

**National Network of Libraries of Medicine  
Southeastern/Atlantic Region  
Year 03 Activities/Objectives**

**A. Network Infrastructure**

**A.1. Membership**

1. Establish relationships with public libraries, academic libraries, consumer health libraries, faith and community organizations and specific population organizations to promote affiliate membership and to involve them in Network activities.
  - Continue to recruit new full and affiliate Network members.
  - Contact the libraries at Historically Black College and Universities (HBCUs) and Hispanic Association of Colleges and Universities (HACU) that have health programs to encourage Network membership.
  - Distribute membership certificates to new members.
2. Maintain Institutions in DOCLINE as the Network membership database.
3. Maintain memberships in all state library associations and all health sciences library associations in order to obtain subscriptions to association publications, receive privileges to post information about membership, funding opportunities and more to listservs, and provide opportunities to serve on committees to learn about local programs.
4. Attend state association or consortium meetings of information professionals to promote NLM and NN/LM products and service, to exhibit, to provide training sessions and to provide NLM and NN/LM updates. Planned locations include:
  - a. National and regional meetings: Southern Chapter of the Medical Library Association (MLA) in Birmingham, AL; Mid-Atlantic Chapter of MLA in Morgantown, WV; and American Library Association in Anaheim, CA
  - b. State library associations: West Virginia Library Association, Mississippi Association, Florida Library Association (budgeted under exhibits)
  - c. State health science library associations: DC, AL, GA, MD, FL and NC
5. Participate in local career days and curriculums at library schools to increase the visibility of medical librarians and promote NLM and NN/LM products and services. Planned location: FL.
6. While attending exhibits and state library association meetings promote membership, develop contacts with potential affiliate members, and make site visits to local members to learn about programs and needs. Locations planned: GA and FL to visit new medical school libraries.

7. Attend regional events such as library dedications, retirement events, exhibit openings, Go Local launches, and others, upon request of Network members and available funding. Locations planned include: TN and DC.

8. Maintain a regional referral service. Continue to recruit libraries that provide Loansome Doc services, promote the service regionally, and refer callers to participating Network libraries in a timely fashion.

### **A.2. Document Delivery**

1. Continue to recruit new DOCLINE libraries. Assist current members with questions, train/assist members to update Institutions (DOCLINE) records as needed to ensure proper routing of requests, and assist with routing table creation and changes.

2. Review DOCLINE statistics to monitor regional resource libraries' performance. Assist libraries that have not met the performance standards.

3. Conduct DOCLINE classes in the Region to Network members. Planned locations include: TN, DC, GA, and NC.

4. Cooperate with NLM, NNO, and other NN/LM regions in maintaining interlibrary loan, document delivery or resource sharing information on the NN/LM website.

5. Promote and recruit libraries to join the Electronic Funds Transfer System (EFTS) in the Region.

6. Update regional document delivery, EFTS and ESEA materials on the SE/A web site.

7. Continue to recruit new Serials Holdings reporting libraries. Assist members with questions concerning the use of and input of records into Serials Holdings.

8. Monitor trends in interlibrary loan and inform Network members through articles in *SEA Currents*, on the nnlm-sea electronic mailing list and at meetings.

9. Promote LinkOut to Network libraries. Assist with questions concerning adding holdings to and accessing LinkOut. Hold web-conferencing sessions on starting a LinkOut service when requested.

### **A.3. Resource Libraries**

1. Maintain communications with our 31 Resource Libraries throughout the year using the resource library electronic discussion list.

3. Host a meeting of the Resource Library directors to discuss the regional emergency preparedness plan and to meet with the NLM site visit team.

