Outreach Program Summary May 1, 2008 - April 30, 2009

Outreach Summary
Outreach in the NN/LM MAR is defined as "efforts to raise awareness of health information resources among consumers and health care practitioners" and works in concert with the mission of the National Network of Libraries of Medicine (NN/LM), "to advance the progress of medicine and improve the public health by providing all U.S. health professionals with equal access to biomedical information and improving the public's access to information to enable them to make informed decisions about their health." The Outreach plan of NN/LM MAR is based on a sound regional needs assessment, network member participation and an understanding of the needs of unaffiliated health professionals.

NN/LM MAR committed itself to developing a Strategic Plan based on network members' responses to a region-wide needs assessment, an environmental scan and the insights and work of the Needs Assessment Task Force. The planning process, begun in January 2007, concluded in February 2008, with a ratification of the Strategic Plan by the Regional Advisory Committee at its annual meeting.

The goal of the Strategic Plan is to create a twinned plan of strengthening libraries through partnerships, improving technology and enhancing expertise and leadership skills of health sciences librarians; and to conduct outreach in the region that is needs-based and offers a systematic approach to reaching the targeted populations.

NN/LM MAR accomplishes its goals through its awards program, its Committees and the work of network members and the efforts of staff, who support and extend NN/LM goals through training, promotion and communication.

Outreach to Health Professionals
MAR will send a questionnaire to unaffiliated health professionals based on selected target groups as identified in the Strategic Plan: nursing/long term care professionals, private practice physicians, nurse practitioners, public health departments, Federally Qualified Health Centers (health clinics for the underserved). The questionnaire will be developed in consultation with the OERC staff, and the results will further inform the awards program and awards offered in year four (May 1, 2009 – April 30, 2010).

MAR will offer two *Access to Health Information for Unaffiliated Health Professionals* awards at $10,000 each to network members and partners. These awards are to encourage and facilitate access to the biomedical literature by unaffiliated health professionals, including the use of Loansome Doc, development of a web portal, establishment of partnerships between libraries and unaffiliated health professionals or health professions groups.

MAR will also offer four *Outreach Training Awards* to network members and partners. These awards will train and promote awareness of the products and services of the

National Library of Medicine (NLM) and NN/LM. The following populations may be targeted for outreach: a) target groups are seniors, Hispanic populations, faith-based organizations, low income/literacy populations; b) partner priorities are the target unaffiliated health professionals, senior centers, non-profits, schools, and public health departments; c) unaffiliated health professionals are nursing/long term care professionals, private practice physicians, nurse practitioners, public health departments, Federally Qualified Health Centers (health clinics for the underserved); d) health disparity priorities are diabetes, heart disease, obesity, cancer, STDs/HIV/AIDS, infant mortality, asthma, uninsured, low health literacy.

Consumer Health Information Services
MAR staff will offer online and in-person training in consumer health information throughout the region:

In-person classes will be:
- Consumer Health Information at the Public Library (2)
- Consumer Health Funding for Public Libraries (2)
- Consumer Health training (on databases)   (4)
- Caring for the Mind
- ABCs of DNA
- PubMed for the Rest of Us
- Making PubMed Work for You (4)
- No Comprende? (3)

Online classes will be:
- Consumer Health Funding for Public Libraries (6)
- Copyright and ILL (3)
- Creative Commons: What is it? (2)

Training to Support Electronic Access to Health Information
MAR staff will offer online and in-person training in electronic access to health information throughout the region:

In-person classes will be:
- PubMed for Experts (5)
- Patient Safety Seminar (3)
- Public Health Information on the Web (3)

Online classes will be:
- Getting Started with LinkOut (Parts I and II) (4)
- PubMed MyNCBI (5)
- PubMed for Academic Librarians (4)
- Office Productivity Tools (6)
- Electronic Document Delivery & E-Licensing (4)

Exhibits and Presentations at Meeting
Exhibits
NN/LM MAR staff seek opportunities to exhibit and promote NLM and NN/LM services to health professionals, consumers and librarians. At each exhibit, MAR staff will demonstrate appropriate information resources, eg, PubMed and MyNCBI at a conference of health professionals; MedlinePlus for consumers and new products and services at library association meetings. Actionable comments from meeting attendees will be noted and reported to the National Library of Medicine.

In 2008-2009, MAR will exhibit at four national meetings of health professionals or consumers: Disease Management Association of America, American College of Chest Physicians, American Society of Human Genetics and Anxiety Disorders: Pathways to Wellness ADAA 29th Annual Conference.

