The NLM-Hosted Go Local System: An Opportunity for Medical Libraries

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Background
The National Library of Medicine’s MedlinePlus is a high-quality gateway to consumer health information from NLM, the National Institutes of Health (NIH), and other government, professional and voluntary organizations creating authoritative health information. The core of MedlinePlus is over 700 Health Topic pages: highly selective collections of links to web documents. Health Topic pages organize the documents into categories such as overviews, diagnosis, treatment, and prevention. Licensed content supplements the health topic pages in areas where authoritative web content is not available. MedlinePlus licenses drug information, a medical encyclopedia, health news, a medical dictionary, and interactive health tutorials. Special features include webcasts of surgical procedures, collections of health check tools, and subject lists of easy-to-read materials. MedlinePlus is the most heavily used government-sponsored consumer health portal. In October 2005, over 8.6 million unique visitors viewed nearly 67 million pages.

What MedlinePlus does not include is information on local health services. Early in the development of MedlinePlus, NLM staff recognized that local organizations would be the best source of information about services in their states or regions. MedlinePlus concentrates on linking to information about diseases, conditions, and wellness issues from national sources. Providing the information on facilities, health care professionals, programs, and services, is the goal of MedlinePlus Go Local. The ultimate goal is to integrate the two complementary services. MedlinePlus provides the health information and links users to Go Local sites for information about services. Go Local sites would provide the links to local community services and connect residents to MedlinePlus for health information.

In the beginning: Locally hosted Go Local sites
The University of North Carolina at Chapel Hill created the pilot Go Local site, NC Health Info. The site was several years in the making. A feasibility study in 2000/01 preceded the development of a web-based input system, vocabulary for services, mappings between the services and MedlinePlus health topics, and resource collection. NC Health Info debuted in February 2003. In 2004, the University of Missouri became the second Go Local site with Missouri’s Community Connection. Community Connection linked the health portions of an already existing database. Their effort involved reindexing of records as well as mapping their service vocabulary to MedlinePlus topics. Each of these sites built their own database systems, and each continues to maintain their own local hardware and software.

Based on the experience of these two sites, it is clear that building a locally hosted system requires considerable effort. To assist those areas that do not have the resources or expertise to undertake a Go Local site, NLM developed a system hosted by NLM. The NLM-Hosted Go Local System:

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system provides the hardware, vocabulary mapping, user interface, and technical infrastructure, leaving local areas free to concentrate on collecting and indexing local service information. Table 1 outlines Go Local responsibilities using the NLM or locally hosted model.

Table 1. Go Local Responsibilities

<table>
<thead>
<tr>
<th>Service</th>
<th>NLM-hosted</th>
<th>Locally hosted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web servers, content management system</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Services vocabulary management</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Map MedlinePlus to/from local vocabulary</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Geography, mapping, zip code lookup</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Reports and statistics</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Web accessibility, usability</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Search software</td>
<td>NLM</td>
<td>Local</td>
</tr>
<tr>
<td>Project manager</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>Collect, index, maintain local services information</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>Outreach and promotion</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>Customer service</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>Quarterly reports to NLM, RML</td>
<td>Local</td>
<td>Local</td>
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</tbody>
</table>

As this table clearly illustrates, using the NLM system has advantages for organizations that cannot or do not wish to expend much technical effort in developing a Go Local site.

A Tour of the NLM-hosted system

The NLM-hosted Go Local input system is a web-based database application written in Flash. The input system lives on a server at NLM. The system allows local areas to modify templates to customize their area's header, footer links, and colors; upload images, create the “About Us” page, provide contact information, and create a featured site for the homepage. It also includes a local map module to customize a local area map, which NLM supplies. These features allow local areas to “brand” their sites. Figure 1 shows some of the logos of Go Local participants.

The heart of the system is the site record module. Using a web-based form, selectors create records for local services. The records include information such as the site name, address, city, state and zip code. Optional information may include a web site URL, telephone number, and description of the resource. Figure 2 shows a typical record.

A preview module allows local participants to view their pages. This feature allows each area to see how records will appear to the public and to gauge its readiness for public release. Using the resource above, here are the steps to preview this record.

Step 1: Choose Internal Preview, Services by Providers, Facilities and Services.

