ESources

Focus on Outreach Edition

Outreach Symposium: Launching Continuing Outreach Strategies in the GMR

The GMR sponsored an invitational Outreach Symposium in Chicago on October 9, 2003. The goals of the Outreach Symposium were:

1. To stimulate discussion about the health information needs of special populations such as minorities and medically underserved groups.

2. To facilitate communication among GMR member libraries for the purpose of sharing outreach stories and stimulating the development of new outreach project ideas.

3. To formulate strategies for overcoming common barriers to outreach.

4. To identify steps that the GMR staff can take to assist libraries with their outreach efforts.

More than 70 attendees were presented with descriptions of successful outreach projects and tips on how to work with underserved populations, setting the stage for participants to interact on issues related to outreach. Presenters spoke about a variety of target populations, including rural health practitioners in Illinois, Native Americans in North Dakota, Hmong immigrants in Northern Wisconsin, and senior citizens in Kentucky. Several speakers from outside the region described projects aimed at other minority and non-English speaking populations as well.

Morning breakout sessions provided an opportunity for participants to identify barriers to outreach for a specific community, subgroups including Community Based Organizations, Unaffiliated Health Professionals, Inner City Populations, Public Health Workforce, Public Libraries, and Rural Populations. Afternoon breakout sessions addressed outreach planning and implementation strategies such s evaluation, methodologies, needs assessment, partnering, promotion and targeting populations, These discussions have been summarized on the GMR web site at: http://nnlm.gov/gmr/outreach/symposium.

The symposium was intended to launch ideas and enthusiasm for outreach in

the GMR. To further stimulate network member participation in outreach, this issue of *ESources* highlights a variety of outreach stories from within the GMR, including many projects supported by GMR funding

Sharing new outreach stories fosters the GMR mission to promote improvements in community health through improved access to health information. Continuing funding is available for fresh ideas in this outreach effort (http://nnlm.gov/gmr/funding). Enjoy the stories in this issue and be inspired to do your own outreach project.

Beth Carlin
Education & Outreach Coordinator

A Report from the RAC Education Committee

Want to expand your horizons?

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Consider partnering with other health or social work professionals to provide health information to consumers. To reach the largest numbers of these professionals ask for the GMR RACEDU "Outreach" Poster.

One resource for locating professionals is "Partners in Information Access for the Public Health Workforce" which is a collaboration of U.S. government agencies, public health organizations, and health sciences libraries. The URL is http://phpartners.org/ . Its mission is to help the public health workforce find and use information effectively to improve and protect the public's health. The site has links to Health Promotion and Health Education, Literature and Guidelines, Education and Training, Conference and Meetings, Finding People. The most useful link for identifying opportunities for displaying would be **Conferences and Meetings**. The **Finding People** link has people and organizations in public health. This link will be of great use to identify organizations to approach in order to introduce or to teach their employees about finding useful health information for their patrons.

Other organizations to consider partnering with include Area Health Education Centers, community volunteer organizations, professional associations, cooperative extension services, local libraries and state and local health departments. It is also important to consider contacting ethnic groups in your area. MedlinePlus now has many languages represented along with "easy to read" pages. Some multicultural or single cultural health sites also exist on the internet. I am sure you can think of a few also.

The Outreach Poster emphasizes the Health Literacy Mission, The role of the librarian in Health Information Literacy, and Strategies for Partnering. Consider expanding your horizons by partnering with health organizations to spread the word that consumers need health information they can understand in their own cultural context. Set up the poster at another organization's conference or education day. The poster comes in a traveling case with its own setup board. It fits on a table. It may go on a poster board with no table. NNLM brochures, pencils, bookmarks are also available.

Be creative; reach out to expand your horizons.

Iowa Public Health Information The One Stop Shop for Information!

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The decision for a library to embark on an NM/LM, GMR outreach project is a big decision--it is a large commitment of time and effort. A successful project requires the time, effort and devotion of a dedicated staff--and most importantly a great idea! The Iowa Public Health Information (IPHI) project started with the consideration of two key questions: "How can Hardin Library make a difference to people in Iowa, and how can we build on other outreach projects and accomplishments?"

The field of public health came to mind. Ed Holtum had completed a previous outreach project "Healthy Iowans 2010" with key Iowa public health professionals. Public Health is an emphasis for the Centers for Disease Control, the National Library of Medicine and NN/LM. The University of Iowa has a new

College of Public Health and there is a strong Iowa Department of Public Health. With so many potential partners, it seemed natural to build on relationships that were already established. We decided to design a project to fit the "Public Health Network Models" subcontract RFP, a project that is jointly funded with the CDC and NLM through the NN/LM GMR. I contacted the CDC Information Center to ask what types of projects they would prefer to see. The Director of the Information Center mentioned that what they would like to see are resources for state and local information, since they cannot create that operating on a national level. So, we envisioned an accessible website that collected information important to public health professionals in Iowa. This is a website that busy professionals could turn to every day, a "one-stop shop" for information.

Our idea was confirmed by the results of a needs assessment sent to Iowa public health professionals. They identified state and local information (with no prompting from us!) as their highest need. Hardin staff held focus groups with public health professionals to identify more specifically what types of information were needed. The ideas from the focus groups became the broad categories of information that are on the IPHI home page.

We also formed an Advisory Committee whose members represented the Iowa Department of Health, the College of Public Health and public health professionals "in the field". This committee gave us advice and feedback throughout the process of designing the IPHI site.

We had the opportunity to exhibit a prototype of IPHI, and teach a class about it at the Governor's Conference on Public Health last August. People were excited about IPHI and said they were anxiously waiting for its release! Once again our idea for IPHI was validated--we were creating a needed tool for public health professionals. This conference was a wonderful opportunity to promote IPHI to people all over the state, plus, as an added bonus, we got to see Governor Vilsack interview several Presidential candidates about health care issues.

The actual creation of the site was more complicated than we had envisioned, and it also took more time than we had planned. We divided the staff into a technical team, a content team and a teaching team. The technical and content team worked closely together for about a year to create the IPHI site, which was released to the public on March 1, 2004. You can hear more about the technical aspects and content selection in the creation of IPHI at the Medical Library Association annual meeting. Hope Barton will be presenting a paper on this topic.

