

**NN/LM MidContinental Region
Regional Advisory Board Meeting Agenda
Friday October 12, 2007
Creighton University Health Sciences Library
Omaha, Nebraska
8:00 am – 3:30 pm**

Welcome

Jim Bothmer, Director, welcomed the Advisory Board and the RML staff to the library. Joan Stoddart, Acting Director, welcomed the Advisory Board to the annual meeting stressing the important role they play for the NN/LM.

NLM Update

Angela Ruffin, Head of the NNO, provided an update of personnel changes, improvements to resources, and progress in emergency planning at NLM and among the RMLs.

World Café

Theme for small group discussions: What role do librarians see for themselves in the global health information universe? Do they limit their participation to their library or institution or are they members of the larger library and health information community? How does that self definition affect them and their work? And by extension, how does that self definition affect how they participate in the programs that the RML develops?

Discussion topics:

1. Community Outreach--How do libraries, institutions and community organizations develop and sustain partnerships that contribute to the health information vision?
2. Network Members--How does understanding the librarian's place in the health information vision affect her/his involvement in advancing that vision?
3. Technology--What will enable information providers and consumers to adopt new technologies as a means of contributing to the health information vision?
4. Education--Education supports the health information vision. What affects the librarian's and consumer's ability/choice to take advantage of educational offerings?

Ideas Generated from World Café Discussions:

1. Community Outreach

- Outreach descriptors--being visible, a good neighbor, sustaining, building advisory groups with the community
- What's in it for the partners – more than information, selling the librarian
- Sensitive to the culture
- Using emergency preparedness as the entrée to engage community organizations
- Creating a triage model – public health, public libraries, health sciences libraries
- Defining roles – strengths of each – defining the triage system
- Partners with local city government
- Barriers and resources, time, staff priorities, be honest and realistic with self and partners
- RML: creating tools to help people do needs assessment, build relationships, pull suggestions from public library website
<<http://nnlm.gov/outreach/community/index.html>>

2. Network Members

- Using a network – 1:1 or using a larger network like RML or NNLM; portability of networks
- Expressing how and why it's important to get involved; step outside comfort zone/library
- Change from tunnel to 360 degree view
- Time issue – need to be able to utilize just in time tools, colleagues (like DOCLINE services)
- Privacy, trust, trade secrets (in for-profit organizations)
- How to develop peer to peer networking – what's the hook that gets the message out?
- The electronic medical record as a source of information distribution
- Volunteer for even the lesser exciting committees
- Volunteer – get out of your “cubicle”, walk up and down the hall (carry your clipboard☺)
- Value of being seen
- Meddle, don't mouse
- Listen to the key, decision makers – what are their interests?
- Following trends, be adaptive, the library as more than “place”
- Outside the door is a political environment, need to be able to navigate, understand needs and priorities of others and treat them appropriately, fairly
- RML: help librarians change their vision from tunnel to big picture, use tools, articles, to extend the message, use (institutional) Learning Management System to offer online tutorials, write articles to generate interest in taking courses – online and in person; write your own commercials
- Elevator/stairwell message

3. Technology

- Audience includes consumers, Network members, librarians
- Barriers - money, time, firewalls, filters, lack of control
- Getting around barriers: Training face to face to help overcome fears – might be more expensive, sand box/playtime, bribery/incentives
- Digital natives (younger) vs older community—this is changing, older are getting more computer comfortable
- Open training
- Television – the ubiquitous entity – how to use for training
- One laptop per child (olpc.com) – buy one for yourself, have to buy one for a child = world peace
- Unique partnerships: online banking: train consumers
- RML needs to stay ahead, be on bleeding edge, push info, when members are ready the RML is there for them, just in time

4. Education

- One person libraries – no funds to travel – need distance education
- Hard to get groups together to educate; provide other opportunities instead of the traditional in-person classroom
- Lack of support for time away – could use web conference while at reference desk
- Barriers – firewalls
- Promoting outside your library – out there, selling, politicking
- Commercials to get them in the door – like the theaters: your RML/library is a source for ... running before conference/rounds begin.
- Get to know AV staff
- Make other people's lives easier through Camtasia, NLM tutorials
- Interpersonal skills, politics, know who controls the money
- Listen – know what they need and provide it
- Public health – know what they are doing and partner with them
- Adobe Connect – one approach to getting information out
- Evaluation – know how to do it and use it
- Difference between marketing/promoting/public relations
- In corporations, 7% of budget is spent on development. How can we set that expectation for librarians that they can take to their institutions
- Library schools – are they teaching new students what we need them to know – evaluation, politics, salesmanship
- Cultural competency –New north Omaha branch of the Omaha Public Library – opened with IceT – lots of kids came and keep coming. New staff needs grew out of it.

