NATIONAL NETWORK OF LIBRARIES OF MEDICINE

MidContinental Region

Quarterly Report August 1, 2001 – October 31, 2001

Contract No. N01-LM-1-3514

Spencer S. Eccles Health Sciences Library

University of Utah

Submitted February 25, 2002

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National Network of Libraries of Medicine

Region 4 -- Midcontinental Region
Quarterly ReportAugust 1, 2001 – October 31, 2001

Administration

The RML recruited its administrative staff during this quarter. Carolyn Osterman, Administrative Assistant, began working on September 17, 2001. Michael Carr, Technology Director, started on October 12, 2001. Nancy Lombardo, who was Interim Technology Director, volunteered to remain on as an advisor.

In August the Wyoming Liaison met with the University's Contracts and Grants Officer, the library's Interim Dean and the library's Associate Director to discuss the subcontract. The University of Wyoming is using the personnel funds to pay for part of the liaison's salary and a part-time support person. A job description for the support staff was drafted.

At the request of the NNO, pictures were taken of RML staff located in Salt Lake City and solicited from liaisons. A digital composite picture will be created and sent to NNO.

Supplies and exhibit materials were received from the University of Nebraska. They were inventoried and stored.

Dennis Haack, Mary Henning, Kathleen McCloskey, and Claire Hamasu attended the RML orientation at the National Library of Medicine October 9-10, 2001. Wayne Peay had planned to attend, but changed his mind following September 11th when the airlines rerouted him on an inhuman schedule. It was a valuable introduction for new staff to learn about future plans for NLM resources and to meet the people responsible for products and services. Ms. Hamasu had encouraging conversations with Nelson Stuart and Jacque-Lynne Schulman of the MeSH Section and Craig Locatis of the Lister Hill Center, that will be useful in future projects. All felt that the visit to NLM was very worthwhile and we appreciate the efforts of the NNO who handled the logistics of presenters' and attendees' schedules.

Network Programs

Document Delivery Services

The intricacies of DOCLINE have been a challenge. Collette Hochstein, Roz Leiderman and Deena Acton have been very helpful in reducing our ignorance. The Associate Director met with Camille Salmond, ILL Supervisor at Eccles Health Sciences Library, to determine how to handle DOCLINE services for a region where there is no single person assigned this responsibility. Camille agreed to handle the administrative changes to DOCLINE and all its components and to answer any calls coming in to the RML for DOCLINE and Loansome Doc. When the liaisons come on board this will be less of a responsibility since DOCLINE/Loansome Doc calls will automatically be routed to the state liaison.

Traditionally the RML has sponsored a meeting of the heads of the ILL departments from each resource library to meet to discuss ILL issues. Plans were made to hold this meeting in conjunction with the Triple Chapter meeting in New Orleans. Ms. Salmond helped to plan and organize the meeting. Ruicha Mishra was borrowed from Region 5 to provide a DOCLINE update. (See Appendix A for ILL Subcommittee Meeting Minutes)

One of the primary reasons to hold the meeting was to discuss EFTS (Electronic Fund Transfer System) in the region. EFTS was initiated during the last contract with the support of the regions'Resource Libraries The regional plan calls for resource libraries to institute EFTS first, followed by primary access libraries. With this launch PALS in each state would have a local resource to call upon for assistance. All the Resource Libraries are using EFTS or are about to use it, except for the University of Missouri and the University of Wyoming. Both are still considering it. A booth was rented in the exhibit hall to promote EFTS to members. Ms. Salmond coordinated the staffing of the booth by Resource Library ILL volunteers. Volunteers demonstrated EFTS, encouraged its use, and answered questions. Although the booth was staffed to interact with Region 4 librarians, Network members from other regions also stopped and inquired about using EFTS.

In September, Ms. Hartman talked to ICON, a multi-type library consortia of Nebraska and Iowa libraries, about EFTS and the "Find a Library" feature.

Resource Libraries

Recruitment continued for regional liaisons and the Director and Associate Director participated in the interview process. Half hour conference calls were held with Creighton University, Washington University and the University of Colorado candidates to explain the NNLM/MCR vision and structure, responsibilities for the position, activities that have occurred, and to give the candidates an opportunity to ask questions. Because the liaison is an employee of the host institution, the RML was not involved in the selection process. Dennis Haack, Inner City Liaison, based at Creighton University Health Sciences Library, Omaha NE and Audrey Newcomer, Assessment Evaluation Liaison, based at Washington University, St. Louis MO both started on October 1, 2001. The University of Colorado's search for a consumer health information liaison should be completed next month.

Signed subcontracts were received from Creighton University, the University of Wyoming, the University of Colorado, and the University of Missouri. The University of Kansas, the University of Nebraska, and Washington University subcontracts are still making their way through legal and contract offices.

On August 20, 2001 resource library directors participated in a conference call to discuss the status of the subcontracts and liaisons, EFTS implementation in the region, the Regional Advisory Board and resource library representation, the possibility of a regional archive or storage facility, and the interest in a virtual reference project.

A proposal was received from Sandi Parker for a pilot project introducing virtual reference in the region using 24/7 Reference. Due to the interest expressed at the RML Directors meeting in Orlando, her proposal will be funded to explore the use of virtual reference on a regional scale.

A demonstration session was held at the Triple Chapter Meeting to introduce the concept and demonstrate the software to Resource Library directors and staff. The project will start in Colorado to work out the bugs and then extended to one or two other resource libraries. (See Appendix B for Virtual Reference Cooperative Pilot proposal)

Ms. Hamasu and Ms. McCloskey created a presentation to introduce the National Network of Libraries of Medicine to resource library staff. They entitled the session RML 101 and ran through a dress rehearsal for the library staff at Eccles Health Sciences Library.   Because resource libraries play an essential role in the new structure of this RML, RML 101 is meant to share the vision of how this RML will work, introduce the goals as seen by their liaison, and to explore communication channels between library staff and liaison. This presentation will be taken on the road to each of the resource libraries in the region. The appropriate state liaison and special project liaison will be included as presenters.

<u>Communications</u> (Newsletter, Website, Listserv, etc.)

Internal communication occupied the RML this quarter. A weekly conference was established to give RML librarians a formal means of conveying information and discussing issues. Desktop videoconferencing has been tried with limited success. There have been problems with software, audio connections, firewalls, and cameras. Anything that could go wrong, has gone wrong. Netmeeting and Sametime (Lotusnotes) software have been tried. We will continue testing different products, but to date have been most pleased with audio through a phone-conference call and video and application sharing through a desktop videoconferencing system.

No program area in the RML is independent of the others and it is important that a space be created where collaborative development and sharing of information needed by all liaisons can take place. Investigation of virtual office space began and after reading reviews and testing products Nancy Lombardo, Interim Assistant Director of Technology, recommended a Quickplace trial for three months. The planning of the RML Get Together at the Triple Chapter meeting was a short term project that all agreed would provide enough experience to determine whether Quickplace would suit our needs. Teresa Hartman volunteered to coordinate this effort. In October, Washington University, who has Quickplace and Sametime on its server, offered to host the RML office space. We accepted their offer and began setting up a permanent RML office with rooms for each of the special projects.

The computer graphics staff at Eccles is designing stationery and business cards to be made available to liaisons. Because liaisons have different return addresses a basic template is being created with unique features personalizing the stationery for each individual.

In September when the RML hired Ms. Osterman as the Administrative Assistant, the 800# was routed to a unique local number instead of to library administration. Because Salt Lake City staff offices are in different areas of the library, university communications set up a system of automatic call forwarding to other RML staff when the primary phone is not picked up.