And, here is IPHI! www.iowapublichealth.org
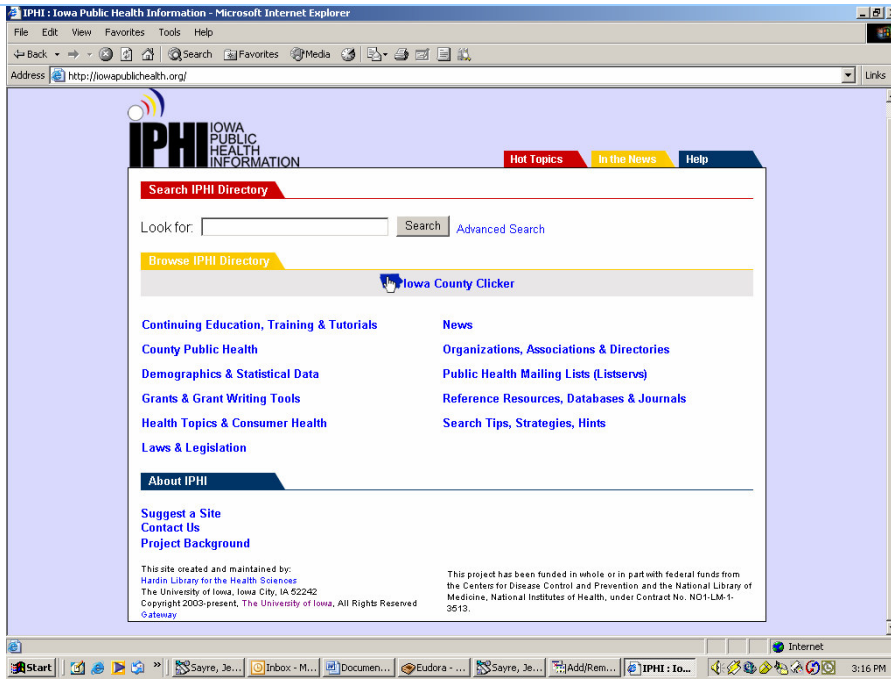
Our teaching team soon will be visiting public health offices around Iowa to show them IPHI and teach them about using CDC and National Library of Medicine resources. We are looking forward to seeing the impact IPHI has in the coming months and years. Hardin Library has promised to keep the site current and active as long as it is useful.

One of the great benefits of the IPHI project is that we will be able to give the architecture of the site to any library that wants to do a similar project. It will be much easier to create other "IPHIs" after this, since the backend programming is all done for you. If you are interested, please contact jim-duncan@uiowa.edu

We hope you will visit IPHI often and give us your suggestions. We look forward to receiving your feedback.

This project has been funded in whole or in part with federal funds from the Centers for Disease Control and Prevention and the National Library of Medicine, National Institutes of Health, under Contract No. NO1-LM-1-3513.

Indiana's Public Health Outreach Project

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The events of September 11, 2001 have had a major impact on public health. In Indiana, public health is administered by the Indiana State Department of Health (ISDH) and local health departments (LHD) located in each of the ninety-two counties. Bioterrorism funds have been used to acquire computers and high speed Internet at each LHD. The funding of Indiana's public health project entitled "Indiana's Public Health Information Network (IPHIN)" arrived at an opportune time to acquaint local health workers with the capabilities of their new equipment.

A major component of IPHIN was acquainting the workers in the local health departments with *PubMed, MedlinePlus*, the NLM Toxicology resources and the Partners in Public Health website. The website for the project www.medlib.iupui.edu/pbhealth/ focuses on these NLM and CDC resources. Hundreds of other links of interest to public health workers were organized on the sidebar. A focus group with rural public health nurses identified the resources that would be of value to them and was helpful in identifying when and where to hold training sessions. The training plan was to offer local half-day hands-on sessions in several geographic areas of the state.

Because some of the local health departments in southern Indiana were still in the process of getting high speed Internet, the first round of training sessions was scheduled at public libraries with computer classrooms in the Spring of 2003. Letters of invitation and listing of classes were sent to each individual public health nurse. The nurses were asked to pre-register for the class to ensure adequate computers. Classes were filled to capacity and two additional sessions were scheduled.

Some of the nurses were familiar with the web and most had heard of MEDLINE but had not used it. The goal of this session was to acquaint them with PubMed and its contents. We emphasized the difference between searching a database such as PubMed and the entire web. The *Inspire* databases funded by the State were introduced because of the full text public health journals. The fun part was MedlinePlus and the interactive tutorials were a big hit. ToxTown was the highlight of the toxicology resources.

The second round of training sessions was scheduled for central Indiana in the Summer of 2003. These sessions were held on the Indiana University Purdue University at Indianapolis (IUPUI) campus in the medical library wireless computer classroom. These sessions were announced through various newsletters and exhibiting at the annual meeting of the Indiana Public Health Association. Those attending these sessions were primarily from Indianapolis/Marion County Health Department and the State Department of Health. Although these trainees were generally more experienced computer users, their knowledge of NLM resources was not significantly more than those

from the rural health departments.

The northern Indiana sessions were scheduled for the Fall of 2003. There were ten sessions scheduled at public libraries. The local health departments were offered an on-site training if they had the high speed Internet connection and had at least five trainees. Ten LHD arranged for the training at their county office. Six laptop computers and a router had been purchased with grant funds and theses were taken to the LHD. At the large LHD, the conference room was set up with the six computers and became the training room. These larger LHD had their own technician that assisted with the technology arrangements. At one of these, the Internet connection kept going down and Plan B was put into action. Plan B is a power point session of screen captures on a CD ROM. At the smaller LHD, all the employees took part in the training and the office closed down for the training. Some of the smaller LHD made sure there was a technician available. All the LHD had DHCP (Dynamic Host Configuration Protocol) which allowed plug n' play, plug the laptops into the computer and be on the network with no changes in configuration. A technical assistant traveled with the trainer to a few of the sites. His presence was reassuring and he was helpful in getting the computers set up but it was not the necessity that this kind of assistance was in early outreach work.

With so many of the LHD having on-site training, the session scheduled at the public libraries did not attract the trainees that the sessions in southern Indiana did. The training sessions were scheduled for three hours but were usually shorter. The evaluations were very positive and the experience was rewarding for the trainer as well as the trainees. Another round of training sessions is planned for the local health departments in central Indiana for the Spring of 2004.

The original plan had been to conduct separate sessions for the nurses and other public health workers and the first round of training was directed to nurses only. Feedback from these sessions and the travel requirements to complete the project caused a modification of plan to include all the public health workers in subsequent training offers. This was a satisfactory arrangement. The hands-on training sessions were given very good evaluations. The site where all the workers were required to attend a demonstration session did not have the same high evaluation.

