

[THE FOLLOWING IS ONE EXAMPLE OF A SUCCESSFUL PROPOSAL. YOUR PROPOSAL MAY TAKE A DIFFERENT FORM, WHILE INCLUDING THE SAME KEY INFORMATION.]

Outreach Project Awards

Cover Sheet

Submit application to:

Cathy Burroughs, Associate Director
NN/LM Pacific Northwest Region
University of Washington, Box 357155
Seattle WA 98195-7155

Project Title: Information RX for Cascade County

Date of Submission: August 15, 2006

Library Name: Great Falls Public Library

Institution Name: Great Falls Public Library

Address: 301 2nd Avenue North

City, State, Zip: Great Falls, MT 59401

Primary Contact Person/Title: Susie McIntyre, Head of Information Services

Telephone: 406-453-9706 Fax: 406-453-0181

E-mail Address: smcintyre@mtlib.org

Is your institution a member of the National Network of Libraries of Medicine Pacific Northwest Region? (Yes/No): YES

Required Submissions:

- Cover Sheet
- Statement of Work
- Budget (form provided)
- Supporting documentation as attachments:

Description of Facilities and Resources Available to the Project

Letters of support from participating institutions

Curriculum vitae of key personnel

Summary Statement [Statement of Work]

A. Great Falls Public Library (GFPL), City-County Health Department (CCHD) and the Great Falls Clinic propose to improve access to quality health information for citizens of Cascade County. This proposal describes a project that will:

- Improve the health literacy and information skills of our community.
- Improve health literacy and information seeking behaviors of patients at CCHD and the Great Falls Clinic.
- Increase awareness and use of the health information resources and services of the Great Falls Public Library.
- Evaluate the effectiveness of the project.

B. Target Population:

Cascade County is a large, rural county in North Central Montana covering approximately 2,698 square miles. According to the US Census Bureau, the population is 79,569. Great Falls, the county seat, is Montana's 3rd largest city with a population of approximately 56,503 or 71% of the total county population.

The population of Cascade County is predominately white (92.9% -2000 Census) with a 7.1% minority population (2000 Census). The largest minority group represented is the American Indian (5.7% - 2000 Census).

The median household income of Cascade County is \$34,471 with 13.9% of the population below poverty. 87.1% of the population have high school degrees or the equivalent.

Although Great Falls is the major population center, there are several small, rural communities in the county as well. Included are the rural communities of Belt, Centerville, Monarch, Cascade, Ulm, Simms, Sun River, and Vaughn. Most of the rural communities have either Class B or C schools, although some are so small, they have no school at all.

Great Falls Public Library Patrons:

Over 225,000 visits were made to GFPL last year. Over 33,600 people have GFPL cards. We do not collect information on the race/ethnicity or economic status of patrons. General observation shows a range economic status from homeless to high income. GFPL serves patrons across the age spectrum, from the infants that attend our *Books and Babies* program to the elders that participate in our *Homebound Program*.

Patients of Great Falls Clinic:

The Great Falls Clinic, LLP is a multi-specialty group medical facility emphasizing primary practice care, related secondary level medical specialties, and urgent care. Founded in 1917, the Clinic is the fourth oldest medical clinic west of the Mississippi. Originally based on the vision that quality health care need not be confined to large urban centers, our mission today is focused on becoming Montana's health care provider of choice. To accomplish our goal, we strive to assess and meet the needs of the 225,000 residents living in the seventeen north central Montana counties that we serve.

Patients of CCHD:

The City-County Health department has several programs. Last year, the Community Health Care Center provided 5,630 medical and dental services. 57% of the patients served were below federal poverty guidelines, with incomes ranging from \$9,800 to \$33,600. The Women, Infants and Children nutrition program had a total of 22,920 service encounters. All individuals are below 185% of poverty. Community and Family Services provides maternal and child

health programs and served 4,142 individuals. The Disease Prevention Program had 11,640 service encounters. Both Disease Prevention and Community and Family Services target low income individuals.

C. Identification of Needs and Assets:

NEED: POOR HEALTH LITERACY

National studies indicate that nearly half of all American adults have difficulty understanding and using health information leading to a higher rate of hospitalization and use of emergency services among patients with limited health literacy.¹ Studies have shown that patients with inadequate literacy have less health-related knowledge, receive less preventive care, have poorer control of their chronic illnesses, and are hospitalized more frequently than other patients.² Even though most adults read at an eighth-grade level, and 20 percent of the population reads at or below a fifth-grade level, most health care materials are written at a 10th-grade level.³

Improvement of health literacy is a national goal. One goal of *Healthy People 2010* is to improve health literacy and the Institute of Medicine has identified health literacy as a high-priority area for improvement in health care quality.

