FINAL REPORT

OUTREACH PROJECT
Community Health Information Partnership Symposium (CHIPS)

Final Report
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Summary/Introduction:
The Community Health Information Partnership Symposium was held in Jackson Hole, Wyoming on Oct. 11, 2005. Thirty-six participants interested in learning about the process of forming partnerships to enhance the sharing of health information attended the Symposium. Participants were chosen to provide a representative sample of policy makers and others interested in forming or enhancing existing partnerships in the MidContinental Region.

Categories for selection included the following categories:
- Resource Library Directors - 7
- Regional Advisory Board Members - 14
- RML Staff - 10
- State Library Directors – 6
- Network members from each state
- Speakers - 4

Geographic region/number of counties:
- Participants and speakers came from all 6 states in the MidContinental Region (Colorado, Wyoming, Missouri, Nebraska, Kansas, and Utah) as well as Maryland and Washington State.

Collaborations/Partnerships:
- University of Wyoming Libraries and the Regional Medical Library of the MidContinental Region- Ongoing

Training: NONE
- Total number of sessions conducted as part of the project
- Total number of sessions in which half or more than half of participants were from minority populations
- Total number of participants in the project’s sessions
- Breakdown of participants by:
  - Health care or service provider
  - Health sciences library staff member
  - Public/other library staff member
  - Member of the general public

Training sites: NONE

Exhibits: NONE

Resource materials: NONE
8. **Web sites:**
   http://nnlm.gov/mcr/resources/community/CHIPSarchive.html. This website was originally created as a resource for CHIPS participants. It contains the agenda, program details, and links to PowerPoint presentations and other material from the symposium. The video archive of the Symposium is also available from the site.

The MCR will maintain this website and add websites of outcomes of partnerships and projects that participants work on in the upcoming year. Participants were asked to keep their RML Liaisons informed of the work that they are doing so that it may be shared with others in the region.

9. **Document delivery and reference services:** NONE

10. **Approaches and interventions used:**
   
   Describe the specific steps or activities used in the following areas:

   **Identifying and scheduling sessions:**
   The planning committee wanted to provide a mixture of expert presentations and activities that would energize the participants. We drew upon the expertise available in the MCR to provide dynamic people in the region who had the skills and experiences that we wanted to share with the participants.

   **Introductory speakers:** Jamie Kearley, Wayne Peay, Claire Hamasu
   **Keynote Speaker - Valda Boyd Ford**
   Director of Community & Multicultural Affairs, University of Nebraska Medical Center & Nebraska Health Systems, Ms Ford is responsible for developing community collaborations around health issues, especially focusing on underserved populations.
   **Betsy Kelly**
   NN/LM-MCR Assessment and Evaluation Liaison Ms Kelly will discuss the process of assessment and development of a plan for partnerships between libraries and community based organizations for health information outreach

   **Panel discussion highlighting regional partnerships**:
   Elaine Connell, Denver Public Library (En Español); Chris Engleman, Grillo Information Center; Eduardo Crespi, Centro Latino; Sarah Handgraaf, Johnson County Library; Sally Patrick, Eccles Health Sciences Library
   Dr. Deborah Fleming PhD-Clinical Professor of Geriatrics at the University Of Wyoming College Of Health Sciences- moderator and closing speaker for "Café to Go”

   **Interactive group work**
   The "Café to Go" process was chosen because it uses small group work to answer questions related to creating collaborations between libraries and community organizations. The input of the group members leads to innovative and creative solutions toward creating and implementing strong partnerships aimed at bringing health information to the community.

   **Promotion/marketing:**
   Most CHIPS participants were invited to attend and had their expenses paid through
the subcontract funds. They received a letter of invitation and were given a website to link them to more information as the symposium date neared. We attempted to recruit other potential participants by announcing the event (with the URL to the website) through state and regional listservs, through articles in the Plains to Peaks Post (distributed to MCMLA members), through the MCR site “In the Spotlight” feature, and by word of mouth.

**Training:**
The Café to Go Process was unfamiliar to many of the committee members, the RML liaisons and the panel discussion participants who were asked to serve as facilitators for the activity. Siobhan Champ-Blackwell arranged a conference call for the facilitators to discuss the Café to Go process prior to the event. Facilitators were also provided with links to the Café to Go website and activity documentation before the call. Questions to facilitate discussion during the activity were also formulated by the group. This “rehearsal” helped facilitators feel much more comfortable with the process.