<u>Regional Advisory Board</u>

The first Regional Advisory Board (RAB) meeting was set for November in Salt Lake City. Liaisons and resource library directors contributed recommendations for board members. Our goal was to form a board that represented each of the special project areas, that had members from all states, that included two resource library directors and the President-Elect from the MLA chapter. Recruitment was very easy as all candidates were enthusiastic about wanting to be part of this new venture. (See Appendix C for roster)

Evaluation and Assessment /Feedback

Audrey Newcomer, Assessment Evaluation Liaison, reviewed two program drafts, the Public Library Initiative developed by Sally Patrick, public library consultant, and the Virtual Reference Proposal developed by Sandi Parker, Denison Memorial Library.

The RML has been receiving calls from libraries in the region inquiring about funding for projects. Although we were not originally going to offer small grants, we have now changed our minds in response to the interest. We will use the Regional Advisory Board meeting to explore ways of implementing the awards program.

Health Professionals Access to Information

In September, while her office was being renovated, the Wyoming Liaison traveled to hospitals and clinics in Saratoga, Rawlins, Cheyenne, Pine Bluffs, Thermopolis, Yellowstone National Park, and Cody. During her visits she reviewed their use of videoconferencing equipment that had been purchased with an NN/LM-MR grant, presented further instruction on the use of NLM resources, and provided the in-person contact that is so important in rural areas.

Network Membership

The Director and Associate Director were invited to the Utah Health Sciences Library Consortium's August meeting to talk about the new Regional Medical Library. The presentation generated questions and comments about communicating with PALS, services they'd like instituted, and responsibilities that they'd be willing to assume. Ms. McCloskey also attended and answered questions about her role as state liaison.

Teresa Hartman, spoke to library school students from the University of Missouri (August 10) and Emporia State University (September 14) about the services of the NLM and NN/LM during open house events held in Omaha NE.

A Midcontinental Regional Get Together was held at the Triple Chapter meeting in New Orleans to introduce RML staff to Network members who were attending. For an end of the day gathering, we had a terrific turnout with most of the registered members attending. Members got the chance to hear from all the RML staff and to ask questions. They participated in a brainstorming session generating suggestions and volunteers to help the RML carry out its goals. Unfortunately, only a small percentage of the Midcontinental librarians traveled to New Orleans due to the cost of the meeting. To involve members who were not in New Orleans in the brainstorming, a web form was mounted and a listserv message sent out to announce its

availability. We asked for their thoughts in three areas: Activities they wanted the RML to continue, Services they would like the RML to develop, and Ways they would help the RML.

Not many contributions came in electronically. The RML was asked to continue funding outreach, training in document delivery, and development of training materials. New services that were suggested were regional support for evaluation (i.e., training, consulting, coordinating), development of an education clearinghouse, a newsgroup for announcements, a directory of expert librarians and their area of expertise, and underwriting the cost of document delivery for rural and inner city health professionals. Librarians volunteered themselves to help with training and consumer health information.

The next chapter meeting will be in Topeka, KS where we expect to meet a greater number of our Network members.   The RML staff also did booth duty in the exhibit hall. Toni Yancey from Region 2 efficiently arranged to have the modified NLM booth for the meeting and coordinated schedules for the three RMLs attending the meeting.

In October, Region 4 responded to a request from NLM regarding regional activities to be highlighted on the NLM website for National Medical Library Month. "Mid-Missouri AHEC Electronic Access Project", "HealthHQ", a project of the ICON multi-type library consortia from Nebraska and Iowa and "Librarians as Tutors at the Rocky Mountain Evidence-Based Health Care Workshop" a Denison Memorial Library, University of Colorado Health Sciences Center effort were featured. (http://www.nlm.nih.gov/lo/profiles01/index.html#Midcontinental Region)

Dennis Haack, Inner City Liaison, visited hospital libraries in the Omaha NE metropolitan area to meet librarians who are primary users of NLM and NN/LM products and services. He visited: Bergan Mercy Hospital, Immanuel Hospital, Methodist Hospital and Cancer Center Library. Although the Jennie Edmundson Hospital in Council Bluffs, IA, is actually located in the Greater Midwest Region, a site visit was made because of its close affiliation with the libraries in the Omaha area. At the libraries, the librarians gave a tour and described the services they provide.

Library closures due to merger or hospital closure:
North Suburban Medical Center, Thonton CO
Trinity Lutheran Hospital, Florence L Nelson Memorial Library, Kansas City MO
Cox Medical Center South, David Miller Memorial Library, Springfield MO
VA Southern Colorado Healthcare System Library Service, Fort Lyon CO

Outreach Programs

Consumer Health Information Services

Sally Patrick, public library consultant from Salt Lake City, followed up on the key queries developed in the last quarter to draft a proposal to incorporate public libraries in the effort to improve the public's access to health information. The Education, Public Health and Wyoming liaisons reviewed the proposal. We are proceeding slowly in this area in the hopes that the

Consumer Health liaison will soon be hired to coordinate its implementation. (See Appendix D for proposal)

Ms. Hartman, Nebraska Liaison met with Pam Scott, Continuing Education Coordinator for the Nebraska Library Commission in August. They discussed future programming collaborations for the public and special libraries supported by the Commission.

Ms. Henning, Wyoming Liaison attended the Wyoming Library Association Conference at the end of September where she met informally with librarians interested in health information and discussed the possibility of forming a special interest group around the topic.

Public Health

Ms. McCloskey, Public Health Liaison, taught a class at the Utah Department of Health to the FACT (Families, Agencies and Communities Together) Nurses and she gave a short introduction to library services and the RML at the University of Utah Public Health Program student orientation. With the help of funding from the Utah Department of Health and a Winifred Sewell Stipend, Ms. McCloskey attended the 2001 meeting of the American Public Health Association in Atlanta. In addition to attending the exhibits and a number of presentations, she participated in the Health Administration Section business meetings, was a convener for a session, and a co-author of the paper "Report from the 129th American Public Health Association Annual Meeting, Atlanta, GA: Lessons Learned". While in Atlanta, Ms. McCloskey was invited to a meeting of the Centers for Disease Control (CDC) librarians. She was asked to speak on information access issues faced by public health professionals in Utah. The CDC librarians are compiling a virtual library of electronic CDC documents and are interested in collaborating with the RML on the Online Public Health Library project, described next.

Linda Lange, Public Health Informatics Consultant, identified the need for access to Utah Department of Health documents. As a result, an Online Public Health Library project was instituted in August. The goal of the project is to improve access to digital public health information by creating a web-based catalog for reports and other documents produced by the Utah Department of Health (UDOH). The Utah Department of Health, Eccles Health Science's Technical Services Department and the RML form the implementation group. Documents will be cataloged using standard medical subject headings (MeSH) and additional local public health subject headings. The Online Public Health Library will allow UDOH reports to be found and used over the Internet by any user anywhere through the library's online catalog. The Online Public Health Library project group met several times during the quarter and a test set of reports has been cataloged and made available. (http://medstat.med.utah.edu/library/libcat/libcat.html)

Lee Anne Wessol, a public health graduate student, will devote her master's thesis to establishing policies and procedures for the project. She'll also develop a component that evaluates and determines the adequacy of MeSH to reflect public health concepts. One of the products of her work will be suggestions of new terms for public health.

Ms. Hamasu and Ms. McCloskey, as part of the RML Orientation at NLM, met with Dr. Stuart Nelson and Jacque-Lynne Schulman of the MeSH Section to discuss the Online Public Health Library project and the need for more specific public health subject headings. As a result, Ms. Schulman is planning to offer three days of training to Eccles Library staff, public health analysts and Ms. Wessol.

Ms. Hartman, the Nebraska Liaison, met with Carol Williams, manager of the Perinatal, Child, and Adolescent Health Section of the Nebraska Health and Human Services System (NHHSS) on September 20. They made plans for the Liaison to introduce NLM resources to her section at NHHSS headquarters in Lincoln, NE in January. During the meeting Ms. Williams received training on PubMed, MEDLINEplus and ClinicalTrials.gov.