There have not been any local evaluations of health literacy in Cascade County. However, there is no reason to suppose that our community differs significantly from national norms. Citizens of Cascade County, patients of GF Clinic, and patients of the CCHD need to have a better understanding of health information and how it impacts their lives. They need easy access to trustworthy information. And they need to skills and support to make sense of that information and use to make better health care decisions.

NEED: POOR COMMUNITY AWARENESS OF RESOURCES

Perceptions of Libraries and Information Resources (2005) summarizes findings of an international study on information-seeking habits and preference. According to the report the majority of information seekers are not making much use of the array of electronic resources (online magazines, databases and reference assistance, for example) libraries make available to their communities. Very few respondents use such resources regularly and the majority of respondents are not aware that their libraries have these electronic resources. Most do not use the library Web site where access to electronic resources is made available.

¹ Parker, Ruth "Library Outreach: Overcoming Health Literacy Challenges" J Med Libr Assoc. 2005 Oct;93(4 Suppl):S81-5.

² DeWalt DA, Berkman ND, Sheridan S, Lohr KN, Pignone MP. Literacy and health outcomes: a systematic review of the literature. J Gen Intern Med 2004;19:1228-39.

³ Safeer, RS. Keenan J. "Health literacy: the gap between physicians and patients." Am Fam Physician. 2005 Aug 1;72(3):463-8

The survey confirms the findings of many other studies: that there is widespread use of Internet information resources. Respondents regularly use search engines, e-mail and instant messaging to obtain and share information. Many use these tools daily; most use them weekly or monthly. Subject-based Web sites, online news services, blogs and RSS feeds are all used, even if only minimally. The library is not the first or only stop for many information seekers. Search engines are the favorite place to begin a search and respondents indicate that Google is the search engine most recently used to begin their searches.

Awareness, usage and preference trends held fairly consistently across the geographic regions surveyed and across U.S. age groups. While differences in age group or geographic preferences are observed, general trends hold constant. Online information consumers surveyed are “universally” using the Internet, rather than the library, to access electronic information resources.⁴

Our community (as most communities across the United States) is largely unaware of the information resources provided by the GFPL and the National Library of Medicine. It is not enough to have health information resources. They must be easily accessible and usable. Our community needs to know that the resources exist. More importantly, our citizens of Cascade County need to actually use the health information resources to make more informed health care decisions.

ASSETS: COMMUNITY-BASED HEALTH ORGANIZATIONS

There are over 15 community-based organizations in Cascade County that seek to address different health concerns. The Great Falls Public Library has collaborated with many of these organizations by hosting informational displays and educational activities. These organizations include the following: Alzheimer’s Fellowship, American Cancer Society, American Diabetes Association, American Heart Association, American Heart Association, American Parkinson’s Disease Association, Eating Disorders Task Force, Epilepsy Association of Montana, Fibromyalgia Support Group, Great Falls Brain Injury Support Group, Infertility Support Group, Lung Association of the Northern Rockies, Multiple Sclerosis Society, Mental Health Association, Family Violence Council, Ostomy Association, Alcoholics Anonymous, Narcotics Anonymous. They provide information, education and support for persons impacted by their various health concerns. Cooperation with respected community groups who already assist community members in finding and using information will assist us in meeting our project goals.

ASSETS: PILOT TESTED INFORMATION RX PROGRAM⁵

Information Rx is a collaborative effort with the National Library of Medicine, developed out of the need to make accurate internet health information available

⁴ Summary taken from report conclusion at: http://www.oclc.org/reports/pdfs/percept_concl.pdf

⁵ Description taken from American College of Physicians website:
http://foundation.acponline.org/healthcom/info_rx.htm

to patients. Research has indicated that there is a need for patients to be more involved in their health management and that the Internet can be a valuable resource to those attempting to obtain additional information.

MedlinePlus is a free and easy-to-use source of health information created and maintained by the National Library of Medicine at the National Institute of Health. MedlinePlus serves as an interactive tutorial that provides links to extensive information on over 600 health topics, including conditions, diseases and wellness issues, current news, research studies, clinical trials, and detailed information on thousands of prescription and over-the-counter medications. In addition, the website can be viewed in English and Spanish.

A 2003 report by Manhattan Research, LLC reports that 55% of physicians are recommending web sites to their patients. A second study indicated that, of the factors that increase the trust in health sites, the recommendation of the physician ranks the highest.

