

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

**Quarterly Report
May 1, 2002 – July 31, 2002**

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Administration (Personnel changes, Overall program planning, Infrastructure, CE. For CE and Conferences you attend include title, dates, and location.)

MidContinental Region staff provided input to the National Network Office (NNO) on counting exhibit statistics, MEDLINEplus, and sign-in forms for training sessions. Names of potential reviewers for the Access to Electronic Health Information proposals were gathered from the liaisons and forwarded to the NNO. An additional site within the region was recruited to host NTCC classes. Washington University volunteered their facilities. MCR responded to a call for presenters for "From Research To Presentation", part of the Academy Health Seminars in Health Services Research Methods, to be held on November 5, 2002. Kim Lipsey from Washington University will contribute the EndNote portion of the course and Whitney Davison-Turley, Technology and Kansas Liaison, will contribute to the PowerPoint portion.

On May 17, 2002 all staff attended the RML Directors meeting. Wayne Peay, Director , contributed to the Tribal Connections/Gates Project update. Stephanie Weldon, Consumer Health and Colorado Liaison, was the leader of the consumer health coordinators break out session; Claire Hamasu, Associate Director, co-chaired the break out session for the Directors and Associate Directors.

Objectives for the Education/Nebraska, Library Improvement/Missouri, Wyoming, and Assessment Evaluation project areas have been added to the website.

The Education Liaison has formed a working group. Consumer health and library improvement working groups still have member openings.

Ms. Davison-Turley began working with Greg Bodin, Technology Coordinator for the South Central Region, on reorganizing and redesigning the NN/LM intranet.

See Appendix A for CE and Conferences attended by RML Staff.

Network Programs

Document Delivery Services (ILL, EFTS, Docline, Loansome Doc, Serhold)

When the RML received the DOCLINE statistics for 1999/2000 and 2001/2002, state liaisons were asked to investigate the reasons for the major increase or decrease of ILL's in their states. Explanations for increases:

- Loansome Doc
- Users are using PubMed and other MEDLINE search engines more, which leads to more ILL requests
- Smaller hospitals seem to be making more requests for information, when their staff need access to full-text
- Journal budget cuts
- Freeshare
- An increase in the number of libraries participating in DOCLINE

- Local consortia arrangements disbanding

Explanations for decreases:

- Libraries have purchased full-text aggregations such as IDEAL, MD Consult, Ovid, or Science Direct that give them access to journals they never had before
- Now ILL journals are often online
- The time spans you are comparing are almost precisely pre- and post-online journals, at least in the smaller libraries

Theresa Hartman, Education and Nebraska Liaison, now produces the union list for ICON, the health sciences consortia for Nebraska, and mounts it on their website.

In May 2002, Claire Hamasu and Camille Salmond, Eccles Library ILL Supervisor, visited the library at Primary Children's Medical Center to learn how a hospital library handles EFTS without ILL management software. Ms. Hamasu subsequently asked Lynn Wilson, Medical Library Director, to contribute an article on EFTS to the next RML newsletter.

On July 18, 2002, NLM DOCLINE staff offered a very helpful teleconference to review the administrative responsibilities of the RML for overseeing DOCLINE accounts.

RML staff answered DOCLINE questions on library groups including Freeshare, holds, LOANSOME DOC, routing lists, Linkout, adding holdings to SERHOLD and provided DOCLINE training via the phone.

Resource Libraries (RL directors meetings, activities at a resource library that have impact on the RML)

Mary M. Farrell, is the newly appointed Dean of University of Wyoming Libraries. On July 23, 2002, she received an orientation to the RML by her staff followed by a conference call with Mr. Peay and Ms. Hamasu to welcome her to the region. Ms. Farrell is familiar with the NN/LM from her experience at the University of Montana.

The Resource Library Directors' teleconference occurred on July 29, 2002. Updates were provided on the expansion of the Virtual Reference Pilot project to the University of Missouri-Columbia and the possible funding of document delivery and evaluation for the Tribal Connections project. The Access to Electronic Health Information RFP was described, the Regional Advisory Board meeting in October of 2002 was announced, and directors were invited to suggest topics for the agenda. Directors were asked about issues they had with the RML over the past year. Problems they encountered but have since been resolved were budget timelines, precise numbers for accounts, and bringing liaisons up to speed on DOCLINE. The open archive initiative server planned for Washington University was briefly described. Directors then shared their budget status. All state institutions except for Wyoming have had several rounds of budget cuts. Private institutions have been spared so far.

The University of Nebraska Medical Center has established an affiliation with Dillard University, a Historically Black College. Nancy Woelfl, Director of McGoogan Library of Medicine, has invited the Dean of Libraries to visit McGoogan and explore the possibility of

library interns to encourage students to become health sciences librarians. Ms. Hamasu has been asked to participate in the Dean's orientation.

On May 8, 2002, Dennis Haack, Inner City and Special Populations Liaison, demonstrated the RML's adaptation to a virtual office environment for the Creighton library staff and provided an update on RML objectives and regional awards.

Communications (Among liaisons, to Network members, Listserv, Newsletter, Quickplace)

The first issue of the *Plains to Peaks Post* was printed and mailed in June 2002. The feedback from RML staff and several Network members have been very positive. Planning for the next issue has begun.

Ms. Weldon has created a consumer health information page for the region (http://nmlm.gov/mcr/consumer_health/), a state page for Colorado (<http://nmlm.gov/mcr/states/colorado.php>), and a consortium page for the Colorado Consumer Health Information Librarian's Listserv (CHILL) (<http://nmlm.gov/mcr/states/mtgs.html>).

The *RML News* has been automated using two templates developed by Michael Carr, Technical Director. The first template immediately adds the news item to an archive on the MCR website. The second template puts the news items into a list with check boxes next to each item. Items that the RML wants to send out in the *RML News* can be checked, the appropriate listserv/email address can be inserted and the *RML News* is sent with minimal effort.

Ms. Davison-Turley has created two listservs. She polled the resource libraries' IT staff and found some interest for a technology-related electronic discussion list. There are currently seven members on the list, representing four resource libraries and the RML. Ms. Davison-Turley will continue to encourage additional participation and evaluate other means of electronic discussion for this group. As a follow-up to the Kansas Biomedical Librarians' meeting held in April, Ms. Davison-Turley created an electronic discussion list for the group. This list is intended to facilitate discussion among group members as well as provide a conduit for Kansas-specific information of interest to Network members.

Articles on MEDLINEplus were submitted to the Wyoming State Library for their September newsletter, to *Kansas Libraries*, the Kansas State Library newsletter for public, school, academic, and special librarians; and to an electronic newsletter. (<http://www.practicallyspeaking.net>) An article submitted by the Kansas Liaison was published in *Kansas Connections*, the University of Kansas School of Medicine newsletter for rural health practitioners. (See Appendix B)

At the suggestion of a Network member, Ms. Weldon sent a request to Colorado Public Radio to do a spot on finding quality health information.

By the end of May 2002, the 800# was fixed so that it successfully rings in the Wyoming Liaison's office when dialed by a person in Wyoming.

The RML is testing VRVS, (<http://www.vrvs.org>) a desktop videoconferencing system that allows all participants to view each other at the same time. We hope to use this for our weekly teleconferences. The system now being used is voice activated, allows only the speaker to be viewed, and does not always transfer from speaker to speaker as it should.

Regional Advisory Board

The Regional Advisory Board meeting has been scheduled for October 4, 2002, in Kansas City. It will be hosted by Archie R. Dykes Library of the Health Sciences at the University of Kansas Medical Center.

Evaluation & Assessment/Feedback (Evaluation of RML efforts, feedback from Network and public)

Betsy Kelly, the Assessment and Evaluation Liaison continued to work with grant applications. Several applications were discovered late in the process and were integrated into the review schedule. Reviewed applications were submitted to NLM with reviewers' comments and amendments made in response to reviewers' requests. Questions from NLM on proposals were submitted to the liaisons to forward to the principal investigators. Responses were received and forwarded to NLM.

Ms. Kelly revised the Network Data Inventory form and solicited comments from liaisons. The data form collects baseline data on members' use of technology, use and awareness of RML programs and services and will be sent in the membership renewal packet. She reviewed and commented on Education Liaison's survey form and the Public Library Initiative proposal. Ms. Kelly began formulating questions for focus groups.

The Assessment and Evaluation Liaison volunteered to serve on a task force for outreach evaluation chaired by Cathy Burroughs of the Outreach Evaluation Resource Center.

