FINIAL REPORT

Consumer Health Education Outreach
with an Emphasis on Native American Outreach

Fort Lewis College
Durango, Colorado

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The Final Report is to be submitted to reports@RML4.utah.edu.

REPORT OF ACTIVITY DURING LAST QUARTER OF THE PROJECT
Introduction

This project was a cooperative venture of three community organizations: Fort Lewis College (FLC), Durango Public Library (DPL) and the Southwest Regional Library Service System (SWRLSS). The intention of this project was for Fort Lewis College as the lead agency to improve health information access at each of its contributing institutions and for the consortium to provide special outreach efforts to Native Americans, who populate the region. Furthermore, Twenty percent of the student body of Fort Lewis College is Native American students, and the consortium would provide outreach services and create a web resource for Native Americans in the Durango area. This collaboration was ultimately to serve the rural area of southwest Colorado.

Fort Lewis College hired Myoung Fry as a consultant to manage the project, provided outreach, and developed the website. Its address is http://library.fortlewis.edu/consumerhealth.htm. Fry trained the personnel of the other organizations such as Fort Lewis College Library, Durango Public Library, Cortez Public Library, Mercy Medical Center, Ignacio Health Clinic, San Juan Basin Health Department, and Durango area school districts in the use of health sciences resources and answering medical questions. She also traveled to the Ute Mountain Ute and the Southern Ute Indian reservations to meet with clinicians and individuals who provided health information. She shared with them the resources that the National Library of Medicine, Fort Lewis College and Durango Public Library had to offer. As mentioned above, she also met with the Cortez public librarian to share the outreach mission and offered training from this collaborative project. Fry developed and implemented a program to encourage Native American students at Fort Lewis College to take back health information to their families.

Durango Public Library provided reference service and made its new computer lab available for public classes. Librarians in all the participating institutions also assisted with those classes. The Southwest Regional Library Service System was primarily responsible for promoting outreach of the Native American collaborative effort to public and school libraries. They promoted this outreach initiative through their regular mailings until the last day of their operations, August 2004. Beth Williams, a new coordinator for State Libraries, took over this task and continued to publicize this project distributing brochures of online consumer health resources available through FLC’s webpage. As the result of this outreach process, the public and school libraries in this area that had a Native American population greatly appreciated the availability of online health resources.

This two year project was implemented starting August, 2003 to August 2005. Each quarter, Fry had to accomplish assignments to follow up through the project. Fry achieved most tasks except for a few special situations: visiting Towac Health Clinic was never come true in spite of numerous attempts and Dana Abbey, Coordinator of Consumer Health Outreach from the University of Colorado, finally had a visit with the clinic for training.

Quarterly Tasks:
August 1st to December 31st 2003 -- First Quarter

- Fort Lewis College will purchase a laptop and a projector
- The website will be published. DPL and FLC will design a webpage that includes all the National Library of Medicine’s consumer health databases, other databases, books and video tapes that indicate the locations of libraries, and that eventually will serve as a virtual library for the community. The webpage will also include appropriate health related links by subject, and links to web sites of interest for Native Americans. Ms. Fry will design and publish the website. She will work with librarians at FPL and DPL to ensure it meets their needs.
- Ms Fry will develop classes for presentation. She will be able to contact the Colorado Liaison for resources which might be helpful
- Ms. Fry will develop a brochure to be sent to the Ute Mountain Nation and the Southern Ute Nation – a personalized letter will be enclosed with the brochure telling the Ute Nations of this collaboration.
- Ms. Fry will develop an evaluation in order to assess what training should occur for DPL and FLC librarians. She will also evaluate through her contacts in the area what Native Americans are looking for in terms of health information.

January 1st 2004 – March 1st 2004 Second Quarter

- One training class at each of the partner organizations and also at Cortez Public Library and the Ute Indian Reservations will be held.
- The consultant will meet with Clinic staff on the reservations who provide access to health information. She will offer them a class if the clinic staff is amenable.
- DPL and FLC will ensure that their reference staff is adequately trained in finding quality health information on the Internet and answering health related questions.
- Develop brochures to be sent to Navajo and Ute Nations
- Continue to update Native American resources on the web site.

