

**Pacific Southwest Region**

**Region 7**

**Quarterly Report**

**November 2007- January 2008**

**National Library of Medicine**

**Date submitted: September 10, 2008**

## 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 (PI: Joan Stoddart, Project Title: University of Utah and Shared Technology Coordinator Position)	
Attachment 4 – Subcontractor quarterly report (Jeanette L. Ryan, Arizona Outreach to American Indian, Hispanic, and Border Communities and Populations)	
Attachment 5 – Report to the California State Library on Health Promotion @ Your Library	

## Executive summary

We funded the hosting of the Medical Library Association's educational webcast, "Scholarly Publishing & Open Access: Straight Talk," by nine sites in the region. 108 participants attended the webcast on November 20. Network members were able to borrow a copy of the webcast through our Lending Library page.

Joe Pozdol continued to work this quarter under the direction of Kay Deeney, NN/LM PSR Education Coordinator on the development of an online course on genetics resources geared toward physicians and nurses. The course was taught in-person in December and covered OMIM, GeneTests, PubMed, Genetics Home Reference, MedlinePlus, and ClinicalTrials.gov. The instructional objective of the course is to give health professionals a better understanding of the types of genetics tools that are freely available to them and their patients.

Interviews were conducted in December for our two open Administrative Assistant positions and offers were extended to two candidates; Melina Duenas, who will be our Office Manager and Harrison Lapahie started their positions at the end of January.

Heidi Sandstrom and Judy Consales participated in the mid-year RML Directors teleconference in January; Heidi and Claire Hamasu did a presentation on the shared Technology Coordinator pilot. The contract for the shared Technology Coordinator position (between NN/LM PSR and NN/LM MCR) was finalized during the quarter.

The PubMed Analyzer program, that was developed to use with our e-licensing efforts, proved very helpful when we had a question from a Network member who asked which journals were included in the Consumer Health subset (subset k) in PubMed. We were able to generate this list very quickly. Shortly after, an article was published in the NLM Technical Bulletin showing the list of titles. The titles in our list were the same. This exercise provided some validation to the PubMed Analyzer program.

Julie Kwan worked with a graduate computer science team from the Center for Systems and Software Engineering at the University of Southern California to explore social networking options for NN/LM PSR Network members. The team recommended Ning.com as the software to use.

In January we launched the NN/LM PSR Social Networking Site. This site is a forum for NN/LM PSR members to interact with each other while experiencing a safe social networking site, furthering their professional goals, and improving services in their libraries. We are eager to see if and how our Network members use this site and what we can learn from it.

During the quarter, Sharon Dennis drafted and pre-tested a communications survey, which was conducted in January. Sharon also tested Adobe Connect Video with our Resource Library Directors in anticipation of future teleconferences.

The report (for internal purposes only) of the Health Promotion @ Your Library (HP@YL) project was distributed at the final meeting of the consumer Health Advisory Committee of the California State Library in December. The goal of the project was to answer the question: What could the California State Library (CSL) do to help local public libraries improve their capacity to provide reliable consumer health information for their users? The project was conducted in three phases. Heidi Sandstrom and Kelli Ham along with Network member Emi Wong served on the Committee.

## Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	415	414
Network members – affiliate	279	275
Libraries providing services to unaffiliated health professionals	217 (52.3%)*	215 (51.9%)*
Libraries providing services to public users	201 (48.4%)*	201 (48.6%)*
Average fill rate for resource libraries	73	74

\*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

Plans are being made to host regional advisory groups that focus on health professional outreach, technology, Native American outreach, consumer health, and emergency preparedness.

### Needs assessment and evaluation activities/data

In December, we surveyed PSR Network members to determine their involvement and interest in cooperative licensing of electronic resources. We received 115 completed surveys from individual member libraries; 84 respondents were from hospital libraries and 19 from academic libraries. We also received responses from state and federal government agencies, public libraries, a corporate library, and a community based organization. Forty-three libraries characterized themselves as not part of an organizational group that is able to do centralized negotiation and licensure. Thirty-nine libraries already participate in an organized buying group, including AZHIN (Arizona Health Information Network), Bibliographic Research Center (BCR), Califa, Medical Library Consortium of Hawaii, Statewide California Electronic Library Consortium (SCELC), and Utah Academic Library Consortium. In an open-ended question, we asked libraries what they wanted to achieve from e-licensing and which systems and services they wanted. Respondents repeatedly asked for better pricing and ease of access. They wanted existing consortia to include more health sciences options. They wanted to see an end to embargoes. They wanted more databases. We plan to work with the NN/LM Midcontinental Region to explore how we might collaborate with each other. We will explore working with other licensing groups that traditionally have not covered health sciences materials to see if they might expand their scope. We hope to get some hard numbers on which products and services represent the highest priorities for our members and plan to provide more information about cooperative e-licensing on our web site and training materials to support these activities.

## Outreach

TABLE 2. All newly funded awards and projects

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

MM/DD/YY					

\*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)

Arizona Outreach to American Indian, Hispanic, and Border Communities and Populations

A report for May 2007-January 2008 is attached. the 2007 version of the We Search Institute was completed; a conference was hosted, *¡Salud se Puede!: Health Information for Latino/Hispanic Populations*, August 3-5, 2007; and the Pima County Community Health Information Taskforce was born. For the first time, two tribal entities initiated health information contacts with AHSL. This is a very positive outcome of several years of effort that reflects knowledge of what AHSL can do to help and trust that they have the best interest of the tribes at heart. 29 outreach sessions were conducted, with 18 attended by at least 50% minority populations. 1,135 participants total attended the sessions.

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
11/10/07	Ham	Measures That Matter	Koloa, HI	25	In-person
12/03/07	Ham	Communicating about Health Webcast	Cupertino, CA	13	Distance education
12/06/07	Kwan	DOCLINE training	Los Angeles	1	Distance
12/07/07	Kwan	DOCLINE training	Los Angeles	1	Distance
12/11/07	Deeney	Health Internet Resources for Youth	Camarillo, CA	75	In-person
12/13/07	Deeney	Making PubMed Work for You	Los Angeles, CA	13	In-person
12/14/07	Kwan	DOCLINE training	Los Angeles	1	Distance
12/18/07	Dennis	Introduction to Blogs and Wikis	Salt Lake City, UT	10	Distance education
12/19/07	Tamase	DOCLINE training	Los Angeles	1	Distance
12/20/07	Pozdol/Deeney	Genetic Resources for the Healthcare Professionals	Los Angeles, CA	6	In-person
01/10/08	Kwan	DOCLINE training	Los Angeles	1	Distance
01/10/08	Kwan	DOCLINE training	Los Angeles	1	Distance
01/16/08	Ham	CVE Consumer Health Workshop	San Francisco, CA	7	In-person
01/16/08	Ham	CVE Consumer Health Workshop	San Francisco, CA	11	In-person
01/16/08	Kwan	DOCLINE training	Los Angeles	1	Distance
01/17/08	Carr/Deeney	Nursing on the Net	Phoenix, AZ	21	In-person
01/17/08	Tamase	DOCLINE training	Los Angeles	1	Distance
01/28/08	Dennis	Introduction to Blogs and Wikis	Salt Lake City, UT	13	Distance education

TABLE 4. Exhibits.

