FINAL REPORT

"IMPROVED ACCESS TO HEALTH INFORMATION FOR LOW-INCOME RESIDENTS"

NNLM EXPRESS OUTREACH AWARD

7/15/2005 - 3/30/2006

KOOTENAI MEDICAL CENTER

COEUR D'ALENE, ID

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NARRATIVE DESCRIPTION

Summary:
The primary purpose of this project was to increase awareness of and access to sources of good online health information (MedlinePlus & the DeArmond Consumer Health Library) among low-income health consumers in Kootenai County. To accomplish this, a kiosk was installed in the lobby of the Dirne Community Health Center in Coeur d'Alene. A website was developed by local librarians with links to reliable online resources for a variety of medical conditions. (http://communityhealth.nicon.org)   DeArmond Consumer Health Library and MedlinePlus were promoted at community events.

Geographic Region:
Dirne Community Health Center serves low-income residents of Kootenai County, Idaho. The website, communityhealth.nicon.org, is universally available to anyone with web access, however the resources are focused on the needs of the rural residents of the five northern counties of Idaho; Bonner, Benewah, Boundary, Shoshone, and Kootenai.

Collaboration/Partnerships:
The DeArmond Consumer Health Library at Kootenai Medical Center is a partner with the public and academic libraries in eastern Washington and northern Idaho. This Washington-Idaho Network uses a shared library system and courier to provide enhanced access to library resources in our rural region. In addition, this project also partnered with the Dirne Community Health Center, a FQHC, and Information & Referral, Inc., a local provider of online information about health and human service agencies in northern Idaho.   This partnership has been developed over the last ten years, and continues to offer opportunities for shared use of technologies to improve library and information services.

Training:
This project did not include hands-on staff training sessions due to lack of time and space. One session was held to introduce Dirne's staff to MedlinePlus, the kiosk and services available for their patients from the DeArmond Library.   Dirne's IT staff helped with installation of the kiosk, and will help to introduce the rest of Dirne's staff to the kiosk.

Exhibits:
The DeArmond Consumer Health Library and Kootenai Medical Center were exhibitors at the Kootenai County Fair, in the Healthy Living hall. Over 80,000 people attended the fair. The DeArmond booth featured MedlinePlus, where individuals were shown how to access good online health information. This was well received. Bookmarks and

other items promoting MedlinePlus were distributed. A presentation was created on CD and used to promote library access to good health information. This was presented at the Coeur d'Alene Public Library, Dirne Community Health Center, Hayden Public Library, the CDA Women's Center, Lake City Senior Citizens Center, three KMC support groups (Perinatal Loss, Dementia and Alzheimer's Care Givers), ICare (child abuse prevention), and North Idaho College.

Resource Materials:
A power-point presentation featuring the DeArmond library was created to help promote the use of libraries as a source of good health information. This was presented to 18 church, library and community groups. An article was written for the Idaho edition of Vim and Vigor, a national health magazine, to raise awareness of both the good and bad information that can be found on the web, and giving consumers guidance on ways to determine the validity of what they find. Bookmarks with "good healthy" websites were designed and distributed to local libraries and physician offices. The DeArmond library and MedlinePlus were featured on two local radio spots.

Websites:
Communityhealth.nicon.org was enhanced with links to a wider variety of health-related sties. KMC library staff will continue to maintain and upgrade this site, adding links to new resources as we discover them. We plan on adding a provider directory and local events calendar with details on health fairs and local health education events. Long range plans include developing a GoLocal project for the region.

Document Delivery & Reference Services:
 These were not offered as part of this project.

Approaches and Interventions Used:

A literature review of kiosk use in public locations was completed to determine what problems and solutions had been encountered in earlier kiosk projects. Vendors were researched via website, and suggestions were gleaned from listserv archives. A RFP was developed detailing features, technical specifications, physical dimensions and added equipment, and distributed via email to 10 vendors. Responses were received from five, of which three were within budget limits. Further evaluation of features and price negotiations followed. Montegonet was chosen as best buy vendor.   Kiosk software was researched, contacts were made with public libraries and museums who had used products for opinions. Kioware was chosen as it was easy for the library staff to modify, had built-in statistic programs, and was very reasonably priced for nonprofits. The kiosk was installed in the lobby of the building which houses the Dirne Community Clinic, and an internal medicine, family practice and eye clinic. Dirne Clinic's IT staff worked with the library to secure a DSL connection, design a splash page, and configure the statistic program.

Bookmarks and brochures were designed and distributed to community groups highlighting DeArmond library and MedlinePlus.gov. Library staff developed a short powerpoint presentation that was used at various community groups.

Evaluation:
Attached to this report is a completed logic model, documenting the outcomes of the project, and areas for further development.

The delays encountered in installing the kiosk affected the evaluation component. We will continue to look at the usage logs of the kiosk beyond the end of this grant to determine the usefulness of the kiosk to our low-income population. We will also use pop-up surveys to assess user satisfaction.