The pilot phases established that physicians found the Information Rx pads to be a useful tool in communicating with their patients:

- 42% of the pilot participants in Georgia and Iowa stated that Information Rx helped to explain difficult concepts to their patients
- 65% of patients who filled their Information Rx stated that it improved their understanding of a disease or condition.

A proven program that utilizes existing resources such as MedlinePlus and that is backed by the American College of Physicians will prove invaluable in getting participation of area health care providers.

ASSETS: Proven training for Great Falls Public Library Staff

The National Network of Libraries of Medicine offers a training specifically to improve the skills of public librarians working with health information (*Beyond an Apple a Day: Providing Consumer Health Information in a Public Library*). Susie McIntyre MLS has extensive experience working with health information for consumers and providing training to various groups. The combination of an experienced trainer and a proven curriculum will improve the ability of GFPL staff to meet the needs of library patrons.

D. Outcomes-Based Project Plan and Logic Model: (also see attached logic model chart)

Goal: Citizens of Cascade County will make more informed health care decisions

Long-term Outcomes:

- Consumer health trainings will become a regular part of GFPL community programming
- Information Rx and health literacy will become a regular part of Health Care Provider/Patient interaction for a significant portion (> 35%) of selected* CCHD and GF Clinic staff
- There will be an increase in awareness and use of the health information resources and services of the GFPL
- Community-based health organizations will see GFPL as a partner in providing quality health information

Short-term Outcomes:

- Individuals who attend trainings/activities will have increased awareness and use of available health information materials
- Selected* GF Clinic and CCHD staff will have increased understanding of the importance of health literacy and accurate health information
- Patients at the GF Clinic and CCHD will have increased awareness and use of available health information materials
- Circulation of the GFPL health information resources will increase by 30% (from the start of the project to the completion of the project at the end of 18 months.)
- The Cascade County Health Commons website will receive at least 10,000 hits by 18 months from the start of the project
- Individuals who receive materials or attend trainings/activities will have increased awareness and use of available health information materials
- GFPL staff will have increased skills to assist patrons with consumer health questions

Outputs:

- Four health literacy and information skills development trainings reaching at least 40 citizens of Cascade County
- Distribution of at least 1,000 Information Rx prescriptions by CCHD and GF Clinic staff
- Use of public access computers at least 10 times/week at each location
- Distribution of at least 500 GFPL promotional items
- Availability of functional Cascade County Health Commons website
- GFPL health information collection (print, audio-visual and electronic) increased by 30%

Activities:

- Promotion of health literacy and information skills trainings through GFPL, CCHD and GF Clinic
- Order Information RX materials from the American College of Physicians

* Selected staff refers to health care providers, WIC dieticians and other staff that have one-on-one interactions with patients. It does not include reception staff or others who are not directly involved in the program

- Train at least 40% of selected CCHD and GF Clinic staff to use the Information RX and GFPL promotional materials
- CCHD and GF Clinic Health Care Providers distribute Information Rx and GFPL promotional materials
- Purchase and install public access computer/printer(s) at GFPL, CCHD and GF Clinic
- Develop policies for use of public access computers
- Research and purchase health information resources (print, audio-visual and electronic)
- Contract with a web developer to create the Cascade County Health Commons
- Develop and produce small promotional materials for the Great Falls Public Library and the Cascade County Health Commons Website
- Coordinate at least 6 activities (educational presentations, informational displays, town meetings ...) with community-based health organizations to promote health literacy and the Information Rx project
- Consumer health information training for 4 information staff. (All GFPL staff that work on the reference desk will complete the NLM *Beyond an Apple a Day: Providing Consumer Health Information in a Public Library* training.)

Resources:

- Staff of GFPL (6.25% librarian time, 2.5% of PR person, 1.25% of information technology person)
- Great Falls Public Library collection (print, audio-visual and electronic)
- Information technology (public access computer/printer(s) at each site)
- Health Care Providers of GF Clinic
- Health Care Providers of CCHD
- Information Rx Materials
- Public access computers/printers
- GFPL promotional materials
- Community-based health organization partners

This project follows the mission of the GFPL to provide excellent library service for the City of Great Falls, for Cascade County and for our various partnerships, in support of the quest for a better quality of life. It relates to our ongoing work to serve as a lifelong resource for citizens of all ages and economic conditions.

This project also promotes the work of CCHD and the GF Clinic to improve the health and promote the well-being of their patients.

The most difficult aspects of this project will be incorporating new functions into the already busy work of the health care providers.

