

Pacific Southwest Region

Region 7

Quarterly Report

November 2006 – January 2007

National Library of Medicine

Date submitted: September 20, 2007

TABLE OF CONTENTS

Executive summary_____	page 2
Network infrastructure_____	page 3
Outreach_____	page 3
Other staff activities_____	page 6
Optional photos with captions (if included)_____	page 8
Attachment 1 – Quarterly OARF summary data: RML staff activities	
Attachment 2 – Quarterly OARF summary data: Subcontractor activities	
Attachment 3 – Subcontractor quarterly report: Pacific College of Oriental Medicine, <i>Health Information Literacy Outreach Community Service</i>	

Executive summary

Overall 25 outreach activities, involving 412 participants, were conducted this quarter. We again saw an increase in Network membership in the region. We funded nine host sites (139 participants) in the region for the MLA educational webcast, "Moving at the Speed of Byte: Emerging Technologies for Information Management" on November 8, 2006 (see attached article).

Heidi Sandstrom met with healthcare interpreter Beverly Truemann about a possible outreach project involving a Kaiser Permanente tool for interpreters.

Usability testing of the NN/LM PSR website was conducted on December 5-6, 2006, and preliminary results were reviewed in January.

Kelli Ham and Heidi Sandstrom worked closely with Suzanne Flint and other committee members in the development of a consumer health survey for public librarians, which is part of the Health Promotion @ Your Library planning grant with the California State Library. Several teleconferences were held during the quarter.

Alan Carr is serving on a UCLA Library advisory committee for 2nd Life, providing him with the opportunity to explore its potential for enhancing access to health information.

Heidi Sandstrom handled all local arrangements for the NN/LM Emergency Preparedness meeting, which will be held in early February at the UCLA Biomedical Library. She also provided OERC with referrals to Susan Parker and Julie Page, who will be participating in the meeting.

Heidi Sandstrom and Kelli Ham teleconferenced with Angela Ruffin and Lisa Boyd about the PSR role/involvement in planning for the NLM/NN/LM presence at ALA 2008, which will be held in Anaheim, CA.

Kelli Ham visited the Arizona State Library and the Southwestern College of Naturopathic Medicine in February.

Marco Tamase was selected in December to participate in the 2007 UCLA Staff Enrichment Program.

In January, Heidi Sandstrom explored e-licensing options with RAC member Craig Haynes and MCR, who is piloting an initiative this year. We will revisit implementing the MCR approach in late 2007.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	414	413
Network members – affiliate	269	265
Libraries providing services to unaffiliated health professionals	196 (47.3%)*	194 (46.9%)*
Libraries providing services to public users	188 (45.4%)*	186 (45.0%)*
Average fill rate for resource libraries	77%	78%

*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

On January 23, 2007, Julie Kwan and Alan Carr met with Irene Lovas, RAC representative from the Medical Library Group of Southern California and Arizona, to discuss a variety of issues of joint interest. Two areas emerged. First, a decision was made to survey MLGSCA members from hospital libraries to determine if there was interest in either an RML-sponsored blog or electronic discussion list to foster communication among hospital librarians. Discussion might include regional cooperative licensing of electronic materials, reductions in physical space and collections, automating library systems, and strategies for promoting the hospital library to health care professionals and administrators. If there is sufficient interest, the resultant communication tool would be opened to all hospital libraries in the Pacific Southwest Region. Second, a decision was made to convene the MLGSCA Interlibrary Loan Committee at the RML office to review changing practices in interlibrary loan, to consider a new MLGSCA DOCLINE library group, training needs, etc.

Needs assessment and evaluation activities/data

Regional exhibit data was sent to the NNO in November. Heidi and Kelli reviewed revised Go Local guidelines in November and provided feedback to NLM.

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*
MM/DD/YY to MM/DD/YY					
01/05/07 – 01/05/08	Internet Connectivity Support Program	Cottage Health System	Lezotte	\$1,000	Internet Connectivity Award

*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)

