Attachment 1

National Network of Libraries of Medicine
Greater Midwest Region
Regional Advisory Council

Open Discussion About Outreach and RAC Involvement
September 10, 2007

The following points were mentioned in response to issues related to community outreach and ways that RAC members can assist the GMR staff in planning and evaluation:

- CBOs: don't leave medical libraries out in planning health information services
- Med/health science libraries: need to balance
- Nurse educators: good target population
- Chicago Public Library (CPL) and University of Chicago: Disease-specific programs
- Public library outreach at exhibits: reach other exhibitors
- NLM: MedlinePlus (does not) have all the answers
- Outreach: not health information but how to find and pay for services
- Nurse educators: need free online stuff; don't have time to go to library to get articles
- MedlinePlus is responsive to feedback
- Commercial resources
- North Dakota nurse association: outreach to professional organizations
  Wisconsin nurse association: exhibiting and student nurse association
- Hoosier science teachers: an outreach benefit to health science libraries
- Need win-win for health science libraries and consumers/health science librarians
- Ohio: dichotomy between CBO administrators and health science librarians
- Consumer health libraries are not necessarily associated with the health science libraries
- Public relations base vs. health information base
- Question different benchmarks for CBOs and health science libraries?
- Different way of measuring value of service?
- Larger academic institutions → increased community outreach
- Patient is driving healthcare now more than physician
- $$: what is the service that health science librarians can provide, that benefit: bottom line
- MLA: Admin Connect I and Admin Connect II
- What is ROI, if no $ then what?
- Up-to-date: "fuzzy research" to substantiate the savings

Question: How much time would you be interested in working with RAC?

- "Sooner we know…"
- mandates from NLM
- notice from NIH
- What's in it for me?
- Will it benefit my institution? (Get funding, increase PR, increase health care?)
- $$ won't cover outreach costs
- How to benefit profession?
- Working groups: What's the product?
- The outcome of these groups?
    - White paper?
    - Publication – to justify something?
- What is the role of the RAC members?
- Advisory – not doing the work
- Academic – publication
- Project: geographically based
- What is the role? – fuzzy
- Share what has been learned in committee work
- ? Deliverables from RAC: what is the product?
- Advise how?
- Resource sharing
- RAC as a board: advise on policy, make suggestions to revise a product
- Revise/advise RML staff on policies and procedures they have created
- RE: science teachers
- Lesson plans, curricula, ToxTown, ToxNet
- Handouts for K-12 teachers
- Career information: check MedlinePlus for health careers information

- How to see public libraries helping NLM?
- Teach public reference librarians how to search MEDLINE (PubMed)
- Class created in Indiana
    - Academic university program with nursing books
    - Suggested collection development to public libraries
        - Books and databases and websites

- CPL: knows community, senior centers and children, science teachers and technology teachers, "mechanical minded", digital divide

- Advocacy? Need win-win. Weigh what's best for organization in service area?
- An excellent way to advocate for library with these outreach activities
- Outreach has returned 10-fold
- Benchmarks: healthcare professionals need training more than community

- E-Learning: reusable learning projects, internal and external use. RLOs: "Reusable learning objects"
- Self-management, especially in disease management
- Look at both sides: be willing to take risks
- ? Guidelines for focusing on NLM aspect
- How to avoid re-inventing the wheel, such as MLA groups
- Advocacy in medical libraries
- With these groups: time question based on what's in it for me?
- Last year: needs assessment
- A product? At least share it
- What can I bring back to my institution?