

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

Outreach Narrative

Year 3

May 1, 2008 – April 30, 2009

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Educational Outreach

The MCRML places great importance on educating librarians, health professionals, and consumers on a wide variety of topics encompassed by each of our special projects: Assessment and Evaluation, Advocacy, Community Outreach, Consumer Health, Network Membership, and Technology. While a classroom of librarians may be the first thing that comes to mind when talking about education, the range is far broader and includes different modes/vehicles of educating, as well as content that is beneficial for diverse populations.

Goal:

Develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation.

Outcome:

Librarians, health professionals, and consumers are trained to be capable of using NLM resources and emerging technologies.

Educational resources are shared via print and electronic media:

Rationale: Multiple vehicles are used for both communication and education in the region. They include fact sheets, articles, and brochures which can be shared in a number of ways: at exhibits, through mailings and e-mail; they also include podcasts, blogs, CD tutorials, and distance education classes. Often, educational items are pulled from these communication vehicles by liaisons and sent on to public librarians or public health professionals or others who may have indicated a need for such information. One example is a liaison who receives a public health communiqué from the Partners listserv, forwards information from it to the public health association in her state who, in turn, sends it to state public health departments.

As technology becomes easier and less costly to utilize, it is employed more often as a teaching vehicle, particularly in our six-state region which is heavily rural. Monthly web conferences called *Breezing Along with the RML* are produced to highlight special project areas, as well as new topics of interest to our constituency. Last year, two 30-minute sessions of *Databases on Display* were created and presented via web conferencing software. Upon meeting this fall at MCMLA, the regional chapter conference, two attendees indicated how much they liked the opportunity to see databases this way – enough to get a flavor and want to learn more. By using this method to present information in smaller pieces, particularly when these sessions are recorded for later viewing, attendees can benefit both by not having to be present geographically and by having greater flexibility of fitting professional development into their own schedules.

The MCR also takes the opportunity to share information via print. As the McGoogan Library of Medicine librarians made a trek across the state of Nebraska to promote Go Local Nebraska to public libraries, a packet of information was included highlighting the resources of the National Network of Libraries of Medicine. This included brochures on MedlinePlus, NetLibrary online book resources offered through the MCR, distance education resources, and a CD – “So You Have a Medical Question?” Each of these materials was created and produced to be used to acquaint a wide audience with the free resources of the National Library of Medicine. The result of this project sharing has been both building a co-marketing strategy with Go Local personnel in Nebraska and “seeding” public libraries so that they recognize the materials and use them as needed in their institutions.

Methodology: The plan is to continue to produce materials as needed and share them using both electronic and print formats. Each item includes contact information so that users can learn more or ask questions. A URL, if applicable, is also included to enable users to print their own copies.

Evaluation: At least 75% of 150 members responding to a questionnaire indicate that MCR communications are effective in increasing awareness of resources.

While this allows us the ability assess our members, more telling are comments at statewide or regional events when someone says “Oh, I remember your name from a brochure I saw.” Continuation of these practices will continue to keep NLM resources at the top of the list for librarians, health professionals, and consumers.

Goal:

Provide a training facility equipped with personal computers for conducting NLM training classes as outlined in the NN/LM National Training Center and Clearinghouse Statement of Work.

Outcome:

Network members, health professionals, and others have facilities in the region where they can be trained to access health information from NLM resources.

NTCC classes are scheduled and facilitated within the region:

Rationale: While NTCC classes have always been provided in the MCR, the emphasis now is on expanding the reach of these classes to include not only health information professionals, but also public librarians and public health professionals. There is a breadth of information to be garnered from these classes and these additional populations would benefit from training on NLM’s free, credible resources which are highly applicable in their environments.

Methodology: NTCC classes scheduled in the region will be promoted to health information professionals, public librarians, and the public health workforce. Using MCR communication tools such as the weekly news, the Nebraska/Education Liaison and the state liaisons will publicize information on NTCC classes as they are scheduled in the region. Class information will be shared with state libraries and public health professionals in the area. This will be done via email and through inclusion of information at other presentations and exhibits where these audiences are involved, such as minority health conferences, state library conferences, and public health conferences.

Evaluation: By promoting the NTCC classes to a wider population we are addressing the outcome of providing facilities where health professionals and others can be trained to access NLM resources.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

Network members, public health professionals, and the public will have improved access to public health information.

Public health information resources are promoted and included in public health program curricula:

Rationale: Public health schools and programs are increasing in importance and number within the MCR. Ensuring that the faculty and students of these schools understand the resources available to them can help promote timely, convenient access to selected public health resources on the Internet. Imbedding this information in the public health curricula will help to ensure use and to remind students that, after graduation, when they are no longer affiliated with an academic institution, they will continue to have access to NLM resources.

Since 2005, a classroom presentation has been given annually by the Nebraska/Education Liaison in the Health Policies class of the joint Public Health program of the University of Nebraska at Omaha and the University of Nebraska Medical Center. It includes instruction on PHPartners, PubMed, MedlinePlus, Go Local and other National Library of Medicine databases, as well as My Family Health Portrait and Healthy People 2010.

The free access to NLM resources post-graduation makes this information more useful as an ongoing resource for the public health professional. Open comments from past questionnaires

evaluating presentations to the public health policy class have included:

“This kind of training is very important for everybody who will work on any kind of research, but it would be very helpful to first year students in any field. Thanks a lot for enlightening our search.”

“I found the information very useful. There's a lot more to PubMed than I thought. I didn't realize that putting search words in quotation marks made a difference in the number of entries received. It was little things such as that that were very helpful.”