N/A

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
MM/DD/YY					
11/02/06	Deeney	Looking in All the Wrong Places: PubMed for Public Librarians	Saratoga, CA	22	In-person
11/03/06	Carr	Intro to MedlinePlus	San Ysidro, CA	7	In-person
11/11/06	Ham	Alternative Medicine Mini Demo – CLA	Sacramento, CA	12	In-person
11/12/06	Ham, Sandstrom	Speak Up for Health Lunchtime Session	Sacramento, CA	34	In-person
11/12/06	Ham	Alternative Medicine Mini Demo – CLA	Sacramento, CA	10	In-person
11/13/06	Kwan	DOCLINE Training	Long Beach, CA	1	Distance
11/14/06	Kwan	DOCLINE Training	Long Beach, CA	1	Distance
11/15/06	Kwan	DOCLINE Training	Los Angeles, CA	1	Distance
11/16/06	Carr	Intro to PubMed “plus”	Redding, CA	12	In-person
11/16/06	Carr	Intro to Consumer Health Resources at NLM	Redding, CA	11	In-person
11/30/06	Carr	Public Health Basics	Los Angeles, CA	11	In-person
12/13/06	Kwan	DOCLINE Training	Long Beach, CA	1	Distance
01/09/07	Carr	Intro to PubMed for CCALAC	Los Angeles, CA	27	In-person
01/10/07	Carr, Deeney	Health Information Training for LBBGC	Los Angeles, CA	14	In-person
01/25/07	Deeney	PubMed for Experts	Scottsdale, AZ	21	In-person
01/31/07	Deeney	eXtreme Searching: PubMed	San Diego, CA	25	In-person
01/31/07	Deeney	eXtreme Searching: PubMed	San Diego, CA	25	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			
MM/DD/YY to MM/DD/YY			
RML REGIONAL/STATE/LOCAL EXHIBITS			

11/11/06 to 11/12/06	California Library Association	Annual conference & exhibition	Sacramento, CA
11/15/06 to 11/16/06	Arizona Library Association	Annual conference & tradeshow	Mesa, AZ
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

None received.

MedlinePlus Go Local

Kelli and Heidi continued discussions with entities in Los Angeles and San Mateo counties about Go Local participation. Heidi and Kelli reviewed revised Go Local guidelines in November.

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")
MM/DD/YY				
11/01/06	Carr	Nevada Go Local Project Launched	Newsletter article	Out of scope
11/27/06	Kwan	NLM Awards 18 Five- Year Grants for Informatics Training	Newsletter article	Out of scope
11/28/06	Kwan	Now that you have your PDA, put some RSS feeds on it	Newsletter article	Out of scope
11/28/06	Carr	Launch of NIH MedlinePlus Magazine	Newsletter article	Out of scope
11/28/06	Carr	2006 AIDS Community Outreach Projects Funded	Newsletter article	Out of scope
11/28/06	Deeney	Internet Connectivity Awards	Newsletter article	Out of scope
11/28/06	Kwan	Members in the News	Newsletter article	Out of scope
11/29/06	Lake	MLA Webcast Information	Newsletter article	Out of scope
01/30/07	Tamase	AIR conducts second	Newsletter article	Out of scope

		usability test on NN/LM PSR website!		
01/30/07	Deeney	Scary PubMed Training	Newsletter article	Out of scope
01/30/07	Kwan	NLM Subheadings: No Change in Sight	Newsletter article	Out of scope
01/31/07	Kwan	Your DOCLINE Institution Record – the foundation for your DOCLINE requests	Newsletter article	Out of scope
01/31/07	Carr	NN/LM PSR Funding Opportunities: It's Not Too Late to Apply!	Newsletter article	Out of scope
01/31/07	Lake	Apply now to be a site for MLA Webcast 2007, Survival of the Fittest	Newsletter article	Out of scope

[Insert brief narrative of other notable staff activities arranged chronologically, 1-2 sentences per item]

TABLE 6. Notable staff activities

Date	Narrative
MM/DD/YY	
11/1-11/3/06	Heidi Sandstrom attended the American Evaluation Association Annual Conference.
11/6/06	Kay Deeney and Kelli Ham attended the MLA webcast, Moving at the Speed of Byte: Emerging Technologies for Information Management.
12/4/06	Kay Deeney attended the NTCC Training: PubMed in Los Angeles.
12/05/06	Alan Carr attended the NIH Electronic Grant Application webcast.
12/06/06	Kelli Ham attended the NTCC Training: Gateway and Clinical Trials.
12/12/06	Judy Consales and Heidi Sandstrom attended the mid-year RML Directors meeting in Bethesda.
01/22/07	Alan Carr attended a UCLA Grants.gov workshop.
Fall Quarter 2006	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.)
December 2006	Marco Tamase was selected to participate in the UCLA Staff Enrichment Program.
January 2006	Kelli Ham and Julie Kwan completed peer review documentation for 2007 review cycle.