Logic Model

Project Title: Information RX in Cascade County Montana Goal: Citizens of Cascade County will make more informed health care decisions				
Resources	Activities	Outputs	Short-term Outcomes	Long-term Outcomes
Staff of GFPL (6.25% librarian time, 2.5% of PR person, 1.25% of information technology person)	Promotion of health literacy and information skills trainings through GFPL, CCHD and GF Clinic	Four health literacy and information skills development trainings reaching at least 40 citizens of Cascade County	Individuals who attend trainings/activities will have increased awareness and use of available health information materials	Consumer health trainings will become a regular part of GFPL community programming
Assumptions <ul style="list-style-type: none"> - Community members do not know about the health care resources of GFPL or about Medline + - Increased knowledge about resources and how to use them will increase use - Community members are interested in improved health information - With the help of staff of CCHD, GF Clinic and the GFPL, community members will be able to use health information to make improved health decisions 		Influences (community needs/supporting factors) (+) GFPL librarian has experience in these types of projects and in training persons to use similar resources		

Logic Model

Project Title: Information Rx in Cascade County Montana				
Goal: Citizens of Cascade County will make more informed health care decisions				
Resources	Activities	Outputs	Short-term Outcomes	Long-term Outcomes
<p>Staff of GFPL (6.25% librarian time, 2.5% of PR person, 1.25% of information technology person)</p> <p>Great Falls Public Library collection (print, audio-visual and electronic)</p> <p>Public access computer & printer at each site</p> <p>Health Care Providers of GF Clinic and CCHD</p> <p>Information Rx Materials</p>	<p>Order Information Rx materials from the American College of Physicians</p> <p>Train at least 40% of selected* CCHD and GF Clinic staff to use the Information Rx and GFPL promotional materials</p> <p>CCHD and GF Clinic Health Care Providers distribute Information Rx materials</p> <p>Purchase and install public access computer/printer(s) at CCHD and GF Clinic</p> <p>Develop policies for use of public access computers</p>	<p>Distribution of at least 1,000 Information Rx prescriptions by CCHD and GF Clinic staff</p> <p>Use of public access computers at least 10 times/week at each location</p>	<p>Selected* GF Clinic and CCHD staff will have increased understanding of the importance of health literacy and accurate health information</p> <p>Patients at the GF Clinic and CCHD will have increased awareness and use of available health information materials</p>	<p>Information RX and health literacy will become a regular part of Health Care Provider/Patient interaction for a significant portion (> 35%) of selected* CCHD and GF Clinic staff</p>
<p>Assumptions</p> <ul style="list-style-type: none"> - Health Care Providers at CCHD and GF Clinic value health literacy and will be interested in using new tools - Community members do not know about the health care resources of GFPL or about Medline + - Increased knowledge about resources and how to use them will increase use - Community members are interested in improved health information - With the help of staff of CCHD, GF Clinic and the GFPL, community members will be able to use health information to make improved health decisions 		<p>Influences (community needs/supporting factors)</p> <ul style="list-style-type: none"> (+) GFPL website and public access computers are already heavily used (+) CCHD and the GF Clinic are two of the largest health care providers in the community (+) GFPL librarian has experience in these types of projects and in training persons to use similar resources (-) The realities of healthcare today make it difficult for health care providers to take the time for training (-) The realities of healthcare today make it difficult for health care providers to take time to discuss issues with patients 		

*Selected staff refers to health care providers, WIC dieticians and other staff that have one-on-one interactions with patients. It does not include reception staff or others who are not directly involved in the program

Logic Model

Project Title: Information RX in Cascade County Montana				
Goal: Citizens of Cascade County will make more informed health care decisions				
Resources	Activities	Outputs	Short-term Outcomes	Long-term Outcomes
<p>Staff of GFPL (6.25% librarian time, 2.5% of PR person, 1.25% of information technology person)</p> <p>Great Falls Public Library collection (print, audio-visual and electronic)</p> <p>Public access computers/printers</p> <p>Health Care Providers of GF Clinic and CCHD</p> <p>GFPL promotional materials</p> <p>Community-based health organization partners</p>	<p>Research and purchase health information resources</p> <p>Contract with a web developer to create the Cascade County Health Commons</p> <p>Develop and produce small promotional materials for the Great Falls Public Library and the Cascade County Health Commons Website</p> <p>Purchase and install public access computer/printer(s) at GFPL</p> <p>Coordinate at least 6 activities with community-based health organizations to promote health literacy and the Information RX project</p> <p>Consumer health information training for 4 GFPL information staff</p>	<p>Distribution of at least 500 GFPL promotional items</p> <p>Availability of functional Cascade County Health Commons website</p> <p>GFPL health information collection (print, audio-visual and electronic) increased by 30%</p> <p>Use of public access computers at least 10 times/week at each location</p>	<p>Circulation of the GFPL health information resources will increase by 30%</p> <p>The Cascade County Health Commons website will receive at least 10,000 hits by 18 months from the start of the project.</p> <p>Individuals who receive materials will have increased awareness and use of available health information materials</p> <p>GFPL staff will have increased skills to assist patrons with consumer health questions</p>	<p>There will be increased awareness and use of the health information resources and services of the Great Falls Public Library.</p> <p>Community-based health organizations will see GFPL as a partner in providing quality health information</p>
<p>Assumptions</p> <ul style="list-style-type: none"> - Health Care Providers at CCHD and GF Clinic value health literacy and will be interested in using new tools - Community members do not know about the health care resources of GFPL or about Medline + - Increased knowledge about resources and how to use them will increase use - Community members are interested in improved health information 		<p>Influences (community needs/supporting factors)</p> <ul style="list-style-type: none"> (+) GFPL website and public access computers are already heavily used (+) CCHD and the GF Clinic are two of the largest health care providers in the community (+) GFPL librarian has experience in these types of projects and in training persons to use similar resources (-) The realities of healthcare today make it difficult for health care providers to take time to discuss issues with patients 		

