

Quarterly Report

Submitted on behalf of: smw2@pvh.org on March 03, 2005.

Project Code:

mcrquarterreport

Name of reporting institution:

Poudre Valley Health System
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Reporting Period start date (e.g., mm-dd-yyyy):

December 1, 2003

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

February 29, 2004

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.)

NONE

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.

NONE

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

We ordered and received the laptop computers loaded with Windows XP Professional. The individual libraries will order their own MS Office software, as well as Windows 2000 for the Red Feather Lakes Library so that the laptop is compatible with their existing desktops. We also ordered the data projectors for the public libraries.

Poudre Valley Hospital's medical librarian posted the first of three planned e-mail "lectures" for local librarians on types of online health information and website evaluation.

We have finalized the website design: www.rflibrary.org/medline/option3.html

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?

Searching for health information does not appear to be an important priority for patrons unless they are frustrated with the lack of information provided by their care providers, and most currently feel they are getting the information they need.

We have learned that patrons have no perceived need for active online research about health information and that patrons do not have confidence they can learn to use the computer to find available information. It is important to note that persuasive publicity has not yet been launched.

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?

It is difficult for small 1-2 staff rural libraries to include multiply surveys and pilot training tasks in the day-to-day operation of their libraries. These tasks will need to be simplified in order for those staff people to complete them.

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 have conducted informal interviews with patrons at public libraries; these patrons seem quite passive toward the idea of receiving training to find online medical information.

We have developed draft pre- and post-surveys for the pilot patron training sessions at local libraries, which will occur in the next quarter.

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.

Reaching isolated rural audiences through traditional media can be difficult. The success of this project will rely heavily on assistance from public libraries in each of their own communities. Our audience will need to be lobbied and convinced that the training will make their searches significantly better than if they searched out information on their own.

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

Develop education/outreach plans for providing ongoing training to patrons.

Finalized and launch publicity campaign.

Launch fully developed website.

Finalize, print, and distribute brochures.

Finalize and distribute pre- and post-tests for patron training at the public libraries.

Pilot patron training sessions begin in public libraries