Open Space

Discussion Topics:

1. Portable, durable, cheap information distribution & emergency preparedness
2. Changing the librarian model, getting health sciences librarians to become key players in their organizations
3. Culturally appropriate and culturally specific outreach
4. Retooling – preparing the librarian to advocate for a role in adding value to the clinical information system/EMR

Ideas Generated from Discussions and Actions the RML Could Take:

1. Portable, durable, cheap information distribution & emergency preparedness
 - OLPC.com (One Laptop Per Child) – durable, solar power, basic
 - Using OLPC in an emergency prep situation; how to bring librarians into the triage operation to get information to the people who need it
 - Ways to use, who would use, how to get devices to people, information to load, maintenance of current information
 - How to fund
 - Ways to reach out to communities that might need devices
 - Basic tool for quick and dirty; not for major downloads

RML

- In a collaboration, the community owns the project
- Keep devices at RML, use for various purposes;
- Available for “on call” use; allows RML to keep updated, working order
- Public library/public health department partnerships
- Help users in deciding what to install on devices
- Lanyards, flash drives to easily plug in and upload info
- Web site to provide downloadable resources for transfer to devices

Actions:

- Create partnerships with PH, Libraries (all types)
 - Assessment – pilot, feasibility of content, file size, usefulness of local and offline computer access , community receptiveness, identify barriers
 - Promoting existence of units, intent
 - Each liaison/coordinator has one; MCRML AD sells to other Ads
 - Use for outreach by RML staff – continuous use, create mini lab for little money (apply for grant funding from Homeland Security \$\$, corporate)
2. Changing the librarian model, getting health sciences librarians to become key players in their organizations
 - Four areas of importance:

- expectations of professional behavior;
- reporting and awareness of how we add value to the system: know what's going on in our "systems"
- politicking
- communication
- Reality check for people going to library school—do they know what library work is?
- Influence curriculum in library schools – accounting, financial management, communication, marketing, management techniques, technology, politics, organizational behavior
- MLS is the union card; individual and professional organizations responsible for additional competencies, skills sets to meet job requirements
- Information needs: librarians know what resources are available, what we can do to help
- Desktop learning, Breezing sessions (esp. those presenting new technologies for introduction and further investigation)
- Fact sheets, tid bits, supporting current issues in the field – clinical decision support, technology, informatics – for front of brain awareness. Trends to watch and how the librarian fits in
- Should support come from MLA or RML?

RML

- Connections with library schools
- Current facts to know about – obtain RAB input
- Educating administrators

Actions

- Continue Breezing Along with the RML
 - Fact sheets – current awareness – short bits, easily digestible information – recent articles
 - Pipeline to the library schools
 - Questionnaire – poll members about topics of interest – suggest known, open ended for additional thoughts – not looking for solutions, but for hot topics, what would you like to help your admin learn about, what intimidates you that more information could boost your confidence?
3. Culturally appropriate and culturally specific outreach
- Good neighbor, definition
 - open
 - there
 - part of community
 - honest
 - participates fully
 - Librarian may work with multiple different groups – how to prepare for that work
 - ask the group about their culture
 - research the literature

- Tailor outreach to the group
 - localizing resources and information so characters, examples are local, familiar, comfortable, identifiable
- Use technology appropriately – be aware of literacy levels (Example: Spanish/German Mennonites – language differences)
- Behavior, community, other factors in CA, NY, TX and FL (HHS Hispanic Elders Health Initiative)
- Train the trainer
- Culture is broader than ethnicity – work, religion, age etc
- Relationship building enhances communication
- Do your homework, test
- How do you evaluate your effectiveness? Being asked back? Other?

RML

- Train the trainer
- Use what we know to get background and be part of groups where testing can happen
- Assessment and evaluation
- Build relationships through the Network

Actions

- Breezing Along with the RML topic: culturally sensitivity
- Template examples for presenting a product in a culturally sensitive way – different audiences – black, Hispanic, Bosnian, GLBT
 - choose names appropriate to the culture
 - tell a story related to the community
 - terminology appropriate for the community
- Ask RAB for stories on collaboration tools (Example: the Mudflap girl used by public library in Wyoming)

4. Retooling – preparing the librarian to advocate for a role in adding value to the clinical information system/EMR

- Watch trends, stay ahead in technology
- Where can I take a class so I can be active and participate/be at the table with people making decisions
- As we cast ourselves as partners in a larger group we gain credence (RML/national)
- Place yourself in good company
- Write articles, share titles of articles read
- MLA should have AHIP credit/other credit for trend watching

RML

- Environmental scans
- Distill information
- Push out information
- Contribute to collection development
- Connect library work to trend topics

- RML website – 5 things to watch
- Panel discussions on Breezing Along with the RML
- What’s new in librarianship
- Legislative update
- Establishing informatics working group
- Guillermo Del Fiol recommended for Breezing Along with RML presentation

Actions

- Offer classes
- Encourage sharing citations to articles
- Distill class contents and share via Breezing Along with the RML
- Scholarships

Commercials

Through out the day staff delivered commercials on the following NLM resources:

- PubMed, Wisser, HazMap
- PubMed Central
- MedlinePlus
- Senior Health
- NCBI Bookshelf
- Go Local
- Daily Med
- ToxMystery

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