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Subject: EOA Submission
To: rml4@rml4.utah.edu

Express Outreach Award Application

STEP 1 - Personal/Project Information

1) Name of Network Member Institution: University of Missouri-Kansas City (Amrita Burdick); University of Kansas Medical Center (Dawn McInnis, Karen Cole, Lynn George, Sarah McQueeny, Amy Ritterskamp); Kansas City University of Medicine and Biosciences (Marilyn DeGeus)

2) LIBID: MOUMKC

3) Project Manager: Amrita Burdick, MALS, MA Ed., AHIP

4) Position Title: Librarian III, Clinical Medical Librarian

5) Mailing Address: Health Sciences Library
2411 Holmes St.
Kansas City, MO 64108-2792

6) Email Address: burdicka@umkc.edu

7) Telephone number: 816-235-1876

8) Fax number: 816-235-6570

9) Proposed start date for 12 month project: November-December 2008 for informational flyers

10) Project Title: Changing the Face of Medicine – a Kansas City Academic Medical Library/Community Celebration

11) Project Summary: The ALA/NLM traveling exhibition, “Changing the Face of Medicine: Celebrating America’s Women Physicians”, is scheduled to be held in the Greater Kansas City Metropolitan Area from October 3 to November 11, 2009. This is an opportunity to celebrate the successes of women in medicine and science and to encourage health career paths for young females. The exhibit is sponsored by four local academic medical libraries and housed in the Archie Dykes Library at the University of Kansas Medical Center. This broad library support provides an excellent opportunity to highlight the contribution of libraries and information access to health care.

Kansas City is an unusual metropolitan area with three women deans leading its three medical schools. The three schools represented by these four libraries have a commitment to increasing diversity in the profession of medicine and to sponsoring community outreach programs. The University of Kansas School of Medicine, the University of Missouri-Kansas City School of Medicine, and the Kansas City University of Medicine and Biosciences serve inner city populations of diverse ethnic groups through clinics and hospital care as well as providing educational outreach and programs encouraging health career development. The exhibit will help inform the community of these services and opportunities and encourage further cooperative efforts.

We have planned five lectures for health professionals and the community as well as programs involving the Girl Scouts and elementary and high school students. We will also create a special exhibit web site. Numerous parallel activities involve other community organizations and academic institutions.

12) Evidence of need: When we submitted the original exhibit grant proposal, we received letters of support from over thirty-five (35) community organizations. As we plan for this exhibit, we are continuing to develop community partnerships with diverse organizations, increasing awareness of contributions of women to medicine, and promoting career opportunities for young women. When working with school groups, the projects will involve an introduction to some of the tools of health technology. Printed materials will provide information links to health careers and health information resources for consumers.

The project includes outreach to female based organizations of various ages--Girl Scouts, American Medical Women’s Association student chapters, and the Women’s Committee of the Metropolitan Medical Society. We also are working with local schools, science classes, Science Pioneers (a non-profit organization that sponsors the Greater Kansas City Science & Engineering Fair, as well as various educational outreach programs for students and professional development for teachers), public and private libraries, and

community organizations. This unusual collaborative grant is a combined effort of four Kansas City academic medical libraries, and we would like to supplement local funds to allow further outreach. We anticipate that activities will include elementary and high school students; other youth and women's organizations; and a variety of college students in history, women's studies, and the health professions.

Our medical schools are located in a metropolitan area with a very diverse population, and the institutions traditionally provide health care for low income families. As a local campaign reminds us, "Kansas City is a metropolitan region involving two states, 18 counties, and 50 unique communities that are intertwined economically, socially and culturally." The Kansas City metropolitan area of approximately two million people includes growing numbers of ethnic minorities. The 2006 population estimates for the entire metropolitan area include: 12% African American (about 24% in the Jackson County portion of Kansas City, Missouri), 5% Hispanic, 1% Native American, and 2% Asian-Pacific. The girl membership (ages 5-17) of the Girl Scout Council reflects similar minority percentages, except for a slightly higher ratio of American Indian/Asian/Pacific Rim children. The total number of Girl Scout members (not including adults) of NE Kansas and NW Missouri Council is 36,631. The !

elementary schools surrounding the medical centers consist predominately of minority students. We hope this exhibit will increase the interest of ethnic minorities and women, especially those from low income areas, in careers of science and medicine.