March 1st 2004 – June 1st 2004 Third Quarter

- Health information training will be announced in the SWRLSS usual training schedule throughout the award period in order to reach the widest possible audience. Ms. Fry will give a training session when possible to a group of public librarians
- FLC has a Navajo speaking librarian who will be present at preliminary meetings and on call for consultation with Ms. Fry.
- Ms. Fry will contact the Towaoc Library on the Ute Mountain Ute reservation and the Ignacio Health Clinic on the Southern Ute reservation to offer training for their personnel.
- Continue to update Native American resources on the web site.
- FLC will offer training to FLC students and the general public on consumer health databases. Students often are a successful conduit for getting information to Native American families and thus are key recipients of consumer health training.
- The project leaders from the three organizations will meet to discuss the progress this outreach collaboration.
- Statistics from outreach sessions and the website will continue to be gathered and evaluated.
June – August 2004 Fourth Quarter
- DPL will set up at least one “finding health information on the Internet” class for Native Americans.
- Evaluation of the outreach activities first year will be done. Results may alter and will inform plans and programs for the second year of the award.

During the second year librarians will maintain the resources, and continue to market to the target group. Statistics will continue to be gathered that reflect use web site, questions answered, etc. Data will be examined and conclusions drawn as to the success and effect of this project.

September 2004 – January 2005 First and Second Quarters
- A brief article for the MCR Plains to Peaks Post will be written by Myoung Fry on this unique partnership of libraries on providing outreach through a consortium.
- The website will continue to be updated with new links added.
- Statistics will be collected including attendance at presentations and consumer health questions asked at the participating libraries. Any input from Native Americans will be gathered so that we can bring them more effective information in the future.

January – May 2005 Third Quarter
- SWRLSS will send publicity to libraries within its region about classes to be held at DPL and FLC
- DPL will hold at least one class on “finding health information on the internet for Native Americans.”
- FLC will offer training on consumer health databases
- Web page will maintained and enhanced with new materials and links.
- Ms. Fry will contact the Ute reservations to see if they are having an easier time accessing health information and if they would like additional health information training.

May 1 – August 1, 2005 Fourth Quarter
- Evaluation of outreach effort to Native Americans and the improvement of health reference service at each of the consortium libraries.

Geographic Region/Number of Counties

This project had impact on the Southwestern Colorado including Durango, Ignacio, Cortez, Bayfield, and Pagosa Springs. This area had a large population Native Americans such as Southern Ute, and Ute Mountain Ute.
1. Collaborations/Partnerships:
John F. Reed Library of Fort Lewis College, academic library, Durango Public Library, public library, and Southwest Regional Library Service System (SWRLSS), the outreach service organization, collaborated in this project at the beginning in terms of developing Online Consumer Health Resources webpage and brochure. SWRLSS had to cease to participate in this project since the grant from the state ended. However, Beth Williams, Outreach Coordinator from State Libraries, continue to assist the project such as presenting and distributing brochures to meetings in the state.

2. Training:
In the final report, provide a summary of the training events and participants:
- Total number of sessions conducted as part of the project: 12 Sessions
- Total number of sessions in which half or more than half of participants were from minority populations: 1 Session
- Total number of participants in the project’s sessions: 152 participants
- Breakdown of participants by:
  - Health care or service provider: 65
  - Health sciences library staff member: 0
  - Public/other library staff member: 57
  - Member of the general public: 30

3. Training sites:
Fort Lewis College: A small state supported 4 year liberal arts college and has 8 librarians.
Southwest Regional Library Service System: A state supported organization that help local public and school libraries in terms of training and other needed supports in terms of technology and continuing education. It consists of 3 librarians, and became dismantled in August, 2004 due to the discontinued grants from the Colorado State, and replaced with one person coordinator.
Durango Public Library: It consists of 5 librarians and offered 3 training sessions for general public.
Cortez Public Library: It consists for 5 librarians and paraprofessionals.
Ignacio Health Clinic: Southern Ute Indian Health Clinic
San Juan Basin Health Department: 40 health professionals came to the session and they serve community members of all the southwestern part of Colorado.
San Luis Valley State Library Union Meeting: Beth Williams attended this meeting and shared the web site and brochures with other school and public librarians.
Mercy Medical Center: The hospital in Durango that has the only medical library in the southwestern part of Colorado.
Durango School District Building: The district nurse invited all the health professionals from Ignacio, Bayfield, and Durango to have a session with Fry.
4. Exhibits:
   Location: Reed Library, Fort Lewis College, Durango, Colorado
   Date: 23 August 2005
   Meeting Name: Open House to Celebrate Consumer Health Collection
   Number of Contacts Made: 500
   Participants: 65

5. Resource materials:
   A brochure has been developed, and multiple color copies were produced and distributed to each organization at the time of presentation.
   A local newspaper, *The Durango Herald*, covered this project, and individualized invitation cards were sent to community members, all health professionals, and faculty member at Fort Lewis College.
   The newspaper article and a copy of brochure have been mailed to the University of Utah.

