

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

**Outreach Narrative
Year 2**

May 1, 2007 – April 30, 2008

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Consumer Health Outreach

Providing health professionals, librarians, and the public with the knowledge and skills to effectively access quality consumer health information is the major focus of the consumer health project area. This outreach is conducted in a variety of approaches: via training on the authoritative consumer health databases developed by the National Library of Medicine (NLM); facilitating collaborative community projects and online health tools, such as Go Local; and working with agencies and organizations within the region to develop a stable infrastructure to support those efforts.

Goal:

Increase public awareness of and access to high quality electronic health information

Outcome:

Consumers and communities will be directed to authoritative NLM resources, such as MedlinePlus and Go Local, to help answer consumer health questions

Go Local Support and Expansion:

Rationale: The Go Local links on the MedlinePlus health topic pages provide information about health services in local geographic areas, including hospitals, physicians, nursing homes, support groups, health screening providers and many others. Go Local projects provide communities with vital online access to information about healthcare and related services on a local, state, regional, and national level. Rural and frontier areas in the MidContinental Region (MCR) benefited from the services that were identified and selected for Go Local. The services represented traditional and non-traditional healing practices needed by the diverse populations in the region, such as the TC4C Go Local.

State liaisons continued to support and monitor Go Local work in Missouri, Nebraska, Utah, and Wyoming. They also continued to work with Network members in all states to answer questions about Go Local and promote collaboration to implement future expansion.

The last calendar year saw a growing awareness and usage of the Go Local sites. In November 2006, Nebraska had 939 visitors, Missouri had 732 visitors, Utah had 723 visitors, and Wyoming had 509 visitors.

Among all of NLM's resources, MedlinePlus was the one liaisons most frequently talked about and demonstrated at health professional meetings and exhibits, and at training sessions for librarians and the public. With Spanish and other multi-language resources, and low-literacy interactive tutorials, MedlinePlus provided urban and rural health professionals and librarians in the MCR with quality consumer health information.

State liaisons conducted over 160 training sessions on MedlinePlus in the MCR.

Methodology: State liaisons will build on the increased awareness of Go Local, continuing to promote and demonstrate MedlinePlus Go Local access at trainings, meetings, presentations, and exhibits for health professionals, public health personnel, public librarians, educators, community organizations, health advocacy groups, faith-based organizations, and self-help groups. Heightening awareness of Go Local and MedlinePlus will enhance citizen's access to consumer health resources.

By the end of the contract, the RML intends to offer two more awards to states in the region. The Colorado/Consumer Health Liaison will facilitate expanding Go Local participation in Colorado and Kansas.

MedlinePlus continues to be the mainstay of consumer health education. State liaisons will continue to introduce and educate health professionals and librarians on the benefits to this valuable resource. MedlinePlus will be promoted at professional conferences and exhibits, as well as included as an integral component in training sessions on locating consumer health information.

Evaluation: Participating MCR Go Local sites will continue to add resources, making the sites more robust. Visitations to the Go Local sites will increase. State liaisons will report the opportunities taken to promote the service.

Mobile Training Unit:

Rationale: Mobile training units allow hands-on training on MedlinePlus, Go Local, and other NLM databases where computer labs are not readily available. With Internet access, these sessions can be conducted anywhere, from a traditional library setting to a health clinic, particularly in rural areas.

The Colorado/Consumer Health Liaison purchased equipment for a mobile training lab, capable of accommodating 4 students for hands-on training. The training unit was used successfully in a session at a remote Colorado mountain public library. The Utah/Network Membership Liaison also has access to a mobile classroom through the Spencer S. Eccles Health Sciences Library outreach program. The classroom consists of 10 laptop computers with built in wireless connectivity and a wireless access point that easily connects to networks at the training site. It has been used extensively on and off the University of Utah campus since 2003. Off campus, the

mobile classroom as been used several times at rural clinics, small public libraries, and local health departments.

Comments from participants have been very positive and noted in evaluations that the learning experience was greatly enhanced with the addition of the technology.

Methodology: A mobile unit increases the potential training venues, particularly in rural areas. Building on lessons learned in the year 1 training sessions, both liaisons will seek further opportunities to employ the mobile units for hands-on training in environments where it is not normally possible. The Colorado/Consumer Health Liaison will work with the Colorado Library Consortium (CLiC) to provide training to Colorado's public, school, academic, and special librarians and health professionals. The Utah/Network Membership Liaison will work with the Spencer S. Eccles Health Sciences Library's outreach program to provide training to health care providers, public health workers, and public librarians and their patrons. The units will be made available for MCR liaison's use in other states.

Evaluation: The Colorado/Consumer Health and Utah/Network Membership Liaisons will monitor and report on the functionality of the units, efficiency of moving the units, ease of setup, and the feasibility of unit usage in a variety of settings (i.e. senior centers, community centers, health clinics, health fairs). Participant evaluation and feedback reporting knowledge gains will provide the greatest evaluation of the unit's usefulness.

Train-the-trainer Sessions:

Rationale: Experience garnered from year 1 of the contract demonstrated that offering train-the-trainer opportunities to health professionals and librarians was a very effective mechanism for imparting knowledge, developing skills, changing attitudes, and raising awareness regarding consumer health information. Train-the-trainer sessions provide a deeper level of database knowledge, and provide the participants with a solid foundation for instructing others. Conducting train-the-trainer sessions on the NLM's consumer health databases was more cost effective, saved time, got the involvement of a greater number of people, allowed the trainer to reflect local health issues, increased involvement, and improved institutional commitment to providing consumer health resources.

Web based training (synchronous and asynchronous) will allow participants from around the MCR to participate in

distance learning. These learning opportunities eliminate travel expenses for the instructor and participants; they eliminate time lost from the job traveling. Web based training can be interactive and allow for a hands-on learning environment. This mode of training is an effective tool for keeping the region up-to-date on changes and enhancements to NLM consumer health resources.

Methodology: State liaisons will continue fostering an understanding of consumer health resources with additional train-the-train sessions. These sessions will enable health professionals and librarians to assist consumers gain an understanding of the concepts of consumer health research and resources for accomplishing the research by using the authoritative resources developed by the NLM.

The Colorado/Consumer Health Liaison will employ distance education platforms to extend training opportunities outside the classroom walls by offering four distance learning sessions targeting health professionals and librarians.

Evaluation: Six train-the-trainer sessions will be offered in the region. The Colorado/Consumer Health Liaison will teach an additional four sessions as distance education classes. Participant evaluation and feedback reporting knowledge gains will provide the indicator for the success of the train-the-trainer sessions. 75% of attendees will indicate that the class objectives were met.

Information Rx Program:

Rationale: The Information Rx Program enhances communication between the physician and the patient, and between the patient and the librarian. The program directs patients to the authoritative consumer health resources developed by the NLM.

Since the launch of the program in April 2004, 168 physicians and 66 health science libraries from the MidContinental Region requested Information Rx materials.

Comments from MCR physicians:

“Wonderful idea, typical of most ACP initiatives :)”

“My patients love the site. Thanks.”

Methodology: State liaisons - at meetings, presentations and exhibits targeting health professionals - will continue to encourage adoption of the Information Rx program promoting it as an “added value” to the patient’s clinical experience, and will also promote the new Information Rx

program focusing on newborn screening and related genetic disorders. State liaisons will also promote both Information Rx programs at meetings, presentations, and exhibits targeting librarians and at site visits to libraries.