2. Encourage the remaining four resource libraries to join the EFTS system.

#### **A.4. Disaster/Emergency Preparedness Planning**

1. Continue to participate in the planning and implementation of the cross-regional project on emergency preparedness.
2. Update and maintain the SE/A disaster planning/emergency preparedness web pages.
3. Promote the regional emergency preparedness plan in SEA/Currents, on the nnlm-sea electronic discussion list, on the SE/A web site, in training classes and via the state representatives to the emergency preparedness committee.
4. Promote the emergency preparedness toolkit in SEA/Currents, on the nnlm-sea electronic discussion list, on the SE/A web site, in training classes and via the state representatives to the emergency preparedness committee. Make it available on the SE/A web site.
5. Hold an in-person session of the attending RAC Emergency Preparedness Committee members at the chapter meetings in AL and WV.
6. Provide four training on the emergency preparedness toolkit by the network access coordinator. Locations of training include: FL, MD, AL, and GA.
7. Encourage emergency preparedness/disaster recovery classes throughout the Region through the provision of training awards.
8. Offer the “express planning award” to allow for planning meetings to develop statewide cooperative disaster plans. Upon request, assist with the planning and development of meetings and statewide plans.
9. Offer a minimum of three disaster recovery awards to assist libraries that have lost equipment and connectivity due to a natural or manmade disaster.
10. Encourage Go Local projects to link to state disaster planning and recovery resources.

#### **A.5. Historical and Unique Collections**

1. Recruit Network member libraries with historical or unique collections to add their records to NLM’s historical materials database. Identify a member of the RAC Access Committee to assist with this work.
2. Identify SE/A members who currently have records in NLM’s historical collection database as well as officers of the MLA History of Medicine Section for recommendations for additional institutions to contact.

## **A.6. Communications**

1. Maintain, promote and publish a regional listproc, nnlm-sea, and blog newsletter, *SEA Currents*, to communicate information about regional and national programs, policies and procedures, NLM grants, and other important Network-related information.
2. Host and maintain state association and other specialty electronic discussion lists as requested to facilitate statewide communications, planning, and evaluation activities.
3. Update SE/A information and resources on the NN/LM website.
4. Maintain state resource pages on the SE/A website.
5. Participate in monthly NN/LM teleconferences.
6. Attend the RML directors meeting in May in Chicago, IL. Attend coordinator/program area and web-developers meetings, if held, in Chicago, IL. Attend RML directors mid-year meeting if held.
7. Moderate the NN/LM outreach electronic discussion list.

## **A.7. RAC**

1. Hold RAC program committee meetings virtually at least twice during the year to discuss regional issues and plans. Hold one in-person meeting of the oversight committee to discuss regional plans. Location: MD.
2. Add a new standing committee, Emergency Preparedness, to help promote, monitor and participate in emergency preparedness activities in the region.
2. Maintain electronic discussion lists for each of the RAC program committees to conduct business and for communication.
3. Enlist RAC members as needed to review outreach proposals or new publications and to help plan the evaluation of NN/LM SE/A services.

## **A.8. Monitoring and evaluating regional programs**

1. Consult with the Outreach Evaluation Resource Center (OERC) as needed for assistance with evaluation of subcontract proposals or SE/A services and programs.
2. Provide NLM with feedback on products, services, Network member concerns, and more through timely quarterly and annual reports.
3. Consult with RAC committees for input on services and programs.
4. Provide four evaluation classes in the Region. Locations planned include: GA, TN, FL and WV.

5. Host an NLM site visit in year 03. Invite the RAC Oversight Committee, resource library directors, other state health science association leaders, and Network members to attend a public forum with the site visit team if requested.
6. Participate on a site visit team for NLM visits to a regional medical library. Location: WA.

### **A.9. Grants**

1. Inform Network member libraries about NLM and other grant opportunities in *SEA Currents*, on the nnlm-sea list, and on the SE/A website site. Assist with grant questions.
2. Consult with full and affiliate members on funding proposals for NLM or the SE/A. Provide letters of support when requested.
3. Encourage those receiving grants to provide articles for *SEA Currents* on lessons learned.
4. Offer two *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations include: AL and MD.

