

## **National Network of Libraries of Medicine, Pacific Northwest Region Year 03 Outreach Program Summary**

National Network of Libraries of Medicine Pacific Northwest Region (NN/LM PNR) outreach program areas include Outreach to Health Professionals, Consumer Health Information Services, and Collaborating with network Members and Community Organizations. These areas of emphasis are designated by the National Library of Medicine (NLM) and respond to its mission for the NN/LM:

The mission of the National Network of Libraries of Medicine is to advance the progress of medicine and improve the public health by providing all U.S. health professionals with equal access to biomedical information and improving the public's access to information to enable them to make informed decisions about their health.

Over the 2006-2011 contract, NN/LM PNR Outreach Programs will emphasize reaching the targeted populations identified by NLM. These include health professionals, especially public health workers, rural, inner city, and unaffiliated health care providers; community-based organizations, health advocacy and faith-based groups; K-12 teachers and staff; public, state, and academic librarians.

The RML for the PNR will continue to encourage public libraries to promote NLM resources and offer health information programming; provide support to non-hospital based health professionals; assist public health workers to achieve better access to biomedical information; build awareness of NLM and NN/LM resources and services region-wide; and facilitate collaborations and partnerships among agencies that share a mission to improve health and/or health literacy of their communities.

Below are specific strategies and activities proposed for Year 3 in NN/LM PNR outreach programs areas.

### ***Outreach to Health Professionals***

***Strategy:*** Offer and/or support trainings, presentations, and/or exhibits reaching non-hospital health professionals (those with a type of practice not associated or affiliated with a hospital or medical center). .

PNR will continue in Y3 to support outreach to speech and language disorder professionals by exhibiting at the American Speech-Language-Hearing Association (ASHA) in Chicago 2008. In addition to exhibiting, we will apply to give a presentation or poster session at the ASHA conference in Chicago. NN/LM GMR has agreed to help with staffing the exhibit.

The PNR will also coordinate an exhibit partnership with NN/LM MCR to exhibit at a joint regional meeting of the IMASH (Idaho and Montana Association of Speech and Hearing) meeting in Salt Lake City, in October 2008.

We will also continue to encourage network members to conduct training to community-based speech and language professionals in Washington, Alaska, and Oregon. We will

publicize the excellent workshop and materials developed under subcontract by our resource library at Idaho State University. Their comprehensive workshop on Evidence-Based Practice for Speech Language Pathologists and Audiologists has been approved by their professional association (ASHA) for 10 continuing education units.

In Year 3, while continuing to support outreach to speech-language-hearing professionals, we will add a new focus on dietitians and nutrition professionals by building on a successful outreach project focusing on school health conducted by the Center for Public Health Nutrition (CPHN). CPHN has excellent connections in school districts in Washington. We will publicize their work with nutritionists in Seattle Public Schools and take advantage of their excellent connections in school districts in Washington. Partnering with CPHN, we will seek opportunities to conduct training with a additional professionals involved in school health (school nurses, psychologists, OT/PT groups, etc). We will exhibit at, and seek presentation opportunities, at state dietetics meetings in 2 states in Year 3.

HEAL-WA (Health Electronic Resource for Washington), the evidence-based health sciences information portal that is being developed by the University of Washington Health Sciences Libraries in response to Sections 11 and 12 of Senate Bill 5930, will be launched in January 2009. In Year 3, the RML will continue contacting professional organizations throughout Washington State for their help in providing publicity about HEAL-WA. The promotion will clarify that the database is separate from the Health Sciences Libraries web site, and is funded by an add-on to the license fees of professionals licensed by Washington State who are members of one of the named professions in the legislation. The RML will support network libraries to promote HEAL-WA in their organizations, and to others in their communities that are not affiliated with a health sciences library, but are eligible to access HEAL-WA, including: nurses, physicians, physician assistants, osteopathic physicians, osteopathic physicians' assistants, massage therapists, naturopaths, podiatrists, chiropractors, psychologists, optometrists, mental health counselors, clinical social workers, and acupuncturists.

***Strategy:*** Offer and/or support trainings, presentations, and/or exhibits reaching selected groups of public health workers.

In Year 3, we will continue to schedule workshops and presentations by RML staff, as budget permits, at state and local public health agencies. We will continue to publicize the Training Manual via hlib-nw and at regional meetings of network members. We will solicit training, planning and express outreach proposals from network members that focus on the public health workforce. And we will continue to support current outreach subcontracts that include public health partnerships.

