

Pacific Southwest Region

Region 7

Quarterly Report

August – October 2006

National Library of Medicine

Date submitted: August 22, 2007

TABLE OF CONTENTS

Executive summary_____	page 2
Network infrastructure_____	page 3
Outreach_____	page 3
Other staff activities_____	page 5
Optional photos with captions (if included)_____	page 7
Attachment 1 – Quarterly OARF summary data: RML staff activities	
Attachment 2 – Quarterly OARF summary data: Subcontractor activities	
Attachment 3 – Subcontractor quarterly report (specify PI institution and project title)	
Attachment 4 – Subcontractor quarterly report (specify PI institution and project title)	

Executive summary

Overall 13 outreach activities, involving 192 participants, were conducted this quarter. We again saw a slight increase in Network membership in the region. A third "Geeks" new technologies workshop was offered at the Western Medical Library Association (MLA) Chapters 2006 Annual Meeting and more have been requested. The second statewide Go Local service in the region was launched in Nevada in September (see attached article).

RAC member Peggy Tahir, from UCSF, attended the 2006 Asian American & Pacific Islander Health Summit, sponsored by the Asian & Pacific Islander American Health Forum, September 14-16, 2006, in San Jose, CA. She networked with conference delegates and distributed informational brochures promoting NN/LM membership. After the conference, the Senior Health Educator from Chinese Hospital in San Francisco contacted us with an interest in joining the NN/LM and applying for outreach funding to expand their bi-lingual community library and develop additional resource materials.

The annual Resource Libraries Directors meeting was held on September 15, 2006 at the UC San Diego Biomedical Library in La Jolla, CA. It was preceded by the UCSD Biomedical Library Grand Opening on September 14, followed by dinner at Director Susan Starr's home that evening (see attached documents related to the meeting).

Librarians from four NN/LM PSR projects were featured on NLM's National Medical Librarians Month, October 2006 page.

We successfully got on the programs for several national 2007 exhibits. At the American Academy of Orthopaedic Surgeons meeting in February, 2007, we are presenting a one-hour PubMed workshop. At the American Academy of Allergy, Asthma, & Immunology annual meeting, also in February 2007, we will present a poster session entitled "Locating Evidence-based Literature in Immunology Using PubMed/MEDLINE." At the National Student Nurses' Association annual meeting in April, 2007, we will present several PubMed workshops to groups of student nurses and nursing school faculty members.

Kelli Ham established a goal in August 2006 to develop a plan for creating podcasts for consumer health and training topics. Her interest in podcasting became evident over the summer, after she attended a UCLA Library Information Literacy Program (ILP) presentation, "Multimedia library Instruction for Multi-literate Net-Gens: Infomercials and Podcasts." Her interest and research into what would be the optimal environment for producing podcasts led to the formation of an ad hoc podcasting planning group within the UCLA Library. In the fall of 2006, Kelli participated in a NN/LM teleconference and heard about NLM's efforts and accomplishments with podcasting. Following the teleconference, NLM consulted with Kelli about her growing knowledge and experience with podcasting and learned of her plans with this initiative.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter
Network members – full	413	414
Network members – affiliate	265	262
Libraries providing services to unaffiliated health professionals	194 (46.9%)*	186 (44.9%)*
Libraries providing services to public users	186 (45.0%)*	177 (42.8%)*
Average fill rate for resource libraries	78%	78%

TABAE 3. Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:
 % providing services = (count of libraries providing services)/(count of full Network members)

Regional Advisory Committee (RAC) activities

Julie Kwan began working with the RAC representative from the Medical Library Group of Southern California and Arizona to discuss document delivery issues, in particular, routing by library group and what role should the MLGSCA library group play in DOCLINE.

Needs assessment and evaluation activities/data

Feedback on agenda topics resulted from the September meeting of the Resource Library Directors.

Outreach

TABLE 2. All newly funded awards and projects

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type*
05/01/06 to 04/30/07	Arizona Outreach to American Indian, Hispanic and Border Communities and Populations	University of Arizona, Arizona Health Science Library	Ryan	\$40,000	Outreach Project
11/01/06 to 10/31/06	Health Information Literacy Outreach Community Service	Pacific College of Oriental Medicine	Broering	\$6,000	Express Award

