

**December 23, 2003.**

**Institution:**

Medical Library  
St. John's Health System  
1235 East Cherokee St.  
Springfield, MO 65804-2263

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**start date:** 10-01-2003

**end date:** 12-31-2003

**Publicity:**

1. Letter to select Community Organizations [mailed November 11, 2003]

This letter was composed to introduce community organizations to the Community Health Library and invite them to request informational programming for their support groups and/or staff. One follow-up response was received.  
Letter Attached.

2. Bookmarks and newspaper ads for the library programs scheduled in the Barry and Lawrence counties was handled by the Barry-Lawrence Public Library District. Publicity items not available for attachment.

**Outreach Sessions:**

1. Missouri Library Association Annual Conference  
Springfield, Missouri  
October 2, 2003  
Number of attendees = 50 [estimate]

This session was titled, "Consumer Health Resources: knowing the resource and handling the questions." The first half of the program was presented by Shelley Vaugine, former consumer health librarian with the Springfield-Greene County Library District. She discussed collection development, community assessment, and the Medical Library Association resources. Holly Henderson of St. John's conducted the second half. She briefly profiled some of the consumer health libraries across the state and encouraged the audience (mostly public librarians) to utilize these consumer health libraries to supplement their library collections.

2. Exhibit at Learning Disabilities Association of Missouri Fall Conference  
Branson, Missouri  
October 3, 2003  
Number of attendees = 200 registered [estimate]

This exhibit provided general information about the Community Health Library as well as handouts listing resources of interest to those serving learning disabled populations (attention deficit, autism, dyslexia, medication information).

3. Visit to Liberty Hospital Health Resource Center; Kelly Klinke, Librarian  
Liberty, Missouri  
October 14, 2003

This visit was made in route to the Midcontinental Chapter of the Medical Library Association annual meeting in Sioux Falls, South Dakota. Whenever possible we enjoy visiting with fellow medical librarians across the state. Ms. Klinke was very gracious, provided a tour of her consumer health library and discussed the pros and cons of her library service.

4. Ozark Area Arthritis Club  
Springfield, Missouri  
October 21, 2003  
Number of attendees = 20

Holly Henderson presented information on the Community Health Library emphasizing the resource available on arthritis-related conditions.

5. Presentation at Cassville Public Library, a branch of the Barry-Lawrence Public Library District  
Cassville, Missouri  
November 13, 2003  
Number of attendees = 5

A PowerPoint presentation provided information about the Community Health Library and specific information on how to find diabetes related health information. The presentation included utilizing MEDLINEplus and PubMed for health information.

6. Presentation at Marionville Public Library, a branch of the Barry-Lawrence Public Library District  
Marionville, Missouri  
November 19, 2003  
Number of attendees = 2

A PowerPoint presentation provided information about the Community Health Library and specific information on how to find attention deficit/hyperactivity health related

information. The presentation included utilizing MEDLINEplus and PubMed for health information.

7. Presentation at Shell Knob Public Library, a branch of the Barry-Lawrence Public Library District  
Shell Knob, Missouri  
November 19, 2003  
Number of attendees = 7

A PowerPoint presentation provided information about the Community Health Library and specific information on how to find diabetes related health information. The presentation included utilizing MEDLINEplus and PubMed for health information.

8. Presentation at Aurora Public Library, a branch of the Barry-Lawrence Public Library District  
Aurora, Missouri  
November 21, 2003  
Number at attendees = 3

A PowerPoint presentation provided information about the Community Health Library and specific information on how to find diabetes related health information. The presentation included utilizing MEDLINEplus and PubMed for health information.

9. Presentation at Interagency Meeting, Douglas County Health Department  
Ava, Missouri  
December 18, 2003  
Number of attendees = 13

Holly Henderson provided information about the Community Health Library's services and resources. A PowerPoint presentation was originally planned, but the size and configuration of the room did not allow for this type of presentation. Those in attendance represented the following groups/organizations in the county: Douglas County Health Department, After School Program, Adult Education, Foreign Legion, Older Adult Services, Missouri Department of Health and Senior Services, CHART (Community Health Assistance Resource Team). Interagency meetings take place every month and serve to keep local community groups/agencies in contact with each other.

10. Barry-Lawrence County Public Library System staff meeting  
Monett, Missouri  
December 19, 2003  
Number of attendees = 23

A PowerPoint presentation provided information about the Community Health Library and included utilizing MEDLINEplus and PubMed for health information. This presentation was to the entire staff of the Barry-Lawrence County Library System and

took place during their annual staff development day.

**Other accomplishments:**

1. Attended the Midcontinental Chapter of the Medical Library Association annual meeting in Sioux Falls, South Dakota, October 15-17, 2003.

**Target audience:**

We strived to target the general public for our outreach sessions, but as noted in previous reports it is difficult to gather a large public audience for presentations. We have had more success in presenting before groups that have regularly scheduled meetings and attendance. The presentations at the Barry-Lawrence County public libraries this quarter have followed the pattern of relatively low public attendance. The library district publicized each event and while the branch librarians reported a seemingly high level of interest from the public, very few attended the presentations. On a positive note, each presentation in the Barry-Lawrence library district provided an opportunity for public library staff to interact with a Community Health Librarian and learn about the Community Health Library's services and resources. This is a valuable means of promotion and communities will be connected to the Community Health Library through their local public library. At the end of the reporting period, Holly Henderson had the opportunity to present the entire Barry-Lawrence Public Library staff. This was a valuable presentation and promoted the Community Health Library across the entire library district. The library staff showed a lot of interest in the Community Health Library and more presentation requests are expected from this group.

**Goals, Outcomes:**

One great success during this quarter was gaining the notice and interest of the Barry-Lawrence (B-L) Public Library District. This library district covers two counties on southwest Missouri and serves the public through nine library branches. Contact was made with this library district as a result of a letter mailed to public libraries in Spring 2003. It should be noted that the Community Health Library is located in Greene County. The closest point in Lawrence or Barry County is more than 30 miles from the Community Health Library. The B-L library district has taken an active interest in the services of the Community Health Library and a valuable relationship has been established.

**Evaluation:**

Evaluations are distributed after each presentation.

**Impacts and Observations:**

1. The outreach in the Barry-Lawrence Library District has already resulted in receiving requests from residents of those areas. The public library staff is eagerly referring health information requests from their patrons to the Community Health Library. Several people has also visited the library in person as a result of attending a presentation or receiving information about the library from their local public librarians.
2. The Aurora Public Library had an interesting way to publicize the presentation on locating diabetes related information. This public library has a Recipe Swap Club and for their November recipe swap they chose diabetic recipes. Library staff made three diabetic desserts for the public to sample after Community Health Library's presentation.

**Planned Activities:**

1. Presentation to Parkinson's Support Group  
Springfield, Missouri  
January 8, 2003
2. Ozarks Wellness Fair  
Springfield, Missouri  
February 14, 2003
3. Outreach Visits to St. John's Surgery Center physician offices, 1st quarter of 2004
4. Redesigning Community Health Library brochures and posters,  
1st quarter of 2004