Rick Forsman, Director of Denison Memorial Library, commented on the dichotomy of NLM being well funded and the state institutions being poorly funded. Because the NN/LM expects outreach by libraries that now barely have staff for their own services, he forecast that proposals in response to outreach rfp's may include less in-kind contributions and we may find that funding will be targeted for personnel.

Health Professionals Access to Information (Outreach, training to health professionals)

In June 2002, Ms. Weldon, taught outreach workers from the Southern Area Health Education Center located in University of Southern Colorado in Pueblo. Later that month, she sent an email to non-librarians who are doing the work of librarians in rural hospitals, inviting them to use the virtual reference service sponsored by the RML and staffed by librarians at Denison Memorial Library and J. Otto Lottes Health Sciences Library.

Susan Whitson, Wyoming Liaison, contacted Dr. Donal O'Toole, DVM, PhD, University of Wyoming Veterinary Sciences, who briefed her on topics of current concern to Wyoming

veterinarians and researchers. She contacted Dr. Jim Logan, Wyoming State Veterinarian, to extend outreach to state veterinarians. He and his staff visited the RML booth at the Wyoming Veterinary Medical Association Summer Meeting, Laramie, June 17-19, 2002. He requested a visit to train his staff on PubMed and MEDLINEplus.

Ms. Davison-Turley and Deborah Sommer, Library Improvement and Missouri Liaison have scheduled visits and workshops for librarians and health professionals in their states of Kansas and Missouri for the next quarter.

Network Membership (Network member activities not covered by another heading. Include new Network and Affiliate members. Include Network libraries that close)

(See Appendix C for outreach visits)

Ms. Sommer is doing major revision on the draft membership policies and procedures, membership forms, and text for a brochure based on feedback from RML staff.

RML staff spoke at meetings of two consortia. Ms. Davison-Turley was the featured speaker at the Health Sciences Library Network of Kansas City meeting, July 17, 2002. She presented the new structure of the RML and promoted LinkOut, and EFTS. Kathleen McCloskey, Public Health and Utah Liaison, and Ms. Hamasu attended the Utah Health Sciences Library Consortium (UHSLC) on May 30, 2002, and July 25, 2002. They encouraged members to join the MCMLA listserv, review their Docuser records, announced the new RFP, and recruited staff for an upcoming exhibit.

Susan Whitson emailed 23 Wyoming public library directors at the end of July encouraging them to become Affiliate members of NN/LM. Ms. Whitson offered her assistance in listing their consumer health collections on NN/LM's Consumer Health Database. She contacted 38 Wyoming medical institutions introducing promoting products and services. Ms. Sommer is sending emails to public libraries in Missouri about consumer health and becoming Affiliate members.

The RML gained three new Affiliate members this quarter: Arapahoe Library District and Pueblo Public Library District in Colorado and Steris Corporation in Missouri. In the future, there may be another new Network member in Colorado. Ms. Weldon corresponded with Rob Austin, Administrator of the Gunnison Valley Hospital in Gunnison, who is interested in developing a library for the hospital.

Grants

Liaisons continued to assist with the regional award process: helping bidders answer review questions, writing statements of work, and keeping bidders aware of the status of their proposals. This has been a time consuming process. One of the proposals from a public library was withdrawn when it was determined that the training needed for staff could be obtained without the award. Another was withdrawn, due to recommendations from the reviewers that would increase the cost over what was allowed in the budget. The bidders were encouraged to revise their proposal and to apply for an NLM grant. On July 18, 2002, the NNO provided a

teleconference on awarding subcontracts and clarified the process as well as budget allowables. This should help the RML create a smoother award process in the future.

Liaisons have also been consulting with individuals interested in applying for NLM grants, including the new Internet Access to Digital Libraries and the RFP for Access to Digital Information that was announced at the Medical Library Association meeting.

Outreach Programs (See Appendix D for outreach reports)

Consumer Health Information Services (Efforts where community, public libraries are ultimate target)

Ms. Weldon began working on the consumer health language project with consumer health coordinators from Region 5, 6, and 7. The group is coordinated by Liz Workman, Clinical Librarian, Hope Fox Eccles Clinical Library and manager of the 24 Languages website. (<http://medstat.med.utah.edu/library/refdesk/24lang.html>) Their first meeting was held at MLA.

Ms. Weldon coordinated revisions to the Consumer Health Database by Mr. Carr and Michael Miller (PSRML) in order for the database to accept MidContinental data. (<http://nmlm.gov/hip/chdir/>) To promote the directory, she sent an email to LibNet, the Colorado public librarians listserv, and encouraged state liaisons to promote the directory in a similar fashion. A notice was also sent out on the weekly *RML News* and featured as a news item on the MCR homepage.

Ms. Weldon organized the first CHILL (Consumer Health Information Librarians Listserv) meeting on July 15, 2002, at the Aurora Public Library. CHILL is a multi-type library consortium of Colorado librarians who are interested in consumer health. Twenty-three librarians attended. Minutes are available on the web. (<http://nmlm.gov/mcr/states/mtgs.html>)

U.S. military base/post libraries, called “general” libraries-the equivalent of public libraries-are an underserved population when it comes to consumer health information. Ms. Whitson contacted Barbara Wrinkle, the Director of the U.S. Air Force Library and Information System in San Antonio TX to introduce her to MEDLINEplus. Ms. Wrinkle was very interested and emailed to Ms. Whitson a list of the Air Force bases in the NN/LM-MCR, the library directors’ names and their phone numbers. This information was forwarded to the state liaisons. Ms. Whitson is using the list to visit the general libraries in Wyoming, starting with F. E. Warren AFB Library on July 24, 2002.

Ms. Davison-Turley and Ms. Weldon consulted with the librarian at Via Christi Public Library in Wichita KS about developing a consumer health library.

Several workshops were offered this quarter targeting the community and public libraries. Ms. Davison-Turley is regularly teaching “Finding and Evaluating Health Information Resources on the Internet” class offered through the University of Kansas Medical Center’s Wellness Center. This workshop attracts senior citizens. Ms. Hartman taught a consumer health information class to four public librarians at the Meridian Library System Annual Meeting, May 13, 2002, in

Kearney, Nebraska. On June 19, 2002, Ms. Weldon reviewed MEDLINEplus, DIRLINE, Clinical Trials and the NCI database for librarians at the Montrose Public library.

Ms. Davison-Turley and Kathy Kosednar, Associate Director of Public Services at the Archie Dykes Library, made a joint presentation on online health information resources to 26 public librarians. The presentation was part of KPLACE IV, a continuing education opportunity for non-MLS librarians from Kansas. Ms. Davison-Turley's part of the presentation was an hour-long introduction to MEDLINEplus, while Ms. Kosednar covered a variety of additional resources. The entire presentation was well received.

Ms. Sommer consulted with Caryn Scoville, Information Service Librarian at the University of Missouri Health Sciences Library, about linking her consumer health resources to MEDLINEplus through the "Go Local" feature. They talked to the librarians in North Carolina and at NLM.

Public Health (Interactions with public health agencies)

Upon the recommendation of the Nebraska Liaison, the Nebraska Health and Human Services added MEDLINEplus to their page of West Nile Virus links.
(<http://www.hhs.state.ne.us/puh/epi/wnv/links.htm>)

The Education Liaison and Public Health Liaison accepted an invitation to co-present at University of Northern Colorado's public health resources class, Health Communications and the Media, on October 2, 2002.

On July 11, 2002, Ms. McCloskey attended the first meeting of the curriculum committee to develop a public health orientation revising the Primary Care Preceptorship rotation required by 4th year medical students at the University of Utah School of Medicine. She demonstrated the Utah Department of Public Health's Public Health 101 CD-ROM as a resource to introduce medical students to public health.

Liaisons in Nebraska and Utah are contributing to the public health listservs in their states. Current awareness messages have covered informatics competencies and West Nile Virus resources.

Lee Anne Wessol, public health graduate student, continued to work on the Public Health Online Project. She has produced a review of "Harm Reduction", a non-MeSH term and has devised a chart to document the appropriateness of MeSH headings for public health topics. She has created an online cataloging form for authors of Utah Department of Health documents to submit to Eccles Library cataloging staff. In July 2002, Ms. McCloskey learned that the Utah State Library is responsible for cataloging all state documents. Contact has been made with the state library to determine their role in cataloging project.