Inner City and Minority Outreach

Dennis Haack, Inner City Liaison, initiated a dialogue with a local high school located in a predominately minority population. He met with school officials—including the principal, nurse, school librarian and curriculum/ technology specialist—and proposed classroom visits to demonstrate the use of MEDLINEplus. He proposed tailoring the presentation for two distinct audiences: the general school population and English-as-a-second-language (ESL) students. By targeting ESL students, highlighting the Spanish language pages of MEDLINEplus, and encouraging students to share their knowledge with Spanish-speaking family at home, Mr. Haack hopes to create an indirect link to the Spanish speaking community.

To increase his knowledge of his specialty area, Mr. Haack performed literature searches on the collection of his host library, the Creighton Health Sciences Library, and the Internet. At this point no formal organization or format has been given to his collection of print resources and websites. He is still in the stage of collecting and evaluating. Through his review of the literature and web sites, the liaison has identified several projects and programs for further investigation. One such project is the "Inner City Project: Use of Information Resources in the Health Resource Clinic" which was funded at St. Louis University by the NN/LM-MR from July 1998 to January 2000. From this project the liaison hopes to identify resources that have been evaluated and are proving useful in dealing with inner city populations.

Technology Awareness and Integration

Wayne Peay, Nancy Lombardo and Ms. Hamasu attended a demonstration of the Access Grid (http://www.accessgrid.org) on September 14, 2001. The Access Grid is for large group videoconferencing using Internet 2. There are three nodes in the region (Utah, Kansas, Colorado). Each of the nodes was contacted to determine their availability for future RML use. The University of Utah and University of Kansas nodes are available. The National Atmospheric and Research Center in Colorado was just getting set up and was not willing to entertain unaffiliated users at this time.

In October, live broadcasts began of the University of Utah Department of Medical Informatics Seminars. Although the first few broadcasts encountered problems, they were eventually resolved and interested parties received presentations such as "Injury Surveillance: A

Case Study for Medical and Public Health Informatics", "Using Healthcare Data for Quality Improvement" and the Priscilla Mayden Lecture, "Simulations in New Learning Environments". Weekly listserv messages announced the broadcast and the availability of a link from the regional website. Past seminars are archived for streaming at http://medlib.med.utah.edu/medinfo/archive.html

Arrangements for NetLibrary was coordinated by Teresa Hartman, Education Coordinator. A selection of books covering technology and management topics will be made available to Network members. The RML is hoping to increase the use of electronic materials by making quality resources easily accessible.

Education (See Appendix E for sample materials and Appendix F for Outreach Report Forms)

Teresa Hartman, Education and Nebraska Liaison, was designated to be the RML contact for National Training Center and Clearinghouse.

In August, Ms. Hartman participated with the testing of ClassPoint software designed for distance education. The test using a PubMed training scenario was not a successful one, with the liaison unable to participate due to difficulties with software and hardware compatibility.

She collaborated with the Education Librarian from the McGoogan Library of Medicine to develop a PubMed QuickGuide and additional practice exercises to help students learn how to search the site. Ms. Hartman also taught an Introduction to PubMed and MEDLINEplus class with other McGoogan Library of Medicine staff for medical researchers taking part in the Clinical Research Symposium and expanded the teaching materials for nursing professionals for a College of Nursing session on how to access PubMed and MEDLINEplus.

In September Ms. Hartman met with Roxanna Jokela, the coordinator for the Rural Health Education Network of Nebraska, during the Agromedicine Consortium held in Kearney, NE on September 4. Ms. Jokela announced that Nebraska had received an AHEC grant and would be including the liaison in future communications about programming plans.

Exhibits and Presentations at Meetings (See Appendix G for exhibit report)

The RML received the new exhibit backdrop and sent photos and description of the defects to Karen Hajarian. Until the new backdrop is repaired and returned we will continue to use the backdrop created for the last contract.

Ms. McCloskey staffed a booth at the Utah Health Occupations Students of America (HOSA) leadership meeting on October 4th and 5th, 2001 in Park City, UT and a booth at theUtah Nurses' Association meeting. She was an invited presenter at the annual meeting of the Nevada Academy of Family Practice where she talked about NLM resources and distributed information from Savitt Medical Library, University of Nevada-Reno, the resource library for the state. Ms. McCloskey assisted with the orientation to library services for 4th year medical students at the University of Utah.

At the TriChapter Meeting in October, Ms. Hartman co-authored and presented a paper on handhelds: "From Visionary to Shoestring: Practical Steps to Becoming PDA Compliant" and Ms. Henning presented a poster "Like No Place on Earth: Building a Desktop Video Conferencing Network in Rural Wyoming".

Region 4 exhibited at the American Dental Association held October 13-17, 2001 in Kansas City.

APPENDIX A

ILL SUBCOMMITTE MEETING MINUTES

Midcontinental ILL Subcommittee Meeting Minutes
Ernst Café, New Orleans LA
October 24, 2001
10:00am – 2:30pm

Attendees: See attached page

In their introduction participants indicated their ILL management software and EFTS status.
J. Otto Lottes Health Sciences Library: CLIO, EFTS soon
Spencer S. Eccles Health Sciences Library: QuickDoc and Peachtree, EFTS running
McGoogan Library of Medicine: QuickDoc, EFTS running
Denison Memorial Library: QuickDoc, EFTS running, Prospero soon
Creighton University: EFTS running
Dykes Library: CLIO, EFTS running
University of Wyoming: EFTS soon
St Louis University Health Sciences Center Library: ILLiad (lending only), No EFTS yet
Becker Medical Library: ILLiad, EFTS running

Old Business

Cost Studies were discussed. Denison Memorial Library conducts a cost study annually. It was agreed that conducting a cost study would be useful since most believed that their current rates were not covering cost of the service. However, members agreed that they would have difficulty finding the time to do a cost study. Members agreed to share information on the process to encourage doing one, although no commitment was made.
Action: Ruicha Mishra has been in contact with NLM to obtain their procedures. She will send it to Claire Hamasu to share with the committee. Catherine Reiter will share the citation for a cost study manual. Mary Henning will send out information from Wyoming.

Regional ILL Manual

Claire questioned the region's use of the Regional ILL Manual. It was explained that this manual was primarily for hospital staff who have no library background, but are put in charge of library services. Because there is a manual on the NN/LM website covering library management for non-librarians (http://nnlm.gov/libinfo/mgmt/), the group agreed that maintaining the manual would be a duplication of effort.

The following information from the manual will be maintained on the RML website because it is region specific:
Participants agreed that the definition of Rush Service is 4 working hours from time of fax.

Action: Resource libraries and their charges—Claire will send this information to members for review. Although this information is available from Docuser it would be convenient to have it displayed without searching for it and non-DOCLINE libraries would also have access to it.

Committee members will review the manual's table of contents and let Claire know if any other information should be maintained.

The RML and the ILL Subcommittee

Claire described the new organization of the RML and the role that committee members could play.
1. Providing expert advice to Liaisons responsible for providing basic RML services to a state.
2. Providing expert advice to the RML on resource sharing issues raised by the National Library of Medicine (follow-up re: listserv for committee members and others who should receive this kind of message).

Members voiced their willingness to help out in any way.

DOCLINE Update – Ruicha Mishra (PowerPoint presentation attached)

Participants contributed the following comments on DOCLINE:
- Would like to be able to batch update Loansome Doc
- No printing problems
- Would like CINAHL numbers on citations
- Looking forward to OCLC/ISO protocol implementation
- Would like confirmation that the article or item requested was received by the borrowing library.
- Batch Updating
- Participants were disappointed that the year end report for 2000 was cancelled. Although the information is available by compiling the quarterly reports, the year ends are used for library annual reports, Copyright Clearing Center reports etc.