Methodology: A classroom presentation has been developed and is being shared in each state with the focus on regular inclusion in the curricula. The RML will contact and work with academic librarians and public health faculty of public health programs with no informatics component in the public health curricula. Librarians and faculty and will be encouraged to promote inclusion of materials such as PHPartners and other resources providing students free reliable access to resources they can use while working on public health degrees, and later use these same resources when then are “in the field.”

Evaluation: By the end of year 3, the public health programs and libraries at the University of Kansas and University of Utah have been contacted and public health information has been shared for inclusion into the public health curricula.

Goal:

Establish and maintain channels for effective communication with current and potential NN/LM participants, other Regional Medical Libraries, the National Library of Medicine, and other state and multi-type library networks within the region.

Outcome:

Partnerships exist that enhance access to electronic health information

Foster collaboration with public health workforce

Rationale: Public health departments have a wealth of publications that they are producing in electronic format. Although state libraries are charged with preservation and distribution of state publications, the state libraries in the region do not have the capacity to process electronic publications. In the last contract the MCR and Eccles Health Sciences Library worked with the Utah Department of Health to add electronic publications to the library’s OPAC resulting in greater access to these publications. Two years ago, the Utah State Library decided to build an institutional repository to archive electronic publications for state agencies and recently contracted with a commercial company. Other state libraries have also come on board and are managing electronic publications. In this region

there are as many strategies as there are states. Some of the state libraries are archiving the electronic version others are printing the publication and archiving the printed copy. Some are providing access through the library catalog and others are organizing the materials into an e-pub collection and providing a link to the collection. The RML is particularly interested that public health electronic publications in each state are archived and are readily accessible to all who need the information.

Methodology: We will complete contacting all state libraries to determine how they are managing electronic publications, whether the public health department is one of the state agencies contributing to the collection, and whether there is easy access to these electronic documents. If a library is processing electronic publications but the public health department is not one of the agencies contributing to the collection, the RML will use its contacts within the public health department to facilitate public health department participation. If a library is not providing easy access to the electronic documents, the RML will describe examples of what other states are doing in order to come up with a strategy that will work for that state. As an example, the MCR will facilitate a meeting of the major stakeholders in the original Online Public Health Library project in Utah. This meeting will provide the opportunity for the state library staff to provide an update on the state's digital library (<http://publications.utah.gov>) and enlist the support of the stakeholders to increase the contributions from the public health department and use of the resources by the public health workforce and the community. Similar efforts will go on in other states.

Evaluation: State Liaisons have networked and forged relationships in their respective states with state libraries and state public health departments building the foundation to facilitate collaborative efforts between the two agencies. Liaisons will identify and foster a potential collaboration between a public health department and library to electronically archive public health publications.

These publications and documents (both historical and current), as well as other publications and documents of medical or public health historical value can be used for data mining by government agencies, public health workers, researchers, historians, and the general public.

Goal:

Direct training at health professionals, librarians and other intermediaries.

Outcome:

Network members, public health professionals and the public will have improved access to public health information.

Develop, implement, and evaluate outreach programs to increase the public's awareness of and access to high quality electronic information:

Rationale: The RML has trained public health professionals in a number of different venues this year. The Missouri/Advocacy Liaison is supporting an NLM grant to the University of Missouri. She is one of the instructors training school and public health nurses in evidence-based nursing. The Nebraska/Education Liaison has been invited by the Public Health Association of Nebraska to present at three of the past four annual conferences. The Utah/Network Membership Liaison, as a member of the Eccles Health Sciences Library Outreach Team, has focused on public health educators. Once a year hands-on training is provided to the Utah Public Health Educators representing the 12 local health departments. In addition, the team has regularly presented classes at the annual meeting of the Health Education Association of Utah.

Despite this success, the MCR liaisons still feel constrained by time and geography in training more of the public health workforce. By selecting key individuals within an area to receive training, the RML ensures that class content can be provided more broadly with a fair degree of reliability. This not only increases the audience, it reinforces knowledge about NLM resources in those teaching subsequent classes. Offering train-the-trainer opportunities to health professionals, the public health workforce, and librarians is an effective mechanism for imparting knowledge, developing skills, changing attitudes, and raising awareness regarding health information. Train-the-trainer sessions provide a deeper level of database knowledge, and provide the participants with a solid foundation for instructing others. They are also cost effective, time saving, and allow the trainer to reflect unique community health issues.

Methodology: The Utah/Network Membership Liaison is working with the Center for Multicultural Health, whose responsibility it is to train local health departments in the state. During the year, he will develop and present a train-the-trainer session to key staff. These individuals from the center will, in turn, train the local public health workforce to locate authoritative public health technical information. State liaisons in the 5 other states of the region will identify agencies in their state public health departments that are charged with training the public health workforce. They will begin negotiating with those agencies to schedule train-the-trainer sessions with them.

Evaluation: Five sessions including at least one train-the-trainer session will be taught either in person or virtually. Further, when classes are taught, a questionnaire will be administered. The goal is that 75% of attendees will indicate that class objectives have been met.

Goal:

Promote NLM and NN/LM programs and services at national, regional, and state meetings of health professionals and organizations that represent minority or underserved members of the general public.

Outcome:

Increased collaborations and access to biomedical information via effective communication mechanisms.

Exhibits:

Rationale: One of the strongest assets of the MCR's distributed model is that there is a state liaison living in each of the states of the region. Living in the state allows liaisons to more easily reach out to librarians and staff of organizations in their home state. The MCR has found opportunities to exhibit at numerous local, state, and regional conferences as well as assigned national conferences. We ensure that three specific conferences are scheduled in each state each year: the state library conference, a conference attended by the public health workforce, and one dealing with minority health concerns.

