

**National Network of Libraries of Medicine  
Southeastern/Atlantic Region  
Year 03 Outreach Plan**

**Outreach**

The SE/A staff as well as many of our Network members work to ensure that health information is available to all throughout the Region so that informed health decisions can be made. The year 03 outreach plan emphasizes the work of both the staff and our Network members and is influenced by the work of our Regional Advisory Committees (RAC) as well as from a review of past activities, tracked in the NN/LM outreach reporting system. This year's plan combines training, exhibits, consultations and subcontracts and awards.

**Outreach to Health Professionals**

Through our toll-free number, exhibits and training sessions the SE/A staff will provide outreach to health professions in the Region. In addition, we will provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public health workforce as needed.

A new part of our consultation program will be the use of an instant messaging (IM) program by the outreach coordinators. In addition, we plan to explore using IM with health sciences librarians who do outreach to health professionals. We plan to create a digital toolkit, available on the SE/A website, for health sciences librarians who do outreach to unaffiliated health professionals. The toolkit will include resources regarding marketing, training, and funding.

To encourage others to do outreach, we plan to fund subcontracts that focus on the information access or technology needs of health professionals. A minimum of two subcontracts for projects that provide training, presentations, demonstrations, technology improvement and exhibits to targeted populations including the public health workforce, emergency responders, minority or unaffiliated health professionals, health professionals serving at risk or minority populations or those working in rural, inner city or minority-serving health clinics is planned. A minimum of two projects is planned.

In addition to our subcontracted funding, we plan to provide funding for "express awards". This funding serves to introduce Network members to outreach and has proven to be very popular since being introduced in 2006. It can be used for small projects with an underserved health professional group or clinic. This includes:

- Outreach projects to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
- Planning awards to plan or determine the feasibility for future outreach projects directed at underserved health professionals

- Welcome awards to promote or enhance connectivity of urban or rural health clinics that promote health information or work to eliminate health disparities.

The executive director and outreach coordinators plan to conduct site visits to selected funded projects concluding in year 03. A visit to East Tennessee State University, Johnson City, TN in support of their rural health professional outreach project is planned.

Again this year, we will target the public health workforce. We plan to visit local county health departments in Alabama to provide training and determine information needs. During our training sessions, exhibits and visits we will promote the PHpartners.org website and encourage web masters to add links on their websites to NLM databases and resources. We will continue to provide updates about the Partners site to Network members through our nnlm-sea discussion list and *SEA Currents*. As we make our way around the Region and learn of new resources, we will submit suggestions for new links to the PHpartners.org team.

In addition to the national exhibiting schedule, we will target state meetings of unaffiliated health professionals such as veterinarians, nurses and the public health workforce as well as to hospital administrators. We will further enhance our exhibiting program by offering funding to Network members to exhibit at state meetings of minority health professionals associations as well as encourage training sessions and presentations where appropriate. A total of eight exhibit awards will be available.

Presentations at state and national meetings offer an additional way to introduce health professionals to the services and products of the NLM and NN/LM. In year 03 we plan to submit proposals for classes at several of the meetings at which we will exhibit. These include the student nurses and diabetes educators meetings.

We will continue to work with health professionals serving an American Indian population as well as those attending the health professional programs at Historically Black Colleges and Universities (HBCU) and Hispanic Association of Colleges and Universities (HACU) in the Region. Through our training and exhibiting programs we will introduce NLM and NN/LM services. We also will encourage Network members to use our funding programs to address the information needs of health professionals serving minority populations.

### **Consumer Health Services**

Our consumer health outreach is directed at public and school librarians, K-12 educators and home schoolers, peer tutors, those working in consumer health libraries, specific populations, and faith and community organizations that provide health information to the public. In year 03 SE/A staff want to target specific

populations throughout the Region. Again this year, we will provide training sessions and train-the-trainer classes as well as exhibits at events targeting veterans, home schooling associations, women, teens and minority populations.

We plan to fund projects that focus on reaching specific health consumer populations, underserved and minority health consumers, community partnerships, and community and faith organizations that serve the public. A minimum of four subcontracts that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith organizations, vulnerable and at-risk populations, public libraries, and more is planned. A minimum of two projects is planned.

In addition to our subcontracted funding, we plan to provide funding for “express awards”. This funding serves to introduce Network members to outreach. It can be used for small projects including the following:

- Outreach project awards directed at community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority groups; at-risk groups; or specific community groups in need of health information.
- Planning awards to plan or determine feasibility for future outreach projects
- Welcome awards provide the target audience, community organizations that are affiliate members, with equipment or services that allow them to participate in the Network.

