NN/LM Middle Atlantic Region
Delaware, New Jersey, New York,
Pennsylvania

Creating a Health Information Community

- Needs assessment: understand the community

- Greater member participation: enhance existing relationships and create new ones

- Engage the RAC: shape the regional outreach through awards and subcontracts

- Accountability and transparency: creatively communicate results of needs assessment, network member, NN/LM staff, NLM staff and RAC activities

Proposal Elements in a Nutshell

- Network
  - In-network
  - Out of network

- Outreach
  - Unaffiliated health professionals
  - Underserved populations (use a Healthy People 2010 framework)

In Network

- Types of "in network" libraries
  - Resource Libraries
  - Primary Access Libraries
  - Affiliate members
- Network Goals
  - Enhance members' capabilities
    - Training
    - Library Improvement
    - Participation on committees
  - Add new members

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Surveys, Focus Groups, Logic Models

"And behind the mirror …"

"It may be a model, Captain, but it's highly illogical."

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http://www.fieldstonealliance.org/client/client_pages/tools_you_can_use/07-27-05_Logic_Models.cfm

http://arc.typepad.com/customercrossroads/marketing_research/index.html

Whole Lot of Surveyin' Going On

- MAR Assessment Task Force
- Annual telephone contact and assessment
- Survey of unaffiliated health professionals
- Historical collections' survey
- Hospital survey
- Resource Sharing Committee survey

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MAR Assessment Task Force

- Karen Brewer, Chair
- Michelle M. Volesko Brewer
- Diana Cunningham
- Valerie Gross
- Etheldra Templeton
- Sue Hunter, NN/LM staff

MAR Assessment Task Force – Initial Assessments

- Focus on NN/LM priorities

- Health information environmental scan

- Online survey
  - Institutional capabilities
  - Commitment to outreach
  - Delivery, use and implementation of NLM services

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Pennsylvania

MAR Assessment Task Force - Plans

- Health Sciences Library Improvement Plan
  - Interlibrary loan, training, technology, emergency preparedness, mergers, consortial purchase of e-resources

- Regional Outreach Plan
  - Health professionals without access to health information
  - Population groups particularly affected by health disparities

Committees

- Resource Sharing Committee
  - *Robb Mackes, Union Hospital, New Jersey*
- Library Improvement Committee
  - *Michelle Volesko Brewer, New Jersey Hospital Association, New Jersey*
- Technology Committee
  - *Andrew White, SUNY Stony Brook, New York*
- Outreach Committee
  - *Valerie Gross, Geisinger Health System, Pennsylvania*

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Initial Awards – Year 1

- Exhibit awards
- Information Technology Awards
- Micro Awards
- Technology Improvement Awards
- Outreach Conference Awards
  - Health Disparities
  - Information Literacy
- Training and Curriculum Development Awards
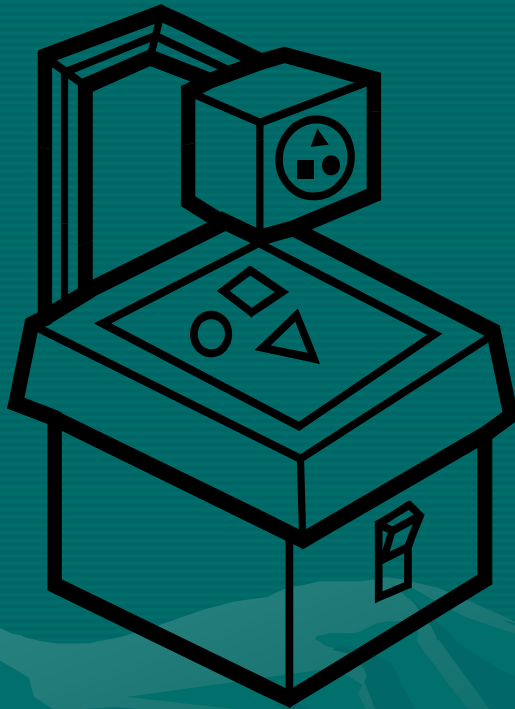
Where are we right now?

