

Summary of CHIPS survey conducted 10/25

The University of Wyoming and the MidContinental Regional Medical Library sponsored the Community Outreach Health Information Partners Symposium (CHIPS) in Jackson Hole, Wyoming on October 11, 2005. 31 CHIPS attendees were invited to respond to a survey aimed at understanding whether they were involved in partnerships in community outreach, whether they had plans to become involved and whether the CHIPS experience contributed to their plans.

The survey was conducted between October 25 and November 8, 2005. 26 attendees responded, 4 did not and one declined to respond.

The survey was designed using skip logic to present a set of questions based on responses. Respondents were asked either 4 or 5 questions. As responses became more negative the responders were probed more deeply for reasons why they were not likely to be involved in outreach or would not investigate partnerships. Finally all respondents were offered the opportunity to provide feedback on any aspect of the symposium, on outreach and/or on partnering.

Summary of responses

Outreach programs and partnerships in place before CHIPS

20 of 26 (77%) were involved in outreach before CHIPS; 19 (95%) of those programs involved in partnerships. 13 of the 20 specifically said that CHIPS had provided tools for carrying out their programs (4 said it did not, 2 didn't respond to the question).

3 of those who were already involved in outreach and with partners said that CHIPS had not provided any tools to assist them, indicating that this was already in place for them or was out of their control. However one of those respondents also said

“I will be participating in a statewide consumer health outreach effort and expect that the CHIPS Symposium will be of great help.”

Another said

“Meetings like CHIPS should be a catalyst for development of many practical outreach models that can be tested with willing CBO collaborators/partners. Models appropriate for libraries outreach to internal and external clients and for CBO outreach to their clients. [F]or me, the meeting felt like an introduction to CBO rather than a follow-up to the national symposium. I think a discussion and review of documents in th Oct 2005 JMLA supplement was a starting point...”

Outreach programs and partnerships that may develop as a result of CHIPS

6 of 26 were not involved in outreach prior to coming to CHIPS. 4 of the 6 said they were likely to become involved. 3 of the 4 likely to become involved were considering partnerships for their programs and felt CHIPS had provided tools to assist them in developing the partnerships. The one who was not considering a partnership said

“there are other factors affecting our library services right now, and I am not currently seeking a partnership. As we consider a major transition in our library, I know that partnership is an option that I might not have thought of before.”

One who said they were not doing outreach and were not considering it did say, however, “The mission of my library does not extend to community organizations. We do, however, partner with other groups and this information will be valuable for that purpose.”

Another who was not considering partnerships and who didn't change that position after CHIPS said

... I feel that CHIPS was extremely effective and I did get a lot out of it. That said, there are other factors affecting our library services right now, and I am not currently seeking a partnership. As we consider a major transition in our library, I know that partnership is an option that I might not have thought of before.

A third person who said they were not considering doing outreach did not provide insight as to their thinking after CHIPS but did indicate that CHIPS had provided tools to assist in their work

Open ended feedback responses

Respondents were encouraged to let us know what they thought of the symposium, outreach or partnering. Fourteen provided feedback. 3 specifically mentioned projects they were involved in, two noting that CHIPS will have been helpful. One commented on the importance of trust in partnerships. Ten expressed enthusiasm and appreciation for the opportunity to attend, network with others and renew their energy for their work.

1. I am partnering with ElderLynk, at my university. I am planning to help them update their Seniors website with a list of helpful consumer web addresses. The focus is on mental aspects of senior health. I have also been invited to teach a Kirksville TCRC Resource Center seniors computer class on how to find and evaluate health information on the internet in November 2005.
2. I will be participating in a statewide consumer health outreach effort and expect that the CHIPS Symposium will be of great help.
3. During CHIPS I had the opportunity to network with people from Missouri. I gave a copy of a proposal call Show the Site that involves students showing Medlineplus to the public to Mark McCarthy. We did not communicate yet. I might give him a call and say hi. CHIPS in WY gave me some hope. Of course hope is a qualitative outcome and we can not measure it. Thank you for inviting me to the symposium. I will participate at the NLM in DC on two meetings. The first one is in November and the other will be in January 06. I might see some of you there.
4. Trust between 'partners' is important Trust their opinions---there is lots we can learn from CBOs at all levels, they should be our guides to what working in underserved communities. This goes beyond what we now call best practices.
5. I was very impressed with the information shared, it was very helpful to me in developing plans to set up a community health information service in our public library system. I am also grateful to have made new contacts who have agreed to assist me as needed.
6. I thoroughly enjoyed the symposium, and would gladly work with any of the participants.
7. Expanded my vision in ways to support the consumer's health information literacy needs. The sharing of ideas and mechanisms to partner with other types of organizations was enlightening, and I am following many leads looking for additional like-minded individuals who, together, we can jump-start some activities in my area. I appreciate, very much, being included in the dialogue, and found value in the diversity of ideas from different types of organizations.

8. :) Thanks!
9. This came at the right time and gave me an outreach 'boost.' Renewed my energy for taking on additional project and finding new partners.
10. I was most concerned about the how and who of partnerships, and I learned a great deal about possible partnership candidates, and some methods of working toward collaboration.
11. Good job and a very interesting conference!
12. Great symposium. A lot of activities that stimulated discussion.
13. For me, the best part of the symposium was giving me encouragement to continue our outreach programs...in the face of some difficulties in the 'success' of these programs.
14. The symposium gave me some ideas of how to reach beyond our own services to enhance and enable expanded solutions and opportunities that meet the needs of larger populations. Please do this again and Invite ME!

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.