

Pacific Southwest Region

Region 7

Quarterly Report

May - July, 2006

National Library of Medicine

Date submitted: August 17, 2007

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Executive summary

Overall 34 outreach activities, involving 484 participants, were conducted this quarter. We saw a slight increase in Network membership in the region. Our second “Geeks” new technologies workshop was offered and more have been requested. We began offering online DOCLINE training via Breeze. NN/LM PSR records from 1969 to 2001 were archived; a finding aid was added to the UCLA Library catalog. Our first statewide Go Local service was launched in Arizona. Network members were well-represented in the group of finalists for the NCLIS 2006 Health Information Awards for Libraries.

Alan Carr and Kay Deeney submitted a proposed poster entitled “Locating Evidence-Based Literature in Nuclear Medicine through the National Library of Medicine’s PubMed System” for the program of the Society of Nuclear Medicine Annual Meeting. The poster was accepted and presented on June 4, 2006, In San Diego, CA.

Kay Deeney and Kelli Ham planned, developed and taught an intensive summer session class for library school students in the Knowledge River Program at the University of Arizona. The class was IRLS 588-02, Consumer Health in Diverse Cultures & Communities. The class was held over a two-week period, and combined in-class and online learning.

Kay Deeney and Kelli Ham submitted a proposal for a paper and presentation for the Western MLA Chapters Meeting in Seattle. The proposal was accepted, and the presentation is scheduled to take place on October 17, 2006

Heidi Sandstrom wrote a letter of support for the California State Library LSTA application, Health Promotion @ Your Library – Planning Grant. This grant to assist public libraries in becoming better equipped to meet the consumer health information needs of their communities was awarded funding in July 2006. The NN/LM Pacific Southwest Region will collaborate with the California State Library and its partner, the North Bay Cooperative Library System, as an advisory partner in this statewide planning grant. We will provide technical support, assessment and planning guidance as well as outreach assistance for this project.

The Pacific Southwest Region’s Resource Library Memorandum of Understanding was sent to twelve resource libraries. We received all signed copies. See Appendix D.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	414	411
Network members – affiliate	262	261
Libraries providing services to unaffiliated health professionals	186 (44.9%)*	$\frac{N/A}{(_ \%)}^*$
Libraries providing services to public users	177 (42.8%)*	$\frac{N/A}{(_ \%)}^*$
Average fill rate for resource libraries	78% ¹	77% ²

* 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

No activity this quarter.

Needs assessment and evaluation activities/data

Using PSR-News, we surveyed Network members regarding the public display of LIBIDs in NN/LM directories. Almost all responses indicated their approval to list LIBIDs in public displays; some actively encouraged us to do so. There were a few negative responses; this offered the opportunity to explain new DOCLINE features for Loansome Doc registration.

In June 2006, we polled all PSR Resource Libraries regarding their compliance with the maximum charge for interlibrary loans. All were in compliance with NLM's policy.

In response to a request from NNO, we determined that 40 (13.6%) of our 292 hospital library members were in for-profit institutions.

Heidi Sandstrom attended the meeting of the NN/LM Evaluation Liaisons on July 17, 2007.

Outreach

TABLE 2. All newly funded awards and projects

Start/ end dates MM/DD/YY to MM/DD/YY	Title of award/ project	PI institution	PI last name	Funding amount	Project type*

¹ Fill rate, excluding cost, from REPORT 2-14R 07/06/2006, Resource Library Quarterly Report Fill Rate, April – June 2006

² Fill rate, excluding cost, from REPORT 2-14R 07/06/2006, Resource Library Quarterly Report Fill Rate, January – March 2006

*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

None this quarter.

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
05/09/06	Tamase	DOCLINE training	Downey, CA	1	Distance
05/19/06	Carr	Intro to PubMed at Phoenix Body Positive	Phoenix, AZ	1	In-person
05/19/06	Tamase	DOCLINE training	Coalinga, CA	1	Distance
06/02/06	Kwan	DOCLINE training	Coalinga, CA	1	Distance
06/04/06	Carr/Deeney	Society of Nuclear Medicine exhibit poster session	San Diego, CA	135	In-person
06/06/06	Kwan	DOCLINE training	Honolulu, HI	1	Distance
06/08/06	Ham	From Spiders to Marathons – Adventures of a Consumer Health Librarian (Brown Bag Lunch)	UCLA, Los Angeles, CA	6	In-person
06/16/06	Deeney	Looking in All the Wrong Places - PubMed	Mesa, AZ	24	In-person
06/19/06	Kwan	DOCLINE training ³	Fresno, CA	1	Distance
06/20/06	Kwan	DOCLINE training	Fresno, CA	1	Distance
06/23/06	Kwan	DOCLINE training	Honolulu, HI	1	Distance
06/24/06	Ham	What's New with MedlinePlus – Theater Presentation	New Orleans, LA	~15	In_person
06/25/06	Ham	What's New with MedlinePlus – Theater Presentation	New Orleans, LA	~15	In_person
06/26/06	Ham	What's New with MedlinePlus – Theater Presentation	New Orleans, LA	~15	In_person
06/27/06	Ham	What's New with MedlinePlus – Theater Presentation	New Orleans, LA	~15	In_person
06/29/06	Miller	Geeks Bearing Gifts: Unwrapping New Technologies	Orange, CA	30	In-person
06/30/06	Carr	AACHC Pharmacy Directors - Intro to PubMed	Tucson, AZ	10	In-person
07/10/06	Deeney Ham	Consumer Health in Diverse Communities - KR	Tucson, AZ	9	In-person
07/11/06	Deeney Ham	Consumer Health in Diverse Communities - KR	Tucson, AZ	10	In-person
07/12/06	Deeney Ham	Consumer Health in Diverse Communities -	Tucson, AZ	11	In-person

³ This was the first training session using Breeze software.