EFTS in the Region – Camille Salmond (PowerPoint presentation attached)

There were questions on how a library gets recognized as an EFTS library by DOCLINE
Action: The RML will provide instructions on how a library ist recognized as an EFTS library by DOCLINE. This information will be made available from the RML's website.

ILLiad/EFTS/Docline –Audrey Newcomer for Barbara Halbrook (Powerpoint presentation

attached)

Adjournment

Claire thanked everyone for coming and their participation. She raised the issue of changing the name of the group.
Action: Because the meeting was going overtime, discussion on this topic will be via email.
Claire raised the question of substituting a videoconference for an in-person meeting.
Participants preferred the in person meetings but agreed that it was an expensive way to

communicate. Claire suggested that videoconferencing could supplement the annual meeting or that electronic meetings could alternate years with in-person meetings.

Action: Discussion will continue on this topic via email.

Participants will send Claire an evaluation of the meeting.

Minutes will be sent to all participants for review before being made available on the RML website.

[DOCLINE Update MCR](#)

[EFTS](#)

[ILLiad for MCMLA1](#)

ILL Subcommittee Meeting Attendees

Claire Hamasu, Associate Director
NN/LM Midcontinental Region
University of Utah
Spencer S. Eccles Health Sciences Library

Sara Andrews, Library Specialist
University of Nebraska
McGoogan Library of Medicine

Crystal Cameron Vedros, Head of
Interlibrary Services
University of Kansas Medical Center
Dykes Library

Alice Edwards, Head of Interlibrary Loan
University of Missouri Columbia
J. Otto Lottes Health Sciences Library

Dennis Haack, RML Inner City/Minorities
Liaison
Creighton University
Health Sciences Library

Teresa Hartman,NN/LM-MR Education and
Nebraska Liaison Librarian
University of Nebraska Medical Center

Mary Henning, Health Sciences Librarian
and Coordinator of Fee-based Services
University of Wyoming
Information Network Plus

P.J. Koch, Interlibrary Loan Coordinator
Saint Louis University
Health Sciences Center Library

Ruicha Mishra, Education-Communications
Coordinator
National Network of Libraries of Medicine
South Central Region
1133 M.D. Anderson Blvd.
Houston, TX 77030-2809

Audrey Newcomer, Liaison for Assessment
and Education
Washington University School of Medicine
Bernard Becker Medical Library

Catherine Reiter, Head of Resource Services
University of Colorado
Denison Memorial Library

Camille Salmond, ILL Supervisor
University of Utah
Spencer S. Eccles Health Sciences Library

APPENDIX B

PROPOSAL
VIRTUAL REFERENCE COOPERATIVE PILOT

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
Midcontinental Region
Proposal – Virtual Reference Cooperative Pilot

The intention of this project is to utilize virtual reference software (24/7 Reference) to develop a cooperative region-wide network to respond quickly to requests to support reference services of network members throughout the region. Through 24/7 Reference, Network members in smaller institutions will benefit from the experience that the academic librarian has to answer some of their reference questions with web and electronic resources. The reference session will also be used as a teaching mechanism taking the inquiring librarian through the decision-making steps leading to the answering resource.

BACKGROUND:

The UCHSC Denison Library Virtual Reference Task Force considered and researched several software packages including Human Click, Live Helper, and
Live Assistance. We also considered and arranged for demonstrations of LSSI,
eShare Net Agent, Live Person, 24/7 Reference.

Ultimately, we chose 24/7 Reference for three reasons: 1) they allowed us a trial period to experiment with the software, 2) the cost is reasonable, compared to the competition, and 3) the service and support during that trial were outstanding. According to the latest informal poll on the DigRef discussion list, 24/7 Reference gets very high marks for both functionality and service.

We envision many potential applications of this software on a region wide basis.   Ultimately, all of the resource libraries could be linked to each other, cooperatively serving

- ❖ network member libraries
- ❖ health professionals
- ❖ health consumers
- ❖ primary campus clientele

PROPOSED PILOT

The Virtual Reference Cooperative Pilot is a one-year project. Denison will start by purchasing one seat on 24/7 Reference and arranging for training for Denison librarians. In the first three months of the project, Denison will receive training, recruit Network members (hospital libraries) in Colorado with which to practice, develop skills, and refine the virtual communication process. In the next nine months of the project, Denison will promote the service to hospital librarians throughout the region and enlist resource libraries to participate in the project offering 4 hours of reference service five days a week. On going evaluation of the pilot will be conducted.

At the Triple Chapter meeting in New Orleans in October 2001, Denison and RML staff will meet with 24/7 Reference personnel and other Resource Libraries to further discuss how the product can best be utilized to cooperatively serve the Network Member Libraries throughout the Region.

Quarterly reports will be sent to the NN/LM Midcontinental Region.

FUTURE PLANS

After a wider regional network has been developed and a certain comfort level exists among the resource library and RML staff members who are utilizing the software an evaluation will be conducted. At this point, access could be expanded to serve health professionals throughout the six-state region. (Additional seats will be needed)

Eventually, as the Resource Libraries and RML staff members resolve any associated issues, e.g. staffing and/or technical issues, and if ongoing evaluation reflects a positive impact, access to the network may be expanded to consumers and/or affiliated campus communities. At this stage, the project or the participating libraries may consider purchase of individual Interact Server(s) to allow access to proprietary databases.

BENEFITS OF THIS PROJECT

- ▪ Facilitates communication between network members (hospital libraries) in Region 4 and the resource libraries.

- Improves communication and encourage cooperation between the 8 resource libraries in Region 4.

- Facilitates communication between RML staff members and RML liaisons located in resource libraries throughout Region 4.

- Introduces and familiarizes library staff members with real-time virtual communication and opens the door to expansion of these skills and services to additional patron groups.

BUDGET

- One-time set up fee of $3,000 (plus an additional fee of $1,000 to use the advanced, Interact version of the software rather than the basic, Live version)

$4,000

- Ongoing annual fee of $3,000 per year for the Live version of the software – per seat – and an additional fee of $600 per seat for the Interact version (additional seats can be added as needed without a set-up fee).
    $3,600

- Training fee of $1,000, plus traveling expenses, (Includes combination of web-based & one day of live training)
    $1,000

TOTAL $ 8,600 (plus travel expenses for trainer)

RELATED TRAVEL COSTS FOR DENISON LIBRARY STAFF:

MCMLA Estimated Expenses/New Orleans, Louisiana
October 25 – 27, 2001
Sandi Parker

Conference Registration	$150	
Air Travel	$225	
Hotel	$200	
Per Diem	$200	
Total		$ 775

3RD Annual VRD Conference/Orlando, Florida
Nov 12-13, 2001
Martha Burroughs

Conference Registration	$245

Air Travel	$250	
Hotel	$300	
Per Diem	$150	
CE	$145	
Total		$ 1090

TOTAL   **$ 1,865**

TOTAL BUDGET   **$10,465**

IDC (31%)   3,244

GRAND TOTAL   **$13,709**

APPENDIX C

REGIONAL ADVISORY BOARD ROSTER

Regional Advisory Board Members

Wyoming – Nursing
Mary Elizabeth Stepans
Assistant Professor, School of Nursing
University of Wyoming School of Nursing
PO Box 3065
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Kansas – Public Libraries
Carolyn Anderson, Central Resource
Library Director, Johnson County Library.
9875 W. 87th Street
Overland Park, KS 66212
Email: issouri@jcl.lib.ks.us
Phone: (913) 495-2467

Kansas—Education
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APPENDIX D

PUBLIC LIBRARY INITIATIVE ACTION PLAN

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
Midcontinental Region
Public Library Initiative Action Plan

Goal:

Support the mission of the National Network of Libraries of Medicine (NN/LM) to improve the public's access to quality health information to enable each citizen to make informed decisions about their health

Action:

Integrate public libraries in Region 4 into the Regional Medical Library (RML) collaboration as participating members providing public access to authoritative health information

ASSESSMENT

In order to integrate public libraries into the RML collaboration, it is first necessary to assess the current state of public libraries and librarians with respect to their provision of health information to the public in Region 4. From survey data acquired, an overview will be shared which will point to community health information needs, current and possible community partnerships, training, marketing needs, and RML membership participation.