Evaluation: 25 Information Rx orders will be placed by physicians and health science libraries from the MCR. Participation will be tracked quarterly through NLM requested reports. This tracking will include data for Information Rx and Information Rx Newborn Screening.

Goal:

Increase public awareness of and access to high quality electronic health information

Outcome:

Partnerships exist that enhance access to electronic health information

Facilitate Partnerships in Each State:

Rationale: Facilitating partnerships that include public libraries provides the foundation for successful collaborative ventures for consumer health information outreach.

The Colorado/Consumer Health Liaison revived the CCHILL (Colorado Consumer Health Information Librarians) group. CCHILL provides medical and public librarians an opportunity for networking, educational opportunities, and a forum for discussing consumer health information in quarterly meetings. The meetings were enthusiastically attended and participants have been able to develop a rapport that will provide a solid foundation for future partnerships among institutions and within their respective community-based organizations.

The Wyoming Symposium was held, bringing public and medical libraries in the MCR together for training and networking.

The Health Round Table (HeaRT), a section of the Utah Library Association, continues to bring together 69 public and medical librarians to provide health information resources for librarians to improve the practice of personal health choices.

The Community Outreach Liaison regularly attends meetings of OPL, the Omaha Public Library.

The Nebraska/Education Liaison helped organize the Healthy Nebraska Information Partnership Symposium.

The Community Outreach Liaison and Nebraska/Education Liaison present and attend meetings of the Nebraska ICON Library Consortium comprised of medical and public librarians.

The Missouri/Library Advocacy Liaison works with the State Library Association planning committee developing quality programming for the annual state library association conference. She also works with the Missouri State Library planning health related programs for public libraries in the state.

The Kansas Liaison worked with the State Library, Kansas University AHEC staff, Kansas University Telemedicine and Continuing Education staff, and the Johnson County Public Library to assess access to consumer health information in a health care provider setting, the library, and at home. Medical libraries are few and far between in the state of Kansas (some 300-400 miles), so the public library became the ideal venue to provide remote communities with access to consumer health information.

Methodology: Medical and public librarians will collaborate to develop training programs on consumer health information that meet community needs and seek funding to support program development. Building on the MCR facilitated events in year 1, state liaisons will continue to find avenues to facilitate collaborations.

The Community Outreach Liaison and the state liaisons will conduct Café to Go sessions for Colorado and Wyoming to help foster skills in developing collaborations with community-based organizations and public libraries.

The Colorado/Consumer Health Liaison will serve on the planning committee for the inaugural “Colorado Health Summit,” bringing together medical librarians, public librarians, policy makers, government agencies, funding agencies and community stakeholders, to discuss where consumers get health information and to better define and appreciate the roles of libraries/librarians.

The Colorado/Consumer Health Liaison will continue to plan quarterly meetings of the CCHILL group.

The Wyoming Liaison will continue to offer the Wyoming Symposium to the region, bringing together rural librarians from public and medical library settings.

The Community Outreach Liaison will serve on the executive board of ICON.

The Utah/Network Membership Liaison will attend Health Round Table (HeaRT) meetings to network, inform members on the services of the NN/LM, and facilitate consumer health partnerships.

The Kansas/Technology Liaison will facilitate partnerships with Kansas medical libraries and public libraries to provide quality consumer health education. Kansas will build on the partnerships formed, with the State Library, AHEC, and Kansas University supporting the Johnson County Public Library in its role of providing authoritative training and resources on consumer health information. Medical and public librarians will develop a model for outreach that can be replicated in the public library, school library, and community centers.

The Missouri/Advocacy Liaison will continue working with the Missouri State Library, which allows for developing collaborations with a variety of librarians including medical and public librarians.

Evaluation: The state liaisons will encourage public library partnerships to share lessons learned in mechanisms such as the MCR's Plains to Peak Post, presentations at conferences, and submissions to the Effective Practices Collection. State liaisons will contribute information about partnerships and activities on the MCR Community Resources page. State liaisons will document that one partnership project per state has included consumer health information as its focus.

Goal:

Increase public awareness of and access to high quality electronic health information

Outcome:

Partnerships exist that enhance access to electronic health information

State Library Publications:

Rationale: All state library web pages in the MidContinental Region provided visitors with a link to MedlinePlus. In addition, the Colorado/Consumer Health Liaison crafted a quarterly update on "What's New" in NLM consumer health databases, which was distributed to the regions' liaisons for submission to their respective state library publications. Updates were published in Colorado, Missouri, and Nebraska. The MCRs' state libraries have been very supportive of the consumer health initiative making authoritative resources available to community libraries large and small.

Methodology: The receptiveness of state libraries to list authoritative NLM resources will provide the springboard to encourage public libraries to follow suit. Our region's state libraries have a strong commitment to supporting the outreach efforts of the public library and the NN/LM, as many of our region's counties lie in rural, and in some cases, frontier areas. The state liaisons will continue collaborating with this entity will further raise awareness to consumer health resources. One article submission per state, highlighting NLM resources, will be made to a statewide newsletter.

Six public libraries without MedlinePlus on their web site will be contacted in the year, per state.

Evaluation: The number of MedlinePlus links added to public library web sites will increase.

State liaisons will monitor if submissions are published, report on feedback and questions generated from the entries, and track the number of NLM resource links added to public library web sites.

State Library Association Exhibits:

Rationale: Exhibiting and presenting at state and regional library association meetings allows the liaisons to forge and further develop relationships with librarians and administrators not only in the public library arena, but also in special libraries. Our region's association meetings are well attended, with association participants willing to travel from the furthest reaches of the state. This level of participation from urban and rural library professionals is paramount to the liaisons' outreach.

The MCR exhibited at five state library association meetings from May 2006-November 2006. The Kansas state library association meeting will be held in April 2007.

Methodology: MCR liaisons will exhibit and submit abstracts to present at state library association conferences, in addition to exhibiting. Liaisons will highlight the appropriate NLM consumer health resources.

Colorado	November 2007
Kansas	April 2008
Missouri	October 2007
Nebraska	October 2007
Utah	May 2007
Wyoming	September 2007

Evaluation: Liaisons will report on feedback and questions provided by visitors to the exhibit. They will report on presentation evaluations, if appropriate. They will report on the number of demonstrations conducted during the exhibit.

Document the Effectiveness of a Working Group:

Rationale: Working groups build dynamic and proactive partnerships. An effective working group can improve opportunities for local residents and community organizations to have a genuine say in consumer health outreach efforts, enhance the relationships between stakeholders, and improve community health services provided by public service organizations.

Methodology: The Colorado/Consumer Health Liaison will seek MCR nominees for the consumer health working group from MCR liaisons. The selected participants will come from appropriate organizations and will help implement RML activities and provide feedback on consumer health issues. Establishing this working group will forward the goals of the MCR, strengthen local and regional collaborations, increase awareness regarding outreach to health professionals, librarians and the public concerning consumer health and health information literacy, and foster support and involvement with other regional programs.

Evaluation: The liaison will document the working group's active participation in one project.

Goal:

Recommend ways of improving health professional and consumer access to information

Outcome:

Recommendations for improving access to health information are formulated and disseminated across the region

Assess the Needs of Public Libraries:

Rationale: Assessing and reporting on the needs of public libraries will help the MCR garner knowledge about what public libraries are facing in providing health information to their patrons and the kinds of services and programs they have or wish to implement, their educational needs and level of knowledge (perhaps) about NLM resources.

Methodology: Public library focus groups will be moderated by liaisons and held in conjunction with State Library Association meetings. Groups of 6-10 participants per state will discuss their health information needs, services, and programs. Questions will be solicited from liaisons and the members of the Regional Advisory Board.

