

“Access to Electronic Health Information for Denver”

Objectives and Methodology - From Proposal, October, 2002

6. Methodology

a. *Enhance DPL's web site to provide more effective access to meaningful and quality health information in both English and Spanish, our overall objective.*

DPL's website will include guidance in Spanish on the DPL homepage, directing Spanish-speaking users to pages dedicated to Spanish language content. This homepage guidance will be available upon launch of the public version of this new health page, within 8 months of project initiation.

All publicity and training materials for the public will be prepared in both Spanish and English. Print materials in both languages will be completed prior to launch of the public page, within 8 months of project initiation.

DPL contracts services of **Voice Productions International**, a division of Cosmopolitan Business Communications, with offices in the Metro Denver area, for professional translation of materials into Spanish. <http://www.voiceproductions.tv/index2.htm> Feedback from the community will be implemented in choice of appropriate dialect, vocabulary and style.

Measurement will be by observation, report, and usage, as well as meeting of the launch date. Number of hits, report of key informants, and customer surveys will be collected and evaluated.

b. *Improve DPL's Health/Medicine website to reflect the needs and desires of Denver's Whittier neighborhood, a community representative of Denver's low income African American and Hispanic population.*

The DPL Health/Medicine website will incorporate the findings and recommendations of the Health Educator as determined through community based focus groups and key informant interviews. Appropriate sites, selected to address community health concerns, along with MEDLINEplus in both English and Spanish, will be tested among community residents, and their recommendations incorporated into the final site. Ease of access in both Spanish and English and meaningful content that addresses both needs in ethnically sensitive fashion will be provided. Denver HP 2010 is conducting a focus group of the neighborhood Head Start parents to assess general health promotion interests and communication methods, and will provide this information to the development of this program. Two community residents will be recruited and offered a small stipend to sit on the Advisory Committee.

The draft website will be launched within 6 months of program initiation, with as much as possible translated into Spanish. It will be tested and revised with input from the Whittier residents and library customers at 3 additional DPL locations, (Byers Branch, Woodbury Branch, and Central) including input on community response to the Spanish dialectics as is presented. Input from each location will be compiled separately, and Whittier resident input will be highly regarded in revision decision-making. The revised site will be translated into Spanish and the final site will be launched and made available to the DPL public within 10 months of project initiation.

Measurement will be by observation, report, and usage, as well as the date of launch. Number of hits, report of key informants, and customer surveys will be collected and evaluated. Testing within EC neighborhoods will reveal and guide success.

c. Improve DPL's Health/Medicine website to incorporate the promotion of healthy living, the prevention of illness, disability and premature death in Denver.

The DPL site already provides links to important national and community based health services, but in addition, through the expertise of Denver Healthy People 2010 and a Health Educator, we will incorporate additional resources which customers and community organizations can utilize to help themselves remain healthy, and to make Denver a more healthy place to live. MEDLINEplus in both English and Spanish, will receive prominent focus, particularly those sections related to Social and Family Issues, Wellness & Lifestyle, and Safety. The DPL site currently links to the Denver HP 2010 web site to provide electronic assess for public health professionals, community-based and faith-based organizations. The new sites will link to one another and will emphasize this connection more effectively so that public health professionals can easily go from the professional resources to material for the public, and the public can access statistical information more readily, too.

The DPL website will specifically incorporate resources which address the documented health concerns of Denver residents, particularly those in Denver's Enterprise Communities. These health concerns are documented in "Healthy Communities Healthy Denver: Denver Health Benchmarking Project Summary" <http://198.202.202.66/admin/template3/forms/ECReport.pdf> The DPL website will incorporate links to the Denver Healthy People 2010 site within 10 months after project initiation, allowing for final development of that site.

Measurement will be by observation, report, and usage, as well as the date of launch. Number of hits, report of key informants, and customer surveys will be collected and evaluated. Advisory Committee input will reveal and guide success.

d. Make DPL's H/M website more user friendly for all our citizens.

Testing of the DPL website will include DPL staff, customers at 3 DPL locations, and an online survey. Input from testing and surveys will be incorporated into DPL site development. Insights from the Health/Medicine site development will be made available for development of the DPL web site as a whole. Research will emphasize the needs of the low income and minority population, but insure that the special needs of youth are represented in web site development as well. Testing will be conducted through DPL's teen services initiative, and will indicate the degree of our effectiveness. Efforts may be directed toward further enhancements of teen health resources based upon this input at a future time.

Measurement will be by report and usage. Evaluation of the number of hits, focus groups, key informant interviews, and online surveys will include questions of ease of use, and will guide the process of development, outreach and training. Data on number of hits is currently compiled on a monthly basis and this will continue throughout the project.

e. Enhance the degree and effectiveness of DPL's services to our Hispanic, African American, and low income customers, particularly those who are residents of Denver's Enterprise Communities, through community participation in the creation, design, and implementation of effective health information outreach.