There have been many good outcomes from this outreach. Liaisons have all built a network of contacts in their state and are on first name basis with state librarians, public health officials, and staff at community organizations. Contacts receive ongoing updates about NLM resources and health information through emails and calls from liaisons. While exhibiting at the Nebraska Library Association Annual Conference in 2006, the Nebraska/Education Liaison renewed a contact with a librarian who is the editor of the *School Library Media Activities Monthly*. As a result of that contact, she wrote an article for the national journal that was published this year.

Methodology: The MCR will continue to exhibit at local, state, regional, and national conferences. State liaisons will continue to exhibit at a state library, public health, and minority health conferences. Liaisons are familiar with events that are happening in their home states, and can determine which conferences have the greatest potential impact.

In addition to exhibiting at these conferences, MCR staff will submit proposals for inclusion on the program of all assigned national conferences where we exhibit, time allowing. (Occasionally, an exhibit is discovered or assigned after the

deadline for proposals.) This will provide an opportunity to reach a larger group in a more in-depth session, and to encourage program attendees to visit the booth for informal networking.

In year 3, the Consumer Health Liaison will work toward establishing a relationship with the US Public Health Service and will submit a proposal to their 2008 conference. We will request that NLM assign the US Public health Service conference to our region as one of our national conferences for the next three years.

Evaluation:

Liaisons exhibit at assigned national and state conferences including the state library conference, public health conference and minority health conference.

Liaisons will submit a proposal for inclusion on the program of state library association conferences, state public health conferences, state minority health conferences and, time permitting, all assigned national meetings.

An MCR liaison will be on the program of the USPHS national meeting.

Our presence at meetings will lead to increasing awareness of NLM and NN/LM resources and services. Liaisons enter follow up of meetings into the MCR reporting system and NLM's exhibit database allowing us to track impact. The Colorado/Consumer Health Liaison will be a strong presence at the USPHS conference through her program presentation.

Community Outreach

The MCRML has focused on outreach to minority and inner city populations since the original contract was signed in 2001. From that time, MCR staff has made great strides in assisting Network members in their outreach efforts and in directly networking with staff at community-based organizations (CBOs) to increase their awareness of the NLM and the NN/LM. We have also been able to garner feedback from members and CBO staffs about their needs as they provide services, and to find ways to fill those needs. This focus of outreach will continue through year 3.

Goal:

Pursue and maintain collaborations with Network members and other organizations including community-based organizations representing minority and other underserved populations to achieve the goals of outreach to health professionals and the public.

Outcome:

More CBOs in the region recognize the NN/LM MCR as a network of providers of health information.

Community-Based Organization Networking:

Rationale: Liaisons have several levels of contact with staff at CBOs. Initially, the purpose is to make the CBO aware of the Network, of NLM resources, and NN/LM services. Often, staff at the MCR move to a deeper level of contact, and become involved in the infrastructure of the group. The Community Outreach Liaison is on the Board of Directors of two CBOs: *Presbyterian Outreach* (<http://www.presbyterianoutreach.com/>), which provides health equipment rental, services to inmates, and other outreach programs, and the *Center for Human Diversity*, (<http://www.centerforhumandiversity.org/index.php>), an organization dedicated to improving communication between people of different racial, ethnic, and cultural backgrounds. The Missouri/Advocacy Liaison has been on the planning group for Missouri's BiNational Health week for the past three years. Involvement at this level provides liaisons with opportunities to make suggestions within the organization itself.

Methodology: Liaisons will continue to be involved with CBOs at a deeper level. They will look for opportunities to join planning groups for specific events, and to join the board of organizations that promote health services outreach. Their involvement on organization boards and planning groups will allow them to be part of the decision making process in the planning of activities. For example, if a health fair is being offered, as a board member or planning group member, a liaison can ensure that laptops are available, along with a librarian, to assist fair attendees in finding health information. When a group visits the incarcerated, the liaison can suggest that a visit to the prison librarian to discuss health information resources would be a useful part of the visit. In

this way, the impact of the MCR is deeper and more lasting; words are translated into action.

Evaluation: Each state liaison will secure membership in the infrastructure of at least one CBO.

Having each state liaison work at a deeper level with one organization in their state will provide a greater recognition of the NN/LM as their presence and input are provided to the group.

Goal:

Provide consultation to Network members as well as community-based, faith-based, and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding.

Outcome:

Increased number of proposals, from the region, are submitted to NLM, NN/LM, and other sources.

Consultation Services:

Rationale: The majority of Network members in the MCR are small libraries with tight budgets staffed by one librarian. In order to assist our members in pursuing outreach projects in their communities, it is important to help them to locate and successfully pursue funding to support such projects. The MCR staff is available to provide consultation services for members developing outreach projects and applying for funding; we review proposals, discuss feasibility of the project, suggest changes, provide letters of support, and more. The MCR staff posts items about funding sources to the weekly news that is sent to members, in addition to the postings on funding sources that are made on the BHIC blog. Members are also informed of MCR staff consultation services through weekly news postings, through *Breezing Along with the RML* web casts, and at local and state meetings, such as Nebraska's ICON group and Colorado's Consumer Health Information Librarians (CCHIL) group. The July 2007 issue of our quarterly newsletter, the *Plains to Peaks Post* included an article written by a member on the outreach project funded by the NN/LM MCR to develop a community consumer health center in southwest Colorado (http://nnlm.gov/mcr/services/comm/newsletter/P TPP_July_2007.pdf). Similar articles have appeared in previous years of the contract and are planned for the remaining issues of year 2. Using Network members to describe their successes is a good way to provide ideas to and instill confidence in members considering outreach at their institution.

