

Quarterly Report

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Name and address of reporting institution:

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Project Title:

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

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Reporting Period start date: February 1, 2009

Reporting Period end date: April 1, 2009

Publicity:

List publicity and promotional activities conducted during the reporting period, if there were any. (Send any examples of non-electronic promotional materials to the NN/LM MCR by mail or send an email attachment to reports@rml4.utah.edu or provide URLs.)

We firmed up the speaker's presentation titles as well as the time and location of the events. We wrote letters reminding community supporters of the upcoming event and completed distributing these early reminders in December and January.

Amy Ritterskamp of Dykes Library, University of Kansas Medical Center designed some lovely posters for young people and a smaller letter size poster for more general distribution. The larger posters have been printed and are ready for distribution. She also designed the official website for the event. The posters and the website were approved by American Library Association and even rated a comment of "looks wonderful" from the staff member at ALA. (See attached.) Our website is at <http://library.kumc.edu/womeninmedicine>

A representative from the Metropolitan Medical Society came to our February 18th meeting. The society's website for local women physicians to enter information to encourage careers in medicine was ready for physician data entry in March. Two of the sponsoring universities have distributed the link to their medical faculty and alumni, and the third one should do so shortly. We have a link on our website reserved for the Metropolitan Medical Society databank and hope for a strong response from local women physicians.

On February 25, 2009, Mary Ann Warren, Kansas Statewide Director of Area Health Education Centers took some Save the Date cards, and is interested in posters and filming the presentations. Copies of a black and white poster and some Save the Date cards were distributed at the University of Kansas Anesthesia Department *Post Graduate Symposium on Anesthesiology* March 27-29, 2009. Although most of the large posters will go to

teachers, a few also will be distributed within each of our institutions. As of early April, one of them found a home on the bulletin board at the University of Missouri-Kansas City Department of Medical Humanities and the Clendenning Library at the University of Kansas has displayed a large poster on an easel along with small black and white posters that visitors can take with them.

Outreach:

Complete an [Outreach Reporting Form](#) for demonstrations and training that took place during the reporting period. No demonstrations during this time period.

Other accomplishments:

The Health Sciences Library Network of Kansas City, the local health sciences library group, funded a small grant request, written by Dawn McInnis and Peggy Mullaly-Quijas. This will help pay for publicity flyers, for some Girl Scout learning day needs, and for receptions at some lectures that had no sponsors.

The University of Missouri-Kansas City Institutional Review Board said that the youth survey that we designed will not need IRB approval. Likely the other institutions will follow their decision, which will make our work with that survey easier.

Lynn George has continued to work on organizing the Girl Scout and school events. Dykes Library, at the University of Kansas Medical Center, would be able to handle one school session each week with up to 120 students in each group. There will be two Girl Scout sessions. Tentatively there will be some hands-on teaching sites for viewing bacteria through a microscope, for DNA extraction and one with student nurses showing how to take blood pressure. We are continuing to explore resources for the “goodie” bags relating to health careers and health information. Amrita Burdick took the NN/LM MCR Spotlight! on NLM March 25 webinar - Educational Resources for Kids and found some additional sites that might be worth noting for the youth groups. We are still compiling a list of resources and looking for appropriate favors and handouts that would provide incentives for youth in terms of health information and health careers.

Target audience:

Are there any insights you have gained about your target population during this reporting period? Have their needs changed since your initial assessment? Is the group different from your original anticipated audience?

Dr. Diane Buckingham prefers to speak at noon. Thus we are shifting the anticipated audience from the general public to a student audience, hoping that teachers take classes on a field trip to see the presentation.

Goals, Outcomes, Objectives:

Discuss problems, successes, surprises, and/or insights of this quarter. Based on these experiences and your progress to date, have you rethought or in any way modified your objectives for the project? Are the needs of the audience those you anticipated, and are the outcomes you expected still feasible?

We realized that costs for audiovisual personnel needed to be moved to the main costs of the grant as we weren't actually hiring any people to do the work, but simply contracting for services. We received permission from the grant coordinators to do this.

The process of coordinating efforts from four different institutions makes the process somewhat more complex. We are working out the processes for reimbursement and purchasing materials and are making very good progress in preparing for the event.

Evaluation:

List any specific evaluation activities that occurred during the reporting period. Activities might include surveys, focus groups, pre- and post-tests, interviews, log of activities, or other steps to monitor progress.

No evaluation from the group during this period.

We were, however, very pleased with the positive responses to the design of our posters and website from the American Library Association. And we were relieved that our survey for youth does not require IRB approval, as that makes the process simpler.

Impacts and Observations:

If there are anecdotes that illustrate the impact that the project is having, provide the narrative here; include any indicators of success. Share observations, lessons learned, and any other feedback you think would be helpful.

Planned Activities:

Provide a brief outline of activities (training, exhibits, web development, meetings, evaluation etc.) that are scheduled for the next quarter.

We continue to use SharePoint calendar and task list and to load documents to the shared site. The tasks that we want to complete in the next quarter are:

- 1) Get posters and letters mailed to teachers.
- 2) Continue work with room reservations at the University of Kansas Medical Center and the University of Missouri-Kansas City main campus for remaining event times.
- 3) Arrange for the Readers' Theater presentation as part of Dr. Diane Buckingham presentation.
- 4) Mail a follow-up letter to original community supporters sending a small black and white events poster and information about the exhibit website link. (This will be the last official communication until about early September when we will send a postcard reminder.)
- 5) Continue working on list of educational materials and small educational items for student favor bags and order any necessary materials.
- 6) Make a plan to coordinate media contacts from the three universities and the Linda Hall Library. Develop and send press releases for the exhibit as a whole to the American Library Association representative for approval.

7) Begin to develop press releases for individual lecture events and send these to the American Library Association representative for approval.

8) Discuss the exhibit placement/layout plan at Dykes Library.

9) We intend to meet monthly with the next meeting scheduled for May 13th.

10) Make arrangements for payment of speaker honoraria and send invoices for the large posters and educational materials to the University of Missouri-Kansas City. These will then be forwarded to the University of Utah.

Attachments: Large poster pdf