SE/A staff will promote the use of Go Local during MedlinePlus demonstrations and training sessions as well as provide funding for the development of Go Local projects to ensure that consumers have access to local health resources and services. We expect the launch of two new Go Local sites in year 03 in Tennessee and District of Columbia and hope to encourage projects in VA and PR.

To help build health information services in the Region that can assist health consumers, we will provide consultations for libraries and groups desiring to build consumer health information services. We will continue live chats with the consumer health and community outreach coordinators. These chats are offered at least once per month and are announced in *SEA Currents*, on the nnlm-sea list and on the SE/A website. Anytime the coordinator is in the office and logged into the chat software, the ability to chat with Network members is possible.

Our health literacy kit proved popular in year 02. The kit was developed to assist Network members in their outreach efforts to consumers and specific populations. We will continue to update and promote the kit. It will be distributed at state library association meetings and will be available on the SE/A web site for download. See <http://nnlm.gov/sea/outreach/healthlitkit/index.html>

The consumer health outreach coordinator, community outreach coordinator, and executive director plan to conduct site visits to projects concluding in year 03. These include: Medical University of South Carolina, Charleston, SC in support their *Hands On Health Hispanic Outreach* project; University of Maryland, College Park in support of their *Health Information Training for Seniors* project; University of Mississippi in support of their *CHEC Center in a Delta Diabetes Clinic* project; Delta State University in support of their *Dancing Rabbit e-Library Health Initiative* project; Southeastern Regional Medical Center, Lumberton, NC in support of their *Robeson County Consumer Health Outreach* project; University of South Florida, Tampa, FL in support of their *Teaching and assessing senior citizens' health information retrieval: with emphasis on low vision seniors* project; Wake Forest University, Winston-Salem, NC in support of their *Community Health Information Outreach Program I* project; Georgetown County Diabetes CORE Group, Georgetown, SC in support of their diabetes project and MaFlo's Team, Georgetown, SC in support of their community outreach project; WV Health Right, Charleston, SC for their follow-up award and St. Mark CME Church and Nichols Temple AME Church, Birmingham, AL in support of their Welcome Awards.

To learn more about consumer health initiatives in the Region, SE/A staff will maintain contact with the state library staff. We hope to develop partnerships for training and projects when possible. We have joined each state library association in the Region and will monitor their listservs for news and opportunities as well as share product and funding news with them.

In year 03, presentations will be made at state and national meetings with a consumer health focus upon request. Possible targets include women's health fairs, veterans meetings, senior events, and more.

## **Training**

We plan to offer a suite of classes to improve health professionals', librarians' and the public's skills in accessing electronic health information. See our website for a full list of classes and training schedule at <http://nnlm.gov/sea/training/>

To expand our ability to reach more of the Region, we will develop distance education options for some of classes currently offered or in production. We will use web-conferencing on Adobe Connect, teleconferencing, or as time permits, develop online tutorials. We hope this will expand Network members' ability to participate in our offerings.

For all our courses, we will keep the MLA and NIH continuing education certifications current.

In year 03, we plan an extensive training program for librarians, health professionals, faith and community groups and health consumers.

Five classes were developed for public librarians. These include: *Prescription for Success*, *Beyond an Apple a Day*, *Looking in all the Wrong Places*, *Will Duct Tape Cure my Warts?* and *ABCs of DNA*. We plan to hold four in-person classes in Florida, South Carolina, Tennessee and Mississippi and to encourage and promote online access to the *From Snake Oil to Penicillin* class.

For consumers, faith and community organizations and librarians we also plan to offer the following in-person sessions:

- Two *Veterans' Health* classes for librarians and veterans in Maryland and Mississippi
- Two *Patient Informatics* classes for public librarians and consumers in North Carolina and Alabama
- Four *Easy to Read* classes to Network members and health professionals. In Mississippi, Maryland, Virginia and North Carolina.
- Two *No Patient Left Behind* classes for Network members and health professionals in Virginia and Georgia.

Specialty classes will be offered to community and faith organizations, public librarians and consumer groups. We will provide:

- Three *African American Community Health* classes to Network members, public libraries and community and faith organizations in Alabama, Mississippi and Tennessee.
- One *Finding Native Health Information Online* classes will be offered to community organizations and public libraries in Florida.
- One *Vive La Vida Sana* class for Spanish speaking librarians will be held in Puerto Rico.
- Two *¿No Comprende? Spanish Health Information Resources for English Speaking Librarians* will be offered in North Carolina and Georgia. In addition we will offer two online sessions of the class to librarians and health professionals, including the public health workforce.