This project has been a rewarding experience for the trainer. There have been thirty-two training sessions with 240 trainees. Fifty-five of the ninety-four LHD were represented in the training. The trainees were receptive and the technology functioned as it was intended. Past outreach projects have taught so many lessons that were put into practice in this project:
- Schedule the training for the convenience of the trainees (location and time).
- Make the training hands-on if at all possible.
- Announce the training in a way that gets the attention of the potential trainees.
- Customize the training to the audience's information needs.
- Have a Plan B in case of technical failure. (I usually have a plan C as well.)
- Maintain records of trainee names, emails, addresses.
- When traveling to a place you've never been before, allow plenty of time to get found, because you will invariably get lost!
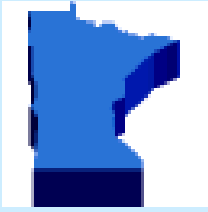
HSLM
Health Science Libraries of Minnesota

The Health Science Library of Minnesota and a Gates Training Grant

In 2003 LDS (Library Development and Services of Minnesota) applied for a Bill and Melinda Gates computer equipment grant to supply computers for the 12 Library regions around the state of Minnesota. Ten computers per region were placed in the various regions ready for patrons to search for information on the internet or look for resources in the regional collections. As a follow-up to this effort the Bill and Melinda Gates Foundation strongly encouraged LDS to offer training on the regional computers as a means of building computer competency in the general public. LDS sent a survey to the library regions to determine what kind of training was desired by the regions. The two top subject areas of interest were consumer health/medical resources and legal resources for the public library users. The two professional groups that LDS contacted to provide training were HSLM (Health Science Libraries of Minnesota) and MALL (Minnesota Association of Law Librarians). The membership of these two organizations agreed to participate and develop workshops tailored to the public library interests in the two focus areas.

Since the fall of 2003, each library organization has been working to develop a workshop format focusing on electronic access to consumer health and legal information. Workshops will be conducted from Spring through Fall of 2004 at the regional sites and additionally a health resources presentation will be provided at the Minnesota Library Association meeting in Duluth, MN in the fall of 2004. We look forward to working with the public librarians statewide, to share our expertise on searching consumer health electronic resources and related health electronic topics. The workshop will provide opportunities to participate via hands-on mode throughout the workshop. A survey sent out in advance has helped us to customize our topics for presentation. We hope to establish a good working relationship with the public librarians after the workshop. One of the members of the team will return to meet with the public librarians about three months after the workshop to answer questions and get a feel for how well they are doing in securing answers to health questions. We will also provide ways for them to interact with the Health Science Libraries of Minnesota for future inquiries.

The trainers for these workshops represent Medical Librarians from across the state extending from Duluth to Minneapolis to Rochester, Minnesota. They have all volunteered their time to work on this important training effort. The training group is working collaboratively to develop a consistent message for the training settings. We hope to have an opportunity for a sharing event co-sponsored by both HSLM and MALL at the outset to go over what we have learned in the combined process.

The topics we will present in these six hour workshops are:

- Consumer Health Resources
- Medline Plus (searching)
- PubMed (searching)

- Referral Process
- Consumer text resources

We hope to empower the librarians to increase their confidence as they work on the basic and often complex questions that patrons bring to them personally or via phone/email seeking the perfect cure or perfect treatment. We wish to expand their knowledgebase regarding what are quality sites and which kind of sites to avoid. In addition we want to encourage the public librarians to contact medical librarians if questions are very vague or complex in their pursuit of some elusive information. Most importantly, we want them to feel that Knowledge is Power. (I think we have all heard that one before.)

We know that there are over 93 million electronic searches done annually on consumer health and related topics. We also know that all consumers conducting these searches are not properly trained to locate appropriate information on their respective subjects. Having an opportunity for our health science librarians to interface with public librarians is a great beginning toward helping the public librarians educates their users on more efficient ways to find useful information about their health questions or the health conditions of family members or friends. Additionally, the public library patrons may become better informed when they make a visit to their physician or health care provider as a result of some focused time on the computer following an introduction on how to best search these topics. It works out to a win-win situation for all parties.

Tribal College Libraries: Linking Native Americans to Health Information

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This paper describes a project that established a new partnership between the staff at the University of North Dakota Harley E. French Library of the Health Sciences (HEFL) and the five tribal college librarians serving North Dakota's Indian Reservations. This relationship though it was really a form of outreach, developed as a result of an "Access to Electronic Health Information for the Public" subcontract awarded in March 2002 to HEFL by the Greater Midwest Regional Medical Library.

The project had four major objectives:

1. Train Native American health care consumers and health professionals needing Consumer health information to find reliable electronic consumer health information through partnerships with tribal college library staff.
2.   Develop a health information web page to prominently promote MedlinePlus, PubMed, and ClinicalTrials.gov as well as other web resources applicable to Native American health consumers. See http://harley.med.und.nodak.edu/tcl/
3. Provide tribal college libraries with access to a full text health information database.
4. Place two computer workstations with Internet access dedicated to the

Native American consumers and health professionals needing consumer health information in all five North Dakota tribal college libraries.

Objectives of the project were met through:

- Training
  - In-person and interactive video-training sessions with the tribal college librarians and their staff members
    - Planned through e-mail and interactive video meeting with the librarians
    - Assistance from Clinical Campus Librarians
    - Completed by October 2002
  - Exhibits at powwows and wellness conference reached over 300 people
  - Publicity through newsletter articles, brochures, and computer strips

- Web Page http://harley.med.und.nodak.edu/tcl/
  - Completed by August 2002
  - Linked on American Indian Higher Education Consortium Virtual Library
  - Usage as of September 30, 2003: 2,749

Web Page Usage
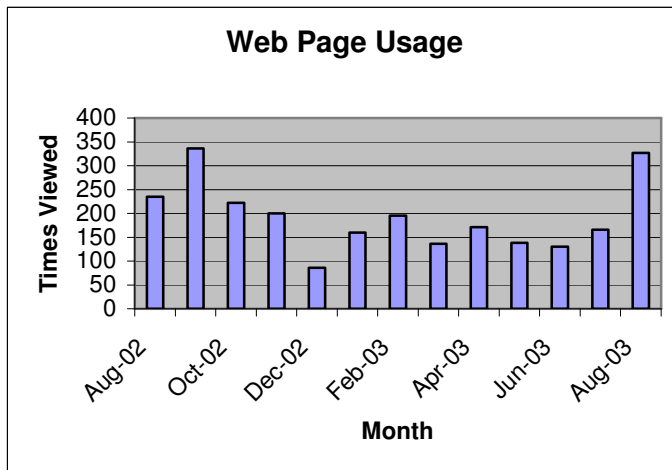
- Full Text Database Access
  - One year subscription to Health & Wellness Resource Center available by IP address

- Computer Workstations
  - Ordered and delivered by April 2002
  - Publicity tents and computer strips promoted the project on library workstations

Evaluation:

Survey of users (for complete results contact jrieke@medicine.nodak.edu)

Survey 1, September - October 2002, four libraries returned 269 surveys
Survey 2, April -- May 2003, three libraries returned 92 surveys