A preview menu option allows users to drill down through their Go Local records in the same way that a consumer would on the public

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Go Local —
Updates from the MidContinental Region

The Go Local project, accessible through www.MedlinePlus.gov, is now connecting users with local health services. These links can include web sites from hospitals, physicians, nursing homes, support groups, health screening providers and many others. You can link directly from each MedlinePlus health topic to services related to that particular topic. For example, if you choose Go Local from the MedlinePlus Breast Cancer page, you will find links to Cancer Clinics, Oncologists, Support Groups, etc. on the state site. (See the preceding article for more information on Go Local)

There are five areas in the MidContinental Region participating in Go Local at this time. Missouri, Tribal Connections Four Corners, and Utah are up and running and two additional projects have been approved: Wyoming and Nebraska.

Tribal Connections Four Corners
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With funding from the South Central Regional Medical Library (RML), project administration from Arizona University Health Sciences Library, and participation from Denison Memorial Library, New Mexico Health Sciences Library, and the Spencer S. Eccles Health Sciences Library at the University of Utah, the Tribal Connection Four Corners (TC4C) Project debuted with over 300 health related services in TC4C MedlinePlus Go Local in October 2005.

Marketing of the TC4C MedlinePlus Go Local includes on-site training of TC4C partners. Training will occur in areas, such as, chapter houses, health clinics, hospitals, schools, public libraries, and other community centers, where members are likely to access the Internet. Other marketing strategies are to exhibit at association meetings, conferences, and powwows where Go Local demonstrations will be available to participants along with the distribution of “giveawayable” items, such as Frisbees and mini flashlights, that have the TC4C logo printed on them.

Missouri
Missouri’s Go Local project is progressing. The Missouri effort uses an existing database of resources, Community Connection, instead of being hosted on the NLM system. This decision has been advantageous in many ways and posed some formidable challenges in other respects.

Two part-time graduate assistants are currently focused on Missouri Go Local. One assistant, Yun Jiang, a health informatics student, is concentrating on improving information retrieval by examining resource indexing. As organizations have selected their own indexing terms from within the AIRS taxonomy, indexing consistency is an issue. A second assistant, Angela Schacherer, graduated in December with a degree in Library Science. Angela is reviewing and verifying resource information as well as tracking down additional resources to be added to the database.

Monies from the one-time grant have been earmarked for promotion and networking. Amanda McConnell, Information Services Librarian at the J. Otto Lottes Health Sciences Library, attended the Missouri Library Association annual conference in October to make contacts and recruit local area specialists to assist with local resource identification. Amanda is coordinating the work of the graduate assistants this semester as well as developing materials to promote the project and encourage participation from strategic local partners. Working closely with Barbara Jones, Missouri Liaison to the National Network of Libraries of Medicine, they hope to build a network of key contacts to increase usage of MedlinePlus and Go Local.

In addition, Ted Gallion, Community Connection Coordinator, Fred Raithel, Community Connection Support Desk staff, Susan Zeng, Database Programmer extraordinaire, and Diane Johnson, Head of Information Services at the J. Otto Lottes Health Sciences Library, round out the current Missouri Go Local team. Together all work toward a vision of seeing the Missouri Go Local project grow and flourish to become an indispensable resource for Missouri citizens across the state.

-B. Jones

Utah
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The Spencer S. Eccles Health Sciences Library and its partners have recently been awarded funding from the National Library of Medicine and the National Network of Libraries of Medicine to carry out the Utah MedlinePlus Go Local project.

Utah MedlinePlus Go Local has established partnerships with Utah Cares (http://www.utahcares.utah.gov), 211, Utah Library Association’s Health Round Table (http://www ula.org), and Utah Health Sciences Library Consortium (http://library.med.utah.edu/uhslc). Because of the collaborative partnerships with the above organizations, the project will have access to regularly updated databases of over 2000 regional human services and will continue to grow as new entries are added to Utah MedlinePlus Go Local.

Marketing will begin shortly after the launch date, January 26, 2006, utilizing the University of Utah Office of Public Affairs, and incorporating Utah MedlinePlus Go Local into the Spencer S. Eccles Continued on following page
An advisory group will be formed by the beginning of 2006 to provide advice, promote the project, and suggest resources and services to include. They will be actively involved in the Go Local project and well informed about CHIRS and HealthHQ. The current goal is to launch the Nebraska Go Local project by December 2006.

