

December 09, 2003.

institution: Hope Fox Eccles Health Sciences Library4037 University Hospital50 North Medical DriveSalt Lake City UT 84132

First and last name: T. Elizabeth Workman

email address: lworkman@lib.med.utah.edu

Telephone number: (801) 581-4686

start date: 09-01-03

end date: 11-30-03

Publicity:

Up to this point, publicity consists of highlights in presentations and other word-of-mouth activities. Our outreach librarian notes the project when he does library service presentations at public libraries throughout the state.

Outreach Sessions:

N/A

Other accomplishments:

1. Thus far, 73 narrations have been recorded. These recordings will soon be encoded and linked to the Website for streaming or download.
2. The Amputee Coalition of America contacted us, and now we link to their Spanish materials.

Target audience:

1. I have reviewed a few regional Hispanic media products to have more insight on advertising the sound recordings. I feel more strongly that the regional ethnic media would be a successful outlet for marketing activities.
2. I obtained detailed health status statistics of some minority groups and specific health concerns. The data was provided by the Utah Department of Health. We will use it to identify emerging health issues in specific groups. We can focus advertising and future materials acquisition efforts accordingly.

Goals, Outcomes, Objectives:

I attended a state summit on eliminating health inequalities. After gathering data and talking with healthcare workers and others at this event, I believe even more strongly that we will provide needed health information through the sound recordings we are producing. I think we can focus our efforts in providing information on specific health concerns for specific populations, as mentioned above.

Evaluation:

Webstats : Website visits increased by 29% within the reporting period.

Impacts and Observations:

While at the health inequalities summit I heard positive feedback from other attendees who use the Website, and they are enthusiastic about the audiofiles project. As soon as a greater number of recordings are posted to the Website, I'm sure that even more people will benefit from the service.

Planned Activities:

1. In the latter part of next quarter, I plan to visit libraries within Salt Lake County for training and promotional activities.
2. We will also be looking at possibly redesigning the site to improve access. This will be a planning activity, with an unspecified launch date.