Selected results:

	Survey 1	Survey 2
I find health information from the Internet	63%	67%
Using the Internet for health information is easy	48%	55%
Not sure health information from the Internet is true	23%	14%
I use PubMed	8%	10%
I use ClinicalTrials.gov	4%	7%
I use MedlinePlus	11%	28%

Survey of librarians
- Enjoyed participating in the project
- Feel more capable in identifying, evaluating, and using health information
- Enabled them to teach users to find health information on the Internet
- Project helped users of the libraries
- Most valuable part of the project was learning about the various databases

Challenges, benefits, and considerations:

Priorities
- Our priority is health information, Tribal College Librarians priority is much broader

Time Commitment
- Tribal College Librarians often have more college responsibilities
- Our time for outreach is limited

Technology Limitations
- Tribal College Library web pages are not under their control
- IP changes occur without notification

Cultural Awareness
- Communication styles and issues
- Learning about health problems of the minority community in our state
- Participation in Listening Circle

For more information about this project, visit our web site at: http://harley.med.und.nodak.edu/tcl/ Or contact the principal investigator: Judy Rieke, Library of the Health Sciences, Box 9002, University of North Dakota, Grand Forks, ND 58202-9002, 701-777-4129, or e-mail: jrieke@medicine.nodak.edu

Urban Health Partners

Urban Health Partners: Culturally Responsible Outreach for At-Risk Communities in Southeastern Michigan

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Introduction

Customized outreach programs for local communities are one way that the Shiffman Medical Library at Wayne State University in Detroit is carrying out its role as one of the designated Outreach Libraries for the state of Michigan. The *Urban Health Partners* program at the Shiffman Medical Library is funded by the NNLM/GMR and aims to support public health providers serving at-risk communities in Southeastern Michigan, including its large Arab American community, by 1) promoting awareness of relevant public health information resources, 2) providing customized on-site training for public health providers, and 3) creating accessible tools with links to quality health information resources and services easily accessible by public health providers from their worksites.

According to the Arab Community Center for Economic and Social Services (ACCESS), the Metropolitan Detroit area is home to the largest Arab American population in North America and Arab Americans are the third largest and fastest growing minority group in the state of Michigan (Aswad, M & Hammad, H (2001). *Health Survey of the Arab, Muslim, and Chaldean American Communities in Michigan,* available online)[1]. A key objective of the program is to identify and test strategies for improving information and health-related services to this diverse and underserved population. In response, *Urban Health Partners* is developing and delivering customized on-site training programs for staff at city and county health departments serving at-risk urban communities, culturally responsive information and document services, and a web resource supporting information needs related to local urban health challenges, particularly those affecting minority and ethnic populations.

One of the unique aspects of the program features collaboration with community-based organizations providing health-related services to Arab American communities in Southeastern Michigan. The *Urban Health Partners* web site features culturally relevant information, including health information

in Arabic, connections to NLM and CDC databases, and links to local service organization partners to empower health providers serving the target audience. An array of information and document services is also available to support all public health providers in Southeastern Michigan from the *Urban Health Partners* web site available online at:
http://www.lib.wayne.edu/shiffman/urbanhealth

Conducting a Community Assessment

Conducting a community assessment is essential to developing a culturally responsive outreach program. A wide variety of strategies and activities are being employed to conduct a community assessment. In October 2003, library staff presented an exhibit at the "Third Biennial National Conference on Health Issues in the Arab American Community" in Dearborn, Michigan. Librarian participation in this forum promoted cooperation and collaboration between academic institutions, health care providers, and community-based organizations interested in addressing health threats to the Arab American community.

In the following months, interviews with key community leaders and stakeholders helped to identify the needs of health providers serving at-risk urban communities and barriers to accessing health information and health-related services. These efforts have resulted in the expansion of the *Urban Health Partners* web site to include links to evaluated local, state, and national health information resources and related organizations in the areas of "Obesity and Nutrition" and "Tobacco Control." Additionally, topics for initial on-site training sessions have been determined for health providers at health departments and community-based organizations. Surveying public health providers will be an emphasis and methods for obtaining direct input will include focus groups and open-ended survey questions. Results will be analyzed to further develop and refine the customized on-site training, services, and tools.

Next Steps

Insights into promising or best methods for developing culturally relevant and meaningful information resources, on-site training, and document services for health providers serving Arab Americans will be a poster presentation at the upcoming Medical Library Association Annual Meeting in May 2004. Future plans include reporting and sharing findings and exploring funding opportunities.

Outreach efforts at the Shiffman Medical Library focus on Southeastern Michigan but we are always interested in collaboration and cultivating new partnerships. For more information on Shiffman Health Information Outreach Initiatives, including the Detroit Community AIDS Library (DCAL) and Community Health Information Services (CHIS), please contact us at askmed@wayne.edu or visit us online at: http://www.lib.wayne.edu/shiffman

[1] Aswad, M & Hammad, H (2001). *Health Survey of the Arab, Muslim, and Chaldean American Communities in Michigan*. Available online at: http://www.accesscommunity.org/documents/AMCCAC.pdf

Institutional Outreach Collaboration

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In April 2004, staff of the Southern Illinois University School of Medicine Library will exhibit at the Illinois Rural Health Association meeting on behalf of the National Network of Libraries of Medicine (NNLM) for the 8th year. In doing so, the products and services of the National Library of Medicine and the NNLM are highlighted for more than 300 meeting attendees representing rural health clinics, local public health departments, rural hospitals, long term care facilities, farm safety experts, physicians, advance practice nurses, physician assistants, medical educators, university staff, students and other health related professionals. Demonstrating these products and services creates partnerships with rural health care providers who quite often do not have access to established health sciences library services. Awareness of these resources and how to access them are of primary importance.

These encounters are the expected ones. The unexpected encounters are running into colleagues from the same institution, who are also spreading their outreach message. Over the years, library staff have shared the exhibit floor with many SIU colleagues, including:

Rural Health Initiative (John Record): The Rural Health Initiative is an outreach program designed both to assist communities meet their unmet health needs and to facilitate the expansion of the School's affiliated regional clinical and educational centers. This usually requires developing partnerships with one or more local health or educational organizations. The School's primary service area is composed of a few mid-sized cities and many rural communities. The Illinois Rural Health Association's annual meeting is one of the best opportunities to connect with people working in community-based organizations throughout downstate Illinois, to learn about their health needs and to discuss the resources available through the School of Medicine.

Telehealth Networks and Services (Deborah Seale): The SIU School of Medicine uses telehealth to expand the capacity of local communities to address health care needs in downstate Illinois. Through telehealth, providers are able to link electronically to access continuing education and other health professions educational activities, bring needed health care services and patient education to the community, and to participate in academic research. One aspect of this is developing community-institutional partnerships to strengthen local health care capacity through the use of advanced technologies. Meeting established and potential new partners is a special feature of the Illinois Rural Health Association meeting.