		KR			
07/17/06	Deeney Ham	Consumer Health in Diverse Communities	Tucson, AZ	11	In-person
07/18/06	Deeney Ham	Consumer Health in Diverse Communities - KR	Tucson, AZ	9	In-person
07/19/06	Deeney Ham	Consumer Health in Diverse Communities - KR	Tucson, AZ	9	In-person
07/19/06	Kwan	DOCLINE training	Honolulu, HI	1	Distance
07/20/06	Kwan	DOCLINE training	Flagstaff, AZ	1	Distance

TABLE 4. Exhibits.

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
05/06/06 to 05/09/06	American Association of Orthodontists	Annual Session	Las Vegas, NV
05/08/06	American College of Occupational and Environmental Medicine (assisting SIS)	American Occupational Health Conference	Los Angeles, CA
05/30/06 to 05/31/06	American Academy of Physician Assistants	Annual Conference	San Francisco, CA
06/03/06 to 06/06/06	Society of Nuclear Medicine	Annual Meeting	San Diego, CA
RML REGIONAL/STATE/LOCAL EXHIBITS			
05/05/06	University of CA, San Francisco, Mission Bay	Open House	San Francisco, CA
SUBCONTRACTED NATIONAL EXHIBITS			
06/29/06 to 07/01/06	Asian American Journalists Association	Annual Convention	Honolulu, HI
06/23/06 to 06/27/06	American Library Association	Annual Conference	New Orleans, LA
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

None this quarter.

MedlinePlus Go Local

We promoted the June 1st launch of Arizona Go Local, the first state site in the Region. See article in Latitudes: Newsletter for the NN/LM Pacific Southwest Region at <http://nnlm.gov/psr/newsletter/?p=96#more-96>

Other staff activities

TABLE 5. 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")
05/15/06	Deeney	MedlinePlus: A Useful Website For Finding Health Information	Newsletter article	Out of scope
06/22/06	Miller	New design for NN/LM & RML web sites	Newsletter article	Out of scope
06/23/06	Kwan	Congratulations to MLA & ALA award winners	Newsletter article	Out of scope
06/25/06	Carr	Pacific College of Oriental Medicine (PCOM) library receives NCLIS award	Newsletter article	Out of scope
06/27/06	Kwan	DOCLINE 2.8: Changes to Loansome Doc	Newsletter article	Out of scope
06/27/06	Sandstrom	Arizona Go Local goes live!	Newsletter article	Out of scope
07/03/06	Deeney	Pala Tribal Library training	Newsletter article	Out of scope
07/05/06	Kwan	Welcome new members!	Newsletter article	Out of scope
07/05/06	Sandstrom	NCLIS award winners from the Pacific Southwest	Newsletter article	Out of scope
07/05/06	Kwan	Best practices for updating your routing table after DOCLINE 2.7	Newsletter article	Out of scope
07/31/06	Kwan	Network members in the news	Newsletter article	Out of scope
07/31/06	Kwan	35% of PSR DOCLINE libraries are not EFTS members	Newsletter article	Out of scope
07/31/06	Kwan	It's a Breeze to learn about DOCLINE: web conferencing technology makes a difference!	Newsletter article	Out of scope
07/31/06	Kwan	DOCLINE now supports Firefox browser	Newsletter article	Out of scope

TABLE 6. Notable staff activities

Date	Narrative
05/01/06 to 7/31/06	NN/LM PSR staff attended monthly RML, outreach, consumer health, DOCLINE teleconferences as well as the June LinkOut teleconference.
05/01/06 to 06/01/06	Julie Kwan received the PubMed Data Analyzer program from the USC Center for Software Engineering and began exploring its use and potential for collection development for Network members.
05/03/06	Alan Carr was part of a "Medical Librarianship Panel" sponsored by the UCLA Special Libraries Association Student Chapter.

