Quarterly Report
June 28, 2004


Name of reporting institution:
Medical Library
St. John's Health System
1235 East Cherokee St.
Springfield, MO 65804-2263

First and last name of person submitting report: Holly Henderson
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Reporting Period start date (e.g., mm-dd-yyyy): 04-01-2004
Reporting Period end date (e.g., mm-dd-yyyy): 06-30-2004

Publicity:
No publicity was initiated by the library. Support groups promoted their events internally. The senior adult health fair at Second Baptist Church was promoted by the church using flyers, mailings and a television ad.

Outreach:
1. Travel to St. John’s Clinics, public libraries, and health departments
   April 26, 2004
   Communities visited in Missouri: Ozark, Nixa, Springfield, Willard, Ash Grove, Strafford
   Holly Henderson and Anna Beth Crabtree distributed library brochures, posters, and pens.
   Distribution totals: 112 Medical Library brochures
   780 Community Health Library brochures
   68 Community Health Library posters

2. Sunset Church of Christ Cancer Support Group
   Springfield, Missouri
   April 27, 2004
   Number of attendees = 12
   Holly Henderson presented information about the library’s services and resources with special emphasis on cancer resources.

3. Travel to St. John’s Clinics, public libraries, and health departments
   May 3, 2004
Communities visited in Missouri: Marshfield, Lebanon, Buffalo, Fair Grove

Holly Henderson and Anna Beth Crabtree distributed library brochures, posters, and pens.

Distribution totals: 104 Medical Library brochures
860 Community Health Library brochures
38 Community Health Library posters

4. Travel to St. John’s Clinics, public libraries, and health departments
May 4, 2004
Communities visited in Missouri: Bolivar, Humansville, El Dorado Springs, Stockton, Greenfield, Lockwood, Miller, Mount Vernon

Holly Henderson and Anna Beth Crabtree distributed library brochures, posters, and pens.

Distribution totals: 37 Medical Library brochures
690 Community Health Library brochures
34 Community Health Library posters

5. St. John’s Hospital – Springfield’s Management Forum
May 11, 2004

St. John’s Medical Library Services staff distributed newly revised library brochures and poster to St. John’s Health System management personnel. Managers were encouraged to take quantities needed to share with all of their employees.

6. Polk County Health Department
Bolivar, Missouri
May 14, 2004
Number of attendees = 9

Holly Henderson presented information about the library’s services and resource to the health department staff.

7. New Hope Gynecological Cancers Support Group
Springfield, Missouri
May 20, 2004
Number of attendees = 17

Holly Henderson conducted a presentation about locating quality health information on the Internet. She discussed evaluative guidelines, how to analyze a website’s credibility, and how to use Internet search engines.

8. Learning Disabilities Association Reading Fair, in cooperation with Springfield-
Greene County Library  
Springfield, Missouri  
June 5, 2004  
Number of attendees = estimated at 50 to 75

Holly Henderson staffed a display booth that provided information about the Community Health Library. Brochures on topics of interest to parents on reading were also made distributed.

10. Second Baptist Church Senior Adult Health Fair  
Springfield, Missouri  
June 12, 2004  
Number of attendees = 350

Holly Henderson staffed a display booth that provided information about the Community Health Library. Brochures on various health topics were also made available to the public.

11. Travel to St. John’s Clinics, public libraries, and health departments  
June 17, 2004  
Communities visited in Missouri: Republic, Marionville, Aurora, Monett, Purdy, Cassville, Shell Knob

Holly Henderson and Anna Beth Crabtree distributed library brochures, posters, and pens.

Distribution totals: 92 Medical Library brochures  
760 Community Health Library brochures  
67 Community Health Library posters

12. Travel to St. John’s Clinics, public libraries, and health departments  
June 21-22, 2004  
Communities visited in Missouri: Richland, Waynesville, St. Robert, Rolla, St. James, Cuba, Steelville, Salem

Holly Henderson and Anna Beth Crabtree distributed library brochures, posters, and pens.

Distribution totals: 123 Medical Library brochures  
900 Community Health Library brochures  
119 Community Health Library posters

**Other accomplishments:**
Library promotional brochures and posters were revised and updated last quarter. The new full-color brochures were received this quarter and have been distributed during promotional visits and presentations.
Holly Henderson participated in a Consumer Health Workshop sponsored by the University of Missouri-Columbia School of Information Science and Learning Technologies on June 10-11, 2004. During a conference session, Holly presented information about reference in the consumer health setting. Holly also participated in all sessions of the conference. Attendance was between 30 and 35 people. Funding for travel and hotel expenses for this event were paid by the university.

**Target audience:**
Outreach during this quarter has targeted:
• general public through participation in two health fairs
• health support groups through presentations to two cancer support groups
• St. John’s clinics, public libraries, and county health departments. This audience was our original target audience at the beginning of the grant project in September 2002. Two years later, we are again making drop-in visits to St. John’s clinics, public libraries and county health departments to distribute promotional brochures and posters. It has been beneficial to revisit these locations and make contact with health care providers, librarians, and administrators.

**Goals, Outcomes, Objectives:**
Goals for remaining grant period (7/1/2004 – 8/31/2004):

• Revisit as many clinics, health departments and public libraries as possible prior to the end of the grant period.

• Distribute newly produced and revised promotional materials (brochures, posters and pens).

• Demonstrate consumer health and patient-related software in clinics, when permitted. Examples may include:
  1. MedlinePlus
  2. Micromedex (Aftercare Instructions)
  3. MD Consult (Patient Handouts)

**Evaluation:**
Evaluations are distributed after each presentation.

**Impacts and Observations:**
It has been very productive to make a second round of visits to St. John’s clinics, public libraries, and health departments during this quarter. These locations were among some of the first visits made early months of the grant project. Meeting with people again has been very beneficial for the promotion of both libraries’ services (Community Health Library and Medical Library). We feel that name and face recognition has created a personal relationship with many of the people we have met over the past two years. Follow-up visits this quarter have been a friendly reminder and have led to more pointed inquiries about the libraries’ services.
Planned Activities:
Spring/Summer 2004
Continue community outreach visits to clinics, health departments, and public libraries

July 12, 2004
Presentation at Cassville, Missouri Senior Center