Problems or Barriers Encountered:
The project was delayed for seven months due to physical space constraints and growing pains of the Dirne Clinic. Dirne was designated a FQHC with funding to cover approximately 3500 uninsured individuals. Kootenai County now has an estimated 35,000 uninsured. This disparity between what is funded and what is needed has necessitated creative approaches to providing care and locating revenue streams. One approach, which has increased access to mental health services for the elderly in our community, has been to coordinate a "Memory Clinic" with Dirne services. This has improved the treatment of depression and dementia and provided a source of Medicare revenue to supplement the FQHC allotments. The Memory Clinic uses space that had been designated for Dirne's financial counselors and billers. The billers and counselors moved into the lobby space that the kiosk was originally planned to occupy.   This meant there was no room for the kiosk. Plans to expand Dirne's dental and mental health services into an adjoining building were delayed while remodeling was completed. As an alternative, we negotiated with the owners of the clinic building to place the kiosk in the central lobby area, which serves an internal medicine practice, an eye clinic, and a family medicine practice. The kiosk will now be available to a wider audience.

Continuation Plans:
We will continue to maintain and enhance the website communityhealth.nicon.org, as part of the ongoing mission of DeArmond Consumer Health Library. We will continue our partnership with the public libraries to encourage consumers to seek out good health information. We are planning on joining the public libraries this June for a joint exhibit in concert with a traveling exhibit from the Smithsonian - " Key Ingredients - America by Food".   The DeArmond Library will sponsor a health information fair during this exhibit, with demonstrations of MedlinePlus.

Impact:
Due to the delay in finding an appropriate location for the kiosk, we do not have data on use, or consumer satisfaction at this point. We have installed software to track usage of

the kiosk, and to do random user satisfaction surveys which we will continue to monitor to measure impact of the project and determine if additional kiosks of this nature will benefit our low-income population.

Recommendations for Improvement:

FOLLOWUP QUESTIONS

1.   Were your original project goals and objectives met? If not, why not?
        No. As mentioned above, the delay in finding a location for the kiosk hindered our ability to gather data on its use during the timeframe of the grant.

2.   What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?

3.   If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?   No change in goals or project plans, but in retrospect, we should have looked for alternative locations and begun negotiations with the building owner to use the common lobby area earlier in the process.

4.   What advice or recommendations would you give to anyone considering a similar outreach effort? Remain flexible, keep communication open, be willing to meet with community groups on their own territory, question your assumptions about what your patrons need, ask them directly.

EXPRESS OUTREACH AWARD 2005
FINAL REPORT
KOOTENAI MEDICAL CENTER LIBRARIES

IMPROVED ACCESS TO HEALTH INFORMATION FOR LOW-INCOME CONSUMERS IN KOOTENAI COUNTY

LOGIC MODEL

Assumptions	Objectives	Strategies	Responsible Party	*Expected* Outputs	*Observed* Outputs	*Expected* Outcomes
➤ Low-income healthcare consumers need access to good healthcare information to improve their healthcare decisions. ➤ The Dirne Community Health Center is a key healthcare access point for low-income consumers. ➤ There is currently no provision for consumer health information access at	1. Provide access to good healthcare information in a convenient location for low-income consumers.	1 a. Install computer kiosk in lobby of CHC. 1b. Locate software to "lock" Internet access to reliable sites. 1c. Identify reliable websites and add them to www.nicon.org/ communityhealth. 1d. "Lock" kiosk to identified websites. 1e. Orient CHC staff to kiosk use & maintenance. 1f. Promote kiosk at local health fairs, Kootenai County Fair, and other locations where low-income consumers congregate.	1a. Library Staff & KMC IT dept 1b. Library Staff 1c. Library staff 1d. Library Staff and KMC IT dept. 1e. Library Staff 1f. Library and Dirne CHC staff,	1. Kiosk successfully installed at CHC. "Hits" on Communityhealth website increase from baseline of 103/month. "Hits" on Medlineplus.gov from Kiosk show increasing usage.	1. Kiosk software successfully installed at CHC. Software installed to count "hits" on MedlinePlus and CommunityHealth. Reliable websites added to CommunityHealth. 2. Over 600 individuals were given MedlinePlus materials at the Kootenai County Fair. Article in Vim&Vigor published Morning radio spots focused on good health information from DeArmond Library.	1. Low-income consumers have convenient, reliable access to good health information and are using it.

Assumptions	Objectives	Strategies	Responsible Party	*Expected* Outputs	*Observed* Outputs	*Expected* Outcomes
Dirne CHC.. ➢ Dirne CHC staff have requested consumer health information from DeArmond Consumer library. ➢ Low-income consumers will use the Internet to find healthcare information if they have computer access and the interface is easy to use. ➢ Kiosks have proven successful in public areas for providing information with minimal staff oversight. ➢ A kiosk designed for public use "locked" to specified	2. Increase awareness of DeArmond Consumer Health Library as resource for free health information in Kootenai County.	2a. Attend Kootenai County Fair as vendor 2b. Run news items in local press to promote use of DeArmond library, highlighting the fact that it is a free public service. 2c. Attend local healthfairs, HeadStart and school events as vendor	2a Library Staff	2a. Number of items distributed at Kootenai County Fair to consumers. 2b. Number of news items run in local press. 2c Number of events DeArmond library staff attend to promote library to low-income consumers. 2d Circulation of items in DeArmond library increases by 10% from baseline of 3425/yr	DeArmond Library staff attend 12 community events to promote use of libraries for good health information. Circulation of items to other local libraries increases. (overall circulation dropped, as library hours were restricted from June 05 - Jan 06, due to staff illness)	2. Low-income consumers recognize the DeArmond Consumer Health Library as a source of good health information and use it.

Assumptions	Objectives	Strategies	Responsible Party	*Expected* Outputs	*Observed* Outputs	*Expected* Outcomes
Internet sites e. g. MedlinePlus. gov, will provide reliable access to good health information.						