

June 24, 2003.

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

First and last name Anna Beth Crabtree
email address (:ABCrabtree@sprg.mercy.net
Telephone number: 417-885-3253

start date: 04-01-2003

end date: 06-30-2003

Publicity:

1. Webster County Public Library program flyer

This flyer was created to advertise the outreach program that took place on April 24th at the Webster County Public Library. This flyer was distributed throughout Webster County including: library branches, retail establishments, churches, schools, day care facilities, health department, community organizations. [electronic version]

2. b. Letter to Public Libraries

This letter was composed as a follow-up to the drop-in visits made to public libraries in Missouri beginning in Fall 2002 and completed in Spring 2003. [electronic version]

3. c. Nurse Assistant Seminar flyer

This flyer was created by the St. John's Department of Continuing Education to advertise the Nurse Assistant Seminar. Holly (Peacock) Henderson's session titled, "Locating Star Quality Health Information" is listed. [electronic version]

Outreach Sessions:

All outreach sessions utilized a PowerPoint presentation to provide information on:

St. John's Community Health Library services and resources

Searching the library's online catalog, Coolcat

Searching MEDLINEplus for health information, this segment also included the use of a 5 minute CD-ROM with Quicktime. This CD-ROM was produced by the National Library of Medicine and provides a succinct introduction to MEDLINEplus.

Navigating the St. John's Libraries website

1. SMSU Child Care Seminar

April 5, 2003

Springfield, Missouri

Number of attendees = 17

2. b. Ozarks Health Services Clinic Manager Meeting

April 23, 2003

Rolla, Missouri

Number of attendees = 17

3. c. Webster County Public Library

April 24, 2003

Marshfield, Missouri

Number of attendees = 3

4. d. Southwest Area Nurse Educators
May 6, 2003
Springfield, Missouri
Number of attendees = 8

5. e. St. John's Nurse Assistant Seminar
June 6 and June 9, 2003
Springfield, Missouri
Number of attendees = 144 (estimate based on completed evaluations)

Other accomplishments:

1. As mentioned in the grant report for January-March 2003, the library staffs of St. John's Health System and the Springfield-Greene County Library District are continuing to work on the development of a Health Information Packet project. To date, six health packet topics (Alzheimers, Asthma, Breast Cancer, Diabetes, Prostate Cancer and Stroke) have been selected for phase one of the project.
2. The packet contents were reviewed by St. John's Medical Management Advisory Council and physician specialists. Final cost estimates for the Health Infopac Project are being prepared. If approved for funding by St. John's Foundation for Community Health, this project will produce 15,000 "Health Infopacs" containing health information for free distribution throughout the community.
3. Ordering and production of infopacs is planned for Summer 2003. Distribution will begin in the Fall of 2003. Distribution will occur at eight public library facilities as well as through the many clinics operated by St. John's Health System.
4. We have also scheduled a meeting for July 22, 2003 with Susan Centner, the AHEC Librarian for Mid-Missouri AHEC. We have some library customers that are geographically located in the area where Susan serves. We will be discussing how we might work efficiently to best serve our customers and not unnecessarily duplicate efforts.

Target audience:

1. Initially, it was thought that programs at local public libraries would be an excellent way to do community outreach and promote the Community Health Library's services and resources. Two attempts at doing programs at public libraries in Greene and Webster counties proved unsuccessful in reaching the community residents. Both programs had poor attendance and using local publicity to gather an audience did not work. These experiences caused us to put a greater focus on targeting groups that have scheduled meetings and pre-determined audiences.
2. So far, we have had more success teaching or speaking with professionals who in turn have direct patient or public contact. For example, speaking with county health educators at their monthly educational meetings seems more fruitful than holding a public forum at that county's public library.
3. To date, we have confirmed there is ample need for consumer health information in Southwest and South Central Missouri. Everywhere we go, public libraries, health departments, clinics, pharmacies and hospitals, we have been welcomed and appreciated. The public librarians and clinic staffs are especially glad to have a point of contact for receiving quality consumer health information.

Goals, Outcomes, Objectives:

1. 2. In comparison to special and medical librarians, the public librarians aren't as personally invested in making programs successful. It is just another program for them - they know how to do storytime and book talks but, programming for adults seems less familiar to them.
2. 3. When we make a day-long outreach visit and return late the same day to our office, it has been surprising that we have had reference referrals and consumer inquiries waiting from the sites visited that same day. Immediate results!

3. 4. We are finding that consumer health information needs match up with our expectations. Essentially, the counties we are visiting are underserved and lack optimal access to health information. The public librarians and patient educators do their best to provide current information but, costs prohibit them from offering more.
4. 5. We have been surprised to find out how widely available computer and internet access is in our region.
5. 6. The public library facilities have been nicer and more technologically advanced than I would have guessed prior to my site visits. Several locations are expecting new libraries or renovations in the next year or two.

Evaluation:

Evaluations are distributed after each presentation. A summary of the evaluation responses for each presentation conducted during this reporting period will be sent as an attachment.

Impacts and Observations:

1. 1. Relief staffing has enabled Holly (Peacock) Henderson to participate in all outreach trips and presentations without concern for having her library unstaffed during her absence. Relief staffing has been provided by a recently retired and very capable medical librarian, Ileen Kendall. Relief staffing, as a part of this grant project, has been valued. During each of Holly's visits, Ileen has been in the Community Health Library to receive those immediate contacts that came following our visits to a public library or clinic. Because Ileen was present and on-the-job at the library, the customer didn't have to wait for information.
2. 2. It is possible to tackle a large geographic area as part of an Impact Grant. Keeping focused on the goal of reaching a large geographical area requires good timing and stamina but, it is possible. Using email before and after trips to prepare the way and follow up on issues raised during visits is essential.

Planned Activities:

1. Outreach trip to Northwest Arkansas on July 1-2, 2003, visiting clinics, health departments, public libraries and one hospital.
2. Production of Health Infopacs during July - September.
3. Meeting with Susan Centner regarding health information and library initiatives for Central Missouri, July 22, 2003.
4. Greene County Missouri Health Department Staff In-Service, Springfield, Missouri, August 1, 2003.