Colorado	November 2007
Kansas	April 2008
Missouri	October 2007
Nebraska	October 2007
Utah	May 2007
Wyoming	September 2007

Evaluation: Focus group data will be examined for patterns, needs, questions, and conclusions and used to influence programming directed toward public libraries.

Community Outreach

The National Network of Libraries of Medicine, MidContinental Region (NN/LM MCR) has been recognized nationally as a resource for community outreach in the area of health information access. The NN/LM MCR has made progress through partnerships with Network members and community organizations to develop projects that provide increased access to health information for underserved communities, especially minorities and inner city residents. The consistent outreach provided by the NN/LM MCR has led to the creation and maintenance of strong and trusted relationships. Our plan for year 2 builds on those relationships.

Goal:

Provide consultation to Network members as well as community-based, faith-based, and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding

Outcome:

Increased number of proposals from the region funded by NLM, NN/LM, and other sources

Consultation on Proposals: **Rationale:** Network members and community organizations have primary audiences they serve and a mission statement that guides their activity. While partnerships to increase access to health information can be useful to both groups, there are barriers that prevent such partnerships from taking place. Those barriers include funding, including funding for staff time devoted to outreach, an understanding of how to form partnerships as well as who to partner with most effectively. The NN/LM MCR has assisted members and non-members in overcoming those barriers.

Funding

The Community Outreach Liaison posts grant information to the BHIC (Bringing Health Information to the Community) blog to provide community organizations with information about funding to support health information outreach. She also posts similar information to the weekly RML News blog. Articles by principle investigators about their MCR funded projects regularly appear the quarterly newsletter, *Plains to Peaks Post* to encourage others to apply for funding. In addition, information about the National Library of Medicine's "Knowledge Management & Applied Informatics Grant" has been promoted to Network members and provided to specific staff at community organizations when they looked for funding.

Creighton University's Office of Interprofessional Service, Scholarship and Education (OISSE) submitted an application to create a "Healthy Internet Café" at the Wellness Center for the Omaha Tribe, a rural Nebraska tribe with a high diabetes and alcohol rate combined with high

poverty and unemployment. The OISSE included the Health Sciences Library as a partner in this application, along with several other tribal and health organizations.

An important piece in pursuing funding is the ability to write a strong proposal. In addition to providing information about funding sources, the NN/LM MCR has promoted the NN/LM Outreach and Evaluation Resource Center (OERC) and the booklet series on evaluation and assessment, along with consultation by the Assessment & Evaluation Liaison. The booklets were provided to members at the MCMLA Joint Meeting in 2006. They were also handed out at the Nebraska Minority Health Conference. A grant writing workshop will be offered in year 1 as in-person and distance classes for Network members.

Partnership Building

On October 11, 2005, the Community Health Information Partnership Symposium (CHIPS) was held in Jackson Hole, Wyoming. (<http://nnlm.gov/mcr/education/CHIPS/CHIPS.html>)

The goal of the symposium was to assist medical librarians, public librarians and staff from community organizations to learn about developing partnerships by bringing the groups together to network, to learn from experts and to hear about successful partnerships. A post symposium survey found that attendees were provided with tools to carry out outreach programs, and several who were not already participating stated they were now considering doing so. A one year post conference survey of participants revealed that library collaborations included AHECs, public health nurses, and high schools.

In addition to CHIPS, a partnership in Nebraska between the Resource Library, McGoogan Library of Medicine, and the Nebraska Library Commission, with the support of the Nebraska/Education Liaison, resulted in the Nebraska Healthy Information Partnership Symposium, held in North Platte on November 10, 2005. Several partnerships resulted, with outcomes including support of a health fair, and various publications on health issues such as STDs and coping with grief.

By the end of this year, the Community Outreach Liaison plans to assume responsibility for a class created by Gale Dutcher of NLM's Specialized Information Services, "Getting Started with Information Outreach in Minority Communities." The Community Outreach Liaison will invite NN/LM staff to be listed as instructors both from within the MCR and outside the region.

Methodology: In year 2, the NN/LM MCR will continue to provide information about funding sources through the BHIC and RML News blogs. "Getting Started with Information Outreach in Minority Communities" and a grant writing workshop will be proposed as CE for the 2007 Joint Meeting of the Midcontinental and Midwest Chapters of the Medical Library Association. The outreach workshop will also be added to the agenda for the Wyoming and Denver Café to Go sessions (see Café to Go section below).

The Community Outreach Liaison will develop a short presentation that can be added to presentations given by liaisons speaking to members or at presentations to community organizations that will include a summary of CBO/library projects the NN/LM MCR and the NLM have funded and promote liaison consultation services to assist in proposal development and writing.

A partnership development page will be created on the NN/LM MCR web site for the Resource Library outreach project (see next section). This page will include examples of successfully funded grant and award applications.

Evaluation: One CBO Library partnership is funded each year.

Ten consultations happen each year regarding CBO and library partnerships.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcome:

Resource Libraries will develop partnerships with CBOs that increase access to health information to underserved populations in the community

Resource Library Outreach Project:

Rationale: For the 2006-2011 contract, two Resource Libraries agreed that they would participate in a formal outreach project at their library. KUMC's Archie Dykes Library ran into staffing difficulties and had to withdraw from the project, but the University of Missouri J. Otto Lottes Health Sciences Library replaced them, and Washington University's Becker Medical Library remained committed. With the change in a library came a change in the structure of the project. Originally, the goal had been to assist the two libraries in creating new outreach projects, in order to learn what tools and resources were needed to develop

new outreach collaboration. With the entry of the J. Otto Lottes Library came the opportunity to learn what a long-term, stable outreach project needed in order to continue to maintain and/or grow in its outreach.

The Community Outreach and Assessment & Evaluation Liaisons will develop a web page on the NN/LM MCR web site that contains a list of resources on community outreach, participatory research, and assessment and evaluation. In addition, as mentioned earlier, successfully funded award and grant applications will be included on this page. Additional content will come from a discussion with staff at both Resource Libraries about resources and tools needed to develop, maintain, and grow outreach projects.

J. Otto Lottes Health Sciences Library

J. Otto Lottes Health Sciences Library has been part of the Missouri Area Health Education Center (MAHEC) Digital Library (MDL) since it was established in 2003. The MDL grew out of a long term partnership between the Lottes Library and the Missouri AHEC program, and was initially funded by the National Library of Medicine. The MDL is now in its first year as a self-sustaining program, and is seeking ways to add additional members to the library, to form oversight and advisory groups, and to continue to provide courses and training in search techniques and use of evidence-based care.

Deborah Ward, library director, submitted a proposal to the NN/LM MCR outlining various ways the NN/LM MCR could support the project and the NN/LM MCR staff has confirmed support for this project.

Becker Medical Library

Paul Schoening, director at Becker Medical Library, has been in contact with several internal institutions to discover what outreach exists or is being planned for Washington University. He is working to find ways for the Becker Library to become involved in supporting outreach being undertaken by Washington University.

Methodology: In year 2, the Community Outreach and Assessment & Evaluation Liaisons will maintain and update the resources created in year 1 to support the collaborations for the Resource Library projects. Both Resource Libraries will work with the Assessment & Evaluation Liaison to develop a needs assessment for the projects they are working on. Both libraries will develop or refine their outreach plan; and if necessary will apply for funding. The Community Outreach Liaison will assist in locating funding resources for the projects. All the NN/LM MCR

liaisons will act as consultants on the projects, with the Community and Assessment & Evaluation liaisons taking the lead in consultation services.