After reading about the Public Health Online Library project in the RML newsletter, the RML Advisory Board member from Wyoming contacted Ms. McCloskey to investigate initiating a similar project in Wyoming. Ms. Whitson followed up with Wyoming agencies. On July 24, 2002, Ms. Whitson met with Lesley Boughton, Wyoming State Librarian, and Emily Sieger,

State Government Information Coordinator, at the State Library in Cheyenne to assess their views on a Wyoming version of Utah's model. W.S. 9-2-1026.6© directs "state entities to provide the State Library with seven copies of all publications." Currently, this means paper documents only, which are cataloged with LC subject headings. URL's are added to the catalog record, but are not maintained once entered. The State Library is engaged in studying the question of electronic state documents—provisions for long-term storage and public access, issues relating to changing technology and budget requirements, and how to capture from state agencies. Ms. Boughton stated that even though the State Library is not ready to engage in such an online project, they will watch the development of Utah's model with interest.

Ms. Whitson then met with Jimm Murray, Wyoming Department of Health Administrator of the Community and Family Health Division. The Department of Health complies with the state mandate to supply seven paper copies of all documents to the State Library, but there are currently no state or departmental mandates, directing dissemination of public health documents in electronic form. Each of the six divisions in the Department of Health maintains its own website with e-documents mounted for indefinite lengths of time. The Office of Electronic Service Delivery has just been established in the Department; its progress and the resulting changing environment will be monitored. Currently, the only dedicated public health e-document/web capture project is the University of Wyoming's Connect Wyoming Project and its Pathways Plus (<http://wind.uwyo.edu/connect.htm>) which the Wyoming Department of Health partially funds. Mr. Murray will wait for the State Library to determine how to handle the agencies' digital documents.

Ms. Weldon used the chart from the National Association of County and City Health agencies to send a mass email to all of the local health departments in Colorado telling them about NLM resources and opportunities for training.

Ms. Hartman, and Nancy Woelfl, Director of McGoogan Library of Medicine, met with the Bioterrorism Readiness leader in Nebraska, in order to identify the education needs of the participants in this project and how to best support the project with education about NLM resources. This project includes public health, community action agencies, key hospital personnel, and veterinarians across the state of Nebraska.

Inner City and Special Populations Outreach (Outreach targeting inner city populations or ethnic minority populations)

Mr. Haack taught three groups of students this quarter. On May 30 and 31, 2002, Mr. Haack taught an introductory course on accessing PubMed and MEDLINEplus to a group of minority college students attending an NIH-supported grant program. The six African-American students involved in the session will spend six weeks this summer working on a research project with a faculty mentor. On June 11 and 12, 2002, Mr. Haack provided full-day library instruction courses for 10 high school students participating in a short-term minority research training program on the Creighton campus. Following their library orientation, the students will work with mentors on a research topic that will include both laboratory and library research. On June 27, 2002, Mr. Haack taught a class for 25 high school students. The high school students were participants in an enrichment program aimed at recruiting and retaining students in medicine and health related careers. The liaison's presentation related to the larger scope of the class, a paper and an oral presentation on a particular health topic.

In July, 2002, Mr. Haack submitted his list of health and culture resources appropriate for physical therapy students working with Native Americans. This was his contribution to the learning module created for the students to help them prepare for practicums in rural multicultural settings.

On July 26, 2002, Mr. Haack met with Father Tom Monahan at the Bryant Center in North Omaha. Located in the same building as a neighborhood senior center and near several churches, the center offers beginning computer classes to seniors and young people. The liaison agreed to provide a date in September when multiple consumer health information presentations would be scheduled to accommodate seniors and working adults.

To promote his services, the liaison mailed letters accompanied by *Take a Loved One to the Doctor* posters from HHS to teachers soliciting dates in September for classroom visits. The mailer was sent to Omaha North, Central and South High administration, physical education and family and consumer science teachers. He also submitted his name for listing in the National Latino Council on Alcohol and Tobacco Prevention's National Directory as a librarian who would be able to provide expertise on locating and accessing resources.

On June 15, 2002, Mr. Haack attended two small group discussions at the ALA Conference. At the "Library Services for Teens in Large Urban Areas" the liaison met Phyllis Levy Mandell, an editor for School Library Journal. Ms. Levy-Mandell solicited the liaison to include his name on the list of resource reviewers. The liaison has completed a form to receive health-related resources for review. Later that day, the liaison attended "De Colores" a series of small group discussions on issues related to serving Latino populations with library services, sponsored by REFORMA. Of special interest was the successful promotion campaign of the Forsyth Public Library in North Carolina that included partnerships between the public library, a community college and faith-based/Hispanic action organizations.

The first Tribal Connections teleconference was held in May, 2002. A monthly schedule was established for the teleconference. The Tribal connections website is being revised to reflect a national instead of a regional perspective. Molly McGetrick, Health Information Trainer, is starting a newsletter as well as a website for her project, Tribal Health Connections. Ms. Weldon contributed an article to the newsletter on the Healthy Nations conference she attended and sent in a list of pamphlet resources for the website. (<http://www.tribehealth.org/>)

On June 12, 2002, Ms. Weldon and Rick Forsman, Director of the Denison Memorial Library, visited Tim Noe, University of Colorado Health Sciences Center American Indian and Alaska Native Programs(AIANP). The purpose of the meeting was to explore collaborating with AIANP to provide services to the Ute's in Colorado.

In Salt Lake City, the Youth Without Borders team met to discuss the second of five videos. This video will focus on tobacco/smoking prevention for adults. A tobacco educator from Mexico has joined the YWB team and presented her ideas for adding animation to this video. Adult literature in Mexico often uses cartoons and caricatures and is appropriate as an education medium.

Mr. Peay wrote a letter of support for the Utah AIDS Foundation committing the library to assist the foundation in providing information services through a resource center.

Technology Awareness and Integration (Efforts to increase the knowledge and improve the use of technology in the library)

During the month of May, 2002, Ms. Davison-Turley worked more closely with Mr. Carr, on a variety of projects, including testing and evaluating the VRVS software. It is hoped that the region can locate dependable technology that can be used for distance network member support, as well as to connect the liaisons when needed. They discussed QuickPlace alternatives and the implementation of the technology listserv.

Ms. Davison-Turley continued to work on several long-term projects, including the PDA CE for the MCMLA meeting. She assisted Mr. Carr by reviewing and testing the web site template instructions written for the liaisons to use Dreamweaver and add content to the dev side of the intranet.

Ms. Davison-Turley attended two planning meetings of the State of Kansas Virtual Reference Task Force, located two hospital libraries interested in participating, and wrote the question referral policy.

The virtual reference pilot was promoted through MCMLA listserv to encourage Network members in the region to give it a try. Ms. Sommer and Ms. Weldon have both learned to provide reference assistance through this software.

Education (Any instructional materials or sessions targeting Network, Affiliate members, health professionals, public librarians, or the community)

In May, 2002, RML staff and Eccles Technical Services staff developed a procedure that makes RML purchased materials part of the Eccles collection and freely available to Network members. A web ILL request form that includes a list of resources is available on the website for borrowing materials such as MLA audiotapes. (<http://nmlm.gov/mcr/ill/>)

In May 2002, Ms. Sommer was contacted by a librarian in Kansas City who is teaching the Special Libraries and Information Centers satellite course for the University of Missouri Library School. One month will be devoted to medical libraries and Ms. Sommer is providing her with handouts. Ms. Sommer has contacted the librarian teaching the same course in St. Louis and the instructor of the course "The Biomedical Community" and offered her services as a guest lecturer. In June, 2002, she provided orientation to an Upward Bound student exploring library careers and a University of Missouri library school student completing a practicum at the J. Otto Lottes Health Sciences Library.

Ms. Hartman distributed sample survey questions for an Education survey to her working group and the other liaisons. After one round of testing and consultation with the Associate Director, it was decided that the sample questions were better included in the basic survey that the Assessment and Evaluation Liaison was creating to send out to the general membership.

The National Online Trainers visited the RML in July and taught the Introduction to PubMed class to a full class of fourteen people. The trainers received high marks from the class of librarians.

Library Improvement

Ms. Sommer has been collecting information from all regions about different Library Improvement projects and has been talking to individuals in different regions to learn about their experiences.

Ms. Sommer has developed a file of information about library and library automation consortia in each of the states of the region in preparation for a meeting to develop a plan for regional licensing or gap licensing of electronic resources for Network members.

Exhibits and Presentation at Meetings (National and local exhibit reports, presentations made at professional meetings)

(See Appendix E for exhibit reports)

National

Ms. Whitson volunteered to help revise the NLM Exhibit Manual—working with other NN/LM staff.