05/03/06	Heidi Sandstrom moderated the Health Literacy panel at the NCLIS 2006 Libraries and Health Information Forum at the National Library of Medicine.
05/18/06	Kelli Ham attended an educational session presented by Dr. Jeff Liles, Assessing the One-Shot
05/19/06 to 05/23/06	Heidi Sandstrom, Julie Kwan, Kay Deeney, Alan Carr and Kelli Ham attended the Medical Library Association Annual Meeting in Phoenix, AZ. Heidi Sandstrom submitted regional photos for the 2001-2006 contract to NNO in advance of the meeting. In addition to the attendance by NN/LM PSR staff at meetings of the Regional Medical Library Directors, Web Developers, Go Local, and NLM Online Update, staff took advantage of various CE opportunities. Heidi Sandstrom attended the MLA CE class, "The Art of Building and Sustaining Community Partnerships." Julie Kwan attended the MLA CE course CE 780: Qualitative Evidence. Kelli Ham attended a CE session at MLA titled Understanding Health Care Literature for 4 hours of CE credit.
05/21/06	Kay Deeney attended the MLA PH/HA Section meeting in Phoenix as the outgoing CE Chair, incoming Secretary/Treasurer.
05/21/06	Kelli Ham attended the New Members/First Time Attendees Breakfast at MLA as the CAPHIS Membership Chair.
05/22/06	Kelli Ham attended the CAPHIS Section business meeting as the Membership Chair.
05/23/06	Kelli Ham attended the MLA Membership Committee meeting as the Membership Chair representing CAPHIS.
05/24/06	Kay Deeney attended the MLA CE Class, Serving Diverse Users: Cultural Competencies for Health Sciences Librarians in Phoenix
05/30/06	Alan Carr volunteered to speak about NLM resources at the conference "A Bridge to Health" sponsored by Northeast Medical Services in San Francisco in November 2006. Unfortunately, their list of topics and speakers was already set, but they will keep us in mind as possible presenters for future conferences.
06/12/06	Michael Miller, with assistance from Marco Tamase, Jessica Lake, Alan Carr, Kay Deeney, Kelli Ham, and Heidi Sandstrom completed the redesign of the NN/LM PSR website.
06/29/06	The National Library of Medicine (NLM) planned to convene a "West Coast Tribal Consultation" in order to solicit Native American input on a Native Health exhibit it is planning for 2010 at NLM in Bethesda, MD. NN/LM PSR agreed to coordinate logistics for the meeting and signed an agreement with Friendship House in San Francisco, CA to hold the meeting there on August 24 and 25, 2006. NN/LM PSR sent a \$100 deposit to hold the conference room and coordinated other arrangements with the Friendship House for the two day conference, including meals, audiovisual equipment, and hotel arrangements. On June 29, 2006, Fred Wood sent an e-mail to Heidi Sandstrom stating that "NLM decided to cancel the SF tribal consultation and substitute a consultation to be held at a later date in the heart of Indian Country (probably a venue in New Mexico)."
07/13/2006	NN/LM PSR records from 1969 to 2001 were archived; a finding aid was added to the UCLA Library catalog.
07/15/06	Heidi Sandstrom and Julie Kwan attended the national conference, <i>Implementing and Managing a Scholarly Communication Program</i> , sponsored by the UCLA Library; three Directors and several other librarians from Resource Libraries also attended.
07/19/06 to 07/21/06	Kay Deeney, Alan Carr and Heidi Sandstrom attended the Conference on Native American Health Information Services in the US in Albuquerque, NM. Heidi Sandstrom served as a break-out session facilitator.

Optional photographs with captions



Students enrolled in the Knowledge River course, Consumer Health in Diverse Communities, School of Information Resources & Library Science at the University of Arizona, July, 2006

Attachment 1
Quarterly OARF summary data:
RML staff activities

Outreach Activities Report Pacific Southwest Region 2006-2011 - Project

RML Q1, 2006-2007

Generated: Monday, January 29, 2007

13 Total Outreach Activities

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

Activities Summary

Total number of estimated participants:	271 participants
Average number of participants:	20.85 per activity
Average length:	4.06 hours
Under 1 hour:	1 activity (7.69%)
Between 1 and 2 hours:	4 activities (30.77%)
Over 2 hours:	8 activities (61.54%)
Hands-on practice:	9 activities (69.23%)
Conducted remotely:	1 activity (7.69%)
Offering continuing education:	7 activities (53.85%)
Significant number of minorities:	6 activities (46.15%)

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

Health sciences library:	13 activities (100.00%)
Public library:	2 activities (15.38%)
Government agency:	0 activities
Hospital:	1 activity (7.69%)
Clinical/Health care:	3 activities (23.08%)
Academic institution:	12 activities (92.31%)
Community-Based:	1 activity (7.69%)
Faith-Based:	0 activities
Public Health Agency:	2 activities (15.38%)
Other:	6 activities (46.15%)

Session Content

PubMed:	6 activities (46.15%)
MedlinePlus:	7 activities (53.85%)
ClinicalTrials.gov:	2 activities (15.38%)
NCBI:	0 activities (0.00%)
NLM Gateway:	0 activities (0.00%)
TOXNET:	0 activities (0.00%)
Other technology content:	6 activities (46.15%)
Other, non-technology content:	5 activities (38.46%)

Significant Minority Population Present

(>=50% of participants)

African American:	0 activities (0.00%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	0 activities (0.00%)
Hispanic:	6 activities (46.15%)
Native American:	6 activities (46.15%)

128 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:	92.3%
Health care or service providers:	15 participants (11.72%)
Health science library staff members:	28 participants (21.88%)
Public Health worker:	6 participants (4.69%)
Public/Other library staff members:	105 participants (82.03%)
Members of general public:	0 participants