Evaluation Planning:

Long-term Outcomes:

- Consumer health trainings will become a regular part of GFPL community programming
Possible Measurements: Staff surveys, staff observation, staff focus groups, tracking of community programming events
- Information RX and health literacy will become a regular part of Health Care Provider/Patient interaction for a significant portion (> 35%) of selected CCHD and GF Clinic staff
Possible Measurements: Staff surveys, staff observation, staff focus groups, observation of # of materials distributed.
- There will be an increase in awareness and use of the health information resources and services of the Great Falls Public Library.
Possible Measurements: Patron surveys, focus groups, tracking of circulation statistics, tracking of website and database statistics
- Community-based health organizations will see GFPL as a partner in providing quality health information
Possible Measurements: Organization surveys, focus groups, key informant interviews

Short-term Outcomes:

- Individuals who attend trainings/activities will have increased awareness and use of available health information materials
Possible Measurements: Participant surveys, Participant evaluations, tracking of circulation statistics
- Health Care Providers at GF Clinic and CCHD will have increased understanding of the importance of health literacy and accurate health information
Possible Measurements: staff surveys, focus groups
- Patients at the GF Clinic and CCHD will have increased awareness and use of available health information materials
Possible Measurements: Patient surveys, focus groups
- Circulation of the GFPL health information resources will increase by 30% (from the start of the project to the completion of the project at the end of 18 months.)
Possible Measurements: tracking of circulation statistics, tracking of website and database statistics
- The Cascade County Health Commons website will receive at least 10,000 hits by 18 months from the start of the project

Possible Measurements: tracking of website and database statistics

- Individuals who receive materials or attend trainings/activities will have increased awareness and use of available health information materials
Possible Measurements: Patron surveys, training evaluations, focus groups, tracking of circulation statistics, tracking of website and database statistics
- GFPL staff will have increased skills to assist patrons with consumer health questions
Possible Measurements: Patron surveys, training evaluations, staff surveys

OUTCOME OBJECTIVES:

OUTCOME OBJECTIVE #1: Information RX and health literacy will become a regular part of Health Care Provider/Patient interaction for a significant portion (> 35%) of CCHD and GF Clinic staff.

PLAN OF ACTION: Every three months we will distribute short surveys to staff to measure their satisfaction and level of participation. We will also have ongoing monitoring of the number of Information RX and promotional items distributed.

OUTCOME OBJECTIVE #2:

Circulation of the GFPL health information resources will increase by 30% from the start of the project until the completion of the project 18 months later.

PLAN OF ACTION: We will monitor and track the circulation statistics of health information materials for print and audio-visual materials. We will monitor the usage of the Health Commons website and the electronic health information materials. We will expect circulation statistics to begin to steadily increase. If circulation does not increase, we will evaluate our activities and make necessary changes.

A. Partnerships:

GFPL:

The Great Falls Public Library serves the informational and recreational needs of the City of Great Falls and Cascade County. The library connects citizens with information by offering:

- Over 150,000 books
- Over 400 newspaper and magazine subscriptions
- 4500 periodicals (most full-text) on electronic data bases
- Over 2000 video tapes and over 1000 books on tape
- Full Internet access on 20 public access workstations
- Accessible on-line databases and library catalog from home or office
- In-person and telephone question assistance
- Full interlibrary loan services
- Extensive children's and adult programming

We also house special collections of Montana and local history, as well as the Cascade County Historical Society Archives. We are open seven days and three evenings a week. The library is operated through a joint agreement between the City Manager and a five-member library board appointed by the City Commission.