### **A.10. E-Licensing**

1. Monitor trends in e-licensing and inform Network members through articles in *SEA Currents*, on the nnlm-sea electronic discussion list, and at meetings.
2. Maintain e-licensing content about contracts, processing, pricing, classes, and more on the Access page of the SE/A web site.
3. Encourage the use of training awards for e-licensing classes in the Region.
4. Discuss regional e-licensing issues at the RAC Access Committee meetings.

### **B. Outreach Programs**

1. Input and maintain records for all outreach projects in NLM's Outreach Projects Database. Make records available on the SE/A website.
2. Use outreach database to track activities and to ensure effective distribution of services in the Region.

#### **B.1. Outreach to Health Professionals**

1. Develop a minimum of two subcontracts that focus on the information access needs of health professionals. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including the public health workforce, minority or unaffiliated health professionals, health professionals serving at risk or minority populations or those working in rural, inner city or minority-serving health clinics.

2. Provide funding for “express awards” for projects assisting health professionals.

Express awards include:

- A minimum of ten outreach project awards to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
- A minimum of four planning awards to plan or determine the feasibility for future outreach projects
- Two Welcome Awards to promote or enhance connectivity of urban or rural health clinics or consumer groups that promote health information or work to eliminate health disparities.

3. Conduct site visits to select funded projects concluding in year 03. Planned location includes: TN.

4. Provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public health workforce as needed.

5. Continue outreach to the public health workforce. Visit and provide training to county health departments in AL. Promote PHpartners.org website and submit suggestions for new links to PHpartners.org. Encourage local and state health departments to link to NLM websites and databases.

6. Present at national or regional meetings of health professionals upon request.

7. Create a digital toolkit available on the SE/A website for health sciences librarians who provide outreach to unaffiliated health professionals. The toolkit will include resources regarding marketing, training and funding.

8. Explore the use of Instant Messaging to hold “chats” with health sciences librarians who do outreach to health professionals.

## **B.2. Consumer Health Information Services**

1. Develop a minimum of four subcontracts that seek to improve access to health information resources at the regional, state, and local level. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith-based organizations, vulnerable and at-risk populations, public libraries, and more.

2. Provide funding for “express awards” for the following:

- A minimum of two follow-up awards to evaluate an outreach project in which an affiliate member has participated or was funded to lead, to assume services offered under contract from funded agency or to develop plans for next steps to expand or sustain a project.
- A minimum of ten outreach project awards that assist community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority

groups; at risk groups; or a specific group in the community in need of health information.

- A minimum of four planning awards to plan or determine the feasibility for future outreach projects
- Two Welcome Awards that provides the target audience, community or faith organizations that are affiliate members, with equipment or services that allows them to participate in the Network.

3. Promote Go Local project funding to ensure that consumers have access to local health resources and services. Provide funding upon request.

4. Provide consultations for libraries and community groups desiring to build consumer health information services.

5. Continue to update and promote the health information literacy kit. The kit will be distributed at state library association meetings to assist Network members in their outreach efforts to consumers and specific populations and will be available on the SE/A web site for download.

6. Continue to promote an interactive chat address so that Network members can communicate in real time with the consumer health coordinator.

7. Conduct site visits to projects concluding in year 03. Planned locations include: AL, MS, FL, VA, MD, TN, NC, WV, and SC.

8. Attend a health disparities conference to learn more about health disparities in vulnerable communities as well as cultural competencies in health care so we can incorporate lessons learned into the SE/A programs and training sessions. Location: MD.

### **B.3. Collaborating with Network Members and Other Organizations**

1. Continue to contact the state libraries in the Region to discuss and assess health information programs available and to develop partnerships for training and projects when possible.

2. Work with the MLA chapters in the Region to hold training or special sessions to assist Network members in staying current with trends and products.

3. Assist state health sciences library associations in the development of emergency preparedness plan activities.

### **B.4. Training to Support Electronic Access to Health Information**

1. Provide a suite of five consumer health classes for public librarians: *Prescription for Success, Beyond an Apple a Day, Looking in all the Wrong Places, Will Duct Tape Cure my Warts?* and *ABCs of DNA*. Encourage and promote online access to the *From*

*Snake Oil to Penicillin* class. Hold four in-person classes to include: FL, SC, TN, and MS.

