

Quarterly Report

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Name and address of reporting institution:

Becker Medical Library, Washington University School of Medicine
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Project Title: Mobile School Health Information Initiative (MoSHI)

Name of person submitting report: Will Olmstadt

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Reporting Period start date: August 1, 2010

Reporting Period end date: November 15, 2010

Publicity:

There is no additional publicity to report for this quarter.

Outreach:

We will have OARF to submit for next quarter.

Other accomplishments:

On October 6, 2010, as part of national Media Literacy Week activities, Will Olmstadt and Judy Hansen hosted a panel, *Mental Health and Substance Abuse Messages: Truth or Consequences*, on the school of medicine campus. The panel featured 2 local experts dissecting media messages about eating disorders and substance abuse, with tips on how educators can make students more informed consumers of media.

Over 20 people attended, and more than half were not Washington University affiliates. Evaluations were favorable. This is another example of Becker Library's sustained relationship with one of our MoSHI community allies, Gateway Media Literacy Partners.

Additionally, Will Olmstadt was nominated for the board of Gateway Media Literacy Partners.

Will Olmstadt presented about MoSHI as part of a round table presentation at the American Public Health Association (APHA) annual meeting in Denver, Colorado, on November 9, 2010. The official program abstract is at <http://apha.confex.com/apha/138am/webprogram/Session30901.html>. The session was attended by 9 people. Other roundtable presenters and moderators were impressed by MoSHI. APHA is the largest gathering of public health professionals, and it is gratifying to have the merits of MoSHI recognized by conference attendees.

Target audience:

Investigators spent the month of October 2010 trying to get an audience with the administrator responsible for K-12 librarians in the St. Louis city public schools. Multiple e-mails and voice mails went unreturned, or were incompletely returned at odd hours when MoSHI investigators were not available. Becker Library has tried creative ways to work with this administrator, with no success. Investigators also inquired with a Becker Library staff member's spouse, who is a science teacher in the city public schools, about other, more responsive contacts. Unfortunately, the known contact is the gatekeeper for offering the MoSHI presentation.

In this process, Becker Library learned that the city public schools no longer have a district-level coordinator devoted to their school media centers. That person departed last year and her duties were absorbed by an existing superintendent. In terms of the target audience, investigators wonder how common this has become nationwide.

MoSHI funding will expire before investigators can administratively navigate the process of presenting to the city public schools. The final report will offer suggestions for a more intensive effort targeting the St. Louis city public schools. This might be a candidate for future funding from NN/LM MCR. The MoSHI project has reached a significant number of its target audience members in other venues.

Goals, Outcomes, Objectives:

As outlined in the project budget, Will Olmstadt presented about MoSHI during the MidContinental Medical Library Association annual meeting in Wichita, KS, on October 8, 2010.

Evaluation:*In-Class Evaluations*

There are no additional in-class evaluations for this quarter.

Three-month evaluations

On September 7, 2010, investigators sent three-month evaluations to three groups who did not receive them. The e-mails were purposely sent after Labor Day in an effort to ensure all participants resumed school and were checking work e-mail addresses. One reminder was e-mailed on September 21. Investigators closed three-month data collection on October 7.

For all follow-up surveys, not just those sent this past quarter, we have 23 usable, completed three-month evaluations from 45 e-mail addresses. Only one e-mail was unusable, and investigators researched it, found a correct one, and resent the invitation. One person opted out of the three-month evaluation.

Even with a reminder, we only achieved a response rate of 51% on the follow-up evaluations. This does not meet the stated goal in our logic model of an 80% response rate for both in-class and three-month evaluations.

Responses indicate MoSHI is successful and meeting the outcomes specified in our logic model. The summary of all three-month evaluations follows.

MoSHI Follow-up from Becker Library

Please indicate the grade level(s) of library in which you work.		
Answer Options	Response Percent	Response Count
Elementary	53.3%	8
Middle or junior high	40.0%	6
High school	26.7%	4
Other (please specify)		8
<i>answered question</i>		15
<i>skipped question</i>		8

Since the MoSHI presentation, which of the following credible health information web sites have you continued to use, and for what purpose have you used them?			
Answer Options	Used for my school (teachers, students, administrators, parents)	Used for myself	Response Count
MedlinePlus.gov	18	15	20
KidsHealth.org	14	8	16
AIDS Info	0	0	0
Genetics Home Reference	1	0	1
Household Products Database	5	3	6
NIH Senior Health	4	1	4
Partners in Information Access to Public Health	1	1	2
ToxMystery	2	1	2
ToxTown	6	1	6
Other (please specify)			2
<i>answered question</i>			20
<i>skipped question</i>			3

Please rate your confidence in identifying and locating credible health information on the web 3 months after participating in the MoSHI curriculum.		
Answer Options	Response Percent	Response Count
Very confident	65.2%	15
Somewhat more confident	21.7%	5
About as confident	13.0%	3
Less confident	0.0%	0
<i>answered question</i>		23
<i>skipped question</i>		0

Have you been able to use the principles of media literacy from the MoSHI curriculum to evaluate health information messages?		
Answer Options	Response Percent	Response Count
No	40.9%	9
Yes	59.1%	13
<i>answered question</i>		22
<i>skipped question</i>		1

New, unreported comments from the final open-ended question:

“Please see my above comment - we use this with health classes frequently - our teachers love this resource for all the right reasons - just recently health classes used it to research "Fad Diets".”

“I am a middle school librarian and I teach a unit on heart health each semester to my health classes. I shared these resources with the students and teachers. I am also a volunteer with WomenHeart and The American Heart Association. I have shared the information from this class with a support group I attend and with several individuals I have met through my volunteer work. Thanks so much for making this available.”

“Continuously use the health resources on a daily basis, increased my confidence and efficiency of use.”

Impacts and Observations:

Please see “Other Accomplishments” above for examples of the impact the MoSHI curriculum has had in working with our community partners.

Planned Activities:

- We will deliver the MoSHI curriculum to the following groups in the final quarter of the project:
 - **Mary Institute and St. Louis Country Day School**, November 16, 2010
 - Projected audience includes upper school librarians and health teacher
 - **Parkway School District**, December 2, 2010
 - Projected audience of 25-30 librarians in one of the largest school districts in St. Louis County
- We are polling the Rockwood and Lindbergh districts in St. Louis County for their interest.