The RML, assisted by local librarians, staffed two nationally assigned exhibits: the American College of Sports Medicine conference in St. Louis, May 29-31, 2002, and the Alliance of Information and Referral Systems in Salt Lake City, June 2-5, 2002. Following up on a contact that was forwarded by Angela Ruffin, the RML presented and exhibited at the Alliance for Information and Referral Systems (AIRS) annual meeting. A synopsis of Ms. McCloskey's presentation "MEDLINEplus and NIHSeniorHealth: Information Buzz from the National Library of Medicine and the National Institute on Aging" appeared in the July 2002, issue of the *Information and Referral Reporter*, the newsletter of the National Aging I& R Support Center, National Association of State Units on Aging. (See Appendix B)

Ms. Davison-Turley presented an NLM and NCBI Databases Update at the American Association of Colleges of Pharmacy Annual Meeting, held at the Westin Crown Center in Kansas City, Missouri, on July 14, 2002.

Ms. Hartman copied the new MEDLINEplus video on a miniature CD-ROM and forwarded it to Karen Hajarian to consider as an NLM promotional item.

Local

Ms. Whitson met with Michelle Armstrong, Director of Information Services, and Bethanie Hull, Pathways Plus Database Manager of the Wyoming Institute for Disabilities at the University of Wyoming on July 29, 2002. They demonstrated and explained each other's resources (MEDLINEplus, Pathways Plus) and made an agreement to disseminate each other's promotional literature when exhibiting at Wyoming health conferences since each will be attending different conferences.

May 8-10, 2002--Colorado Rural Health Exhibit in Breckenridge CO. The Colorado Liaison made a lot of contacts at this exhibit, although administrators did not visit the booth or take time for a demonstration.

June 6-7, 2002--Association for Utah Community Health (AUCH) at Snowbird, UT. There were 150 registrants, eight of whom viewed demonstrations. Two contacts were especially worth reporting. A staff member from Bolivia remarked that he had family in Bolivia and that he was concerned because his mother was exhibiting Alzheimer-like behavior. He was very appreciative when the liaison showed him an FAQ in Spanish on Alzheimer's in MEDLINEplus that he could forward to family in Bolivia. Another important contact was made with a Navajo man who is an enrollment specialist with the health department. He is interested in doing a video in Navajo on the topic of health care for Native Americans and how to enroll in Medicare. He will be contacted and funding for his project will be investigated.

June 17-19, 2002--Wyoming Veterinary Medical Association Summer Meeting in Laramie, WY. Conference theme: State Response to Bio-Terrorism. Attendees: 110 veterinarians from Wyoming and surrounding states. Eighty-two persons visited Liaison's booth for information; 25 saw a PowerPoint presentation on PubMed/MEDLINEplus.

June 20-21, 2002--Montrose Rural Health Meeting in Montrose, CO.

July 25-26, 2002--Nurse Educator Conference in the Rockies in Breckenridge, CO. This was an excellent conference with nurse educators from around the country attending. Most of the nurse educators had used PubMed and were thrilled to learn about MEDLINEplus and the interactive tutorials it offers. There were only 10 exhibitors and approximately 200 attendees.

The RML was present at two library association meetings:

May 2-3, 2002--Utah Library Association in Salt Lake City, UT. One hundred fifty people attended the meeting and 35 people visited the booth.

June 7, 2002--Nebraska Eastern Library Commission's annual meeting. Forty-five public librarians and trustees attended.

APPENDIX A
CE AND CONFERENCES

CE AND CONFERENCES

TITLE	DATE	NAME
Wyoming Rural Health Conference	May 1-3, 2002	S. Whitson
Rocky Mountain ILL Conference	May 8-11,2002	T. Hartman
NN/LM Exhibit Training “You Can’t Just Show Up”	May 16, 2002	All Liaisons
Medical Library Association	May 16-22, 2002	All RML Staff
MLA Leadership Symposium	May 22, 2002	T. Hartman
College and Higher Education Computing Conference	May 30-31, 2002	W. Davison-Turkey
American Library Association Annual Meeting	June 2002	W. Davison-Turley
Coalition Building with the Emerging Latino Community	June 15, 2002	D. Haack
Steve Farber: Extreme Leadership	June 18, 2002	T. Hartman
Lincoln-Lancaster County Workshop	July 2002	D. Haack
Electronic Medical Texts/E-books	July 10, 2002	D. Sommer
National Leadership Summit on Eliminating Racial and Ethnic Disparities in Health	July 10-12, 2002	D. Haack
PowerPoint Refresher Course	July 15, 2002	D. Sommer
Introduction to Web-Based Search: Using PubMed, NLM Gateway, and ClinicalTrials.gov	July 15-16, 2002	S. Whitson
Finding Clinically Relevant Information	July 16, 2002	D. Sommer
MLA CE: Super Searcher	July 26, 2002	W. Davison-Turley

APPENDIX B

ARTICLES

Prescription for Information: MEDLINEplus

Patients often have questions about their conditions, treatments or medications. MEDLINEplus (www.medlineplus.gov), the National Library of Medicine's consumer-health Web site, gives health-care practitioners a comprehensive, authoritative, and free resource for meeting their patients' information needs.



“Health-care providers can print the information from MEDLINEplus for their patients, or patients themselves can access the information using the Internet at home or at a local public library,” says Whitney Davison-Turley, the National Network of Libraries of Medicine Kansas Liaison at Dykes Library, KUMC. “No matter where your patients are located, they have access to the resources in MEDLINEplus.”

More than 500 health topics are the core of MEDLINEplus. The Health Topics pages link to information from the National Institutes of Health and other sources, as well as providing links to current news, connections to related topics, and more. All of the resources included on the Health Topics pages provide the full text for free online.

“The key to MEDLINEplus' success is that it is not an exhaustive list of every health resource available on the Web,” says Davison-Turley. “It is a selective list of authoritative health information from the National Institutes of Health and other organizations. You know your patients are getting the best information available.”


MEDLINEplus also includes a number of interactive health tutorials, which use sound, pictures, and easy-to-read text to walk a patient through the important information on a given health topic. Drug information is available for thousands of medications and can be accessed by either the brand or generic name, while a comprehensive medical dictionary and encyclopedia provides definitions and spellings for more than 4,000 medical terms.

Many of the MEDLINEplus health topics include information in Spanish, and a complete Spanish-language interface should be available in the fall of 2002, noted Davison-Turley.

“A recent addition to every Health Topic page is a link that automatically runs a full MEDLINE search when you click on it,” said Davison-Turley. MEDLINE is the traditional health sciences citation database used by health professionals. This MEDLINE search is optimized to get very targeted and very recent information on a health topic, and can be a time saver for busy health professionals as well as a terrific resource for patients.

MEDLINEplus can be accessed from any computer with a connection to the Internet at www.medlineplus.gov, and more information can be found by clicking on the “About MEDLINEplus” link available at the top of each page.

Davison-Turley is available to answer questions or provide training for health-care providers, researchers, and librarians throughout Kansas by calling 800-338-7657 or via e-mail at wdavison-turley@kumc.edu.

Staff at the KU School of Medicine-Wichita Farha Medical Library, 316-293-2629, may also be contacted for more information about MEDLINEplus. 

MEDLINEplus & NIHSeniorHealth:
Information Buzz from the National Library of Medicine and the National Institute on Aging

The National Library of Medicine of the National Institutes of Health (www.nlm.nih.gov) is pleased to introduce two new products to assist older consumers and the professionals who serve them.

MEDLINEplus (M+) is a Web based database of evaluated health information on over 500 topic areas (medlineplus.gov). Health topics include links to NIH and other high-quality sources, along with interactive tutorials, a medical encyclopedia, and preset searches of the MEDLINE database. Other M+ features include drug information, dictionaries and directories and current health news from various news services. Over 90 topics are included in the interactive tutorials which are presented in easy to read language with audio for those who have lower literacy levels. Spanish language tutorials are also available. M+ is structured for easy use with a search box included on every page. The user simply types in a health topic or drug name and clicks on "Go". A page will open with the search results in brief format.

NIHSeniorHealth (nihseniorhealth.gov) is a Web based tool developed by the National Library of Medicine in collaboration with the National Institute on Aging. With a senior-friendly site design, this useful tool can be used by the older consumer, their caregivers and professionals. Currently three topics are available: Alzheimer's Disease; Caring for Someone with Alzheimer's, and Exercise for Older Adults. Additional topics are planned for the near future. Each topic area includes easily accessible information on a number of related subjects. For example, Exercise for Older Adults includes information on the benefits of exercise as well as examples of strength, balance, endurance, and stretching exercises. Open-captioned videos help to ensure the viewer understands each exercise.

