

Quarterly Report

Submitted on behalf of: econnell@denver.lib.co.us on November 21, 2004.

Project Code:

mcrquarterreport

Name of reporting institution:

Central Denver Public Library
10W. 14th Avenue Parkway
Denver, CO 80204-2731

First and last name (e.g., Mary Contrary) of person submitting report:

Elaine Connell

Internet email address (e.g., maryc@project.org) of person submitting this report:

econnell@denver.lib.co.us

Telephone number (e.g., 555-555-5555) of person submitting this report:

720-865-1363 or 720-865-1187

Reporting Period start date (e.g., mm-dd-yyyy):

September 1, 2004

Reporting Period end date (e.g., mm-dd-yyyy):

November 30, 2004

Publicity: List publicity and promotional activities conducted during the reporting period, if there were any. (Send any examples of non-electronic promotional materials to the NN/LM MCR by mail or send an email attachment to reports@rml4.utah.edu or provide URLs.)

Broadcast E-mail is ready to go - awaiting DHP2010 site revisions
9/2/04 - Taping of Interview on Denver Community Television - Live & rebroadcast x 3
Article in the Whittier Spotlight - Nov. '04 - Not yet available online
Congregational Health Partnership - Church Bulletin Inserts - Nov. '04 - to 36 churches
(estimated readership of 2,200 people, mostly in core city area)

Complete an [Outreach Reporting Form](#) for demonstrations and training that took place during the reporting period. Complete an [Exhibit Report \(MS Word\)](#) for any exhibits as email attachments to reports@rml4.utah.edu for inclusion as appendices to this report.

The Children's Hospital Immunization Day - Sept. 11, '04
Colorado Association of Libraries Conference - Oct. '04
11/04 - Display for all of November in the large DPL Central Library Display Case
9/9/04 - Presentation to Colorado Department of Public Health and Environment -
11/05/04 - Presentation to the Community Resources Forum
11/18/04 - Congregational Health Partnership Meeting

The following Trainings:

9/16/04 - DPL Staff Training Class
10/14/04 - Train the Trainer Class
11/04/04 - Train the Trainer Class
Informal, on-going "Computer Comfort" at Ford-Warren Library

Other accomplishments: List any additional activities, resources, services, and administrative arrangements or collaborations that occurred during this reporting period.

9/1/04 - NCLIS Blue Ribbon Consumer Health Recognition Award Presentation
- Received \$150 from the Colorado Department of Education to apply to this project.
Added Training Information and some PDF's to the "Getting Started" section of DPL English site
Design and translation for a training bookmark – bilingual
Convening of the DPL Health Web Site Advisory Committee - 1st session 11/12/04
Further Usability Testing
Gathering of further librarian input at DPL
DPL is rolling out its new "Equal Access Software" - public computers now are time-limited to multiple 20 minute sessions or a single 2 hour session per day. Librarians can override to allow extended time in special cases as needed.

Target audience: Are there any insights you have gained about your target population during this reporting period? Have their needs changed since your initial assessment? Is the group different from your original anticipated audience?

Training takes more time and more repetition than previously expected. Although MedlinePlus and others are now easy for me, that is not the case for beginners! Although mouse maneuvering is easy for me now, not so for beginners! People are busy, pre-occupied, and minds overflowing. They like these resources, but taking the steps of change to using them comfortably requires a gradual process. Whether Whittier residents, professionals, or librarians, this seems to be true across the board.

In addition, many Whittier residents don't use the library for information much. This is a

whole new deal! We've got a great start, and contacts with leaders and organizations that are involved in their daily lives and issues. We expect that on-going efforts will lead to many new users of these resources. In particular, with a re-visioning of the library as a whole, Ford-Warren and several other branches are re-clustering around a new service model referred to as "Language and Learning." Information access and educational resources will be enhanced in this new cluster of branch locations. More about this in the Final Report.

Professionals we spoke with at the Colorado Department of Public Health and Environment wrestle with document delivery issues. I shared their concern with Stephanie Weldon, who will follow up.

Goals, Outcomes, Objectives: Discuss problems, successes, surprises, and/or insights of this quarter. Based on these experiences and your progress to date, have you rethought or in any way modified your objectives for the project? Are the needs of the audience those you anticipated, and are the outcomes you expected still feasible?

Problems:

TIME! - Our grant provided \$40,000 for a broad project targeting several distinct groups. We are proud and very satisfied with all we have accomplished. However, we overestimated what could be accomplished in the time allowed. Lee's time ran out with the launch of the web sites, so outreach and training has been absorbed by the library. Training materials have been developed, and presentations have been well received. DPL has generously allowed me many more hours than were estimated to fulfill the promises we took on with this grant. In addition, I have given it many hours of my own time. I am would not change the project from the wholistic approach that we envisioned, but I would emphasize the need for many additional hours of consultant salary, if a similar project were to be undertaken in the future. (I also hope that there would be a limited number of similar projects! Given the amount of work that went into these web sites, and the ease of long-distance access through the Internet, funding large numbers of similar sites seems counter-productive all the way around.)

Staffing changes - midway through the process, Stacey McConlogue of DHP2010 took another position. Stacey left things in very good order, and the Department of Environmental Health picked up the cost of many of her hours, allowing for maximum funding to pay for the consultant who completed that portion of the project. Nonetheless, there remained a huge adjustment. Losing Stacey and Lee at virtually the same time was really tough!

