The Utah Go Local Project

Spencer S. Eccles Health Sciences Library
University of Utah
Salt Lake City, UT

Hope Fox Eccles Clinical Library
University of Utah
Salt Lake City, UT

Health Round Table
Utah Library Association

Utah Health Sciences Library Consortium

Utah Cares Project

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NARRATIVE DESCRIPTION

Summary/Introduction
In early 2005, a group of partner organizations submitted a successful proposal to the National Network of Libraries of Medicine to create a Go Local database addressing health services within the state of Utah. The partner organizations included: the Spencer S. Eccles Health Sciences Library, the Utah Health Sciences Library Consortium (UHSLC), the Utah Library Association’s Health Round Table (HEART), and the Utah Cares Project. Utah Cares contributed the initial body of records. The Utah Health Sciences Library Consortium and the Health Round Table of the Utah Library Association provided volunteers who performed research on services and submitted many additional records. The Spencer S. Eccles Health Sciences Library furnished administrative support as well as providing data entry, verification and maintenance and outreach support.

Project team members began building the database in April of 2006. Utah Cares donated a file of over 2000 records on human services in Utah to the project. This file was edited and altered in accordance with NLM guidelines for exporting. The file was then exported, and project staff began to weed out irrelevant records while indexing the remaining data. Volunteers and other team members also contributed hundreds of additional records. On January 26, 2006 the goLocalUtah (gLU) database and Website were released to the public. The database is hosted on the National Library of Medicine’s server. On the date of release there were approximately 1626 approved records in the database for public access.

Soon after the public launch of gLU, extensive outreach activities began. Project team members designed and purchased specialized pens and bookmarks. Outreach team members at the Spencer S. Eccles Health Sciences Library began visiting libraries throughout the state. Arrangements were also made to advertise the new resource on public radio stations.

So far, goLocalUtah has received a positive, enthusiastic reception from librarians and users. Usage is steadily increasing. Project staff have drafted a detailed post-contract strategic plan to ensure gLU’s continuing success.

Geographic region/number of counties
The gLU database serves all 29 counties of Utah:
- Beaver
- Box Elder
- Cache
- Carbon
The UHSLC and HEART volunteers initially exercised a focus on the rural counties of
Utah, since the Utah Cares data, which served as the primary base of data, was stronger in urban services.

Collaborations/Partnerships
As noted in the introduction, there were four organizations that collaborated and made various crucial contributions to bring the project to fruition. Collaboration continues to be a significant component in gLU’s continued progress in this post-contract phase. The ongoing work of each partner organization follows:

• The Spencer S. Eccles Health Sciences Library – the Eccles Library is committed to providing the needed staff, facility and equipment support to ensure gLU’s ongoing success in the long-term future. As noted earlier, a strategic plan is in place (see appendix I). Eccles Library staff members have volunteered to carry out all of the plan’s elements; in fact, this work has already begun. The Eccles Library should exist well into the long-term future to provide the workspace and equipment needs of this work.

• The Utah Library’s Association Health Round Table – interested HEART volunteers will continue to contribute records to the database. As noted in the strategic plan, Eccles Library staff will continue to identify gaps, and then forward them to HEART members so they can find and submit records for their adopted counties. HEART members will also continue to promote gLU in their own libraries.

• The Utah Health Sciences Library Consortium – interested UHSLC volunteers will continue to submit records for their adopted counties, as HEART volunteers. UHSLC librarians will also continue to promote goLocalUtah to their clients and parent organizations.

• The Utah Cares Project – as noted earlier, Utah Cares donated the initial body of data for the project. It is uncertain whether integrating future data from Utah Cares would be practical or feasible.

For the most part, the challenges encountered within the functions of the various partners were overcome with technology and a willingness on the part of all partners to do whatever was necessary to complete the project. In forming the partnership, we foresaw that communications could potentially be difficult, so we created a Website for all the partner organizations and their volunteers. The project Website (http://medstat.med.utah.edu/or/golocal/resources.php) evolved to provide all the information and tools needed for everyone to successfully complete his/her assigned tasks, and included a submission form for volunteer records, record selection guidelines, and a page with research tools.
Demonstrations/Training
Outreach team members at the Eccles Health Sciences Library visited several sites to demonstrate and promote the goLocalUtah database. The database is fairly simple to use, whether alone or in conjunction with MedlinePlus health topics. The outreach team visited the following libraries:

- Delta Public Library
- Juab County Bookmobile
- Milford Public Library
- Minersville Public Library
- Beaver City Library
- Richfield Public Library
- Price City Public Library
- Grand County Library
- San Juan County Library, Monticello Branch
- San Juan County Library, Blanding Branch
- Salt Lake City Public Library System, Main Branch
- Salt Lake City Public Library System, Chapman Branch
- Salt Lake City Public Library System, Day-Riverside Branch
- Salt Lake City Public Library System, Sprague Branch
- Salt Lake City Public Library System, Sweet Branch
- Salt Lake City Public Library System, Anderson-Foothill Branch
- Davis County Public Library, Farmington Branch
- Davis County Public Library, Layton Branch
- Davis County Public Library, Syracuse Branch
- Davis County Public Library, Clearfield Branch

Approximate total people contacted: 25

During most of these visits outreach team members had the opportunity to demonstrate the database and how to use it in conjunction with MedlinePlus or as an independent resource.