We will build on contacts made during Year 1 and 2 to broaden our reach to emergency responders, fire department workers, and other public health workers involved in accident prevention and emergency preparedness.

In Year 3, we plan to strengthen contacts and opportunities to work with the Northwest Center for Public Health Practice. In winter of Year 1, we contacted NWCPHP about PNR participation in a "hot topic" webcast about emergency preparedness. The NWCPHP responded by providing "seats" to any network member wishing to participate

in the webcast. They work directly with state health departments in Alaska, Idaho, Montana, Oregon, Washington, and Wyoming, as well as with the Northwest Portland Area Indian Health Board. Thus, they are very interested in broadening their reach to other preparedness partners in the region, such as members of the PNR. And, this opportunity helps us to encourage network members to become more knowledgeable about the information needs of first responders in their communities, and ways medical and health librarians can respond.

Also, as a result of a meeting with Dr. Steven Phillips of NLM, the NWCPHP staff and several from the RML, Maryanne Blake and Gail Kouame have been invited to be guest presenters for the July 2008 Hot Topics webcast. They will discuss National Library of Medicine's resources, such as WISER, TOXNET, and others listed on the National Library's site "Especially for Emergency Responders".

The RML will also participate in the Joint Conference on Health in Washington, which includes the Washington Public Health Association. And, we will attend the Northwest Regional Rural Health conference which attracts many public health workers from local health jurisdictions and FQHCs (federally qualified health clinics) from all states in PNR.

An outreach project, conducted in Year 2 by Public Health Seattle-King County, established digital library services in 3 jurisdictions in Western Washington. In Year 3 the RML will publicize results of this project and look for opportunities to expand its reach.

***Strategy:*** *Collaborate with regional centers funded by NIH or other agencies to reduce health disparities.*

The RML will continue to explore opportunities for partnerships and collaborations with regional centers that specifically address health disparities. In common with the NN/LM PNR, these centers share goals to improve access to care, to train minority or allied health professionals, and to enhance resources available to practitioners who work with communities with health disparities.

The Center for Public Health Nutrition (CPHN) is completing a subcontract project related to health information literacy and nutrition in the public schools. In Year 3, we are exploring ways to continuing supporting CPHN and extend the impact of this project statewide.

The Northwest/Alaska Center to Reduce Oral Health Disparities has become a network member. In Year 3, PNR will work with NACROHD to improve its website and link to NLM resources. And, in Year 3 PNR will partner with NACROD to provide trainings in some of their rural sites (such as those served by farmworker clinics).

We will look for similar opportunities to approach other regional centers funded by NIH to provide an orientation about the services and programs of the RML.

***Strategy:*** *Provide a continuum of outreach funding opportunities for network organizations to train or develop outreach services for unaffiliated health professionals, especially community-based and public health workforce.*

An important strategy for addressing information access and service gaps is to encourage hospital and academic librarians to enhance their services (and the profile of their institution) by extending their services to health professionals in neighboring communities, especially those who practice within the catchment area of the member hospital.

The RML will continue to offer a broad spectrum of outreach funding opportunities to encourage network member participation in reaching underserved health professionals.

Funding opportunities will include exhibit or training awards up to \$500 each to introduce services to new audiences; planning awards up to \$2000 each to encourage partnership development, to conduct community assessments, or to develop potential outreach project plans; and one-year express outreach awards up to \$12,000 each to conduct outreach projects based on assessed needs and well-laid plans.

### ***Consumer Health Services***

To promote the use of quality health information - particularly in communities with pronounced health disparities – during the 2006-2011 contract, the RML will build awareness of NLM and NN/LM resources and services region-wide; increase capacity and skills of health information intermediaries; and facilitate collaborations and partnerships among network members for broader community reach.

***Strategy:*** Offer and/or support trainings and presentations reaching public libraries, social service professionals, faith communities, and tribal college libraries. .

In Year 3, the RML will continue to develop distance learning training resources for public librarians, faith communities and social service professionals that provide direct information services to the public, reaching low income, teens, seniors and minority populations.

The web-based course “From Snake Oil to Penicillin” will be offered again in Y3 in late summer of 2008 and also in winter of 2009. The course introduces participants to issues surrounding the quality of health information resources on the Internet. A set of recommended criteria to evaluate health information are provided. Classes will be led by Gail and Nikki Dettmar and are asynchronous in delivery.