Attachment 2
Quarterly OARF summary data:
Subcontractor activities

Outreach Activities Conducted by PSR Subcontractors

RML Q1, 2006-2007

Generated: Monday, January 29, 2007

21 Total Outreach Activities

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

Activities Summary

Total number of estimated participants:	213 participants
Average number of participants:	10.14 per activity
Average length:	2.94 hours
Under 1 hour:	6 activities (28.57%)
Between 1 and 2 hours:	9 activities (42.86%)
Over 2 hours:	6 activities (28.57%)
Hands-on practice:	2 activities (9.52%)
Conducted remotely:	0 activities
Offering continuing education:	1 activity (4.76%)
Significant number of minorities:	5 activities (23.81%)

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

Health sciences library:	21 activities (100.00%)
Public library:	6 activities (28.57%)
Government agency:	0 activities
Hospital:	17 activities (80.95%)
Clinical/Health care:	7 activities (33.33%)
Academic institution:	4 activities (19.05%)
Community-Based:	10 activities (47.62%)
Faith-Based:	1 activity (4.76%)
Public Health Agency:	8 activities (38.10%)
Other:	2 activities (9.52%)

Session Content

PubMed:	13 activities (61.90%)
MedlinePlus:	21 activities (100.00%)
ClinicalTrials.gov:	12 activities (57.14%)
NCBI:	4 activities (19.05%)
NLM Gateway:	4 activities (19.05%)
TOXNET:	9 activities (42.86%)
Other technology content:	9 activities (42.86%)
Other, non-technology content:	7 activities (33.33%)

Significant Minority Population Present

($\geq 50\%$ of participants)

African American:	0 activities (0.00%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	0 activities (0.00%)
Hispanic:	5 activities (23.81%)
Native American:	0 activities (0.00%)

163 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:	85.7%
Health care or service providers:	72 participants (44.17%)
Health science library staff members:	0 participants
Public Health worker:	0 participants
Public/Other library staff members:	40 participants (24.54%)
Members of general public:	51 participants (31.29%)



Attachment 3
Subcontractor quarterly report

[Insert PI institution and project title]

Attachment 4
Subcontractor quarterly report

[Insert PI institution and project title]

Appendix A

**California State Library
Library Services and Technology Act (LSTA)
Fiscal Year 2006/2007**

APPLICATION (LSTA 6)

Submit ORIGINAL (please sign in blue ink) and four (4) copies to be received by 4:00 p.m. on April 21, 2006 to Attn: LSTA Grants, Library Development Services, California State Library, P.O. Box 942837, Sacramento, CA 94237-0001, for mail. (Non-postal delivery: 900 N Street, Suite 500, Sacramento, CA 95814). FAX is not acceptable. INFORMATION: Tel. (916) 653-5217.

1. **Project title:** Health Promotion @ Your Library - Planning Grant

2. **Applicant organization/jurisdiction:** North Bay Cooperative Library System

Web page URL: www.nbcls.org

Director's name: Annette Milliron **Phone:** 800-479-6733 x101

E-mail: annetnbc@sonic.net **Fax:** 800-544-3811

3. **Address:** 55 E Street, Santa Rosa, CA 95404-4728

4. **Contact person:** Annette Milliron **Phone:** 800-479-6733 x101

E-mail: annetnbc@sonic.net **Fax:** 800-544-3811

Address (if different from #3): _____

5. **How many people will be directly served as clients by this project?** 33,919,685

Source of this number (e.g., US Census, library circulation records, etc.): CA Department of Finance

6. **What other libraries, agencies and organizations will collaborate with you on this project? (Submit information on the roles of each in Q15. Attach letters of agreement from each.)**

Organization Name: NN/LM Pacific Southwest Region

Contact Person: Heidi Sandstrom, Associate Director Kelli Ham, Consumer Health Coordinator

Organization Name: California Medical Association Foundation

Contact Person: Carol Lee, President & CEO

7. **What amount of LSTA funding is requested?** \$24,998

8. **Which goal in the State Plan will this project address? (See the State Plan on the CA State Library website. <http://www.library.ca.gov>)** 5

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

- 9. Executive Summary. (Complete in space provided) This is an abstract of your entire project and should be written *after* you've completed the rest of the application. It should be clear and persuasive for all who will evaluate your application. Include answers to these questions: Whom do you propose to serve? What needs have you identified? What are your project goals and objectives? What new services will the library provide?**

Health care costs continue to be one of the fastest growing components of both Federal and State budgets. The "Healthy People 2010" initiative outlines a prioritized set of health objectives representing the most critical public health issues currently facing the United States. Its two main goals are to increase quality and length of life, and to eliminate health disparities. Health education and healthy lifestyle promotion strategies have been identified as holding great potential for achieving both of these goals, and thereby generating substantial financial savings for the nation.

Consumers, attempting to make healthy choices, are often overwhelmed, however, by the sheer quantity of available health information and its often conflicting and confusing nature. The heightened emotional aspects of many health inquiries can strain anyone's ability to understand the information provided. Add to this the scientific complexity of many health materials and fully comprehending this information, even for those who read well, becomes difficult. For the approximately 93 million Americans, who struggle with limited or marginal literacy skills, understanding such materials becomes virtually impossible. Unfortunately, no systematic approach has yet been devised regarding how best to assist consumers in acquiring the health literacy skills needed to successfully address their health care needs.

