

Answers to Reviewer Questions – NN/LM MidContinental Region

Poudre Valley Health System
Fort Collins, CO
Proposal No. 4-M-05

Criterion 1: Technical Approach

- *Surveys must obtain federal approval. This is a time consuming process and not feasible within the time limits of this project. How else can you do a needs assessment?*

As described in our original proposal, we are solely utilizing local funds and in-kind contributions to conduct the needs assessment for this project so that we may invest federal funds most efficiently. However, your questions have caused us to re-evaluate how we might spend our own time and funds more effectively during this phase of the project.

After consulting with project partners at each participating local library and reviewing Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach (NN/LM, Pacific Northwest Region, 2000) we have determined that instead of the lengthy, formal survey originally proposed, local library staff will utilize an exploratory approach to conducting an audience assessment. The purpose will be to obtain qualitative feedback that does not strive for statistical validity, but rather helps us better understand our audience and provides a thoughtful understanding of local communities' needs.

Proposed strategies for conducting the audience assessment include informal feedback questionnaires administered at local libraries as well as in focus groups and interviews with patrons and potential participants. The assessment will be designed to elicit and record potential participants' feelings, experiences, and impressions using open-ended question techniques that allow us to obtain perceptions in a permissive and non-threatening atmosphere.

- *The survey that will be administered in the first quarter covers a lot of issues. How will they be addressed in a single page survey? Please consider whether all the information you plan to gather is needed to carry out this project.*

Instead of administering a lengthy, formal survey, we will utilize an informal feedback questionnaire in addition to focus groups and interviews. Consisting of five to seven questions, the questionnaire, focus groups, and interviews will be used to ask potential participants about:

- ✓ Their attitudes or beliefs regarding Internet use,
- ✓ Their level of confidence in computer and Internet skills,
- ✓ Their stage of readiness in adopting new information seeking behaviors,
- ✓ How they currently obtain health information,
- ✓ Specific examples of a recent time when information was needed but not found,
- ✓ What are the information resources they believe are needed, and
- ✓ What types of outreach activities they believe are needed.

- *Will IRB approval be required to administer this survey?*

Ms. Linda Frank, Poudre Valley Health System's IRB assistant has confirmed that we do not need to obtain IRB approval to administer the informal feedback questionnaire that will be part of our audience assessment. IRB approval is required only if the survey is part of a research study or involves a drug to be used at Poudre Valley Hospital.

- *Who on the project has the experience or training to develop the survey and analyze the results?*

Since 1989, Mr. Jerry Carlson, Poudre Valley Health System's medical librarian, has developed, administered, and analyzed five user surveys for the Medical Library. These surveys are similar to the informal feedback questionnaire that will be utilized in this project. Although we will not be using a formal research survey in this project, several Poudre Valley Health System staff members have experience and training in this area that will be helpful to designing the informal feedback questionnaire. Poudre Valley Health System's clinical nurse researcher, Ms. Janet Craighead, is formally trained in survey methods and has more than twenty years experience in developing surveys and analyzing results. Poudre Valley Health System's Director of Education Services, Mr. Joe Fleming, who supervises Mr. Carlson, is also trained in survey methods.

- *Have you verified that public librarians will be able to attend an-all day training? Is this their preference or would several, shorter sessions be more effective? Have you considered a train the trainer class so that those who take your session can return to their libraries and train the rest of their staff?*

Yes, the participating local public librarians were closely involved in preparing the original proposal submission and have already committed to attending an all-day training at Poudre Valley Hospital in Fort Collins. These librarians work and reside in outlying, remote, and rural communities that are all 20 to 50 miles away from Fort Collins, necessitating a one to two-hour roundtrip drive for each training session. Additionally, harsh weather and mountain roads can often restrict access to Fort Collins from these communities, thus all agree that the most desirable and effective way to conduct the training is through an all-day session.

We appreciate your suggestion to include a train-the-trainer class for public librarians and will add a train-the-trainer component to the all-day group training session that will be held at Poudre Valley Hospital during the second quarter of the project. Staff from Poudre Valley Health System's Education Services Department will teach this session; all staff time and resources to include this component will be provided as an in-kind donation. We will also include the formal expectation that those librarians and volunteers who are trained at Poudre Valley Hospital will return to their local communities and teach their colleagues the skills they learned through a local training session during the second and third quarters of the project.

- *Who will be developing content for the website and what are this person's qualifications?*

Content for the web site will be developed by Ms. Marilyn Colter, Director of the Red Feather Lakes Mountain Library District. Ms. Colter has a degree in technical journalism from Colorado State University. In addition to serving as Director of the Red Feather Lakes Community Library for the past seven years, she was a Journalism Instructor at Colorado State University for seven years and she served as publisher and managing editor of a local award-winning newspaper for six years. She has been a freelance writer for the past twenty years and in this capacity has professional experience in web site design and writing, including applications for libraries, publishing, and veterinary practice. Ms. Colter has authored or edited three books and her journalism has appeared in numerous national trade magazines as well as local, regional, and national publications. Ms. Colter also created the design and content for the Red Feather Lakes Mountain Library District web site and is responsible for its maintenance.

