

Quarterly Report
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June 14, 2004.

Project Code: mcrquarterreport-2004-06-14-42035.html

Name of reporting institution:

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Reporting Period start date (e.g., mm-dd-yyyy): March 1, 2004

Reporting Period end date (e.g., mm-dd-yyyy): May 31, 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. Give URLs, send a disk for electronic materials created.)

Provided introductory level training for 50 DPL staff members prior to launch March 3rd (FOR) 14, 5th (UNH) 11, 10th (HAD) 3, and 11th (CEN) 12. Class evaluations were universally "excellent" or "above average", and staff anticipated frequent use of these new resources.

Announcement and basic intro to CCHILL librarians March 22. 3 public librarians, and 8 medical librarians present.

Held an official Launch Celebration with an extensive pitch to the media and invitations by mail, and by hand, fliers at Ford-Warren. May 15th, 45 people participated.

Provided outreach through Diversity Exchange at UCHSC - 40 participants, and Lee spoke with about 10-12. Everyone got the abstract. April 22nd, 2004.

9Health Fair (Demonstrations at 2 sites + fliers to several more) April 19 and 23rd, 2004.

Whittier Neighborhood Association article and invitation to May 15th Celebration.

Created publicity materials - bookmarks, calling cards, 9HF fliers, PowerPoint Presentation, Logic Model, press release, and emails to staff

New Health & Medicine sites featured on our DPL home pages (English & Spanish) since their launch April 9th. www.denverlibrary.org and www.espanol.denverlibrary.org
The centrally located images on each of these pages rotate from one image to another and another, promoting a variety of library programs or information of interest. If you don't

see the doctor reading the X-ray right away, just wait a few moments. These images are live links, taking the person to the content of choice.

Siobhan Blackwell posted notice of our DPL sites and of the DHP2010 site on April 14th on her blog.

Materials sent to Siobhan for the NN/LM MCR Poster at the MCMLA this fall.

Fliers to Colorado State Library for their distribution through their monthly mailing to all public libraries in Colorado (350), to all academic libraries (100), and all special libraries (250).

Outreach Sessions: List any demonstrations, trainings, or exhibits that took place during the reporting period. Include date, participating organization(s), city and state, number of attendees, and type of intervention (e.g., PubMed class, basic Internet class, etc.).

Still compiling this data. Will send ASAP. (Some of this refers to the same meetings noted in #7 above.)

Provided outreach by online exhibits and promotion at 9HF (2 sites + fliers to several more)

Gave introductory presentations to the following groups:

- Provided introductory level training for 50 DPL staff members prior to launch March 3rd (FOR) 14, 5th (UNH) 11, 10th (HAD) 3, and 11th (CEN) 12. Class evaluations were universally "excellent" or "above average", and staff anticipated frequent use of these new resources.
- CCHILL - March 22 - Colorado Consumer Health Information Librarians - 11 present, including 3 public librarians and 1 MLA Cunningham Fellow from Nigeria
- Whittier Neighborhood Association - April 21
- Diversity Exchange at UCHSC - April 22nd - Poster presentation (40 participants; spoke with 10-12)
- Denver Healthy People 2010 - General Meeting - April 26 (17 participants)
- Reforma - May 12 - 5:00-9:00 PM - Smoky Hill Library - People were excited about the site, thought the arrangement was logical, and have linked the DPL Web page in Spanish from their site. <http://gromit.westminster.lib.co.us/reforma/resources.htm> (See Biblioteca Publica de Denver..) One library wants our presenter to do a training with them in August on our H&M site.
- Salud - June 3 - a network of healthcare providers and other agencies serving the Spanish speaking in Metro Denver/North Metro Area.

Held an official Launch Celebration with an extensive pitch to the media and postcard invitations by mail and by hand, fliers at Ford-Warren, and invitations posted on the library events page, and by a link from the English Health page. 45 people attended in all, and 12 attended a PowerPoint demo, while 8 did brief hands-on training.

Electronic announcements of the sites going live and of the community celebration of the

launch went out to the DHP2010 list, & "This Just In..." (DPL to community members who have signed up), and to all DPL staff. An abridged version of the press release was published in the DPL Dewey's Dispatch, May, 2004.

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

In addition to above, during this quarter our team:

Completed and launched three health web sites:

The Denver Public Library site in English at <http://denverlibrary.org/research/health>

The Denver Public Library site in Spanish at <http://espanol.denverlibrary.org/health>

The Denver Healthy People 2010 site at <http://denvergov.org/hp2010>

Did beta-testing with staff, JoAnn Pegues (Agency on Aging) and her colleagues, Nita Kennedy - Parish Nurse of Annunciation Church, Ellen Graves - Medical Librarian at Exempla St. Joseph's Hospital, and Cynthia Kiyotake of Arapahoe Public Library - among others.

Began work on training materials for the public and professionals, and prepared a cooperative PowerPoint Demonstration.

Began compiling statistics - See the Survey Data that will be sent by email attachment. Additional statistics are being compiled, but are preliminary. Site usage statistics are also pending at the Denver Healthy People web site.