CCHD:

The Cascade City-County Health Department plays an important role in helping county residents achieve and maintain health, safety, and self-sufficiency. Our mission is the prevention of disease, promotion of good health practices and protection of the environment, delivered with respect, for every person in Cascade County through efficient and effective use of resources. Our vision is of healthy people living in a healthy community. We provide the following programs:

- **Medical And Dental Services:** Community Health Care Center, Inc. (CCHD) provides basic medical and dental services, especially for those who have limited incomes and/or are underinsured.
- **Community And Family:** 1) Healthy Pregnancy Services Home Visiting Program 2) Newborn and Postpartum Home Visits 3) Women, Infants and Children (WIC) Nutrition Education and Food Supplement 4) Teen Pregnancy Prevention 5) School Dental Screening and Oral Health Education
- **Communicable Disease Prevention/Control:** 1) Communicable Disease Response and Follow-Up 2) HIV and AIDS Prevention and Treatment Services 3) Immunizations - Infant, Childhood, Adult, and Travel 4) Rabies Control 5) Sexually Transmitted Diseases (STDs) 6) Tuberculosis Control 7) Daycare Facility Inspection/Training
- **Health Promotion/Chronic Disease Prevention:** 1) Monitoring of Community Health Status/Health Planning 2) Blood Pressure Screening 3) Cholesterol Screening 4) Tobacco Prevention 5) Breast and Cervical Health Screening and Follow-Up 6) Health Education
- **Environmental Health:** 1) Food Safety Inspection and Enforcement 2) Public Swimming Pool Safety/Accommodations 3) Public Water Supply Quality Protection 4) Septic Systems Permits, On-Site Consultation and Inspections 5) Subdivision Review 6) Air Pollution Control 7) Community Decay Investigation and Enforcement 8) Junk Vehicle Removal and Disposal 9) Solid Waste Services - Rural Solid Waste District
- **Public Health:** 1) Prevents epidemics 2) Protects the environment, work place, food, and water. 3) Monitors community health status 4) Promotes healthy behavior through education 5) Links people to personal health services and assures care is available 6) Mobilizes community partnerships to identify and solve health problems 7) Responds to disaster 8) Provides case management services to augment the personal health care system.

GF Clinic:

The Great Falls Clinic, LLP is a multi-specialty group medical facility emphasizing primary practice care, related secondary level medical specialties, and urgent care. Founded in 1917, the Clinic is the fourth oldest medical clinic west of the Mississippi. Originally based on the vision that quality health care need not be confined to large urban centers, our mission today is focused on becoming Montana's health care provider of choice. To accomplish our goal, we strive to assess and meet the needs of the 225,000 residents living in the seventeen north central Montana counties that we serve.

ROLES AND RESPONSIBILITIES:

CCHD will do the following:

- Install and maintain the public access computer/printer in an area easily accessible by the public
- Develop appropriate policies and procedures for the use of the public access computer/printer
- Develop a means of tracking the number of persons using the public access computer/printer
- Communicate public access computer/printer statistics to GFPL staff
- Ensure the attendance at Information RX training of at least 40% of the selected staff
- Promote the use of the Information RX materials to the selected staff
- Provide a record of the Information RX materials distributed
- Inform the GFPL staff when additional Information RX materials are needed
- Promote staff participation in project evaluation surveys
- Work with GFPL to reach goal of >35% regular participation in project by selected CCHD staff
- Distribute GFPL promotional materials as appropriate
- Promote the attendance of CCHD patients at the GFPL health literacy and information skills trainings

CCHD will receive the following:

- One computer and printer
- Training on health literacy and the use of the Information RX materials
- All necessary Information RX materials
- GFPL promotional materials
- \$1,000 training incentive
- Project surveys
- Ongoing support and consultation from GFPL staff

GF Clinic will do the following:

- Install and maintain the public access computer/printer in an area easily accessible by the public

- Develop appropriate policies and procedures for the use of the public access computer/printer
- Develop a means of tracking the number of persons using the public access computer/printer
- Communicate public access computer/printer statistics to GFPL staff
- Ensure the attendance at Information RX training of at least 40% of the selected staff
- Promote the use of the Information RX materials to the staff
- Provide a record of the Information RX materials distributed
- Inform the GFPL staff when additional Information RX materials are needed
- Promote staff participation in project evaluation surveys
- Work with GFPL to reach goal of >35% regular participation in project by selected GF clinic staff
- Distribute GFPL promotional materials as appropriate
- Promote the attendance of GF Clinic patients at the GFPL health literacy and information skills trainings

GF Clinic will receive the following:

- One computer and printer
- Training on health literacy and the use of the Information RX materials
- All necessary Information RX materials
- GFPL promotional materials
- \$1000 training incentive
- Project surveys
- Ongoing support and consultation from GFPL staff

GFPL will do the following for CCHD and the GF Clinic:

- Purchase and deliver the public access computers/printers
- Obtain and provide the Information RX materials
- Train selected staff of CCHD and GF Clinic on health literacy and the use of Information RX materials
- Create and provide the GFPL promotional materials
- Distribute the \$1000 training incentives to each partner
- Provide staff surveys every three months
- Evaluate the staff surveys and adjust the project accordingly
- Create and provide promotional materials for the health literacy trainings
- Hold the health literacy trainings for patients and the public

All three project partners already promote health literacy and health information resources individually. This project will be the first coordinated effort to promote health literacy and health information.

B. Personnel and Facilities

Susie McIntyre, MLS

Qualifications:

Ms. McIntyre has a Master's degree in Library and Information Science and extensive experience in health information outreach and in providing Internet and information skills training. She wrote and coordinated the first year of a National Library of Medicine Information Systems Grant. She is currently serving as a consultant for the last two years of the project. She successfully completed the National Network of Libraries of Medicine Pacific Northwest Region: Access to Electronic Health Information project which provided increased access to health information for mental health providers across the state of Montana. She also created and maintained HIV/AIDS Program website for seven years. She coordinated and evaluated six National Library of Medicine projects bringing technology and information to underserved populations. She managed the AIDS Resource Center for Public Health—Seattle & King County for seven years. She is a member of the National Network of Libraries Pacific Northwest Consumer Health Advisory Board and the Governor's Disabilities Advisory Board.

Responsibilities:

- Coordinate and conduct the four health literacy and information skills development trainings reaching at least 40 citizens of Cascade County
- Order Information RX materials from the American College of Physicians
- Coordinate and conduct the trainings for CCHD and GF Clinic staff on the use of the Information Rx materials
- Coordinate and conduct the consumer health information trainings for library staff.
- Research appropriate consumer health information materials (along with the rest of the information department staff)
- Purchase the consumer health information materials
- Provide ongoing support and assistance to CCHD and GF Clinic throughout the project

Jude Smith:

Qualifications:

Ms. Smith has worked at the GFPL for 15 years. She has an understanding of the breadth of the library's services and its role in the community. For the past five years, she has been the Public Relations Coordinator. She coordinates library programming with various community groups and promotes the library throughout the community. She has excellent organizational skills and strong relationships with groups throughout Cascade County.

Responsibilities:

- Promote the four health literacy and information skills development trainings
- Coordinate the creation and distribution of GFPL promotional items
- Coordinate at least 6 activities (educational presentations, informational displays, town meetings ...) with community-based health organizations to promote health literacy and the Information RX project

Kathy Mora:**Qualifications:**

Ms. Mora has worked for the GFPL for the past twenty years and is currently the Assistant Library Director. She has ten years of experience developing and maintaining the library technology. She has experience with networking, website development and a range of software programs.

Responsibilities:

- Coordinate with the web developer to create the Cascade County Health Commons
- Purchase and deliver public access computer/printer(s) to GFPL, CCHD and GF Clinic

Other Personnel:

Great Falls Clinic
Geannine Rapp Purpura
Director of Marketing

City-County Health Department
Luella Vogel
Special Projects Manager

C. Schedule

See attached schedule

D. Other Funding

GFPL, CCHD and the GF Clinic do not receive and have not received any other funding from the NLM or from the NN/LM PR

Budget Form [Proposal \$\$ figures omitted]

Budget Item	Description	Total
1 - Salaries	Susie McIntyre (Librarian-Coordination and Training) \$X (0.0625 FTE) (6.25% of salary) Jude Smith (Public Relations) \$X (0.025 FTE) (2.5% of salary) Kathy Mora (Information Technology) \$X (0.0125 FTE) (1.25% of salary)	\$X.00
2 - Fringe Benefits	Susie McIntyre (Librarian-Coordination and Training) \$X (0.0625 FTE) (6.25% of salary) Jude Smith (Public Relations) \$X (0.025 FTE) (2.5% of salary) Kathy Mora (Information Technology) \$X (0.0125 FTE) (1.25% of salary)	\$X.00
3 - Equipment	Public Access Computer/Printer for each location GFPL, CCHD, GF Clinic	\$X.00
4 - Supplies	Training Materials	\$X.00
5 - Travel		\$X.00
6 - Other Costs	Web Design	\$X.00
6 - Other Costs	Training Stipends for CCHD and GF Clinic	\$X.00
6 - Other Costs	GFPL Promotional Campaign: Public Awareness Materials	\$X.00
6 - Other Costs	Health Information Resources print, audio-visual and electronic	\$X.00
6 - Other Costs	Training for GFPL Information Staff (reference librarians)	\$X.00
Total Direct Costs (1+2+3+4+5+6)		\$X.00
Modified TDC (TDC minus 3-Equipment)		\$X.00
Indirect Costs (MTDC*x%)		\$X.00
Total Costs (TDC+IDC)		\$X.00