TABLE 3. Presentations and training provided by RML staff

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
8/1/2006	Kwan	DOCLINE Training	Downey, CA	1	Distance
08/03/06	Ham	Beyond an Apple a Day	Orange, CA	36	In-person
8/9/2006	Kwan	DOCLINE Training	Long Beach, CA	2	Distance
8/14/2006	Kwan	DOCLINE Training	Bakersfield, CA	1	Distance
8/14/2006	Kwan	DOCLINE Training	Downey, CA	1	Distance
8/21/2006	Kwan	DOCLINE Training	Menlo Park, CA	1	Distance
8/22/2006	Kwan	DOCLINE Training	Honolulu, HI	1	Distance
8/28/2006	Kwan	DOCLINE Training	San Diego, CA	1	Distance
8/29/2006	Kwan	DOCLINE Training	North Las Vegas, NV	1	Distance
08/29/06	Deeney	Intro to PubMed	Hillsboro, OR	1	In-person
9/27/2006	Kwan	DOCLINE Training	San Diego, CA	1	Distance
09/28/06	Ham	GSEIS MedlinePlus	Los Angeles, CA	10	In-person
10/05/06	Deeney	Making PubMed Work	San Diego, CA	15	In-person
10/05/06	Ham	Prescription for Success	San Diego, CA	20	In-person
10/06/06	Ham	From Anecdote to Evidence: CAM and the Challenge for Librarians	Los Angeles, CA	4	In-person
10/14/06	Ham	Evidence Based Approach to CAM	Seattle, WA	18	In-person
10/15/06	Miller	Geeks Bearing Gifts	Seattle, WA	30	In-person
10/17/06	Deeney/Ham	Crash Course: Consumer Health Training for Library School Students at Knowledge River	Seattle, WA	14	In-person
10/18/2006	Kwan	DOCLINE Training	Grass Valley, CA	1	Distance
10/25/06	Carr	Intro to HIV/AIDS Information Resources	Los Angeles, CA	2	In-person
10/26/06	Deeney	PubMed/Medline: An In-depth Look	Los Angeles, CA	13	In-person
10/31/06	Deeney	Making PubMed Work for You	Los Angeles, CA	16	In-person

TABLE 4. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
10/26/06	American Association of Retired Persons	National Event	Anaheim, CA

to 10/28/06	(AARP)	& Expo	
RML REGIONAL/STATE/LOCAL EXHIBITS			
09/26/06	L.A. Care Health Plan	Fighting Obesity	Los Angeles, CA
09/27/06	Charles R. Drew University	Annual Information Technology Fair	Los Angeles, CA
10/16/06	Western MLA Chapters	2006 Meeting	Seattle, WA
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

N/A

MedlinePlus Go Local

The second statewide Go Local service in the region was launched in Nevada in September. Staff attended Go Local teleconferences in August and October.

Other staff activities

TABLE 6. Publications and resources developed by RML staff

Date completed/published	Last name of staff responsible	Title	Medium (e.g., journal article, newsletter article, brochure, online tutorial)	Submitted to Clearinghouse ("yes" or "out of scope")
08/01/06	Kwan	Western MLA Chapters Early Bird Registration ends September 15 — Register Now	Newsletter article	Out of scope
08/01/06	Lake	Internet Librarian 2006: Group Registration Due September 8, 2006	Newsletter article	Out of scope
08/14/06	Kwan	The Bluest Skies... you've ever seen are in Seattle!	Newsletter article	Out of scope
08/14/06	Kwan	Gordon Taylor, Banquet Speaker at Western Chapters MLA in Seattle	Newsletter article	Out of scope
08/15/06	Kwan	Western MLA Chapters	Newsletter article	Out of scope

		Meeting – Early Registration Ends 9/15		
08/17/06	Lake	Apply now to be a site for MLA Webcast 2006, Moving at the Speed of Byte	Newsletter article	Out of scope
08/17/06	Carr	Exhibit Activities in the New Five-Year Contract: We Welcome Your Participation!	Newsletter article	Out of scope
08/17/06	Kwan	Membership Renewal: 2006-2011	Newsletter article	Out of scope
08/17/06	Sandstrom	New NN/LM Contract for 2006-2011	Newsletter article	Out of scope
09/22/06	Carr	Regional Funding Opportunities in the New Five-year Contract	Newsletter article	Out of scope
10/13/06	Carr	National Medical Librarians Month – 2006	Newsletter article	Out of scope
10/13/06	Kwan	HealthVote.org – a source of non-partisan analysis of issues for the November 2006 California election	Newsletter article	Out of scope

TABLE 6. Notable staff activities

Date	Narrative
8/07/07	Judy Consales and Heidi Sandstrom and the NN/LM PSR staff met with NLM/AAHSL Leadership Fellow Jeanette Ryan and reviewed program planning, implementation and evaluation strategies with her.
8/11/07	Heidi Sandstrom facilitated the UCLA Library's Web Services Advisory Committee retreat.
Fall Quarter	Julie Kwan served as Adjunct Lecturer in UCLA's Department of Information Studies teaching IS 457, Health Sciences Librarianship. This course featured NLM systems and services. (This is not included in Table 3 since the work was done outside of the NN/LM contract.)
Fall Quarter	Heidi Sandstrom served as a facilitator for the UCLA Library's Kinross Acquisitions Team, tasked with planning and implementing a move to an offsite location.
10/13/06	Kay Deeney attended the Sixth Annual Binational Health Week event in Los Angeles. The Annual Binational Health Week activities involve 30 states plus Canada, Mexico and Guatemala.
10/16/06	Heidi Sandstrom and Cathy Burroughs jointly presented the update at the Western MLA Chapters meeting.
10/18/06	Heidi Sandstrom teleconferenced with Suzanne Flint from the California State Library on approaches for the Health Promotion @ Your Library – Planning Grant.
10/19/06	Alan Carr attended Breeze 5 Training via NIH CIT videocast.
10/20/06	Michael Miller's last day with NN/LM PSR after more than 13 years of service to the region.

