

**Final Report:
24 Languages Audio File Project
Online Sound Recordings
of Health Information in Many Languages**

**2003 Access to Electronic Health Information Subcontract
1 March 2003 – 31 December 2004**

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Introduction

In October of 2002, the Eccles Health Sciences Library submitted a successful proposal to the National Network of Libraries of Medicine to fund the creation of online recordings of consumer health information in many languages. Project staff located native speakers of most of the respective languages to narrate approximately 200 multilingual health publications. These readings were recorded, digitized, and prepared for Web-based availability, adjacent to the existing pdf documents. The new resource was then promoted through the efforts of project staff as well as other Eccles Library staff.

Geographic Impact

Because this resource is freely available on the Internet, all 29 of the counties within Utah were impacted by its creation. However, because this is an online product, the scope of its potential impact is indeed global.

Collaborations and Partnerships

The most notable partnerships within the project are those with the organizations who generously contributed the translated materials. These include: the Immunization Action Coalition; the Association of Asian Pacific Community Health Organizations; the Amputee Coalition of America; the Utah Department of Health, the Federal Drug Administration; and several other government entities. Several of these partners expressed great enthusiasm for the project, and gratitude for the availability of their materials in an audio format. These partnerships are ongoing, as these wonderful organizations continue to contribute translated consumer health materials.

Other organizations and individuals assisted in locating native speakers. Individuals affiliated with the International Center assisted us in networking with the university international community. The majority of speakers were found through this experience. Robert Yang, the project's technician, also located qualified narrators for many of the brochures. The Utah Office of Asian Affairs also assisted in locating narrators.

Training Sessions

Total Number of Sessions: 26

Total number of sessions in which half or more than half of participants were from minority populations: 5

Total number of participants in the project's sessions:

- Health care or service providers: 31
- Health sciences library staff member: 3
- Public/other library staff member: 39
- Member of the general public: 0

Training sites

Training sessions were held at many different locations. Training methodology was adapted to the given environment's available resources, the general goals of the training session, and the particular needs of the individuals being trained.

Many training sessions were held at public libraries, for the librarian staff that worked there. These environments usually provided a computer and high-speed Internet access that allowed a live demonstration and hands-on experience with the 24 Languages Website.

Other locations, including clinics, community centers, student services offices at Universities, and other places had varying available resources at hand. In this situation, training sessions were usually tailored to meet the needs of the individual.

Exhibits:

We found much success in marketing the audio files at several exhibit-oriented events. The following table chronicles these events:

Event	Date	Demonstrations	Contacts Made
Utah Library Association Conference	6-7 May 2004	10**	25
Medical Library Association Conference	25 May 2004	1	40
Junior League of Salt Lake Care Fair	6 August 2004	39	204
Utah Nurses Association Conference	30 Sept – 1 Oct 2004	30*	40
Student Wellness Fair (Univ. of Utah)	27 Oct 2004	15**	40
Saviour Lutheran Church Health Fair	26 Oct 2004	10*	24
Total: 6		Total: 105	Total: 373

*Estimate, based on event **Demonstrations were not hands-on

Event participants reacted enthusiastically at each exhibition. Healthcare providers were excited about the potential benefit the audio files presented for their patients. Consumers were excited about the existence of practical, audio-based information freely available on the Internet.

Resource materials:

We developed a 20-page manual to assist users in maximizing their use of the Website and audio files. This booklet included directions on locating and navigating through the Website, downloading files, using media players, assisting patrons who use the resource, and other topics. We used this manual in training sessions and demonstrations. We also developed bookmarks to market the project and to help users quickly find the Website.

Web sites:

Detail the current status of web sites created as part of the project. Include URL, plans for future maintenance, and impact.

The 24 Languages Website (<http://medstat.med.utah.edu/24languages>) was redesigned to accommodate the audio files and improve ease of use. Pages were simplified in order to better serve all users. Links to audio files were placed beside links to pdf versions. Valerie Craige, a graphic designer and adjunct

librarian at the Eccles Library, volunteered her time to create an attractive globe motif for the Homepage. The Website is still organized by language.

Project staff will continue to maintain and enhance the Website. Files which are determined to be out-of-date by the partner organizations that created them will be cycled out of the Website. Project staff will continue seeking new partner organizations willing to donate high quality translated materials, while continuing to work with existing partners to freely provide such materials on the Website.

