Liaison will coordinate with the state liaisons in Nebraska, Kansas, and Wyoming to visit the tribal college libraries in their state. During these visits, the state liaison and Community Outreach Liaison will shadow the tribal librarians in an effort to understand the needs of the tribal libraries, as well as provide state liaisons an opportunity to share NLM and NN/LM resources that might meet those needs. The Wyoming Liaison will also be facilitating a relationship between the Wind River Tribal College Library and the Indian Health Services located on the Wind River Reservation where he will explore the possibility of joint Wind River Tribal College Library and IHS collaboration.

Evaluation: As a result of visits made to the three of the tribal college libraries the NN/LM MCR will identify health information needs of tribal college libraries and develop strategies to meet those needs.

Goal:

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

Outcome:

CBOs, 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

Objective: Develop lessons learned resources for Network members to foster collaboration between Network members and community based

Rationale: The NN/LM MCR has worked throughout this contract help Network members to use and share effective practices on health information projects and programs on which they have participated. Network members are the primary contributors to effective practices resources and are building collections of successful outreach practices that can be duplicated by other members. The Effective Practices Collection,

organizations

an online depository of the Corporation for National & Community Service, was used successfully by the Tribal Connections Four Corners (TC4C) group as a place to submit effective practices. <http://nationalserviceresources.org/epicenter/index.php> Originally it was hoped that the NN/LM MCR could build on that foundation. Due to budget concerns, the Effective Practices Collection is no longer accepting new entries.

The NN/LM MCR decided that a switch to the Library Success Wiki as a database to store entries of successful outreach efforts was necessary. In Year 4, the Community Outreach Liaison added the “Services for Health Information Consumers” category to the “Services to Specific Groups” section of the wiki (http://www.libsuccess.org/index.php?title=Services_for_Health_Information_Consumers). The links to the TC4C Effective Practices Collection entries were added, along with an entry by the Kansas Go Local team. In addition, three projects funded by the NN/LM MCR are currently working on entries for the wiki: Creighton University and the Religious Divide, Kansas University Medical Center’s “Changing Face of Medicine Exhibit,” and Lawrence Public Library and the Together Prepared project.

Methodology: Projects funded by the NN/LM MCR in Years 3 and 4 of the contract included a requirement that they make an entry to an effective practices collection. Liaisons managing subcontracts that will be complete in Year 5 will consult with the PI of the award and assist them in identifying the effective or successful practices of the project, and then in submitting an entry to the wiki. Work will continue with the TC4C workgroups to ensure that practices are submitted from that project as well. As entries are added to the wiki, information about those entries will be added to MCR publications, such as the weekly RML news and the BHIC blog. This will serve to remind people about the resources, so they can both check for ideas and submit practices themselves.

Evaluation: 100% of successfully completed MCR NLM funded projects have made one entry to an effective practices collection. 5 new entries are added to an effective practices collection on projects carried out by a collaboration between a Network library and a CBO.

Outcome:

Resource Libraries will develop partnerships with CBOs that increase access to health information to underserved populations in the community

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

Rationale: The Community Outreach Working Group includes representatives from two NN/LM MCR Resource Libraries: Washington University’s Becker Health Sciences Library and J. Otto Lottes Health Science Library, University of Missouri. Each library brings a different level of outreach experience to the

working group. For instance, the J. Otto Lottes Health Sciences Library has been involved in outreach efforts for several years while the Becker Health Sciences Library has initiated outreach efforts in the past few years. Representatives from each library brings a unique perspective to the working group on how to identify needs that build and maintain outreach endeavors. In Year 4, the working group produced the “Navigating Collaboration: A Crash Course in Connecting with the Community” webinar series to supplement the Collaboration section on the NN/LM MCR web site.
<http://nnlm.gov/mcr/resources/community/collaboration.html>

Methodology: The next phase in the Resource Libraries and the MCR Collaboration Working Group’s collaboration efforts is to develop a social networking group. In Year 5, the working group will evaluate social networking sites, such as Facebook and Ning. The working group will determine which resource best fits the needs of Network members and will establish a social networking group. The social networking group’s primary function will be to outline a plan for the creation and maintenance for partnerships between libraries and community-based organizations. Each working group member will invite other appropriate participants to join the selected social networking site. Network members that are providing outreach service will also be invited to join.

