NN/LM MCR Planned Activities for Year 05

As part of our annual planning process, the MCRML has been busy looking at where we’ve been, where we are, and what we would still like to accomplish. Our list of activities for the last year of our 5 year contract (May 1, 2005 through April 30, 2006) continues initiatives that have been found effective and begins some we think will prove useful. Please contact your state liaison, the appropriate special project liaison, or RML administration if you have any questions.

Assessment and Evaluation

- Continue analysis of performance and activity data for the RML.
- Continue to develop the Activity Reporting System to capture the record of RML work in the region.
- Continue to review activities of award recipients for evaluation plans and results.
- Create an FAQ on the web site with data from the Activity Reporting System concerning advocacy, consortial purchasing and consumer health resources.
- Offer the “Measuring Your Impact: Using Evaluation to Demonstrate Value” class.
- Repeat the Network member’s inventory and focus groups to obtain data to compare to baselines and report results.
- Share new postings on evaluation web pages through the RML News.
- Subscribe to Survey Monkey for regional access to online survey tools.
- Work with liaisons to encourage use of post-class evaluation forms and sharing of evaluation input for inclusion in contract performance review.

Education

- Contact Network members and health information professionals by phone, email, exhibits or mail to notify them of education resource support to include netLibrary.
- Continue to develop, update, maintain and distribute CD “Search Strategies” to schools of nursing in the region, as well as CDs directed at public libraries.
- Present a one-hour class at MCMLA on training techniques to highlight the RML as a resource for instructional assistance and present an alternative version in a distance education format.
- Provide and promote access to educational opportunities for Network members who may not have opportunities to attend in-person conferences/meetings.

Network Membership

- Explore, with MCMLA, a task force to develop activities to promote the value of health science libraries to the administrators of their institutions.
- Promote benefits of Network membership to non-Network health facilities.
- Promote benefits of the consortium buying plan among Network members.
- Query purchasing consortium members on additional resources to broaden selection for future years.
- Assess members on perceived success of consortia buying.
- Send materials about RML resources and services to non-member institutions once per year.
- Work with members and state liaisons to ensure smooth daily operation of the DOCLINE system.

Continued on following page
Technology

- Conduct a trial with members to determine the feasibility of connecting to VRVS.
- Continue to improve the MCR web site (content development, database driven).
- Deliver an “Introduction to Networks” class to cover “what you need to know” about various types of networks (LANs, wireless, etc.) and network security.
- Encourage Affiliate members offering sizable electronic health sciences journal collections to participate in LinkOut.
- Encourage Network members to create a web site for their library, either internal or external, and to include an online catalog.
- Follow up and assist Resource and/or member libraries with streaming media events.
- Investigate and implement a pilot project to offer blog hosting services to members.
- Investigate and implement redundant solutions to broadcast failures.
- Investigate methods for teaching classes using a mix and match of software and hardware technologies at each end (including NetMeeting, Polycom, VRVS, WebEx and the Access Grid).
- Investigate streaming video technologies using H.264 on mobile devices.
- Manage ongoing development of RML archive in DSpace.
- Offer a “What is UMLS and Why Should I Care?” class for members.
- Offer a distance education class on the use of video technologies for collaboration including video chat tools, NetMeeting, ViaVideo and VoIP.
- Offer training in the use of the video streaming media unit at Resource Libraries and/or member libraries.
- Update pages throughout the MCR web site on a regular basis.
- Write a regular column for the newsletter highlighting an emerging technology.
- Encourage full Network members to participate in LinkOut to provide connections to their collection, PubMed Central and HighWire titles.

State Outreach

- Explore and develop a model to meet the special needs of rural health providers.

Consumer Health

- Contact public library staff and encourage them to become Affiliate members.
- Exhibit and/or present at state library association meetings.
- Help to develop relationships between public and medical librarians.
- Hold a consumer health journal club for MCR members so that they may work towards their MLA consumer health certificate at a distance.
- Submit articles about NLM resources to state library newsletters.
- Use consumer health modules to provide training to public librarians.
- Work with groups for Go Local implementation and for continuing Go Local activities.
- Work with RML Consumer Health Coordinators on activities.