Approaches and interventions used:

We worked with other librarians on the Eccles Health Sciences Library staff in order to perform outreach to as many organizations as possible and maximize the effectiveness of our collective effort. The outreach librarians focused on visiting public libraries, which allowed Liz Workman to concentrate on clinics, non-profit organizations, and others that serve a multicultural population. Included in this group were organizations that serve refugees, library service organizations that focus on Spanish-speaking clients, and clinics that serve migrant workers and immigrant families. Overall, this system of dividing up outreach worked quite well in allowing us to expand outreach endeavors.

Evaluation:

The primary tools for evaluating the project's success are Website use statistics, research in Website popularity among other Internet sites, and feedback from partner organizations, users, librarians, and providers. To gauge success pertaining to the first two indicators, we analyzed data for the period between June 2003 and November 2004.

Increase in Website Use, June 2003 to November 2004

Website use increased quite significantly within this period. Growth in visits increased over 400% and views increased almost three-fold:

	Total Visits	Total Views
June 2003	2313	1172
November 2004	9386	3295
	405% increase:	281 % increase:

Other Websites that Link to the 24 Languages Project site

In May of 2004, we conducted link searches on many major Internet search engines. Through these searches, we determined that 100 – 250 other Websites provided links to the 24 Languages site, with the span due to inevitable overlap among the individual findings.

In December, we executed the same searches. Through these findings, we determined that 293 – 380 other Websites provided access to the 24 Languages Website.

Feedback

The feedback that we have received has been very positive. Librarians and service providers often expressed much enthusiasm. Participants at virtually every training site verbalized spontaneous ideas on how they could use the audio files to better serve their clients. Our partner organizations have offered much positive feedback, and gratitude for the availability of their materials in an audio format.

Problems or barriers encountered:

It was difficult to find native speakers for some of the languages. However, local community groups helped us locate most of the narrators that could not be located through other channels.

Continuation plans:

To sustain the project in the long-run, we plan to replace files when their information becomes obsolete, seek out new sources of materials, while maintaining and improving the Website.

As our current partner organizations declare their contributed materials to be outdated or otherwise obsolete, we must remove them from the Website. In this case, such materials are often replaced with updated materials that have also been translated in the relevant languages. We plan to work with local community groups to find narrators for the updated materials. Once narrators are located, we will again record, encode, and post the new audio files on the Website. We may seek new funds for this process from some organization in the future.

The 24 Languages Project is continually seeking new partner organizations that will contribute high-quality translated consumer health materials. When such partners contribute new materials, we plan to follow the same course outlined above: find qualified narrators, then record, encode, and post the accompanying audio files. This effort may also require additional funding.

As a part of its ongoing efforts, the 24 Languages Project staff continually looks for ways to improve the Website. We will continue looking for innovations to enhance access and use of the audio files.

Impact:

We believe this project has had a substantial impact on the Eccles Health Sciences Library, both in terms of internal awareness and national recognition.

Website use statistics for November 2004 illustrate the extended reach the project has experienced. The large majority of visits from within the U.S. were from outside of Utah. The Website received a significant amount of international usage, also.

As the project progressed, all library staff became more aware of the need for health information in a non-English, audio format, as well as the obstacles non-English speakers experience in locating health information. Staff at the branch Clinical Library, as well as many staff at the main library, underwent specialized training that recognized and addressed these obstacles.

Recommendations for improvement:

Overall, we were very pleased with the progress and end result of the project. The one step in the entire process that proved to take longer than anticipated was locating narrators. If we were to repeat this project, it would be advantageous to partner with ethnic community groups in more cosmopolitan areas outside of Utah. Then we could possibly configure a system where some of the recordings could be made by these community groups and sent to the Eccles Health Sciences Library for encoding and posting online.

Responses to follow-up questions (attached):

If answers to the follow-up questions are contained elsewhere in your report, indicate where they are located.

FOLLOW-UP QUESTIONS

1. Were your original project goals and objectives met? If not, why not?

We did not find native speakers for all of the 24 languages. Even though Utah is growing in diversity, it was difficult to locate interested native speakers for these languages.

2. What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?

In terms of performing promotion and outreach, the strategy of assigning different kinds of organizations to visit to those performing outreach was very successful. This allowed us to maximize the use of our collective time.

The training brochures proved to be very effective in providing all the needed information for accessing and otherwise utilizing the audio files.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?

Please see the *Recommendations for Improvement* section

4. What advice or recommendations would you give to anyone considering a similar outreach effort?

Consider all organizations that will benefit from the resource, and visit them. Remember that clinics, refugee services and groups that serve international students, in addition to library organizations, possibly can utilize the end product.

Create useful supporting documentation that will help clients independently utilize the product.

Finally, if you have a good idea, go for it!