13) Detailed Project Description: These are the events we plan with approximate costs:

1) Opening reception – As our keynote speaker, we are proud to welcome Dr. Marjorie Sirridge, a trail blazing physician who was the first Kansas City female medical school dean. She is featured in the exhibit.

- Facilities set up, housekeeping, AV; \$400.00
- Honorarium \$300.00
- Food for reception \$900.00
- Floral arrangement \$200.00

2) Girl Scouts – an interactive hands-on learning exploration of health sciences and careers involving senior scouts, in collaboration with the pathology department of the University of Kansas Medical Center and the "Association of Women in Science" club at William Jewell College.

- Informational materials re. careers and healthcare \$700.00
- Food \$200.00
- Supplies for pathology project \$ 50.00

3) "Medical Tools of the Trade" -- program for elementary students by medical students, reaching out to metropolitan school children to encourage them in a medical/scientific career.

- Informational materials \$200.00
- Science career favor bag \$500.00

4) Women's Experiences in Medicine – a dramatic presentation featuring students from the University of Missouri-Kansas City theater classes reading from diaries of prominent women physicians, and lecturer, Dr. Diane Buckingham, a metropolitan area psychiatrist who works with adolescents.

- Speaker gift- \$75.00
- Food - \$300.00
- Facilities and AV - \$340.00

5) Dean's Panel and Tea – a panel discussion of the three Kansas City female deans.

Sponsorship arranged by the three institutions.

6) Local pathologist, Dr. Mary Dudley, for Halloween program and lecture about forensic medicine.

- Facilities and AV - \$340.00
- Speaker gift - \$75.00

7) Women in Research – a cooperative effort with Linda Hall Library of Science, Engineering, & Technology featuring speaker Dr. Sara Walker

- Transportation from Columbia, MO – \$130.00 gas mileage
- Speaker gift - \$75.00
- Food for reception \$100.00

8) Closing -- tentatively -- Dr. Jacalyn Duffin, Hannah Chair History of Medicine, Queen's University, Kingston Ontario, Canada

- Travel, honorarium and local accommodations sponsored.
- Facilities and AV - \$340.00
- Reception -- \$300.00

A related program that we anticipate hosting at the exhibit site is a meeting of the Health Sciences Library Network of Greater Kansas City with a program featuring librarian, Brenda Pfannenstiel, and her work with Dr. Marjorie Sarridge in locating biographies of women physicians. (No funding required.)

A tentative ancillary program, provided by a speaker from the New York Academy of Medicine, will be the portrayal of women physicians in the movies. (This is also a sponsored program.)

Additional costs for informational flyers on health information resources and careers in medicine. -- \$1100.00

Project total - \$6625.00

14) List specific project objectives you hope to achieve: We hope that the examples of women in medicine will provide inspiration and encouragement to young people. We would like to use the exhibit to encourage more applications from underrepresented minority students and other women to our medical schools.

We also hope to host area high school classes at the exhibit, and thus encourage related career choices in science and health care.

15) Describe how you will sustain these objectives beyond the funding calendar: We will continue efforts through ongoing institutional outreach projects such as children's and career pathway programs and community service. The exhibit is an attempt to introduce, encourage, and highlight existing opportunities.

16) List the numbers and types of people you expect the project to reach: As many as 15,000 community visitors and health professionals during the six week celebration: at least 450 health professionals, 50 librarians, 600 school children, and 350 community people.