Optional photographs with captions

Attachment 1
Quarterly OARF summary data:
RML staff activities

Outreach Activities Report Pacific Southwest Region 2006-2011 - Project

RML Q2, 2006-2007

Generated: Wednesday, August 22, 2007

14 Total Outreach Activities

The following information is based on outreach reports of training activities.

Activities Summary

Total number of estimated participants:	226 participants	
Average number of participants:	16.14 per activity	
Average length:	2.86 hours	
Under 1 hour:	1 activity	(7.14%)
Between 1 and 2 hours:	5 activities	(35.71%)
Over 2 hours:	8 activities	(57.14%)
Hands-on practice:	11 activities	(78.57%)
Conducted remotely:	0 activities	
Offering continuing education:	7 activities	(50.00%)
Significant number of minorities:	2 activities	(14.29%)

Type(s) of Organization(s) Involved in Activities

Health sciences library:	13 activities	(92.86%)
Public library:	2 activities	(14.29%)
Government agency:	0 activities	
Hospital:	3 activities	(21.43%)
Clinical/Health care:	1 activity	(7.14%)
Academic institution:	13 activities	(92.86%)
Community-Based:	0 activities	
Faith-Based:	0 activities	
Public Health Agency:	2 activities	(14.29%)
Other:	5 activities	(35.71%)

Session Content

PubMed:	8 activities	(57.14%)
MedlinePlus:	8 activities	(57.14%)
ClinicalTrials.gov:	3 activities	(21.43%)
NCBI:	1 activity	(7.14%)
NLM Gateway:	0 activities	(0.00%)
TOXNET:	0 activities	(0.00%)
Other technology content:	8 activities	(57.14%)
Other, non-technology content:	4 activities	(28.57%)

Significant Minority Population Present

($\geq 50\%$ of participants)

African American:	1 activity	(7.14%)
Alaska Native:	0 activities	(0.00%)
Asian and Pacific Islander:	1 activity	(7.14%)
Hispanic:	2 activities	(14.29%)
Native American:	0 activities	(0.00%)

124 Participants Completed Participant Information Sheets

The following information is based on Participant Information (PI) sheets collected during training activities.

Participants Summary

Activities at which PI sheet collected:	71.4%	
Health care or service providers:	15 participants	(12.10%)
Health science library staff members:	27 participants	(21.77%)
Public Health worker:	23 participants	(18.55%)
Public/Other library staff members:	65 participants	(52.42%)
Members of general public:	0 participants	



Attachment 2
Quarterly OARF summary data:
Subcontractor activities

Attachment 3
Subcontractor quarterly report

[Insert PI institution and project title]

Attachment 4
Subcontractor quarterly report

[Insert PI institution and project title]

Appendix A

NN/LM Pacific Northwest and NN/LM Pacific Southwest Update

MLA Western Chapters Meeting
Seattle, Washington
October 16, 2006

Today's highlights

- New NN/LM websites
- Training & education
- Funding
- Evaluation



Training & Educational Opportunities

- Classes to take via NTCC
- Classes to request from your RML
- Training materials to use

National Training Center and Clearinghouse
<http://nrlm.gov/ntcc/>



National Training Center & Clearinghouse
 (NTCC)

- 3 full-time trainers
- 25 sites and 56 classes for 2006-2007
- PubMed®, Gateway and ClinicalTrials.gov, TOXNET®
- Regional classes scheduled

Pacific Northwest

- **Portland, OR**
 - July 10-11, 2006
 - PubMed, Gateway and ClinicalTrials.gov
- **Spokane, WA**
 - March 5-6, 2007
 - PubMed, TOXNET

Pacific Southwest

- **Los Angeles, CA**
 - December 4-6, 2006
 - PubMed, Gateway and ClinicalTrials.gov, TOXNET
- **Scottsdale, AZ**
 - January 25-26, 2007
 - PubMed, Gateway and ClinicalTrials.gov, TOXNET
 - PubMed for Experts (PSR staff on 1/26 PM)

Pacific Southwest (cont.)