**Wyoming**

The Wyoming Go Local project is running on all cylinders! Bob Wolverton, an educational specialist in the University of Wyoming Center for Rural Health Research and Education (CRHRE), has taken over the coordination of the project and is doing a great job. The CRHRE received funding from NN/LM that allowed hiring of five University of Wyoming Health Sciences students to act as selectors. This is especially significant, because the students are raring to go and have a fine understanding of the health care field, which greatly streamlines the data entry process. The Wyoming Go Local site is expected to be up by mid February 2006.

-M. Henning

**Community Partnerships are the Name of the Game**

Partnerships are the name of the game. Connecting public libraries, hospital libraries, public health and community health agencies was the goal of the Nebraska Community Health Information Partnerships Symposium, held on November 10, 2005 in North Platte, Nebraska.

In a way, one could say, this type of partnership started more than twenty years ago, when the Nebraska Library Commission worked with the University of Nebraska Medical Center McGoogan Library and several eastern Nebraska health science libraries to create the Consumer Health Information Resource Services (CHIRS), a reference service for residents of the state of Nebraska needing credible health information.

In the fall of 2004, the McGoogan Library of Medicine CHIRS program was recognized by the U.S. National Commission on Libraries and Information Services and received a 2004 NCLS Blue Ribbon Consumer Health Information Recognition Award. This award led to new thinking about where projects could be seeded in other urban and rural settings in Nebraska to benefit residents and build on the success of the CHIRS program.

With that in mind, representatives of the Nebraska Library Commission, the McGoogan Library of Medicine, the National Network of Libraries of Medicine, and the Nebraska Health and Human Services System, began planning for development of several community projects. It was decided to offer a symposium for communities willing to identify a “community team.” Ten different communities applied, were accepted and the seeds were planted.

The conference included welcome information from Rod Wagner of the Nebraska Library Commission and Dr. Nancy Woelfl of the University of Nebraska Medical Center McGoogan Library. Presentations followed from two McGoogan library faculty members, Dr. Cindy Schmidt and Roxanne Cox, on the reference interview and collection development. In addition, Marty Magee of the National Network of Libraries of Medicine shared information about free Internet resources including those from the National Library of Medicine.

The real work, however took place in the afternoon. Several tables were set up for each community team to participate in the “Cafe To Go” process. (http://theworldcafe.com). Through the identification of current assets and pertinent questions about future goals, communities were able to identify several possible opportunities for enhancing community partnerships and providing greater access to health information.

The ball, however has not stopped there. As 2006 starts, partnership lunches are being set up in each community to help each team address next steps, implementation plans, project management and funding opportunities. The Nebraska Library Commission is making several grants available to these communities in early 2006 for the community projects. For more information on Nebraska’s Community Health Information Partnerships, see: (http://www.nlc.state.ne.us/publications/healthinformationpartnership/healthinfopartnership.html)

-M. Magee
Training Tips from Marty:
One is NOT the Loneliest Number

The title of this article may sound like a rewrite of an old song, but it’s not. You may be thinking of Chapter One or Formula One, but this is about “The One-Pager.” While a new year presents unlimited opportunities for new projects, I’d like you to consider this little project that could go a long way in your marketing campaign to your institution and beyond!

I was exposed to this idea about a year ago. Now, however, seemed like a good opportunity to share it and implement it myself. I decided to see how fast I could create a basic one-pager, that I intend to use this year, for letting people know what I can teach, how I can teach, and a little about my background. It took a little less than an hour. Really! Just using Microsoft Word. See the sample below.

Now I know this isn’t a “whiz-bang,” but it serves a basic function. It can be sent electronically to someone. It could be given out as part of your packet when you’re doing training. You could have several sitting on your circulation desk. Or you could use it to promote yourself within your institution.

If you’re a library director in a hospital, consider getting yourself on the agenda of each of the departmental areas of your hospital for a ten-minute presentation, featuring your one-pager. I suspect many of your professional staff may not know you can train, or how many different topics you could present. So, stretch a little. Do something you haven’t done before. Change the paradigm.