17) Methodology with specific steps: During this six week exhibit from October 3 to November 11, 2009, we will host five programs as listed under the detailed project descriptions-- approximately one per week. We will schedule visits of the school groups and Girl Scout troops. The interactive classes for young people will be hosted at the Dykes Library working with staff of the pathology lab at the University of Kansas Medical Center. An approximate timeline of specific steps follows:

- 1) Schedule and coordinate speakers who have agreed to participate.
- 2) Arrange for program facilities and media support. Schedule lecture halls.
- 3) Develop publicity, including the exhibit website.
- 4) Develop informational pamphlets regarding careers and health information resources.
- 5) Contact (35-40) earlier groups that provided letters of support, and ask them for information about related events and activities in order to create links and calendar entries from our website.
- 6) Coordinate access to the local physician website produced by the Metropolitan Medical Society from exhibit website.
- 7) Publicize the exhibit.
- 8) Do ongoing quarterly reports to NNLM as arrangements progress.
- 9) Organize additional volunteers, including medical students.
- 10) Create approximately 250 student science career favor bags.
- 11) Arrange transportation and lodging as needed for out of town speakers.
- 12) Arrange for reception and refreshments.
- 13) Set up the exhibit, coordinating incoming and outgoing shipments.
- 14) Count attendees and gather statistical data, including brief surveys of young people about career interest.
- 15) Tally related community events and activities by other organizations.
- 16) Tear down the exhibit and ship it to the next hosting library.
- 17) Make final reports.

18) List name(s), address(es), website(s) (if any) and description(s) of partner organization(s) and key contact person:

The first four university libraries are the exhibit sponsors. The rest of the contacts are organizations who will be providing related programming or will be attending special programming in the exhibit area.

Organization: Health Sciences Library, University of Missouri Kansas City
Contact Name: Peggy Mullaly-Quijas, Ph.D., AHIP, Assistant Director for the Health Sciences Libraries

Address: UMKC Health Sciences Library

Address: 2411 Holmes St.

City, State, Zip: Kansas City, MO 64108-2792

Phone: 816-235-1871

Fax: 816-235-6570

Contact e-mail: Mullaly-QuijasM@umkc.edu

Organization description: School of Medicine Library Organization website:

<http://library.umkc.edu/hsl>

Organization: Dykes Library, University of Kansas Medical Center
Contact Name: Karen Cole, Ed. D., Director of Dykes Library

Address: University of Kansas Medical Center

Address: MS 1050 3901 Rainbow Blvd

City, State, Zip: Kansas City, KS 66160

Phone: 913-588-7300

Fax: 913-588-7360

Contact e-mail: kcole@kumc.edu

Organization description: School of Medicine Library Organization website:

<http://library.kumc.edu>

Organization: Library, Kansas City University of Medicine & Biosciences
Contact Name: Marilyn J. De Geus, M.A., M.L.S., Director of the Library

Address: Kansas City University of Medicine & Biosciences

Address: 1750 Independence Avenue

City, State, Zip: Kansas City, MO 64106-1453

Phone: 816-283-2295

Fax: 816-283-2237

Contact e-mail: mdegeus@kcumb.edu

Organization description: School of Medicine Library Organization website:

<http://www.kcumb.edu/lib/default.asp>

Organization: Clendening History of Medicine Library, University of Kansas Medical Center
Contact Name: Dawn McInnis, Rare Book Librarian

Address: Clendening History of Medicine Library

Address: University of Kansas Medical Center

Address: MS 1024 3901 Rainbow Blvd
City, State, Zip: Kansas City, KS 66160
Phone: 913-588-7244
Fax: 913-588-7060
Contact e-mail: dmcinnis@kumc.edu
Organization description: School of Medicine (history of medicine) Library Organization
website: <http://clendening.kumc.edu>

Organization: Girl Scouts of NE Kansas and NW Missouri Council
Contact: Laura Moore, Community Partner Coordinator, and Alexis Denny, Science, Math, Engineering, & Technology Specialist
Address: Girl Scouts of NE Kansas and NW Missouri
Address: 8383 Blue Parkway Drive
City, State, Zip: Kansas City, MO 64133
Phone: 1-800-728-8750
FAX: 816-358-5714
Contact e-mail: LauraMoore@girlscoutsksmo.org alexisdenny@girlscoutsksmo.org
Organization description: Girl Scouts is an organization that, in partnership with committed adult volunteers, helps girls grow in courage, confidence, and character through a variety of enriching experiences. Girl Scouts of NE Kansas and NW Missouri Council annually serves more than 48,000 girls, ages 5-17, from all populations, religions, and socioeconomic backgrounds in 47 counties surrounding the greater Kansas City metropolitan area.
Organization website: <http://www.girlscoutsksmo.org/default.asp>