The MCR also encourages staff at CBOs to include libraries in their funding proposals. In year 2, the Community Outreach Liaison spoke with a faith based organization staff member who was encouraged to contact the Network librarian at her institution

to pursue a funding opportunity. The two have connected and are considering their options. Many of the readers of the BHIC blog are CBO staff and in that way they are kept informed of funding opportunities and collaboration resources.

Methodology: In year 3, we will continue to promote our consultation services to members through the weekly news and monthly *Breezing Along With the RML*. State liaisons will continue to attend local and regional medical librarian meetings where our services will be promoted. Articles will continue to be written by our members who have developed outreach projects in their communities. Later in this narrative is a discussion of the development of a guide to assist Network members in creating partnerships with community organizations. This guide will also be used as a promotional tool for consultation services by MCR staff.

We will offer outreach awards in year 3. To support Network members interested in developing outreach, the CE “Measuring Your Impact” will be offered in Colorado and at the chapter meeting in Wyoming. The Assessment and Evaluation Liaison will look for opportunities to bring the Outreach and Evaluation Resource Center (OERC) staff into the region to offer additional classes. The instructors of these classes will stress the consultation services of MCR staff.

We will also continue to encourage staff at CBOs to include libraries and librarians in their program proposals. Liaisons will connect CBOs to Network members so that collaborative efforts occur in ongoing and/or newly developed programs. We will assist CBO staff in development of collaborative programs and provide them with funding announcements. When teaching or exhibiting at community events, liaisons will stress the benefits that partnering with Network members can provide to the community-based organizations.

Evaluation: Liaisons will provide 10 consultations each year regarding CBO/library partnerships.

The consultations will take place with either the Network member or with an interested CBO staff member and will lead to communication taking place between the potential partners.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

CBOs, public libraries, public health departments, and other organizations serving minorities, senior citizens, and low income populations receiving training and information about health information resources, implement health information programs for their service populations.

Café to Go:

Rationale: The MCR has made use of several methods of strategic collaboration in this contract in an effort to elicit feedback and ideas from members and partners. Those methods include Appreciative Inquiry, Open Space Technology, and Café to Go. The MCR has used these methods at Regional Advisory Board meetings, with members at yearly regional chapter meetings, and at the Community Health Information Partnership Symposium. The use of questions to elicit ideas and brainstorming sessions, guided by facilitators, has been very successful in assisting the MCR to develop goals and projects in this contract.

In the spring of 2008, the Community Outreach Liaison will travel to Denver to set up a Café to Go with the Colorado/Consumer Health Liaison, designed to bring medical and public librarians together with staff from community organizations; discussions that elicit ideas on successful partnerships and outreach projects around community health information will take place. The Community Outreach Liaison also planned to travel to Wyoming in year 2. Depending on the status of filling that position, the Café to Go in Wyoming may be postponed to another year.

Methodology: The diversity of the MCR region, with the frontier state of Wyoming, the rural areas of all the states, and several urban settings provides the opportunity to cull ideas from individuals representing these diverse environments. By the end of the contract, Café to Go sessions will be held in each state. In year 3, the Community Outreach Liaison plans to travel to Utah and Kansas to set up Café to Go sessions with Network members and staff from CBOs in those states. Attendees at these sessions will be offered \$50 compensation. The cafés will be held prior to the announcement of outreach awards being offered in year 3. The goal of each café is to ensure that librarians and community partners from the same community attend and have an opportunity to network and brainstorm with each other. During the two sessions in year 3, Café to Go participants will identify at least two methods that have been used successfully or can be used to develop partnerships between community-based organizations and libraries. These two

methods will be elaborated upon for members in various MCR publications, including the MCR web site, the weekly news, *Breezing Along with the RML* and *Plains to Peaks Post* article.

Evaluation: Two partnering methods are identified to support health information programs.

Identification of partnership methods is a step that needs to be taken to enable partnerships that will result in the outcome of health information programs presented to the service populations of the partners.

Outcome:

Institutions who train minority health professionals will have promoted health information access to their communities.

Tribal Librarian Outreach: **Rationale:** In the MCR, there are very few institutions that focus on training minority health professionals. They are limited to tribal colleges: Little Priest Tribal College, Winnebago, Nebraska; Haskell Indian Nations University, Lawrence, Kansas; Nebraska Indian Community College, Macy, Nebraska; and Wind River Tribal College, Ethete, Wyoming. MCR liaisons have worked with librarians at each institution and have laid the groundwork for ongoing projects. The Community Outreach Liaison co-presented at the Tribal College Librarians Institute in Bozeman, Montana in June 2007, along with Gail Kuoame of the Pacific Northwest RML. They provided a four-hour presentation that included an introduction to pertinent web sites, such as MedlinePlus, the SIS outreach web sites, Tribal Connections, and the NN/LM Public Library Partnership web site. They also included a section on forming partnerships and did hands on activities designed to get participants thinking about what they can do in their libraries. The tribal librarians indicated that the training was beneficial.

In year 2, the MCR is creating tribal exhibit kits for two libraries to use to promote their library and NLM health information resources to their communities. Work has begun with the director at the Little Priest Tribal College, who has committed to displaying the poster in the library and in the newly built IHS hospital. The hospital also houses all of the tribe's clinics and thus is a community center. Once this toolkit has been created, a second tribal librarian will be approached and shown the materials, and asked if she would be interested in creating and exhibiting a similar poster.