National Exhibits

Organization/Meeting	Dates	Location
Disease Management Association of America	2008: 9/7-9/10	Hollywood, FL
American College of Chest Physicians	2008: 10/25-10/30	Philadelphia, PA
American Society of Human Genetics	2008: 11/11-11/15	Philadelphia, PA
Anxiety Disorders: Pathways to Wellness ADAA 29th Annual Conference	2009: 4/2-4/5	Pittsburgh, PA

In 2008-2009, MAR will exhibit at six regional or statewide meetings of health professionals or consumers. Staff will reach out to librarians in nearby areas, to see if they are interested or willing to exhibit with or on behalf of NLM and NN/LM, and to encourage them to promote services to health professionals or consumers meeting in their counties or towns.

Regional/State Health Professionals or Consumer Exhibits

Organization/Meeting	Dates	Location
American Diabetes Association EXPO	2008: 8/23	Pittsburgh, PA
American Diabetes Association EXPO	2008: 9/27	New York , NY
New York Marathon	2008: 11/1	New York , NY
Valley Forge Dental Conference	2009: 3/4-3/6	King of Prussia, PA
Western PA Consumer Health Fair	2008: unknown	Uniontown, PA
New York Health Professionals Conference	2008: unknown	Buffalo, NY

In 2008-2009, MAR will exhibit at seven regional or statewide – and in one case, national – library association meetings. The meetings offer opportunities to remind librarians of existing NLM and NN/LM services and introduce others that are new, or newly enhanced.

Library Associations

Organization/Meeting	Dates	Location
Association of Independent Information Professionals	2008: 5/1-5/2	Pittsburgh, PA
Delaware Library Association Annual Meeting	2008: 5/9	Dover, DE
MLA Upstate New York and Ontario Chapter of MLA	2008: 10/22-10/24	Ithaca, NY
MLA NY-NJ Annual Meeting	2008: October	New York, NY
New York Library Association Annual Meeting	2008: 11/5-11/8	Saratoga Springs, NY
Pennsylvania Library Association Annual Meeting	2008: 11/10-11/11	King of Prussia, PA
Pittsburgh Chapter of MLA	2008: Spring	Pittsburgh, PA

In addition, MAR will offer 3 exhibit awards at $1,500 each for network members to exhibit on behalf of NN/LM, reaching out to their own communities and make connections with health professionals.

MAR will also offer 3 exhibit presentation awards at $2,500 each for network member librarians to present on library and information services at a state or regional meeting of health professionals.

Information Technology and Policy Awareness
MAR and network members will be able to attend a conference awarded in year 2 on technology awareness, through a partnership with a Resource Library and an HBCU (Historically Black College or University) or an HSI (Hispanic Serving Institution).

MAR staff will offer an online class on office productivity tools to the region at least six times in year 3 (May 1, 2008 – April 30, 2009).

Library Improvement
MAR will offer a maximum of six technology/library improvement awards for network members. These awards will build capacity within the region by encouraging libraries to purchase technology that enhances resource sharing, emergency preparedness, and improve their ability to negotiate and manage electronic resources.

MAR staff will offer online and in-person training in electronic access to health information throughout the region:

In-person classes will be:
- DOCLINE Explained (5)
- LinkOut (5)

Online classes will be:
- DOCLINE for Beginners (4)
- DOCLINE: Reports, Routing Tables and More (4)
- SERHOLD (4)
- Copyright and ILL (2)
- Getting Started with LinkOut (3)

Collaboration with Network Members and Other Organizations
The *Strategic Program Plan for Member Participation 2008 – 2011* includes plans for collaboration with network members and other interested organizations. Collaboration will take place at the network level, in improving libraries and resource sharing capacity as well as in conducting outreach to underserved populations, from public libraries to consumers; from health professionals in solo practice to health professionals working in non-traditional settings.

MAR will also be working on two initiatives: an emergency planning and preparedness national collaboration with other regions throughout the country and an initiative to locate historical and unique collections throughout the region.

The emergency planning and preparedness initiative will address continued access to knowledge-based resources during an emergency as well as issues of library sustainability during and following an emergency.

The historical and unique collections initiative will take a regional approach in identifying collections of historic or unique value, involving network members in the process of establishing criteria for what constitutes an historic collection, methods for identifying the collections, establishing what access points are available for the collections (listing in union catalog, finding aids both print and electronic or lists in Medical Library Association or the National Library of Medicine list).

MedlinePlus Go Local
Network members within the region will be encouraged to participate in MedlinePlus Go Local. MAR staff will communicate regularly with interested groups and facilitate any questions that may arise between NLM and regional network members.