Evaluation: Effective collaboration practices are developed as a result of the Resource Library projects.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcomes:

1. **More CBOs in the region recognize the NN/LM-MCR as a network of providers of health information as a part of their mission/priority**
2. **A planning group will form**

Regional Symposium:

Rationale: The NN/LM MCR sponsored the CHIPS symposium in October 2005 and received feedback that this symposium was very helpful in providing tools and networking to attendees that would be useful to them in developing partnerships and outreach projects at their home institutions. The success of CHIPS followed by the success of the Nebraska Healthy Information Partnership Symposium has encouraged the NN/LM MCR to explore hosting a regional symposium in year 3. We have informally polled our Resource Libraries and community organizations, and have discovered that there is interest in participatory research. By participatory research we mean working in partnership with a community or community organization in order to achieve a common goal and documenting the experience in a manner that is acceptable for sharing through peer reviewed publications. The Omaha based Community Outreach working group suggested adding information about specific funding opportunities or making available seed money for outreach projects that come out of the symposium.

Methodology: While the topic of participatory research has been highlighted as a topic of interest, exploration of a symposium focus will include tracking the success of the meeting being held in Colorado. The "Colorado Health Summit," will bring together medical librarians, public librarians, policy makers, government agencies, funding agencies, and community stakeholders to discuss where consumers get health information and to better define and appreciate roles for libraries/librarians as they serve consumers and communities. The outcomes of this workshop will be evaluated for possible topics for the year 3

regional symposium. Traditional feedback tools (advisory board at meetings, site visits) will be used to determine member needs for a symposium.

Evaluation: A topic of interest for the symposium will be determined.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcomes:

- 1. Staff at CBOs will be trained in accessing biomedical information**
- 2. Information on minority health issues provided by the MCR is published in CBO newsletters, posted on their discussion lists and distributed at exhibits and through presentations**
- 3. More CBOs in the region recognize the NN/LM-MCR as a network of providers of health information as a part of their mission/priority**

New and Ongoing Outreach and Training to CBOs:

Rationale: State liaisons have already established contacts with community organizations such as the Utah AIDS Foundation and El Centro Latino, in their states. During the contract they will continue the relationships and offer training to the staff of the community organization. It is important to maintain consistent and stable outreach to staff at community-based organizations, so that trust is built between both groups. In addition, liaisons will establish relationships with new organizations so that the knowledge of the NN/LM MCR can grow within our region, increasing access to health information for underserved populations.

In year 1, the MCR liaisons have exhibited and/or presented at several minority health conferences as a way to network with community organizations with a focus on health disparities issues.

Minority Health Conference Presence May 2006 - December 2006

Minority Health Conference	Cheyenne, WY May 3-4, 2006	Exhibit
Latino Health Issues for Primary Care Providers	Omaha, NE	Exhibit, Presentation
Missouri Institute on Minority Aging	Jefferson City, MO August 3, 2006	Exhibit
Nebraska Minority Health Conference	Kearney, NE October 31- November 1, 2006	Exhibit
Nebraska Association for Translators and Interpreters	Lincoln, NE August 10-12, 2006	Exhibit
Multicultural Fall Festival	Jefferson City, MO October 7, 2006	Exhibit
Caring of Colorado's Medically Underserved Conference	Denver, CO September 29, 2006	Exhibit, Presentation

Another method to increase the NN/LM MCR presence is to contribute articles to CBOs for use in their publications. In year 1, the Community Outreach Liaison wrote an article on Spanish language resources that was accepted for publication by REFORMA and was published in the Winter 2006 edition of the *Nebraska Library Association Quarterly*. The liaison will write a second article for liaisons to submit to publications of local community-based organizations. The second article will be written in January and will include information appropriate to Minority Health Month, for publication in April 2007 newsletters.

Methodology: The NN/LM MCR will exhibit and/or present at ten minority health conferences and other CBO workshops as a way of identifying new organizations and continuing to network with established contacts. In year 2, liaisons will invite Network members who work in the cities where the conferences are being held to join them at the exhibit booth, or co-present with them if appropriate. In this way, the NN/LM MCR will assist Network members in increasing their contacts with members of their community.

Minority Health Conference Presence May 2007 - April 2008

4th Annual Wyoming Multicultural Health Conference	Cheyenne, WY May 2007	Presentation Submitted
Governors Public Health Conference	Hutchinson, KS May 2007	Exhibit
Tribal College Librarians Institute	Bozeman, MT June 12-14, 2007	Presentation
National Urban League Conference	St. Louis, MO July 25-28, 2007	Exhibit
Missouri Institute on Minority Aging	Jefferson City, MO August 2007	Exhibit
Westberg Parish Symposium	St. Louis, MO Sept 28-30, 2007	Presentation Submitted
Nebraska Minority Health Conference	Omaha, NE October 2007	Exhibit
Native American Cancer/Diabetes Summit	Salt Lake City, UT October 2007	Exhibit, Presentation submitted
Comunidades Unidad/ Midvale Health Fair	Midvale, UT October 2007	Exhibit
Cambio De Colores	Kansas City, MO April 2008	Exhibit

The Community Outreach Liaison will continue to write articles for publication in CBO newsletters that can be adapted by liaisons to submit to their contacts. The liaison will also send copies of these articles to the Regional Advisory Board and to the Omaha-based Community Outreach Working group to ask that they edit and submit to their publications as appropriate.

Evaluation: MCR contact, product, and service information will be provided to twelve new CBOs per contract.

Exhibits will be held at two minority health conferences per year so that over the five years we will have exhibited in each state.

Six train-the-trainer sessions will be offered at CBOs in the region.

One article a year will be submitted to a CBO publication in each state.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcome:

More CBOs in the region recognize the NN/LM-MCR as a network of providers of health information

National Outreach:

Rationale: The NN/LM MCR has been on the leading edge of providing outreach to increase access to health information for underserved populations. In 2005, NN/LM MCR Director, Wayne Peay, was instrumental in organizing the “Symposium on Community-based Health Information Outreach” held on December 2-3, 2004, at the National Library of Medicine (NLM). In the summer of 2005, Siobhan Champ-Blackwell was named one of the 2005 *Library Journal* “Movers and Shakers” because of the innovative work being done in the region. Ms. Champ-Blackwell is currently on the executive board of REFORMA, the ALA affiliate to promote library services to the Spanish speaking. As a member of the board, she is one of two REFORMA representatives on the Trejo Foster Foundation for Hispanic Library Education, 2007 Institute Planning Committee. The Institute for 2007 to be held in Arizona is a health information conference: ¡Salud Se Puede! (<http://sir.arizona.edu/trejo/>)

In addition, Ms. Champ-Blackwell was asked by incoming ALA president Loriene Roy to serve on the Wellness in the Workplace Advisory Circle. Ms. Champ-Blackwell is currently Team Leader. (http://www.ischool.utexas.edu/~loriene/prez_elect/working_circles/wellness/index.html) As a member of this advisory circle, she convened a call between the National Network Office and Dr. Roy to discuss ways that the NN/LM can collaborate with ALA to provide training and presentations in the future.

Methodology: The Community Outreach Liaison will attend the July 2007 Trejo Foster Foundation Institute and represent the NN/LM MCR as well as REFORMA at the meeting. She will network with public librarians from the MCR and learn more about who in the region are providing outreach to Spanish speaking patrons and about their health information needs.