Dates	Organization name	Meeting name	Location (city, state)
<b>RML NATIONAL EXHIBITS</b>			
MM/DD/YY to MM/DD/YY			
<b>RML REGIONAL/STATE/LOCAL EXHIBITS</b>			
11/10/07 to 11/11/07	Hawaii Library Association	Annual Conference	Koloa, HI
01/24/08 to 01/25/08	California School Nurses Organization	Annual Conference	San Diego, CA
<b>SUBCONTRACTED NATIONAL EXHIBITS</b>			

SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

Create a ToxMystery search brochure.

MedlinePlus Go Local

The California State Library may be interested in a Go Local project in the future. The new Deputy State Librarian, Stacey Aldrich, is from Nebraska, which has established Go Local Nebraska.

**Other staff activities**

TABLE 5. Publications and resources developed by RML staff

<b>Date completed/published</b>	<b>Last name of staff responsible</b>	<b>Title</b>	<b>Medium (e.g., journal article, newsletter article, brochure, online tutorial)</b>	<b>Submitted to Clearinghouse ("yes" or "out of scope")</b>
11/06/07	Deeney	Limiting Related Articles to English Language and Humans in PubMed	Newsletter article	Out of scope
11/30/07	Carr	ClinicalTrials.gov Gets a New Look!	Newsletter article	Out of scope
11/30/07	Deeney	Scholarly Publishing and Open Access Webcast - A Success!	Newsletter article	Out of scope
11/30/07	Kwan	Banner Good Samaritan Wins First EFTS Reward for Recruiting a New EFTS Participant	Newsletter article	Out of scope
11/30/07	Kwan	MLGSCA & NCNMLG Coupons - Going, Going, Gone	Newsletter article	Out of scope
01/16/08	Deeney	An interview with Joe Pozdol, UCLA MLIS Graduate Student and NN/LM PSR Intern	Newsletter article	Out of scope
01/31/08	Kwan	EFTS Continues to Grow in the Pacific Southwest!	Newsletter article	Out of scope
01/31/08	Carr	NLM Announces New Research Grant Program for Bioinformatics	Newsletter article	Out of scope
01/31/08	Kwan	E-Licensing: Where do we stand?	Newsletter article	Out of scope

TABLE 6. Notable staff activities

Date	Narrative
11/09/07	Kelli Ham prepared two training sessions which were scheduled for the Kauai Community College 11/9/07; canceled the week prior due to low registration (see flyer, appended).
11/16/07- 11/17/07	Julie Kwan attended the Architecture of Healing conference, an international conference presented by the UCLA History of Medicine Faculty and History & Special Collections, Louise M. Darling Biomedical Library.
11/20/07	Kay Deeney attended the MLA Educational Webcast, Scholarly Publishing and Open Access: Straight Talk, Los Angeles, CA.
11/27/07- 11/29/07	Kelli Ham and Heidi Sandstrom attended "Transforming Life After 50" Institute as special guests to represent NN/LM and NLM.
11/28/07	Kay Deeney attended the workshop, Face-to-Face: Strategies for Effective Consumer Health Communication in Long Beach, CA, sponsored by the Medical Library Group of Southern California and Arizona.
12/12/07	Kelli Ham and Heidi Sandstrom participated in the final meeting of the Consumer Health Advisory Committee of the California State Library.
01/11/08- 01/14/08	Kelli Ham attended ALA midwinter (see activity detail below).
01/12/08	Kelli Ham met with the Workplace Wellness Task Force at ALA midwinter
01/13/08	Kelli Ham attended other section and SIG meetings at ALA midwinter
01/15/08	Marco Tamase completed the UCLA Staff Enrichment Program, a year-long program for staff development.
01/22/08	Kelli Ham attended an in-service session on TOXNET, sponsored by the UCLA Biomedical Library.



Optional photographs with captions

# Medical Information Training Sessions

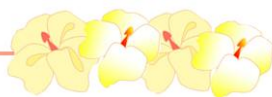
Friday, November 9, 2007  
Kauai Community College

Presented by Kelli Ham, MLIS, Consumer Health Coordinator  
National Network of Libraries of Medicine, Pacific Southwest Region  
UCLA Louise M. Darling Biomedical Library

## Session 1

*Introduction to Consumer Health Resources  
at the National Library of Medicine*

9:00am – 11:30am



## Session 2

*Introduction to PubMed "plus"*

1:00pm – 3:00pm

### Objectives:

In Session 1, attendees will gain knowledge and hands-on experience of several free online resources from the National Library of Medicine, which will help them in their daily interactions with patients and families. Session 2 attendees will learn and practice basic and advanced techniques using the PubMed database in this hands-on session.

### Target Audience:

Nursing students, faculty and staff

**Registration:** (Put information here about registration process)

**Attachment 1**  
**Quarterly OARF summary data:**  
**RML staff activities**  
**Outreach Activities Report Pacific Southwest Region 2006-2011 - Project**

RML Q3, 2007-2008

Generated: Monday, June 09, 2008

**12 Total Outreach Activities**

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

**Activities Summary**

Total number of estimated participants:	199 participants
Average number of participants:	16.58 per activity
Average length:	2.46 hours
Under 1 hour:	1 activity (8.33%)
Between 1 and 2 hours:	4 activities (33.33%)
Over 2 hours:	7 activities (58.33%)
Hands-on practice:	6 activities (50.00%)
Conducted remotely:	3 activities (25.00%)
Offering continuing education:	4 activities (33.33%)
Significant number of minorities:	2 activities (16.67%)

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

Health sciences library:	12 activities (100.00%)
Public library:	1 activity (8.33%)
Government agency:	0 activities
Hospital:	0 activities
Clinical/Health care:	0 activities
Academic Institution:	12 activities (100.00%)
Community-Based:	3 activities (25.00%)
Faith-Based:	1 activity (8.33%)
Public Health Agency:	0 activities
Other:	2 activities (16.67%)

**Session Content**

PubMed:	5 activities (41.67%)
MedlinePlus:	7 activities (58.33%)
ClinicalTrials.gov:	3 activities (25.00%)
NCBI:	2 activities (16.67%)
NLM Gateway:	0 activities (0.00%)
TOXNET:	0 activities (0.00%)
Other technology content:	5 activities (41.67%)
Other, non-technology content:	4 activities (33.33%)

**Significant Minority Population Present**

(>=50% of participants)

African American:	2 activities (16.67%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	1 activity (8.33%)
Hispanic:	1 activity (8.33%)
Native American:	0 activities (0.00%)

**86 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:	75.0%
Health care or service providers:	8 participants (9.30%)
Health science library staff members:	53 participants (61.63%)
Public Health worker:	18 participants (20.93%)
Public/Other library staff members:	7 participants (8.14%)
Members of general public:	0 participants



**Attachment 2**  
**Quarterly OARF summary data:**  
**Subcontractor activities**  
**Outreach Activities Conducted by PSR Subcontractors**

RML Q3, 2007-2008

Generated: Friday, June 13, 2008

**4 Total Outreach Activities**

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

**Activities Summary**

Total number of estimated participants:	240 participants
Average number of participants:	60 per activity
Average length:	2.75 hours
Under 1 hour:	1 activity (25.00%)
Between 1 and 2 hours:	1 activity (25.00%)
Over 2 hours:	2 activities (50.00%)
Hands-on practice:	1 activity (25.00%)
Conducted remotely:	1 activity (25.00%)
Offering continuing education:	0 activities
Significant number of minorities:	2 activities (50.00%)