**Personnel/staffing:**
The planning committee handled all aspects of the event with support from the University of Wyoming Libraries’ administrative office staff and the other liaisons and staff from the RML.

**Web site development:**
The RML provided technical support for the Web page. As the planning committee developed content in the areas of the program agenda, sessions, speakers, links to area attractions, etc. Thomas Gibbs, RML liaison, incorporated the content into the Web page, which was located on the RML server.

11. **Evaluation:**
CHIPS Evaluation Plan:

1. In order to identify any projects generated by the Symposium, 2 surveys will be conducted within a one year period, to request information about proposed or active outreach partnerships from the institutions represented at the Symposium. Survey Monkey will be used to conduct the surveys. The surveys will also request participant insights on the differences that the Symposium made or is making in their outreach efforts.

2. At the end of one year, the collected data will be compared to the baseline data for analysis. Survey results will be shared regionally and nationally through posters or papers presented at MLA and MCMLA, through the MCR website, online discussion lists and newsletters.
   - A paper evaluation was distributed to CHIPS participants at the close of the symposium. Participants were asked to rate various aspects of the event including speakers, program content, venue, food, registration, and the Café to Go process. Overall, participants reported a high level of satisfaction with the event and felt that it had provided useful tools and a valuable forum for networking. One
participant said that the Symposium had, “helped to recharge my outreach batteries & open my eyes to new opportunities for partnership & projects.”

• Additional comments from participants:
  Great job! Very Creative!
  I’m enthused. I want to start partnering.
  Speakers were exceptional. I enjoyed this conference; the people- and now am inspired to do CHI with a partner(s).
  Appreciate staying on task throughout the day, appreciated the concept of partnering with high school students—service learning leadership. THANK YOU for the experience!!!
  Great job! Very Creative!
  Good job to those who worked so hard
  This was great! Thanks!

• A survey was sent to CHIPS participants using SurveyMonkey.com on 10/25/05. overall, the survey results suggest that CHIPS was a successful event. Participants were enthusiastic, reported that they benefited from attending and remained, or became committed to partnering and being involved in outreach programs. The survey will be repeated in one year to gather information about the work that attendees have done since they came together in Jackson Hole, in October, 2005.

12. Problems or barriers encountered:

Provide details on problems encountered in the areas of:
• promotion/marketing: Although the symposium was advertised pending approval, some promotional momentum may have been lost because official approval of the Symposium was not received from NLM until September 7, 2005.

• training: NONE

• equipment/telecommunications: minor problems were encountered but were resolved by MCR IT staff and museum personnel.

• personnel/staffing: NONE

• Web site development: NONE

13. Continuation plans:

• The RML will conduct a follow-up survey of CHIPS participants in October 2006 to track any partnerships that may have been inspired by the Symposium. The CHIPS website will be maintained by the RML and updated to include news of partnerships in the region.

• More follow-up activities might have been desirable, but were beyond the scope of this limited event. Some ideas that the planning committee considered during the drafting of the evaluation plan were to create a Wiki or a listserv to help maintain the energy created by bringing the original group together and a database of ongoing partnerships in the region to provide ongoing tools/reminders to
interested groups.

- As further symposia are held in the MCR, it might be useful to provide a workspace for people interested in starting or maintaining partnerships in the region.

14. Impact:
- Participants from the region (and also those who were not able to attend CHIPS, but saw the program announcements and website) were made more aware of outreach activities offered by the University of Wyoming Libraries.

- The Symposium can serve as a model for other symposia in the area and participants will use the ideas and tools presented to develop and enhance community health information partnerships.

[The Nebraska Symposium built on the success of CHIPS and also used the Café to Go process to help structure discussion. The work that is being done in Nebraska through the symposium Marty Magee held after CHIPS is very encouraging. Three towns in Nebraska have come together to develop partnership projects involving public libraries. One of the CHIPS outcomes was that more public libraries in the region will offer health information outreach projects]

15. Recommendations for improvement:
Participants provided useful suggestions for many aspects of the program. The Café to Go exercise was well received, but it was suggested that examples of more specific programs and “how- to’s” should be provided. One person suggested that a laptop be put at each table with an example of a working partnership, bad partnership, NN/LM grant examples, - real step-by-step concrete models to guide discussion. People also wanted more presenters to use PowerPoint slides.