- *Please explain the need and potential demand for document delivery service.*

For 2001, the level of interlibrary loan use by patrons at each participating public library is as follows: Berthoud Public Library - 236 requests; Estes Park Public Library - 1,574 requests; Red Feather Lakes Community Library - 48 requests; Wellington Public Library - 202 requests.

While patrons of the public libraries have a history of active interlibrary loan use, currently there is no demand for document delivery service from Poudre Valley Hospital's Medical Library. However, as this project raises awareness among local community members about the health information (especially clinical evidence) that can be found in available literature, we expect that demand will increase. We are requesting funding to assist with the discount program because the document delivery services that can be provided by Poudre Valley Hospital are new to patrons. We are expecting that these services may require an introduction at reduced cost until the benefits become well known and patrons are more willing to pay full price in the future.

- *In your Time Line of Activities it appears that the outreach and education plan is being developed before the results of the survey are analyzed. Please adjust your timeline.*

Thank you for calling our attention to this timing issue. As we discussed with the local public librarians how to adjust our timeline it became clear that our partnership has been inspired by the vision we have created and that all partners are committed to moving forward in a timely manner with the initial phase of the project, regardless of the outcome of this grant application. Since all staff time and resources to conduct the audience/needs assessment and create the outreach and education plan have already been committed as an in-kind donation, we have chosen to begin our needs assessment early in January 2003. Since the assessment tools and techniques have been simplified, we anticipate that the analysis should be completed by early February, at which time we would begin developing the outreach and education plan. Our adjusted timeline would therefore simply eliminate the audience/needs assessment from the first quarter of the project.

- *Has the reference staff at the different libraries already agreed to collect the data you have specified in this proposal?*

Yes, the participating local public librarians were closely involved in preparing the original proposal submission and have already committed to collecting all the data specified. The guidance of the public librarians was instrumental in identifying the specific data we will collect.

- *Have community groups been approached to provide volunteers? What has been the response? Who will be responsible for their training?*

The volunteers will be recruited from the four participating local public libraries, each of which has a dedicated group of local volunteers who are very familiar with the needs of their community. Berthoud Public Library has 36 volunteers, Estes Park Public Library has 50 volunteers, Red Feather Lakes Community Library has 30 volunteers, and Wellington Public Library has approximately 25 volunteers. During the preparation of the original proposal submission, the public librarians presented this outreach project to their respective volunteer corps and received a very positive response, resulting in a firm commitment to provide a total of at least 20 volunteers for training through this project.

These volunteers will be trained in several ways. Some of the local public libraries will send volunteers in addition to library staff to the all-day training session at Poudre Valley Hospital. All volunteers and staff will also participate in the half-day training/education session that Poudre Valley Hospital will provide for each local library during the sixth quarter of the project. Local volunteers who do not attend the all-day training at Poudre Valley Hospital will be trained by their public library staff and/or by the volunteer(s) from their community who did receive the all-day training. The presentation of these local training sessions will occur in the latter portion of the second quarter and early in the third quarter and will be designed to fit the needs of each public library community and its staff and volunteers.

Criterion 2: Community Targeted

- *Have you considered targeting seniors as a special group?*

Based on the demographics and general characteristics of library patrons in the participating communities, it would be entirely appropriate for us to target seniors as a special group. We would particularly like to consider targeting seniors in the communities of Estes Park and Red Feather Lakes, as these are predominantly retirement areas with the median age of residents at 45 years and 54 years respectively. More than 60 percent of residents in Estes Park and Red Feather Lakes are retired. A key strategy for targeting seniors would be to promote and publicize the project through Poudre Valley Hospital's Aspen Club, a health promotion program with more than 11,000 members representing over half of the area's senior population. About 1,000 Aspen Club members attend the group's programs every month. Additional strategies for targeting seniors include recruiting participants from local senior-focused organizations, placing earned media advertising in local senior-focused publications, and using age-appropriate media messages in the promotion and publicity plan.

- *Please provide a description of the target population, the identification of need, and a letter of support for the High Plains Regional Library Services System.*

The High Plains Regional Library Services System is a consortium of 84 public, publicly funded school, academic, and special libraries in nine counties in northeast Colorado. The System serves Kit Carson, Larimer, Logan, Morgan, Phillips, Sedgwick, Washington, Weld, and Yuma counties. Poudre Valley Hospital cooperates closely with the three hospitals in northeast Colorado (Haxtun Hospital District, Sedgwick County Hospital, Yuma District Hospital), none of which have an established medical library. We will utilize the assistance of High Plains to promote and publicize this project to its members and recruit public library staff and volunteers for training.

Northeast Colorado is home to primarily rural, farming communities situated at least 50 miles from an urban center. Most of the public libraries are staffed by volunteers or generalists with little or no training in librarianship and the area lacks any significant health information resources. The needs of these northeast Colorado communities are similar to those of the four participating communities in Larimer County. Medical practitioners are in short supply and access to Fort Collins is often restricted by distance and weather. Library patrons are older and lower income and are often intimidated by computers yet are unwilling to ask for help.