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

Health sciences library:	4 activities (100.00%)
Public library:	2 activities (50.00%)
Government agency:	2 activities (50.00%)
Hospital:	0 activities
Clinical/Health care:	0 activities
Academic Institution:	4 activities (100.00%)
Community-Based:	0 activities
Faith-Based:	0 activities
Public Health Agency:	2 activities (50.00%)
Other:	2 activities (50.00%)

**Session Content**

PubMed:	2 activities (50.00%)
MedlinePlus:	2 activities (50.00%)
ClinicalTrials.gov:	1 activity (25.00%)
NCBI:	1 activity (25.00%)
NLM Gateway:	0 activities (0.00%)
TOXNET:	0 activities (0.00%)
Other technology content:	2 activities (50.00%)
Other, non-technology content:	2 activities (50.00%)

**Significant Minority Population Present**

(>=50% of participants)

African American:	0 activities (0.00%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	2 activities (50.00%)
Hispanic:	2 activities (50.00%)
Native American:	0 activities (0.00%)

**36 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:	25.0%
Health care or service providers:	36 participants (100.00%)
Health science library staff members:	0 participants
Public Health worker:	0 participants
Public/Other library staff members:	0 participants
Members of general public:	0 participants



**Attachment 3  
Subcontractor quarterly report**

University of Utah and Shared Technology Coordinator Position  
National Network of Libraries of Medicine (NN/LM)  
MidContinental Region (MCR) and Pacific Southwest Region (PSR)

***Monthly Activity Report By Responsible Party - Text View***

**Contract Year - 2007-2008**

**Title of Activity:** PSR communications survey

**Responsible Party:**  
Technology - PSR

**Date:** 11-1-2007

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Prepared draft of communications survey for discussion among PSR staff. Adjusted the draft based on feedback, and placed the survey on SurveyMonkey for further testing.

**Special Project:**

**Activity Relates To:** Communications

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Assisted Marco with staff page

**Responsible Party:**  
Technology - PSR

**Date:** 11-1-2007

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Assisted Marco with a few questions regarding the dynamically created staff page; added my biographical information.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** MLA abstract submitted

**Responsible Party:**

Claire

**Date:** 11-3-2007

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Submitted MLA paper abstract entitled, "High Tech High Touch: Sharing Staff at a Distance."  
The abstract related to the MCR / PSR job sharing pilot project, with an emphasis on the distance communication tools that make the project possible.

**Special Project:**

**Activity Relates To:** Communications Exhibits and Presentations at Meetings

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

## **Monthly Activity Report By Responsible Party - Text View**

**Contract Year - 2007-2008**

**December 2007**

**Title of Activity:** PSR communications survey feedback

**Responsible Party:**

Technology - PSR

**Date:** 12-10-2007

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** Phone E-mail

**Other Desc:**

**Comments:**

Received feedback on communications survey from Andrea Lynch, Rikke Ogawa, and Kay Deeney, in preparation for the survey to be released in January.

**Special Project:**

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Blog/wiki class taught

**Responsible Party:**

Technology - PSR

**Date:** 12-12-2007

**Length of Time:** 4

**Audience:**

**Quantity:** 1

**Contact Type:** Other

**Other Desc:** Adobe Connect

**Comments:**

Taught the 4-hour MLA CE Class, "Introduction to Blogs and Wikis" in two sessions on December 12 and 17 via Adobe Connect. Ten members participated. Five members filled out MLA evaluation forms. The evaluations rated the class as excellent. Some comments included, "I liked this format very much! Now that I've had a good introduction, I can continue on my own." "Thanks for a useful class." "Thank you for having Sharon on your staff and on our support list. [Most helpful was] Sharon's ability to make sense of detailed content." "I have really enjoyed this process and learned quite a bit that I didn't know."

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Develop an information technology and policy program to improve access to biomedical information

---

**Title of Activity:** Technology page / RSS web page created

**Responsible Party:**

Technology - PSR

**Date:** 12-13-2007

**Length of Time:** 2

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Created a PSR Technology page and a page to describe how to subscribe to the Latitudes RSS feed, along with general RSS information.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Tested Adobe Connect with Resource Library Directors

**Responsible Party:**

Technology - PSR

**Date:** 12-13-2007

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** E-mail Other

**Other Desc:** Adobe Connect

**Comments:**



Began testing Adobe Connect video with the Resource Library Directors. Successful tests were conducted with Carlene Drake, Karen Butter, Virginia Tanji, Gary Greiburger, and Gail Yakote.

**Special Project:**

Technology

**Activity Relates To:** Resource Libraries

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

## January 2008 Monthly Report

**Sharon Dennis**

**Title of Activity:** RSS and blog class feedback

**Responsible Party:**

Technology - PSR

**Date:** 1-5-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** E-mail

**Other Desc:**

**Comments:**

Received feedback from several participants who attended the fall 2007 RSS classes. "The class on RSS feeds really helped me to put them to work for me." -- Mary Riordan, University of Arizona Joy Graham from the San Francisco General Hospital, who attended the first session of the Introduction to Blogs and Wikis class in December, mentioned that she continues to maintain a blog after taking the class. Theresa Johnson from Sutter Resource Library in Sacramento, CA signed up for the blogs and wikis class after a positive experience with the RSS class. Judy Kraemer from Miller Children's Hospital in Long Beach, CA attended both the RSS class and blogs and wikis class. She commented, "I just got RSS feeds linked into my library's intranet site and am hoping to start a library blog and/or wiki next year."

**Special Project:**

Technology

**Activity Relates To:****Activity Focus:** Technology**Membership:** Member**Goal:** Develop an information technology and policy program to improve access to biomedical information

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**Title of Activity:** Visit to UCLA**Responsible Party:**  
Technology - PSR**Date:** 1-7-2008**Length of Time:****Audience:****Quantity:****Contact Type:** In person**Other Desc:****Comments:**

Visited UCLA from January 7-9. In addition to working on-site, visit activities included: meeting with Julie Kwan about the Ning social bookmarking project; meeting with Marco Tamase about a problem he was having with putting a video link into the Latitudes blog (this problem was ultimately solved with help from Aron Beal); demonstrating Adobe Connect set-up to the group; and meeting individually with Alan Carr to go over the Adobe Connect set-up and to test Skype. In addition, Kelli Ham got the enhanced podcast on the Macintosh working (it does not play from iTunes on the Mac, but works from the PC). I uploaded this to see how it would work on a web page. I also participated in a librarian's meeting to discuss plans for Year 3.

**Special Project:**  
Technology**Activity Relates To:****Activity Focus:****Membership:** No member.**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Researched enhanced podcasts on website

**Responsible Party:**

Technology - PSR

**Date:** 1-10-2008

**Length of Time:** 3

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Researched whether enhanced podcasts can be played directly from a browser and what software is required. Uploaded Kelli's test podcast and set it up on a test website so that we could see how this would work.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:**

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

---

**Title of Activity:** Tested Adobe Connect with Resource Library Directors

**Responsible Party:**

Technology - PSR

**Date:** 1-10-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** E-mail Other

**Other Desc:** Adobe Connect

**Comments:**

Finished testing Adobe Connect video with the Resource Library Directors. Successful tests were conducted with Judy Consales, Alice Witkowski, Bill Clintworth, Carol Ann Hughes, Heidi Heilemann, and Jim Curtis. All tests have been completed except with Christine Scott-Smith from University of Guam, who has not been available for testing.