Public Health

- Access each state health department’s newsletter or the newsletter of the state public health association.
- Collaborate with MLA’s Public Health/Health Administration Section.
- Continue to communicate news of interest to public health professionals via state public health listservs.
- Continue to maintain a database of significant contacts of public health workers.
- Continue to promote an NLM presence on state public health web sites.
- Continue to promote the project, Online Public Health Library (OPHL), to the states in our region.
- Continue to work toward an informatics component in public health graduate programs.
- Continue working with the Utah Department of Health’s Education Advisory Group to promote access to health information.
- Create a document explaining the advantages of establishing a public health library in a state health department.
- Exhibit and/or present at state public health association meetings.
- Provide classes of NLM products and services or library-related demos to public health workers or instructors of leadership training institutes.

Community Outreach

- Use “Bringing Health Information to the Community” blog as a communication tool between the MCR and community based organizations in the region.
- Build relationships with Regional Minority Health Consultants (RMHC) of the Office of Minority Health.
- Continue outreach to National Association of Community Health Centers (NACHC) clinics by training staff at an additional clinic in each state.
- Exhibit at local, state and regional minority health conferences or events.
- Promote use of the Computer Technology Center web site.
- Review MCRML publications and policies for compliance with cultural competency principles.
- Work with tribes in the region to improve information access.

-RML Staff
Translational Informatics Grants

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A Grant by Any Other Name . . .

In November 2004, the National Library of Medicine re-issued its old information system grant program under a new name. The new program, NLM Translational Informatics grants, provides grants to US non-profit organizations that want to optimize the utility of clinical and research information. The features of the program are described in the NIH Guide announcement at (http://grants.nih.gov/grants/guide/pa-files/PAR-05-012.html).

Breadth of Awards

The overarching goal of NLM’s Translational Informatics grant program is to bring high quality health information resources and services to those who need and want them. This grant program will support many different kinds of projects, as did its predecessor.

A glance at the list of past awards in the information system grant program at (http://www.nlm.nih.gov/ep/AwardsInfoSys.html) gives a good idea of the broad scope of those grants. The features of the earlier program remain the same, but, in addition, there is a new feature – support for translating informatics advances into ‘real-life’ settings.

The program announcement provides a list of possible uses of the grant, including but not limited to the following:

• Creating and deploying new or unique digital information resources.
• Integrating digital information that comes from different sources to create tailored views.
• Introducing the tools and techniques that result from biomedical informatics research into real-life settings in clinical care, education and basic biomedical research.
• Improving the usability of interfaces and digital resources.
• Customizing existing information resources or services to meet needs of special audiences or reduce barriers, including language and literacy barriers.
• Applying a new information technology or enhancing an existing system to improve its utility and usability.
• Designing and offering a new information service.

What’s Available

These grants provide up to $150,000 per year for 1, 2 or 3 years in direct costs. No indirect costs are provided. They are not research grants. As a result, the structure of the project plan and the criteria for review vary slightly from the traditional NIH research grant guidelines. Because the application form, PHS 398, is geared to research grant applications, an FAQ is available at (http://www.nlm.nih.gov/ep/GrantInfolnstruct.html) on NLM’s Extramural Programs web site to assist those who wish to apply.

Application deadlines are February 1, June 1 and October 1, of each year.
As the year 2005 begins, we bid a fond adieu to three of our NN/LM Liaisons and welcome two new people!

Janet Ashwell, our Kansas State Liaison left at the end of January, and will eventually be headed to Nepal! Talk about seeking an alternate environment – from the plains to the peaks! Although Janet was only with us for a year, she did much to enrich our group and our region. Replacing her is Laura Windsor, hailing most recently from Ohio University.

Whitney Davison-Turley, our Technology Liaison, while remaining at the same institution has moved on to another position, aptly, in technology as the Digital Projects Specialist/Biomedical Librarian at the University of Kansas Medical Center, Archie R. Dykes Library. Whitney, however, should still be able to lend some assistance to her replacement, Thomas Gibbs (see article on page 3).

Stephanie Weldon, our Colorado and Consumer Health Liaison, has also made a close move, having taken a position as a reference librarian at the University of Colorado, Denison Memorial Library. She will continue to work with the RML until the Colorado position is filled, so you can continue to contact her with DOCLINE and other questions.