   URL Address to the Online Consumer Health Resources: http://library.fortlewis.edu/consumerhealth.htm.

6. Web sites:
   The website is complete now. However, Fort Lewis is changing its interface, and the website needs to be modified according to the new software. Fry will work on it and maintain the website even after the project is over. The website is linked from the Mercy Medical Center Library and Durango Public Library. Consumers as well as health professionals seem to be excited about its availability and appropriateness to its area since the webpage was developed for residents in Colorado.

7. Document delivery and reference services:
   Not applicable to this project.

8. Approaches and interventions used:
   Describe the specific steps or activities used in the following areas: identifying and scheduling sessions; promotion/marketing; training; personnel/staffing; web site development.

   Fry contacted each organization and arranged a session to present the webpage and a short training session for all the members of staff. She tried to target all the health professionals in the southwestern Colorado. Fry was the only person actively engaged in offering sessions and developing webpage with help of librarian from libraries in the community. Durango Public Library offered three sessions of health information classes for the community and Southwest Regional Library Service System helped promote the online resources in public and school libraries. FLC library helped with webpage design and uploading, and purchasing consumer health books. FLC library also hosted an “Open House” to celebrate the success of this project. FLC librarians and I also worked on an additional grant, $3,500, from the
Southern Ute Indian Foundation to purchase books since our grant could not provide funds for book collection at FLC.

9. Evaluation:
How was the project evaluated? What results were achieved based on the objectives of the project?

Fry developed an evaluation form to find out if the training session is helpful. She handed out the forms in each session and collected them to evaluate a session. All the sessions offered by both Fry and Durango Public Library achieved what they intended to be for, and received very positive responses.

10. Problems or barriers encountered:
Provide details on problems encountered in the areas of promotion/marketing; training; equipment/telecommunications; personnel/staffing; and web site development.

The biggest problem encountered was to build statistics of attendants and to try to arrange training session in various Native American Clinics or Students at Fort Lewis College. Fry repeatedly contacted to set up a session, but all the sessions ended up to be cancelled. She also ended up spending more time accomplishing the project even though it was a worthwhile project to be done.

11. Continuation plans:
Report on how you plan to continue the project. Will all or some of the project’s activities continue? Who will provide the funding and staffing to do so?

There will not be further funding or staffing to support this project in the future. However, Fry is committed to continue to update the webpage and print more brochures and distribute them as needed in the future. Fry will continue to have any training sessions for the community, any health professionals and librarians if needed. If NNLM wishes to reimburse some of the expenses, it will be great.

12. Impact:
Include information on the perceived and actual impact of the project on the library, institution, or consortium. This can include the effect of the project on the library’s image, increased utilization of the library, etc.

The medical library at Mercy Medical Center was promoted in a very positive way. As the result of the project, Mercy Medical Center is planning to provide space to offer patient education when it moves to a new location in June, 2006. The library webpage has a link to the Online Consumer Health Resources from the FLC Library webpage, and health professionals at Mercy constantly access it to find information for patients. The project also received an additional funds from Southern Ute Indian Foundation and allowed Reed Library to purchase 150 consumer health resources.
books.

13. Recommendations for improvement:
Include suggestions for alternative methods, training materials, promotional materials, etc.

Not much recommendations for improvement were received. All feedback was very positive, and encouraged me to continue to update the webpage.

14. Responses to follow-up questions (attached):
If answers to the follow-up questions are contained elsewhere in your report, indicate where they are located.

FOLLOW-UP QUESTIONS

1. Were your original project goals and objectives met? If not, why not?
   Yes, most of time. It was not always easy to arrange presentations at any of Indian health clinics. Once, I made an arrangement and showed up for the presentation, but they forgot to add me to their agenda or arrange Internet access. Most of libraries hesitate to give me any racial information about their attendants, and I could not gather the number of Native American attendants for any of presentation when I did not give a presentation.

2. What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?
The project never goes the way it intended. We always have to expect to alter its accomplishments. Since I could not have a presentation with Towac Health Clinic, I decided to have presentations for San Juan Basin Health Department and Durango area school health professionals. These health professionals deal with many Native Americans and other minority groups. I shared the online health resources on the FLC’s web site and brochures.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?
   Success of a project depends on a good timing with current administration at a hospital. That was a major hindrance that I had. I will choose a different timing to do similar project next time.

4. What advice or recommendations would you give to anyone considering a similar outreach effort? It is always good to have lots of support from your colleagues. This project was successful because all the local librarians in Durango Area and health professionals show incredible enthusiasm and cooperation that they did not mind taking on more work serving our community.

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