Methodology: In year 3, we will ask the tribal librarians who have used the kit to write about the experience and share that information in tribal publications or conferences, and to contribute to the *Effective Practices Collection* database, if appropriate. The

sharing of these experiences by the tribal librarians will have more impact coming from them than from the MCR staff. The Winnebago Tribe in Nebraska publishes the *Winnebago Indian News* (<http://www.winnebagotribe.com/>). A national publication appropriate for an article describing this effort is the *Journal of Native Aging and Health* (<http://ruralhealth.und.edu/projects/nrcnaa/publications.php>). We would also ask that a summary of the project be presented at the annual Tribal Library Institute in Bozeman, Montana.

We will offer the remaining tribal college libraries in the region the chance to have tribal exhibit kits created for their libraries. They will be able to learn from the experiences of the pilot librarians and can apply lessons learned to their own institutions.

Evaluation: Tribal librarians from year 2 will share their experiences by submitting items to tribal publications and/or the *Effective Practices Collection* database.

Two tribal librarians, who are Affiliate members, will be enlisted to participate in the project. Each will use the kit to exhibit at two events during the year.

Outcome:

Resource Libraries will develop partnerships with CBOs that increase access to health information to underserved populations in the community.

Resource Library Outreach:

Rationale: Two Resource Libraries, Washington University's Becker Health Sciences Library and J. Otto Lottes Health Sciences Library, University of Missouri, have agreed to work with the MCRML in the process of developing and maintaining partnerships with CBOs to increase access to health information for underserved populations. Becker Library started increasing its library outreach last year by working closely with various departments on its campus. They identified a partner who is pursuing an NIH Partnership in Health grant, and will be partnering on a project that is focusing on increasing the recruitment of African Americans into clinical trials. Becker Library staff is working closely with the Community Outreach Liaison to brainstorm ideas and to document their progress. The J. Otto Lottes Health Sciences Library has an active partnership with the state AHEC that has been strong for over ten years.

In year 2, Becker Library hired a new consumer health librarian. She has met and exchanged emails with the Community Outreach Liaison. The librarian identified concerns that new outreach librarians face when starting out, especially feeling isolated. As a result of the conversations with the Becker librarian, the Community Outreach Librarian created a working group composed of public and medical librarians involved in

outreach efforts in the region and staff at community-based organizations and academic institutions who are concerned with health disparity issues. The group will determine tools and resources that are helpful for librarians providing outreach. At this point, the group is using Google Groups to communicate. Google Groups sets up a listserv, bulletin boards, and a method to create web pages and upload files to share. As the group begins to work together, they will determine if Google Groups is a viable resource for them, or if they prefer to use a wiki or a blog. Year 2 is to be used to get to know each other and to begin to brainstorm on ideas of how outreach collaborations and partnerships can work.

Methodology: The purpose of the working group for year 3 is to gather the information from year 2 and create an online guide for librarians who want to begin partnering with community-based organizations on health information outreach projects. The Resource Libraries outreach experiences is expected to contribute to the examples in the guide. In addition, the working group will start to work on a guide on how to maintain and grow partnerships and collaborations. The J. Otto Lottes Health Sciences Library staff's experience with a more mature collaboration will be important in writing this second guide. The group will make use of Adobe Connect to meet in person twice during the year, and will use the tools on Google Groups to discuss content and format of the guide. The bulletin board will be used as a table of contents section, identifying essential topics, and allowing members to add content and resources for each topic. If appropriate, the working group will draft a web site using Google Groups tools and that web site will be moved to the MCR site by the Community Outreach Liaison.

Evaluation: Effective collaboration practices are developed by the Resource Libraries.

Two tools are created from the project by the working group.

Once the guides are created, they will be sent to the RML Consumer Health Coordinators in the other regions for feedback. After that process, they will be placed online and a questionnaire will be distributed to MCR members to evaluate their usefulness. This will allow us to determine if the methods of collaboration as outlined by the guides are effective.

Outcome:

CBOs, public libraries, public health departments, and other organizations serving minorities, senior citizens, and low income populations receiving training and information about health information resources implement health information programs for their service populations.

Effective Practices Collection:

Rationale: The *Effective Practices Collection*, an online depository of the Corporation for National & Community Service, has been used successfully by the Tribal Connections 4 Corners (TC4C) group as a place to submit effective practices (<http://nationalserviceresources.org/epicenter/index.php>). It is the goal of the MCR to assist Network members to add effective outreach practices of their library to this database. In February 2008, the Community Outreach Liaison is scheduled for a *Breezing Along with the RML* session, at which time she will review this collection and other tools that can be used to create and share partnership ideas. In addition, all RFPs from the MCR include the requirement that appropriate effective practices from the project are to be added to the database. In this way, we will begin to build a resource for librarians interested in doing outreach to search for ideas and actual practices that can assist them in their projects.

The ongoing TC4C Project includes an Effective Practices Workgroup. The members of this workgroup sit in on all the other workgroup meetings and listen for evidence of effective practices. The Community Outreach Liaison is the current chair of the Effective Practices Workgroup and the Associate Director and Network Liaison are members. The purpose of the Effective Practices Workgroup is to ensure that all TC4C workgroups continue to add to the *Effective Practices Collection* database.

Methodology: The MCR will continue to require that MCR funded outreach projects submit entries to the *Effective Practices Collection*. Work will continue with the TC4C workgroups to ensure that practices are submitted from that project as well. Liaisons managing subcontracts will consult with the PI of the award and assist them in identifying the effective practices of the project, and then in submitting practices to the collection. As entries are added to the collection, information bytes about those entries will be added to MCR publications, such as the weekly news and the BHIC blog. This will serve to remind people about the resource, so they can both check for ideas and submit practices themselves.