New consumer classes to be developed this year include:

- Develop *Recursos para la toda familia: sobre la salud para personas que hablan español* for Spanish-Speaking consumers who want to learn how to find quality information about health. Topics will include: how to talk with their health care providers, how to evaluate web resources, finding disease specific information and information for adults and children, and locating herbal and drug information. The class, provided in Spanish, will discuss also the importance of increasing health literacy and decreasing health disparities. Faith and community groups in the District of Columbia and South Carolina are targets for year 03.
- Develop *Sexual Health* class for young adult librarians and consumers. This course will provide reliable resources on sexual and reproductive health. Understanding that men, women, and teenagers have different

needs in regard to sexual and reproductive health, this class will be modified for each particular audience. Each class will demonstrate quality websites about body changes, sexually transmitted diseases, specific conditions, women's and men's health conditions, domestic violence, and gay, lesbian, bisexual, and transgendered information. One class is planned for Georgia.

For health professional audiences, we will offer a suite of classes. These include:

- Four *Evidence-based Nursing* classes to health professionals and librarians in Alabama, Virginia, Florida and Mississippi
- Two NLM system training sessions at Historically Black Colleges and Universities with health related programs for faculty, students and librarians. Planned locations for in-person training include District of Columbia and Maryland
- Two sessions of the *Patient Safety Resource Seminar* to hospital personnel and health science librarians in MD and DC
- Five *PubMed* and NLM system training classes for health sciences librarians, health professionals and medical societies in West Virginia, South Carolina, Tennessee, and Puerto Rico
- Two sessions of *Nursing on the Net* sessions for nursing students, faculty and librarians at HACU and HBCU institutions in North Carolina and South Carolina
- Two *PHPartners.org Introduction* classes for public health professionals in Alabama
- Two *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations include: AL and MD.

We plan to incorporate more distance learning into our training program. Plans for year 03 include:

- Two *Beyond an Apple a Day* classes for Network members.
- *Be Careful for What You Wish For*, the second class in the *Wishing Well* series, available via web tutorial for Network members
- *Your Wish is Granted*, the third class in the *Wishing Well* series, available via web tutorial for Network members
- Two online sessions of *Nursing on the Net* sessions for nursing students, faculty and librarians.

As part of our technology program we plan to provide courses that promote the use of technology within libraries and support the needs of our subcontractors. Courses will include but not be limited to *Geeks Bearing Gifts*, *Super Searcher*, and *Website Usability*. Six technology classes for librarians and health professionals in South Carolina, North Carolina, Alabama, Mississippi, Georgia, and Florida are planned.

As part of our training program we also plan to provide the two evaluation courses developed by the NN/LM Outreach Evaluation Center: *Planning and Evaluating Health Information Outreach Projects*, to build capacity for constructing a community health information outreach project and evaluation plan and the *Measuring your Impact*. Four locations for training are planned and include Georgia, Tennessee, Florida and West Virginia.

To expand the training component of our outreach program, we will offer training awards. The award can be used by SE/A Network members to improve health professionals', librarians' and the public's skills in accessing electronic health information by providing NLM system, Internet/World Wide Web training, or technology-related classes in the Region. The sessions may be hands-on practice or demonstrations if facilities are not available. The award can be used also by state groups to offer disaster planning/emergency preparedness classes in their state or to hire speakers on topics of interest to members for which the SE/A staff has no expertise or time to develop a presentation. Members or state associations can apply for up to \$600 for each session. Funding will cover travel, per diems, and room and equipment rental if needed. No course development costs will be covered. We expect to fund a minimum of ten sessions in the Region.

To expand the availability of training materials on the web, we will work with the National Training Center and Clearinghouse to provide links to materials on SE/A Network members' websites. We will evaluate the materials present, secure permission to add them to the Clearinghouse, assist with gathering the metadata that goes with each record and recommend the deletion of outdated materials.

As part of our work with public health personnel, we will promote the *Public Health Information and Data: A Training Manual* ([http://phpartners.org/phid\\_manual.html](http://phpartners.org/phid_manual.html)) to Network members in the Region.

## **Exhibits**

Our exhibit schedule is once again extensive. Exhibiting is a key component of our outreach plan. We exhibit at health professional association meetings for several reasons, to inform, to obtain feedback on products and services, to evaluate and test new products, to maintain NLM's visibility as a leader in the biomedical information industry, and to cultivate professional contacts. We exhibit at state library association and consumer meetings to meet potential Network members, to gain name recognition for the NLM and NN/LM products and services and to promote access to electronic health information so consumers can make informed health decisions. Network members are invited to assist us at the exhibits where they are able. Our full schedule is available at <http://nnlm.gov/sea/outreach/exhibits.html>

Our exhibit plan for year 03 includes the following meetings:

Four national health professionals meetings:

| Association                                   | Location       | Date                |
|---|----------------|---------------------|
| National Patient Safety Foundation Congress   | Nashville, TN  | May 15-16, 2008     |
| Life@50+ AARP National Event and Expo         | Washington, DC | September 4-6, 2008 |
| Employee Assistance Professionals Association | Atlanta, GA    | October 16-18, 2008 |
| National Student Nurses Association           | Nashville, TN  | April 15-19, 2009   |