In Y3, the online version of the “Keeping the Faith” course will be offered as a “hybrid” at the Parish Nurse Preparation Course at Carroll College in Helena, MT. Gail Kouame and Alison Aldrich (Technology Outreach Coordinator) will observe how the participants interact with the course interface and course content to inform how the course may need to be adapted for its intended audience.

The course provides an overview of consumers' information-seeking behaviors. It discusses why parish nurses and health ministers should be aware of health websites. Participants will be introduced to a suite of internet resources they can consult when working with their patients and clients including MedlinePlus, DURLINE, as well as other well-regarded consumer health websites. Information about evaluating health-related internet resources will also be included.

**Strategy:** Increase awareness by public libraries and community organizations about NLM and NN/LM resources.

Public libraries are logical places for promotion of NLM and NN/LM resources. The RML will continue to staff or fund exhibits at various regional and national library conferences in order to continue to build awareness by public librarians of NLM databases and other credible information resources.

To encourage support for public libraries in serving their communities health information needs, the RML will distribute promotional materials about health libraries in the network willing to receive referrals from public libraries.

The RML will reach "ready" community organizations via exhibit and promotional materials and training, either in person or via distance technologies. For example, Cathy Burroughs will co-present at the annual conference of the Alliance of Information and Referral Systems with Tom Page (OR 2-1-1) and staff from the NN/LM SCR and Houston Academy of Medicine-Texas Medical Center. Presentation topics will include an overview of the NN/LM services and NLM resources to increase health literacy in underserved populations.

The RML will distribute messages about NN/LM PNR training and NLM resources in state library promotions or communications to public libraries.

**Strategy:** Sponsor or conduct presentations at local meetings and CE opportunities reaching public librarians and community organizations.

Partnerships with public or medical libraries can bring information expertise, resources and training to community based organizations for use in outreach to clientele who could benefit from improved health information literacy.

The RML will distribute materials about health libraries in the network willing to receive referrals from public libraries. This has been done effectively in Years 1 and 2 for Montana, in partnership with their State Library. Similar materials for Idaho were also developed and were distributed in Year 2, in partnership with the Idaho Commission for Libraries (ICFL). In Year 3, the Roy Sahali will spearhead a workshop with ICFL called 'Partners in Consumer Health', inviting public and medical libraries, as well as community organizations interested in health information outreach.

**Strategy:** Provide a continuum of outreach funding opportunities for public libraries or other organizations serving minority, senior or low-income populations.

Promotion, training and assessment MOU agreements will be offered to all Resource Libraries to conduct training and exhibiting for groups of their choosing, based on a list of priority audiences, including public libraries and community organizations.

The RML will solicit applications for planning awards to encourage partnership development, to conduct community assessments, and to develop potential outreach project plans.

The RML will solicit applications, fund, and administer at least one Express Outreach Awards for approximately \$12,000 each. Emphasize importance of community partnerships in funding goals.

**Strategy:** *Support and encourage health information services in tribal communities.*

In Year 3, Gail Kouame and Roy Sahali will conduct site visits to tribal libraries, particularly Northwest Indian College where there is a new librarian on staff.

Funding will be offered to RLs and network members for health information training involving AI/ANs.

Roy Sahali will explore additional opportunities to continue an NN/LM presence, including a health writers workshop at the 2009, 25th Annual Native American Journalist Association meeting, July 29 – Aug 1st, 2009, in Albuquerque, New Mexico.

**Strategy:** *Promote health information literacy at annual meetings of social service professionals. Get invited to offer training workshops at regional and national annual conferences to discuss health information literacy and value of NLM resources.*

In Y3, Gail Kouame will continue participating as an invited member of the Consumer Engagement Team of the Puget Sound Health Alliance – a group that is focusing on health literacy. <http://www.pugetsoundhealthalliance.org/resources/PlainHealth.html>.

In Y3, Gail Kouame will also be attending the annual conference of the Health Ministries Association (HMA), a group Region 6 has had an ongoing relationship with for the past 4 years. Ms. Kouame has been invited to co-present at a pre-conference workshop with an emphasis on rural health ministries. At the 2007 HMA conference, Gail was approached by Professor David Young from Montana State University in Bozeman. Prof. Young has had ongoing discussions with Gail about possible funding opportunities for the development of an Institute for Rural Health Ministries out of Whitworth University in Spokane. Gail has met with representatives from Whitworth in Y2, and will continue these relationships into Y3.

The year after year exhibit presences by the PNR at HMA conferences, and the personal relationships developed by Gail with its members has resulted in increased recognition of NLM, NLM products, and the NN/LM. After a number of years (four, in this case), our goals have been accomplished and we feel the HMA association should fold back into the normal NLM calendar for exhibits.