If you need additional help, please feel free to call a health science library in your area. The more than 4,500 health science libraries nationwide are listed at nlm.gov/members.

4



Older Americans Act

NATIONAL AGING I&R SUPPORT CENTER
National Association of State Units on Aging
1201 15th St., N.W., Suite 350
Washington, D.C. 20005

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Information and Referral Reporter July 2002 published by the National Aging I&R Support Center, National Association of State Units on Aging

APPENDIX C

OUTREACH VISITS

			OUTREACH VISITS					
Date	RML Staff	Institution Visited	State	Name/Title-Person Visited	Meeting Content	Affiliate Member	Network Member	Comments
05/08/02	S. Weldon	Arapahoe Public Library	CO	Cynthia Kyote	Consumer Health	Yes		
05/29/02	D. Sommer	Lincoln County Hospital	MO	Nori Rasmussen, RN		Yes		
06/21/02	W. Davison-Turley	Kansas City Kansas Community College		Ab Kader, Library Director	PubMed		Yes	None
06/10/02	S. Weldon	Mental Health Institute Patient Library and Medical Library	CO	Carol Smith	PubMed, MEDLINEplus	Yes		
06/10/02	S. Weldon	St. Mary's Hospital	CO	Margaret Kleszynski, Library Manager; Teah McMullen	PubMed, MEDLINEplus		Yes	
06/10/02	S. Weldon	Parkview Medical Center	CO	Alma Williams, Marles Ring	DOCLINE, Lonesome Doc, MEDLINEplus		Yes	
06/10/02	S. Weldon	Pueblo Public Library District	CO	Charles Turner	MEDLINEplus	Yes		
06/10/02	S. Weldon	Delta Hospital	CO	Susan Tweedel	MEDLINEplus, PubMed, Loanson Doc, DOCLINE	Yes		
06/17/02	S. Weldon	Grand Junction Community Health Library	CO	Janet Nelson			Yes	
06/17/02	S. Weldon	St. Mary's Hospital	CO	Linda Ciavonne			Yes	
06/17/02	S. Weldon	VA Medical Center	CO	Lynne Bragdon			Yes	
06/18/02	S. Weldon	Grand Junction Public Library	CO	Ann Knipe	MEDLINEplus, DIRLINE	Yes		
06/18/02	S. Weldon	Delta Public Library	CO	Gretchen, Reference Librarian	MEDLINEplus, DIRLINE	Yes		
06/19/02	S. Weldon	Montrose Hospital	CO	Julie Disher; Lynn Caretta, Discharge Coordinator	MEDLINEplus, PubMed, Lonesome Doc	Yes		
06/19/02	S. Weldon	Montrose Hospice	CO		MEDLINEplus	Yes		
06/20/02	S. Weldon	Ouray Public Library	CO	Mary Ann Dismant, Librarian	MEDLINEplus	Yes		
06/21/02	S. Weldon	Gunnison Public Library	CO	Carol Primus		Yes		
06/21/02	S. Weldon	Gunnison Hospital	CO	Carol Kennedy		No	No	Looking at membership
06/21/02	S. Weldon	Western State College	CO	Beth Avery		Yes		
06/25/02	S. Weldon	OMNI Graphics Health Reference Series	CO	Ellen Graves		No	No	Informational meeting
07/17/02	S. Whitson	Evanston Regional Hospital	WY	Sheila Albrecht, Health Information Officer	MEDLINEplus	No	No	None
07/17/02	S. Whitson	Wyoming State Hospital	WY	Will Matchinski, Principal Librarian	MEDLINEplus	No	No	None
07/17/02	S. Whitson	Memorial Hospital of Sweetwater County	WY	Kathy Tacke, Principal Librarian			Yes	None
07/23/02	D. Haack	Watanabe Health Center/Nebraska Aids Project Office	NE			No	No	
07/24/02	S. Whitson	F.E. Warren Air force Base Library	WY	Pat Johnson, Director	MEDLINEplus	No	No	None

Date	RML Staff	Institution Visited	State	Name/Title-Person Visited	Meeting Content	Affiliate Member	Network Member	Comments
07/24/02	S. Whitson	Wyoming State Library	WY	Lesley Boughton, State Librarian; Jerry Krois, Deputy State Librarian; Linn Rounds, Public Programs, Publications and Marketing Manager; Chris Van Burgh, Outreach Librarian, Training and Education; Emily Sieger, Sieger, State Government Information Coordinator		No	No	None
07/24/02	S. Whitson	Wyoming Department of Health, Community and Family Health Division	WY	Jimm Murray, Administrator		No	No	None
07/29/02	S. Whitson	Wyoming Institute for Disabilities	WY	Michelle Armstrong, Director of Information, Bethanie Hull, Pathways Plus Database Manager.	MEDLINEplus	No	No	None

APPENDIX D

OUTREACH REPORTS

OUTREACH ACTIVITY DATA COLLECTION FORM (September 27, 2002)

YOUR NAME: Kathleen McCloskey

1. NLM PROJECT TITLE (if applicable):

2. DATE OF ACTIVITY: May 1-3, 2002

3. ORGANIZATION CONDUCTING ACTIVITY: NN/LM-MCR

4. TYPE(S) OF ORGANIZATION(S) INVOLVED IN ACTIVITY: (check all that apply - e.g., if you are an academic health sciences library, check both Health Sciences Library as well as Academic Institution.)

- | | | |
|-------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------|
| <input checked="" type="checkbox"/> Health Sciences Library | <input type="checkbox"/> Hospital | <input type="checkbox"/> Community-based |
| <input checked="" type="checkbox"/> Public Library | <input type="checkbox"/> Clinic/Other Health Care Organization | <input type="checkbox"/> Faith-based |
| <input type="checkbox"/> Government Agency | <input type="checkbox"/> Academic Institution | <input type="checkbox"/> Other |

5. SESSION CONTENT: (check ALL that apply)

- | | | |
|-------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> PubMed | <input type="checkbox"/> NCBI | <input type="checkbox"/> TOXNET |
| <input checked="" type="checkbox"/> MEDLINEplus | <input type="checkbox"/> NLM Gateway | <input type="checkbox"/> Other Technology Content (e.g. Health Resources on the Internet, Website usability, etc.) |
| <input type="checkbox"/> ClinicalTrials.gov | <input type="checkbox"/> Other (specify): _____ | |

ZIP CODE AND COUNTY WHERE ACTIVITY OCCURRED e.g. 46202-4525, Marion County

6a. ZIP Code (5-digit, e.g. 46202): 84070

6b. ZIP+4 (optional) (4-digit, e.g. -4525):

6c. County: Salt Lake County

7. LENGTH OF ACTIVITY: 3 days – 6 hrs.
(as percentage of an hour, e.g. .5, .75, 1.5, 2.5):

8. HANDS-ON PRACTICE: X YES NO
(access to computers provided during or after session.)

9. ACTIVITY CONDUCTED REMOTELY: YES X NO
(from remote site, e.g. videoconference, teleconference, web-based class, etc.)

10. CONTINUING EDUCATION CREDIT OFFERED: YES X NO

ATTENDANCE INFORMATION

11a. SIGNIFICANT NUMBER OF MINORITIES PRESENT: (≥50%) YES X NO If YES, fill out 11b.

11b. MINORITY POPULATIONS PRESENT: (Report only when ≥50% of participants are minorities. Check all that apply)

- | | | |
|-------------------------------------------|-----------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian and Pacific Islander | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Alaska Native | <input type="checkbox"/> Hispanic | |

12a. ESTIMATED NUMBER OF PARTICIPANTS: 35

12b. PARTICIPANT INFORMATION SHEET DISTRIBUTED: YES X NO
If NO, fill out 12c.

12c. NATIONAL MEETING: YES X NO If YES, fill out 12d, If NO, fill out 12e.