One of the outcomes of the ALA Advisory Circle is to hold a Wellness in the Workplace health fair at the 2008 ALA conference. The Community Outreach Liaison will continue to work on the advisory circle to ensure that NLM resources and NN/LM staff are included in the outreach efforts and the health fair at ALA 2008. At this point, abstracts have been presented to Dr. Roy for possible presentations at ALA 2008. Abstracts have been submitted by the Consumer Health and Community Outreach Liaisons with co-author, NER Consumer Health Coordinator Michelle Eberle.

Evaluation: The NN/LM MCR will have a presence with national organizations.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations (CBOs) representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcome:

Information on collaborations will be shared

Effective Practices Collection:

Rationale: The TC4C collaboration led to the discovery and use of the online database "Effective Practices Collection." (<http://nationalservicerresources.org/epicenter/index.php>) During year 1 of the current contract, the NN/LM MCR has been promoting the collection as a how-to tool for providing outreach and suggesting that members submit their practices. In addition to the usual communication devices of the blog and weekly news, a presentation was made at the Midcontinental Chapter of the Medical Library Association meeting and at the Conference of the Native American Health Information Services in the United States (NAHISUS) held in July 2006 in New Mexico.

The Associate Director, Community Outreach Liaison, and Utah/Network Membership Liaison are currently members of the TC4C Effective Practices Working Group. As members of this group, they assist the other working groups in identifying and entering appropriate effective

practices to the online database. At this time, the Community Outreach Liaison is a member of the Community Partnerships working group, and the Utah/ Network Membership Liaison is a member of the Go Local working group.

Methodology: Outreach projects receiving awards from the NN/LM MCR will be required to enter appropriate effective practices into the online “Effective Practices Collection.” The online database will also be linked from the Resource Library Partnership Development web page discussed previously. In addition, the TC4C work group will remain active and assist in developing entries.

The Community Outreach Liaison will create an informal listserv for interested members to share collaboration experiences and ideas. All the MCR staff will make use of distance technology and face-to-face meeting times to teach effective practices for community outreach to Network members.

Evaluation: Five new entries will be made to the “Effective Practices Collection” regarding projects funded by NLM or NN/LM.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities

Outcome:

Increased access to biomedical information by unaffiliated inner-city and rural institutions

Regional Advisory Board:

Rationale: The Regional Advisory Board (RAB) is an important body that guides the NN/LM MCR in the activities it undertakes. It is especially important to have members on the RAB who represent groups that would be good partners for the NN/LM MCR and the Network members. These advisory board members bring a different view point and ensure that outreach efforts expand beyond the traditional walls of library and institutional boundaries.

In this contract, the NN/LM MCR is making an effort to include staff from inner city clinics or from clinics that have no library support (unaffiliated) to serve on the RAB. Currently, the RAB includes nurse Ira Combs, who is the Community Liaison Nurse Coordinator for the University of Nebraska, under the Minority Health Education Research Office. (<http://www.preventionman.com/>) Mr. Combs works

in a clinic serving low income, African American neighborhoods by training community health advocates, offering HIV/AIDS and STD clinic testing, and organizing health fairs.

Methodology: As liaisons meet staff at unaffiliated and inner city clinics, they will provide the Community Outreach Liaison with contact information so she can invite them to join a working group and have a chance to work informally with them. As the RAB members go off the board after their two-year term, the Community Outreach Liaison will suggest working group members as replacements to ensure that there is always one member of the board to represent the issues of health disparities from the view point of clinic staff.

Evaluation: One inner city clinic staff member will be considered for the RAB each year.

Café to Go:

Rationale: The Café to Go process (<http://www.theworldcafe.com/>) has been used successfully by MCR liaisons to elicit feedback and generate discussion. It has been used in a modified format at the CHIPS symposium, at meetings of the Omaha based Community Outreach working group, and at the 2006 Wyoming Symposium. This year, the Community Outreach, Assessment & Evaluation, and Missouri/Library Advocacy Liaisons will be attending a four day workshop “Methods of Strategic Collaboration” that will include a full day on the Café to Go process. (http://www.triunemilagro.com/methods_for_strategic_collaboration)

Methodology: The Community Outreach Liaison will travel to each state over the course of the contract to work with state liaisons to use the Café to Go process to garner feedback from CBOs and community health clinics about how the NN/LM MCR can facilitate increased access to health information for unaffiliated and non-Network member groups. Network members will serve as facilitators in this process. Time will also be included to allow Network members to meet and network with each other separate from the Café to Go session, in response to feedback on the Network Data Inventory that Network members would like more time to meet face-to-face with each other. In year 2, the sessions will be held in Denver and in Wyoming so that both inner city and rural issues will be covered.

Evaluation: One idea generated from the Café to Go sessions is incorporated into community outreach planning for year 3.

American Indian Outreach

The NN/LM MCR region includes two of the four states in the Four Corners region, which has a high percentage of American Indian residents. The states of Nebraska, Kansas, and Wyoming are also home to several tribes. Because of this, the NN/LM MCR is committed to working with tribes to increase their access to health information as a step toward decreasing the high rates of health disparities faced by the American Indian tribes in the U.S.

Goal:

Increase the public's awareness of and access to high quality electronic health information

Outcome:

CBOs, public libraries, public health departments, and other organizations serving minorities, senior citizens, and low income populations receiving training and information about health information resources implement health information programs for their service populations

TC4C Outreach:

Rationale: The Tribal Connections Four Corners (TC4C) Project is a collaboration of university health science libraries, Regional Medical Libraries and the National Library of Medicine to link tribal communities to reliable, high-quality health information on the web in the Four Corner states of Utah, Colorado, Arizona, and New Mexico. The TC4C Project is designed to help professionals, practitioners, educators, and patients find the best health care related information to meet their particular needs.

In the past years, the Associate Director has overseen the funding of the project, and has been administrator of the overall project. The Utah/Network Membership, Colorado/Consumer Health, and Community Outreach Liaisons have been involved in many of the working groups. The TC4C Go Local site was launched in October 2005. (<http://apps.nlm.nih.gov/medlineplus/local/tribalfourcorners/homepage.cfm?areaid=17>) A needs assessment of clinics in the Four Corners region was conducted in the fall of 2004 resulting in an understanding of the strengths and barriers of practitioner's access to health information. This assessment underlies the future programs of the TC4C collaboration. An outreach partnership with public librarians led to activities for consumers in each state. Two entries have been made to the Effective Practices Online Collection.

In year 1, the Associate Director was on the planning committee for the Conference on Native American Health Information Services in the United States (NAHISUS) held July 20-21, 2006 in Albuquerque, New Mexico. (<http://hsc.unm.edu/library/nativeservices/2006Conference/>) This meeting brought together librarians and health care

providers from six of the NN/LM regions to promote collaboration among libraries delivering Native American health information services. It did so by increasing awareness of current projects through presentations, through abstracts published in the program, and by developing a plan to support continued networking through a listserv and a collaborative web site. The conference also resulted in the identification of an effective practice for working with Native American communities.

Methodology: The NN/LM MCR will remain a lead agency in the TC4C collaboration. The Associate Director will continue to serve as administrator of the project. The Colorado/Consumer Health, Utah/Network Membership, and Community Outreach Liaisons and the Associate Director will also continue to serve on working groups. Ongoing projects include maintenance and growth of the TC4C Go Local web site; continuing to determine and enter effective practices; and a new community partnership project.