Evaluation: Five new entries are added to the *Effective Practices Collection* on projects carried out by collaboration between a Network library and a CBO.

During two of the *Breezing Along with the RML* sessions, a poll will be given to attendees to discover if they are familiar with the *Effective Practices Collection* and/or if they are using it in any way. The first will establish a baseline of awareness and use. The second, to be administered at least 6 months later, will assess whether we have been successful in convincing our participants of the usefulness of the *Effective Practices Collection*.

Goal:

Pursue and maintain collaborations with Network members and other organizations, including community-based organizations, representing minority and other underserved populations to achieve the goals of outreach to health professionals and the public.

Outcome:

More CBOs in the region recognize the NN/LM MCR as a network of providers of health information.

Bringing Health Information to the Community Blog:

Rationale: In March 2004, the Community Outreach Liaison, with the support of the Technology Coordinator, launched the "Bringing Health Information to the Community" weblog. (<http://nnlm.gov/mcr/bhic/>). In the three years since the blog was created, there have been over 2500 posts made on topics of minority and low income health concerns, funding and scholarship resources, public health information, HIV/AIDS, and other categories that are of interest and use to people working with and in communities around the issues of health disparities.

The blog has a regional and national readership of public, medical, and health sciences librarians; staff from community-based organizations; health care providers; public health and government officials. Readers access the blog in numerous ways. The MCR is able to track some readership; the number of online subscribers has remained steady at 90+ subscribers, with some readers unsubscribing and new readers joining in. The Community Outreach Liaison also keeps a distribution listserv that continues to grow and currently stands at 239 members. We are unable to track the number of readers who access the blog through RSS feeds, but we estimate a minimum of a total of 500 readers in all.

The feedback the Community Outreach Liaison receives monthly on blog postings, along with the continuing growth of subscribers to the distribution list, indicates that the blog provides a valuable service to readers. The following emails are examples of how readers use blog postings:

"One really neat thing that you do is keep your eye out for web 'tools' that may be helpful to us. Your web log gets better all the time!" Mary C. Cerreto, Ph.D.,
Associate Professor of Family Medicine, Co-Director,

Family Medicine Academic Fellowship, Director, Center on Self-Determination & Health, Boston University Medical Center

"This is awesome. It will fit right into a public health curriculum support page I'm developing for the College of Public Health." Annabelle Nunez, Arizona Hispanic Center of Excellence, Services Librarian. Arizona Health Sciences Library, Tuscon, Arizona

Another indicator of the blog's success occurred when WebJunction, a national resource funded by the Bill and Melinda Gates Foundation and operated by the OCLC Online Computer Library Center, began feeding the BHIC blog RSS feed into their Health Information page in the Services for Spanish Speakers section. (<http://webjunction.org/do/Navigation?category=15334>) WebJunction is currently working with state librarians in five of the states of the MCR. We know we are reaching the staff at those state libraries through this resource.

Methodology: Our plan is to continue to maintain the BHIC blog, and to grow the readership. Many readers come to the blog through word of mouth from other readers. They also learn about the blog at local and regional exhibits and during training offered by the MCR staff, and through the distribution of a handout describing the BHIC blog and how to subscribe to it.

Evaluation: We project to add 20 new CBO subscribers to the BHIC Blog.

We will continue to listen to the subscribers and readers of the blog to ensure that the information posted is relevant to their needs; a growing readership is another method to measure that relevance.

Regional Symposium:

Rationale: In October 2005, the MCR held the Community Health Information Partnership Symposium (CHIPS) in Jackson Hole, Wyoming (<http://nnlm.gov/mcr/education/CHIPS/CHIPS.html>). The outcomes of the symposium included promoting partnerships between public and health sciences libraries and community organizations to develop methods of providing outreach services. A questionnaire was conducted with attendees to learn whether the outcomes of the meeting were met. Those who were already involved in outreach indicated they would be able to use the information provided to maintain or expand current efforts. A majority of those not involved in outreach indicated that they would now be considering taking on projects. Comments from attendees were also very positive:

“I was very impressed with the information shared; it was very helpful to me in developing plans to set up a community health information service in our public library system. I am also grateful to have made new contacts who have agreed to assist me as needed.”

“This came at the right time and gave me an outreach 'boost.' Renewed my energy for taking on additional project and finding new partners.”

With the success of CHIPS, the MCR felt that hosting a symposium that brings together Network members and staff from CBOs is an effective practice for assisting members in their outreach efforts. The MCR used year 2 to explore the possibility of hosting a symposium in year 3. As the MCR interacted with Network members and staff at CBOs and learned of NLM initiatives, the topics of possible symposia that would benefit members were narrowed down to advocacy and emergency preparedness. During year 3, we will investigate the feasibility of hosting a symposium on emergency preparedness in year 4, and involve CBOs in that symposium.

Methodology: The Community Outreach Liaison is located at Creighton University's Health Sciences Library in Omaha. Nebraska has been a leader in Emergency Preparedness planning; in the report sponsored by the Robert Wood Johnson Foundation “Ready or Not? Protecting the Public's Health from Disease, Disasters and Bioterrorism”, Nebraska scored 10 points out of 10 on the preparedness indicators. The University of Nebraska Medical Center and Creighton University together run the “Center for Biopreparedness Education”, which includes Network member Kristin Watkins as Library Coordinator. With this strong effort in emergency preparedness already in place, the Community Outreach Liaison will put together a task force in Omaha to investigate holding a symposium in year 4 that would assist librarians in being prepared, and provide strategies for working with CBOs.