In addition, the Community Outreach Liaison, along with the Assessment and Evaluation Liaison, will assess the impact of Resource Library staff involvement in the MCR Collaboration working group. This assessment will include the value the staff provided to the working group and the MCR, as well as the impact the staff was able to have in their home institution as a result of being a member of the working group.

Evaluation: At least one person invited by each MCR Collaboration work group member joins the social networking community.

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 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 5 outcomes.

Goal:

Establish and maintain channels for effective communication with current and potential NN/LM participants, other Regional Medical Libraries, the NLM, and other state and multi-type library networks within the region

Outcome:

Partnerships exist that enhance access to electronic health information

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

Rationale: State libraries and community based organizations 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 in the MCR 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. Community based organizations 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 community based organizations throughout the region. MCR liaisons have found that state libraries and community based organizations are receptive to disseminating information regarding consumer health information. In addition to publication in state library newsletters, consumer health information has been disseminated to the Colorado, Kansas and Nebraska library listservs, the Kansas Web Junction blog, the Utah State Library Division's News blog, Utah Library Association's newsletter, and the Utah Center for Multicultural Health newsletter.

Many state libraries and CBOs have migrated to electronic publication of their newsletter content and have expanded their reach to include blogs. Employing this organizational communication media to widen reach and keep constituents informed of resources has worked well for our content as much of it is Internet-based allowing readers to quickly access resources highlighted in the articles or news posts via hyperlinks. Content sent to newsletters and listservs in Year 4 included NCBI data mining tools, enhancements to MedlinePlus, online medication identification and tracking tools, and benefits of the Information Rx program.

Methodology: Articles written by Colorado/Consumer Health Liaison and other liaisons will continue to be disseminated to the region for distribution. Liaisons will make submissions to state library newsletters and community based organization publications, newsletters, and listservs. These articles will be tailored by liaisons to address the broad range of coverage in the areas of consumer health information access, and will address the needs of the public health workforce, faith based organizations, tribal communities, librarians and consumers seeking understanding of health issues.

An additional outcome of the article dissemination process is encouraging public library staff participation in MCR online presentations. Liaisons will promote appropriate online presentations and classes to public libraries in the region via publications, newsletters, and listservs. Findings from the public library focus groups conducted by the NN/LM MCR indicate public librarians are eager for new learning opportunities in a virtual setting. This level of visibility through the MCR's online presence is an opportunity that the NN/LM MCR will use to encourage affiliate members to participate in NN/LM MCR programs and services. This opportunity will also be used to recruit new affiliate members from the public library arena. The NN/LM MCR will continue to gather this information by means of polling participants regarding their type of library during the sessions.

Examples of community based organization publications, newsletters, and listservs where we expect to publish:

- Nebraska: WHAT'S UP: quarterly newsletter of the Nebraska Early Childhood Training Center, the Nebraska Library Association Quarterly, CIMRO of Nebraska, North Omaha Area Health Newsletter
- Kansas: BlogJunction-Kansas edition, the Kansas State Library blog, and the Kansas Library Association online newsletter
- Utah: Utah Center for Multicultural Health and the Utah Libraries blog

- Wyoming: OTRIDER: the Wyoming State Library newsletter
- Colorado: Colorado State Library blog, listservs for Colorado public libraries and special libraries
- Region VII Health and Human Services Office of Minority Health Weekly Update covering Iowa, Kansas, Missouri, Nebraska
- Region VIII Health and Human Services Office of Minority Health Weekly Update covering Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

Evaluation: 6 submissions will be published, 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.

The NN/LM MCR will have public library representation in 75% of its online sessions.

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

Objective: Award public libraries who have had the best public health/public library partnerships involving health information

Rationale: Over the past 3½ years, MCR liaisons have attempted to facilitate collaborations between public health departments/workforce and public libraries. The purpose of this initiative is to bring to the forefront successful collaborations that have occurred in our region and identifying models that public libraries and public health institutions can emulate.

The region has evidence of partnership interest with two proposals submitted to the MCR for funding: *Together Prepared: Community of Health Information Award for Emergency Preparedness* a partnership between the Lawrence Public Library (KS) and the Lawrence-Douglas County Health Department, the Douglas County Emergency Management, the University of Kansas Research and Training Center on Independent Living, and the community working group Together Prepared; the second a partnership with the Uintah County Library (UT) and the Uintah County Emergency Management Office, County Sheriff's Department, County Commission, and Tri-County Health Department to provide mobile satellite Internet access during an emergency or

disaster. These projects serve as a foundation for promotion of this award which began in Year 4.