Public libraries can play an important role in reaching the "Healthy People 2010" goals by disseminating health information and promoting healthy lifestyles. As trusted institutions that welcome people of all economic and cultural backgrounds, libraries can provide free access to quality information and reliable ideas from diverse sources, in a wide range of formats and languages. Libraries and library literacy services are uniquely positioned to nurture health literacy skills, and even help facilitate the patient/physician relationship by assisting consumers in developing informed dialogues with their health care providers. This project is designed to assess current consumer health needs and trends within California and the role that public libraries are playing or could play in addressing those needs.

The NN/LM Pacific Southwest Region has undertaken a number of projects in this regard, including two previous collaborations with the California State Library. This project, in collaboration with NN/LM Pacific Southwest Region, is intended to build upon these previous endeavors. We plan to survey libraries and health consumers to determine the effectiveness of current library consumer health efforts, identify current community health information needs, and develop strategies for improving and/or expanding public libraries' consumer health collections and services. The objective of this project will be to develop a statewide strategic plan to support California public libraries in better meeting their communities' health information needs.

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

10. Budget Summary

- a. Salaries and benefits**
- b. Library materials**
- c. Operation**
- d. Equipment (5k/unit)**
- e. Total for objectives**
- f. Indirect cost**
- g. Total**

LSTA (1)	Other funds (2)	In-kind (3)	Total (4)
\$0	\$22,291	\$15,000	\$37,291
\$0	\$0	\$0	\$0
\$22,725	\$500	\$500	\$23,725
\$0	\$0	\$0	\$0
\$22,725	\$22,791	\$15,500	\$61,016
\$2,273	\$0	\$0	\$2,273
\$24,998	\$22,791	\$15,500	\$63,289

11. What client needs will your project address and how did you determine these needs?

According to the Agency for Healthcare Research and Quality (2000), the United States spends a greater share (13%) of its gross domestic product (GDP) on health care than does any other major industrialized country. Health care costs represent nearly one-seventh of the Nation's GDP, and these costs continue to be one of the fastest growing components of both Federal and State budgets. In fact, according to government analysts (as reported by the Associated Press, "U.S. Health Care's Raging Appetite," Feb 2006), within a decade an aging America will spend one of every five dollars on health care. By 2015 the nation's total health care bill will be more than \$4 trillion, with consumers footing about half that bill and government the rest.

The "Healthy People 2010" initiative, launched by the Department of Health and Human Services in 2000, outlines a prioritized set of health objectives representing the most critical public health issues currently facing the United States. Its two main goals are to increase quality and length of life, and to eliminate health disparities. Health education and healthy lifestyle promotion strategies have been identified as holding great potential for achieving both of these goals, and thereby generating substantial financial savings for the nation. According to the Public Health Institute, the most significant growth in health care spending over the last two decades stems from an increase in the growing burden of diseases linked to modifiable population risk factors such as obesity and stress. Since the devastating effects of such diseases can often be prevented or controlled by simply adopting healthy behaviors, health promotion and education can actually reduce health care costs (Thorpe, "The Rise in Health Care Spending and What To Do About It," Health Affairs, Nov/Dec 2005).

We live in a time of dichotomies -- rapidly proliferating health information (thanks to the Internet) on the one hand, but accuracy and reliability of that information often not easily discernable on the other; a technologically advanced and sophisticated health care system, but one that increasingly demands that patients take greater responsibility for their own medical care. Consumers, attempting to make healthy choices under these circumstances, are often overwhelmed by the sheer quantity of available health information, and its often conflicting and confusing nature. As a nation, we lack the health literacy skills that "Healthy People 2010" has defined as "the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions." The heightened emotional aspects of many health inquiries can strain anyone's ability to understand information provided. Add to this the scientific complexity of such materials and fully comprehending such information, even for those who read well, becomes difficult. For the approximately

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

93 million Americans who struggle with limited or marginal literacy skills, understanding such materials becomes virtually impossible. Unfortunately, no systematic approach has yet been devised regarding how best to assist consumers in acquiring these needed health literacy skills.

Public libraries can play an important role in reaching the "Healthy People 2010" goals by disseminating health information and promoting healthy lifestyles. As trusted institutions that welcome people of all economic and cultural backgrounds, libraries can provide free access to quality information and reliable ideas from diverse sources, in a wide range of formats and languages. Libraries and library literacy services are uniquely positioned to nurture health literacy skills, and even help facilitate the patient/physician relationship by assisting consumers in developing informed dialogues with their health care providers.

This project is designed to identify the current consumer health care issues that could best be addressed by public libraries in California and design a statewide strategic plan.

12. What is your project goal? How does your project goal address the state plan goal identified in Q8?

This project is designed to assess current consumer health needs and trends within California and the role that public libraries are playing or could play in addressing those needs. The NN/LM Pacific Southwest Region has undertaken a number of projects in this regard, including collaborations with the California State Library. In particular, the Consumer Health Information for California project (1999-2001) and the current InfoPeople Consumer Health Training project have trained many public librarians in how to effectively answer consumer health questions and how to augment collections with appropriate consumer health materials. A specific plan to evaluate usage of such materials and outcome of these training efforts has, however, not been undertaken. The Health Promotion @ Your Library - Planning Grant is, in part, intended to assess current usage and training impact, as well as current consumer health needs, and appropriate next steps. In collaboration with NN/LM Pacific Southwest Region, the California Medical Association Foundation and California Library Literacy Services, we plan to survey libraries as well as health consumers and health care providers to determine the effectiveness of current consumer health efforts, identify current community health information needs, and develop strategies for improving and/or expanding public libraries' consumer health collections and services. In this way, we hope to address State plan goal 5 by supporting California public libraries in reviewing and revising their services so they are best able to assist Californians in meeting their health information needs.