TC4C libraries will obtain commitment from one or more community organizations to work together on improving health information access and come to an agreement on their goal(s) and objective(s). Possible partners are public libraries, health care facilities, and public health departments. The Colorado/Consumer Health Liaison will work with the partnership that develops in her state. In addition, the Community Outreach Liaison will sit in on the meetings of this working group to help draw out the effective practices as the group works towards their objectives.

Evaluation: Sustainable TC4C community-based partnerships created will be created.

Effective practices from each TC4C work group will be added to the "Effective Practices Collection."

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities

Outcome:

Institutions who train minority health professionals will have promoted health information access to their community

Tribal Library Outreach:

Rationale: The work done in Colorado and Utah with the TC4C project has resulted in partnerships with librarians working with tribes. The Wyoming Liaison and the Community Outreach Liaison have also formed strong relationships with tribal librarians in Wyoming and Nebraska. Libraries on the reservations often serve several purposes; they are often the community college and public library and at the same time serve as a meeting space for community events.

Methodology: The Community Outreach Liaison will attend the annual Tribal Librarians Conference in Bozeman, Montana in June 2007, along with NN/LM Pacific Northwest Region Consumer Health Information Coordinator, Gail Kuoame. They are both on the agenda and will have four hours to present resources and information on NLM and health information for American Indian populations. While at the conference, the Community Outreach Liaison will have a chance to meet with many of the librarians in the MCR that work with and serve the tribes. She will explore the interest of the librarians in owning an exhibit that can be displayed in the library as well as used at pow-wows and other cultural events. The Community Outreach Liaison has already spoken with the Little Priest Tribal Librarian of the Winnebago Tribe who is interested in having such an exhibit for her library.

The exhibit kit will include the stand and banner (<http://www.displays2go.com/product.artwork.asp?ID=6055>) with shelf space for brochures. The banner will include information about the tribal library as well as the National Library of Medicine. The Community Outreach Liaison will also provide brochures about NLM and NN/LM resources specific to American Indian health as well as general brochures on web sites such as MedlinePlus and the Household Products Database.

Evaluation: Two exhibit kits will be developed by tribal librarians.

Tribal Librarians who are Affiliate members will each use the kit to exhibit at two events per year.

State Outreach

Goals:

1. Increase the public's awareness of and access to high quality electronic health information
2. Pursue and maintain collaborations with Network members and other organizations including community-based organizations representing minority and other underserved populations to achieve its goals of outreach to health professionals and the public

Outcomes:

1. Administrators and health care professionals are more aware of NLM resources and the access to medical information provided by the hospital library
2. Populations in each state will be better served by local information services and by MedlinePlus
3. More CBOs in the region recognize the NN/LM MCR as a network of providers of health information

Exhibits and Presentations at Conferences and Meetings:

Rationale: The NN/LM MCR exhibits and presents at three categories of conferences and meetings. The first category is attended by health professionals which includes paraprofessionals and students. The second category focuses on the public, community members, leaders, and advocates. The third category of meetings focuses on both health professionals and the public. The NN/LM MCR annually exhibits at about 6 national meetings and 27 local/regional meetings. Stopping by the exhibit booth allows health professionals and the public who are still not familiar with NLM resources to learn about PubMed, MedlinePlus, ToxNet, ClinicalTrials.gov, WIZER, PHPartners, LactMed, NIHSeniorHealth, etc. Liaisons can do a brief overview and demonstrate resources using a live Internet connection and attendees can take away promotional materials that describe NLM resources. Experienced users can learn about new features or how to more effectively use the resources. Booth visitors also have an opportunity to speak with the liaison to discuss their health information needs. Liaisons are especially alert to the unaffiliated health care professional discussing services that are available to them, including Loansome Doc and basic information services available from Resource Libraries and Network members in or near their communities.

Exhibiting and presenting at meetings can also provide leads for other outreach efforts. Contacts made at conferences and meetings can evolve into partnerships and productive relationships resulting in training sessions or future speaking engagements. The following highlights

engagements resulting from meeting contacts:

- As a presenter at the Nebraska Translators and Interpreters Conference, the Community Outreach Liaison so impressed an officer of the Kansas Translator Association she was invited to present at their next annual conference in Kansas.
- While exhibiting at the United States Public Health Services Conference, the Colorado/Consumer Health Liaison was visited by a fellow exhibitor who was the CEO of the National Swimming Pool Foundation. He was so impressed with the amount of information on water chemistry found in PubMed and ToxNet that the liaison was invited to train his entire staff on NLM resources.
- While exhibiting at the Colorado Public Health Conference, the Colorado/Consumer Health Liaison met a nurse from the Colorado Department of Public Health and Environment who invited the liaison to train her staff on the PubMed, PHPartners, WISER, and MedlinePlus resources.

Methodology: Liaisons plan to exhibit at meetings and to be on the program at meetings listed in the table below. Priority scheduling is given to state library, state public health, and minority health meetings. To offer Network members opportunities to increase their expertise on NLM services and resources, liaisons will invite Network members to exhibit or present with them when the conference or meeting is held in a city where a Network member lives.

LOCAL & STATE MEETINGS

ORGANIZATION	DATE	EXHIBIT	PRESENT	POPULATION
COLORADO				
Colorado Hospital Association Denver	Sept. 2007	Yes	No	Hospital administrators
Colorado Rural Health Association Longmont	June 2007	Yes	Presentation Submitted	Public health workers & administrators, University of Colorado Extension faculty, nurses
Colorado Public Health Association Vail	Sept. 2007	Yes	Presentation Submitted	Public health workers & administrators, nurses, health care professionals
Colorado Health Institute Culture of Data Denver	Oct. 2007	Yes	No	Policy makers, minority health advocates, healthcare professionals, CBOs

ORGANIZATION	DATE	EXHIBIT	PRESENT	POPULATION
Colorado Association of Librarians Denver	Nov. 8-10, 2007	Yes	Presentation Submitted	Librarians and library paraprofessionals
KANSAS				
Governors Public Health Conference Hutchinson	May 2007	Yes	No	Public health workers & administrators, university extension faculty, nurses
Kansas Library Association Topeka	April 2008	Yes	No	Librarians and library paraprofessionals
MISSOURI				
Coordinated School Health Meeting Lake of the Ozarks	Nov. 2007	Yes	Presentation Submitted	School nurses, school teachers, physical education teachers, school dietitians, public health workers, state nurse coordinators
Missouri Nurses Association Columbia	April 2008	Yes	Presentation Submitted	Nurses, nurse practitioners, nursing students
Missouri Oral Health Coalition Kansas City	Sept. 2007	Yes	Presentation Submitted	Dentist, oral surgeons
Missouri Hospital Association	Nov. 7-9, 2007	No	Presentation Submitted	Hospital administrators
Missouri Public Health, Rural Health, & Public Health Educators Combined Conference Lake of the Ozarks	Oct. 2007	Yes	Presentation Submitted	Public health workers & administrators, university extension faculty, nurses
Missouri Institute on Minority Aging Jefferson City	Aug. 2007	Yes	Presentation Submitted	Public, public health workers, CBOs, U. of Missouri faculty: School of Medicine, Sociology, Gerontology, and Nursing, State Department of Health and Senior Services officials
Cambio De Colores Kansas City	April 2008	Yes	Presentation Submitted	CBOs, State Dept. of Health & Senior Services, Law Enforcement, Immigration, University of Missouri Faculty: Nursing, Sociology, Extension, legal services
Missouri Library Association Springfield	Oct. 3-5, 2007	Yes	Presentation Submitted	Librarians, library paraprofessional

