

## Program Logic Model – RML Public Libraries Outreach Evaluation

The eight regions of the National Network of Libraries of Medicine, funded by the National Library of Medicine, provide health information outreach to public libraries. NN/LM programs include training in the use of online health information resources, promotion through exhibits and demonstrations, and other support. The following is a logic model for an NN/LM outreach program targeting public librarians.

**PROGRAM GOAL:** The goal of the program is to promote awareness of and increase access to NLM resources by public libraries in the United States

OBJECTIVES	RESOURCES	ACTIVITIES/PROCESS	PROJECT MGMT MILESTONES FOR YEAR 3	OUTPUTS	IMMEDIATE OUTCOMES	LONG RANGE OUTCOMES
1. Increase links to MEDLINEplus, on public library websites	MEDLINEplus  State library associations  ALA publications  Public library systems  RML staff	a. Each RML plan how M+ can be promoted to their state's public libraries.  [OPTIONAL] RMLs may opt to search public library websites for links to M+ to help plan their promotion strategies.  <sup>1</sup> Possible ideas for promotion are appended  b. NLM create and distribute direct mailings to public libraries to encourage links to M+, with instructions about creating a link and referral to the RMLs for more assistance.	a. By no later than October 1, each RML circulate its M+ promotion plan.  b. By the end of Year 3, each RML implements its promotion plan in at least half of its region.  c. Quarterly reports will include tracking of plan activities and progress.	Number and types of promotional activities completed	Increase in number of public library websites with links to M+	Increased recognition of NLM resources by public librarians in libraries targeted by RML outreach

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<p>2. Increase confidence level and skill of public librarians in answering health related questions</p>	<p>RML staff</p> <p>NN/LM subgroups</p> <p>M+ HealthInfoQuest</p> <p>ALA Association of Cooperative and Special Library Agencies</p> <p>Public Library Association</p> <p>State Library Agencies</p> <p>LSTA Coordinators</p> <p>Public library systems</p>	<p>a. With project management by NNO, Subgroup I of RML consumer health coordinators and a public librarian will advise a consultant on developing a curriculum for training public librarians about consumer health information.</p> <p><sup>2</sup>See appendix for more detail</p> <p>b. RMLs will continue to plan, promote, and conduct consumer health information training sessions. When it is available, the curriculum (see step a) will be used in the training sessions.</p> <p>c. Subgroup I will coordinate revision of the curriculum as needed based on feedback from RMLs and on results of survey responses by public librarians who take the training sessions</p>	<p>a. By October 1, each RML circulates a regional report of plans for conducting the training sessions (note: training sessions can be scheduled and conducted while the curriculum is being developed, since its completion date is not yet known)</p> <p>d. By the end of Y3, each RML will have used and evaluated immediate outcomes of the training curriculum at least 2 times.</p>	<p>Training curriculum developed.</p> <p>X number of public librarians trained about consumer health information.</p>	<p>Demonstrated skill of public librarians in use of XX number of resources (including M+) for answering general medical reference questions.</p>	<p>Increased confidence and ability of public librarians in handling health related questions from patrons.</p> <p>Community health status improves with better access to health information resources and assistance via the public library.</p>

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3. Encourage relationships between public libraries and “community health partners”	<p>RML staff</p> <p>Public libraries</p> <p>Community health organizations</p> <p>NN/LM health library members</p> <p>Funding Sources (e.g. NLM, LSTA, IMLS)</p>	<p>a. “Subgroup II” of 3 RML consumer health coordinators and a public librarian will develop a resource for public libraries about health information partners<sup>3</sup>.</p> <p>b. Each RML will develop a plan for fostering relationships between public libraries and community health partners.<sup>4</sup></p>	<p>a. By September 15, the resource about community health partnerships will be circulated to each RML.</p> <p>b. By no later than Oct. 1, each RML will circulate a plan for promoting and evaluating relationship building ideas developed by the subgroup for at least one public library project.</p> <p>c. By the end of Year 3, each RML will implement at least one idea to foster public library and community health partner relationships.</p>	<p>Resource for public libraries about community health partners</p> <p>Plans for promoting and evaluating partnerships between community health partners and public libraries.</p>	<p>Numbers of public libraries that become members of the NN/LM.</p> <p>New programs, services initiated between public libraries and community health partners.</p>	<p>Public libraries share or collaborate with health information partners to address health needs of the community.</p>