12d. ESTIMATED % INTERNATIONAL ATTENDANCE (for national meetings only):

12e. ESTIMATED % ATTENDANCE BY STATE (for state and regional meetings only): Not recorded
(e.g. IL – 60% , IN – 20%, OH – 20%)

1. DATE OF ACTIVITY: May 13, 2002			
2. TYPE OF ACTIVITY : <input checked="" type="checkbox"/> NLM SYSTEM SESSION <input type="checkbox"/> OTHER INTERNET SESSION <input checked="" type="checkbox"/> TECHNOLOGY AWARENESS <input type="checkbox"/> TRAIN THE TRAINER <input type="checkbox"/> OTHER (PLEASE SPECIFY):			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Meridian Library Region			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM-MCR			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED:			
A. CITY Kearney		B. STATE NE	C. ZIP CODE 68847
D. COUNTY Buffalo		E. CONG DISTRICT 3	
7. LENGTH OF ACTIVITY (HOURS): 1.5		8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
9. CEU CME <input type="checkbox"/> YES <input type="checkbox"/> YES <input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> NO <input checked="" type="checkbox"/> NO		10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY	AFFILIATED	UNAFFILIATED¹	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS		5	
CONSUMERS			
OTHERS (PLEASE SPECIFY)			
UNIDENTIFIED HEALTH PROFESSIONALS			
TOTAL		5	

¹Unaffiliated 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: 05-31-2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Creighton Health Sciences Library

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION: NN/LM MCR

6. LOCATION WHERE ACTIVITY OCCURRED Creighton Health Sciences Library

A. CITY: Omaha

B. STATE: NE

C. ZIP CODE: 68178

D. COUNTY: Douglas

E. CONGRESSIONAL 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			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS			
CONSUMERS			
OTHERS (Please specify)			6 (students)
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL			6

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Dennis Haack (402) 280-4156

**OUTREACH ACTIVITY DATA COLLECTION FORM
(September 27, 2002)**

YOUR NAME: Kathleen McCloskey

1. NLM PROJECT TITLE (if applicable):

2. DATE OF ACTIVITY: 6/5/02

3. ORGANIZATION CONDUCTING ACTIVITY: NN/LM-MCR

4. TYPE(S) OF ORGANIZATION(S) INVOLVED IN ACTIVITY: (check all that apply - e.g., if you are an academic health sciences library, check both Health Sciences Library as well as Academic Institution.)

- Health Sciences Library Hospital Community-based
 Public Library Clinic/Other Health Care Organization Faith-based
 Government Agency Academic Institution Other

5. SESSION CONTENT: (check ALL that apply)

- PubMed NCBI TOXNET
 MEDLINEplus NLM Gateway Other Technology Content (e.g. Health Resources on the Internet, Website usability, etc.)
 ClinicalTrials.gov Other (specify): NIH Senior Health

ZIP CODE AND COUNTY WHERE ACTIVITY OCCURRED e.g. 46202-4525, Marion County

6a. ZIP Code (5-digit, e.g. 46202): 84101

6b. ZIP+4 (optional) (4-digit, e.g. -4525):

6c. County: Summit

7. LENGTH OF ACTIVITY: 1.5 Hrs.
(as percentage of an hour, e.g. .5, .75, 1.5, 2.5):

8. HANDS-ON PRACTICE: YES NO
(access to computers provided during or after session.)

9. ACTIVITY CONDUCTED REMOTELY: YES NO
(from remote site, e.g. videoconference, teleconference, web-based class, etc.)

10. CONTINUING EDUCATION CREDIT OFFERED: YES NO

ATTENDANCE INFORMATION

11a. SIGNIFICANT NUMBER OF MINORITIES PRESENT: (≥50%) YES NO If YES, fill out 11b.

11b. MINORITY POPULATIONS PRESENT: (Report only when ≥50% of participants are minorities. Check all that apply)

- African American Asian and Pacific Islander Native American
 Alaska Native Hispanic

12a. ESTIMATED NUMBER OF PARTICIPANTS: 30

12b. PARTICIPANT INFORMATION SHEET DISTRIBUTED: YES NO
If NO, fill out 12c.

12c. NATIONAL MEETING: YES NO If YES, fill out 12d, If NO, fill out 12e.

12d. ESTIMATED % INTERNATIONAL ATTENDANCE (for national meetings only): None – 0% - Don't know

12e. ESTIMATED % ATTENDANCE BY STATE (for state and regional meetings only):
(e.g. IL – 60% , IN – 20%, OH – 20%)

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

1. DATE OF ACTIVITY: 06-11-2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM MCR

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION: Creighton Health Sciences Library

6. LOCATION WHERE ACTIVITY OCCURRED Creighton Health Sciences Library

A. CITY: Omaha B.STATE: NE C. ZIP CODE: 68178

D. COUNTY: Douglas E. CONGRESSIONAL DISTRICT: 2

7. LENGTH OF ACTIVITY (HOURS): 4 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)			10 (high school Students)
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL			10

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Dennis Haack (402) 280-4156

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

1. DATE OF ACTIVITY: June 19, 2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Montrose Public Library

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Montrose Public Library

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION):

6. LOCATION WHERE ACTIVITY OCCURRED

A. CITY: Montrose B.STATE: CO C. ZIP CODE: 81401

D. COUNTY: Montrose E. CONGRESSIONAL DISTRICT: 3

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		6	
CONSUMERS			
OTHERS (Please specify)			
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL		6	

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Stephanie Weldon 303-315-1712

**OUTREACH ACTIVITY DATA COLLECTION FORM
(September 27, 2002)**

YOUR NAME: WHITNEY DAVISON-TURLEY

1. NLM PROJECT TITLE *(if applicable)*:

2. DATE OF ACTIVITY: JUNE 25, 2002

3. ORGANIZATION CONDUCTING ACTIVITY: MIDCONTINENTAL REGIONAL MEDICAL LIBRARY
UNIVERSITY OF KANSAS MEDICAL CENTER

4. TYPE(S) OF ORGANIZATION(S) INVOLVED IN ACTIVITY: *(check all that apply - e.g., if you are an academic health sciences library, check both Health Sciences Library as well as Academic Institution.)*

- | | | |
|-------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------|
| <input checked="" type="checkbox"/> Health Sciences Library | <input type="checkbox"/> Hospital | <input type="checkbox"/> Community-based |
| <input type="checkbox"/> Public Library | <input type="checkbox"/> Clinic/Other Health Care Organization | <input type="checkbox"/> Faith-based |
| <input type="checkbox"/> Government Agency | <input checked="" type="checkbox"/> Academic Institution | <input type="checkbox"/> Other |

5. SESSION CONTENT: *(check ALL that apply)*

- | | | |
|-------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> PubMed | <input type="checkbox"/> NCBI | <input type="checkbox"/> TOXNET |
| <input checked="" type="checkbox"/> MEDLINEplus | <input type="checkbox"/> NLM Gateway | <input checked="" type="checkbox"/> Other Technology Content <i>(e.g. Health Resources on the Internet, Website usability, etc.)</i> |
| <input type="checkbox"/> ClinicalTrials.gov | <input type="checkbox"/> Other
<i>(specify):</i> _____ | |

ZIP CODE AND COUNTY WHERE ACTIVITY OCCURRED *e.g. 46202-4525, Marion County*

6a. ZIP Code <i>(5-digit, e.g. 46202):</i> 66160	6b. ZIP+4 <i>(optional)</i> <i>(4-digit, e.g. -4525):</i> 7180	6c. County: WYANDOTTE
-----------------------------------------------------	-------------------------------------------------------------------	-----------------------

7. LENGTH OF ACTIVITY: 2
(as percentage of an hour, e.g. .5, .75, 1.5, 2.5):

8. HANDS-ON PRACTICE: YES NO
(access to computers provided during or after session.)

9. ACTIVITY CONDUCTED REMOTELY: YES NO
(from remote site, e.g. videoconference, teleconference, web-based class, etc.)

10. CONTINUING EDUCATION CREDIT OFFERED: YES NO

ATTENDANCE INFORMATION

11a. SIGNIFICANT NUMBER OF MINORITIES PRESENT: ($\geq 50\%$) YES NO *If YES, fill out 11b.*

11b. MINORITY POPULATIONS PRESENT: *(Report only when $\geq 50\%$ of participants are minorities. Check all that apply)*

- | | | |
|-------------------------------------------|-----------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian and Pacific Islander | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Alaska Native | <input type="checkbox"/> Hispanic | |

12a. ESTIMATED NUMBER OF PARTICIPANTS: 8

12b. PARTICIPANT INFORMATION SHEET DISTRIBUTED: YES NO
If NO, fill out 12c.