- DOCLINE
- Training
- Exhibiting
- National collaboration planning
- Setting up
  - Ordering promotional items
  - Network membership renewal
  - Moving to new offices!

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Learning from our Colleagues; or successes in other regions

- NER: Hospital Library Subcommittee
- MCR: online network membership renewal; use of Skype and Festoon for staff conferences
- SE/A: use of Breeze for online training and regional subcommittee meetings
- GMR: NN/LM sponsorship of MLA Web CE Institute
- NNO: Staff Wiki, monthly teleconferences

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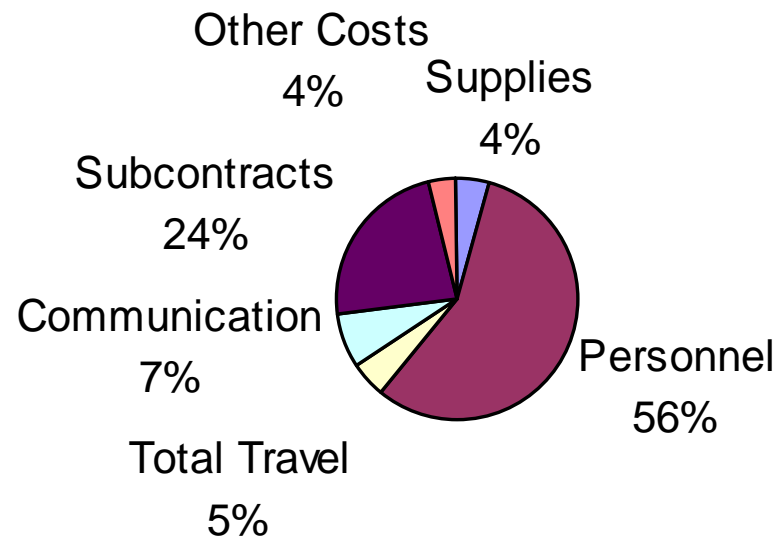# Accountability & Transparency

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Pennsylvania

MAR Contract Budget 2006-2011

MAR RML Contract Budget 2006-2011
Total Direct Costs: $5,688,491

Other Costs
4%

Supplies
4%

Subcontracts
24%

Communication
7%

Personnel
56%

Total Travel
5%

Estimated Number of Public Libraries Working with the NN/LM May 1, 2001 - April 30, 2006

