

APPENDIX

Public Libraries Outreach Program Logic Model

Logic Model columns

Objectives: for each program component

Resources:

Activities/Process:

Project Management Milestones for Year 3:

Outputs: Counts of services or programs delivered, produced or implemented.

Immediate Outcomes: Generally immediate changes in awareness and knowledge by clients.

Long Range Outcomes: Generally longer range behavioral changes in clients related to the outcome objective and program goal.

The Year 3 program outlined in the Public Libraries Outreach Program Logic Model represents a minimum level to be reached by all RMLs. Any RML may go farther than this model describes if resources and opportunities permit.

Program Outcome Objectives

1. Increase links to MedlinePlus

Each RML plan how MedlinePlus can be promoted to public libraries in their states. To determine best ways of promoting MED+, consider contacting state libraries, state library associations, or equivalent contacts.

¹Promotion activities might include:

Advertise in: in state association newsletters or conference brochures

Exhibit at state mtgs, other library meetings that public librarians attend

Mass mail order forms to public libraries for NLM promotional products (e.g. bookmarks, pens)

Publish articles in RML newsletters or on RML websites promoting MedlinePlus for public libraries

Promote MedlinePlus in training sessions for public librarians

Press releases to state public library associations (this communication mode is applicable to other announcement/promotions, such as to announce upcoming health information training classes for public librarians)

2. Increase confidence level and skill of public librarians in answering health related questions

²Activities: “Subgroup I” of RML consumer health coordinators and a public librarian will advise a consultant via teleconference and a face-to-face meeting, if necessary, on developing a curriculum for training public librarians about consumer health information. The curriculum will be adaptable for use by public librarians in training their staff and/or patrons. Before the curriculum is finalized, feedback will be obtained from public librarians (possibly via a focus group).

3. Encourage relationships between public libraries and community “health information partners”

³The resource might include: examples of potential partners; a review of successful partnerships by public libraries; links to public library websites showing programs or products developed with partners.

⁴Activities: Each RML will develop a plan for fostering relationships between public libraries and community health partners. Ideas might include:

Educational partnerships between public librarians and health librarians

RML funding that emphasizes meaningful collaborations between public libraries and community health partners

RML funded networking opportunities to bring public libraries and community health partners together