ORGANIZATION	DATE	EXHIBIT	PRESENT	POPULATION
NEBRASKA				
Public Health Association of Nebraska	Sept. 27-28, 2007	Yes	Presentation Submitted	Public health workers & administrators
Nebraska Minority Health Conference Omaha	October 2007	Yes	Presentation Submitted	Policy makers, minority health advocates, healthcare professionals, CBOs
Nebraska Library Association Kearney	October 24-26, 2007	Yes	Presentation Submitted	Librarians, library paraprofessional
UTAH				
Utah Hospital & Health Systems Association Salt Lake City	Sept. 2007	Yes	No	Hospital and hospital systems administrators
Utah Health Education Assoc., Salt Lake City	Nov. 2007	Yes	Yes	Public health educators, students & faculty
Utah Public Health Conference Salt Lake City	April 2008	Yes	Presentation Submitted	Public health workers and administrators
Native American Cancer/ Diabetes Summit Salt Lake City	Oct. 2007	Yes	Presentation Submitted	Public event (Native American & non-Native Americans), public health educators, health advocates, policy makers, legal services, CBO
Comunidades Unidad/ Midvale Health Fair Midvale	Oct. 2007	Yes	No	Public event (Hispanic & non-Hispanic), public health educators, health advocates, policy makers, legal services, CBO
Utah Library Association Provo	May 16-18, 2007	Yes	No	Librarians, library paraprofessionals
WYOMING				
6 th Annual Rural Health Conference Cheyenne	Aug. 2007	Yes	Presentation Submitted	Public health workers, social workers, health care professionals, allied healthcare professionals, University of Wyoming School of Medicine Informatics, school nurses, policy makers, CBOs
Wyoming Environmental Health Assoc. (WHEA) and Wyoming Food Safety Coalition Joint Educational Conference Saratoga	Sept. 2007	Yes	Presentation Submitted	Public health sanitarians

ORGANIZATION	DATE	EXHIBIT	PRESENT	POPULATION
4 th Annual Wyoming Multicultural Health Conference Cheyenne	May 2007	Yes	Presentation Submitted	Public health workers, social workers, health care professionals, allied healthcare professionals, University of Wyoming faculty, school nurses, minority health advocates, policy makers
Wyoming Library Association Gillette	Sept. 2007	Yes	Presentation Submitted	Librarians, library paraprofessionals
NATIONAL MEETINGS				
Special Libraries Association Denver, CO	June 3 -6, 2007	Yes	No	Special Librarians
Tribal College Librarians Institute Bozeman, Montana	June 12-14, 2007	No	Yes	Librarians of tribal colleges
National Urban League Conference, St. Louis, Missouri	July 25-28, 2007	Yes	No	Legal services, city officials, health educators, health care providers, social workers, financial services, business consultation, CBOs, K-12 educators & administrators, Head Start officials, childcare services
Disease Management Association of America Las Vegas, Nevada	Sept 16-19, 2007	Yes	No	Disease management and care coordination professionals
Westberg Parish Nurses Symposium St. Louis, Missouri	Sept 28-30, 2007	Yes	Presentation Submitted	Nurses, clergy, health educators & administrators
Association of State and Territorial Health Officials St. Louis, Missouri	October 2-5, 2007	Yes	No	Public health officials
National Association for Home Care & Hospice Denver, Colorado	October 7-10, 2007	Yes	No	Home care & hospice professionals
American Association of School Librarians Reno, NV	October 25-28, 2007	Yes	No	School Librarians

Visitors to the booth will be asked about their information needs and their familiarity with NLM resources. The appropriate NLM resources will be demonstrated.

Visitors to the booth will be engaged in a conversation to explore their affiliation

- With a group interested in a training session;
- With a publication that would accept a submission;
- With a group whom the NN/LM MCR is interested in partnering;
- With appropriate web sites that should link to NLM resources.

The liaisons will appropriately follow up on meeting contacts.

Evaluation: A count will be made of demonstrations and direct contacts. Also included in the evaluation will be whether the organization accepted a liaison's proposal to be on the program, and the number of successful outreach activities that resulted from the contacts made at the meeting. This follow up will be reported in the monthly report.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access with special focus on those in rural areas and inner cities

Outcome:

Network members, public health personnel, and the public will have improved access to public health information

Public Health Outreach:

Rationale: Public health departments set up under statewide agencies have identified the constituencies they serve within each of our six states. Public health personnel want to help people live better lives by providing effective services. Likewise, the NN/LM wants to help people find the appropriate health information at the time that they need it. By increasing awareness and effective use of knowledge based information within public health departments, the NN/LM MCR can increase the impact of health information down to the community level in both rural and urban areas.

One of the most successful methods that liaisons have found to meet and network with public health workers in the state is exhibiting and presenting at the local and state public health conferences. In year 1, liaisons were on the program at five state conferences.

While exhibiting and presenting at conferences is a successful method of connecting with the public health workforce, other approaches have been used in each of the states. For example, the Missouri/Library Advocacy Liaison attends meetings of the Missouri Institute of Community Health (MICH). This quarterly meeting gives the liaison an opportunity to share information with public health workers already in the field.

In Utah, the Utah/Network Membership Liaison attends meetings of the public health educators, as well as meetings of the ethnic health advisory committees overseen by the Utah Office of Ethnic Affairs, again providing a venue to share health information resources. The liaison also partners with UtahHealthNet, funded by an NLM award, offering demonstrations and workshops to the public health workforce.

Methodology: The NN/LM MCR will continue to exhibit and present at state public health conferences.

Public Health Conferences

Colorado	Colorado Public Health Association	Sept. 2007
Kansas	Governor's Public Health Conference	May 2007
Missouri	Missouri Public Health/Rural Health and Public Health Educators	October 2007
Nebraska	Public Health Association of Nebraska	September 2007
Utah	Utah Public Health Conference Utah Health Education Association	April 2008 November 2007
Wyoming	Wyoming Environmental Health Association and Wyoming Food Safety Coalition Joint Educational Conference	September 2007

We will also offer training at state and local health departments. Training will focus on resources available from the Partners in Information Access web site and WISER. Liaisons will also promote CDCynergy workshops offered by the Nebraska/Education Liaison. Some of this training will be done by partnering with other agencies/projects such as MICH, AHECs and UtahHealthNet.

Additionally, in year 2, the Nebraska/Education Liaison, with the assistance of health science librarians in Nebraska, will work to create a public health informatics class. Nebraska is opening a School of Public Health in 2007. This offers an opportunity to ensure that freely available, credible, public health electronic resources, available from the National Library of Medicine, are incorporated into the Public Health Informatics Program. Content from CDCynergy and resources in the NTCC Educational Clearinghouse Database will be evaluated as possible components of the public health informatics class.

Evaluation: NN/LM MCR will exhibit at a public health meeting in each state. In addition, liaisons will submit a proposal to be on the program at their state public health meetings. The NN/LM MCR has a standard post-class evaluation form. 75% of the attendees of a conference session will indicate an increased knowledge of public health informatics in the post-session evaluation.

One training session will be held at a local or state public health department in each state in the region. 75% of the attendees of a training session will indicate an increased knowledge of public health informatics in the post-session evaluation.