The Pearson Museum (Barbara Mason): Southern Illinois University School of Medicine ranks as one of the fortunate few medical schools to have a history

museum on its campus. The Pearson Museum covers all spheres of healing and medicine. The United States has been pushing its frontiers westward through virgin territory during the past three hundred years, so most of the healing and medicine practiced was of necessity and rural in nature.   In the exhibits mounted, we show the methods used and the doctors who undertook this work, with the limited tools and drugs they had available. Many with no access to medical help had to care for themselves, their families and neighbors. We show some of the methods they employed in surviving the rigors of frontier life, sometimes with the assistance of Native American healers. This, we think, is an interesting approach for those presently working on the provision of rural health.

As the SIU Medical Library staff set up this year's exhibit at the Illinois Rural Health Association meeting, they will undoubtedly see some familiar faces from home and be reminded of the common outreach mission the Library shares not only with the National Library of Medicine's National Network, but with our home institution.

Wegner Health Science Information Center Outreach Activities

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The Wegner Health Science Information Center, (www.usd.edu/wegner) in Sioux Falls, South Dakota, provides library and information services to eleven partner organizations. The diversity of the eleven organizations – which includes the University Of South Dakota School Of Medicine, Sioux Valley Hospitals and Health System, and the Sioux Falls VA Regional Medical Center – provides the Wegner Center many outreach opportunities. All of the outreach activities of the Wegner Center incorporate National Library of Medicine resources.

In 2003, the Wegner Center provided outreach educational sessions at five conferences. Three of the conferences the Wegner Center attended exemplify the diversity of our eleven partners and their constituents. In March, the Wegner Center presented a session on resources for caregivers at the South Dakota Easter Seals Caregivers Conference. Focusing on print and electronic resources, the session also provided training on searching techniques and evaluation tools. In June, the Wegner Center presented two sessions on evaluating health and medical web sites at the South Dakota Public Health Conference. The sessions were entitled "The Good, The Bad, and the Ugly – Medical & Health Information on the Web". Over fifty health care professionals from South Dakota and the region attended each session. Also at the Public Health Conference the Wegner Center participated in "learning stations". Agencies and organizations created learning stations throughout the conference venue to provide quick, informative fifteen minute sessions on their

services. Over a 90 minute period all of the conference participates could visit up to six "learning stations." As a result of the sessions at the Public Health Conference, the Wegner Center was invited to participate in the South Dakota Tobacco Prevention Coalition Workshop in October. Teens and young adults from across South Dakota were the primary participants. The Wegner Center presented an educational session on evaluating tobacco, smoking, and smoking cessation web sites – "Tobacco Websites: What's Behind the Smoke."

For additional information about the outreach activities of the Wegner Health Science Information Center, contact Ernetta L. Fox, Head of Outreach and Education at efox@usd.edu.

The Rural Assistance Center (RAC)

Free Resource for Information on Rural Issues

Do you live in a small community? Ever look for research or statistics on a rural topic? Could you use some leads on funding opportunities to support rural health and human services? The Rural Assistance Center (RAC) is a free resource that can help.

The Rural Assistance Center (RAC) is a federally-funded information resource with a range of products and services addressing rural health and human services issues. You can contact RAC for help meeting your customers' information needs, you can refer library users directly to RAC, and you can use RAC yourself to support library projects. Here are a few resources available to you and your customers:

Funding Information
The RAC web site (http://www.raconline.org) has a searchable database of funding opportunities. Anyone who has a project in mind to benefit a rural community can request an in-depth search for funding specific to their project and location.

Guides on Rural Topics
The RAC web site has information guides on topics such as dental health, domestic violence, tribal health, and grant writing. Guides include frequently asked questions on the topic, links to publications and online tools, organizations and contacts for more information.

Research and statistics
Librarians staff the RAC toll-free phone (1-800-270-1898) and email reference service (info@raconline.org) and offer free search services to support rural health and human services. RAC can do literature searches, help find statistics, and connect users to experts within the federal government and research communities.

News and events

The RAC web site includes news on rural issues taken daily from the Federal Register, U.S. Department of Health and Human Services press releases, and other sources. The web site also provides a calendar of events, conferences, and workshops.

How to take advantage of RAC services:

- Visit the RAC web site at http://www.raconline.org
- Contact RAC at 1-800-270-1898 or info@raconline.org
- Sign up on the RAC web site for twice-monthly email notices of rural news, funding opportunities, events and publications

Please use the Rural Assistance Center yourself and help spread the word about RAC in your organization and your community.

The Librarian's Anomaly

Editor's Note: *This article is one regional librarian's personal experience with the health care system and her interaction with her local hospital librarian.*

Margaret "Peggy" Richwine
Indiana University School of Medicine
Ruth Lilly Medical Library

On June 8, 1990 the pain in the left upper arm and chest was alarming and I arrived at the hospital just as the cardiac arrest began. I was revived, had heart catheterization and angioplasty, was put on a daily dose of a calcium channel blocker and aspirin, and went through cardiac rehabilitation. I returned to work after three months, exercised forty minutes a day six times a week, and was feeling in good health by the end of a year.

In 1994 the attack was extreme pressure on the chest in the wee hours of a Sunday morning while vacationing in Wisconsin. After a minimal examination at the rural hospital, I was released and we returned to Indianapolis and my heart physician. This time the catheterization detected a birth defect but it was not considered serious and I was put on another channel blocker. I continued my daily exercise and as the years rolled by, I began to think the heart problem was a thing of the past. For my sixtieth birthday, having lived with the sudden death threat for so long, I had a special celebration for the "gift of life".

In the evening of January 21, 2004, after a full but relaxing day, I ate a bowl of cereal and prepared for bed. While dressing, I experienced distress in the chest that felt like indigestion. It would not subside and the blood pressure monitor registered 182/104. I took a nitroglycerin and left for the hospital emergency room. By the time we arrived at the ER, the distress had subsided and I was ready to go back home. With my husband's insistence, I was admitted and although the tests did not show any evidence of a heart attack, because of my history, I was given a nitroglycerin patch and kept overnight. The next morning I was to have a treadmill stress test and then go home. I

was quite shocked when the nurse told me the triponin levels showed that I had extensive heart damage and I was to have heart catheterization that morning.

The catheterization revealed the anomaly discovered in 1994 but this time the cardiologist pursued further action. The cardiologist and thoracic surgeon sat at my bedside and discussed what was known, their inexperience with this anomaly, and what additional information was needed to decide how to proceed. Without hesitation, I offered to do a MEDLINE search. The response was "we'll take care of it". The next day the hospital librarian came for a visit and identified the difficult search she was working on as my case.