Organization: American Medical Women's Association, (AMWA), UMKC Student Chapter
Contact Name: Rachel Marie Griggs, President, 2007-2008
Address: UMKC School of Medicine
City, State, Zip: Kansas City, MO 64108-2792
Phone: c/o Student Affairs Office-- Brenda Rogers, M.D.
Associate Dean for Student Affairs
M4-207, 816-235-1782
Fax: none
Contact e-mail: rmgfh3@umkc.edu
Organization description: "The American Medical Women's Association (AMWA) is an organization of women physicians, medical students and other persons dedicated to serving as the unique voice for women's health and the advancement of women in medicine." From the national website:
<http://www.amwa-doc.org/index.cfm?objectid=2C517F26-D567-0B25-5B70B5515493AC69>
There are student chapters of AMWA at each medical school; the other 2 medical school chapters likely will also be involved.
There is no local website.

Organization: Linda Hall Library of Science, Engineering, and Technology
Contact Name: Jenny Bruenger, MLIS, BSE, Reference Librarian and Education Liaison

Address: 5109 Cherry Street
City, State, Zip: Kansas City, MO 64110
Phone: 816-926-8725
Fax: 916-926-8782

Contact email: bruengej@lindahall.org

Organization description: Linda Hall Library is an independent public library of science, engineering and technology located on a 14 acre arboretum in Kansas City, Missouri. The public is welcome to use the collections on site without cost. The Library is used extensively by companies, academic institutions and individuals throughout the world. The Library was established by the wills of Herbert and Linda Hall and opened in 1946.
Organization web site: <http://www.lindahall.org/index.shtml>

Organization: Health Sciences Library Network of Kansas City (HSLNKC) Contact Name: Dick Kammer MA, MLS, Health Information Access Specialist

Address: Olathe Medical Center
Address: Health Sciences Library
Address: 20333 W. 151st Street
City, State, Zip: Olathe, KS 66061-5350
Phone: 913-791-4207
Fax: 913-791-3510

Contact e-mail: rekammer@ohsi.com

Organization description: Health Sciences Library Network of Kansas City (HSLNKC) is a multi-library network dedicated to the cooperation and sharing of resources for improving the health of the people of greater-Kansas City.
Organization website: <http://www.hslnkc.org/>

Organization: History and Philosophy of Medicine Department, University of Kansas Medical Center Contact Name: Dr. Christopher Crenner, Associate Professor and Chair of History and Philosophy of Medicine

Address: History and Philosophy of Medicine Department
Address: University of Kansas Medical Center
Address: MS 1025 3901 Rainbow Blvd
City, State, Zip: Kansas City, KS 66160
Phone: 913-588-7040
Fax: 913-588-7060

Contact e-mail: ccrenner@kumc.edu

Organization description: School of Medicine Department Organization website: <http://www3.kumc.edu/historyofmed/>

Organization: Metropolitan Medical Society of Greater Kansas City Contact Name: Jill Watson, Executive Director

Address: Metropolitan Medical Society of Greater Kansas City
Address: 315 Nichols Road, Suite 250
City, State, Zip: Kansas City, MO 64112
Phone: 816-531-8432

Fax: 816-531-8438

Contact e-mail: jwatson@metromedkc.org

Organization description: The Metropolitan Medical Society of Greater Kansas City is a 126 year old organization committed to helping physicians maintain the traditions of high ethical conduct and high quality medical care for patients in Kansas City. Metro Med provides physicians with the resources and collective strength they need to better serve their patients and the medical profession.