One of the program activities was a panel discussion involving representatives from ongoing partnerships in the region. If we were doing this over, it would be useful to restructure the panel discussion in order to:

- Allow more time for this event.
- Have panel members give their presentations using PowerPoints.
- Incorporate a break-out session after the presentations wherein participants and presenters could consult the resources provided on the above-mentioned laptops and discuss their own project ideas and plans.
- Then hold the Café to Go exercise to brainstorm and bring the group back together.
FOLLOW-UP QUESTIONS:

1. Were your original project goals and objectives met? If not, why not?
   The stated short term goals and objectives were met.

2. What significant lessons were learned which would be of interest or use to others conducting outreach projects?
   • Participants and speakers stressed that understanding your population group and their needs before planning any partnership activities is crucial. Realize that sustaining a partnership is an issue that has to be reassessed over time. It takes a lot of hand-holding to get a community moving. Don't give up. There are people out that who want to do something, but you have to find the right people (as always) to get involved and recognize that they just really don't "want" one more thing to do. If future symposia are held in the region (like the Nebraska event) it will help build a successful track record, and future symposium planners will be able to attract more of the significant players within the region, and thus further long term outreach goals.

Which strategies were the most effective in implementing the project?
   • Set the tone with your opening speaker and then follow through. End with a good recap of the day’s events and how they related to the overall Symposium goal.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?
   • In addition to bringing in people who were interested in starting a project, it might be beneficial to invite groups that were already considering a project. This would enable working groups to come with an idea and a partnership already in motion. They could then utilize the tools that the symposium provided for them to put their plans in operation. They could also share the process with symposium attendees and generate ideas and inspiration for the group.

4. What advice or recommendations would you give to anyone considering a similar outreach effort?
   • Allow 1 ½ or 2 days for the exercise! Participants were exhausted at the end of the day.
   • Hold the meeting in a location better served by airline schedules in order to encourage broader attendance at future events.

Although Symposium participants appreciated the beautiful venue of Jackson Hole, Wyoming, it was expensive to get to with limited incoming flights. Lodging is also very expensive and we get the sense that the public library audience we attempted to reach by scheduling the symposium preceding the library association meetings may not have wished to add an additional night’s lodging to their expenses.

[NOTE: A number of CHIPS attendees were unable to attend because Denver International Airport was closed by a snowstorm the day before the Symposium. Flights]
coming into Jackson were not affected by weather.]

• Don’t hold subsequent symposia in conjunction with another organization's meeting unless you are already closely aligned with the group, for example: MCMLA.

The symposium was scheduled to occur just prior to the joint annual meetings of the Wyoming Library Association, the Mountain Plains Library Association and the meetings of the Western Council of State Librarians with the hope that the timing would be favorable to have them attend the symposium. All three organizations received invitations to attend the Symposium, but virtually no one from these organizations registered for the Symposium.

• Ensure variety in your guest list by providing a large number of invitees and alternates. Invite the alternates as soon as invited guests drop out. Over-invite if necessary.

As the Symposium date neared, a number of potential participants bowed out of the symposium due to personal situations, scheduling conflicts (two were required to report for Hurricane relief efforts in Louisiana!) problems booking flights into Jackson Hole, etc. This required the committee to try to invite additional guests from the back-up list at very short notice and with limited success. Coupled with the storm that fouled up air traffic in Denver, this ultimately resulted in a much smaller group of participants than was planned and budgeted for.

The planning committee realized from the start that the mix of invited guests needed to include more individuals from community-based organizations. Many of the comments from participants also noted this. Recruiting individuals from community organizations was like pulling teeth, and they were sorely needed at this event!

During the invitation period, it proved surprisingly difficult to identify and approach individuals from CBO’s. For example, In Jackson Hole, we identified several groups that we thought might wish to consider partnerships that would enhance health information distribution to their clients. We telephoned these groups to ask if they would like to send representatives to the one-day event and were told in most cases that they were so short-staffed that the office would have to be closed for the day in order to send someone to the event. More advance notice and information concerning the value of such an event to the organization is probably needed in order to recruit these groups in the future.

At a similar event in Nebraska, organizations from the same community were brought together. It gave them the opportunity to network and start planning. Although CHIPS included organizations from the same state, the agenda didn't allow for time in the formal program to partner together in a planned exercise. Participants did this informally as was evidenced by the conversations overheard at breakfast and dinners, but we could have enhanced this opportunity for developing partnerships after the meeting.