Total = 1,488

ZIP Codes with Public Library Activities by State
- 1 - 16
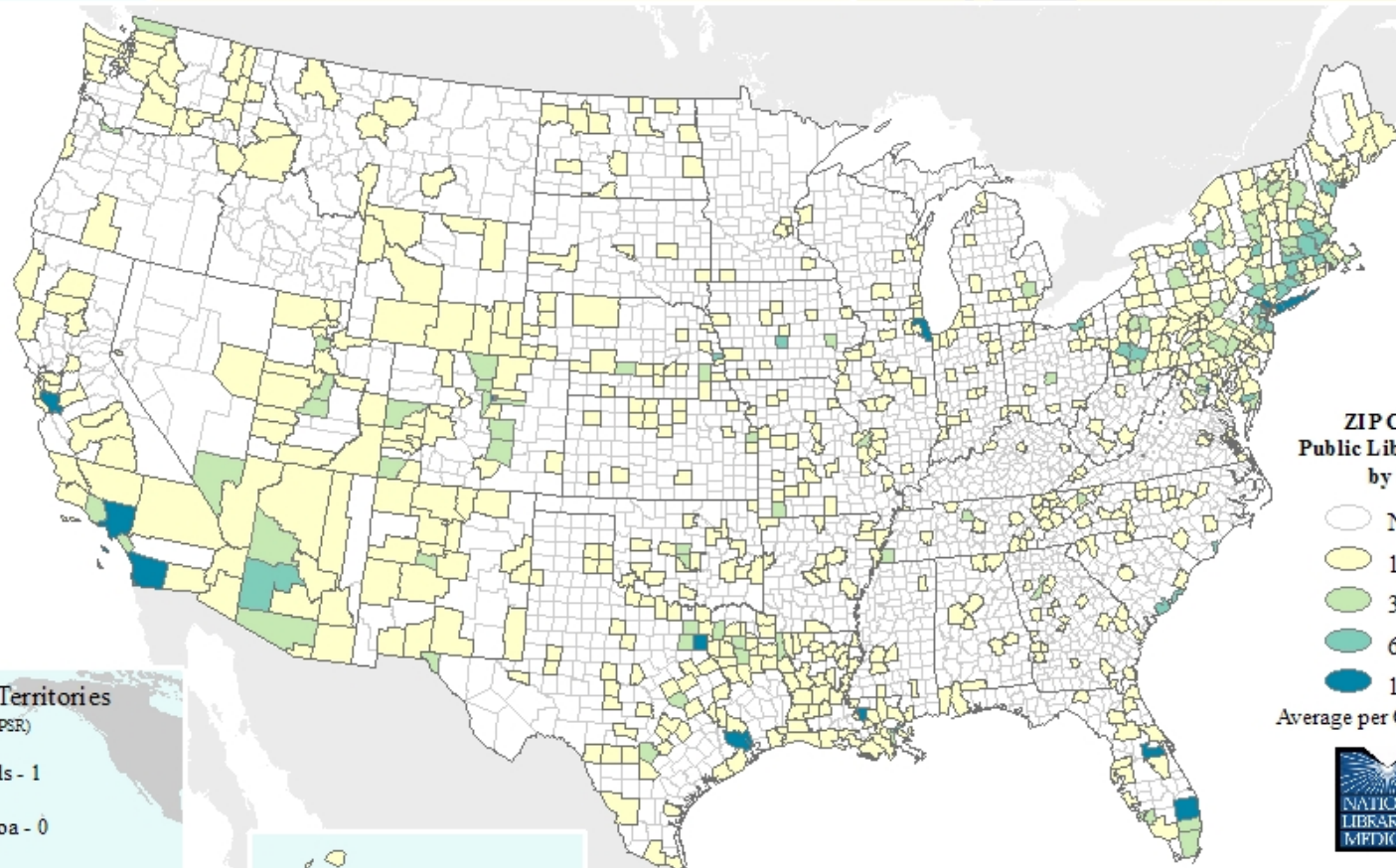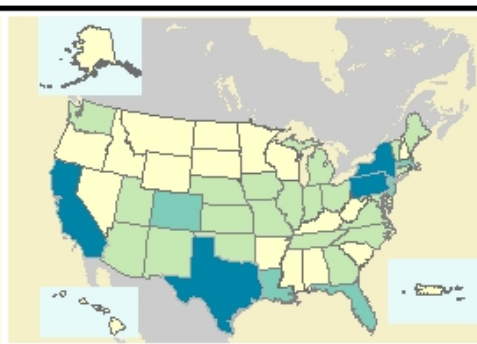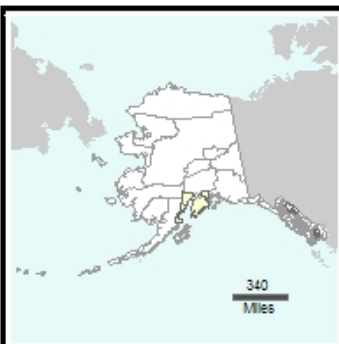- 17 - 40
- 41 - 80
- 81 - 134

Average per State: 29.1

ZIP Codes with Public Library Activities by County
- No Libraries
- 1 - 2
- 3 - 5
- 6 - 10
- 11 - 25

Average per County: 0.47

Pacific Territories (PSR)

Marshall Islands - 1
Guam - 1
American Samoa - 0
Micronesia - 1
Midway - 0
Northern Mariana Islands - 0
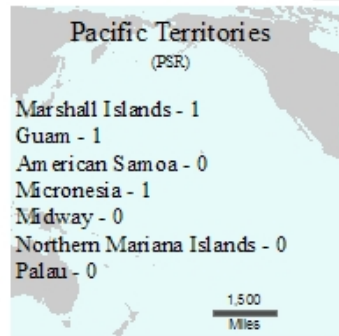Palau - 0