Organization website: <http://www.metromedkc.org>

19) State how you will publicize and promote your project to the target audience: Save the date cards are already circulating. Programming will be announced in Kansas City Visitors and Convention Bureau publication, local newspapers, university alumni associations, and through university publicity as well as our own exhibit internet site. Our contacts with other organizations will be another strong medium for promoting the exhibit and its activities.

20) State how you will evaluate the project and measure the success for each objective: We are required to keep detailed statistical data to report programs and attendance to the ALA/NLM sponsoring organization. We will tabulate data by age groups and report health professional and community attendance. We would be happy to share the data with NNLM.

We will keep all publicity and printed materials and keep a tally of related activities among other community groups.

To evaluate the interest in a career in medicine, we will develop and distribute a brief survey of interest in medicine for youth group attendees, and tabulate the results.

21) Resumé submitted to rml4@rml4.utah.edu: Yes

STEP 2 - Project Budget Information

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1) BUDGET PROPOSAL

CATEGORY

NN/LM

- 1) Personnel Costs: \$ 1945.00
 - 2) Supplies Costs: \$ 3925.00
 - 3) Equipment or Software Costs: \$ 00.00
 - 4) Travel Costs: \$ 130.00
 - 5) Other Costs: \$ 00.00
- =====

Total Costs: \$ 6000

Total NN/LM Costs: \$ 6000

2) EXPENDITURES

Please describe the types of expenditures that you have included in each budget category and explain why they are needed:

Personnel Costs: \$1945.00

A significant expense is the cost of the AV and facilities personnel who will be setting up and working at these events, many of which are scheduled for weekends. The honorarium and speaker gifts are nominal.

Supplies Costs: \$3925.00

The biggest cost is career and healthcare printed materials and supplies for the youth programs at \$1925.00. Reception costs: \$1800.00. Floral arrangements for opening reception: \$200.00.

Equipment or Software Costs: \$00.00

We are not purchasing any equipment for this event. If we need additional computer equipment for the student groups, we will ask our institutions to provide them during the exhibit dates.

Travel Costs: \$130.00

There is only one speaker from out of town who has travel costs that aren't covered by a sponsoring group. She is a regional physician who is featured in the exhibit.

We are searching for supplementary funding within our own institutions and from other organizations to cover additional costs of the exhibit, e.g., street banners, additional promotional material. Institutional support includes the personnel time needed to coordinate and monitor the exhibit and events. Our institutions are covering current mailings and phone calls dealing with the local arrangements as well as some of the printed materials. The full cost for the Dean's Panel and tea is institutionally sponsored. The closing speaker, travel, honorarium and local accommodations are sponsored.

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Amrita J. Burdick
Clinical Medical Librarian
University of Missouri-Kansas City
2411 Holmes St. – Kansas City, MO 64108-2792
ph. (816) 235-1876

EDUCATION

M.A.L.S. - with emphasis on Health Sciences Librarianship - University of Missouri- Columbia, August 1980;
Masters' Degree in Education -- Curriculum and Instruction - University of Missouri-Kansas City, August 1993.

Certification

Distinguished Member, Medical Library Association Academy of Health Information Professionals 1991-present. Certified by Medical Library Association, 1981-present.

Honors

Beta Phi Mu, library honorary
Pi Lambda Theta, education honorary

Professional Experience

Librarian III-- University of Missouri-Kansas City --7/84- present (three positions)
Clinical Medical Librarian (4/95--) Participate in student clinical rounds, providing clinical and educational information and instruction. Provide general medical reference services, searching online databases, including OVIDSP, Web of Science, First Search and various Internet and electronic resources. Instruct students and end-users. Participate in collection development. As member of IACUC committee conduct complex searches for animal researchers.

Science Cataloger (9/91 to 4/95) --Supervise maintenance of online catalog authority and bibliographic records. Catalog science materials using OCLC system with Library of Congress and National Library of Medicine Classification Systems; catalog foreign publications and miscellaneous formats. Transferred from preceding position in the same system due to system reorganization.