Three state health professional association meetings:

| Association                           | Location         | Date                 |
|---------------------------------------|------------------|----------------------|
| Veterinary Medical Association        | TBA              | TBA                  |
| Mississippi Public Health Association | Philadelphia, MS | September 19-21 2008 |
| Southern Nursing Research Society     | Arnold, MD       | February 11-14, 2009 |

Five consumer meetings:

| Association  | Location       | Date               |
|--|----------------|--------------------|
| Pride Fest Key West  | Key West, FL   | June 7-15, 2008    |
| 2008 State Convention (Veterans of Foreign Wars NC Department) | Greensboro, NC | June 13-14, 2008   |
| Maryland Home Education Association                            | Arnold, MD     | September, 2008    |
| Hispanic Festival  | Augusta, GA    | October 11, 2008   |
| Southern Women's Show  | Orlando, FL    | October 9-12, 2008 |

Four state/regional library association meetings:

| Association   | Location                  | Date                |
|---|---------------------------|---------------------|
| West Virginia Library Association                   | White Sulphur Springs, WV | December 3-5, 2008  |
| Mid-Atlantic Chapter of Medical Library Association | Morgantown, WV            | October 20-22, 2008 |
| Southern Chapter of the Medical Library Association | Birmingham, AL            | October 26-30, 2008 |
| South Carolina Association of School Librarians     | Columbia, SC              | March 11-13, 2009   |



In addition, we will provide funding for Network libraries to exhibit at state meetings of health professionals, public librarians and health consumers. It is an opportunity for others to promote access to electronic health information and to promote Network libraries and their services. Network members can apply for up to \$2,000 for each exhibit. Funding will cover registration and booth fees, travel and per diems, communication costs, publicity, promotional items, and equipment rental if needed. A minimum of eight awards will be available in year 03.

As part of our exhibiting program, we will offer to provide courses, program presentations and panels as well as other offerings at the meetings where we exhibit.

### **Technology Awareness and Integration**

We will continue to monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information. We will keep Network members apprised of developments by articles and messages to the electronic mailing list, and *SEA Currents*.

To promote the use of new technologies by librarians and health professionals in the Region, we will fund a minimum of three technology awareness conferences in year 03. We will choose from the available applications.

We will participate in testing/using other methods of communication, such as videoconferencing and computer conferencing with NLM, NN/LM offices and Network members wherever possible.

We will continue to build and maintain web pages for each state in the Region to include statistical information, library information, specific population information, key documents or studies about the state, and emergency preparedness resources. It is expected that those developing outreach projects as well as those interested in individual state health and emergency and disaster resources will use these pages.

With the success of our past efforts to improve electronic document delivery in the Region, we will continue to provide funding for technology improvement in Network libraries, especially hospital libraries. Funding for a minimum of seven library technology improvement projects that enable libraries to digitize or automate a library service to increase its accessibility within or without the institution will be available. The technology coordinator will visit sites with technology-related subcontracts and awards upon request to assist with training or technical issues.

As in the past, the SE/A staff will participate in testing technology and using social networking tools with the NLM, Network members, regional associations or other RMLs. In this way we hope to enhance communication and training through our knowledge and use of new technology.

We will continue to use the <http://nnlm.gov/sea> site as one of our main communication tools in the Region. We will ask Network members for feedback and use their suggestions to further develop and enhance the site.

### **Library Improvement**

After a review of our funding program, the RAC Oversight Committee recommended that we delete funding for the library improvement project. We have increased the number of Library Technology Improvement Express Awards to ensure adequate connectivity or equipment to improve electronic services and continuity of service. A minimum of seven awards will be available to hospital librarians in the Region.

In addition, to assist libraries that have been damaged or destroyed, we will offer a “disaster recovery award” to ensure continuity of service should a disaster strike libraries in the Region. A minimum of three awards of up to \$5,000 to replace lost equipment and fund temporary connectivity, supplies, and more will be available.

Web-conferences on topics of interest to Network hospital librarians will be offered quarterly with input from our RAC Outreach to Health Professionals Committee. In addition, we will make every effort to provide funding and training opportunities to assist Network libraries. Training awards have been modified to include opportunities for state associations to bring in speakers for professional development at the local level.

### **Connections**

We will continue to provide consultations with Network members and health professionals on technology issues and assist with information on getting connected.

Our plan is to support connections through funding mechanisms such as subcontracts and express awards for outreach projects that target inner city or rural health practitioners, community agencies or libraries with inadequate connectivity. The Welcome Award is one way in which we reach out to community agencies and clinics to support health information access.