BUDGET NARRATIVE: [Proposal \$\$ figures omitted]

SALARIES: \$X

Susie McIntyre (Librarian-Coordination and Training)

\$X/hour * 2.5 hours/week * 78 weeks = \$X (0.0625 FTE) (6.25% of salary)

Susie McIntyre will oversee the overall project. She will provide the community health seeking trainings, trainings for CCHD and GF Clinic staff and the GFPL staff.

Jude Smith (Public Relations)

\$X/hour * 1 hours/week * 78 weeks = \$X (0.025 FTE) (2.5% of salary)

Jude Smith will coordinate the promotional aspects of the project including the community events and the creation of the promotional items.

Kathy Mora (Information Technology)

\$X/hour * 0.5 hours/week * 78 weeks = \$X (0.0125 FTE) (1.25% of salary)

Kathy Mora will oversee the technical aspects of the project including the equipment purchases and the website development.

FRINGE: \$X

Susie McIntyre (Librarian-Coordination and Training)

\$X/hour * 2.5 hours/week * 78 weeks = \$X (0.0625 FTE) (6.25% of salary)

Susie McIntyre will oversee the overall project. She will provide the community health seeking trainings, trainings for CCHD and GF Clinic staff and the GFPL staff.

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Kathy Mora (Information Technology)

\$X/hour * 0.5 hours/week * 78 weeks = \$X (0.0125 FTE) (1.25% of salary)

Kathy Mora will oversee the technical aspects of the project including the equipment purchases and the website development.

EQUIPMENT: \$X

Public Access Computer/Printer for each location (GFPL, CCHD, GF Clinic)

\$X/computer printer combination * 3 combinations = \$X

SUPPLIES: \$X

Training Materials

\$X

Training materials funding will supply handouts and other teaching aids for the variety of community trainings conducted during this project.

OTHER COSTS: \$X

Web Design

\$X

The web design funding will be used to contract with a web design firm to create a “Cascade County Health Commons” as a subsection of the existing GFPL website. The website will be hosted on the existing GFPL server.

Training Stipends

\$X

Money and time are constraints on training. When staff attend a training, they are unable to see patients and generate billable hours for that time. Therefore, we have included stipends for each of the partners so that they will receive \$X to have their staff attend training. Although, \$X will not match what they could produce in that time, we feel that it will be a good incentive to reach our objective of training 40% of the selected staff.

GFPL Promotional Campaign

\$X

This funding will be used for the creation and distribution small promotional items to raise awareness of the health information resources of the GFPL.

Health Information Resources

\$X

This funding will be used to improve the health information collection of the GFPL by at least 30%. Materials will include print, audio-visual and electronic. An emphasis will be placed on obtaining materials appropriate for those with low literacy levels.

Training for GFPL Information Staff

\$X

This funding will be used to provide training to GFPL information staff who provide services at the reference desk. We will use the existing Beyond An Apple A Day curriculum already created by the National Network of Libraries of Medicine. This funding will pay for the staff time to attend the training and the training materials.

4 staff person * 4 hours of training * \$X/hour (average) = \$X

Training materials = \$X

Notes

1. This form should be accompanied by a narrative justification to provide sufficient supporting detail.
2. Whole dollar amounts are sufficient.
3. Specify monthly dollar amount and full-time equivalent for each individual.
4. Express as a percentage of total salaries (or percentages if applicable).
5. Itemize mode of travel, fare, lodging and per diem expenses, and name of traveler(s) for each trip.
6. Indirect cost rate should be that agreed upon by the proposing institution and the US government.

REGARDING SUPPORTING DOCUMENTATION AS ATTACHMENTS:

- Description of Facilities and Resources Available to the Project:

The example proposal's Statement of Work included a description of facilities and resources.

- Letters of support from participating institutions:

The example proposal included letters of support from participating institutions which indicate interest in and support offered to the project. Not included in this document.

- Curriculum vitae of key personnel:

The example proposal, in addition to listing key personnel's qualifications and responsibilities under Personnel and Facilities above, included complete resumes for key personnel. Not included in this document.