- **Davis, CA**
 - March 19-20, 2007
 - PubMed, TOXNET
- **Berkeley, CA**
 - April 23-24, 2007
 - PubMed, TOXNET
- **Tucson, AZ**
 - November 6-8, 2006
 - 3-day Introduction to Molecular Biology Information Resources

Classes to request from your PSR
<http://nrlm.gov/psr/training/classes.html>



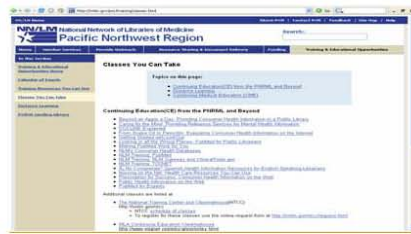
Support for Training Activities

<http://nmlm.gov/psr/training/support.html>



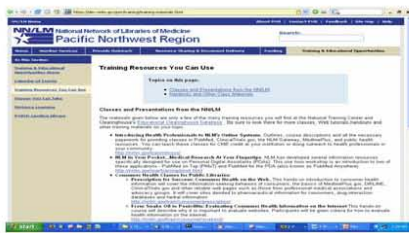
Classes to request from your PNR

<http://nmlm.gov/pnr/training/classes.html>



Training Resources You Can Use

<http://nmlm.gov/pnr/training/training-materials.html>



Resources for Public Health Presentations

<http://nmlm.gov/pnr/training/phresources.html>



Funding

- NLM Grants
 - Current situation
 - October 2007
- NN/LM PSR Awards
- NN/LM PNR Awards

NLM Resource Support Grants

- Active Programs
 - <http://www.nlm.nih.gov/ep/Grants.html>
 - IAIMS Planning Grants
 - Knowledge Management & Applied Informatics Grants
- E-submissions required by October 2007
- New two-step application process



- One stop shopping for federal grant opportunities – 26 grant making agencies, 1000 grant programs
- "Find, Apply, Succeed"
- Registration by organization and individual
- Everyone uses the same E-application form



- A PI cannot register unless the home organization has authorized it
- No more paper mailed to applicants
 - Track current status of grant application
 - See priority scores, summary statements
 - File progress reports and financial status reports
 - Update organization & individual profiles
- <https://commons.era.nih.gov/commons/index.jsp>

Assistance for E-submissions



Points of contact at NLM/EP

- Dr. Valerie Florance – Research in bioinformatics and information sciences; IAIMS planning grants
- Dr. Hua-Chuan Sim – Knowledge Management/Applied Informatics grants
- <http://www.nlm.nih.gov/ep>
- Program officers: 301-594-4882

NN/LM PSR Awards

- Express Outreach Awards –\$6,000 (5)
- Major Awards – \$40,000
- Collaborative Outreach Project – \$10,000
- Connectivity – \$1,000 (5)
- Library Improvement – \$1,000
- Go Local – \$25,000

<http://nlnm.gov/psr/funding/>



Funding Resources

- Proposal writing class – Spring 2007
- [NN/LM Funding Information](#) - a guide to funding resources from the NN/LM
- Individual assistance
 - Proposal development and review
 - Letters of support
 - Project training support

NN/LM PNR Awards

- Subcontracts – \$25,000 (TBN)
- Express Outreach – \$12,000 (5)
- Assessment & Planning – \$2,000 (5)
- Training – \$500 (5)
- Exhibiting – \$500 (5)
- Connectivity – \$2000 (5)
- Go Local – \$25,000

<http://nmlm.gov/pnr/funding/>

The screenshot shows the NN/LM Pacific Northwest Region website. The main heading is "Funding Opportunities and Resources". Below this, there is a table with columns for "Funding" and "Application Deadline". The table lists various funding opportunities such as "PNR Awards 2006-2007", "Subcontracts", and "Express Outreach".

Funding	Application Deadline
PNR Awards 2006-2007	See Web Site
Subcontracts	See Web Site
Express Outreach	See Web Site
Assessment & Planning	See Web Site
Training	See Web Site
Exhibiting	See Web Site
Connectivity	See Web Site
Go Local	See Web Site

NN/LM Outreach Evaluation Resource Center (aka "OERC")

- Located in the NN/LM PNR office in Seattle
- Serves all 8 regions
- Build RML staff and network members' capacity for evaluating projects and programs
- Web site, workshops and presentations, publications

OERC

- Web site:

The screenshot shows the NN/LM website. A red callout box with a dashed border points to the URL <http://nmlm.gov/evaluation/>.

OERC

- Web site: <http://nmlm.gov/evaluation/>

The screenshot shows the NN/LM website. Three red callout boxes with dashed borders highlight the following sections: "About", "Workshops", and "Publications".

OERC

■ Presentations and Workshops

- **Measuring the Difference**—community based evaluation, series of 4 half-day workshops (in development)
- **Measuring Your Impact**—using evaluation for library advocacy, 6 hour workshop
- **Evaluation Overview**—1-hour webcast:
 - Why evaluate?
 - How to evaluate?
 - Where to find help?

