

December 15, 2003

institution:

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Start date: 09-01-03

end date : 11-30-03

Publicity:

1. We created a business card with contact information for both Lee and myself.
2. Created a 1/2 page announcement for casual community awareness with contact information. Dixie uses this in her routine outreach, as do Lee and I, as we network with various people in the community.
3. Power Point Presentation for DPL Lead Managers - adaptable for future outreach and training.
4. These will be mailed to you today.

Outreach Sessions:

1. Outreach sessions at this time are for purposes of project development, too. I didn't realize we should be passing around the Participant Information Sheet, so we have not done this for these meetings.
2. DHP2010 Coalition Meeting - 10/27/03 - 20 people attending, representing many local agencies and organizations.
3. DPL Lead Managers Meeting - 11/3/03 - 13 people, managers of various departments of the library. Enthusiasm mixed with apparent skepticism/anxiety (which we aim to explore). One of these managers enthusiastically recommended a staff member (and student nurse) from her cluster of branches to represent her group in implementing our project activities. We meet Jael Dorado 12/10/03. (Cori, Derek, Diane L., Susan K., Gwen, Pilar, Carol K. Jim P., Jim K., Karen, Judy S., Elaine, Evelyn). Jim K. recommended we include the pharmacists - and provided the

phone number of his wife, a pharmacist at National Jewish Hospital.

4. Whittier Neighborhood Association - 11/19/03 - Invited Lee to submit a description of the project to the WNA website, and to send an update article from the library to the neighborhood newsletter.
5. Metro Denver Black Church Initiative Third Annual Faith & Health Ministries Dinner Program and Educational Session - Nov. 21 and 22, '03 - Lee learned lots from the presentations, and spoke with 9 different people about the project.

Other accomplishments:

1. Worked out (apparently!) bureaucratic details like paying Lee and Stacey. Stacey has not yet applied for her hours to be paid, so we have not tested that yet, but Lee is receiving her checks almost routinely. Other purchasing and accounting challenges seem to be working out OK, too.
2. Lee Shaughnessy has met with 8 Key Informants, several DPL staff, 3 additional community members, collecting information from them but simultaneously developing good will and what Stacey refers to (from her days in Hawaii) as the "coconut wireless," a network of connected stakeholders that we will continue in contact with throughout the project. Enthusiasm has been universal. In addition, she has held 2 focus groups with Spanish-speaking women, in cooperation with Beckie Brazell, the Senior Librarian at the Ford-Warren Branch Library. So far we have excellent community interest.
3. Lee attended the MLA Video Conference on improving medical literacy. There will be insights we can apply for this project as it develops.
4. Michelle Jeske and our Library Without Walls crew have a redevelopment of our DPL website well underway. Launch of the updated version is due in the next 4-6 weeks. Usability testing has been done in-house, and there is much enthusiasm for the new design. They await our input for the redesign of the Health/Medicine page(s), and are looking to our project for further input on usability, as well. (The re-designed site does not include the Spanish, Teen, or Children's portions at this time. There is hope that they may be able to begin on the re-design of the Spanish site in summer, '04.)
5. Stacey rejuvenated her HP2010 Education Committee, advisory group for this project, and recruited new members.

The email inviting people to participate went out to approximately 150 people on her list. Several expressed interest, but most of those were not able to attend the first meeting in November. In addition, she has provided Lee and I with valuable reports on Denver's health needs and names of groups working on various aspects of providing for & addressing these needs.

6. We have a very rough start on the new site - much work remains, but we have devised a process for beginning - using colored post-it notes, yellow for me, pink for Lee...

Target audience:

1. There is a surprising range of literacy needs within our target population. We are told that some are quite well educated, since there is a requirement of high school education in Mexico. We are also told that many of the parents of children in a public school we visited (12/2/03 - more in our next report) are barely literate at all, since they come from the rural areas where that requirement is not fulfilled.
2. There is clearly a need for low-literacy materials, as well as low health literacy materials. Computer literacy, likewise is needed. People in the focus groups were very impressed with what they saw of the DPL Spanish site, but they were unable to comment on usability or likelihood of use until they could get basic computer instruction. As they expressed an eagerness to learn, Beckie Brazell will be beginning "Computer Comfort Classes" in both English and Spanish starting in January to help with this need. We anticipate a "Train the Trainer" process, geared to the recruitment of community members to do much of the training, and to pass on their own skills to others. We plan to network with the women who came to the focus groups, and the organizations where they were initially contacted, to begin. These will pave the way for trainings on the DPL website and electronic health resources later on.
3. We are told that while health is a very real concern, to many of these people it is not the top priority. They need jobs, decent housing, money for food and basic necessities. They will send a child to school when the child is not feeling well because they lack the resources to do any better. Information must be very, very basic, and success needs to be built in from the start, or we may lose their interest. Training on these other topics would be good to provide, too, though beyond the parameters of this project.

Goals, Outcomes, Objectives:

1. Users without Internet skills are not able to say what 'works' for them even if they are otherwise literate.
2. We lost some of our 'edge' this quarter -
 - a. a death in my family, followed by a week of previously planned vacation, kept me away for much of October.
 - b. demands of Lee's schooling - there are limits to what one can

expect of an hourly contractor. She is doing a great job, but we are unable to pay her at a sustainable level, so we work with her when she has outside needs. Her quarter has ended, and demands are expected to lessen for her in Dec and Jan.

c. DPL budget constraints are making it a very difficult staffing challenge to provide me with the blocks of time I need to focus on this project, particularly since we have also been engaged in a series of training workshops for librarians. I have taken to coming in early, and arranged to not be given an assignment prior to 10:00 AM so that I can give it the quality time that it requires. December is generally a slower month for DPL Reference service, and our training workshops are now completed, so I expect blocks of time will be possible throughout the rest of this month.

3. November was a very difficult month! I have begun to realize that our project has entered a new phase: Implementation! There are tensions to deal with now that we are no longer dreaming about all we want to do. Now we need to roll up our sleeves and make this happen. It will require a new level of communication, organization, and cooperation. I feel challenged, but very optimistic. I believe that we will be able to fulfill all of our objectives.

Evaluation:

1. Key informant interviews - 6, plus less formal meetings with several DPL staff and community members.
2. Focus groups - 2 groups made up of Spanish-speaking women
3. See also responses to other questions above.

Impacts and Observations:

See above. We are still early in this project.

Planned Activities:

1. Conduct two more focus groups, this time composed primarily of Afro-Americans, scheduled in early January.
2. Research and develop computer competence curriculum suitable for this target audience. We will be drawing from community programs already in existence. This will include a "Train the Trainer" process, geared to the recruitment of community members to do much of the training, and to pass on their own skills to others.
3. Develop the new DPL Health/Medicine site. We hope to have a draft version complete by mid-Jan., with approximately 1/2 functional for testing at that time. The rest of the site would be in a paper version.

4. Develop and arrange for translation of outreach and training materials.
5. Develop a training plan for library staff, including librarian input on this plan.
6. DHP2010 Education Committee will meet again in January to discuss the development of the DHP2010 site.
7. Develop plan for beta-testing of the new site.