

Wyoming Medline Plus Go Local Proposal  
University of Wyoming, Center for Rural Health Research and Education  
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For information, contact:

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Background

The Center for Rural Health Research and Education (CRHRE, pronounced “share”) was established in September 2000 at the University of Wyoming. The CRHRE’s mission is to enhance health-care research and education in Wyoming and the region through the use of computing and telecommunications technology. CRHRE staff currently collect information on health care services in Wyoming and the region and work with other agencies in the state to facilitate health-related education and research. Projects in the CRHRE are funded through the National Library of Medicine, the National Institutes of Health National Center for Research Resources, the Wyoming Department of Health, and various other Federal, state, and private contracts.

The CRHRE expects to be a long-term asset to Wyoming and to the UW College of Health Sciences. The Internet is one of the CRHRE’s chief avenues of attaining that goal, so the Go Local project fits well with CRHRE’s current and long-term goals. A project director will be appointed from current staff to take responsibility for the project. Internal funding will be requested from the College of Health Sciences to maintain this position at 50% FTE.

The CRHRE currently maintains a website at <http://www.health.uwyo.edu/>. This site, which was developed through an IAIMS grant from NLM, is hosted on CRHRE servers and maintained by CRHRE staff. Wyoming’s participation in the Go Local project will use this site as a foundation on which to build the service information model for the project.

Services

Medline Plus requests that agencies offer the following services for consideration in the Go Local Project. Our plan to address each request is shown.

1. **Selection Criteria, See “Go Local Selection Guidelines: Basics”:** CRHRE will create a review committee for content guidelines. The review committee will include Rex Gantenbein, CRHRE Director, Jenny Garcia, University of Wyoming Libraries Medical Reference Librarian, and selected UW College of Health Sciences faculty.

The review committee will use Go Local Selection Guidelines as a starting point and prepare a summary document for use in the selection process. Basic criteria will include Wyoming-based service. In the future we may include sites from bordering states as well, since there are a number of places in Wyoming where services are closer and more readily available in towns across the border.

2. **Collect information on services for the entire state or region – including health departments, hospitals, medical centers, clinics, practitioners, libraries, local chapters of health organizations, etc.:** Jenny Garcia will provide contacts for the community colleges and County extension agencies. CRHRE maintains a contact list of Public Health Agencies and can use the workforce registry to contact pharmacists, practitioners, and health care centers. Jenny Garcia will visit each hospital in the state during summer 2004 and can deliver promotional material at that time. Listservs are already in place for Wyoming Association of Librarians and Wyoming Senior Centers. The Wyoming Institute for Disabilities (WIND) and other Health Sciences departments can be used as partners in locating other agencies and organizations for outreach efforts. WIND's current human services database will be used as a starting point for outreach.
3. **Index the resources by subject & geographically:** CRHRE staff will work with Jenny Garcia to index the resources. Jenny has managed a consumer health library in the past and has worked with both PubMed and Medline Plus since their inception. She is also familiar with Dublin Core.
4. **Willing to attribute & date local resources:** The project director will insure that all local resources used are attributable and up-to-date.
5. **Mechanism for keeping the information current:** The project director will continue outreach efforts to locate new resources as they are developed and will monitor the website to ensure that broken links are removed weekly.
6. **Use the "Go Local" controlled vocabulary or develop and map own vocabulary:** CRHRE will exclusively utilize the Go Local vocabulary guidelines from NLM for indexing and cataloguing the resources. If new subjects are specifically needed for Wyoming resources, the project coordinator will contact NLM for discussion on how these can be added to the guidelines.
7. **Projected Timeline:**
  - a. April 12, 2004  
Submission of original proposal via email to NNLM regional director.
  - b. May 24, 2004  
Jenny Garcia attends the Medline Plus Go Local meeting at the Medical Library Association Annual Meeting.
  - c. May 27, 2004  
Jenny Garcia attends the Go Local training at NLM.
  - d. June 1, 2004  
Begin contacting health services organizations in Wyoming regarding information for Go Local
  - e. June 25, 2004  
Revised proposal submitted via email to NLM Go Local team

