Objectives

1. Please include an objective promoting MedPrint. What is MCR’s plan for promoting MedPrint?

   We have added MedPrint to one of our objectives under our Member Services program: “Manage portions of the NN/LM Resource Sharing Plan including regional participation in MedPrint.”

   We will promote MedPrint through our communication tools including our newsletter, our Facebook page, and our RML News.

2. Please include objectives to address the National Initiatives: Community Colleges, MedlinePlus Connect, and Clinicaltrials.gov Results.

   Objectives have been revised to include the national initiatives.

3. If activities are planned, related to the CTSA institutions for Option Year 1, please include an objective(s). Note: CTSAs are mentioned in the Outreach Narrative.

   We couldn’t find the mention of CTSAs referred to in our Outreach Narrative. We have no programming focused on our CTSA institutions. This part of our 2011-2016 proposal was cut with the budget reduction. We do see that our efforts to promote new roles for librarians especially in the area of e-science, may touch on librarian involvement in CTSA.

4. Does the RML plan to continue monthly Adobe Connect meetings with its Network members?

   Yes, the RML will continue monthly Adobe Connect meetings with its Network members.

5. Please include an objective to address MCR’s plan for recruiting Network members.

   We have included this objective under our Member Services program: “Each MCR staff member pursues opportunities to increase Network membership.”
6. Please include an objective to address the MCR’s plan for to assist NLM in identifying regional historical collections and unique materials related to the health sciences and ways to increases access to these materials.

History of medicine collections in the MCR exist and have been identified in all states except Utah and Wyoming. Those collection links are presently included at: http://wwwcf.nlm.nih.gov/hmddirectory/index.cfm

We are revising our objective accordingly to reflect ongoing promotion of these collections. “Promote history of medicine resources that have been identified within the region and continue to seek out additional history of medicine collections.”

7. Please include an objective to address national exhibits.

National exhibits are addressed in our Health Information Literacy objective “Exhibit at local, regional, state or national exhibits.”

8. P. 2, Information Literacy, #9 - What role do the state libraries play in health literacy efforts?

State Libraries in the MCR support health literacy efforts by providing links to health information from their web sites and by facilitating consortia purchases of databases for member libraries, including health resources. State Libraries for Colorado, Kansas, Nebraska, Utah, and Wyoming provide statewide reference services including help with health information related queries. The Missouri State Library does not offer consortium purchasing, health resources, or traditional reference service. BTOP grants were awarded to the state libraries of Nebraska and Colorado. These grants expanded broadband internet access and also included MCR staff training libraries on health information resources. These classes were open to any library, not just those receiving grant funds.

9. Please include objectives that address outreach to: health professionals, the public health workforce, consumers, and special populations (to support the goals on pp. 3 & 11 of the Outreach Narrative)

MCR coordinators address outreach to health professionals, the public health workforce, consumers, and special populations under the following objectives:

- **Work with the community** – MCR coordinators work with CBOs and address outreach to health professionals by providing training on NLM resources to CBO staff. When CBOs work with consumers and target special populations, coordinators address outreach to consumer and special populations by proxy by training staff to provide reliable information to their clients and by inviting CBO clients to training sessions for direct outreach.

- **Exhibit at local, regional, state or national events** – MCR coordinators exhibit and present at health care conferences for public health, physicians assistants, nurses, doctors and other health care professionals. Coordinators also exhibit at minority health conferences and health fairs to directly reach consumers and special populations.
- Contribute to Bringing Health to the Community blog – The blog directly reaches health professionals, public health workers, consumers and special populations. Posts in categories that directly address these groups include minority health concerns, public health, articles, conferences, low income, HIV/AIDS, and mental health.
- Encourage and/or support health information literacy collaborations that reach other networks and relevant organizations – MCR Coordinators publish in state library association, parish nurse and public health newsletters addressing outreach to public health workforce, health professionals and consumers.

Budget Justification

1. National exhibits will need to be included in the budget justification, based upon assignments made to the MCR by the NNO.

   We have included national exhibit assignments in our budget.

Outreach Narrative

1. P. 14 – Please describe the MCR’s plans to continue minority health brochures.

   The MCR has no plans to continue publication of the minority health brochures. Coordinators will promote NLM online resources, such as MedlinePlus, that represent numerous ethnic and racial populations. These resources are more inclusive, are current, and are accessible 24/7.

2. P. 15, Evaluation – How will the MCR measure the projected increase of readership, by 250, of the BHIC blog?

   BHIC blog readership is measured by the number of email subscribers. Increases in readership will be tracked by the number of new email subscribers.
National Exhibits
The following National Exhibits are identified in the Exhibits Database for Region 4. Please adjust all areas of the Option Year 1 budget, accordingly:

We have included national exhibit assignments in our budget. As requested we have substituted the Wellness Council of America (WELCOA) with the Joint Conference of Librarians of Color (JCLC).

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NN/LM Forms

Staff Travel – The air fare to MLA in Seattle should be purchased in the Base Year if funds are available. If the MCR is able to cover the MLA air fare in the Base Year, the air fare to MLA 2013 in Boston may be budgeted for in Option Year 1.

If funds are available, we will do so.