

Quarterly Report

Submitted on behalf of: smw2@pvhs.org on November 23, 2004.

Project Code:

mcrquarterreport

Name of reporting institution:

Poudre Valley Health System
Gerald Carlson, Medical Librarian
1024 South Lemay Avenue
Fort Collins, CO 80524

First and last name (e.g., Mary Contrary) of person submitting report:

Susannah Wright

Internet email address (e.g., maryc@project.org) of person submitting this report:

smw2@pvhs.org

Telephone number (e.g., 555-555-5555) of person submitting this report:

970-297-6720

Reporting Period start date (e.g., mm-dd-yyyy):

6-1-04

Reporting Period end date (e.g., mm-dd-yyyy):

8-31-04

Publicity: List publicity and promotional activities conducted during the reporting period, if there were any. (Send any examples of non-electronic promotional materials to the NN/LM MCR by mail or send an email attachment to reports@rml4.utah.edu or provide URLs.)

Brochures (20,000) have been distributed to four local community libraries and the Poudre Valley Health System medical library.

Advertisements were placed in local newspapers in Estes Park and Berthoud and in the regional North Forty News.

All four community libraries are displaying brochures and staff are telling patrons to search the Medline in the Mountains web site when looking for medical information.

Complete an [Outreach Reporting Form](#) for demonstrations and training that took place during the reporting period. Complete an [Exhibit Report \(MS Word\)](#) for any exhibits as email attachments to reports@rml4.utah.edu for inclusion as appendices to this report.

9/8/04
Wellington Public Library
Wellington, CO
3 staff, 2 community members
Staff and public training programs (1 hr each)

9/11/04
Red Feather Lakes Community Library
Red Feather Lakes, CO
2 staff, 4 community members
Combined staff/public training program (2 hr)

9/17-18/04
Estes Park Community Library
Estes Park, CO
10 staff, 5 community members
Staff and public training programs (1 hr each)

The Berthoud Public library conducted a mini-introduction to staff members in May 2004. Staff turnover has been significant since this time, which will require a repeat course.

A staff/public training at Berthoud Public Library was scheduled for September 13 but deferred to October due to low expected turnout.

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

Pre- and post-surveys have been developed to gauge pre-training information seeking behavior and expected post-training behavior changes.

The website has been revised due to feedback from librarians and staff, and the web-based survey has been activated.

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 Medline in the Mountains website and the electronic medical information resources available are generally very useful for patrons at the local community libraries. Since these libraries are small, the project is a wonderful resource for providing up-to-date medical information. The website in particular is a great help in guiding patrons to trusted, authoritative health information.

The feeling among local community library directors is that the people we were hoping to reach through this project have not responded. People who have taken part in trainings and are interested in the website seem to be quite sophisticated with Internet searching, well educated, and interested in learning more than they already know. Generally they do not need to learn how to conduct searches. We have had little interest from those in the community who may not be comfortable with Internet searching. Many patrons in these rural areas seem comfortable in waiting until they have a medical emergency before they gather information, even though the younger patrons use the Internet regularly in the library.

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?

We have found it is crucial to choose the best possible trainer for each unique group of people we want to reach. For example, perhaps a medical librarian might not be the best person to train public library patrons because he/she is used to working with more highly-trained, medical professionals. The trainer needs to be aware of how to assess their audience to be sure they don't talk over their heads or offer too little information.

Perhaps smaller training sessions in each library would be more useful—then the sessions would be more adaptable and could be offered more often and at different times. The local community libraries will be encouraged to become involved in a “small group” training style where they offer small (1 or 2 people) the information rather than large group “classes.” With that type of training, we can work with people to learn not only medical information, but the searching technology. Very importantly, the librarians have reported that since searching for medical information is often a one-time or as-needed activity, one-on-one training will be an effective ongoing way to train patrons on how to search the Internet for medical information.

We believe many patrons do want the kind of information the project offers, so perhaps it will require different marketing strategies by the libraries to make patrons aware of the value in what is offered. Perhaps there are programs we can offer that would draw our target audience better rather than just simply offering training. People seem to feel no urgency about finding information on the Internet. Possibly people feel they get all the

information they need from doctors/nurses. It's been puzzling how few people try to learn this information.

No interlibrary loan requests have been made during this project.

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.

Evaluations were conducted during training sessions. Sample surveys and the evaluation results have been sent to NNLM via separate email.

A majority of local community library staff said that the PubMed training was a little too technical: too much, too fast. A more general overview might be better.

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.

All the local community libraries have found this project to be helpful and useful for their patrons. In particular, the website is proving to be most useful since people can use that resource in their own homes.

In Estes Park an individual came in to the library, said he missed the class, and asked for the handouts. This type of one-on-one service seems to be typical and most helpful in the local libraries.

Patrons in Wellington have observed that the website is very easy to use and provides a good starting point for finding medical information.

One member of the public who participated in a training session stated that he expected to find information on how to cure himself without a doctor, and he wanted information on a particular "doctor's" program. He was told that materials linked from MEDLINEplus could tell him what he could do for himself. We found nothing definitive in PubMed that could be identified as being by that doctor on the particular disease. Missed the opportunity to tell him to check QuackWatch for her, then check other sources for her credentials if she wasn't there (actually, she is).

Two participants asked about alternative medicine. They didn't seem to trust the AMA and conventional medical practices. One participant asked if there was a place to find out how much medical procedures cost.

Local community library staff members view this project as a long-range service that will only grow exponentially. The project has provided a very effective beginning for such action to occur.

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

A staff/public training is planned in Berthoud.

Estes Park has scheduled a Medline in the Mountains training for seniors on October 5, 2004 at the library. Also in Estes Park, the reference librarian plans to offer another training session for staff on October 15th so that they have a hands-on, real-world look at the resources offered on our web site.