Source: National Library of Medicine, 5/15/2006
Map created: 5/16/2006
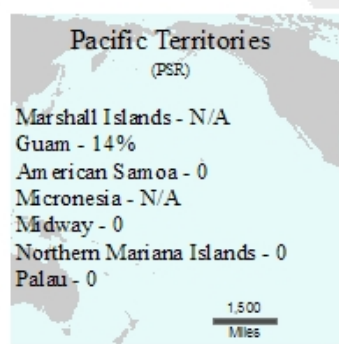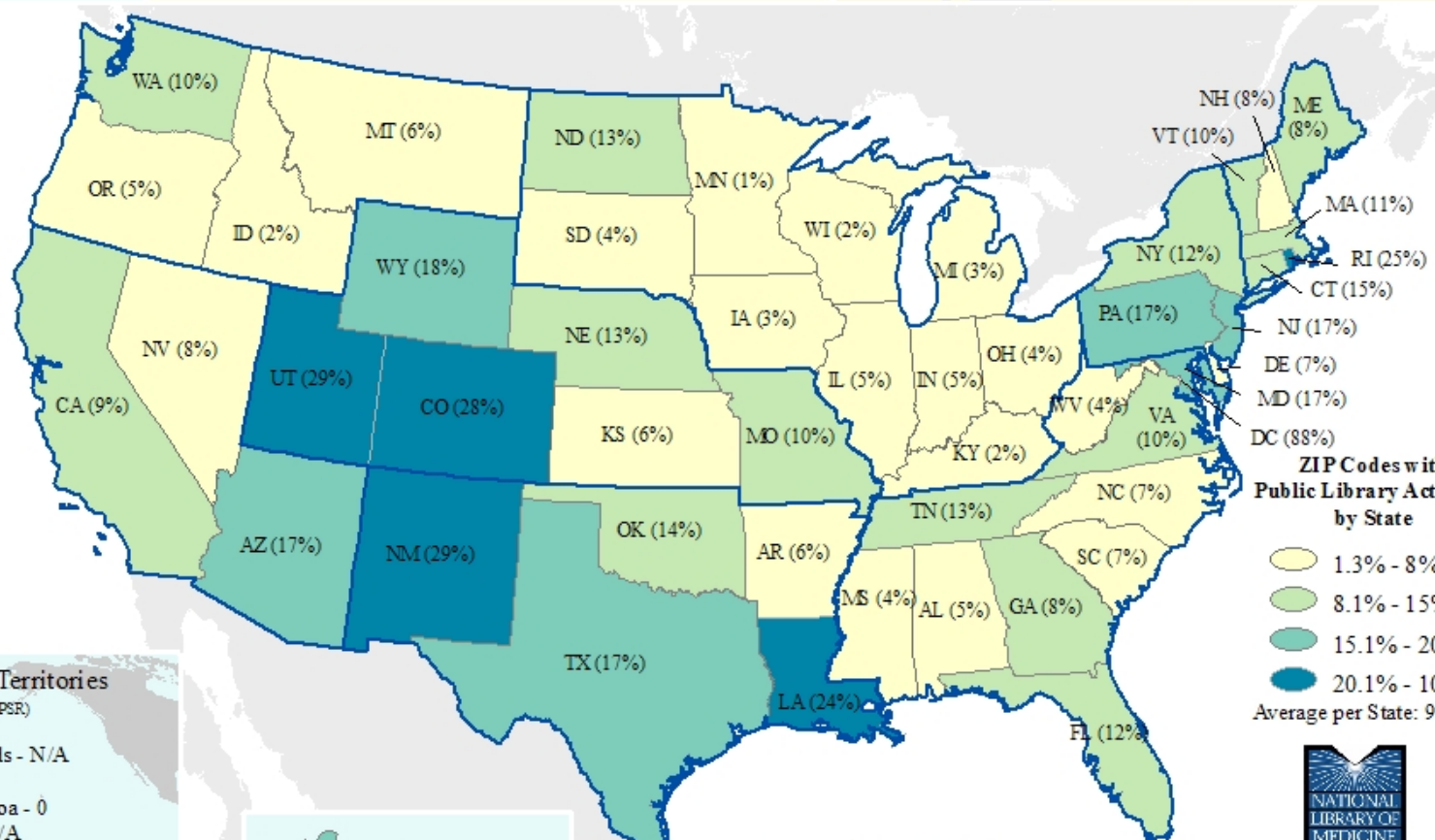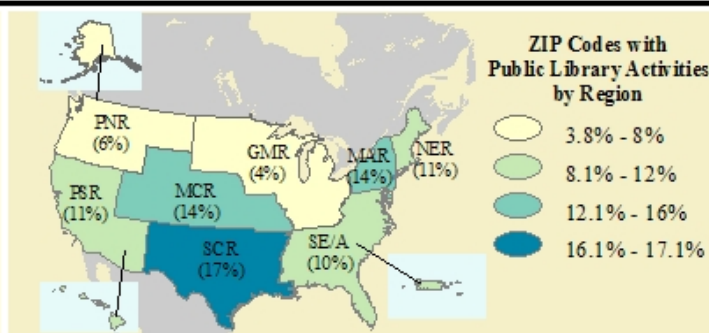Includes OARF and network member data
See supplemental sheet for methodology