13. Please list the project objectives (i.e. the quantity of services, products and/or programs you expect to provide).

As this is a planning grant, our primary objective is to develop a statewide strategic plan for improving and/or expanding the role of public libraries in meeting their communities' health information needs.

14. Please list your project activities in time sequence. Activities are specific tasks that must be accomplished to achieve your objectives.

July-September 2006: Form Project Advisory Committee, including project partners NN/LM Pacific Southwest Region and CMA Foundation as well as library networks such as the California Library Literacy

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

Services and California Public Library Directors; and individuals like Dr. Dean Schillinger at San Francisco General Hospital, a medical expert on the issue of health literacy. Identify assessment strategies and design data collection tools.

October-December 2006: Using data collection tools, assess current library consumer health services, and also identify current, as yet unmet, consumer health needs.

January-March 2007: Analyze collected data and clarify needs that libraries could address.

April-June 2007: Identify potential resources and/or enhancement of existing resources that could address identified needs. Based on the assessment of existing services and identified needs, draft recommendations for a statewide strategic plan.

- 15. Please describe the role(s) of the collaborating agencies listed in Q6 (i.e., what will they do? contribute? receive?). For each agency, please attach a letter of agreement describing its role and signed by its administrator or other official.**

The NN/LM Pacific Southwest Region and the California Medical Association Foundation have both offered technical support, assessment and planning guidance as well as outreach assistance for this project. The NN/LM Pacific Southwest Region has also offered to help raise visibility with the National Library of Medicine and related funding sources as they become available.

- 16. Please describe the roles your current staff will play in this project. Also list any additional staff that you will hire or contract with for this project and the roles they will have. Note whose work will be paid for by the grant.**

A Library Programs Consultant at the California State Library will dedicate 30% time to this project, coordinating advisory meetings, facilitating networking opportunities, identifying community partners and stakeholders; overseeing data collection and analysis; raising awareness about consumer health issues; identifying potential resources to meet needs; and summarizing final recommendations. A Project Advisory Committee will be assembled to provide in-kind staff support, assisting in the needs assessment and evaluation process; helping to raise awareness within the various communities (library, medical, consumer); leveraging partnerships, expertise and resources; raising project visibility; and making final recommendations. An independent consultant will be hired to design all data collection tools, to assist in the administration of those tools, and to analyze all data collected.

- 17. Will you need to do staff training *before* implementing this project? *During* the project? If you answered 'yes' to either question, please describe your staff-training plan here.**

Staff training will not need to be undertaken prior to starting this project. However, during the project, there may be training and networking opportunities, particularly at conferences, that the project would benefit from having staff attend. Possible conferences include the Institute for Healthcare Advancement Annual Conference, the American College of Physicians Foundation's Annual National Health Communication Conference, the California Medical Association's Annual Conference, and the California Library Association's Annual Conference.

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

18. How will you ensure that the people whom this project intends to serve are aware of the program? Describe how you will publicize the program to potential users.

This project will be publicized through a variety of venues, including the State Library's, the NN/LM Pacific Southwest Region's, and the CMA Foundation's listserves and websites. Those libraries that have been involved in previous consumer health projects with the NN/LM Pacific Southwest Region will be specifically approached for feedback and input as well. Outreach to library literacy services will be undertaken as one important venue for reaching low-literacy adults and assessing their consumer health information needs. The CMA Foundation and individual health providers will assist with disseminating project information through their various networks to health professionals and consumers.

19. How will you ensure that the greater community is aware of what the library is doing? Describe how you will publicize the project to stakeholders and others.

Public promotion is not applicable at this time.

20. How will you evaluate this project?

This project will be evaluated based upon the tasks accomplished, including data collected and analyzed as well as completion of a strategic plan and statewide recommendations.

21. Will this project be continued beyond this grant year? If so, how will it be funded and/ or staffed?

This project will not be continued beyond this grant year. However, it may serve as the basis for a number of targeted grants in subsequent years.

22. How and when are you planning to share the results of this project beyond your local jurisdiction? Is the project a model for replication?

Results of this project will be summarized in the strategic plan presented to the State Librarian.