Examples of outstanding partnerships may include, but are not limited to:

1. Partnerships to improve access to health information for underserved/at-risk populations
2. Partnerships to provide access to health information before/during/after a disaster or emergency (i.e. natural disaster, pandemic, man-made disaster)
3. Partnerships that benefit the overall library communities' access to health information
4. Partnerships to conduct innovative health information outreach programs

The NN/LM MCR views that partnerships between libraries and public health departments are a natural fit and are a good opportunity for collaborations. Both institutions are vital to the communities they serve. The missions of public health and public libraries are complementary, both seeking to improve their community. For instance, public health department programs and services engage citizens in understanding how to prevent disease. Public health officers then refer the public to visit their public library so they can then be informed of consumer health information and be given technical assistance by the trained staff at public libraries – sharing of expertise between these two institutions on how they provide services that enhance community access to health information would be this initiative's mark of success. Through their stories, the RML can encourage and assist others to establish similar partnerships. Success of this award initiative will help to uncover public library/public health partnerships. Through their efforts and narratives, we can use their programs as models that can be promoted and replicated in the region.

Methodology: The NN/LM MCR will be recognizing public libraries who have had effective public health/public library partnerships involving health information by awarding them with a certificate and monetary or gift award. State liaisons exhibit at one state public health conference in their state annually; with the majority occurring in September (except Utah in May) so there will be time to promote the award. These meetings will be the platform to connect public health workers with public libraries in their community. State Liaisons will promote the awards in the exhibit hall and promote the benefits of partnerships that reach out to the communities they serve. They also exhibit at each state library association annual meeting – and again will promote the awards as they speak one on one with booth visitors. State liaisons, in addition to exhibiting, will submit proposals to present at these meetings,

stressing the importance of public library/public health collaborations as part of a strategy to provide the workforce with potential partnerships and collaborations and to increase the ability of consumers to find accurate public health information.

A call for nominations will be posted to appropriate listservs, and promoted at appropriate venues. An online nomination form will be made available on the MCR web site. A review committee will select the winners. State liaisons will encourage awardees to add their practice of partnership to the Library Success Wiki, as well as submit proposals to present at public health and public library conferences.

State liaisons, in the course of their community outreach efforts, will continue to seek opportunities for potential collaborations between a public health department and a public library. There is evidence of interest in the arenas of libraries and public health with current work being done in Utah with the Utah Women's Health Information Network to provide training at community health clinics on consumer health and health professional NLM databases, and workshops conducted in the MCR to bolster strategic collaborations between Network members (including public libraries) and community based organizations to develop projects addressing health information outreach in their communities.

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

Outcome:

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

Objective: Support the transition of MedlinePlus Go Local projects in the region

Rationale: With the evolution of the Internet, search engines such as Google, Bing and Yahoo have increased the ability of users to access health information. Go Local, once a unique service in the Internet landscape, has been surpassed by more robust options, steering the NLM to end its support of the Go Local program.

Methodology: There are 5 active projects in the MCR: Kansas, Nebraska, Utah, and Wyoming, and TC4C. State Liaisons will follow-up with sites as they finalize their plans for the project. The following outlines the status of these projects as of March 2010:

- Kansas – currently discussing direction for the site
- Nebraska – meeting in March 2010 to discuss what to do with the site

- Utah – meeting in March 2010 to discuss what to do with the site
- Wyoming – currently discussing what to do with the site
- TC4C – group meeting in July 2010 to determine direction for the site

Evaluation: As the MCR monitors MedlinePlus Go Local in the region we will offer assistance as the project managers and teams decide what to do. At mid-year, the managers will be contacted to determine whether or not the MCR provided the support they needed during the transition. Our indicator is all the managers who requested support will respond that the MCR provided the needed support.

Objective: Develop programs to promote MedlinePlus and other NLM consumer 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 your doctor prescribes.*” This national campaign was launched in 2004, and strives to address the health information literacy challenge that affects nearly half of all American adults. Statistically, the majority of materials ordered from the Information Rx web site in the MCR are from libraries and non-health institutions. 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 by signing up clinical sites, physicians, and the public health public health workforce at health professional meetings, public health conferences, and 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: Each state liaison will sign up 3 clinical sites (or physicians) for the Information Rx Program. State liaisons will then follow up with these sites within 3 months of receiving materials; the measure of success will be that 50% report the Information Rx materials are used in patient care.