Gail is interested in pursuing a similar ongoing exhibit presence with American Association on Aging, which she will initiate in Year 3.

**Strategy:** *Promote MedlinePlus Go Local.*

In Y2, NN/LM PNR was able to fund a statewide Go Local project for Oregon. This project is also funded by a grant through LSTA. Oregon Health & Science University is the lead organization on the Oregon GoLocal project.

In Y3, as funding permits, Gail Kouame will promote MedlinePlus Go Local to offer another \$25,000 award, possibly in Washington state.

**Strategy:** *Develop programs to promote MedlinePlus and other NLM resources to health professionals as a resource for them and their patients.*

The InfoRx program that was implemented in the 2001-2006 contract will continue to serve as a vehicle for promoting MedlinePlus to health professionals for use by their patients. The prescription pads for information have been the most popular give-away at exhibits for health professionals.

In Year 3, the RML will explore the possibility of piloting an Information RX program with the American Associate of Physician Assistants.

### ***Collaborating with network members and other organizations***

To raise awareness and use of quality online health resources, NN/LM PNR would like to support community-based organizations (CBOs) that serve populations that NLM wants to target. The NN/LM PNR can do this by bringing community-based groups into the network and applying approaches and strategies that facilitate effective relationships and outreach with these new partners.

The groups we want to work with are presumably disparate organizations with different strengths, goals and agendas. Some CBOs may not be familiar with online health resources and may have given little thought to ways the communities they serve can benefit from these kinds of resources. We can help them promote health information as part of the social, economic, faith-based, and environmental interventions they already perform at the local level.

**Strategy:** *Seek opportunities to learn about community organizations/agencies that target minorities, seniors, and low income populations.*

The RML will continue to identify community contacts that RML staff and network libraries have at community organizations that reach low-income, senior and minority populations.

These organization and agencies will be added to the Potential Members database

**Strategy:** *Increase the RML staffs' understanding of current network members' assets, needs, and interests in community outreach*

The organizational profile tool (i.e. asset mapping tool) piloted in Year 2 will be conducted with network organizations that indicated interested in community outreach on the 2007 network survey.

**Strategy:** *Increase awareness by community-based organizations about NLM and the NN/LM PNR*

The RML will continue to develop or find opportunities to enhance programs with NLM and NN/LM products and services, at agencies that serve multi-cultural, multilingual ethnic minorities, seniors, and low-income populations,

For example, agencies' credibility in health information will be enhanced via marketing materials that link their services to credible health information resources from NLM and NN/LM PNR (e.g. Montana State Library campaign and the Idaho Commission for Libraries strategic plan).

All awards made to community organizations will require funded projects to place links to and the logos of relevant NLM products on their web site

**Strategy:** *Develop and disseminate materials from NN/LM PNR that highlight non-library network members*

The RML will continue to develop communications and promotional pieces that highlight network members, with special effort to feature non-library organizations

RML staff will link the NN/LM PNR newsletter/blog to "Especially for Community-based Organizations" (web site <http://nnlm.gov/pnr/community-orgs.html>).

RML staff will continue to exhibit or present at regional, state and local meetings and CE opportunities of potential network member communities

**Strategy:** *Build skills and capacities of network members to provide health information outreach at a local level*

The RML will fund short-term community assessment/planning awards up to \$2000 each to assist network members to identify key partners and mutually agreed on outcomes and strategies.

Promotion, training and assessment MOU agreements will be offered to all Resource Libraries to conduct training and exhibiting for groups of their choosing, based on a list of priority audiences, including public libraries and community organizations.

The OERC will be invited to offer the module/workshop "Getting Started with CBO Outreach".

RML staff will promote and refer to the "Libraries and Community Partners" web site.

**Strategy:** *Offer training to staff of agencies around the 5-state region that serve multi-cultural, multilingual ethnic minorities, seniors, and low-income populations*

The RML will offer training awards (up to \$500) to network member librarians and other network members who teach staff at agencies serving identified groups

RML staff will offer phone and web orientation sessions to CBO affiliate members

Roy Sahali will develop a class for volunteer Community Health Coaches (CHC). CHCs could be identified by getting referrals from CBOs. Classes would be held onsite and via a series of RML Rendezvous sessions. They could be offered monthly or quarterly with certificates. A class would include teaching search techniques; and provide solutions to sharing this new knowledge in the work place with staff and clients.