Of the 77,680 people in the seven rural counties served by High Plains (i.e. excluding Larimer and Weld counties), 15% are 65 and older, 19% are Hispanic, and 2% are other minorities. The median age is 36.3.

This project will train northeast Colorado's public library staff to help patrons navigate through the "clutter" on the Internet and take advantage of the vast health information resources available in electronic format. Local library staff will then be able to teach library patrons, consumers, and residents in northeast Colorado communities how to find, access, and evaluate electronic sources of health-oriented information. The project will also provide for patrons a quality-controlled gateway to reliable web sites.

The text of a letter of support from Beth Hager, Director of the High Plains Regional Library Services System, is attached. We will fax a copy with her signature.

Budget Revision Request

In further discussions with the High Plains Regional Library Services System, we have determined that there is a very high level of interest among member libraries in participating in this project. Therefore, we now feel that we have the capacity to provide three half-day training sessions for High Plains, rather than the one session originally proposed. These sessions would be provided in three distinct geographic regions of northeast Colorado, allow the participating librarians to receive training within an hour of home, and potentially reach 40 public library staff members and volunteers instead of the 20 originally proposed.

In our original proposal, we requested funding to help support the Poudre Valley Hospital Medical Librarian's time and travel expenses for one High Plains training session. At the same time, High Plains has offered to provide the travel expenses (approximately \$105) for the three sessions. We would greatly appreciate the opportunity to add funding for the Medical Librarian's time to our budget request for the additional two trainings. Public library staff time and training facilities for all High Plains training sessions would be provided as an additional in-kind donation.

Additional budget request: \$325

Medical Librarian's time: 12 hours x \$30/hour = \$360

Minus Mileage reimbursement: 100 miles x 0.35/mile = \$35

Criterion 3: Project Support

- *Please describe the medical librarian's experience with developing training materials and training librarians.*

Since 1992 Mr. Carlson has conducted regular classes for health providers and interested members of the public on searching MEDLINE and CINAHL under PubMed and various versions of SPIRS. Since 1999 he has also taught Internet basics. He frequently teaches these systems and others (such as DOCLINE) to library volunteers, who have included unemployed librarians (all of whom have gone on to paid work). Mr. Carlson has also developed a PubMed instruction manual in flow-chart format and he uses this to teach his classes. A copy of this manual is available for your review and a version of the document will be placed on the web site that is developed for this project.

- *Please describe the training facilities you will use. Will the Legacy Center be completed in time for the training? Is the Legacy Center convenient for consumer training?*

Poudre Valley Hospital's new Legacy Center is complete. The facility consists of one large and three small meeting rooms, which are all equipped with Internet access and projection screens. Slide, video, and data projectors are readily available, as is a computer training room equipped with RoboTel, which allows the instructor to display his/her screen on the 20 other monitors in the room or to allow individual use. The Legacy Center will be used for the all-day training of staff and volunteers from participating public libraries.

It is not our intention to use the Legacy Center for consumer training, which will occur in the patrons' public libraries in their own communities. Each public library will be equipped with a notebook computer and LCD projector from which to run the local training sessions. In addition, the libraries have the following computer resources for consumers attending the training session: Berthoud Public Library, 8 Internet stations supported by an ISDN line; Estes Park Public Library, 18 Internet stations supported by a T-1 line; Red Feather Lakes Community Library, 8 Internet stations supported by a DSL line; Wellington Public Library, 5 Internet stations supported by an ISDN line.

January 2, 2003

Ms. Claire Hamasu
Associate Director, NN/LM-MCR
University of Utah,
Spencer S. Eccles Health Science Library
10 North 1900 East, Bldg. 589
Salt Lake City, Utah 84112-5890

Dear Ms. Hamasu:

The High Plains Regional Library Service System is pleased to support and assist with the library partnership grant submitted by the Poudre Valley Health System's Medical Library. The goal of this grant complements the mission of the High Plains System which is "to assist libraries in meeting community needs by serving as a facilitator, a trainer, a clearinghouse, and as an advocate for libraries."

The High Plains System is one of seven Regional Library Service Systems funded through the Colorado State Legislature. The High Plains System serves multitype libraries in nine counties of northeast Colorado. Of those nine counties, seven have small populations made up of large agricultural areas and small towns. Paraprofessional librarians, who get training mainly from our System Office or on-the-job learning, staff the majority of the public libraries in these small towns.

This grant will provide much needed training on medical resources from a medical librarian who knows the complexities and usefulness of medical resources. The medical librarian will then be able to give the basic training, which these librarians need to provide equality of library services in their small communities. The librarians in these counties are always eager to offer better quality services and would greatly appreciate this in-depth training.

The High Plains System will support this grant with travel expenses for the medical librarian to present half-day workshops in two or three locations. With this support, the High Plains member librarians will not need to travel more than one hour, one way to attend a training session. High Plains is also willing to help promote these workshops with publicity and coordination.

Sincerely,

Beth Hager
Director