METHODOLOGY

The public library consultant, in partnership with the consumer health liaison and other members of the RML network (state liaisons, priority project resource librarians etc) will develop, administer, share data and recommend plans and programs based upon the public and professional needs in each state. As advocates for public libraries in each state, the state library divisions will be enlisted as a key source of information regarding needs for consumer health information. In addition, a survey will be distributed through state libraries to query librarians in public and medical library associations, large public libraries, library consortia, and library schools. The survey will have a dual purpose, to not only gather planning data but also introduce the public library initiative to as many public librarians as possible in each state within Region 4. Design and data compilation will be done in concert with Washington University's Assessment and Evaluation priority project, in order to measure progress as planning development and program assessment takes place later in the grant period.

KEY AREAS FOR QUERY

1. What is the public library coverage in each state? Numbers, scope/overlapping coverage, populations served, participation in library consortia, reciprocal borrowing agreements, internet access capabilities for the public.

2. What is the level of access the public has to consumer health information provided by the public libraries (web sites, print collections, databases, consumer health collections and/or training?) How proactive is the staff in providing access to this information for the public?

3. What do the public librarians project in questions asked, are the consumer health information needs of their constituents?

N.B. As public library members are recruited to be affiliate members of the RML network, we will create a survey for patrons to assess their health information needs directly. This will serve to more directly assist public libraries in meeting the needs and also market the access to ever expanding access to such health information for the public.

4. How would librarians who assist the public assess their level of training and skill with respect to accessing health information resources and services?

5. What are the current and potential professional continuing education opportunities and possible financial support offered locally/state region-wide with respect to consumer health information training?

6. What are the current and potential community partnerships public libraries participate in to provide access to health information? (e.g. working with local medical libraries, medical organizations, consumer health organizations, schools, senior/community centers, low income advocacy groups, churches, resettlement organizations).

7. How do public libraries market their services to special populations? Are any promotional materials in place to highlight services, collections and programs related to the provision of consumer health information?

8. Would a public library be interested in serving as an affiliate member of the RML network in Region 4? Support for planning, program development, training and marketing of access to health information would be provided from the RML network as a benefit of network membership.

COLLABORATIONS

Productive and supportive partnerships will be the success of the entire Region 4 RML program and certainly of the public library initiative. As the part-time public library consultant is primarily charged with planning and support of public outreach efforts, the key to ongoing

success working with the public will be successful partnerships within the RML network and with public libraries and their communities.

A. Recruit key public libraries to become affiliate members of the RML network in each state.

This will be done as early on in the grant cycle as possible in concert with the state liaisons. These affiliate members should not only be public consumer health information advocates but members who will integrate the RML resources into their public libraries and be able to serve as catalysts in their state to carry out the public library initiative for all of Region 4.

In some states, there may already be a state group (such as the HEART Roundtable of the Utah Library Association or CHIRS Nebraska's Consumer Health Information Resource Service), which promotes health information. Whenever possible we will build and tap into established collaborations.

B. Identify/ support current and create new public library/ community collaborations.

The role of each public library is to work directly with communities. The reality is that many are so busy filling basic information needs that they have not been able to create outreach opportunities with community groups who have a similar mission and would be supportive of providing access to health information. Therefore, public libraries in the region will be given support to reach out to other consumer health advocates in their communities to partner for their shared constituents. Such specialized groups include public health organizations, schools, senior centers, community centers, churches, low income and refugee support organizations.

N.B. a recent mini-grant opportunity was presented to partner with community groups in support of the HHS initiative Healthy People 2010. This is the kind of community initiative that public libraries should support within their role of provision of information to improve quality of life.

C. Encourage state Network Libraries to partner with public library colleagues in their state.

Each Resource Library should provide professional support, collection development, training and any other programs that promote consumer health information advocacy for the public through their local public library.

D. Network affiliate public libraries should work with their health sciences colleagues to streamline ILL and document delivery of consumer health information among public and medical institutions.

One of the strengths of public libraries has always been the ethic that citizens should ultimately be able to borrow any information that can be found and will be loaned. In reality, all types of libraries put up administrative and financial roadblocks to the provision of health and other information. Public librarians and health science library professionals in Region 4 should evaluate the borrowing and distribution systems to ensure that the public is being best served by these practices.

E. Use of resources from library schools in the region.

Two library schools reside in Region 4: The School of Library and Information Management (SLIM) at Emporia State University /Emporia, Kansas and The School of Information Science and Learning Technologies at the University of Missouri/Columbia. Each should be contacted as potential partners in student projects and other support of the public library initiative in Region 4.

PUBLIC LIBRARY COMMITMENT TO OUTREACH IN REGION 4

<u>Support of Priority Projects</u>

The entire Region 4 NN/LM program calls for the support of consumer health information access through network members partnering with public libraries and their communities. However, in several of the outreach projects, public libraries play a more direct part in the success of the priority projects carried out by a state's Resource Library. Public libraries will participate in these priority projects in specific ways as listed below. Public library NN/LM affiliate members will work directly with state liaisons and resource libraries.

  A. Consumer Health-University of Colorado
      1. Continue to identify high quality consumer health resources, links and services in order for public libraries to offer these to the public. Encourage collaboration with other regional models that could be integrated for the public (e.g. Bluestem, Utah Consumer Health Information Network, etc.).
      2. Enhance participation of public libraries by having NN/LM web links and promotion.
      3. Provide collection development background for consumer health resources appropriate in public libraries. Specifically *t*raining and support should be offered in core collection development and evaluation of health resources for the public.
      4. Work toward development of links and resources in multiple languages.
      5. Provide program planning for public outreach opportunities to get public health information to the community through public partnerships, events and promotion.
      6. Provide web page evaluation and support in order to make sure health information is clearly accessible to the public and that the Region 4 web page is useful to both health professional and the general public

  B. Education-University of Nebraska
      1. Design a training program to enhance skills and use of NLM and NN/LM products through training for public librarians as well as consumers.
      2. Create continuing education opportunities in multiple formats: web, classroom, in-library training, digital video, etc.

  C. Public Health-University of Utah
      1. Support distribution of health information to special populations through public libraries and their collaborative partners.
      2. Explore opportunities to work with refugee populations through resettlement agencies or local employers (e.g. Black Diamond is interested in participating in a pilot program for their refugee employees).

D. Technology-University of Kansas
   1. Support all public libraries in order to provide clear, accessible web connections that provide a direct link to consumer health information.
   2. Provide technical support to public libraries when appropriate.

E. Assessment & Evaluation-Washington University
   1. The public library consultant and consumer health liaison will collaborate on the survey to assess public libraries in Region 4.
   2. Develop public survey to be distributed by public libraries (choice of either online or paper) to determine health information and service needs of their constituents.
   3. Participate in evaluation of effectiveness of public library initiative.