Optional photographs with captions



Scottsdale, PubMed for Experts, January 2007



MidWestern University, Barbara Nadler



Scottsdale, PubMed for Experts, January 2007

Attachment 1
Quarterly OARF summary data:
RML staff activities

Outreach Activities Report Pacific Southwest Region 2006-2011 - Project

RML Q3, 2006-2007

Generated: Thursday, March 08, 2007

17 Total Outreach Activities

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

Activities Summary

Total number of estimated participants:	237 participants
Average number of participants:	13.94 per activity
Average length:	1.49 hours
Under 1 hour:	4 activities (23.53%)
Between 1 and 2 hours:	10 activities (58.82%)
Over 2 hours:	3 activities (17.65%)
Hands-on practice:	8 activities (47.06%)
Conducted remotely:	0 activities
Offering continuing education:	6 activities (35.29%)
Significant number of minorities:	3 activities (17.65%)

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

Health sciences library:	17 activities (100.00%)
Public library:	1 activity (5.88%)
Government agency:	2 activities (11.76%)
Hospital:	2 activities (11.76%)
Clinical/Health care:	2 activities (11.76%)
Academic Institution:	17 activities (100.00%)
Community-Based:	4 activities (23.53%)
Faith-Based:	0 activities
Public Health Agency:	4 activities (23.53%)
Other:	5 activities (29.41%)

Session Content

PubMed:	10 activities (58.82%)
MedlinePlus:	11 activities (64.71%)
ClinicalTrials.gov:	2 activities (11.76%)
NCBI:	0 activities (0.00%)
NLM Gateway:	0 activities (0.00%)
TOXNET:	1 activity (5.88%)
Other technology content:	9 activities (52.94%)
Other, non-technology content:	9 activities (52.94%)

Significant Minority Population Present

(>=50% of participants)

African American:	2 activities (11.76%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	1 activity (5.88%)
Hispanic:	2 activities (11.76%)
Native American:	0 activities (0.00%)

162 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:	76.5%
Health care or service providers:	57 participants (35.19%)
Health science library staff members:	72 participants (44.44%)
Public Health worker:	50 participants (30.86%)
Public/Other library staff members:	29 participants (17.90%)
Members of general public:	3 participants (1.85%)



Attachment 2
Quarterly OARF summary data:
Subcontractor activities

Outreach Activities Conducted by PSR Subcontractors

RML Q3, 2006-2007

Generated: Thursday, March 08, 2007

8 Total Outreach Activities

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

Activities Summary

Total number of estimated participants:	175 participants	
Average number of participants:	21.88 per activity	
Average length:	0.51 hours	
Under 1 hour:	7 activities	(87.50%)
Between 1 and 2 hours:	1 activity	(12.50%)
Over 2 hours:	0 activities	
Hands-on practice:	3 activities	(37.50%)
Conducted remotely:	0 activities	
Offering continuing education:	0 activities	
Significant number of minorities:	3 activities	(37.50%)

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

Health sciences library:	8 activities	(100.00%)
Public library:	0 activities	
Government agency:	0 activities	
Hospital:	0 activities	
Clinical/Health care:	0 activities	
Academic Institution:	8 activities	(100.00%)
Community-Based:	5 activities	(62.50%)
Faith-Based:	0 activities	
Public Health Agency:	0 activities	
Other:	3 activities	(37.50%)

Session Content

PubMed:	8 activities	(100.00%)
MedlinePlus:	8 activities	(100.00%)
ClinicalTrials.gov:	3 activities	(37.50%)
NCBI:	2 activities	(25.00%)
NLM Gateway:	0 activities	(0.00%)
TOXNET:	0 activities	(0.00%)
Other technology content:	2 activities	(25.00%)
Other, non-technology content:	5 activities	(62.50%)

Significant Minority Population Present

(>=50% of participants)

African American:	0 activities	(0.00%)
Alaska Native:	0 activities	(0.00%)
Asian and Pacific Islander:	3 activities	(37.50%)
Hispanic:	2 activities	(25.00%)
Native American:	0 activities	(0.00%)

6 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:	12.5%
Health care or service providers:	0 participants
Health science library staff members:	0 participants
Public Health worker:	0 participants
Public/Other library staff members:	0 participants
Members of general public:	6 participants (100.00%)



Attachment 3
Subcontractor quarterly report

Pacific College of Oriental Medicine
Express Award: Health Information Literacy Outreach Community Service

Express Award: Health Information Literacy Outreach Community Service Quarterly Report No 1

Success Stories.

Conducted discussions with Riford Adult Center (note name change from “Senior”) for hands on classes to be conducted in their computer center.

Conducted demonstrations at Pacific Symposium, attended by over 700 Oriental Medicine health professionals. Provided MedlinePlus and PubMed brochures to attendees. Demonstrated the MedlinePlus website, and how to conduct searches on PubMed to several individual groups.

Provided overviews of MedlinePlus and PubMed to various groups at Riford Adult center.

Conducted Hands On classes at Riford Adult Center.

Conducted discussions with Pacific Beach/Taylor Branch of San Diego Public Library.