Exhibits
goLU was also featured in exhibits at the following events:
- The Utah School Nurses Association
- Garden of Hope Health Fair for Medically Under Served Women (Utah County Health Department)
- The Utah Library Association Annual Conference (poster presentation)

Approximate total people contacted or otherwise reached: 263
Thanks to the generous funding from NN/LM, the gLU project staff was able to create interesting and effective promotional materials. The team designed and purchased pens that featured the gLU URL and other helpful information. The team also created and printed bookmarks that also included information one would expect to find in a pamphlet, thus serving a dual purpose.

The Eccles Health Sciences Library provided funding to purchase an additional domain for the gLU Website (http://golocalutah.org; http://www.golocalutah.org). These URLs redirect patrons to the gLU database Website.

The gLU database can be accessed through http://golocalutah.org. Currently, there are 1772 approved records in the gLU database, available for public viewing; there are 281 records awaiting approval. Beginning in July of 2006, approved records will undergo an annual re-verification of their data. Project staff will determine what records were approved for the month, in the previous year, through the NLM System search tool. Staff at the Hope Fox Eccles Clinical Library will then re-verify the data for those records, and make corrections as needed. Project staff will continue to respond to feedback incurred through the "contact us" tool on the Website, and work with the MedlinePlus team at NLM to make any needed changes to the Website.

Project staff will also maintain the Website created for volunteers and others at http://medlib.med.utah.edu/or/golocal/resources.php.

**Approaches and Interventions**

In planning and carrying out the steps to create the database, the project followed a scheme based on chronological need. The timetable in the original proposal reflects this process:

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<th>Timeline</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
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<tr>
<td>Migrate Utah Cares Data</td>
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<td>Identify Remaining Gaps</td>
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<td>Prepare and Add Data to Fill Gaps</td>
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<td>Conduct Promotional</td>
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The project was completed according to the sequence and timing indicated here.

**Evaluation**

The project's main object was (and still is) to connect state residents with accurate, comprehensive information on health services in communities throughout Utah.

Through the process of bringing the Website to launch, progress was evaluated according to the following criteria:

- Successful migration of Utah Cares data
- All potential remaining gaps identified and addressed
- Volunteers submitting needed records in a timely fashion
- All counties being researched; unadopted counties researched by project team members at the Eccles Library
- Special gaps noted by NLM team addressed
- Overall, sufficient data provided for all Utah counties, for all categories
- Tasks completed within timeline

These criteria were successfully met.

Once the database was released to the public, the following criteria were included:

- Outreach to Utah public libraries
- Continued increase in the quantity of approved records within the database
- Steady increase in visits to Website
- Continuing positive feedback

Post-release evaluation is still underway. Outreach to libraries is still (and will continue to be) ongoing in order to remind librarians of the resource. The amount of approved records continues to increase. Website use trends have recently been puzzling; it has varied in a pattern which was unpredicted, but still definitely indicates the Website is being used. Feedback continues to be positive.

**Problems or barriers encountered**

Fortunately, the project team encountered few problems. The Utah Cares data was sometimes problematic. Many of the records were either irrelevant or inaccurate. To
deal with this, Camryn Wolfgang, who mapped the Utah Cares records, created files of problematic records. Liz Workman reviewed and resolved these files. Hope Fox Eccles Clinical Library staff discovered most of the inaccuracies in the data during the verification process; the data was corrected as needed. Some records depicted services that no longer existed. These records were deleted.

Shortly after purchasing and redirecting the domain, one URL variation, http://golocaluath.org, ceased to find the Website from certain locations. The problem has since been resolved.

Overall, the project and the process we devised to complete it were straightforward, and progressed as planned.

Continuation Plans
Most of the project's activities will continue. The Spencer S. Eccles Health Sciences Library will provide the staffing and other needs to insure goLocalUtah's continued success. Please see appendix I, the post-contract strategic plan, for a detailed description of continuing activities.

Impact
The project has had a positive impact on all the partner organizations. It has increased visibility for all of the partners among the general public. The partner organizations have grown closer and learned to work together. The gLU project experience might open the door for other collaborations among these organizations.

Recommendations for improvement
In hindsight, we wish the submission form for records from volunteers had been different. We wish it had been formatted in a way to better streamline the process of entering the information into the NLM System. It served its purpose of delivering records, but this part of the work could have been more automated.

FOLLOW-UP QUESTIONS
1. Were your original project goals and objectives met? If not, why not?
   The original goals and objectives were met.

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?
It was very beneficial to have the assistance of so many willing people. The volunteers who submitted records were enthusiastic and did a great job. The Clinical Library staff were very successful in verifying the data; it was very helpful to have a step-by-step process for them to follow. Creating style guidelines for records at the beginning turned out to be quite useful. Much of the project's success can be credited to the enthusiasm and focused work of the partner organizations.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?

We would have made a more automated submission form (as earlier indicated).

4. What advice or recommendations would you give to anyone considering a similar outreach effort?

With careful planning and willing, enthusiastic people, this is a very do-able project.