PLANNING & PROGRAM DEVELOPMENT COMMITMENT

The plans and priorities discussed in this initiative have been developed with the knowledge of public libraries, their important involvement in their communities and their very vital, yet so far, inadequate success in providing health information to the public. The National Library of Medicine is to be commended for its work in support of medical and public library partnerships. However, if we are to be effective in penetrating the community, we have to be creative, responsive and willing to change our models depending on each state and community. If we are effective in assessment and evaluation, willing to hear what network colleagues tell us about communities, develop public oriented web linkages, collections and programs and collaborate across multi-type libraries and communities, we will indeed provide meaningful health information to the public. It is an evolutionary process which takes time, commitment and most of all the desire to serve multiple and complex public constituencies.

TRAINING

Training for public librarians as well as the public they serve is crucial to the successful utilization of consumer health information. As one of the top reasons citizens use the Internet, public librarians must have the background and training to offer help to the public seeking consumer health information. In turn, users of public libraries want to have the knowledge of where to turn when they wish to seek information about their own health.

A. Participate in and encourage ongoing training at local, state and regional level*s* for public librarians promoting and providing access to NN/LM resources. This would include state association meetings for library, health, community and school related agencies. This is the priority of the University of Nebraska Resource Library.

B. Support training in use of health information resources, collection development, searching specific databases and evaluation of health information resources

C. Participate with the University of Nebraska in developing training and informational tools in multiple formats for accessing health information for the public and public library staff (e.g. video, self-paced courses, etc.)

D. Encourage public libraries to offer public training on the use of consumer health information and accessing NLM/ NN/LM resources. Offer in-library instruction as well as online instruction.

E. Promote participation by public librarians in MLA's Consumer Health Librarian Credentialing Program and other ongoing continuing education opportunities in consumer health information

PROMOTING AWARENESS OF AND ACCESS TO HEALTH INFORMATION RESOURCES

All members of the RML membership network in Region 4 have responsibility for promoting and marketing use of the remarkable health resources of NN/LM through the RML network. Through the RMLs in past years, most medical libraries and medical affiliates should have heard of or used these resources. It is highly likely however, that many public libraries in Region 4 have not yet highlighted and or promoted use of these resources for the public. The challenge therefore, is to spread the word among public librarians, give them the support and training they need to use the resources for the public and in turn have this health information ultimately get to the citizens who can participate in and understand their own health care issues.

A. Develop region-wide promotional materials to be used by public libraries, community groups and in distribution to the general public.

The public library consultant will work with RML network state liaisons, public library   RML affiliate members and priority projects colleagues at the University of Colorado (Consumer Health) and University of Nebraska (Education). Formats should include: brochures, bookmarks, public service announcements, radio & TV (need $ sponsorship perhaps from state medical organizations or public health initiatives).

B. Create a distribution model to support marketing effort

The above collaborative group will create a distribution model of where and how information should promote awareness of the resources and services of the Region 4 RML and related consumer health resources and services. These should capitalize on outlets created by public libraries in partnerships in their communities. (e.g. web, print and broadcast media, medical offices, community centers, health food stores, schools)

C. Each state liaison should work with the public health and public library community to develop consumer health public discussions

D. The RML network represented by the public library consultant, state liaisons and resource libraries should communicate on an ongoing basis with all public librarians in the state as to RML program developments, web resource enhancements, training or any other part of the RML program. This can be done with online statewide distribution lists, state newsletters or other association communications.

EVALUATION

As with any successful program, effectiveness of the Region 4 RML collaboration will rest on the ability to provide meaningful evaluation of resources and services and make timely adjustments to ensure responsive services to medical professionals and the general public seeking health information. Washington University's priority project will provide a structure for this evaluation to take place. The public library initiative outlined herein will also be evaluated as an integral part of the overall RML plan through quantitative measure and anecdotal evidence.

APPENDIX E

SAMPLE MATERIALS

PubMed QUICK GUIDE

Step-by-Step Guide to a Basic Search using PubMed

Pubmed provides free access to **MEDLINE** , which is the bibliographic database of the National Library of Medicine. MEDLINE is the primary resource for locating biomedical information, containing references to journal articles from more than 4000 journals. The database is international in scope with 75% of the citations published in English. The database covers years 1966 to the present and is updated weekly.

> **Other Features:**
>
> " **Single Citation Matcher** allows users to verify a citation using any combination of bibliographic information (i.e., author and title of article, or journal title and page number, etc.).
> " **Cubby** allows users to save a search to run again at a later time. This is a powerful feature if you wish to keep current on the literature in a specific area.

Step-by-step Search

1. **Identify the best search terms – one concept at a time.**

Type one or all of your search terms in the search box and click the _ **Go** _ button.

> *Hint: Pubmed automatically translates your search into MeSH (Medical Subject Headings) terms. Searching for an entire phrase may not give you the best results. Use History _ to check the results of different strategies.*
>
> *Hint: you may truncate a search term by using _* _ . For example, if you type _ arter* _ , the search engine will retrieve _ artery, _ _ arteries, _ _ arterial, _ etc.* **However**, *if you choose to truncate your terms, PubMed will* **not** *translate your search terms into MeSH terms.*

You can use the **MeSH Browser** (located in the left bar on the side of the screen) to identify Medical Subject Headings for your search if you wish.

2. **Combine search term sets.**

You can view the results of each of your term searches by clicking on _ **History.** _ To combine the individual searches, you can type the numbers of the searches in the search box and combine them with _ **AND** _ or _ **OR.** _ It is important that you use capital letters for **AND** and **OR** when combining searches.

> *Example: #3 AND #4*

3. **Limit your search.**

You can limit your search by publication date, publication type, language, or human/animal. Click on _ **Limit** _ and select your limits from the categories listed. Click _ **Go** _ after you have selected your limits to see the results of your most recent search with the limits applied.

> *Hint: Be sure to uncheck _ **Limits** _ after you have limited a particular search. If you do not remove those limits, they will be applied to all of your subsequent search terms. In*

most cases, this will narrow your search too much.

4. View records/ Display options

When you have entered a search term or terms into the search box and clicked _ **Go,** _ you will see a page of search results. You can change the way you view the results by clicking on the pull down menu next to the _ **Display** _ button. Display options include:

 " **Summary** _ this is the display that you see automatically.
 " **Abstract** _ includes citation information and any available abstract for the record.
 " **MEDLINE** _ displays all of the fields in the MEDLINE record, including all of the MeSH terms and other indexing associated with the record.

From the **History** page, click on the underlined number of hits for the search on the right side of the screen to view the search results.

5. Find related articles.

PubMed allows users to select a record from a search that looks especially appropriate and find other articles similar to that one. To search for similar records, click _ **Related Articles** _ next to the record in which you are interested.

6. Place citations on clipboard/ Save:

The clipboard function allows users to save and view selected citations from one or several searches. To add records to the clipboard, click on the check box next to the desired record, then click on the _ **Add to Clipboard** _ button.

 Note: materials on the clipboard are purged after one hour of inactivity.

To **Save** items on the clipboard:

 " Select the citations you want to save.
 " Choose a Display format. Click **Save**. To save *all* citations, simply choose a display format and click **Save**.
 " A _ **Save As** _ window opens.
 " Change the name of the file to something meaningful and use **.txt** as your file extension _ (ex: change the name of your file to _ arteriosclerosis.txt _)
 " Save the file to a location on your computer.

For more instruction on using PubMed, view the PubMed tutorial or the Help Pages found at the left side of the PubMed screen.