The task force will include librarians and faculty from Creighton University, UNMC, and Omaha Public Library, interested ICON members, and public health and CBO staff who would be resource sites during emergencies. They will run a needs assessment to determine if there is interest in a symposium on this topic, and if so, determine the specific areas within emergency preparedness of most significance. They will develop an agenda, timeline and explore potential speakers, and provide the MCR with a summary of recommendations for holding the symposium. Interested members of the task force would be asked to join the symposium planning committee.

Evaluation: The task force reports on the feasibility of an Emergency Preparedness Symposium.

The task force will have clear evidence of the need/interest of an Emergency Preparedness Symposium and provide a list of recommendations to the MCR.

Consumer Health Outreach

Providing health professionals, librarians, and the public with the knowledge and skills to effectively access quality consumer health information is the major focus of the consumer health special project. Consumer health information outreach is conducted through a variety of approaches: training on the authoritative consumer health databases developed by the National Library of Medicine; facilitating collaborative community projects and online health tools, such as Go Local; and working with agencies and organizations within the state and region to develop a stable infrastructure to support those efforts. The following outlines the rationale, methodology, and evaluation for year 3 outcomes.

Goal:

Establish and maintain channels for effective communication with current and potential NN/LM participants, other Regional Medical Libraries, the National Library of Medicine, and other state and multi-type library networks within the region.

Outcome:

Partnerships exist that enhance access to electronic health information.

Disseminate consumer health information:

Rationale: State libraries and community-based organizations often have a shared vision to improve a community's access to health information. The region's state libraries have been very supportive of the consumer health initiative making authoritative NLM resources available to community libraries large and small, urban and rural by providing links from their respective web sites. State liaisons in the MCR have developed a rapport with state library personnel through participation at state library association meetings. Community-based organizations are integral to the community and help improve access to health services and resources, improve information sharing, referral and collaboration. The state liaisons have also forged and developed relationships with community-based organizations throughout the region.

Methodology: MCR liaisons have found that state libraries and community-based organizations are receptive to disseminating information regarding consumer health information. State liaisons will submit articles written by the Consumer Health Liaison to state library newsletters and community-based organization publications, newsletters, and listservs. These articles will address consumer health information access and the needs of librarians and consumers seeking understanding of health issues. Liaisons will continue collaborating with primary intermediaries and end users to further raise awareness of the authoritative consumer health information resources developed and maintained by the NLM.

Examples of new community-based organization publications, newsletters, and listservs include:

- **EMPOWER:** a discussion group for consumer health topics, research, and support (Colorado)
- **CONNECTION:** newsletter informing community partners about the efforts to reduce health disparities (Utah)
- **Senior Corps:** listserv for faith-based and community organizations to connect senior citizens with opportunities to contribute to their communities (National)
- **Rural Assistance Center Health Update:** connecting rural communities to healthcare, emergency medical services, and faith-based initiatives (National)

Evaluation: Four articles will be written for submission and 75% of consumer articles submitted will be published in state library or community-based organization newsletters.

Publishing in a variety of formats and focus areas will help liaisons achieve increased visibility among their constituents and augment the dissemination of consumer health information.

Facilitate activities of a consumer health working group:

Rationale: By the end of year 2, a working group will be established to enhance coordination of consumer health outreach within the region. Working groups build dynamic and proactive partnerships. The working group will help forward the objectives of the Consumer Health project area. An effective working group can improve opportunities for local residents and community organizations to have a genuine say in consumer health information outreach efforts, enhance the relationships between stakeholders, and improve community health information services provided by public service organizations.

Methodology: The purpose of the working group for year 3 will be to develop a plan for community-based organization (CBO) and public library collaborations. Data will be gathered from year 2 and 3 Café to Go sessions to help the group understand the current cooperation and communication, and identify gaps to strengthen and maintain partnerships. Café to Go sessions will bring together CBOs and public librarians in exploration of common outreach efforts to improve consumer health information access. Establishment of this working group will forward the goals of the MCR; strengthen local and regional collaborations, increase awareness regarding outreach to health professionals, librarians and the public concerning consumer health and health information literacy;

and foster support and involvement with other regional programs. The working group will communicate via videoconferencing 2-4 times per year (e.g. Adobe Connect), and a blog will be created for the exchange of the group's ideas/input/questions.

Evaluation: Feedback and input is provided by the working group on at least one consumer health project.

This accomplishment will reflect the diverse and multifaceted viewpoint and experience of the working group.

Strengthen Consumer Health Project area infrastructure with the development of appropriate information tools, access points, and knowledgeable trainers for those tools:

Rationale: In many communities, the only resource for health information is the public library. By the end of year 2, the MCR will have conducted public library focus groups with librarians in six states to learn what tools/information would be useful in bolstering health information literacy in their communities. This information will assist the Consumer Health Liaison in the development of a Consumer Health Module. Preliminary feedback from one state's focus group revealed that librarians had a difficult time discerning a reliable site from a questionable site, and that they did not understand the authoritative level of NLM resources, nor that these resources are free.

Methodology: Based on articulated needs as garnered from the focus groups, the Consumer Health Liaison will develop a training module for state liaisons to use in train-the-trainer sessions for public librarians. The module will cover the basics of the authoritative consumer health resources developed by the NLM (e.g. MedlinePlus, Genetics Home Reference, NIH Senior Health, and ClinicalTrials.gov). It will incorporate a section on evaluating web sites taken from NN/LM materials already available. The module will be easily updated and will be available for in-person sessions, or virtually, via the web. Another component of these classes will be sharing no cost ways that trainers can keep abreast of current information, such as through online or CD tutorials, web conference events, or video broadcasting.