**Special Project:**

Technology

**Activity Relates To:** Resource Libraries

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

---

**Title of Activity:** Blog/wiki class taught

**Responsible Party:**

Technology - PSR

**Date:** 1-23-2008

**Length of Time:** 4

**Audience:**

**Quantity:** 1

**Contact Type:** Other

**Other Desc:** Adobe Connect

**Comments:**

Taught the 4-hour MLA CE Class, "Introduction to Blogs and Wikis" in two sessions on January 23 and 28 via Adobe Connect. Thirteen members participated. Four members filled out MLA evaluation forms. The evaluations rated the class as excellent. Some comments included: "Looking forward to more technology." "Thanks for a GREAT class! I love this web-based instruction... it's been one of the most effective learning modes I've experienced. I enjoy interacting with you and the other participants... I'd recommend this class and your earlier RSS class to anyone -- it's free, it's easy to follow, and what we learn is so beautifully reinforced that

I'm much more likely to continue to experiment and to explore ways to make this technology work in my own work situation." "This web-based instructions with exercises is one of the most effective ways of learning new technology that I've experienced. Thanks for a GREAT class!"

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Develop an information technology and policy program to improve access to biomedical information

---

**Title of Activity:** Assisted with staff wiki

**Responsible Party:**

Technology - PSR

**Date:** 1-24-2008

**Length of Time:** .5

**Audience:**

**Quantity:**

**Contact Type:** Phone

**Other Desc:**

**Comments:**

Assisted Alan Carr with editing Outreach staff minutes on the staff wiki.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Develop an information technology and policy program to improve access to biomedical information

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**Title of Activity:** Prepared for joint meeting presentation

**Responsible Party:**

Technology - PSR

**Date:** 1-28-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Prepared presentation about the technology project for presentation at the Northern California & Nevada Medical Library Group (NCNMLG) and the Medical Library Group of Southern California & Arizona (MLGSCA) joint meeting, to be held in Las Vegas, NV from February 6-8, 2008.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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[Reports Main Page](#)

## **Monthly Activity Report By Responsible Party - Text View**

**Contract Year - 2007-2008**

**Title of Activity:** RSS and blog class feedback

**Responsible Party:**

Technology - PSR

**Date:** 1-5-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** E-mail

**Other Desc:**

**Comments:**

Received feedback from several participants who attended the fall 2007 RSS classes. "The class on RSS feeds really helped me to put them to work for me." -- Mary Riordan, University of Arizona Joy Graham from the San Francisco General Hospital, who attended the first session of the Introduction to Blogs and Wikis class in December, mentioned that she continues to maintain a blog after taking the class. Theresa Johnson from Sutter Resource Library in Sacramento, CA signed up for the blogs and wikis class after a positive experience with the RSS class. Judy Kraemer from Miller Children's Hospital in Long Beach, CA attended both the RSS class and blogs and wikis class. She commented, "I just got RSS feeds linked into my library's intranet site and am hoping to start a library blog and/or wiki next year."

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Develop an information technology and policy program to improve access to biomedical information

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**Title of Activity:** Visit to UCLA

**Responsible Party:**

Technology - PSR

**Date:** 1-7-2008

**Length of Time:**

**Audience:**

**Quantity:****Contact Type:** In person**Other Desc:****Comments:**

Visited UCLA from January 7-9. In addition to working on-site, visit activities included: meeting with Julie Kwan about the Ning social bookmarking project; meeting with Marco Tamase about a problem he was having with putting a video link into the Latitudes blog (this problem was ultimately solved with help from Aron Beal); demonstrating Adobe Connect set-up to the group; and meeting individually with Alan Carr to go over the Adobe Connect set-up and to test Skype. In addition, Kelli Ham got the enhanced podcast on the Macintosh working (it does not play from iTunes on the Mac, but works from the PC). I uploaded this to see how it would work on a web page. I also participated in a librarian's meeting to discuss plans for Year 3.

**Special Project:**

Technology

**Activity Relates To:****Activity Focus:****Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Researched enhanced podcasts on website

**Responsible Party:**

Technology - PSR

**Date:** 1-10-2008**Length of Time:** 3**Audience:****Quantity:****Contact Type:****Other Desc:****Comments:**



Researched whether enhanced podcasts can be played directly from a browser and what software is required. Uploaded Kelli's test podcast and set it up on a test website so that we could see how this would work.

**Special Project:**  
Technology

**Activity Relates To:**

**Activity Focus:**

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Tested Adobe Connect with Resource Library Directors

**Responsible Party:**  
Technology - PSR

**Date:** 1-10-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:** E-mail Other

**Other Desc:** Adobe Connect

**Comments:**

Finished testing Adobe Connect video with the Resource Library Directors. Successful tests were conducted with Judy Consales, Alice Witkowski, Bill Clintworth, Carol Ann Hughes, Heidi Heilemann, and Jim Curtis. All tests have been completed except with Christine Scott-Smith from University of Guam, who has not been available for testing.

**Special Project:**  
Technology

**Activity Relates To:** Resource Libraries

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Title of Activity:** Blog/wiki class taught

**Responsible Party:**

Technology - PSR

**Date:** 1-23-2008

**Length of Time:** 4

**Audience:**

**Quantity:** 1

**Contact Type:** Other

**Other Desc:** Adobe Connect

**Comments:**

Taught the 4-hour MLA CE Class, "Introduction to Blogs and Wikis" in two sessions on January 23 and 28 via Adobe Connect. Thirteen members participated. Four members filled out MLA evaluation forms. The evaluations rated the class as excellent. Some comments included: "Looking forward to more technology." "Thanks for a GREAT class! I love this web-based instruction... it's been one of the most effective learning modes I've experienced. I enjoy interacting with you and the other participants... I'd recommend this class and your earlier RSS class to anyone -- it's free, it's easy to follow, and what we learn is so beautifully reinforced that I'm much more likely to continue to experiment and to explore ways to make this technology work in my own work situation." "This web-based instructions with exercises is one of the most effective ways of learning new technology that I've experienced. Thanks for a GREAT class!"

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** Member

**Goal:** Develop an information technology and policy program to improve access to biomedical information

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**Title of Activity:** Assisted with staff wiki

**Responsible Party:**

Technology - PSR

**Date:** 1-24-2008

**Length of Time:** .5

**Audience:**

**Quantity:**

**Contact Type:** Phone

**Other Desc:**

**Comments:**

Assisted Alan Carr with editing Outreach staff minutes on the staff wiki.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Develop an information technology and policy program to improve access to biomedical information

---

**Title of Activity:** Prepared for joint meeting presentation

**Responsible Party:**

Technology - PSR

**Date:** 1-28-2008

**Length of Time:**

**Audience:**

**Quantity:**

**Contact Type:**

**Other Desc:**

**Comments:**

Prepared presentation about the technology project for presentation at the Northern California & Nevada Medical Library Group (NCNMLG) and the Medical Library Group of Southern California & Arizona (MLGSCA) joint meeting, to be held in Las Vegas, NV from February 6-8, 2008.