APPENDIX F

OUTREACH REPORT FORMS

OUTREACH REPORTING FORM   FEBRUARY 2000
(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY:	Aug 20, 2001

2. TYPE OF ACTIVITY :   ☒ **NLM SYSTEM SESSION**   ❑ TECHNOLOGY AWARENESS   ❑ OTHER (PLEASE SPECIFY):
❑ OTHER INTERNET SESSION   ❑ TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: University of Nebraska Med Center

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: University of Nebraska Med Center

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY **Omaha**	B. STATE **NE**	C. ZIP CODE **68198-6706**
D. COUNTY **Douglas**	E. CONG DISTRICT **2**	

7. LENGTH OF ACTIVITY (HOURS): 1.5	**8. HANDS ON PRACTICE** ☒ YES	❑ NO

9. CEU ❑ YES ☒ NO **CME** ❑ YES ☒ NO ❑ NOT APPLICABLE	**10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%)**	❑YES	☒ NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS			
CONSUMERS			
OTHERS (PLEASE SPECIFY)Medical Students		14	
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL		14	

[1]Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.**12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:**_Teresa Hartman, 402-559-7076

OUTREACH REPORTING FORM   FEBRUARY 2000
(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: Aug 21, 2001

2. TYPE OF ACTIVITY : ☒ NLM SYSTEM SESSION ☐ TECHNOLOGY AWARENESS ☐ OTHER (PLEASE SPECIFY):
☐ OTHER INTERNET SESSION ☐ TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: University of Nebraska Med Center

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: University of Nebraska Med Center

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY **Omaha**	B. STATE **NE**	C. ZIP CODE **68198-6706**
D. COUNTY **Douglas**	E. CONG DISTRICT **2**	

7. LENGTH OF ACTIVITY (HOURS): 1.5	**8. HANDS ON PRACTICE** ☒ YES ☐ NO

9. CEU ☐ YES ☒ NO **CME** ☐ YES ☒ NO ☐ NOT APPLICABLE	**10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%)** ☐YES ☒ NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS			
CONSUMERS			
OTHERS (PLEASE SPECIFY)Medical Students		14	
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL		14	

[1]Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.**12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:**_Teresa Hartman, 402-559-7076

OUTREACH REPORTING FORM   FEBRUARY 2000
(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY:	Aug 27, 01

2. TYPE OF ACTIVITY : ☒ **NLM SYSTEM SESSION**   ☐ TECHNOLOGY AWARENESS   ☐ OTHER (PLEASE SPECIFY):
☐ OTHER INTERNET SESSION   ☐ TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: University of Nebraska Med Center College of Nursing

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Univ of Nebraska Med Center Library of Medicine

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY **Lincoln**	B. STATE **NE**	C. ZIP CODE **68588**
D. COUNTY **Lancaster**	E. CONG DISTRICT **1**	

7. LENGTH OF ACTIVITY (HOURS): 4 sessions, 1 hour each	**8. HANDS ON PRACTICE** ☒ YES ☐ NO

9. CEU ☐ YES ☒ NO **CME** ☐ YES ☒ NO ☐ NOT APPLICABLE	**10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%)**	☐YES ☒ NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS			
CONSUMERS			
OTHERS (PLEASE SPECIFY) nursing students		48	
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL		48	

[1]Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.**12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:**___Teresa Hartman 402-559-7076

OUTREACH REPORTING FORM   FEBRUARY 2000

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY:	Sept 18, 2001

2. TYPE OF ACTIVITY : ☒ **NLM SYSTEM SESSION**   ☐ TECHNOLOGY AWARENESS   ☐ OTHER (PLEASE SPECIFY):
☐ OTHER INTERNET SESSION   ☐ TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: University of Nebraska Med Center

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: University of Nebraska Med Center

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY **Omaha**	B. STATE **NE**	C. ZIP CODE **68198-6706**
D. COUNTY **Douglas**	E. CONG DISTRICT **2**	

7. LENGTH OF ACTIVITY (HOURS): 2	**8. HANDS ON PRACTICE** ☒ **YES** ☐ NO

9. CEU ☐ YES ☒ NO **CME** ☐ YES ☒ NO ☐ NOT APPLICABLE	**10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%)** ☐YES ☒ NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS	18		
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS	8		
LIBRARIANS			
CONSUMERS			
OTHERS (PLEASE SPECIFY)			
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL	26		

[1]Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.**12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:**_Teresa Hartman, 402-559-7076

OUTREACH REPORTING FORM   FEBRUARY 2000
(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY:	Oct 18, 01

2. TYPE OF ACTIVITY :
- ☒ NLM SYSTEM SESSION
- ☐ OTHER INTERNET SESSION
- ☐ TECHNOLOGY AWARENESS
- ☐ TRAIN THE TRAINER
- ☐ OTHER (PLEASE SPECIFY):

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Nebraska Library Association

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NNLM-MR

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY **Kearney**	B. STATE **NE**	C. ZIP CODE **68849**
D. COUNTY **Buffalo**	E. CONG DISTRICT**3**	

7. LENGTH OF ACTIVITY (HOURS):1	**8. HANDS ON PRACTICE** ☐ YES	☒ NO

9. CEU ☐ YES ☒ NO **CME** ☐ YES ☒ NO ☐ NOT APPLICABLE	**10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%)** ☐YES	☒ NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS		14	
CONSUMERS			
OTHERS (PLEASE SPECIFY)			
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL		14	

[1]Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.**12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:**___Teresa Hartman 402-559-7076

OUTREACH REPORTING FORM (February, 2000)
 (Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: August 1, 2001

2. TYPE OF ACTIVITY: ☐ NLM SYSTEM SESSION   ☐ TECHNOLOGY AWARENESS

                                   ☐ OTHER INTERNET SESSION   ☐ TRAIN THE TRAINER

                                   X☐ OTHER (PLEASE SPECIFY): PubMed / MEDLINEplus training

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Utah Department of Health

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: RML 4

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED

A. CITY: Salt Lake City,   B.STATE: UT   C. ZIP CODE: 84114-3105

D. COUNTY: Salt Lake   E. CONGRESSIONAL DISTRICT: 2

7. LENGTH OF ACTIVITY (HOURS):   2   8. HANDS ON PRACTICE: X☐ YES   ☐ NO

9. CEU   ☐ YES   X☐ NO   10. SIGNIFICANT NUMBER OF   ☐ YES   X☐ NO
   CME   ☐ YES   ☐ NO   MINORITIES PRESENT (>50%)
           ☐ NOT APPLICABLE

11. NUMBER OF PERSONS WHO ATTENDED

CATEGORY	AFFILIATED	UNAFFILIATED[1]	UNKNOWN
PHYSICIANS			
NURSES		15	
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS			
CONSUMERS			
OTHERS (Please specify)			
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL		15	

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Kathleen M. McCloskey, 801585-5743

1 Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on
the faculty (full-time, part-time adjunct or clinical) of a professional school.

APPENDIX G

EXHIBIT REPORT

EXHIBIT REPORT

I. DATE OF REPORT: November 10, 2001

II. NAME OF PERSON SUBMITTING REPORT:

III. EXHIBIT SPECIFICS:
    Name of Meeting (Association): American Dental Association

Location: Kansas City, MO

Dates: October 12 – 16, 2001

Staff: Ann Marie Corry, University of Missouri-Kansas City Library
Marsha Carothers, University of Missouri-Kansas City Library
Dennis Haack, MLIS; NN/LM/MCR
Teresa Hartman, MLS; NN/LM/MCR

Number of Registrants: 17,556

Dentists
-U.S. members-	4760
-U.S. nonmembers-	95
-Intl. Members-	70
-Intl. Nonmembers-	61
Total	4986

Students
Total	446

Dental team
-Assistants-	1627
-Hygienists-	1408
-Other	1273
Total	4308

Other
Total	7816

Number of Exhibitors (Companies): 4745

Week Days	Exhibit Hours	Number of Visits to Booth	NLM System Demonstrations	Internet Demonstrations
Sunday - 10/14	9:00 – 5:00	75	36	
Monday- 10/15	9:00 – 5:00	68	23	
Tuesday- 10/16	9:00 – 2:00	35	19	
Wednesday				
Thursday				
Friday				
Saturday-10/13	9:30 – 5:00	169	50	

IV. EXHIBIT SUMMARY

1. Pre-Exhibit Meetings – none

2. Distribution of Pre-mailers, Letters or Invitations – none

3. Booth Location – Location of the booth was very good. We were next to the National Oral Health Information Clearinghouse booth, and were able to 'tag team' the conference attendees that came down our aisle, both giving information on government health resources, and passing them to the next booth.