Estimated Percent of Public Libraries Working with the NN/LM May 1, 2001 - April 30, 2006

AK (4%)

340 Miles

ZIP Codes with Public Library Activities by Region

- 3.8% - 8%
- 8.1% - 12%
- 12.1% - 16%
- 16.1% - 17.1%

PNR (6%)
GMR (4%)
MAR (14%)
NER (11%)
PSR (11%)
MCR (14%)
SCR (17%)
SE/A (10%)

WA (10%)
MT (6%)
ND (13%)
MN (1%)
NH (8%)
ME (8%)
VT (10%)
OR (5%)
ID (2%)
SD (4%)
WI (2%)
MA (11%)
NY (12%)
RI (25%)
WY (18%)
MI (3%)
CT (15%)
NE (13%)
IA (3%)
PA (17%)
NJ (17%)
NV (8%)
OH (4%)
DE (7%)
UT (29%)
CO (28%)
IL (5%)
IN (5%)
MD (17%)
CA (9%)
KS (6%)
MO (10%)
WV (4%)
VA (10%)
DC (88%)
KY (2%)
AZ (17%)
NM (29%)
OK (14%)
AR (6%)
TN (13%)
NC (7%)
SC (7%)
MS (4%)
AL (5%)
GA (8%)
TX (17%)
LA (24%)
FL (12%)

140 Miles

ZIP Codes with Public Library Activities by State

- 1.3% - 8%
- 8.1% - 15%
- 15.1% - 20%
- 20.1% - 100%

Average per State: 9.9%

Pacific Territories (PSR)

Marshall Islands - N/A
Guam - 14%
American Samoa - 0
Micronesia - N/A
Midway - 0
Northern Mariana Islands - 0
Palau - 0

1,500 Miles

90 Miles

HI (19%)