**Special Project:**

Technology

**Activity Relates To:**

**Activity Focus:** Technology

**Membership:** No member.

**Goal:** Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region

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**Attachment 4  
Subcontractor quarterly report**

Jeanette L. Ryan, Arizona Outreach to American Indian, Hispanic, and Border Communities and Populations

***Arizona Outreach to American Indian,  
Hispanic, and Border Communities  
and Populations***

***Arizona Health Sciences Library  
University of Arizona  
Tucson AZ***

***Quarterly Reports for  
May - July, 2007  
August - October, 2007  
November 2007 - January 2008***

***Submitted By:  
Jeanette L. Ryan ([jlry@ahsl.arizona.edu](mailto:jlry@ahsl.arizona.edu))  
Arizona Health Sciences Library  
University of Arizona  
1501 N. Campbell Avenue  
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Tucson AZ 85724-5079***

***Submitted March 15, 2008***

## NARRATIVE DESCRIPTION

### 1. Executive summary

After two years of negotiations at all levels and on all three sides (UA, UCLA, NLM), AHSL was notified that the outreach subcontract was finally funded to begin on May 1, 2007 and end on March 30, 2009. The contract funds a small proportion of the salaries for the Outreach Services and Information Services (former HCOE) librarians and provides for some travel

Among the highlights from May 1, 2007, through January 31, 2008: the 2007 version of the We Search Institute was completed; a conference was hosted, *iSalud se Puede!: Health Information for Latino/Hispanic Populations*, August 3-5, 2007, and the Pima County Community Health Information Taskforce was born.

And finally, for the first time, two tribal entities initiated health information contacts with AHSL. This is cause for great celebration. All the work we have put in for several years now, has resulted in these 2 groups knowing to contact us!

### 2. Description of Progress toward the Project's Major Objectives

#### Activities Related Primarily to Hispanic and Border Populations

The first highlight was the We Search Institute, which is a one-week-long workshop for high school students selected to participate in the We Search program at Sunnyside High School. The We Search program is part of the Knowledge River (KR) program of the School of Information Resources and Library Science (SIRLS) aimed at recruiting talented Hispanics and Native Americans to careers in libraries. KR interns are expected to provide leadership to the group of high school students who work with their peers to improve their access to high quality health information. In addition to organizing and teaching the one-week institute, Annabelle Nunez and Pat Auflick were asked to mentor the KR interns as the program progressed in the fall. A special highlight was the acceptance of a poster at the Joint Meeting in Las Vegas and the attendance of the KR interns at the conference to present it. Note: AHSL does NOT receive funding from SIRLS/IMLS for our participation in this project.

Led by Annabelle Nunez, AHSL, along with SIRLS and the Trejo Foster Foundation planned and implemented the Trejo Foster Foundation Conference. *Salud se Puede*, was aimed at librarians working with Hispanic populations, and drew over 100 participants nationwide. Proceedings can be found at <http://www.sir.arizona.edu/trejo/proceedings.html>.

Medical students from Hermosillo, Mexico spent a week at AHSL learning about medical education on this side of the border. Annabelle Nunez spent time with them working on PubMed, MedlinePlus and other resources which are potentially of value to them. This was under the auspicious of the College of Medicine Office of Outreach and Multicultural Affairs. A reciprocal visit to Hermosillo will be made at a later time.

In addition, Annabelle participated in an international medical conference in Hermosillo, hosted by the Universidad de Sonora Hermosillo. The topic was PubMed.

#### Activities Related Primarily to Arizona Tribes

We continue to participate in the Tribal Connections Four Corners project and as such are working with the Hard Rock Navajo community in Apache County to develop a health information module for some of their on-going projects. The community is in the re-writing

phase of their project which has to be accepted by the Midcontinental Regional Medical Library program and then funded. We also participate in TC4C's monthly teleconference when possible. Although Jeanette Ryan and Claire Hamasu had planned to write a paper regarding the collaborative effort after the first round of TC4C projects, that seems to be hung up (indefinitely?) because the appropriate IRB process had not been followed through with the Navajo Nation.

Ms. Auflick in addition to working with members of the Hard Rock community on-site, has also traveled to the Ak-Chin Health Fair in Maricopa County, Navajo Nation Human Research Review Board in Window Rock, Arizona Public Health Association meetings in Prescott and Flagstaff, Hard Rock, Arizona (Navajo Nation), and the Indian Health Service Research Conference in Phoenix. Some of these events, she made presentations to, others she hosted an exhibit, and at all, she made as many individual contacts as possible.

Pat Auflick, as noted above, partnered with Annabelle Nunez to plan and present the We Search material. Although Sunnyside High School is predominantly Latino, the Pascua Yaqui tribe is also represented. Demographics for the school are Latino 90.1%, White 4.0%, Native American 3.2%, Black 2.0%, Asian 0.7% (<http://www.muninetguide.com/schools/AZ/Tucson/Sunnyside-High-School/cv>).

Jacque Doyle and Maggie Puzauskas held a meeting with tribal elders from the Phoenix Indian Medical Center to explore whether Go Local could provide them with a printed copy of data which could serve them as a directory.

And finally, for the first time, two tribal entities initiated health information contacts with AHSL. This is cause for great celebration!!! The Tucson Indian Center asked AHSL to participate in a Wellness Fair and an Elder conference. Ak Chin Indian Community (in Maricopa County) asked us to participate in their health fair. Pat even got a Christmas card from one of them. This is the direct result of all of AHSL's hard work to be visible to tribes - spending hours distributing information they might find useful over a listserv, participating in their health fairs and medical conferences, and the like.

### **General Activities**

The Pima County Community Health Taskforce (PCCHFT) has developed over the last several months. The taskforce is a result of Ms. Nunez' connections with County Supervisor Richard Elias who was interested in having the county health department work more closely with the Pima County Public Library (PCPL) to disseminate health information, *and* with Pat Auflick, who realized that AHSL and PCPL were both arranging community talks and thought collaboration was a better approach. PCCHFT has grown to include AHSL, Pima County Public Library, UA College of Public Health, Pima County Health Department, and the office of County Supervisor Richard Elias. The group has been through a strategic planning process, and is currently planning a health fair for September. Annabelle and Pat are known to be relentless in keeping this group meeting regularly and on target!

Jeanette Ryan made a presentation to the Arizona Rural Health Association at its annual meeting in August. The presentation centered on the opportunity/importance/value in making electronic resources available to rural hospitals and clinics, and used AZHIN as a model for accomplishing that with a large discount in potential costs.

NLM, through its Specialized Information Services, has provided AHSL with funding to provide a paid internship to Knowledge River students who may be interested in health librarianship as a career option. This year we are hosting Paulita Kewanwytewa, who is working extensively with Pat and Annabelle to provide assistance in Outreach. Paulita is a member of the Hopi tribe, located in Northern Arizona.

**1. Administrative/Planning Activities**

The usual processes were put in place to administer the subcontract with internally and with Sponsored Projects Services on campus.

**2. Collaborations/Partnerships**

Trejo Conference - SIRLS (including soliciting sponsorship from NLM (thanks!), and EBSCO.

We Search program - SIRLS and Knowledge River , SIRLS

Pima County Community Health Information Taskforce - AHSL, Pima County Public Library, UA College of Public Health, Pima County Health Department, and the office of County Supervisor Richard Elias.

