

NN/LM Pacific Southwest Region (NN/LM PSR) Outreach Program – Year 3

For **Outreach to Health Professionals**, we will work with one rural health organization in northern California or Nevada in Year 3.

We will select one school district for a project involving nutrition and fitness for obesity and diabetes prevention as one of our **Consumer Health Information Services** goals for Year 3. We will also continue to fund the *Arizona Outreach to American Indian, Hispanic, and Border Communities and Populations* project in Year 3. The goal of this project is to improve access to health information for these communities and populations in Arizona. We will build on relationships established in Year 1 to implement Go Local in a California county or region in Year 3.

The objective **Collaborating with Network Members and Other Organizations** increases the visibility of the NN/LM PSR in achieving its outreach goals. We will continue to reach out to public libraries and community-based organizations that represent minority or other underserved populations. Priorities for Year 3 include:

1. Recruit at least three to five community based organizations (CBOs) to join the Network.
2. Work with Network members to include CBOs in subcontracts.
3. Promote the [Public Libraries and Community Partners](#) web site.
4. Provide at least four training sessions to CBOs.
5. Provide training to at least eight public libraries.

We will conduct a formal assessment of training needs to meet our goals for **Training to Support Electronic Access to Health Information** in Year 3. We will provide full support for a minimum of eight meetings (four national and four others) for an exhibit, presentation and/or course offering in Year 3 in support of our goals for **Exhibits and Presentations at Meetings**. In support of **Information Technology and Policy Awareness**, we will conduct or sponsor at least four technology-related workshops during Year 3. We will continue to publicize the **Library Improvement** program to Network members in the region and encourage suggestions for hospitals that might be candidates for the program. We will continue to assess need in the area of **Connections** and provide financial support through subcontracts for up to five Network members to upgrade their level of connectivity, giving priority to inner city, rural, tribal, and other community-based healthcare organizations.

We will collaborate with the MLA Chapters in Arizona, California, and Nevada to offer a one-day technology related symposium early in 2009. We will support the collaboration by contributing expertise and financial support.

Our **target outreach audiences** for the year include:

1. Health professionals who serve special populations or subject disciplines identified as NLM priority initiatives, e.g., HIV/AIDS, public health.

2. Unaffiliated health professionals and health professionals in inner cities and rural areas.
3. Local and state public health departments, emphasizing public health field nurses.
4. Organizations that serve as primary care safety nets for low income and uninsured populations.
5. Community colleges that train minority health practitioners, particularly in border areas.
6. AIDS organizations and other minority-serving institutions and community-based organizations, especially those in inner cities and rural areas.
7. First responders and emergency preparedness groups, e.g., local fire department workers and EMTs.
8. Regional minorities, with a focus on the Spanish-speaking population, Asian and Pacific Islanders, and Native Americans.
9. Senior citizens throughout the region.
10. Low income and other at-risk populations.

In Year 3, we will continue to move in the direction of evaluating the NN/LM PSR outreach program and the efforts of our subcontractors based on outcomes.

Subcontract Funding

To continue leveraging our outreach efforts in the region, we anticipate allocating a substantial amount of funding for outreach subcontracts in Year 3. We will be funding five Express Outreach Awards (up to \$6,000 each), two major awards to regional Resource Libraries (\$40,000 and \$45,000), five Connectivity awards (up to \$1,000 each), a Library Improvement Award (up to \$1,000) and a Go Local award (\$25,000).

Advisory Mechanisms

We will continue to rely on our Resource Library Directors and our Regional Advisory Committee, appointed in Year 1, for advice and support for our outreach program. These groups will meet once in Year 3. We will continue to consult with the [NN/LM Outreach Evaluation Resource Center \(OERC\)](#) to develop a more comprehensive evaluation plan for our outreach program. We will continue to welcome the input of Network member organizations as to what is needed to enhance health information access by their customers and community and how various NN/LM and NLM programs and services can serve to meet that need.