Stephanie has worked with the NN/LM for five years, three years with the MidContinental Region and two years with the Greater Midwest Region in Chicago.

One of Stephanie’s greatest contributions has been to the RML’s web site. She has done much to organize consumer health information resources and make them easily available to Network members (http://nnlm.gov/mcr/resources/consumer/).

-M. Magee

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Buying in Bulk: An Update on the Regional Purchasing Consortium (RPC)

The MidContinental regional consortium effort for licensing of electronic resources has made great progress thanks to the work of each of the state representatives and the participation of members throughout the region.

Resources Identified

We are pleased to announce the three products that members have selected and that we hope to license are: MDConsult (bundled with First Consult), Clinical Evidence and ACP PIER.

The committee received enthusiastic comments from members in all six states and the 46 voting institutions clearly indicated interest in these products. Members who have not yet responded are still welcome to be involved in the consortium activity.

Dave Brunell from the Bibliographic Center for Research in Colorado has agreed to handle the negotiations for these resources and has already started working with the vendors. Currently, Dave and his team at BCR are working with vendors from ACP PIER and MDConsult. Watch for further announcements in the weekly RML News.

Lowering Costs, Improving Access

The main goal of this consortium is to lower the cost of electronic resources for members and to help make a variety of electronic resources more accessible across the region. We plan to continue to identify resources that members want and provide access to licensure at reduced rates, thus allowing member libraries to expand their offerings within their own institutions. All members are encouraged to participate in this process by making recommendations for other resources to be included in the future. The advisory group is looking forward to evaluating additional resources and finding new ways to evaluate them.

All members are encouraged to participate in this consortium. Each institution is welcome to voice opinions on resources and pricing requirements for consideration. Each institution is welcome to join as its schedule and budget constraints allow and each institution is welcome to license only the resources it needs; you are not required to adopt the entire package.

-B. Jones

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RPC Committee Members

RML: Barb Jones (jonesbarb@health.missouri.edu)
Missouri: Susan Centner (scentner@rollanet.org)
Kansas: Bob Pisciotta (pbrisiiot@kumc.edu)
Nebraska: Mary Helms (mhelms@unmc.edu)
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Wyoming: Karen Lange (klange@lccc.wy.edu)
A Manhattan Project

A group of medical librarians and community outreach workers gathered together at the National Library of Medicine’s Lister Hill Auditorium this past December for a day and a half of discussion on how to provide outreach to the communities we live in while eliminating health disparities.

Those of us lucky enough to attend the symposium in Maryland walked away feeling energized and armed with information on how to proceed. For those of you unable to attend, you can view the symposium and read the white papers at (http://nlmoutreachsymposium2004.org/).

Keynote Speaker Hits the Mark

The symposium got off to an inspiring start with a keynote address by Eugenie Prime, former chairperson of the National Library of Medicine’s Board of Regents. She reminded us that behind the statistics on health disparities are people - husbands, wives, sons and daughters. These statistics represent “lives lost, moments stolen, desires unfulfilled.” Her thoughts set the tone for remainder of the meeting, keeping us all focused on the real purpose of all the community outreach – to improve the lives of individuals who face illness and disease.

Referencing the Manhattan Project

Ms. Prime referred to the elements that made the Manhattan Project successful: a sense of urgency, an empowering vision, passion, promiscuous partnerships and execution. The combination of these elements led to a powerful result. These same elements must be included in the development of a vision and strategy toward the elimination of health disparities.

In explaining how we can apply this structure to the provision of health information to underserved populations, Ms. Prime spoke eloquently, especially on the topics of passion and partnership. We all know that we cannot do the job of outreach to our communities alone, that we must partner with others. Promiscuous partnerships are those partners “with whom we have never partnered before,” and yet they can help us to accomplish our goals more quickly and effectively than if we eliminated them. They can open doors we cannot, can speak languages we do not and have the trust of others that we could never build.

Additional Presentations included Crespi from MidContinental Region

The presentations of the following day and a half were made by people as equally inspiring as Ms. Prime. The afternoon panel discussion brought together community outreach staff who work outside of libraries. They provided the librarians in the audience with a greater understanding of the work they do, and suggestions for better ways to serve and partner with community groups. The panel spoke of powerful effects their work has had on their communities. From the MidContinental Region, Eduardo Crespi spoke of the work he has done in the schools with Spanish language outreach that resulted in an actual change in the curriculum at the high school with which he is involved. Powerful, indeed. Audience members could see that each of the panelists had created their own Manhattan Projects within their community.