OERC

■ Planning and Evaluating Health Information Outreach—series of 3 booklets:



OERC

■ Contact Information:

- Susan Barnes, Assistant Director
sjbarnes@u.washington.edu
206-221-7425
- Cindy Olney, Evaluation Specialist
olneyc@triad.rr.com
336-292-1427



Ideas, Feedback, Questions?

Contact your RML!



800-338-7657

NN/LM PNR
Email: nnlm@u.washington.edu
Web: <http://nnlm.gov/pnr>

NN/LM PSR
Email: psr-nnlm@library.ucia.edu
Web: <http://nnlm.gov/psr>

Western MLA Chapters Meeting
Oct. 14-17 2006, Seattle, WA
DOCLINE Update

Some DOCLINE facts:

DOCLINE turned 21 on March 15, 2006

- 3247 libraries participating
- Nearly 1.4 million serial holdings records
- 2.48 million ILL Requests in FY05
- Fill Rate is 91.25%
- Average number of routes is 1.24
- 1142 EFTS participants

DOCLINE Version 3.0, released October 11, 2006

Enhancements Include:

- Alerting users during Borrow when their library reports the requested title in LinkOut
- Alerting users during Borrow when their library reports the requested title in DOCLINE serial holdings
- Ability for EFTS participants to generate transaction files for uploading to EFTS system
- Ability to individually review retired unfilled requests

Questions? Contact your Regional DOCLINE
Coordinator:

PNR: Andrea Ryce

PSR: Julie Kwan

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Coordinator:

PNR: Andrea Ryce

PSR: Julie Kwan

Please see over:

DOCLINE Checklist

Have you:

- Updated your serial holdings?
- Updated your routing table?
- Tried routing by library group?
- Added your library's URL(s) to your address tab?
- Updated names and contact information in your DOCLINE record?
- Joined EFTS?
- Updated your fees in the Services & Fees section?
- Added your Network Alternate Delivery Methods to your DOCLINE Options tab?
- Selected Email or Web for your NLM Delivery Method?
- Explored using Shared MyNCBI for LinkOut?
- Considered offering Loansome Doc services?

Please see over:

DOCLINE Checklist

Have you:

- Updated your serial holdings?
- Updated your routing table?
- Tried routing by library group?
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If you have any questions, please contact your
Regional DOCLINE Coordinator (see info on other
side)

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Regional DOCLINE Coordinator (see info on other
side)



National Network of Libraries of Medicine

What's New with NLM Databases

PubMed

Now covering over 16 million citations, PubMed continues to grow. Recent changes include:

- New Limits page enables selection of multiple publication types, languages, etc.
- Ability to create easily updatable "Collections" using My NCBI
- Customize highlighting and select default citation format via My NCBI Preferences
- Create RSS feeds for search topics
- Special Queries page aids in selecting hedges, subject subsets, and interfaces for special topic searches

<http://pubmed.gov/>

MedlinePlus

New enhancements to NLM's portal for consumer health information include:

- Webcasts of actual surgery procedures
- Herbs and supplements added to drug information
- Redesign of Health Topics page with clickable body maps
- MedlinePlus Magazine and podcasts from the NLM Director launched

<http://medlineplus.gov/>

ToxTown

A farm scene and US-Mexico border scene have been added to this delightful, interactive guide to commonly encountered hazardous substances. ToxTown uses color, graphics, sounds, and animation to convey connections between chemicals, the environment, and the public's health.

<http://toxtown.nlm.nih.gov/>

TOXLINE

Formerly divided into core and specialized sections, TOXLINE has been "reunited" into a single database of references to literature on biochemical, pharmacological, physiological, and toxicological effects of drugs and other chemicals.

<http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?TOXLINE>

NLM Bookshelf

This collection has grown substantially. Now more than 50 full-text clinical, research, and public health books and reports can be searched using the PubMed/Entrez interface.

<http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=Books>

ToxMystery

NLM's new, interactive learning site for 7-10 year old kids provides a fun, game-like experience while introducing potential environmental health hazards sometimes found in the home.

<http://toxmystery.nlm.nih.gov/>

LactMed

Discover maternal and infant levels of drugs, possible effects on breastfed infants and on lactation, and alternate drugs to consider in this new peer-reviewed database of drugs to which breastfeeding mothers may be exposed (part of TOXNET system). Principal authors from UCSD and UCSF.

<http://toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT>

ToxSeek

Using this meta-search and clustering engine for environmental health and toxicology, one can specify resources to query and aggregate results from NLM, other U.S. government agencies, international and non-profit sites.

<http://toxseek.nlm.nih.gov/toxseek/ui8/searchfr.jsp?selectedcategory=Allcat>

Keep up with news, announcements, and system changes:

NLM and NLM System Mailing Lists

Sign-up for one or more announcement lists to receive regular updates from NLM.