Tribal Connections Four Corners project - Hard Rock Navajo community in Apache County, TC4C members, MCRML, and NLM.

Medical students from Mexico - UA College of Medicine Office of Outreach and Multicultural Affairs.

Presentations done at Bisbee Public Library were at their invitation.

**3. Publicity/Marketing Activities**

Nothing to report during the current time period.

**4. Product/Resource Development Activities**

Nothing to report during the current time period.

**5. Site Visits (Include number and description of the sites and target population)**

Nothing to report during the current time period.

**6. Outreach Activities.**

**i. Total number of training or demonstration sessions in the quarter**

29 sessions - includes instruction, planning meetings

**ii. Total number of sessions in which half or more than half of participants were from minority populations**

18 sessions were at least 50% special populations

**iii. Total number of participants for the quarter**

1,135 participants - cannot break the number down any further

**1. Healthcare or service provider**

**a. Public health personnel (subtotal of above)**

**2. Health Sciences library staff member**

**3. Public/other library staff member**

**4. Member of the general public**

**7. Web site development activities**

Not applicable.



- 8. Exhibits**  
See outreach reporting forms.
  
- 3. Loansome Doc/Document Delivery Activities**  
Not applicable
  
- 4. Evaluation Activities**  
A Survey Monkey questionnaire was designed to determine what, among those topics presented during the one-week We Search Institute, were useful as the program was presented through the fall semester at Sunnyside High School. Both the Knowledge River interns and the high school students in the program responded. This is important information which will help to inform us as we develop next year's curriculum. Results appended.  
  
The Trejo Conference survey results (again, Survey Monkey) are also appended.
  
- 5. Problems/Corrective Actions (including significant changes made in implementation of the project)+**  
Although frustrating, the delay in confirmed funding did not mean that we took a break from what we were doing.
  
- 6. Lessons Learned/Significant Feedback**  
We are becoming more astute in determining which health fairs, etc., are more likely to attract attendees that are truly interested in what we have to present, as opposed to those who come to an event to collect a bunch of souvenirs.  
  
Also we are aware that some of the relationships built up during the days of the Hispanic Center of Excellence, now require re-connecting in order that they are aware of what we have to offer.  
  
Listserv technology continues to be an effective way to communicate, despite the number of years it has been around. More and more people in the groups we work with do have access to email and they appear to be comfortable with receiving a variety of information in this mode.
  
- 7. Project Activities for Next Quarter**  
Planning for the 2008 We Search program has begun. Pat Aufflick and Annabelle Nunez will even more deeply involved that in previous years.  
  
Pat and Annabelle will continue to be visible in the communities AHSL services.  
  
There are several pending opportunities with Sunnyside. Interest in providing presentations to other high school students is a possibility - the science teachers have expressed interest. There are 3 clubs who don't currently communicate - We search, Nutrition, and Health clubs. We are hoping to foster some collaborative work.
  
- 8. Reports of Training/Demonstration Sessions and/or Exhibit Reports**  
Submitted via spreadsheet from Survey Monkey.

**APPENDIX** - Evaluation tools/instruments (Trejo Conference and We Search survey are attached)



LTG Associates, Inc.

**Report to the California State Library**  
**on**  
**Health Promotion @ Your Library**

October 2007



LTG Associates, Inc.

**Report to the California State Library  
on  
Health Promotion @ Your Library**

**October 2007**

**LTG Associates, Inc.**

**Authors**

**Carter Roeber, Ph.D.**

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**Michael French Smith, Ph.D.**

**Acknowledgements**

Suzanne Flint was the program consultant for the California State Library and provided invaluable guidance and support. The research was focused and guided by a highly skilled committee working with the California State Library. The California Medical Association Foundation provided critical support for the Provider Survey. Three library systems, Oakland, Fresno, and San Diego graciously provided outreach to users and space for the conduct of focus groups. Finally, hundreds of individual library staff took the time to provide their thoughtful views for the Library Survey.

The authors gratefully acknowledge the editorial support of John Massad, Ph.D., and support for translation of the survey to its Internet form by Matthew Jones.

## Table of Contents

I. Introduction .....	1
II. Summary Findings .....	2
III. Creating an Integrated System.....	3
IV. Products and Capacity Building.....	4
V. Promotion and Dissemination.....	7
VI. Recommendations and Conclusions.....	9

### Appendices

Appendix 1 - Library Survey Report

Appendix 2 - Focus Group Report

Appendix 3 - Provider Survey Report

### Figures

Figure 1: .....	3
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# Health Promotion @ Your Library

## Summary Analysis and Recommendations

### I. Introduction

At the heart of the Health Promotion @ Your Library (HP@YL) project is a simple question: What could the California State Library (CSL) do to help local public libraries improve their capacity to provide reliable consumer health information for their users. This question has five corollaries:

- What are public libraries currently doing with regard to consumer health information?
- What would be standards for reliable health information?
- What kinds of challenges do library users face when searching for health information?
- How can libraries reach out to communities and providers in order to be an effective force for improving health literacy? and,
- What resources and capacity building do libraries need in order to better serve the health information needs of their users?

To answer these questions, LTG Associates, in collaboration with the CSL program consultant and the project advisory committee, conducted three phases of research for this study, each with a different set of stakeholders with a vested interest in improving health literacy among consumers. The first phase consisted of a survey of public library staff about the existing capacity of libraries to provide accessible and appropriate consumer health information. The second phase consisted of focus groups with library users, including those with low literacy, to identify and address the challenges that library users encounter in seeking health information. The focus groups also elicited consumers' strategies for improving the content, form, and means of delivering health information. The third phase was a survey of health providers and focused on the types of materials and strategies used when educating patients. In this phase of the research providers' awareness of libraries as a source of accurate, quality consumer health information was also assessed.

In this report, a summary of findings from the three phases of the study will be presented. In addition, some options for addressing issues raised by the research will be explored. Appended to this report are the reports from each phase of the research: Appendix 1 contains the results of the library staff survey; Appendix 2 the consumer focus groups; and, Appendix 3, the health provider survey.

## II. Summary Findings

Several themes emerged across the three phases of the study. The cross cutting nature of these themes indicates challenges that stakeholders have encountered in their efforts to provide or gain access to consumer health information. At the same time, the challenges suggest possible solutions as discussed in the following sections.

### Libraries

- Many libraries are short staffed and under-resourced.
- Maintaining up-to-date consumer health information can pose a particular burden for libraries with limited budgets. Reliable, core collection of materials must be updated frequently.
- Librarians are experts in searching for resources and information. Health information is a specialized area requiring librarians to have particular training and support in order to be most effective in responding to consumer requests.

### Consumers

- Consumers desire good “customer service” from libraries, with low literacy populations in particular desiring discrete assistance in being able to effectively utilize library resources in a supportive, respectful environment.
- Consumers are diverse in terms of skills levels and language abilities. Materials in different languages and media can improve access to information.
- People face challenges with regard to basic library search skills, including making effective use of the Dewey Decimal system, and using electronic databases and the Internet. These challenges increase the amount of time that people require to find information, which in turn is compromised by shortages of computer stations, and shortages of library staff to provide assistance.
- Users advocated for a space in the library dedicated to providing health information, in which knowledgeable and “customer friendly” staff could provide assistance.