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

23. Program budget: LSTA funds requested. (Larger budget tables available upon request)

LSTA Funds Requested	Objective (1)	Objective (2)	Objective (3)	Total
a. Salaries (including benefits, if applicable)				
1)	\$0	\$0	\$0	\$0
2)	\$0	\$0	\$0	\$0
3)	\$0	\$0	\$0	\$0
4)	\$0	\$0	\$0	\$0
5)	\$0	\$0	\$0	\$0
6)	\$0	\$0	\$0	\$0
Subtotal for objective(s)	\$0	\$0	\$0	\$0
b. Library Materials				
	\$0	\$0	\$0	\$0
c. Operation				
Contracts (specify):				
1) Data collection design & analysis	\$14,225	\$0	\$0	\$14,225
2)	\$0	\$0	\$0	\$0
3)	\$0	\$0	\$0	\$0
Equipment (under \$5,000 per unit)	\$0	\$0	\$0	\$0
Computer software	\$0	\$0	\$0	\$0
Database subscriptions	\$0	\$0	\$0	\$0
Postage	\$0	\$0	\$0	\$0
Printing	\$2,000	\$0	\$0	\$2,000
Supplies	\$1,500	\$0	\$0	\$1,500
Telecommunications	\$0	\$0	\$0	\$0
Training	\$0	\$0	\$0	\$0
Travel	\$5,000	\$0	\$0	\$5,000
Other (specify):				
1)	\$0	\$0	\$0	\$0
2)	\$0	\$0	\$0	\$0
Subtotal for objective(s)	\$22,725	\$0	\$0	\$22,725
d. Equipment (over \$5,000 per unit)				
1)	\$0	\$0	\$0	\$0
2)	\$0	\$0	\$0	\$0
Subtotal for objective(s)	\$0	\$0	\$0	\$0
e. Total for objective(s)				
	\$22,725	\$0	\$0	\$22,725
f. Indirect cost, maximum 10% of line e total				\$2,273
g. Total LSTA funds requested				\$24,998
h. Other funds				\$22,791
i. In-kind				\$15,500
j. Total project				\$63,289

Project title: Health Promotion @ Your Library - Planning Grant

Applicant/Jurisdiction: North Bay Cooperative Library System

- 24. Narrative support for budget. Please provide additional information about staffing, salaries (including benefits percentages), library materials, and operation. Please be sure to justify all equipment, both large and small, specifying what type will be purchased and how it will be used. Also identify what other funds, and their source, will be available for the project and the nature of the in-kind support that will be provided. Itemize all contracts. Itemize all staff positions.**

The operations budget includes videoconferencing costs, travel reimbursement and fees for advisory committee meetings and attendance at relevant conferences, as well as project associated printing costs and office supplies. Also included is the cost of hiring a consultant to help design and administer data collection surveys, as well as tabulate and analyze the collected data.

The State Library will contribute staff to work on this project. It will also provide for phone calls and postage related to this project.

The NN/LM Pacific Southwest Region and the California Medical Association Foundation have offered in-kind staff support to assist with technical, assessment, and planning guidance. The NN/LM Pacific Southwest Region has also offered in-kind support for some meeting expenses.

Project title: Health Promotion @ Your Library - Planning Grant

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25. Certification.

- a. I affirm that the jurisdiction or agency named below is the legally designated fiscal agent for this program and is authorized to receive and expend funds for the conduct of this program.
- b. I affirm that any or all other agencies participating in the program have agreed to the terms of the application/grant award, and have entered into an agreement(s) concerning the final disposition of equipment, facilities, and materials purchased for this program from the funds awarded for the activities and services described in the attached, as approved and/or as amended, application.
- c. **Children's Internet Protection Act (CIPA).** Public libraries, public school libraries, and library consortia must complete, sign, and attach appropriate original CIPA form (available on State Library website, <http://www.library.ca.gov/html/grants.cfm>).

Name and title: Annette Milliron, Administrator

Organization: North Bay Cooperative Library System

Street/mailling address: 55 E Street

City: Santa Rosa, California **County:** Sonoma County **Zip+4:** 95404-4728

Telephone: 800-479-6733 x101 **Fax:** 800-544-3811

E-mail: annetnbc@sonic.net

Authorized representative: _____ **Date:** _____
(Signature)

Appendix B

April 14, 2006

Susan Hildreth
State Librarian of California
P.O. Box 942837
Sacramento, CA 94237-0001

Re: Health Promotion @ Your Library – Planning Grant

Dear Ms. Hildreth,

I am writing in support of the California State Library LSTA application, Health Promotion @ Your Library – Planning Grant. This grant meets a timely health need, which is also recognized as a priority by the National Library of Medicine (NLM): to assist public libraries in becoming better equipped to meet the consumer health information needs of their communities.

The National Network of Libraries of Medicine (NN/LM), a program of NLM, has been committed to enhancing the public's access to current and reliable health information for several years. The NN/LM Pacific Southwest Region has undertaken a number of projects in support of this mission, including collaborations with the California State Library. Most notable are the *Consumer Health Information for California* project (1999-2001) and the current *InfoPeople Consumer Health Training* project. We would welcome the opportunity to build on our previous work in this area by assisting the State Library in identifying the current consumer health care issues that could best be addressed by public libraries in California.

The NN/LM Pacific Southwest Region is delighted to collaborate with the California State Library and its partner, the North Bay Cooperative Library System, as an advisory partner in this statewide planning grant. We can offer technical support, assessment and planning guidance as well as outreach assistance for this exciting undertaking. We look forward to working with you on this very worthwhile project.