Impact of information.

Participants were excited to learn about MedlinePlus and PubMed. We also demonstrated NIH Senior Health for the older participants. All participants wanted to “look up” their Doctor.

Problems:

For the people not familiar with computers, the operation of the mouse was difficult, and required one-on-one teaching.

Administrative Activities:

Sent out publicity to all local papers, and made up flyers for wide distribution. Updated the stand alone 2x3 posters for new dates and times.

Activities planned for next Quarter.

Will start publicity for the Pacific Beach/Taylor Branch of San Diego Public library. Classes will be in April.

Appendix A



Latitudes

Newsletter for the NN/LM Pacific Southwest Region

MLA Webcast Information

Posted on November 29th, 2006 by Jessica Lake | Filed under [Technology](#), [Training](#)

The Medical Library Association's educational webcast, "Moving at the Speed of Byte: Emerging Technologies for Information Management," was a success! Many thanks to our host sites.

NN/LM PSR will circulate a DVD and a VHS copy of the proceedings. If you were unable to attend, you can request a loan from NN/LM's web site at the [Lending Library page](#). Please see the list below for participant information.

More information about the webcast is available at the [MLA website](#).

Webcast Sites in the Pacific Southwest Region

Arizona – Maricopa County: 16 Participants

Central Arizona Biomedical Libraries
John C. Lincoln North Mountain Hospital
Room Location: Cowden Center 2A/B
9202 N. 2nd St.
Phoenix, AZ 85020
Parking fee: None
Maximum # of people: 25
Site Coordinator Name: Kathleen Carlson
Phone: 602-870-6328
Email: kcarls@jcl.com

Arizona – Pima County: 13 participants

Arizona Health Sciences Library, University of Arizona
1501 N. Campbell Ave
Tucson, AZ 85724
Parking fee: \$1.50/hour at UMC Parking Structure
Maximum # of people: no maximum
Site Coordinator Name: Jeanette Ryan
Phone: 520-626-6143
Email: jlr@email.arizona.edu

California – Alameda County: 25 participants

Kaiser Permanente
Kaiser Plaza, Oakland
1 Kaiser Plaza, 16B/Care Management Institute
Oakland, CA 94612
Site Coordinator Name: Sara Pimental
Phone: 510-271-2360
Email: sara.pimental@kp.org

California – Los Angeles County: 8 participants

Norris Medical Library
University of Southern California, Health Sciences Campus
Room Location: Rare Book Room (upper level)
2003 Zonal Avenue
Los Angeles, CA 90033
Parking fee: \$7.00
Maximum # of people: 30
Site Coordinator Name: Janis Brown
Phone: 323-442-1113
Email: jbrown@usc.edu

California – Orange County: 19 participants

UC Irvine Science Library
Irvine, CA 92623
Parking fee: UCI will subsidize parking but needs names of registrants
Maximum # of people: 25
Site Coordinator Name: Kate Hill
Phone: 949-824-6651
Email: kjhill@lib.uci.edu

California – San Bernardino County: 14 participants

Loma Linda University, Del E. Webb Library
11072 Anderson St.
Loma Linda, CA 92350
Parking fee: None
Maximum # of people: 15
Site Coordinator Name: Sheila Klein
Phone: 909-558-4581
Email: sklein@llu.edu

California – San Diego County: 25 participants

UC San Diego Biomedical Library
Biomedical Library Meeting and Laptop Room, 1st floor
9500 Gilman Drive
La Jolla, CA 95093
Parking fee: \$6.00

Maximum # of people: 35-40
Site Coordinator Name: Craig Haynes
Phone: 619-543-6520
Email: craig@library.ucsd.edu

Hawaii: 16 participants

University of Hawaii at Manoa's John A. Burns School of Medicine
Medical Education Building
651 Ilalo Street
Honolulu, HI 96813
Site Coordinator Name: Lisa Anne Matsumoto
Phone: 808-236-8201
Email: lymatsum@hsh.health.state.hi.us

Nevada – Washoe County: 3 participants

University of Nevada School of Medicine
Savitt Medical Library
1664 N. Virginia
Reno, NV 89557
Site Coordinator Name: Terry Henner
Phone: 775-784-4625
Email: thenner@unr.edu

Please feel free to contact Jessica Lake if you have any questions.

Jessica Lake, Office Manager at NN/LM PSR
800-338-7657 Toll Free (AZ, CA, HI, NV, Pacific Basin)
310-825-3280 Direct
310-825-5389 Fax
jelake@library.ucla.edu

Previous article: [Members in the News](#)

Next article: [AIR conducts second usability test on NN/LM PSR website!](#)

Contact us at:

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



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