12c. NATIONAL MEETING: YES NO *If YES, fill out 12d, If NO, fill out 12e.*

12d. ESTIMATED % INTERNATIONAL ATTENDANCE *(for national meetings only)*:

12e. ESTIMATED % ATTENDANCE BY STATE *(for state and regional meetings only)*: KS – 100%
(e.g. IL – 60% , IN – 20%, OH – 20%)

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

1. DATE OF ACTIVITY: 06-27-2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM MCR

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION):

6. LOCATION WHERE ACTIVITY OCCURRED Creighton Health Sciences Library

A. CITY: Omaha B. STATE: NE C. ZIP CODE: 68178

D. COUNTY: Douglas E. CONGRESSIONAL DISTRICT: 2

7. LENGTH OF ACTIVITY (HOURS): 1.25 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)			25 (high school students)
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL			25

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Dennis Haack (402) 280-4156

OUTREACH ACTIVITY DATA COLLECTION FORM (September 27, 2002)

YOUR NAME: WHITNEY DAVISON-TURLEY

1. NLM PROJECT TITLE *(if applicable)*:

2. DATE OF ACTIVITY: JULY 14, 2002

3. ORGANIZATION CONDUCTING ACTIVITY: MIDCONTINENTAL REGIONAL MEDICAL LIBRARY
AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY

4. TYPE(S) OF ORGANIZATION(S) INVOLVED IN ACTIVITY: *(check all that apply - e.g., if you are an academic health sciences library, check both Health Sciences Library as well as Academic Institution.)*

- | | | |
|-------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------|
| <input checked="" type="checkbox"/> Health Sciences Library | <input type="checkbox"/> Hospital | <input type="checkbox"/> Community-based |
| <input type="checkbox"/> Public Library | <input type="checkbox"/> Clinic/Other Health Care Organization | <input type="checkbox"/> Faith-based |
| <input type="checkbox"/> Government Agency | <input checked="" type="checkbox"/> Academic Institution | <input checked="" type="checkbox"/> Other |

5. SESSION CONTENT: *(check ALL that apply)*

- | | | |
|--------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> PubMed | <input checked="" type="checkbox"/> NCBI | <input checked="" type="checkbox"/> TOXNET |
| <input type="checkbox"/> MEDLINEplus | <input type="checkbox"/> NLM Gateway | <input type="checkbox"/> Other Technology Content <i>(e.g. Health Resources on the Internet, Website usability, etc.)</i> |
| <input checked="" type="checkbox"/> ClinicalTrials.gov | <input type="checkbox"/> Other <i>(specify):</i> _____ | |

ZIP CODE AND COUNTY WHERE ACTIVITY OCCURRED *e.g. 46202-4525, Marion County*

6a. ZIP Code
(5-digit, e.g. 46202): 64108

6b. ZIP+4 *(optional)*
(4-digit, e.g. -4525):

6c. County: JACKSON

7. LENGTH OF ACTIVITY: 1
(as percentage of an hour, e.g. .5, .75, 1.5, 2.5):

8. HANDS-ON PRACTICE: YES NO
(access to computers provided during or after session.)

9. ACTIVITY CONDUCTED REMOTELY: YES NO
(from remote site, e.g. videoconference, teleconference, web-based class, etc.)

10. CONTINUING EDUCATION CREDIT OFFERED: YES NO

ATTENDANCE INFORMATION

11a. SIGNIFICANT NUMBER OF MINORITIES PRESENT: ($\geq 50\%$) YES NO *If YES, fill out 11b.*

11b. MINORITY POPULATIONS PRESENT: *(Report only when $\geq 50\%$ of participants are minorities. Check all that apply)*

- | | | |
|-------------------------------------------|-----------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian and Pacific Islander | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Alaska Native | <input type="checkbox"/> Hispanic | |

12a. ESTIMATED NUMBER OF PARTICIPANTS: 22

12b. PARTICIPANT INFORMATION SHEET DISTRIBUTED: YES NO
If NO, fill out 12c.

12c. NATIONAL MEETING: YES NO *If YES, fill out 12d, If NO, fill out 12e.*

12d. ESTIMATED % INTERNATIONAL ATTENDANCE *(for national meetings only):* 0%

12e. ESTIMATED % ATTENDANCE BY STATE *(for state and regional meetings only):*
(e.g. IL - 60% , IN - 20%, OH - 20%)

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

1. DATE OF ACTIVITY: July 17, 2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM-MCR

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION):

6. LOCATION WHERE ACTIVITY OCCURRED

A. CITY: Evanston B. STATE: WY C. ZIP CODE: 82930
 D. COUNTY: Uinta E. CONGRESSIONAL DISTRICT: 5600

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	2		
LIBRARIANS	1		
CONSUMERS			
OTHERS (Please specify)			
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL	3		

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Susan J. Whitson, (307) 766-5379

OUTREACH REPORTING FORM (April, 2000)

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: July 17, 2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM-MCR

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION):

6. LOCATION WHERE ACTIVITY OCCURRED

A. CITY: Evanston

B. STATE: WY

C. ZIP CODE: 82930

D. COUNTY: Uinta

E. CONGRESSIONAL DISTRICT: 5600

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	2		
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
PHARMACISTS			
ALLIED HEALTH PROFESSIONALS			
LIBRARIANS	1		
CONSUMERS			
OTHERS (Please specify)			
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL	3		

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Susan J. Whitson, (307) 766-5379

OUTREACH REPORTING FORM (April, 2000)

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: July 17, 2002

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

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM-MCR

5. OTHER COLLABORATING (OR COOPERATING INSTITUTION):

6. LOCATION WHERE ACTIVITY OCCURRED

A. CITY: Rock Springs

B. STATE: WY

C. ZIP CODE: 82902

D. COUNTY: Sweetwater

E. CONGRESSIONAL DISTRICT: 5600

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	3		
LIBRARIANS	1		
CONSUMERS			
OTHERS (Please specify)			
UNIDENTIFIED HEALTH PROFESSIONS			
TOTAL	4		

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Susan J. Whitson, (307) 766-5379

APPENDIX E

EXHIBIT REPORTS

NLM National EXHIBIT REPORT OUTLINE

I. DATE OF REPORT: July 2,2002

II. NAME OF PERSON SUBMITTING REPORT: Teresa Hartman

III. ADDRESS McGoogan Library of Medicine; 986706 Nebraska Medical Center; Omaha, NE 68198-6706; phone 402-559-7076

IV. EXHIBIT:

Name of Meeting American College of Sports Medicine 49th Annual Meeting in Conjunction with the Sixth International Olympic Committee World Congress on Sports Sciences

Location St. Louis, Missouri

Dates May 28 - June 1, 2002

Staff NNLM: Teresa Hartman, Betsy Kelly, Deb Sommer; Volunteer staff from Washington University: Christina Sullivan, Kim Lipsey, Carol Murray, Georgina Grant, Erin Ferguson

Number of Registrants 5000

Number of Exhibits 450

Day and Date	Exhibit Hours	Number of Visits to Booth	NLM System Demonstrations	Internet Demonstrations
Sunday				
Monday				
Tuesday				
Wed/May 29	6 - 8 pm	250	22	3
Thur/May 30	9:30 am-5 pm	572	42	8
Fri/May 31	9:30 am-4 pm	195	19	5
TOTAL		1017	83	16

Note: Contacts were counted by the MEDLINEplus and blue NLM pens that were taken by the attendees.

V. EXHIBIT SUMMARY (Narrative)

- A. Pre-Exhibit Meetings: none
- B. Distribution of Pre-mailers, Letters or Invitations: none
- C. Booth Locations: excellent spot - corner booth, near the entrance to the poster sessions. With the success of making contacts that the corner booth provided, all future exhibits will have a goal of reserving a corner booth.
- D. Description of System Program Presentations (See Note below): none
- E. Problems: no problems were experienced during this exhibit. The staff showed up on the second day of set-up, due to the national holiday, and found the exhibit backdrop delivered right after they arrived (so it wouldn't have done much good to come and set up on Monday.) The only problem that happened during the entire trip was due to a mix-up on transportation of the backdrop on the way back to Salt Lake City - Teri

Hartman sent the shipment back on Freeman's preferred carrier rather than SLC's choice of Champion. Shipment arrived safely, just on the wrong carrier.

Having the 'central office' set up the exhibit was a success, and led to the lack of problems experienced. Betsy Kelly and Teri Hartman worked with Carolyn Osterman to determine what would be sent out with the backdrop.