Following transesophageal echocardiography and an ambulance ride to University Hospital for a CT scan, the diagnosis was confirmed. The surgeon explained the uncertainties in the bypass procedure he had scheduled. The surgery went as planned and the recovery was uneventful. I returned home two weeks after I was admitted to the hospital.

Several weeks into recovery, I did a PubMed search to see what information I could find on my anomaly - the left main coronary artery arising from the right sinus of Valsalva. I was surprised to find the extreme rarity of the condition and the high percentage of sudden death associated with it. I found the full content of one of the citations in PubMed Central and the details of surgical considerations were almost verbatim of the surgeon's bedside conversation with me.   PubMed, PubMed Central and a hospital librarian have an important place in my continuing celebration of life.

News in the Region

Sandra De Groote, Information Services librarian at LHS, has been awarded a scholarship to attend the Medical Informatics Course at The Marine Biological Laboratory, Woods Hole, MA sponsored by the National Library of Medicine (NLM). The weeklong survey course is designed to familiarize individuals with the application of computer technologies and information science in medicine. Sessions are limited to thirty fellows, and student selection is determined by a review committee appointed for each course. Cost for attending this course is fully supported by NLM and includes travel, housing, and meals. Congratulations to Sandy on receiving this honor.

Greg Shymko has left his position as GMR Technology Coordinator to return to the University of Washington.

Beth Carlin has left her position as GMR Education & Outreach Coordinator to accept a position with a Chicago Hospital system.

Jo Dorsch from the University of Illinois College of Medicine at Peoria, Library of the Health Sciences wrote an article that appeared in the March 2004 *MLA News* entitled "Academy Provisional Membership Has Many Benefits"; the article appears on Page 29.

Lori Bell, Director of the Mid-Illinois Talking Book Center in Peoria was recognized as one of 2004s "Movers & Shakers" in the March 15 supplement to Library. Congratulations Lori!

Denise Britigan will be leaving the staff of the Hardin Library in Iowa City to join the medical center Library staff in Cincinnati. Her last day at Hardin is May 28, Denise will then travel to Wood's Hole to participate in Medical Informatics programming.

Sylvia Contreras will be leaving the staff of UW-Madison on July 2 to become the next library director for Edgewood College. Please join me in congratulating Sylvia and wishing her the best in her new endeavor. Buena suerte, Sylvia!

Health*Web* Turns 10!!

HealthWeb Celebrates Ten Years of Linking to Quality Health Information

HealthWeb, an award-winning Internet resource for evaluated health information, is celebrating its tenth anniversary this year. Located at **http://healthweb.org**, HealthWeb provides access to information and education resources selected by librarians for relevance and quality.

The HealthWeb project was conceived in 1994 to provide a one-stop entry point to evaluated, non-commercial, Internet-accessible resources organized by medical discipline. It is a collaborative project of over 20 health sciences libraries in the Greater Midwest Region of the National Network of Libraries of Medicine. The site includes over 60 subject pages, over 10,000 cataloged sites with annotations, a search engine with MeSH or keyword options, and User Guides for Internet Resources.

HealthWeb is the recipient of the ISI / Frank Bradway Rogers Information Advancement Award; the Midwest Chapter/MLA Award for Achievement in Health Information Management; and is included on the MLA Consumer and Patient Health Information Section (CAPHIS) "Top 100" list of trusted health websites. The HealthWeb site and project have been highlighted in numerous scholarly and popular publications including the *Bulletin of the Medical Library Association,* the *Chronicle of Higher Education, College & Research Libraries News, Fortune, JAMA, Newsweek,* and *Searcher: the Magazine for Database Professionals*.

HealthWeb is a collaborative project of the health sciences libraries of the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NN/LM). HealthWeb is supported by the National Library of Medicine (NLM) under contract #N01-LM-1-3513 with the University of Illinois at Chicago.

UW-Madison Health Sciences Libraries
Moving June 1, 2004

Jim Jonas
UW-Madison Pharmacy Library
Madison, WI

UW-Madison's New Health Sciences Learning Center

On June 1st the three UW-Madison Health Sciences Libraries will merge into a new home, the Ebling Library, located in the new Health Sciences Learning Center at the west end of campus. With over 50,000 square feet, the new library boasts wireless network capabilities, a patron seating capacity of over 350 seats, sixteen group study rooms, and over nineteen research workstations. All will be housed in a beautiful, serene building with plenty of natural light.

Terrance Burton, Library Director, states, "The combined Health Sciences Library will be the heart of the multidisciplinary educational facility. Operating from a single location will allow the HSL staff to expand the quantity and quality of services we can deliver to all of your patrons, regardless of their location. We expect this high-tech, high-touch library to be a magnet for students, faculty, and staff from throughout the university."

As you plan for your document borrowing needs, we ask that you remember our **temporary closing May 29 - June 20**. During the move and consolidation, **access to our journal and book collections will not be available**. We apologize for any inconvenience during this closure. The Ebling Library is tentatively scheduled to open June 21, 2004.

Our library is being named for UW Medical School alumnus Paul R. Ebling, MD '55. Dr. Ebling enjoyed reading and found great pleasure in expanding his knowledge. A library was always one of his favorite places to spend his free

time.

To learn more about the Ebling Library and the UW-Madison HSLC visit our website: http://www.hslc.wisc.edu/

A Bird's Eye View of the New Facility

Greater Midwest Region Announces Awards and Subcontracts for 2004

CONSUMER HEALTH INITIATIVE SUBCONTRACT

Terry Burton
University of Wisconsin-Madison
Madison, WI
Consumer Health Self-Assessment and Training Tools for Wisconsin Librarians
July 1, 2004 to June 30, 2005
$36,720

The University of Wisconsin-Madison Health Science Libraries plan to extend their outreach activities in the state and extend the reach of their consumer health instruction efforts by developing web-based instruction tools to meet consumer health continuing education needs of Wisconsin librarians serving the public. The project will provide new remote continuing education opportunities; overcome barriers of distance, access, time, hours of availability, travel, expense, and increasing access to instructional expertise and limited resources. Web-based modules for self instruction and web conferencing tools for distance interactive learning will be used during the project. Specific subjects that will be addressed include: *Healthy Web Surfing*: search and evaluation techniques; *Hit the Ground running*: MedlinePlus; *Zeroing in on the Mark*: other recommended resources; and *Sifting Through the Literature and More*: BadgerLink (titles may be changed).