Data unavailable for Puerto Rico

75 Miles

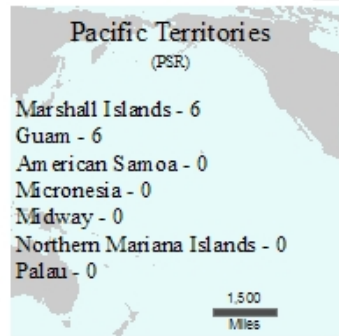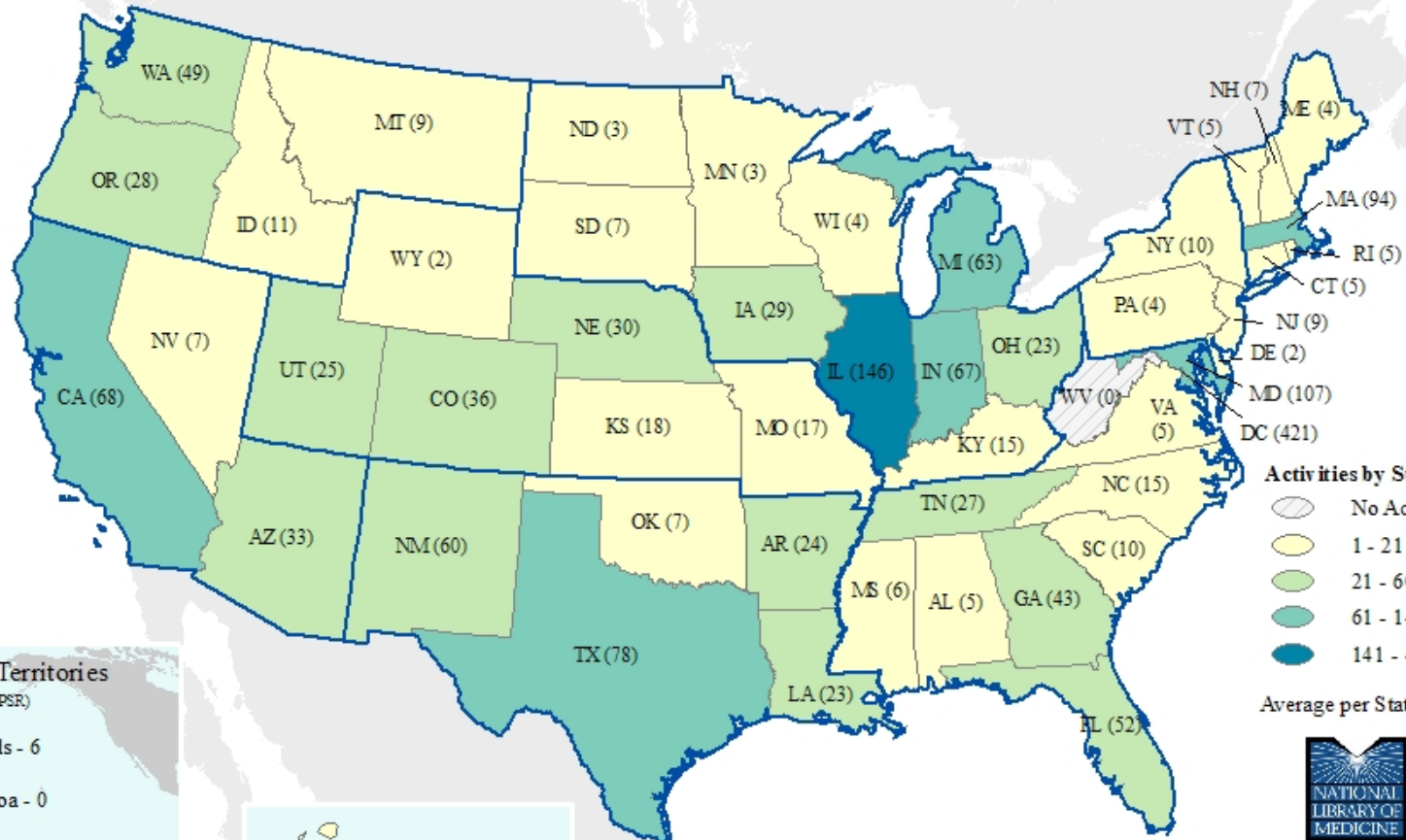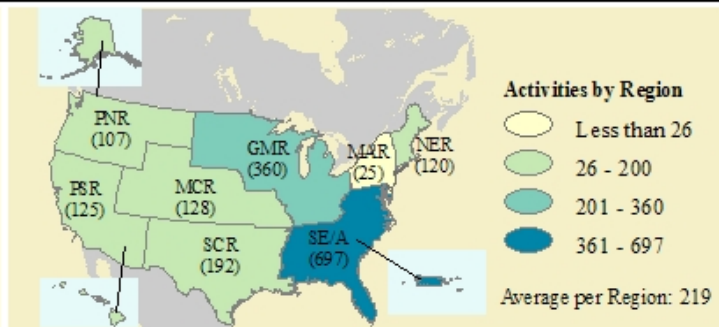VI (75%)

