Quarterly Report
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Publicity:
Broadcast E-mail is ready to go to about 200 people

Postcards announcing the NCLIS Award, and inviting to it
Press Release - NCLIS Award
All Staff email - NCLIS Award

Community Resources Forum - materials and Train the Trainer
Class flier - Aug. 6th (about 25)

Outreach Sessions:

Train the Trainer - July 22, 2004
Train the Trainer - August 12, 2004
DHP2010 General Meeting August 30, 2004
Kaiser Health Fair - August 8, 2004

Other accomplishments:
2 DHP2010 Education Meetings
Added Training Information and some PDF's to the "Getting
Started" section of DPL English site
Design and translation for a training bookmark - bilingual
Applied for and were awarded the National Commission on
Libraries and Information Science 2004 Blue Ribbon Consumer
Health Recognition Award - presentation to be held 9/1/04

Target audience:

When I consider this question for the reports, I always think of the residents of Whittier and their needs. These needs, I believe, we are in pretty good touch with, and are on track to gradually addressing. Similarly the general population, with the recognition that new users and those with fewer literacy (and health literacy) skills will need more assistance and take more time to bring on board. We're just starting outreach to the professionals, so we'll see about that.

What I am beginning to observe anew in this quarter is the needs of library staff / librarians as a target audience. In recent weeks I have had some questions and heard some suggestions that really surprise and concern me about the usability of our site for staff. More on that in the next question.

Goals, Outcomes, Objectives:
1) We used up Lee's hours too soon! Difficult transition, as I am doing more now than before, including outreach and training, analysis of hits, and final evaluation. We are working to involve more library staff in these efforts. Lee's commitment to the project remains strong. She has already staffed a health fair exhibit as a volunteer, and tells many people about these resources as she goes about her new job. She will participate on the Advisory Committee for site maintenance and help with the final evaluation as the time for that draws near.

2) Library staff / librarians seem less excited than they were initially. When we held our four initial training sessions, we received rave reviews. I've had little contact since with branch staff, but colleagues in the General Reference Department have recently offered comments such as:

"It's (searching for health information) still pretty overwhelming"
"I want a tool that will search all the linked sites in a category."
(This from a pretty techie peer.)

Another doing usability testing demonstrated very little awareness of what is on the site or how it works. Her inclination was to "start with Medline," which I have no idea how she used to find a link on MedlinePlus that she was very pleased with! In another question, she used Health & Wellness Resource Center first.

My initial reaction to the usability testing peer was to dismiss what she was doing as an aberration. After all, she was feeling lousy that day, with a terrible bout of vertigo. And she was very

pleased with MedlinePlus. So I pointed out a few things about how the site is designed to work, and let it go. My reaction to these more recent comments has been panic.

I'm gradually understanding more. I believe that the sites are basically very good, clearly not perfect, but a great foundation and a great start for something the library will continue to provide for many years to come. And something we have been providing for a long time, too. Librarians search for health information daily (in Reference) and less frequently in the branches. They have had to learn their own way to search for health information over the years, with more or less success. With this new tool, we are asking them not only to learn but to CHANGE. Maybe what they had before wasn't great, but they knew how to use it to come up with an answer under fire! This 'new beast' - well, it doesn't seem to do what they want it to, and particularly not instantly! Using this, they fear, people will be waiting at the desk, drumming their fingers…. the line backing up…. Or so it seems! Most of our librarians don't have the luxury of time to explore a site like this looking for an answer. They want a search box and a keyword, or it doesn't help.

At the same time, DPL is re-organizing its management structure, and its mission will shift somewhat, depending on which community a branch is located in, and how the customers predominantly use the resources. A lot of energy is going into this re-organization. It is clear to me that training staff in the use of these sites is a significant part of the solution to getting librarians using these sites well. But it will take time to do this, and time is tight. We will aim to train in small bites, and to draw out staff input in advance, so as to train most effectively. This will be a big part of the next quarter.

We anticipated that we would train 70% of the community organizations of DHP2010, and 200 Whittier neighbors. This has begun, and will continue. (See #14). But it seems a pressing need to address the needs of staff in greater depth, as well. In the end, by November 30th, we may not have reached the total numbers that we estimated at the outset. The higher priority, however, seems to be to go slow, and to develop a core of happy users who will tell others - even if that means 'currying some favors' and 'pulling a few teeth' to get the needed information to do so! If we do that well, it won't be long before we meet and exceed these numbers. We'll do our best!

Apart from this, we continue to see all outcomes we expected as feasible.

Evaluation

Survey results - To come via email soon.

Statistics - To come via email soon. One piece I'm looking forward to tallying up is what we call "Click Count." This will show the number of hits on various links, including PubMed, MedlinePlus… from our site. (This was out of commission for several days this month, but is up and running again.)

Usability Testing - Teens - This was a pleasure! Three teens who volunteer for the library found the information I asked of them (or at least something they felt good about on that topic!) using (mostly) the resources on this site. They went quickly to the Health by Age or Group, under Teens, and explored the links there. They were pleased! "Would you have found those links using Google?," I asked. "I'd have had to click 84 times!" was one response.

Usability and evaluation for DHP2010 is near complete, and I expect the report soon.

Impacts and Observations:

Elaine was nominated as Employee of the 2nd Quarter, with very complimentary write-up related to this project and its results thus far.

Colleagues in DPL General Reference Department are beginning to participate more: attending classes, helping to teach classes,… giving more feedback now that they have used it for a while.

"I do use the site. I just use it to find my topic, though, and then book-mark directly some sites that I find there." This may be a common approach to use! Keep it in mind when looking at statistics / usage.

Planned Activities:

Site maintenance - on-going
Mailing throughout Whittier Neighborhood
Further Usability Testing, especially librarians, residents of Whittier, and community leaders.
Establish Advisory Committee for DPL site maintenance
Final Evaluation & Report

9/1/04 - NCLIS Award Presentation -
9/2/04 - Taping of Interview on Denver Community Television -
9/9/04 - Presentation to Colorado Department of Public Health and Environment -
9/16/04 - DPL Staff Training Class
10/14/04 - Train the Trainer Class
11/04 - Display for all of November in DPL Central Display Case
11/04/04 - Train the Trainer Class
11/05/04 - Presentation to the Community Resources Forum
12/02-03/04 - NLM Community Outreach Symposium