- f. July 15, 2004- May 1, 2005
    - Review on-line training materials and develop submission protocols for materials according to NLM guidelines.
    - Develop outreach materials. Appoint and convene Selection Committee.
    - Develop selection summary.
    - Index local resource Web sites, develop pages as necessary for contact information to local resources.
    - Enter information on sites into Go Local database as collected and evaluated per program protocols.
  - g. May 2005
    - Public release of Go Local with Wyoming information
8. **Hire and compensate a salaried project director (minimum of .5 FTE.):** A computer support specialist is employed full time in the CRHRE and would be able to devote half of her time to a project of this type. She will provide NLM with the necessary reports including hits, user sessions, proportion of statistics attributable to NLM, and lists of any downtimes. Additional funding to support this effort will be sought from the College of Health Sciences, but this is not required for CRHRE to participate in the project.
  9. **Manpower needed to create, index and maintain records:** As a department within the College of Health Sciences at the University of Wyoming, CRHRE is able to recruit student interns as needed. CRHRE will search for an intern to assist the project director with indexing during the summer of 2004.
  10. **Technical expertise for system hardware and software:** CRHRE employs a fulltime system administrator who is proficient with the security, technical support, and maintenance of web servers and networking.
  11. **IT support to maintain computers used for input, including required web browser and plugins:** CRHRE's system administrator currently maintains all of the department's computers and utilizes the expertise of the University of Wyoming Information Technology department when the need arises.
  12. **Volunteers or staff to handle the record creation and maintenance, or have a plan to recruit them:** Record creation and maintenance will be performed by the project director who is experienced in the use and development of web-based databases.
  13. **Means for providing customer service at the site:** CRHRE currently works with all of the departments in the UW College of Health Sciences on an ongoing basis. The department will prepare agreements with these departments to address the need for answers of health-related questions. Processes will be put in place for automatic redirect of email requests to predetermined personnel based on the nature of the question. All technical problems and site suggestions will be handled in-house by the project director.
  14. **Acquire the necessary hardware for the system:** Currently CRHRE supports several web servers and has sufficient office computers for Go Local needs.
  15. **Acquire software to create and maintain the database:** CRHRE currently licenses all necessary software for creation and maintenance of a database using the Microsoft SQL Server Database Management System.

16. **Database functionality (mapping, site creation, etc.)** Both the project director and the system administrator have developed database-driven websites. CRHRE's website, [www.health.uwyo.edu](http://www.health.uwyo.edu), currently offers Pathfinder, a database of links to health information online. WIND's current human services database, at <http://wind.uwyo.edu/connect/pathways.asp>, could also serve as a foundation for the Go Local project.
17. **Process NLM's XML data with up-to-date Medline Plus Topics:** Guidelines set by NLM at the May training session will be followed.
18. **Comply with basic usability standards:** CRHRE's computer support specialist is familiar with web accessibility issues and utilizes Netscape, Opera, and Internet Explorer browsers to regularly test sites for browser compatibility.
19. **Perform usability testing:** CRHRE will submit the site for beta testing prior to the May 1<sup>st</sup> launch date. Staff from the University of Wyoming Libraries will serve as the initial test group.
20. **Accessible (at a minimum Section 508 compliant):** We will regularly use Bobby Worldwide, <http://bobby.watchfire.com/>, to test all locally developed pages for Section 508 accessibility issues.
21. **Organize resources by subject, and for public site put each subject on a separate page:** We will use NLM subject headings to organize resources. Subject pages will be separated and hosted on the CRHRE server.
22. **Collect and report usage data to NLM:** The project director will be responsible for collecting and forwarding data such as hits, user sessions, and downtimes to NLM on a quarterly basis.
23. **Generate geographic maps for the region, and linking from the map to the relevant service pages:** CRHRE would prefer to use NLM resources for this service initially. Once the rest of the system is in place, the department will consider developing in-house services through its current GIS specialist.
24. **PCs will be available for volunteers and/or staff with internet connections, required web browser and necessary plug-ins (or a plan to obtain them):** CRHRE currently possesses PCs and software for each of its 7 employees and owns three other computers that can be set up for the use of temporary personnel.
25. **Generate broken or problem link reports:** CRHRE would prefer to use NLM's reports initially but has the technology to create its own reports if necessary.
26. **Check and repair broken or problem links:** The project director will be responsible for checking and repairing links on a weekly basis using either NLM's generated report or its own weekly report.
27. **Publicize the site in the Region:** CRHRE staff will assist with publicizing the site and making outreach efforts. Jenny Garcia will also assist in these efforts. Specific promotional efforts to be considered are summarized below.
28. **Perform outreach for collection development:** See outreach summary.
29. **Summarize promotion efforts quarterly:** All promotion efforts will be summarized quarterly by the Go Local project director.

Outreach targets and activities to be explored:

1. Community Colleges: Jenny will get contact information

2. Extension Agencies: Jenny will get contact information
3. Public Health Offices
4. Charitable organizations such as Shriners, Kiwanis, etc.
5. Hospitals: CRHRE will develop outreach materials for Jenny to distribute when she visits the hospitals within the state this summer.
6. Listservs: Wyoming Association of Librarians, Wyoming Senior Centers
7. Surveys: Public Librarians
8. Honorary Advisory Committee made up of state legislators and Wyoming Department of Health
9. Press Releases to libraries, public health offices, newspapers, etc. through UW News Service
10. Feedback options:
  - a. Ask a Librarian
  - b. Suggest a Site
  - c. Report a technical problem
  - d. Add an email field that can be automatically captured for use in mass mailings.
  - e. Other Options: FAQ, People to contact, etc.
11. Seek opportunities to speak about the project at:
  - a. Wyoming Association of Librarians meeting September 2004
  - b. Public libraries (information tables)
  - c. Wyoming Rural Health Conference
  - d. Other public meetings relating to health