4. Description of NLM System Program Presentations – none. Efforts to get on the program for next year's conference were made during this event.

5. Problems: We did not experience any major problems. The conference had less attendance than was projected, due (they think) to the recent terrorism activity, and the location of the conference in Kansas City. Next year's conference is planned for New Orleans, where they expect a larger turnout.

6. User Feedback: We heard from a few users that they missed Internet Grateful Med. Most of the comments were very favorable about MEDLINEplus, no matter what the user's profession was. Users were glad to see the Dental Subset and how it could be used to narrow their searches in MEDLINE. Users who lingered long enough at the booth seemed glad to know more about Cubby and Loansome Doc, too.

7. Suggestions/Comments: We were able to create a 'partnership' with the ADA library booth, where we would send conference attendees to them to find out information on document delivery pricing, and they would refer the attendees to us for more in-depth MEDLINE and MEDLINEplus searching. This was something that spontaneously happened on the exhibit floor – it would also be beneficial if we could contact the organization's library ahead of time, for cooperative CE training sessions, sharing information, and to know what the library offered their members.

UMKC Library Director Ann Marie Corry and her assistant Marsha Carothers, from the local dental school library staff, helped us with exhibiting NLM resources on Saturday, Sunday, and Monday. Ms. Corry even brought sugar-free gummi bears on Saturday to give away, which were a hit! We recommend that this type of partnership take place at all future national and regional exhibits. Our booth volunteers added much value to the information that we had to demonstrate, since they recognized current and former students in the crowd and were able to engage them in demonstrations of NLM resources.

We used the time that we had with extra volunteer help at the booth to take NLM information around to the other exhibitors. Many were very glad to receive the information, particularly when they found out about MEDLINEplus. One other exhibitor said that they had heard on Monday morning one of the morning news shows mention MEDLINEplus as a site for anthrax information, a topic that was on a lot of minds during the conference.

The best give-away items that were at the booth were the pens, and the tri-fold brochures. We didn't have anyone come up and ask for PDA-formatted items, but were ready with web pages on a TRGpro that could have been beamed to a conference attendee. These formatted items will probably be more in demand as time goes by, and possibly more with other professionals than dentists.

Finally, commendations go to the two new people on this exhibit team. Dennis Haack, MLIS performed above and beyond the call of duty during this his first exhibit for NLM. The Region 4 RML is very lucky to have someone of his caliber on the team! The other new person who ensured that we experienced no problems is Carolyn Osterman, the assistant at the RML, who set up the reservations and planning for this her first NLM exhibit. Her work and attention to detail enabled us to concentrate on promoting NLM resources.
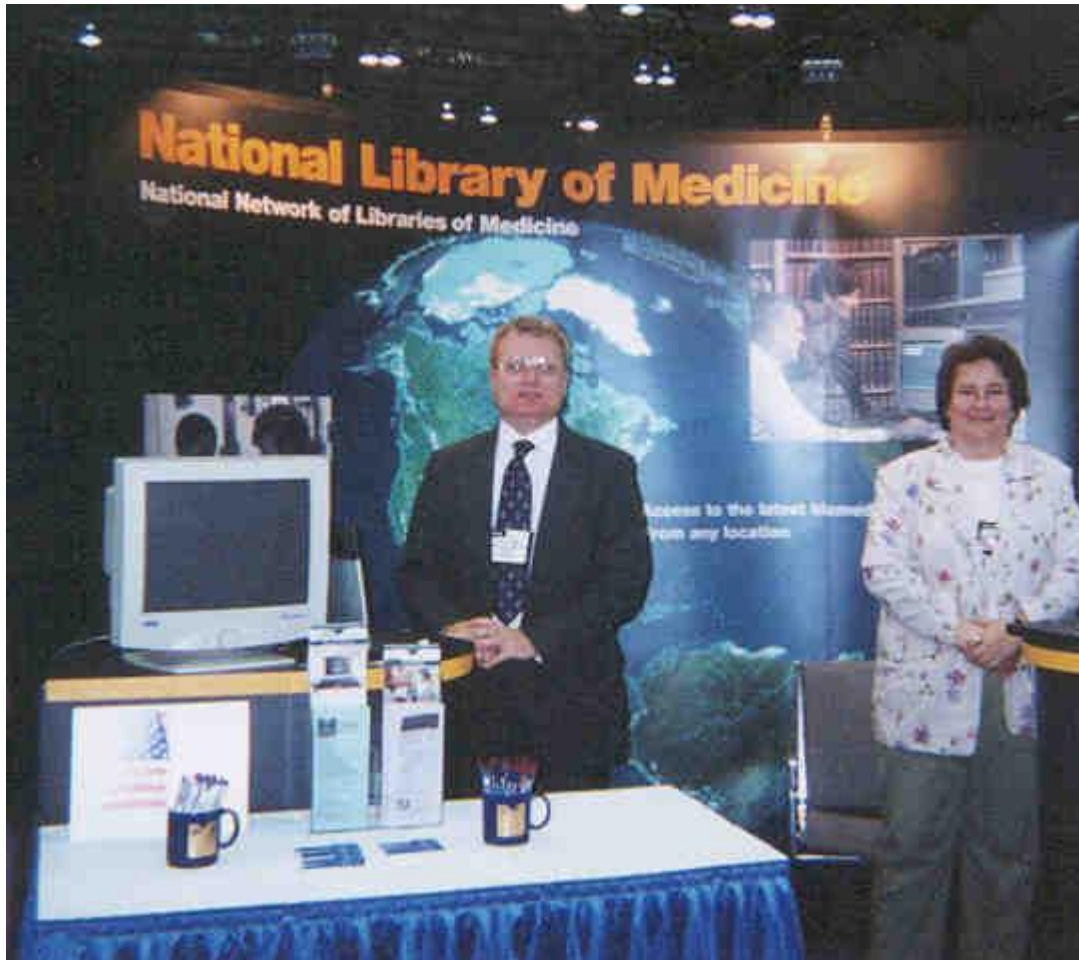
8. Recommendation: Should NLM continue to exhibit at this meeting? Yes.
   The ADA is the largest professional organization for dentists in the nation. This may be the only dental/medical conference many dentist attend. Therefore it is a prime source for making contact with them. The dentists bring with them a large following of office staff that are excellent contacts as potential users and advocates of MEDLINEplus. The ADA site has excellent dental consumer health, NLM products can augment that resource with over-all health information

BUDGET FORM

Meeting:	American Dental Association	Dates:	10/11-16/01
City:	Kansas City, MO	Amount	$7,813.41
SPACE RENTAL			2,850.00
FREIGHT	Champion Transportation		400.76
DRAYAGE			390.00
LABOR			
ELECTRICITY			120.00
PHONES			450.00
TABLES			108.00
CHAIRS			160.50
CARPETS			426.93
TRASH CANS			16.50
COMPUTER RENTALS	Monitors only		193.00
DESIGN & PRINTING			
MAILING COSTS			
ADVERTISING			
MISCELLANEOUS	Cleaning		21.60
TOTAL			5,137.29
AIR TRAVEL			
GROUND TRANSPORT.	Car Rental, Insurance, Gas, Parking		295.72
ACCOMMODATIONS			1,911.40

45

MEALS	462.00
OTHER	7.00
TOTAL	2,676.12
GRAND TOTAL	7,813.41

Pictures

Dennis Haack and Teresa Hartman   American Dental Association Meeting September 2001, Kansas City

Map of Exhibit Hall