<http://www.nlm.nih.gov/listserv/emaillists.html>

NLM RSS Feeds and Podcasts

Using an RSS reader, you will be notified when new content is published on the feeds that interest you, without cluttering your inbox with e-mail messages.

http://www.nlm.nih.gov/listserv/rss_podcasts.html

NLM Technical Bulletin

Read NLM's authoritative publication on system changes, or sign up to receive NLM Technical Bulletin articles as an RSS feed.

<http://www.nlm.nih.gov/pubs/techbull/tb.html>

Got Ideas?

Please share them with us! We want to know what you think about NLM and NN/LM products and programs.

Contact Information

NN/LM Pacific Northwest Region

University of Washington
Box 357155
Seattle, WA 98195-7155
Phone: (800) 338-7657 or (206) 543-8262
Fax: (206) 543-2469
E-mail: nnlm@u.washington.edu
<http://www.nnlm.gov/pnr>

NN/LM Pacific Southwest Region

UCLA Louise M. Darling Biomedical
Library
12-077 Center for the Health Sciences
Box 951798
Los Angeles, CA 90095-1798
Phone: (800) 338-7657 or (310) 825-1200
Fax: (310) 825-5389
E-mail: psr-nnlm@library.ucla.edu
<http://www.nnlm.gov/psr>

Appendix B

**NN/LM Pacific Southwest Region
Resource Library Directors Meeting
La Jolla, CA**

Agenda

September 14, 2006

Biomedical Library
University of California, San Diego
9500 Gilman Drive
La Jolla, California
92093-0699
(858) 534-3418

11:00 a.m. UCSD Biomedical Library Grand Opening

Susan Starr
8675 Cliffridge Ave.
La Jolla, California
92037-2113
(858) 455-1630

6:00 p.m. Dinner at Susan's

September 15, 2006

Biomedical Library
University of California, San Diego
Room 114
9500 Gilman Drive
La Jolla, California
92093-0699

8:15 a.m. Continental Breakfast

9:00 Welcome and Introductions - Judy Consales

9:15 2006-2011 NN/LM PSR Contract – RML staff

- Highlights
- Implications for Resource Libraries
- What's new at NLM?

Resource Sharing – RML staff

- Patterns in DOCLINE activity
- License agreements and services to unaffiliated health professionals
- Advising NLM

- 10:00** Outreach
- Go Local Initiatives – AZ, NV; HI and other potential hosts – Jeanette, Jim and others
 - Native American initiatives – Jeanette, RML staff
- 10:30** **BREAK**
- 10:45** Outreach (cont.)
- Other Resource Library initiatives/ideas
 - Funding - Alan
- 11:15** Using Technology
- Discovery Tools (catalog enhancements, metasearch engines, federated searching services, etc.) – Bill, Karen and others
 - Instruction (course management systems (CMS), Web-based videoconferencing, etc.) – Gail, RML staff
- Branding - Susan
- Noon** Library Space Issues – Karen, Gail, Bill, Jeanette, Susan, Bill, Ginny and others
- 12:30 p.m.** **LUNCH**
- 1:30** Other topics/updates
- Library's role:
 - Increasing medical school class sizes
 - Integration into medical school curricula
 - Podcasting lectures
 - Promoting sharing of research results/patient care findings (e-Science)
- 2:15** **BREAK**
- 2:25** Other topics/updates (cont.)
- Librarian recruitment and retention
 - Informationist roles
- 2:50** **Wrap-up**
- 3:00 p.m.** **ADJOURN**

**NN/LM Pacific Southwest Region
Resource Library Directors Meeting
September 15, 2006 - Meeting Minutes
La Jolla, California**

Attending:

Resource Library Directors: Karen Butter, UCSF; Bill Clintworth, USC; Judy Consales, UCLA; Jim Curtis, University of Nevada; Carlene Drake, Loma Linda University, Debra Ketchell, Stanford University; Christine Ku Scott-Smith, University of Guam, Mangilao; Jeanette Ryan, University of Arizona; Susan Starr, UCSD; Ginny Tanji, University of Hawaii at Manoa; Gail Yokote, UCD.

NN/LM PSR Staff: Judy Consales, Heidi Sandstrom, Julie Kwan, Kay Deeney, Alan Carr, Kelli Ham

The meeting began at 9:00 AM.

Judy welcomed the group to UCLA, and the participants introduced themselves.