And don’t forget to consider your NN/LM liaisons as a source for multiple training and consulting opportunities in the year ahead!

-M. Magee

Bones and Joints — A New Focus

October 11–20, 2005 served as the US Bone and Joint Decade (USBJD) National Awareness Week. The University of Kansas Medical Center (KUMD) teamed up with the Johnson County Kansas Public Library to host the USBJD Project, “Fit to a T” — A public education program on bone health and osteoporosis.

The “T Score” is the measure of a person’s bone density and susceptibility to fragility fracture. In partnership with the Public Library Association and the National Network of Libraries of Medicine, KUMED and the Johnson County Kansas Public Library participated in bringing awareness to the US Bone and Joint Decade’s focus on the increased need for quality health information on bone density, osteoporosis, arthritis, and the need for increased funding for research.

This one-hour program was one of seven nationally that kicked off the week’s focus on bone health, osteoporosis, how to avoid fragility fractures and provide consumers with the information they need to make informed decisions on bone health. Dr. Kim Templeton of KUMED presented part of the program with some of her patients, and Thomas Gibbs of KUMED and the NN/LM MidContinental Region demonstrated MedlinePlus to attendees.

-L. Windsor

National Resource List
on Good Bone Health to Prevent Osteoporosis

General Information
*MedicalPlus http://medlineplus.gov/bonesjointsandmuscles

*HealthFinder http://healthfinder.gov

*NOAH (New York Online Access to Health) http://www.anoah-health.org/

U.S. Government Resources
*National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) http://www.niams.nih.gov

*Osteoporosis and Related Bone Diseases—National Resource Center http://www.wbone.org


*Centers for Disease Control and Prevention: Bone Health http://www.cdc.gov/nccdphp/dnpa/bonehealth

National Institute on Aging http://www.nia.nih.gov

ClinicalTrials.gov http://clinicaltrials.gov

Organizations
*United States Bone and Joint Decade http://www.usbjd.org/

*National Osteoporosis Foundation http://www.nof.org

*American Academy of Orthopaedic Surgeons http://orthoinfo.aaos.org

*Arthritis Foundation http://www.arthritis.org/

*International Osteoporosis Foundation http://www.wseof.org

*American College of Rheumatology http://www.rheumatology.org

Health Check Tools
One Minute Osteoporosis Risk Test (International Osteoporosis Foundation) http://www.wseof.org/osteoporosis/risktest.htm

*e8-quiz-osteoporosis
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site. In Figure 4, the selector has chosen to preview services by providers, facilities and services.

Step 2: Choose the specific service
The preview shows a list of the terms for health care providers, facilities and services. The selector chooses Assisted Living Facilities.

Step 3: Choose within 10 miles of zip code 86001
In Figure 6, the selector types in the zip code to display. Other options are to select from the map or a list of counties and cities.

Step 4: View page
The preview displays the page of Assisted Living Facilities in the specified geographic area. The record for The Peaks, Senior Living Community is on the page.

Participating in Go Local
Libraries and other groups interested in creating and maintaining a Go Local site for their state or region can submit a proposal. Go Local Participation Guidelines are available on the MedlinePlus web site (http://www.nlm.nih.gov/medlineplus/golocaldocs/Go_Local_Participation.doc).

To help organizations with start-up costs for Go Local projects, NLM is providing one-time funding of up to $25,000 per project through the National Network of Libraries of Medicine.

Seventeen areas currently use the NLM-hosted Go Local system. Five of these areas are currently available to the public: Alabama, Indiana, Massachusetts, Tribal Connections Four Corners, and Utah. Using the NLM system leaves local areas free to concentrate on collecting and indexing local service information. NLM encourages librarians to take advantage of this opportunity to provide service information to their local communities.

References:
A Resolution for the New Year —
Updating DOCLINE!

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Happy New Year! Welcome 2006! It’s that time of year to once again take stock (both personally and professionally), set some new goals, and make those New Year Resolutions! This resolution tradition dates back to the early Babylonians whose most popular resolution was to return borrowed farm equipment. In the present day, we most often personally resolve to lose weight/eat healthier, get more exercise and/or save money/pay off bills. Professionally, we may resolve to do that long overdue inventory, study up on new technology, implement a new service and/or update DOCLINE.