Librarian Usage - In my last quarterly report, I mentioned the new realization that librarians in my department didn't appear to be using the new Health & Medicine Web Sites as much as we had hoped. Shortly after that awareness, I initiated a survey within my department, requesting their input about the site. What was actually more helpful, though, was organizing and presenting a class in cooperation with Stephanie Weldon at UCHSC. One librarian in our department did the training on MedlinePlus, and two of our

staff attended. Handouts have now been created and added to the Health site (in English, in PDF files) providing tips for finding some of the special resources there, and learning to use them more effectively. In addition, I sent an email promoting MedlinePlus to all library staff. While I am all about health, and there is much progress in this area, we are working with generalists - and they have many other things on their minds, too. Again, time and perseverance are needed!

Training Video - Though we had hoped to create a training video for staff and for the public, this no longer appears to be the way to go. A quality training video, presenting information in the detail we desire, is a huge undertaking, and we anticipate mixed results. We have recorded two videos, thanks to the generous partnership of DCTV, Denver Community Television at www.dctv.org One of these is a taped interview done at the DCTV studios. It promotes our partnership and our web sites quite well, though it contains some unfortunate typo's. The other documents the program where the Library received the National Commission on Library and Information Science 2004 Blue Ribbon Consumer Health Award for Colorado. Sound quality in this production was disappointing. We simply could not do a video on our own better than the ones we have done with DCTV, but we hesitate to do another with them before we have lots more time to devote to planning, filming, and editing. This remains an option for the future, as the Library received \$150 from the Colorado State Board of Education in addition to supplement this award, and DCTV has charged us only \$10 per copy of these videos.

Train the Trainers Classes - Many of the attendees for these classes are actually not headed right out to work with people in organizations, training them on these sites. They do so, one here, one there, but it will take time to develop the cadre of trainers I look forward to! I am thrilled to have the director of a neighborhood computer lab taking an active interest, and am eager to begin working with her!

We have not trained 200 community members, but apart from this, we continue to see all outcomes we expected as feasible.

Evaluation: List any specific evaluation activities that occurred during the reporting period. Activities might include surveys, focus groups, pre- and post-tests, interviews, log of activities, or other steps to monitor progress.

We are very pleased with the level of Publicity, particularly as so much of it is through cooperative relationships in the community. Outreach Sessions and Trainings have all received very good feedback. We are beginning to get growing interest from other community organizations. All of these speak of much success!

While the statistics of usage on our sites are not all that we had hoped, we can understand this and work toward improvement from two angles. 1) We are working to improve our sites. DHP2010 usability testing provided some insights, which are being implemented as soon and as fully as possible. DPL has started their new Advisory Committee, and is working to make what we know are good sites to make them even better! 2) We have different expectations of usage. People who like a site like this very well still don't use it

daily. They may find here a source they love, and then bookmark that site, rather than returning to ours each time. At this point, when we have a class, or do a lot of preparation for a program, our usage affects the statistics, too. So... For now, we are most excited about the interest being expressed in the Whittier community and the organizations serving them. More details in the final report.

Impacts and Observations: If there are anecdotes that illustrate the impact that the project is having, provide the narrative here; include any indicators of success. Share observations, lessons learned, and any other feedback you think would be helpful.

Always before, outreach has been something that I have had to initiate. I still am, but in the past two months I have had 3 community organizations contact me about wanting to be linked on our sites. And two important organizations involved with the Whittier community expressed an interest in partnering with us. One of these organizations, Congregational Health Partnership, works with 36 churches and will send our information to their churches as a bulletin insert this month. The other, Metro Denver Black Church Initiative, has a membership of 40 churches throughout the area and is looking forward to having us do some training with their computer liaisons in early 2005. In addition, the director of a small community computer center serving Hispanics in this neighborhood is eager to get our training so she can help her customers use these resources. And someone from one of these organizations just sent me contact information for a teacher at a nearby school. They have a computer lab and a parents' group and would be interested in having us do a program there, too.

It is exciting to me to see this interest among organizations serving our primary target population, the Whittier neighborhood. We cannot train individuals fast enough with our limited DPL staff time. As the community and the leadership become increasingly aware of the library and its web sites as a viable health information resource, the process is becoming self-generating and the community is beginning to take on the vision of helping one another learn to search for health information with these new resources. People are beginning to ask for classes, and this is very satisfying to see!

Planned Activities: Provide a brief outline of activities (training, exhibits, web development, meetings, evaluation etc.) that are scheduled for the next quarter.

12/7/04 and 12/11/04 - Information sessions at Ford-Warren for the public - promotion via Congregational Health Partnership church bulletins.

Classes for the public beginning in January, '05 at Central, and probably 3 times per year here, in addition to classes in the branches and at other locations, and Train the Trainer classes, as noted below.

Site maintenance / DPL - on-going

Further Usability Testing, especially librarians, residents of Whittier, and community

leaders.

12/02-03/04 - NLM Community Outreach Symposium

DEH is hiring a FT Program Administrator and a PT support person for the DHP2010 project

DHP2010 will establish an Advisory Committee for its site.

January, '05 - meeting with project staff for wrap-up and future planning

Whittier Elementary School program(s) for children and / or parents, early 2005.

Jan. or Feb. '05 - present to computer liaisons of Metro Denver Black Church Initiative

Librarian instruction with Stephanie Weldon, with announcements going to CCML, CCHILL, LibNet, University of Denver's Library and Information Science Program, and Emporia State University School of Library and Information Management. Offering these classes for MLA CEU's is added incentive for participation, as is Stephanie's expertise!

Outreach via LibNet listserv, WebJunction online, CCHILL, ...

Consider exploring the endorsement of the library community for these web sites, rather than having each individual library re-creating their own at this level. We are open to the critique and suggestions of others in the community.