2006-2011 NN/LM PSR Contract

- **Highlights** – Heidi Sandstrom – see powerpoint
- **Implications for Resource Libraries**
- **What's New at NLM** – Kelli Ham – see powerpoint

Outreach

- **Go Local Initiatives**—Jeanette Ryan, Jim Curtis, others

Go Local initiatives were successfully launched in AZ and NV. Jeanette was involved with two Go Local projects—the State of Arizona and Tribal Connections Four Corners. Both initiatives were headed by Paul Bracke, but they were handled slightly differently since four states were involved with Tribal Connections Four Corners. Students with the Knowledge River program of the University of Arizona School of Information Resources and Library Science worked on Go Local for Arizona. Each student worked on various rural counties. They got some data from the Arizona Department of Health Services, and added additional resources as they encountered them. The Arizona State Library received a LSTA grant which could be used to improve access to health information for consumers, by developing a statewide partnership to maintain Go Local data. Large organizations, e.g., hospitals, should be able to keep their data up-to-date. The middle tier of organizations may need training to maintain their Go Local data. CABL and SABL are potential partners in this effort. Smaller organizations may not have the resources to maintain Go Local data, so Arizona Health Sciences Library will explore ways to help them. Difficulties to address with large metropolitan areas such as Phoenix and Tucson are knowing when the listings are complete and keeping the data updated over the long term.

NevadaHealthNet.org had a “quiet” launch on 8/14/06, and was formally presented to the Nevada Library Association on 8/15/06. It has a concentration of resources in Clark and Washoe counties, which have about 80% of the state’s population, and may evolve into more than just Go Local data. The greatest challenge was identifying resources in Las Vegas. The bulk of the work was done by the project staff, consisting of a project director and two students. They found data by prowling the Internet and adding resources as they discovered them. They also used phone book yellow pages to identify resources. The database currently has about 2,000 records. Thirteen of Nevada’s 17 counties are classified as “frontier” and some rural counties do not have web site information. The official public rollout of NevadaHealthNet.org is next week. It will be advertised with press releases and on 105 TV stations. Sustainability of the database may be problematic, since funding was provided only for start-up expenses. Public librarians may prove helpful in maintaining the system.

Jeanette noted that 211 services related to emergency preparedness are receiving state funds and may be creating a similar directory to Go Local. AHSL doesn’t want to re-create the wheel, but the quality of 211 services varies from state to state, or even among counties. But 211 funding could be a resource in sustainability. A question for NLM is: How much is Go Local being used? Arizona placed public service announcements on NPR in Maricopa and Pima counties to see if there was an impact on usage. Tribal Connections Four Corners Go Local has also been advertised. The AZHealthInfo web site utilizes very different vocabulary than Go Local does, and that issue needs to be resolved before the two sites can be tied together. Currently they cut and paste resources from AZ Go Local to Four Corners Go Local. NLM is looking at ways to import data from one system to the other.

Judy mentioned that foundations may be interested in providing funding to support Go Local. Go Local development generally takes several years to develop. It may be just as easy to search Google than to use Go Local. But one advantage is having Go Local data integrated with MedlinePlus in one package. In California, the top ten counties in population are being examined for possible Go Local projects. PREL is interested in working on a Pacific Basin demonstration project, perhaps with just one island.

Some locations may find Go Local data useful and others may not. If NLM allowed institutional branding of Go Local web sites, that would be a benefit. It’s important to weigh the benefits vs. the costs. Go Local would be useful in public libraries, because so many patrons ask health-related questions. Perhaps Go Local needs more marketing. Another strategy might be to work with licensing agencies as a source of notification for new resources, rather than trying to keep up with them all. It’s more effective to use multiple ways to maintain the data.

- **Native American Initiatives** – Jeanette Ryan, Kay Deeney – see powerpoints

Jeanette mentioned the daunting travel distances involved with Native American outreach, and that it does include urban populations. There is one Resource Library in Arizona, AHSL, which has an institutional outreach mandate. AHSL maintains visibility in a number of ways, and has a number of partners, including: Inter-Tribal Council of Arizona, Colorado River Indian

Tribes, Tuba City Regional Medical Center, Ak-Chin Indian Community, Gila River Indian Community, and the Knowledge River Program at the University of Arizona SIRLS.

Jeanette mentioned a number of lessons learned, including choosing the right organization to work with and that multiple outreach approaches should be used concurrently. Doing things right doesn't necessarily guarantee success. Success depends on identifying and working with a key local champion. Turnover is a big issue, because someone may leave after development of a relationship. Also, keep in mind that tribes may be hesitant to say "No." Low tech approaches can be as effective as high tech approaches, and fellow exhibitors are great contacts. AHSL has successfully worked with ten tribes, out of a total of 21 in the state. They have found listservs to be an effective communication tool, and AHSL is now regularly invited to participate in various events. Future plans include staying visible and having more dialog with Arizona Health Sciences Center faculty.

Kay mentioned the Pala tribal library staff training that was sponsored by InfoPeople. She also mentioned that Jim Curtis and Jeanette Ryan were appointed to a new Steering Committee created to follow up on suggestions and recommendations proposed at the Conference on Native Health Information Services in the U.S. held in July in Albuquerque, NM.