Take the time to listen to the archived web cast of the Community Outreach Symposium. Learn about what others are doing, what they’ve learned to be effective and what hasn’t worked. The MidContinental Region is here to support you as you create your own Manhattan Project.

-S. Champ-Blackwell

Presenting a Poster, Playing a Part

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I stepped out of the taxi at the Lister Hill Center on the National Library of Medicine campus in Bethesda, MD, a hundred things swirling through my head. Just two days earlier, I had submitted the final report on my project. The next day I had flown into Washington, DC - my first time. How fortunate I had been to run into Stephanie Weldon, our Colorado liaison, who got me (quite literally!) on the right track on the DC Metro, headed for my hotel.

To my relief, thanks to Rhonda Allard (NN/LM Middle Atlantic Region), my poster materials were right there waiting for me. I set up quickly and began mingling for a bit before the first session began. Getting my bearings, a quote on the wall caught my eye. “Lister Hill,” to my surprise, was not a ‘hill’ at all, but a U.S. Senator! His words sum up what we had come together to work toward at this Symposium.

“We must develop a communications system so that the miraculous triumphs of modern science can be taken from the laboratory and transmitted to all in need.”

- Senator Lister Hill, 1965

Whatever we brought, everyone was playing an important part working toward this same end, this bigger picture that had been the vision of Senator Lister Hill. We had great speakers, engaging panels and we worked on the “NLM Strategic Plan for Addressing Health Disparities.” I met people from all across the country: from Florida to Hawaii and Alaska. I had a chance to show and to tell about the important role that public libraries can play in getting quality health information to the public. After two years of working on our project in relative isolation, it was thrilling to see how we were playing a part among so many wonderful people working toward this same goal.
All About Skype, A Free Voice over IP (VoIP) Program

A New Kind of “Ringy-Dingy”

Voice over IP (VoIP), also known as “Internet telephony,” is a technology that allows users to have a telephone conversation over the Internet. VoIP applications can be used from a computer or from a stand-alone telephone that plugs into the Internet. For the last six months, the RML staff has been experimenting with a free VoIP program called “Skype” (http://www.skype.com) (“Skype” is pronounced to rhyme with “ripe” and “type”). While there are a few limitations and disadvantages to the program, in general the software has worked very well for long-distance communication free from telephone charges.

Skype calls can be from computer to computer (free of charge) or from computer to a regular telephone (for a small fee). Skype runs on a variety of operating systems, including Windows, Macintosh, Linux, and even PocketPC. In addition to a computer or handheld device, the user must have a headset with a microphone (the Skype web site provides a list of recommended headsets).

Installation and Set-Up

Installation of the software is fairly simple and straightforward. Once the software is installed, you can sign up for a free username on the Skype server. You can then call other Skype users by typing in their username. You can call one person at a time or call up to 4 others in a conference call session (see the screen shot picture to upper right):

- **Typical conference call session:** Users can choose any picture to represent themselves to other callers.

Advantages of Skype

Some of the advantages of using Skype that the RML staff have discovered include:

- **Ease of installation and use:** Installation is straightforward and Skype is very easy to set up and use.
- **Conference calls:** You can initiate conference calls with up to 4 parties. This provides a tremendous savings over typical conference call costs.
- **International calls:** You can call another Skype user anywhere in the world. The quality is the same as it would be as if you were calling someone in the same country.
- **Clarity of call/latency:** Most of the time, Skype calls are crystal clear with no break-up in the audio. When Skype is working well, callers can have a “normal” conversation with little of the latency normally associated with audio over IP programs. There are exceptions to this (see disadvantages below).
- **Security:** Skype calls are encrypted so that calls cannot be intercepted by other parties.
- **Calling colleagues on a regular telephone:** Skype can also be used to call colleagues with a regular telephone; this service is called “SkypeOut.” There is a small charge (about 2 cents a minute) for this service.