NATIONAL LIBRARY OF MEDICINE

Source: National Library of Medicine, NCES
Map created: 5/16/2006
Includes OARF and network member data
See supplemental sheet for methodology

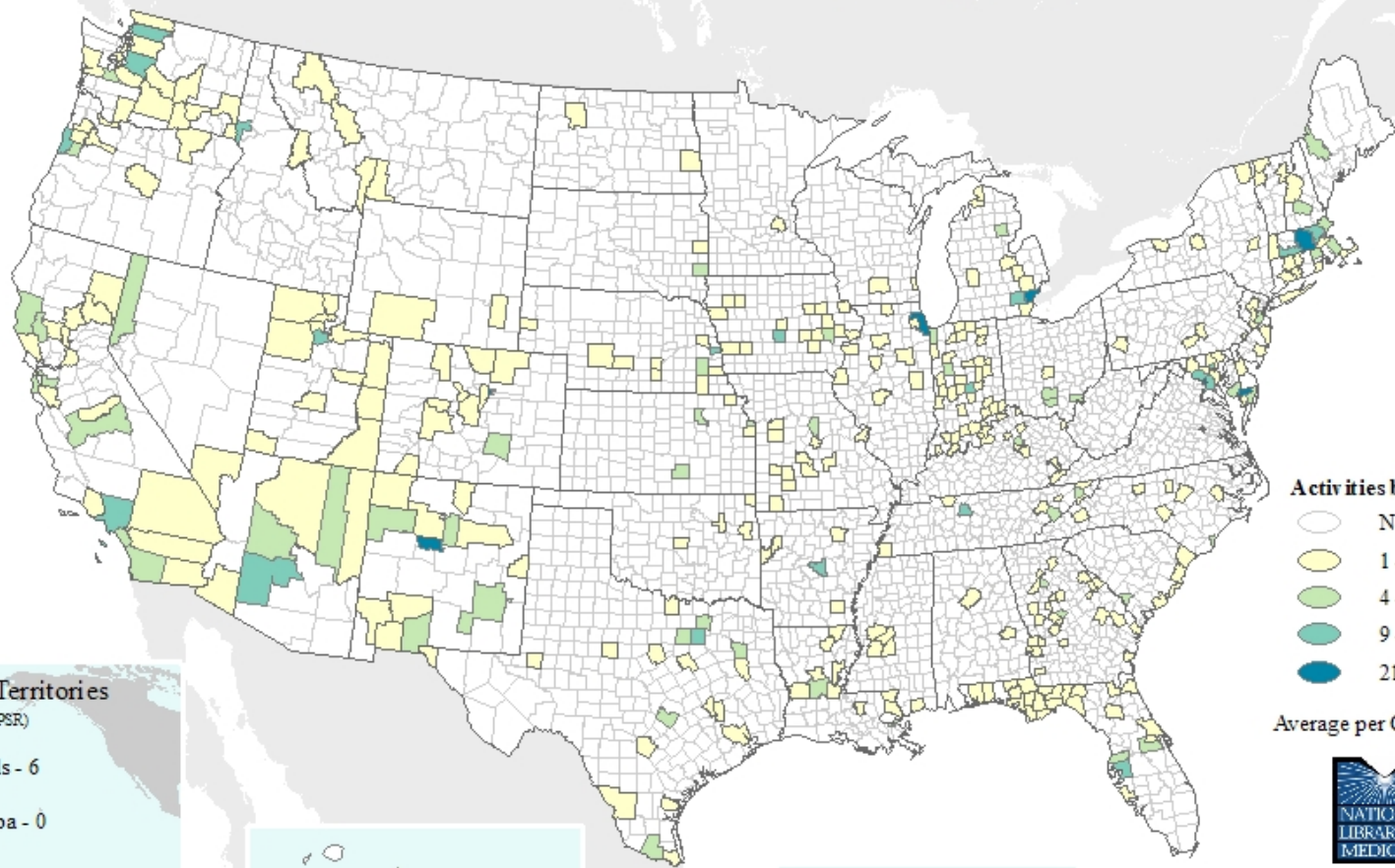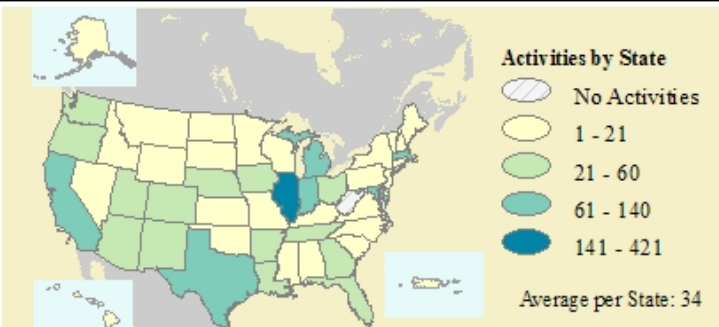**Activities Involving Public Health Agencies**
May 1, 2001 - April 30, 2006
Total = 1,754

