Quarterly Report

Submitted on behalf of: smw2@pvhs.org on January 11, 2005.

Project Code:

mcrquarterreport

Name of reporting institution:

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

September 1, 2004

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

November 30, 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.)

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

Press releases announcing the September 18th Estes Park workshop appeared in the Estes Park News, The Estes Park Trail-Gazette, and on KEZZ Radio, AM 1470. At the training, library staff handed out the Medline in the Mountains flyer and MedSpeak flyer,
as well as a list of medical website addresses.

Working closely with the Senior Center in Estes Park, the Estes Park library publicized the October 5th training session directed mainly at seniors in the Estes Park community. Flyers were posted at the Senior Center and on bulletin boards around town. Press releases appeared in the Estes Park News, Estes Park Trail-Gazette, and on KEZZ Radio. At the training, library staff handed out the Medline in the Mountains flyer and MedSpeak flyer, as well as a list of medical website addresses and medical databases that seniors could use and understand.

**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](mailto:reports@rml4.utah.edu) for inclusion as appendices to this report.**

9/8/04
Wellington Public Library
Wellington, CO
5 attendees for staff and public training program

9/11/04
Red Feather Lakes Community Library
Red Feather Lakes, CO
6 attendees for staff and public training program

9/17/04
Estes Park Community Library
Estes Park, CO
10 attendees for staff training program

9/18/04
Estes Park Community Library
Estes Park, CO
6 attendees for public training program

10/5/04
Estes Park Community Library
Estes Park, CO
6 attendees for public training program

10/15/04
Estes Park Community Library
Estes Park, CO
8 attendees for staff training program

10/18/04
Berthoud Public Library  
Berthoud, CO  
3 attendees for staff training program

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

One interlibrary loan request was phoned in to the Poudre Valley Health System medical library. As the document requested was a single page, the medical librarian faxed it at no charge.

**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?**

Overall, library patrons are delighted to hear about authoritative medical reference sources on the Internet. People seem interested in the fact that we have medical information available and will click through the web site, but unless they have a specific question, they don?t want to use the web to look it up. There appears to be some discomfort with taking information from the website vs. a health professional, even after we?ve explained that this information is provided by health professionals and the National Library of Medicine.

Many patrons have computers at home, so searching for medical information in privacy is often preferable to asking a reference librarian about a potentially embarrassing medical condition.

The Red Feather Lakes Library had several short conferences with people looking for specific information. Library staff helped people look up drug interactions in two cases, although both patrons preferred to go back to the library?s Physician?s Desk Reference, which is three years old.

**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?**

After participating in two training sessions, library staff in Estes Park is much more comfortable helping patrons find medical information on the Internet. We have bookmarked the Medline in the Mountains website on our reference computers, and direct patrons to this site when appropriate. Our medical reference books are still our first option, but the information on the Medline in the Mountains website is useful for the most up-to-date medical information.

The PVHS medical librarian is very knowledgeable in the area of medical research, and
that proved to be a drawback in some instances. Sometimes his training went ?over the head? of his audience, staff and public. On the other hand, when Estes Park library staff conducted Medline in the Mountains training they found they lacked the needed medical background to answer certain questions. These sessions sometimes draw ?experts? intent on ?stumping? the presenter.

There was temporary difficulty with Internet access at the Berthoud Public Library during the training session. This situation underscored the need to develop a slide show of the screen shots to use as backup should this happen during future presentations.

**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.

Evaluation results of the training sessions are on an Excel spreadsheet and have been emailed to NN/LM separately.

**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.

Medline in the Mountains is a valuable project because it presents medical information that is authoritative, yet free to the consumer. The most valuable components of the project are the Medline in the Mountains website and the informative handouts.

Most patrons find PubMed difficult to use, so they typically ask for help from a staff member when researching information on this database.

Many patrons are looking for information about alternative medical practices, and several library patrons do not trust the medical establishment or the AMA. Medline in the Mountains link to the National Center to Complementary and Alternative Medicine is helpful. It would be helpful if Medline in the Mountains could provide more alternative medical websites that are also authoritative.

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

Computers and technical health subjects can intimidate people, and when these are combined, people tend to shy away. However, it?s very important for people to be able to access health resources at home or at their library, and libraries can play an important role in helping patrons become accustomed to and comfortable with accessing these resources over time. Project partners will continue to find ways to break down these barriers in order to make inexpensive health information accessible to all.

Estes Park library is planning more free workshops for the public, including sessions
aimed at the growing Hispanic community in Estes Park, young parents, and young adults.

A new extension of the project will be implemented in Red Feather Lakes, Wellington, and Estes Park to create an emphasis on fitness rather than health information resources. We will organize fitness walks and provide pedometers, heart monitors, and health assessment software to help people who want to be fit take responsibility for themselves. We will do two community walks before May and initiate a mini-health-fair project with Larimer County.