In addition, the library launched its new 24/7 Virtual Reference Service in Spanish, called "Sabelotodo." See: <http://espanol.denverlibrary.org/sabelotodo.html>

Cooperated with Suzy Harrington, Director of Education, Central Colorado Area Health Education Center in submission of her "Go Local" grant proposal.

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?

This project has multiple target audiences. Across the board we have had very positive response to our new Web sites, but actual turnout to activities and mastery of the resources doesn't reach the level we had hoped, or at least not yet. (See #8) Looking forward to developing the Training phase of this work in more depth.

Results of the online survey tell us that people do read the instructional information in the "Getting Started" section, and that they find it helpful in their searching. We hope to focus on this area of the site as Training develops, to be sure that people have all the assistance and instruction that they need right there. Possibly they would be able to learn about classes or find class handouts in that area. We will look at that.

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?

This has been a very exciting yet stressful quarter. The response to our announcement of these new sites has been overwhelming! People (DPL staff) turned out to the DPL staff trainings in far larger numbers than is usually the case with sessions that are not required. There was much enthusiasm for the new resources, and some very good ideas for additions to the sites. I have heard from a couple of librarians about how much they like MedlinePlus, as well. When we began sharing the bookmarks, people at a HP2010 meeting actually fought over them! We had to make a second printing of the invitations to the Launch Celebration.

To the contrary, the actual turnout (on a beautiful Saturday morning) for the Launch Celebration was rather disappointing. We worked hard to pull it together, sent out many invitations, and sent press releases to many media in the area - and had about 45 people in attendance, most of whom were immediately associated with the project or the celebration. No media chose to attend.

The Launch Celebration would have been much easier if we could have used grant money for the food. Under the extremely tight DPL budget constraints, we had to pursue food through solicitations and staff donations instead.

There were problems establishing the date for the Launch Celebration, and working out just what it would be, and this created distrust between the agencies for a few weeks. That seems to have been resolved now, since the Celebration was generally a very positive experience and the Web sites have been so well received.

Usability testing of the DPL Health & Medicine sites did not actually occur prior to launch. There was usability testing on the DPL main page in March and July '03, and this led to the redesign of the current version of the overall site. We had very positive informal reviews during beta-testing of these sites and will undertake actual usability testing this summer.

The two most difficult occurrences for this quarter are the loss of Stacey McConlogue, the DHP2010 Program Administrator, and the completion of hours for Lee Shaughnessy, the Health Educator on contract to the Denver Public Library. Denver Environmental Health has graciously absorbed Stacey's hours for January through March, leaving the grant budget adequate funds to hire Helene Kent, R.D., M.P.H. for the duration of the grant. Helene works as a consultant and will assist with outreach, presentations, and evaluation for our project. Lee's hours with the Denver Public Library have been completed. She has found another position, but has volunteered to lead an advisory committee of staff and community members to address on-going maintenance and other needs of the DPL Web sites. These major changes in personnel have been difficult and time consuming, but the transitions are going well. We are currently reorganizing (and taking a breather, too!), as we shift into the outreach and training phase of this project. The pace will slow down as DPL absorbs the full responsibilities that Lee carried with such energy and enthusiasm. DEH is committed to the HP2010 initiative and they are in the process of hiring a replacement for Stacey M. at this time.

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.

- DPL staff surveys after staff training classes - Provided introductory level training for 50 DPL staff members prior to launch March 3rd (FOR) 14, 5th (UNH) 11, 10th (HAD) 3, and 11th (CEN) 12. Class evaluations were universally "excellent" or "above average", and staff anticipated frequent use of these new resources.

- online surveys - See attached survey - compiled data from the 10 surveys taken so far is inserted. (9 in English - results in red; and 1 in Spanish - results in green)

- Preliminary statistics show a marked increase in usage of our DPL Health & Medicine Web sites

- 1 request for a posting - we can't do it all, but Suzy H. and CenCoAHEC is applying for a grant to do "Go Local" for Colorado.

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.

Susie W., our Reference Librarian in charge of the SmartyPants 24/7 Online Reference Service, mentioned to me how pleased she was with MedlinePlus. She was able to find a carotid artery dissection (and etc.) for a customer who was very pleased. We have many online tools, and not all of them work smoothly with the software for our SmartyPants service. MedlinePlus worked without a hitch, and the information was exactly what the customer wanted!

Two women at the Launch Celebration were enthused about MedlinePlus, too. "Oh, we can get this in Mexico!" one cried, excited because her husband had just been very ill during one of their recent trips out of the country. The other was most pleased to be able to email a link to an article about scarring in children to her son living in S.E. Asia. Both of these people are associates of mine. They are very bright and use Internet often day to day. I am impressed that sometimes people who are "computer savvy" really aren't all THAT computer savvy. And that they (and most of our customers!) simply need to be pointed in the right direction to find the great resources that are available now through our site and MedlinePlus. They just need to see it in action and have basic instruction, to walk through the steps and see the possibilities in action. A quick word won't always do the trick, because they identify themselves as knowledgeable already. We need to take the information to a demonstration level as often as possible.

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

Training - more in-depth for staff, and establishing on-going processes for community

Maintenance / Group (Outreach through them, too)

Usability Testing

Outreach - prioritized for this community AND the pro's...

Presentations with in-depth training to groups in the area

Evaluation