As the public health informatics curriculum is developed and introduced, achieving a similar goal of increased knowledge of public health informatics will be evaluated at the end of each class.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of US health professionals who still do not have access with special focus on those in rural areas and inner cities

Outcome:

Network members, health care professionals, public health personnel and the public in rural areas will have improved access to health information

Rural Health Model:

Rationale:

“The obstacles faced by health care providers and patients in rural areas are vastly different than those in urban areas. Rural Americans face a unique combination of factors that create disparities in health care not found in urban areas. Economic factors, cultural and social differences, educational shortcomings, lack of recognition by legislators and the sheer isolation of living in remote rural areas all conspire to impede rural Americans in their struggle to lead a normal, healthy life.”
(<http://www.nrharural.org/about/sub/different.html>)

The MidContinental Region (MCR) has significant rural and frontier populations in each of its member states. To address the needs of these populations the National Network of Libraries of Medicine (NN/LM) MCR has made rural outreach an area of emphasis. Liaisons have begun developing a model of health information delivery that meets the special needs of rural health providers, addressing the issues related to geographic isolation and under-connectivity.

Using a variety of tools to determine rural health information needs, liaisons are integrating findings into an effective

model that can be applied to the MidContinental Region. A preliminary literature search has identified online health information resources pertaining to rural issues. This information is being incorporated into the state specific pages on the MCR web site with selections appearing in the RML News, the BHIC (Bringing Health Information to the Community) blog (<http://library.med.utah.edu/blogs/BHIC/>), and other MCR publications.

The Community Outreach Liaison was invited to attend the “Leadership in Rural Health Interprofessional Education and Practice Working Conference for Leaders in Rural Health Care”, held in Denver Colorado, September 2006. (<http://oisse.creighton.edu/institute.asp>) A product of the conference will be a textbook on rural health. The Community Outreach Liaison is co-author for the chapter, “The Librarian is Out: The Role of the Librarian in Rural Health Outreach.” The research for this chapter effort will be added to the development of the rural outreach model.

MCR findings indicate that collaborating with other organizations that serve rural communities is a productive strategy for the NN/LM MCR. Area Health Education Centers (AHECs) in several states have been successful partners. NN/LM services and information products provided through the MCR are a natural fit for the region’s AHECs and offered a starting point for liaisons to initiate a working relationship with local AHEC personnel in Missouri, Colorado and Nebraska.

The Missouri AHEC system has a tremendous impact on rural outreach in the state. The Missouri AHEC librarian and the Missouri/Library Advocacy Liaison work closely together promoting the full spectrum of health information resources available to health care institutions and providers. The Colorado/Consumer Health Liaison has started a similar relationship working with the Colorado AHEC librarian to develop and teach workshops. The Nebraska/Education Liaison has worked extensively with the Nebraska AHEC units. She meets regularly with AHEC staff, and participates in AHEC meetings including Nebraska AHEC board meetings. Participation in these meetings provides exposure of NN/LM and NLM resources to rural health professionals, CBOs, and Nebraska AHEC unit staff.

Recognizing the importance of public libraries to rural communities, NN/LM MCR liaisons also work extensively with public libraries in all states, making site visits to offer trainings and to provide information about free access to National Library of Medicine (NLM) resources and other health information sources. One of the most successful of

these partnerships has occurred in Colorado, where the liaison has been an instructor through CLiC (Colorado Library Consortium). One of CLiC's missions is to provide continuing education and consulting to improve services in libraries.

Other relationships reflect the unique opportunities in each state. For example, since 2006, the Wyoming Liaison has been a member on the Rural/Frontier Women's Healthcare Coordinating Center advisory board. As a result of this service opportunity, staff members at the Center are more aware of the resources of the NN/LM and the NLM and the Center's web page features a link to MedlinePlus. This board appointment continues into 2007. The Utah/Network Membership Liaison works closely with the Spencer S. Eccles Health Sciences Library's outreach program and is considered an important part of the library's outreach team. This relationship has leveraged outreach services to nearly every rural community in Utah. The outreach team has had contact with and trained staff and health care providers in Utah rural clinics, local health departments, public libraries, and universities. The liaison has also partnered with the university's Utah Telehealth Network team and traveled to local health departments and rural clinics throughout Utah to discuss and demonstrate NN/LM MCR services and NLM resources available to them.

In addition to collaboration, exhibiting has also proved to be an effective strategy to reach rural health care providers. In Wyoming and Utah, all of the local health professional meetings draw a sizable attendance from rural areas. Having one central meeting place, the exhibit hall, is an effective method for the liaisons to reach providers from distant locales and to inform them about NLM and NN/LM resources and services.

Methodology: The NN/LM MCR will maintain and expand the bibliography of health information resources pertaining to rural issues in order to incorporate the experiences of others into the rural health information model.

The Wyoming Liaison will create an information packet with rural emphasis to be distributed to health care providers and community organizations. This packet will be used for visits to rural organizations, in the exhibit hall with rural health care providers and librarians, and in training sessions.

Liaisons in the states of Missouri, Nebraska, Colorado, and Kansas will further develop their relationships with AHECs to provide information skills and education to rural health care providers. Missouri plans to focus on health care providers in

south-central, southeast, and north-west Missouri. Co-training with the AHEC librarian will continue in Colorado. Representatives from the Nebraska AHECs will be encouraged to attend the joint Midcontinental/Greater Midwest MLA chapter conference to be held in Omaha in October 2007, as well as the accompanying NTCC PubMed training. Planning is taking place to explore duplicating the Missouri AHEC Digital Library in Nebraska.

The Wyoming Liaison will follow up with key personnel at the Wyoming AHECs to become an information resource for training and consultation. She will also explore the possibility of Internet workstations offering training modules on MedlinePlus at the AHEC clinic, reproducing a project that is being implemented in selected public health clinics in Missouri.

Liaisons will continue to visit public libraries in rural communities to learn about their strengths and concerns, as well as to inform library staff about NLM resources. The relationship with CLiC will continue into year 2. The University of Wyoming Libraries and the Wyoming State Library are partnering to promote the Cochrane Library. The Wyoming Liaison will provide training on the database in conjunction with training on NLM information resources to healthcare professionals during site visits in rural communities.

The Utah/Network Membership Liaison also plans on exhibiting at conferences for Utah health care professionals, such as nursing and public health, and plans on submitting proposals to present during these meetings. In year 2, the Wyoming Liaison will continue to exhibit at conferences for Wyoming health care professionals and will submit proposals for presentations for meetings such as the Wyoming Medical Society meeting, Wyoming Annual Rural Health Conference, the Wyoming Multicultural Health Conference, and the Rural Frontier Coordinating Center Women's Health Summit.

The Utah/Network Membership Liaison will continue work as a team member of the Spencer S. Eccles Health Sciences Library Outreach Team to provide outreach services to rural Utah communities. The liaison will develop relationships with state advisory committees (e.g., Utah ethnic health advisory committees) that have ties to Utah rural communities.

In Missouri, rural outreach is also planned in collaboration with the Sinclair School of Nursing that has an NLM award to provide training to school and public health nurses. In year 2, seven trainings are scheduled around the state.

Evaluation: Liaisons will conduct two trainings and/or visits per state to Network members, health care professionals, public health workers, or the public in rural areas.

Training sessions will be on resources pertinent to rural populations with 80% of the participants reporting training was useful and that the class objectives were met.

As with national meetings, when liaisons exhibit a count will be made of demonstrations and direct contacts. Also included in the evaluation will be whether the organization accepted the liaison's proposal to be on the program and the number of successful outreach activities that resulted from contacts made at the meeting. This data will be reported in the monthly report.

When outreach activities occur as a result of partnering with community based organizations whose focus is on rural health, the liaison will also report the activity in the monthly report.