Update DOCLINE?!? Yes, that’s correct...DOCLINE; that wonderful automated interlibrary loan request routing and order referral system. We all benefit from improved document delivery because DOCLINE is able to link the journal holdings of all member libraries throughout the National Network of Libraries of Medicine (NN/LM), Canada, and Mexico. And the resolution part?...we need to ensure the timely routing of requests by keeping an accurate DOCUSER profile and regularly reviewing our library’s SERHOLD.

First, let’s all resolve to take a look at our Institution profile and make any necessary changes. DOCLINE members use an institution’s profile for important contact information and to answer questions about a library’s services. Keeping a current, up-to-date Institutional record is an important part of an efficient DOCLINE system.

Next, we must resolve to update Serial Holdings. According to the NLM Fact Sheet about SERHOLD, as of August 2005, this database includes almost 1.4 million holdings statements for 53,677 serial titles from 3,034 health sciences libraries in the United States, Canada, and Mexico. We all know that DOCLINE uses these holdings records for routing and depends on accurate, up-to-date SERHOLD information to route the requests we make every day. This means then, that there are 3,033 other health sciences libraries depending on the accuracy of our SERHOLD data, just as we depend on theirs, to get needed journal articles to customers as quickly as possible!

Updated SERHOLD data and Institutional records are critical to DOCLINE for ILL because we all need to know: what’s available, who’s got it and, based on services offered, how quickly we can get it to our customers. If you have any questions or problems with updating your records, please contact Barb Jones, Network Membership Liaison.

Let’s all make that resolution to update our DOCLINE and push it to the top of our professional resolution lists!

NLM Technical Bulletin November-December 2005
http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_issue_cover.html

Technical Notes: e1
MEDLINE®/PubMed® Data Element Descriptions Available
Licenses’ Research Use of MEDLINE®/PubMed® Data
New Resource: MEDLINE®/PubMed® Baseline Repository (MBR)
AHRO Evidence Reports Added to NCBI Bookshelf
New Book Added to NCBI Bookshelf
NLM Resource Update: TOXNET
NLM® Announces a New Version of the PubMed® Tutorial
PubMed® Online Training Page Now Available
NLM’s Household Products Database and HazMap® Updated
Newly Maintained MEDLINE® Now Available in PubMed®
Systematic Reviews Subset Strategy Revised for 2006
Updated NLM Gateway and ClinicalTrials.gov Training Manual Available
NLM® WebWISER Makes WISER Available on the Internet
NLM® Adds Herbal and Dietary Supplement Information to MedlinePlus®
Journals Database Link Modified
OLDMEDLINE MeSH® Mapping Project
New Enviro-Health Links Resources on Lead
MeSH® Database Adds Link to Search Headings as Major Topic - e2
MeSH database to add a link to search headings as major topic.

Journal Search Links Added to PubMed® Displays - e3
Journal abbreviation to be a search link.

New Authority Index Feature in the NLM Catalog - e4
Provides access to full author names, organizations, conference names, and series titles.

PubMed Central®—New Journals Participating and New Content Added - e5
New journals participating and content from already participating journals has been added.

New Resource: NCBI Search Toolbar - e6
Optional Search Toolbar available for download to expedite searching NCBI resources.

MEDLINE® Data Changes - 2006 - e7
Changes made to MEDLINE during annual maintenance.

What’s New for 2006 MeSH® - e8
Additions and changes to NLM MeSH for 2006.

Printer Friendly Format Option Added to PubMed® - e9
PubMed will soon include a Printer option.

“Bird Flu” Terminology and Changes to Influenza A Viruses and Related Headings - e10
Changes in MeSH for Influenza A virus.

PubMed® Notes for 2006 - e11
Effects on PubMed by changes to MEDLINE or MeSH vocabulary for the 2006 system.

NLM® DOCLINE® Goes ISO - e12
DOCLINE 2.6 compliant with ISO ILL protocol.

PubMed® Clipboard Contents Indicator - e13
An asterisk will indicate if items have been added to the Clipboard.

Skill Kit: Retrieving Citations from a Journal Issue in PubMed® - e14
New feature.

Cataloging News - 2006 - e15
Changes in cataloging to reflect MeSH 2006.