### Providers

- Health literacy involves having the critical skills and knowledge to judge the quality of information. Screening mechanisms should be in place to ensure that when consumers access health information through a library, they will only encounter quality information.
- Providers, and to some extent consumers, suggested that the Internet is the easiest remedy for outdated information. However, assessing reliability and quality is of concern.

- A significant portion of providers and the public are not aware of libraries' abilities to help consumers find quality health information.
- Respondents recommended that libraries should provide access to quality Internet websites, and play a gatekeeper role to reliable, accurate health information.

The research resulted in clear direction for information development and dissemination for capacity building, and for potential partnerships; those will be explored in this report.

### III. Creating an Integrated System

The study findings suggest means and methods of creating an integrated system for the development, acquisition, and dissemination of health information to consumers. The key aspects of that system ensure that information is of high quality, developed and provided in the most resource effective manner, and that consumers of various skill levels and interests can access it easily.

An integrated system, diagrammed in Figure 1, is structured around three primary stakeholders: library users (as consumers of health information and services); local libraries that could provide more consumer health information; and, health providers, who want consumers to have reliable health information in order to participate in their own health decisions.

Figure 1.

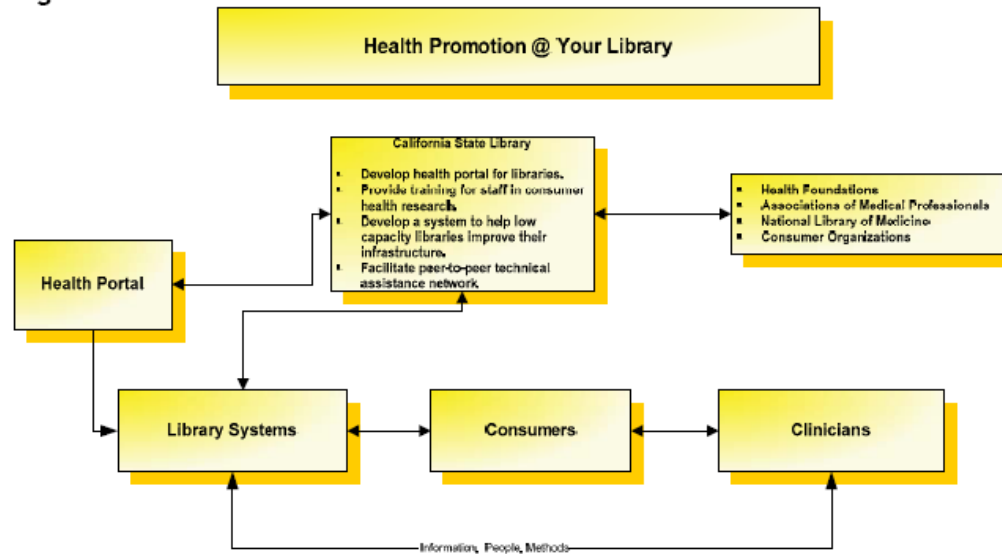


Figure one suggests that CSL is an intermediary stakeholder that sits above the primary stakeholders and can act as a facilitator to assist public libraries in a variety of ways. Other secondary stakeholders include: professional health associations that can lend expertise to review consumer focused health information materials; the National Library of Medicine (NLM), which can provide training and resources; health foundations that could potentially provide financial support or play other facilitating roles; and, consumer organizations that could provide materials and support marketing efforts to consumers.

The diagram also suggests a variety of ways in which CSL could support the development or expansion of the provision of quality health information. Library staff expressed the need to improve their capacity to provide health information. In order to provide information useful to users, they must gather feedback through a variety of means. Consumers have shown a strong interest in health information, despite facing challenges when searching for it. They can receive quality information from their health care provider, but they would benefit from having access to a library where they would have more time, support in searching, and a wide variety of media in which to learn about health. Providers currently do not have a strong awareness of public libraries as a source. However, in the proper circumstances, they would comfortably refer their patients to the library for quality health information and would benefit from having an active partner in the provision of quality information to consumers.

One of the first steps in the creation of an integrated system would be to determine how and when CSL engages the secondary stakeholders. Each of these stakeholders brings different strengths to the process. However each may have a different interest in collaborating depending on the status and success of the work. NLM would be a likely collaborator at the start, and could lend training expertise as well as expert assessments of health information materials. Other secondary stakeholders could play more specific roles in terms of outreach, marketing, and materials development. They may, however, be reluctant to collaborate at the start if there is no evidence of an existing, operating program for capacity building and training. However, it is also possible to engage secondary stakeholders through the creation of an expanded advisory committee or panel in which representatives can play limited roles at the start, and then have their roles expand as CSL develops and evaluates its capacity building efforts and its new products.

#### **IV. Products and Capacity Building**

The findings suggest six strategies for improving library capacity to provide quality, accessible, and appropriate health information, discussed below. These strategies are:



- Develop standards for core health materials;
- Locate or create recommended health information materials;
- Improve information infrastructure;
- Design and provide or facilitate the training of library staff
- Develop a peer-to-peer information and support network;
- Create an Internet health portal.

#### **Standards for Core Health Materials**

CSL is in a unique position to work with NLM/PSR and medical professional associations to develop minimum and ideal standards for collections of consumer health information, and provide guidance on how frequently materials need to be updated. This would ensure that libraries that are interested in improving the health sections could follow standards. Suggestions on how frequently materials should be updated would help libraries with planning and budget forecasting.

#### **Locate or Create Recommended Health Information Materials**

CSL could locate or develop recommended health materials as a series of packages. These packages could include basic sets plus sets that are enhanced with specialty materials, such as women's health, maternal child health, or adolescent health. CSL could then determine the most effective way of distributing packages to libraries that are interested.

#### **Improve Information Infrastructure**

There are two basic aspects to a library's information infrastructure. The first consists of core materials. The second consists of access to electronic databases and the Internet. In some instances, low capacity libraries may face challenges in purchasing or updating a core collection of health materials. In terms of electronic infrastructure, many libraries face challenges in improving computer access to health information. These challenges can take a variety of forms depending on the library's existing capacity and resources. Some may require technical assistance on reallocating existing resources while other, low capacity libraries may have an absolute shortage of computers and high speed Internet access.

To address these issues, CSL could sponsor or facilitate a competitive grant program for low capacity libraries. Low capacity libraries would be required to demonstrate need and have a plan for using the grant. In cases where libraries have sufficient resources, but want to strengthen their access to health information, CSL could also recommend information technology and library consultants that could provide guidance on reallocating resources.

#### **Staff Training**

The focus group findings indicated that users prefer to find information on their own, but often cannot do so efficiently. Classes in searching for consumer

health information could be a part of addressing these issues. Users could learn to use a library's existing core materials effectively, and then the Internet to search efficiently. Both could reduce the back-up created by limited access to computers and databases. However, in order to train consumers, librarians must be proficient in searching for health information themselves, and be proficient in teaching people with a wide variety of skill levels. CSL, in collaboration with NLM/PSR, is in a position to create a train-the-trainer type program in which library staff are trained to conduct classes using a tested curriculum. Trainings would include a component that focuses specifically on helping low literacy consumers.