Assistant Chief Health Sciences Librarian (7/84 to 9/91) -- Supervise all support staff services, including circulation, interlibrary loan and serials. Supervise technical processing. As part of reference staff, search databases including NLM, BRS, DIALOG and DataStar systems. Design computerized billing system and library applications for other software and train support staff in their use. Provide educational programs for pharmacy students and medical students; organize and teach seminar in online searching for new reference staff.

State Services Librarian (Librarian II) - University of Kansas Medical Center -- 3/81 to 7/84 -- Serve as consultant to small Kansas medical libraries; present training workshops for library personnel at small hospitals. Provide reference services and interlibrary loans to small libraries and to individual physicians and researchers.

Medical Librarian -- VA Medical Center-- Kansas City --8/80 to 1/81-- Temporary appointment following library trainee position at the same facility. Reference, online searching, cataloging, interlibrary loans. Train and supervise library volunteers.

Selected Publications/Research since 1990

Burdick, AJ "Tough night for call" Canadian Medical Association Journal. 2004 Aug 3; 17(3): 263.

Burdick, AJ "Informationist? Internal medicine rounds with a clinical medical librarian" Journal of Hospital Librarianship 2004; 4(1):17-27.

Burdick, AJ. "Changing the view" Canadian Medical Association Journal 2002 Jul 9; 167(1):63.

Burdick AJ -- Where do the stories go? (poem) *Human Factor* 2000 Jan; 2: 2.

Burdick AJ -- participating in alternative pain management research project with the Truman Medical Center Sickie Cell Clinic. Received funding of \$1200. for patient training April 1996.

Burdick AJ & Gerrity M. Residencies by state and Residencies by specialty on the UMKC School of Medicine web page 1995--

<http://research.med.umkc.edu/resByState.html>

<http://research.med.umkc.edu/resBytype.html>

Burdick AJ et al. Citation patterns in the health sciences: implications for serials/monographic fund allocation. *Bulletin of the Medical Library Association* 1993 Jan; 81(1):44-7.

Burdick AJ. Every researcher starts out green and stays that way a long: a personal perspective on library research and publication. *MCMLA Express* 1991 Summer; 13(2): 1-3. (also reprinted in three other chapter newsletters)

Burdick AJ et al. Research activities among health sciences librarians: a survey. *Bulletin of the Medical Library Association* 1990 Oct; 78(4):400-1.

Presentations

Burdick, AJ – Compassion and Professionalism: a New Role for Clinical Medical Librarians. Poster Session. Annual Meeting Central Group for Educational Affairs, Association of American Medical Colleges. Kansas City, MO March 9, 2006.

Burdick, AJ --Humanism: the Visible Librarian. Poster Session. Annual Meeting. Medical Library Association. Dallas, TX. May 2002.

Burdick AJ -- Pain as the Fifth Vital Sign: Bridging Humanity and Technology. Presented paper at annual meeting of Midcontinental Chapter of the Medical Library Association, September 2000.

Burdick, AJ and Pfannenstiel, BR.-- Clinical Medical Librarianship: Coming of Age, What Next? Poster Session. Annual meeting, Medical Library Association, Philadelphia, PA , May 1998.

Grants

2004- 2009 – Changing the Face of Medicine. ALA Traveling Exhibit, co-author with librarians from the three Kansas City medical Schools: Beth Banks, Dawn McInnis and Marilyn DeGeus. Awarded 2004. Exhibit scheduled for 2009.

2003 – Friends of the Library Grant, in conjunction with Sirridge, Shannon, and Smith, "Humanism for physician and patient," \$1194.35 partially funded.

2002 -- Friends of the Library Grant, " Professionalism and Medical Care" \$582.40.

2000 -- Friends of the Library Grant, "Medicine and Society: an Historical Perspective." \$539.85.

1999 -- Friends of the Library Grant, "Humane Medicine: the Difficult Medical Situation" -- \$547.95

1997 April - Sickie Cell/ Jin Shin Jyutsu Workshop -- Scholarships for 4 patients- \$2400.

1996 -- "Multicultural Aspects of Medicine" - Friends of the Library Grant -- \$845.55