Laurie Cole
Ridgeview Medical Center
Waconia, MN
In the Care of Women and Children
April 1, 2004 to September 30, 2005
$40,000

In the Care of Women and Children will build partnerships between Ridgeview's Resource Center and community agencies to ensure that women, and those in their care, have the health information they need to make informed decisions. The Health Info section on Ridgeview's Web site will be expanded to include women's and children's health topics that were identified in local needs assessments. This Health Info site will be translated into Spanish to meet the growing diversity of our community. Partnering agencies, and the women they serve, will be offered the services of Ridgeview's Resource Center and training in the use of NLM databases and other relevant resources on the Web site.

Winn Theirl
University of Kentucky, Chandler Medical Center Library
Lexington, KY
Introducing Health Information Resources on Suicide: A Kentucky Outreach Partnership
April1, 2004 to September 30, 2005
$39,946

The University of Kentucky, Chandler Medical Center Library (UK, MCL), in partnership with the Hospital of the Bluegrass (HOB), will provide quality health information on the topic of suicide. The overall purpose of this project is to introduce the target audience, mental health specialists, to the large body of resources available on the subject of suicide and provide Internet-based training on the access and use of these resources; empowering them with the ability to integrate the knowledge gained from the project into their delivery of direct patient care services. Both consumer and clinical health information on the research, prevention and treatment of suicide will be presented.

Michael C. Wahl
Illinois Poison Center
Chicago, IL
Bridging the Gap: Bringing distance learning to IPC volunteers in rural communities
April 1, 2004 to September 30, 2005
$40,000

Volunteers play an essential role in providing poison prevention education in their communities and raising the awareness of the Illinois Poison Center (IPC) and its services. Last year alone, IPC volunteers participated in 493 events, educating more than 64,200 community members and distributing thousands of outreach materials. However, the IPC volunteer program can be strengthened through enhanced training and testing of new volunteers, and the establishment of ongoing educational opportunities for current volunteers. The IPC will partner with St. John's Hospital in Springfield, IL to develop an online, interactive volunteer training and testing module. This distance learning tool will leverage online resources, such as ToxTown and PubMed, to increase the effectiveness of the IPC's volunteer outreach and education efforts.

GMR Staff

Susan Jacobson
Director

Ruth Holst
Associate Director

Charniel Mc Daniels
Network Coordinator

Tammy Mays
Consumer Health
Coordinator

Kara Thompson
Communications
Coordinator

Karen Ein
Business Services
Specialist

Angel Johnson
Consumer Service
Representative

HEALTH INFORMATION OUTREACH SUBCONTRACT

Judy Rieke
University of North Dakota
Grand Forks, ND
Linking Native Americans to Health Information: Phase II
April 1, 2004 to September 30, 2005
$30,000

This project seeks to provide information services and training to health care providers on the four North Dakota Indian Reservations. The project will focus on: physicians and other health care providers at Indian Health Services (IHS) facilities; independent physicians and health care providers delivering health care services on the reservations; and tribal health care personnel and community health representatives (CHRs) who work directly with people living on the reservations. Tribal college librarians on the reservations will also have updated training and be encouraged to participate as appropriate.

CONSUMER HEALTH AWARDS

Lori Bell
Mid-Illinois Talking Book Center
Peoria, IL
Project HEALTHY (Hearing Electronically About Living The Healthy Years)
April 1, 2004 to September 30, 2005
$9,850

Project HEALTHY (Hearing Electronically About Living The Healthy Years) is a partnership project of the Mid-Illinois Talking Book Center and the University of Illinois at Chicago Library of the Health Sciences-Peoria. Funding will allow the partners to host online interactive monthly programs with experts on consumer health topics of interest to senior citizens. The monthly programs will also be recorded and made available to senior citizens throughout Illinois on the web, on CD, and on cassette for talking book readers.

Mary Alice Gillispie
Family HealthCare Center
Fargo, ND
Web-Based Multilingual Emergency Healthcare Information
April 1, 2004 to March 31, 2005
$10,000

This project will continue the development, dissemination and evaluation work of a multilingual multimedia resource project, Healthy Roads Media (www.healthyroadsmedia.org), that was originally funded by a National Library of Medicine grant. Emergency health is a topic where clear communication is especially important. However, there is often significant confusion among newly arrived Americans about the 911 call system, what to expect in hospital emergency rooms, and how to recognize a medical emergency. This leads to inappropriate or ineffective utilization of emergency healthcare resources. The written content for the proposed materials will be adapted from the *Refugee*

Guide to Health, produced by the Refugee Division of the Minnesota Department of Health. These written materials will be reformatted into three versions - one page handouts with graphics, audio files and multimedia "movie" versions. These materials will be created in English, Spanish, Bosnian and Somali. All the developed resources will be posted on the Healthy Roads Media website and available for free on-line use or downloading. Enhancing the written format with graphics, audio and multimedia can all potentially reduce the language and literacy barriers that face at-risk populations. In addition to the resource development work, there will be project activities to assist staff from local organizations who serve refugees to help them understand and utilize these internet resources. Group training in the use of these and other internet-based health information resources will be provided by library staff from North Dakota State University. In addition, evaluation of the newly developed materials will be conducted using both qualitative and quantitative methods. This will involve interviews as well as staff and patient surveys. The overall objectives of this project are to add important content (emergency health) to the existing on-line resources, to continue to work with local organizations to help them gain the capacity to choose and use internet-based health information resources wisely and to continue to evaluate to better understand the role of information technology in providing access to health information for vulnerable populations.

OUTREACH PROJECT AWARD

Lian Ruan
Illinois Fire Services Institute
Champaign, IL
Putting Professional Development into Practice
April 1, 2004 to March 31, 2005
$6,000

This project aims to improve Illinois Emergency Medical Technicians' (EMTs) access to the National Library of Medicine's biomedical information resources by providing training workshops to selected fire departments in four locations-Chicago, Peoria, Rockford, and Urbana-Champaign, sites where the University of Illinois at Chicago (UIC) Library of Health Sciences (LHS) also is located. The project will also strengthen the partnership between the Illinois Fire Service Institute (IFSI) Library at University of Illinois at Urbana-Champaign, and UIC LHS in providing services to Illinois EMTs in fire departments. The proposed public outreach project will be built upon the 2002 GMR Professional Development Award project, which the IFSI Head Librarian received in October 2002 and completed in April 2003. Through the project, she enhanced her skills and knowledge about outreach and appropriate technology consistent with best practices in health sciences libraries, in particularly in UIC LHS. She was also able to develop and implement an action plan for EMTs in Illinois fire departments. This pilot project will produce measurable outcomes to meet the changing information needs of EMTs.