#### **Peer-to-Peer Network**

CSL could develop a system or network (facilitated but not run by CSL) in which low capacity libraries can learn from and collaborate with higher capacity libraries in a peer-to-peer consultancy program. Topics could include creating dedicated health spaces, sponsoring health fairs, and collaborating with community organizations. Creating a network of peer-to-peer technical assistance speaks to a longer-term issue of the program's sustainability. Once CSL helps to create the network, it can then begin a process through which a technical assistance program could continue after initial seed money and capacity building grants have been completed. Models for these types of networks exist among several areas of the non-profit world and could be adapted to fit the public library system.

#### **Create Internet Health Portal**

CSL could create an Internet-based health portal that public libraries could use to help users access quality information. Providers rely heavily on the Internet, including subscription websites such as [uptodate.com](http://uptodate.com), to find current, peer-reviewed, information easily and conveniently. While there are a variety of consumer-friendly websites that provide quality information, the Internet is still a wide-open frontier with little quality control. In addition, most websites assume a level of computer and health literacy that excludes significant numbers of people who face challenges in those areas. The CSL portal could specifically include individuals with low literacy, and in addition, could offer information in an array of media and languages.

CSL is in a singular position to develop, maintain, and market such a portal. As the provider survey data suggested, providers expressed considerable concern that there should be a gatekeeper that directs their patients to quality information. A portal developed by CSL, NLM/PSR, and other partners would address that concern. To further improve access, libraries could dedicate specific computers as consumer health information terminals and use the portal as a home page. The portal could incorporate the latest in user-friendly technologies, including streaming audiovisual, touch screens (if possible), large print, and other kinds of support technology. The portal could present options for different levels of detail. Since the portal would link to other sites for

content, it would require regular maintenance to ensure that links were accurate and the content current. Libraries receiving other types of support would be natural testing groups for early versions of the web portal and for testing responses to “packaged health information.”

Action steps for the strategies suggested above would be informed by the results of this project’s research. However, it will be necessary to conduct environmental scans to identify successful grant programs, existing training materials, and models of peer-to-peer technical assistance networks.

All of these efforts, taken together, may yield a variety of good outcomes; those outcomes may include:

#### **Libraries**

- Increased resources with which to provide health information to consumers;
- Increased skills to work with both general and adult literacy users on issues of health; and,
- New relationships with partner organizations that increase the stature and visibility of libraries as providers of quality reliable health information.

#### **Consumers**

- Greater access to appropriate health related information;
- Increased support in the development of information search skills; and,
- More appropriate means and methods for consulting with librarians regarding sensitive and/or difficult information needs.

#### **Providers**

- A trusted referral resource for clients seeking health information; and,
- A new partner for the development of activities around health promotion.

## **V. Promotion and Dissemination**

CSL can use bottom-up and top-down strategies for promoting greater access to quality health information. From a bottom-up perspective, CSL can provide local libraries with technical assistance, either through the peer network, separately, or both regarding effective outreach methods that not only reach library users, but also build relationships with community organizations. In return, CSL can ask local libraries to conduct, and demonstrate, their outreach efforts to local community organizations whenever the library is conducting activities that CSL has supported. For example, if a low resource library is selected to test an early version of the CSL web portal, it could promote the event, and encourage representatives from local organizations to use the portal and provide constructive feedback.

Case studies of innovative libraries could be the basis for models for technical assistance. In addition, CSL could proceed in limited ways and use the evaluation of the initial rounds of support to expand initiatives.

CSL can follow a similar strategy in helping local libraries to reach out to providers. Given that providers have a low level of awareness of libraries, it may be necessary to pilot these efforts in a variety of locations and conduct rapid assessments of the barriers and facilitators that library staff encounter.

In order to ensure that outreach is productive, CSL could assess which libraries have the capacity to conduct outreach. Since many libraries are already conducting a variety of outreach efforts, CSL could help those libraries evaluate their efforts and then act as peer leaders in the technical assistance projects. Libraries that are not active in these areas, but wish to be, could receive enough support to graduate to the community outreach phase.

From a top-down perspective, an active advisory committee can ensure that other secondary stakeholders remain aware of the program. Committee members can place information or provide commentary on listservs, blogs, or in newsletters to inform their colleagues of the initiative. The advisory committee will also be instrumental in creating partnerships with provider organizations, including professional associations.

Once CSL has successfully identified a set number of libraries, tested its web-portal, and can provide data demonstrating the positive outcomes of its efforts in building library capacities, there will be a new opportunity to engage the secondary stakeholders as promoters of the program. CSL could develop a presentation package, provide booths at professional meetings, and conduct a virtual and physical “grand opening” (in which all of the details are choreographed) of the web portal, as well as the core collection product. Presentations of the success of training efforts and the technical assistance peer network would provide a comprehensive view of the project. Representatives from government, CSL, and the professional associations would conduct a joint announcement in which the CSL products are unveiled.

In sum, CSL could start its bottom-up promotion in conjunction with its technical assistance and infrastructure support efforts. The lessons learned from bottom-up efforts could be used to promote the efforts at the broader level. The top-down efforts would remain relatively limited until CSL can anticipate the roll out of its products. Promotion at that level would accelerate quickly.

## VI. Recommendations and Conclusions

The findings from the three phases of research undertaken inform the strategies and tactics for developing and moving forward efforts to improve library capacity to provide consumers with quality health information. In sum, while some libraries already have the potential to provide quality consumer health information, others do not, and face challenges in accomplishing this goal on their own. Library users want to become more informed about health to help themselves and their families make better informed decisions about their health. Providers have an ethical and financial interest in developing informed consumers. Patient education takes time and patience; informed patients require less education. In short, everyone stands to benefit from the initiatives described.

For reasons that this research did not explore, large portions of the surveyed provider community have not thought of the library as a place to learn about health. Efforts proposed as a function of this research will address that lack of awareness. However, to be successful, the efforts must proceed carefully in order to build on the existing resources and ensure that work undertaken will deliver effective products and support a broader health literacy movement that is demonstrated to be useful and sustainable.

### Recommendations

The following recommendations summarize a series of steps that CSL could follow to move forward. A necessary preliminary step is conducting environment scans for materials to help design the initiatives.

- CSL, in collaboration with NLM/PSR, an active advisory committee, and other partners, develop and implement the following efforts:
  - Infrastructure support for low capacity libraries, including a competitive grant program.
  - Build on existing NLM training efforts to create a train-the-trainer program to help librarians conduct classes on searching for health information.
  - Creation of a peer network in which libraries can provide technical assistance regarding resource allocation issues.
  - Development of a user-friendly health web portal.
  - Technical assistance to help local libraries promote health information access to communities.
  - Development of a limited system for motivating all libraries to maintain quality consumer health information packages.

Once these initiatives are operating, and evaluation data are available, CSL can launch a campaign to promote its effort to secondary stakeholders and focus on

promoting the project from the top-down. Steps in the promotion could include:

- The program advisory committee actively promotes the project.
- CSL uses evaluation data to understand and promote the project's efforts.

#### **Conclusions**

The research undertaken by the California State Library has yielded important information that can focus efforts to strengthen the capacity of all stakeholders in the development, provision, and acquisition of reliable, quality health information. The California State Library is well situated to be both an active participant and a broker in the development of materials, services, and partnerships that will assist libraries in providing the most effective health information services to users.