- **Other Resource Library Initiatives/Ideas**

The topic of how to leverage ongoing efforts to broaden outreach was mentioned as a way to begin discussion. The issue of helping hospital librarians as they face financial pressures was also mentioned. It was noted that members of the San Diego Health Science Library Group are all under pressure and facing lots of staff turnover. It also takes a long time to fill vacant positions. Could Resource Libraries help at the system level? New staff in hospital libraries is sometimes not able to argue well in support of their libraries. The Hospital Library Section of MLA provides support for hospital librarians to do advocacy, which is important since most hospitals are looking for ways to cut costs.

Unaffiliated health professionals need help in using resources. What are academic medical center doing for outreach to these individuals in terms of CME, etc.? Telehealth and telemedicine are strategies to reach distant areas and do training in rural locations.

AZHIN, a consortium of libraries including hospital libraries, gives visibility to hospital libraries and electronic resources that are available. Arizona does not seem to have as many problems with hospital libraries closing as other places. When hospital library staffs don't include librarians, it's harder to work with and train them. Electronic access to materials can be used as a hook to catch the attention of administrators. There is a need to keep up with non-librarian staff members and make sure they stay up-to-date. There seems to be little need for document delivery in Arizona, since few interlibrary loans are requested. Perhaps health professionals are not seeking the best articles, but rather use articles that are freely available electronically. Nobody wants to wait to get articles anymore.

There was agreement that the proposal writing assistance component of the new RML contract was a good idea, and may be helpful to hospital librarians wishing to apply for funding. One

suggestion was to implement a circuit-rider librarian to help with proposal writing, and perhaps also with administering grants or funding awards.

- **Funding** – Alan Carr – see powerpoint

Alan highlighted the new e-submission process for NIH grants, which will be fully implemented by October 2007. Heidi mentioned that in addition to NN/LM and NLM funding programs, NN/LM PSR generally has unexpended funds at the end of each contract year, which could be applied towards outreach projects.

The meeting adjourned at 3:00pm.

Appendix C

[Nevada Go Local Project Launched](#)

Posted on November 1st, 2006 by Alan Carr | Filed under [Technology](#), [Consumer Health](#), [Outreach](#), [NLM Products](#)

In September, 2006, Nevada became the 18th MedlinePlus Go Local site with the debut of [NevadaHealthNet.org](#), providing residents of the Silver State with a reliable, fast and user-friendly internet database to locate health information, as well as health services, providers, and other resources in their communities. There are about 2200 listings included in Nevada HealthNet, and the project team will continue to accept suggestions for additions or other changes to the database. Suggestions may be made with an online form available through the “Contact Us” link. Nevada joins Arizona as the second state in the NN/LM Pacific Southwest Region to successfully launch a Go Local site.

Nevada HealthNet is a statewide project jointly developed by Savitt Medical Library at the University of Nevada School of Medicine in Reno; the Lied Library at the University of Nevada Las Vegas; and the Health Science Library at West Charleston Library, part of the Las Vegas-Clark County Library District. Congratulations to the project team: Carole Keith, project director and reviewer for Northern Nevada; Florence Jakus, coordinator and reviewer for Southern Nevada; and Jim Curtis, Savitt Medical Library Director. Student helpers at the Savitt Medical Library also contributed to the project. Funding for the project was obtained through the NN/LM Pacific Southwest Region. The project team has promoted MedlinePlus and Nevada HealthNet throughout the state, to groups such as the Nevada Library Medical Group and at annual meetings of the Nevada Library Association.

As is the case with many of the other Go Local sites, Nevada HealthNet may be searched directly or by a health topic search using MedlinePlus. To search the site directly, simply visit [NevadaHealthNet.org](#), and then select from the map or choose a county or city from the lists provided, to see all health programs and services in a particular area. To see a directory of health programs and services related to a specific disease or condition, start with MedlinePlus and do a health topic search. On the right side of the health topic page, look for the Go Local search box. Use the map or the drop-down menu to find and select Nevada. Then choose a city or county or search by zip code to see a listing of health services and resources for the condition.

For our next five-year contract, NN/LM PSR has allocated funding to establish Go Local services in California, Hawaii and the Pacific Basin. For California applicants, priority will be given to proposals that target California’s most populous counties; these include Los Angeles, Orange, San Diego, San Bernardino, Riverside, Santa Clara, Alameda, Sacramento, Contra Costa, and Fresno counties. Prospective applicants are encouraged to review the [Participation Guidelines](#) and to contact Associate Director, [Heidi Sandstrom](#).

Previous article: [National Medical Librarians Month — 2006](#)

Next article: [NLM Awards 18 Five-Year Grants for Informatics Training — 3 in the Pacific Southwest Region](#)