Activities by Region
- Less than 26
- 26 - 200
- 201 - 360
- 361 - 697

Average per Region: 219

AK (10)

PNR (107)
GMR (360)
MAR (25)
NER (120)
PSR (125)
MCR (128)
SCR (192)
SE/A (697)

WA (49)
MT (9)
ND (3)
MN (3)
NH (7)
ME (4)
VT (5)
OR (28)
ID (11)
SD (7)
WI (4)
NY (10)
MA (94)
RI (5)
CT (5)
WY (2)
NE (30)
IA (29)
MI (63)
PA (4)
NJ (9)
NV (7)
UT (25)
CO (36)
IL (146)
IN (67)
OH (23)
WV (0)
DE (2)
MD (107)
DC (421)
CA (68)
KS (18)
MO (17)
KY (15)
VA (5)
NC (15)
AZ (33)
NM (60)
OK (7)
AR (24)
TN (27)
SC (10)
MS (6)
AL (5)
GA (43)
TX (78)
LA (23)
FL (52)

Activities by State
- No Activities
- 1 - 21
- 21 - 60
- 61 - 140
- 141 - 421

Average per State: 34.0

Pacific Territories
(PSR)

Marshall Islands - 6
Guam - 6
American Samoa - 0
Micronesia - 0
Midway - 0
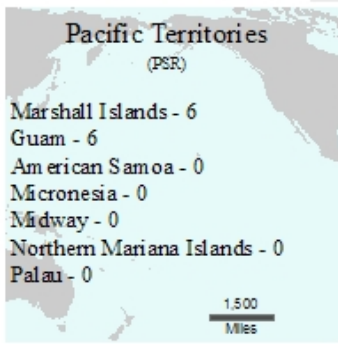Northern Mariana Islands - 0
Palau - 0

HI (5)

PR (4)
VI (2)

Source: National Library of Medicine, 5/15/2006
Map created: 5/16/2006
Includes OARF and PI sheet data

Activities Involving Public Health Agencies
May 1, 2001 - April 30, 2006

Total = 1,754

Activities by State

- No Activities
- 1 - 21
- 21 - 60
- 61 - 140
- 141 - 421

Average per State: 34

Activities by County

- No Activities
- 1 - 3
- 4 - 8
- 9 - 20
- 21 - 421

Average per County: 0.55

Pacific Territories
(PSR)

Marshall Islands - 6
Guam - 6
American Samoa - 0
Micronesia - 0
Midway - 0
Northern Mariana Islands - 0
Palau - 0

360 Miles

140 Miles

1,500 Miles

90 Miles

75 Miles

NATIONAL LIBRARY OF MEDICINE

Source: National Library of Medicine, 5/15/2006

Map created: 5/16/2006

Includes OARF and PI sheet data

An RML is like a haiku

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Pennsylvania