TECHNOLOGY IMPROVEMENT AWARD

Martha Airth-Kindree
Hess Memorial Hospital
Mauston, WI
Bringing Electronic Document Delivery to Rural Wisconsin
March 1, 2004 to February 28, 2005
$4,440

This project will add new and improved information services to health care professionals in Juneau County, Wisconsin. This, in turn, will provide informed and timely health care for members of the community. Electronic document delivery via the Internet will enhance user access to vital health information. The project has two interrelated goals: to provide electronic document delivery of medical information to rural Juneau County's health care professionals and; to increase and enhance Hess Memorial Hospital, Inc.'s participation in interlibrary loan networks, especially as a resource to other small rural hospitals. This proposal will require the purchase of a scanner, the Ariel Version 3.3 Document Delivery System and Adobe Acrobat Version 6.0. Through electronic document delivery, the Health Science Library will be able to share its medical information resources more efficiently and cost-effectively with other rural hospital libraries via email and web postings. This will help health care professionals apply current information technologies, information and education to their practices and ultimately lead to a healthier rural community.

Jo Dorsch
University of Illinois College of Medicine at Peoria
Peoria, IL
Tech Trek: the Wireless Path to Point-of-Care
March 1, 2004 to February 28, 2005
$5,000

The Library of the Health Sciences, Peoria has been a leader in introducing handheld technology in the medical curriculum and has shared its experience with other health sciences libraries through a one-day symposium for librarians and MLA continuing education course offerings. State-of-the-art equipment with wireless access will assist the Library in expanding its handheld technology initiative, continuing its integration of PDA resources in the curriculum, and remaining at the forefront of instruction and technical support. The Library will purchase at least five handheld devices with varying features, representing both Palm OS and Windows OS Pocket PC devices. To improve access to resources, devices will be equipped for wireless Internet or cellular Internet capability. A universal sync station will be purchased to accommodate a variety of PDA products, thus eliminating the need for multiple model-specific solutions. Classes will be offered to students, faculty, and staff on key PDA resources such as NLM's PubMed on Tap; UIC licensed products; freeware such as ePocrates; and HanDbase and Presenter-to-Go, to be purchased with award funds. Students and preceptors in the Rural Student Physician Program will be given access to products and will test rural connections. Classes will also be offered at the clinical sites.   The Library supports handheld mobile technology because it offers convenient point-of-care information access that fosters evidence-based decision-making and the development of life-long learning habits.

Cathy Eames
Children's Hospital of Michigan, Medical Library
Detroit, MI
Improving Support for PDA Technology and Training Needs at Children's Hospital of Michigan
March 1, 2004 to February 28, 2005
$4,355

The project's goal is to extend wireless access to Internet and intranet resources to the Children's Hospital of Michigan Medical Library and to provide the resources to allow the library and library staff to support the use of PDAs by health professionals. Librarians give scheduled and on-demand training to support research, patient care, and education information needs; and nurses and physicians regularly present research and educational conferences. To facilitate training classes, presentations, and patient care needs, PDAs and medical information resources will be purchased, used for training, and loaned to hospital staff.   A presentation projection accessory will be acquired to allow the display of the handheld's screen during classes given by library staff and will be circulated to hospital staff needing it for educational presentations.   It is expected that this project will improve access to knowledge-based information resources and contribute to the increased use of handheld technology by health professionals at Children's Hospital of Michigan.

EXHIBIT AWARDS

Barb Knight
Harley E. French Library of the Health Sciences

2004 Annual Dakota Conference on Rural and Public Health: "Building a Healthy North Dakota One Community at a Time"
Fargo, ND
March 24-26, 2004
$1,995

Connie Poole & Rhona Kelley
Southern Illinois University School of Medicine Library

Illinois Rural Health Association
Bloomington, IL
April 14-15, 2004
$774.08

2004 Medicine on the Net Web Excellence Awards

The following GMR members received top honors/honorable mentions in the 2004 Medicine on the Net Web Excellence Awards in the following categories:

Hospital/Health System

MidMichigan Health (honorable mention)
http://www.midmichigan.org

Oconomowoc Memorial Hospital (honorable mention)
http://www.oconomowocmemorial.org/cgi-bin/home.pl?index

Waukesha Memorial Hospital (honorable mention)
http://www.waukeshamemorial.org/cgi-bin/home.pl?index

Consumer Portal

Mayo Clinic (co-winner with MedlinePlus)
http://www.mayoclinci.com

Henry Ford Health System (honorable mention)
http://www.henryford.com

Outstanding Content

Rehabilitation Institute of Chicago (honorable mention)
http://www.ric.org

Best Design

Swedish American Health System (honorable mention)
http://www.swedishamerican.org

(To see the complete list go to: http://www.corhealth.com/motn/awards2004.asp)

MLA Award & Scholarship Recipients

The following GMR members received MLA awards & scholarships:

Rittenhouse Award
Derek Hansen, School of Information, University of Michigan-Ann Arbor, for "Adolescent Health Information Seeking on the Web: A Multidisciplinary Review"

Fellowships
Carole M. Gilbert, AHIP, FMLA, Helen L. DeRoy Medical Library, Providence Hospital and Medical Center, Southfield, MI

Continuing Education Grant
Bette Sydelko, AHIP, Fordham Health Sciences Library, Wright State University, Dayton, OH

EBSCO/MLA annual meeting grant
Misa Mi, AHIP, Medical Library, Children's Hospital of Michigan, Detroit Medical Center, Detroit, MI

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Hospital Libraries Section/MLA Professional Development Grant
Lisa Blackwell, **Grant Morrow**, MD, Library, Columbus Children's Hospital, Columbus, OH and **Pamela Barnard**, AHIP, Library Services, Alina Hospitals and Clinics, Minneapolis, MN

Medical Informatics Section/MLA Career Development Grant
Sara Anne Hook, School of Informatics, Indiana University-Indianapolis

MLA Scholarship
Amanda Biggins, Graduate School of Library and Information Science, University of Illinois-Urbana-Champaign

Funding Opportunities

The GMR is now accepting proposals for awards and subcontracts available in the region.

	Funding	Eligibility	Deadline
AWARDS			
Exhibit Award	5 @ $2,000	Full and Affiliate Members	Ongoing
Outreach Project Award	4 @ $5,000	Full and Affiliate Members	Ongoing
Consumer Health Award	2 @ $10,000	Full & Affiliate Members	07/28/04
Technology Improvement Award	5 @ $5,000	Full & Affiliate Members	07/28/04
SUBCONTRACTS			
Consumer Health Initiative Subcontract	2 @ $40,000	Full & Affiliate Members	07/28/04
Health Information Outreach Subcontract	2 @ $30,000	Full Members	07/28/04
Public Health Information Models Subcontract	2 @ $50,000	Full Members	07/28/04

For more information please see:

http://www.nnlm.gov/gmr/funding/current.html