- F. User Feedback: audience was made up of international researchers, students, faculty, with some consumers. When they saw MEDLINEplus, they were thrilled - no other way to say it. Faculty saw it as a great tool for students to use; students saw it as a short-cut to the information they needed; researchers saw it as a resource for grant-writing and keeping up with news in their area of expertise. Consumers (mostly other exhibitors) liked the ease of use, plus lack of ID/password and SPAM connected with the site.
Staff kept track of the nations represented by the participants' name tags, and recorded more than 12 different home nations among the contacts made in the booth.
- G. Suggestions/Comments: The staff couldn't have exhibited at this conference alone - effectiveness of demonstrations/contacts was due to support from the staff of the Washington University medical library. This was the first time that Teri Hartman had been in a booth with more than 2 librarians, and found that it worked better with the 'rush' times to have more librarians present. At one point there were 4 librarians on duty, with all of them busy promoting NLM resources. It is recommended that the practice of seeking out volunteers from the local medical library community be continued at all NLM exhibits. It is a benefit to the NNLM staff as well as the volunteers that serve (the volunteers really enjoyed the experience!) Note - two of the staff were exhibiting for the first time at a national conference. Betsy Kelly and Deb Sommer did an outstanding job promoting NLM resources. It was fortunate that this was the first national exhibit since the exhibit training at MLA - NNLM staff were able to put their newly acquired skills into use, resulting in the larger than expected numbers of contacts and demos. Staff agreed - one can do without chairs in the NLM booth while exhibiting effectively!
- H. Recommendations: Should NLM exhibit at this meeting next year? Yes, most definitely. It would be most fortunate if staff could contact the conference planners and get on the program with a class on NLM resources. This audience, particularly the United States attendees, needs to know how to apply the NLM resources directly to their information needs.
- I. Other MEDLINE Information Providers: none were in attendance

BUDGET FORM

Meeting:	American College of Sports Medicine	Dates:	5/29-6/1/02
City:	St. Louis, MO	Amount	
SPACE RENTAL			1,400.00
FREIGHT			1,209.69
DRAYAGE			382.90
LABOR			
ELECTRICITY			160.00
PHONES			496.90
TABLES			68.25
CHAIRS			68.30
CARPETS			196.65
TRASH CANS			10.70
COMPUTER RENTALS			373.86
DESIGN & PRINTING			
MAILING COSTS			
ADVERTISING			
MISCELLANEOUS			23.00
TOTAL			\$ 4,390.25
AIR TRAVEL			
GROUND TRANSPORT.			215.00
ACCOMMODATIONS			328.84
MEALS			150.00
OTHER			24.68
TOTAL			\$ 5,108.77
GRAND TOTAL			\$ 5,108.77

VII. APPENDICES:

Maps of Exhibit Hall

Pictures - none taken at this exhibit

Samples of Promotional Materials Used - booth included the NLM 'bookmarks': databases with urls; telemedicine; clinical trials; MEDLINEplus/PubMed; visible human; and the tri-fold instruction brochures for using MEDLINEplus, PubMed, and Gateway.

NLM National EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT: July 10, 2002
- II. NAME OF PERSON SUBMITTING REPORT: Kathleen M. McCloskey
- III. ADDRESS Eccles Health Sciences Library, 10 N. 1900 E., Salt Lake City, UT 84112-5890
- IV. EXHIBIT:

Name of Meeting: Alliance for Information and Referral Systems

Location Salt Lake City, UT

Dates June 2-5, 2002

Staff Kathleen McCloskey, assisted by librarians: Erica Lake and Tanya Sanchez, LDS Hospital Library; Molly Youngkin and Jeanne LeBer, Eccles Health Sciences Library.

Number of Registrants 475

Number of Exhibits 13

Day and Date	Exhibit Hours	Number of Visits to Booth	NLM System Demonstrations	Internet Demonstrations
Sunday	1-7:30	22	12	
Monday	9-5	26	12	
Tuesday	9-5	28	15	
Wednesday	9-5	12	6	
Thursday				
Friday				
TOTAL		88	45	

- V. EXHIBIT SUMMARY (Narrative)
 - A. Pre-Exhibit Meetings NLM's presence at the meeting was initiated in communications between Angela Ruffin and Sherri Clark of the Administration on Aging (AoA). The interest on the part of the AoA was in having both a booth hosted by the NLM and in a presentation being given highlighting NLM products that would be of interest to Information and Referral professionals
 - B. Distribution of Pre-mailers, Letters or Invitations - none
 - C. Booth Location: The exhibit room was not well situated. It was down a hall and away from the information and registration booth and not well marked. In the exhibit hall itself, the NLM booth was on a back wall and obstructed by the placement of two other booths. However, with only 13 exhibitors, this was probably not a problem.
 - D. Description of System Program Presentations A presentation was submitted to the Aging Track of the AIRS programming committee. The one and a half hour presentation "MEDLINEplus and NIH Senior Health: Information Buzz from the National Library of Medicine and the National Institute on Aging" was accepted and presented to an audience of 30 people on June 5, 2002. Angela Ruffin was able to send a copy of the very new M+ promotional video and it was included as part of the presentation.

Michael Carr from the MCR RML helped with the set up for the presentation. RML equipment (laptop and LCD projector) was used and hooked into the room's audio system, so the sound was excellent. The Internet connection worked well and there were no problems with disconnecting. It was a phone line, however, so some of the NIHSeniorHealth clips loaded a bit slowly, but that time was used to explain more about how the site was developed and how the system was designed.

E. Problems The attendees seemed to "find" the exhibit area easily enough and came at a slow, but steady pace throughout the meeting. However, planners missed a good opportunity to focus on the exhibits during the opening event Sunday evening. They could have set up tables in the exhibit area and attendees could have wandered through and sat down in the exhibit area to eat. As it was, they sat out in a lounge area outside the door and very few of them came into the exhibit area during that time

The company setting up the tables in the exhibit area was late by about an hour, but fortunately, we had no problem setting up the exhibit in time. However, because of MCR meeting schedules there were two meetings going on at the same time. We had to borrow an exhibit from another RML. When we set up we were missing 2 power strips. Michael Carr was able to borrow ones from the library.

F. User Feedback The attendees were primarily staff employed by agencies within the Aging Network (area agencies on aging or state units on aging) or the military and were an international group. Sherri Clark of the AoA reported that she had had excellent feedback from attendees. Several of the visitors stated that they didn't think our products would be of interest to them, but when we did a demonstration and showed them just what both M+ and NIHSeniorHealth had to offer they made a point of saying that they were glad they had stopped and waited to listen to what we had to say. A large number of visitors were setting up web pages for their agencies and were VERY enthusiastic about the "Making Your Web Site Senior Friendly" checklist/brochure. Several visitors took the brochure to give to their web designers.

G. Suggestions/Comments While one person could have staffed the booth, it was helpful to have two people there. It was good experience for the Utah Health Sciences Library Consortium librarians to see how a booth operates and to get to interact with the booth visitors. They were enthusiastic and Kay was able to tell them about the exhibitor training we received at MLA. Their being there also gave Kay time away from the booth.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer) ABSOLUTELY!! While this was a small meeting, these people are second to librarians in providing information and are an extremely important group to reach. Each contact with this group is, in my mind, the equivalent of 20 contacts at meetings with primary care practitioners. They will use NLM products in their every day work because their job is to find information for people. A tip for next year: the AIRS Friends group had a silent auction. I offered them a mug and a briefcase, but they turned me down (mug was too common; brief case - she asked "what's in it"?) They wanted something like a t-shirt or a "craft-type item". Whoever does next year's meeting (Cincinnati) should ask ahead of time about contributing something and what they would like to have. It looked like a lot of "swap meet stuff" to me, but one person's "swap meet stuff" is another's treasure.

I. Other MEDLINE Information Providers: none

VI. BUDGET SHEET

BUDGET FORM

Meeting:	AIRS (Alliance of Information & Referral System)	Dates:	6/2-6/02
City:	Salt Lake City	Amount	
SPACE RENTAL			600.00
FREIGHT			323.08
DRAYAGE			130.00
LABOR			
ELECTRICITY			
PHONES			
TABLES			63.50
CHAIRS			57.00
CARPETS			152.00
TRASH CANS			9.50
COMPUTER RENTALS			207.87
DESIGN & PRINTING			
MAILING COSTS			
ADVERTISING			
MISCELLANEOUS			22.00
TOTAL			1,564.95
AIR TRAVEL			
GROUND TRANSPORT.			
ACCOMMODATIONS			
MEALS			25.00
OTHER			40.00
TOTAL			65.02
GRAND TOTAL			\$ 1,629.97

VII. APPENDICES:

Maps of Exhibit Hall: There was no map, just a listing of exhibitors
Pictures:

Samples of Promotional Materials Used: No inhouse created promotional info, NN/LM cards, MEDLINEplus/PubMed cards, MEDLINEplus bookmarks, note pads, screen swipes, MEDLINEplus pens, Making Your Web Site Senior Friendly checklist,