Evaluation: Materials for the module will be reviewed by liaisons. Six sessions using the module will be taught either in person or virtually. After classes are taught, 75% of the attendees will indicate that learning objectives have been met.

Improve electronic access to consumer health information at a local, state, and national level:

Rationale: Facilitating public library and community organization partnerships provides the foundation for successful collaborative ventures for consumer health outreach. In the last contract the Nebraska/Education Liaison worked with the Nebraska Library Commission to foster collaborations between public libraries and community organizations. Some of the partnerships continued even after funding of a joint project had ended. The Utah/Network Membership Liaison and the Eccles Outreach Team has used another approach that has had some success. They coordinate demonstrations and trainings to health related organizations in the community through the public library. Both strategies foster introducing public libraries to community organizations as a source for health information.

We are currently planning a Café to Go session in Colorado. In addition to identifying partnering methods we are also planning to use the session as a way of fostering collaboration between participants by adopting strategies used in Nebraska.

Methodology: The MCR will host two Café to Go sessions in year 3. These sessions will bring together librarians and staff of CBOs to brainstorm and network with each other. From these meetings, attendees can return back to their communities with knowledge of who is working on health information projects and with tools to use to collaborate with each other to create partnerships. The RML will explore ways to foster these partnerships. We may follow the Nebraska model of inviting the public librarian and one or more members from community organizations. We may designate outreach awards specifically for public library Affiliate members who propose a health information project with another community organization.

The state liaisons will encourage public library/community organization partnerships to share lessons learned in mechanisms such as the MCR's *Plains to Peaks Post*, presentations at conferences, and submissions to the *Effective Practices Collection* database. Liaisons will contribute information about partnerships and activities on the MCR Community Resources page. Liaisons will document one partnership per state.

Evaluation: We will facilitate a public library/community organization partnership in each state in the region following the guidelines of the NN/LM's Public Libraries and Communities web site. Six library partnerships that have been facilitated by the MCR exist per contract.

Goal:

Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources with easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities.

Outcome:

Populations in each state will be better served by local service information and by MedlinePlus.

Go Local Support and Expansion:

Rationale: Go Local projects provide communities with vital online access to information about health-care and related services on a local, state, regional, and national level. Rural and frontier areas in the MCR benefited from the resources that were identified and selected for Go Local. The Consumer Health Liaison and state liaisons continued to support and monitor Go Local work in Nebraska, Utah, and Wyoming. The MCR celebrated the acceptance of the Kansas Go Local proposal in November 2007. The Missouri/Advocacy Liaison continued networking to identify new partners for Missouri Go Local project which went dark June 2007. The Colorado Liaison presented a poster session at the state library conference to inform and encourage participation in the project. MCR liaisons continued to work with NN/LM members within their states to answer questions about Go Local, and promote collaboration to implement future expansion.

Methodology: 2007 saw a growing global awareness and usage of the Go Local sites. In 2007, Utah had 41,426 hits with 608 visitors, Nebraska had 55,539 hits with 6,670 visitors, and Wyoming had nearly 34,000 hits with over 4,300 unique visitors. State liaisons will build on that growing awareness, continuing to promote and demonstrate MedlinePlus Go Local access at trainings, meetings, presentations, and exhibits targeting health professionals, public health professionals, public librarians, educators, community organizations, health advocacy groups, faith-based organizations, and self-help groups. Heightening awareness to Go Local and MedlinePlus will enhance citizen's access to consumer health resources. In year 3, the Colorado Liaison will encourage institutional commitment to create and sustain a Go Local site in Colorado by contacting institutions to solely, or in partnership administer the program. Seeking institutional commitment will also occur in Missouri, to regenerate their state project. Participating MCR Go Local sites will continue to add resources, making the sites more robust. Visitations to the Go Local sites will increase. Liaisons will report the number of Go Local demonstrations given and opportunities taken to promote the service.

Evaluation: Eight contacts will be made in Colorado to encourage an institutional commitment to create and sustain a Go Local site.

Develop, implement and evaluate outreach programs to increase awareness to electronic health information:

Rationale: State Liaisons continue to develop, implement, and evaluate outreach programs to increase the public's awareness of, and access to, authoritative health information on a local and state level. Bringing this awareness to a national level allows for an enhanced level of cross-state communication, builds capacity, and increases resource sharing.

Methodology: The Community Outreach Liaison continues work with the American Library Association's *Wellness in the Workplace* initiative, which promotes healthy workplaces and lifestyles for librarians. Providing resources for librarians to learn more about being healthy and safe in their own workplace will also provide librarians with resources to use in serving their patrons with questions on health information. The NN/LM Pacific Southwest Region has already committed to having a booth at the health fair, so that librarians will become more informed on where to turn for health information resources. The Community Outreach Liaison and the Consumer Health Liaison have submitted abstracts to present at ALA's annual 2008 conference.

The Community Outreach Liaison also serves on the Board, as At Large Representative, with Reforma, an ALA Affiliate organization promoting Spanish-language and Latino library collections, and the recruitment of bilingual and bicultural library professionals. She will continue to provide Reforma members with Spanish language health information resources and with information on health disparities specific to Latino populations.

Evaluation: The NN/LM MCR will have a presence with 2 national organizations.

We will consider efforts in this area successful by the increased presence and national awareness of the NN/LM and NLM services and resources.