Disadvantages and Limitations of Skype

Although Skype has generally worked well for the RML staff, we have discovered some disadvantages and limitations to the software. We recommend that you discuss these with your IT staff before proceeding.

- **Bandwidth and security issues:** Skype uses the Peer-to-Peer, or “P2P” protocol. While the Skype web site assures users that there is absolutely no spyware or adware associated with Skype, it is true that Skype can make your computer a “Supernode” without your permission. This means that from time to time Skype may hog bandwidth on your network. This problem can be mitigated by not keeping Skype open on your computer all of the time, but only when you need to actually make a call.
- **Internet congestion:** Sometimes calls will be impossible due to Internet congestion. In our experience, calls work well 9 out of 10 times, but on the 10th time we have to switch to the telephone due to poor quality during the call.

Summary

While Skype is not yet a “perfect” technology, overall its advantages outweigh its limitations, particularly when compared to other more difficult to use technologies such as video-conferencing. The RML staff has had good success using Skype as a communication tool for one-to-one calling and 5-way conference calls. Give it a try, and let us know your experiences!

-S. Dennis

Further Information

Introduction to VoIP: (http://en.wikipedia.org/wiki/Voice_over_IP)
Skype web site: (http://skype.com)
While the “Message from Marty” may sound like I have “crossed over” into the great “beyond,” that is not the case. This title is not accompanied by Twilight Zone music! We’re just taking a new tack in the Plains to Peaks Post, to bring you a series on educational issues that may be of interest to you. In upcoming months, feel free to suggest content or topics you’d like to see covered!

However you choose to refer to training, we all operate with a basic understanding of how to present information by considering our audience, length of a presentation, its format and the content of what we are presenting. It’s becoming more and more important for us as librarians to not only cultivate this skill, but keep it polished and use it often! It is by making ourselves available and visible to our patrons that we can advocate for our libraries and our skill sets, and become an invaluable part of the institutions we serve.

We, as your NN/LM liaisons would like you to know more…and thus want to remind you that we are available as a resource when you are developing classes and presentation materials. Here are some areas where we can help:

Referrals To Materials
Many resources are already available, for example, at the NN/LM Educational Clearinghouse Database: (http://www.nnlm.gov/train/). This resource contains content on several topics in several different formats which include presentations, brochures and flyers.

- PubMed
- MedlinePlus
- ClinicalTrials
- DOCLINE
- Consumer Health
- Health Services Research
- LoansomeDoc
- Gateway
- TOXNET
- MeSH
- Public Health
- Internet/World Wide Web

You should also check the NN/LM MidContinental Region web site. New presentations are posted here on a continuing basis: (http://nnlm.gov/mcr/education/presentations.html).

Consultation on Content and Formatting Of Materials
Sometimes you may just need another set of eyes to help proofread your presentation or suggest a catchy title. Call your friendly NN/LM liaison at 800-338-7657!

Technology Exploration
Perhaps you’re aware of a presentation or class that should be shared with others. Consider having that session videotaped, and then presented as streaming video on the NN/LM MidContinental region web site. The possibilities are endless!

Make it your resolution in the coming year to present more than you have done in the past. Seek out some new audiences. Set some new goals. The NN/LM liaisons are here to help you. Don’t hesitate to call!

-M. Magee

NLM Technical Bulletin January-February 2005
http://www.nlm.nih.gov/pubs/techbull/jf05/jf05_issue_cover.html

Technical Notes: -e1
- New Clinical Alert Issued
- MedlinePlus® Adds New Features
- Cubby to be Deactivated
- Displaying LinkOut and Outside Tool Icons When Using Single Citation Matcher and Clinical Queries
- New Default Name for PubMed’s® Send to File

PubChem: An Entrez Database of Small Molecules - e2
Entrez databases link small organic molecules to bioactivity assays, PubMed abstracts, and protein sequences and structures

My NCBI Replaces the Cubby: Includes Automatic E-mailing of Search Updates and Filters - e3
New features in PubMed.

New Look for PubMed® Screen - e4
New file tab format in PubMed.

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

Full Journal Name Option for PubMed® Retrieval - e6
Identify journals in PubMed results.

TOXMAP: A Geographic Information System (GIS) Tool for Exploring Environmental Health Data - e7
Map-based portal to NLM environmental health resources.
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