Sincerely,

Heidi T. Sandstrom, RN, MLIS
Associate Director, NN/LM Pacific Southwest Region

cc: Annette Milliron, North Bay Cooperative Library System
Suzanne Flint, California State Library, LDS
Judy Consales, UCLA Louise M. Darling Biomedical Library

Appendix C

[NCLIS Award Winners from the Pacific Southwest!](#)

Posted on July 05, 2006 @ 2:48 pm by Heidi Sandstrom | Filed under:

- [Outreach](#)
- [Consumer Health](#)

On May 3, 2006, [NCLIS](#) (U.S. National Commission on Libraries and Information Science, an agency of the Federal government) sponsored the 2006 Libraries and Health Information Forum at the National Library of Medicine. The purpose of the day-long forum, organized by the staff of NCLIS and the National Library of Medicine, was to bring together the representatives of the ten libraries that were finalists for the 2006 Health Information Awards for Libraries as well as others interested in consumer health information.

The Health Information Awards represent the first nationwide award for libraries with exemplary consumer health information programs. According to NCLIS, “The awards are designed to encourage library programs that address one or more of the following: dietary choices; exercise; smoking cessation; alcohol and/or drug abuse prevention or cessation; immunizations and health screenings; and improved health literacy, that is, the ability to understand and make use of health information. In each state, a panel of judges selected the state winners based on how well the program encouraged lifestyle improvement among the target population, the program’s adaptability, collaboration with other community organizations, and how successfully the program was able to reach out to people with low information literacy skills.”

State winners from the Pacific Southwest Region included:

Arizona (tie)

Operation Health Outreach, Glendale Public Library
Get Real, Get Fit!, Tempe Public Library

California

Pacific College of Oriental Medicine Library

Nevada

Las Vegas Clark County Library District

[Operation Health Outreach](#), the project of one of the two Arizona state winners, was funded by the NN/LM Pacific Southwest Region. Glendale Public Library was represented by project director Frieda Ling. Librarian Sarah Kaufman represented Tempe Public Library’s Get Real, Get Fit! Both attended the forum, along with Gladys Ann Wells, Director of the Arizona State Library, Archives, and Public Records. They were awarded plaques for their accomplishments. To see their recent Arizona Library Association Newsletter articles about the Forum, go to <http://www.azla.org/>, click on Publications, and navigate to the July/August 2006 issue.



Awards Presentations: State Winner

Arizona: Operation Health Outreach, Glendale Public Library, Frida Ling
 Accepting award from Dr. Beth Fitzsimmons, NCLIS Chairman; Gladys Ann Wells, Arizona State Librarian



Awards Presentations: State Winner

Arizona: Get Real, Get Fit! Tempe Public Library, Sarah Kaufman
 Accepting award from Dr. Beth Fitzsimmons, NCLIS Chairman; Gladys Ann Wells, Arizona State Librarian

The "Family Health Fair at Your Library" program of the Las Vegas-Clark County Library District (LVCCLD) was the state winner from Nevada. Las Vegas Clark-County Library District Librarians are proud to present Health Fairs annually. According to Elaine Wing, LVCCLD Assistant Branch Manager, "These health fairs are produced at no cost or low cost and encourage healthier lifestyles for every attendant from newborn to great grandparents....drawing in those residents who have not realized their library offers more than books."



Nevada State Winner

Family Health Fair in action, Las Vegas-Clark County Library District

From the state winners, a panel of NCLIS Commissioners selected ten Health Information Awards finalists. The Pacific College of Oriental Medicine Library in San Diego, represented by

Dean of Libraries Naomi C. Broering, was the finalist from our region (see the recent [Latitudes article](#).) She was awarded a plaque and a \$1,000 prize in recognition of her library's work.



Awards Presentations: Finalist

California: Pacific College of Oriental Medicine
Director: Naomi Broering
Accepting award from Dr. Beth Fitzsimmons,
NCLIS Chairman

In addition to the keynote speech by Dr. J. Edward Hill, President of the American Medical Association, the Health Information Awards finalists participated in three panel presentations before the awards were given. Panel participants highlighted their programs and offered their insights on one of three aspects of providing health information: “Effective Programs,” “Health Literacy,” and “Partnerships and Outreach.”



Panel I: Health Literacy

Left to Right: Jean Shipman, Sally Mandler, Naomi Broering
and Heidi Sandstrom (*moderator*)

A panel of distinguished judges chose South Carolina's [REACH 2010](http://www.nclis.gov/award/healthawards06.html) program as the best library program for health information distribution. The winner was announced at the conclusion of the Forum. More information about the Forum can be found at <http://www.nclis.gov/award/healthawards06.html>.

Congratulations to our state winners and finalist!

Editor's Note: The NCLIS web site now includes a [news release](#) and the [final report](#) of the program on libraries and health information.

Appendix D

TO: Resource Library Directors

FROM: Judy Consales
Director

RE: Memorandum of Understanding

DATE: June 26, 2006

I am enclosing a copy of the Pacific Southwest Region's Resource Library MOU for you to review and sign. After signing, please make a copy for yourself and return the original to me. During the last contract most of you signed on behalf of your institution. For those who did not, I am enclosing a copy of that previous agreement so that you can see who did.

Please let me know if you have any concerns with the agreement. Otherwise I would appreciate receiving a signed copy from you by the end of July.

I very much appreciate your willingness to serve as a Resource Library in our region to help us meet our goal of promoting awareness of and access to biomedical information resources for health professionals and to improve the public's access to health information. I look forward to working with you and your staff in the 2006-2011 contract.