

Quarterly Report

http://nnlm.gov/webreports/mcr/quarterly_reports/mcrquarterreport-2004-08-04-104926.html

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Project Code:

mcrquarterreport

Name of reporting institution:

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Reporting Period start date:

07-01-03

Reporting Period end date:

09-30-03

Publicity: List publicity and promotional activities conducted during the reporting period.

I will mail the CD packet which includes our CD, the CD insert, CD label, bookmarks, letter and postcard that we handed out to conference attendees as our take home tool. This was all designed as part of the grant.

Completed exhibitor agreement form and write-up for inclusion in the Annual Kansas Public Association Annual Meeting held in conjunction with the Kansas Association of Sanitarians. Presented at the Conference, which was held September 24/25, 2003 in Overland Park, Kansas.

Completed exhibitor agreement form and write-up for inclusion in the Kansas State Nurses Association and Kansas Association of Nursing Students Annual Conference and the Annual Kansas 2003 Immunization Conference. To be held October 9/10, 2003 in Kansas City, Kansas and November 13/14 in Wichita,

Kansas.

Completed exhibitor agreement form and write-up for inclusion in the South Central Kansas Library System Technology Day to be held November 5, 2003 in Wichita, Kansas. This presentation was an additional presentation, not originally part of the grant.

Outreach Reporting Form:
None

Other accomplishments: List any additional activities, resources, services, and administrative arrangements or collaborations that occurred during this reporting period.

August: Set up domain name for Web Site: www.kspublichealth.org

August: Worked all month to evaluate, test, and select web sites that will be included on our www.kspublichealth.org web site for this grant. Met with our web designer several times a week to communicate decisions regarding the content, interface, and ease of use.

August 21/22 Web design and text in rough draft

August 26: Web site ready to preview and share with others for input.

September: Purchase laptops and software for upcoming presentations and learn to use them.

September 2-5: Developed, built and produced a CD. Video taped segments for the CD, with demos of how to use MEDLINE, MedlinePlus, our web site www.kspublichealth.org and an introduction to the CD by the PI and Co-PI.

September: Final approval and posting of Web Site www.kspublichealth.org

September 9-10: Replicate CD's. A glitch was encountered as the CD's were to be reproduced, when the company was unable to reproduce the quality required, so we had to scramble to immediately find another vendor to reproduce CD's for our upcoming meeting.

September 10-17: Build Power-Point show to include Camtasia recordings.

September 10-20: Designed bookmarks, CD label, CD insert, and letter which are included in the CD packet. Worked with our Printing department and Graphic Designer to accomplish this in a few short weeks.

September 18-22: Assembled CD packets which included NLM PubMed and NLM MedlinePlus bookmarks, a www.kspublichealth.org bookmark, a letter, our CD (complete with CD cover, instruction and insert that we designed).

September 23/23, 2003: Presented at first conference.

Target audience: Are there any insights you have gained about your target population during this reporting period? Have their needs changed since your initial assessment? Is the group different from your original anticipated audience?

The public health conference was known to be a diverse group - from different organizations with various interests. They were thankful for our information, indicated an immediate need for web information and indicated they would share it with their colleagues.

Epidemiologists at the conference expressed an immediate need for web sites with epidemiological statistics.

Goals, Outcomes, Objectives: Discuss problems, successes, surprises, and/or insights of this quarter. Based on these experiences and your progress to date, have you rethought or in any way modified your objectives for the project? Are the needs of the audience those you anticipated, and are the outcomes you expected still feasible?

Received notification of Grant contract agreement between NIH/NNLM and KU School of Medicine - Wichita on July 3, 2003. It was huge push to develop an entire Web Site, develop and produce a CD, assemble technology laden give away packets, purchase laptops and video recording software, learn new video recording software and laptops software management, plus prepare for presentations all within ten weeks. We have learned to extend timelines on future grants and build in extra time for the grant paperwork and funding to come through. This was impossible to do on this project, since each of these activities hinged on the other and we couldn't delay the presentations for another year.

Another unexpected challenge was the difficulty in getting the CD's replicated. I had secured a company known for quality CD replication, when I wrote the grant. When it came time for the company to replicate the CD's the quality was unprofessional so I canceled their replication of the CD's. I scrambled to find another CD replication company that would serve our needs immediately. The second CD replication company wouldn't replicate the CD's and stomp the CD labels onto the CD's in the short timeframe to meet our own deadline. Our library stomped the CD labels onto the CD's one by one, as we had to meet our deadline and have the CD's ready to give out at the upcoming conference.

Evaluation: List any specific evaluation activities that occurred during the reporting period. Activities might include surveys, focus groups, pre- and post-tests, interviews, log of activities, or other steps to monitor progress.

We distributed a Pre-evaluation survey to the attendees at the Annual Kansas Public Health Association Annual Conference/Kansas Association of Sanitarians and the compiled results will be sent via email.

PI and Co-PI have been in close communication for the duration of this grant. Each step along the way we have evaluated our progress with each other and taken steps to specifically target each group during our presentations. This has been a very successful way to approach working on a "two institution" grant. I highly recommend this type of collaboration!

Impacts and Observations: If there are anecdotes that illustrate the impact that the project is having, provide the narrative here; include any indicators of success. Share observations, lessons learned, and any other feedback you think would be helpful.

Comments from the Annual Kansas Public Health Association Annual Meeting/Kansas Association of Sanitarians Meeting:

"Great project, great resource! Thank You!"

"I search the net a lot. I am happy to know about the quality site to help me do research. THANK YOU!!!"

"I have needed a site like this."

Planned Activities: Provide a brief outline of activities (training, exhibits, web development, meetings, evaluation etc.) that are scheduled for the next quarter.

Prepare for two upcoming presentations at Annual State Conferences. Tailor to each audience.

Video record tailored and different Camtasia recordings for each upcoming conference.

Edit Web Site as needed, based upon findings and preparations for upcoming conferences.

An additional presentation was added to our schedule due to a request. The conference is the South Central Kansas Library System Technology Day which will be held November 6, 2003 in Wichita, Kansas. The audience is public, academic and school librarians.