Insights from the Health Educator's summary of focus group and key informant insights will be included in librarian training programs on the use of the new web pages and resources on them within 1 month prior to the launch of the final DPL site. Librarians will receive training on MEDLINEplus, PubMed, ClinicalTrials.gov, and TOXNET. The broad definition of health-related issues from the Healthy People 2010 perspective will enable us to identify day to day concerns that go beyond the traditional medical model to issues of housing, safety, gangs, lead and arsenic pollution and more. Recommendations will be made to DPL's Collection Development Department for materials selection to reflect these concerns within 1 month of the initial collection of input from the community. The solicitation of input from residents of the Whittier neighborhood through focus groups, key informant interviews, and testing prior to launch, will encourage ongoing input.

Measurement will be by report of DPL staff and customers. Circulation statistics, Reference Survey statistics (routinely collected on random dates by DPL staff), and website usage statistics will reflect community satisfaction with library services.

f. Establish strategic partnerships with community organizations, and community leaders, particularly those active in the Whittier neighborhood of Denver.

The HP2010 coalition and previous DPL outreach efforts will help us identify community organizations which take an interest in the health of this population. Incorporating community input, and providing training to demonstrate the value and ease of access of the selected online resources, will strengthen library relationships with key leaders in the neighborhood.

Measurement will be by report, surveys, and usage.

g. Increase Community awareness of resources and services available to them through the Denver Public Library, its web site, and the Internet.

Many in the Whittier neighborhood, particularly Hispanic adults, use the Ford-Warren Branch Library for print and Audio-visual materials. Outreach, training of community leaders, and enlisting of them in peer group and word of mouth promotion of library resources, particularly this new website, will raise the awareness of residents and encourage them to explore the new technology of the Internet. Additional promotion of these resources will be by standard DPL outreach services and whatever community-based recommendations arise. For example, pastors at local churches will be contacted and enlisted for word of mouth endorsement of these products and services.

Measurement will be by circulation statistics, usage statistics, attendance at community presentations, and participation in training

h. Teach non-users, and those who only use the Internet for email or games, the ease and personal value of access to quality electronic health information.

Librarians will receive training on MEDLINEplus, PubMed, ClinicalTrials.gov, and TOXNET, and be prepared to provide instruction to new users in each of these and both of the two new websites. Two PC's at the Ford-Warren Branch Library will be reserved for demonstration and training purposes for 3 months after launch of the new DPL site. Ford-Warren staff will determine whether this is cost-effective and whether or not to continue to designate such PC's for training and demonstration following this 3 month trial period. Library staff will encourage, monitor and document usage of these terminals throughout this trial period.

Measurement will be by participation in training, including numbers of users who use designated terminals to try out the new website.

i. Enhance the skills and abilities of DPL staff in targeted and test site locations in health information access and in community outreach.

The Health Educator will provide instruction, including methodology of focus groups, key informant interviews, and all evaluation practices, to DPL librarians in training sessions. Training will also be provided in the use of the new web sites and databases including MEDLINEplus, and PubMed , ClinicalTrials.gov, and TOXNET. These sessions, and the accompanying handouts will be made available to DPL and other library personnel through video tapes of the sessions, and provided to targeted and test site personnel in preparation for testing. Surveys among DPL and other library staff will evaluate the usefulness of these materials for future projects.

Measurement will be by participation in training, report of librarians, use of video tapes and surveys.

j. The Denver Healthy People 2010 website will be developed to meet the needs of the professional and community and faith-based organizations in the Denver area through a series of objectives parallel to that of the DPL page.

Outreach and training will be provided for professional and community groups in the use of the website, including demonstration of MEDLINEplus, PubMed, ClinicalTrials.gov, and TOXNET provided there. Marketing will be via the Healthy People coalition, website, and e-announcements to Denver community organizations, and other avenues as determined through key informant interviews and the advisory group. Evaluation of this web site will include number of hits, online surveys, advisory group and key informant input, and will continue on a monthly basis from launch of the improved site through the end of the project.

Measurement will be by input of the Advisory Committee, key informant interviews, usage statistics, and report of the HP2010 membership or other participants of presentation groups.

DPL will provide.....

1. Contract with a public health education expert to conduct the key informant interviews, focus group and development of program implementation, staff training plan.
2. Contract with a public health education expert to conduct research of appropriate available web links for the site.
3. Contract with a public health education expert for the web site development
4. Translation of materials by professional translation services
5. Contract with a public health education expert for the training of librarians to use the site, and materials, to conduct outreach to the target group
6. Outreach via contracted public health education professional together with librarians at Ford-Warren Branch Library and Reference Department Outreach Librarian.
7. Email answers to health related questions.
8. Write up of quarterly and final program evaluation.
9. Ongoing implementation of the web site after the grant period has ended

The Denver HP2010 will provide the following:

1. Development and facilitation of an advisory committee to provide input and guidance for the planning, implementation and evaluation of the site.
2. Professional public health promotion expertise in the selection and oversight of public health education contractors. See resume.
3. Connection with Denver HP2010 membership for networking and integration into existing efforts to provide information to the public and for connecting the resources that members have or represent.

4. In-kind contribution of web site platform and tech support for HP2010 site.