2. Provide two *Veterans' Health* classes to librarians and veterans. Planned locations of in-person training include: MD and MS.

3. Provide two *Patient Informatics* classes to public librarians and consumers. Planned locations for in-person training include: NC and AL.

4. Provide two *Beyond an Apple a Day* classes via distance learning for Network members.

5. Provide *Be Careful for What You Wish For*, the second class in the *Wishing Well* series, via web tutorial for Network members.

6. Provide class three of the *Wishing Well* series, *Your Wish is Granted*, via web tutorial for Network members.

7. Provide four *Easy to Read* classes to Network members and health professionals. Planned locations for in-person training include: MS, MD, VA, and NC.

8. Provide two *No Patient Left Behind* classes to Network members and health professionals in VA and GA.

9. Provide three *African American Community Health* classes to Network members, public libraries and community and faith organizations. Planned locations for in-person training include: AL, MS, and TN.

10. Provide one *Finding Native Health Information Online* class to community organizations or public libraries in FL.

11. Provide one in-person *Vive La Vida Sana* class to Spanish speaking librarians in PR.

12. Provide two *¿No Comprende? Spanish Health Information Resources for English Speaking Librarians* classes to librarians. Planned locations for in-person training include: NC and GA. Offer two online sessions of the class to librarians and health professionals, including the public health workforce.

13. Develop and conduct two *Recursos para la toda familia: sobre la salud para personas que hablan español* classes in Spanish for community and faith organizations. Planned locations for in-person training include: DC and SC.

14. Develop and provide one *Sexual Health* class to youth or young adult librarians. Planned location for in-person training includes GA.



15. Offer four *Evidence-based Nursing* classes to health professionals and librarians. Planned locations for in-person training include AL, VA, FL and MS.
16. Offer two NLM system training sessions at Historically Black Colleges and Universities with health related programs for faculty, students and librarians. Planned locations for in-person training include DC and MD.
17. Offer two sessions of the *Patient Safety Resource Seminar* to hospital personnel and health science librarians in MD and DC.
18. Conduct five *PubMed and NLM* system training classes for health sciences librarians, health professionals and medical societies. Planned locations include in WV(x2), SC, TN and PR.
19. Conduct two online sessions of *Nursing on the Net* sessions for nursing students, faculty and librarians. Conduct in-person training at two HACU and HBCU institutions. Planned locations for in-person training include: NC and SC.
20. Conduct two *PHPartners.org Introduction* classes for public health professionals who work with consumers. Planned locations include AL(x2).
21. Offer two *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations include: AL and MD.
22. Provide six technology classes to Network members to promote the use of technology within libraries and to support the needs of subcontractors. Courses include: *Geeks Bearing Gifts*, *Super Searcher*, and *Website Usability*. Planned locations include: SC, NC, AL, MS, GA and FL.
23. Provide four evaluation classes using the materials developed by the Outreach Evaluation and Resource Center (OERC). Planned locations include: GA, TN, FL, and WV.
24. Submit newly developed training courses for inclusion in the National Training Center and Clearinghouse.
25. Recommend Network members' training materials, available on the web, for inclusion in the National Training Center and Clearinghouse.
26. Keep all Medical Library Association (MLA) and NIH continuing education certifications current.
27. Develop distance education options for classes currently offered where appropriate.

28. Promote the *Public Health Information and Data: A Training Manual* ([http://phpartners.org/phid\\_manual.html](http://phpartners.org/phid_manual.html)) for use by Network members.

29. Provide at minimum ten training awards to Network members to provide NLM system, Internet/World Wide Web training, disaster planning or technology-related classes in the Region or to hire experienced trainers to offer such classes for professional development at Network member libraries or associations.

## B.5. Exhibits and Presentations

1. Exhibit at 6 national health professionals meetings to include:

Association	Location	Date	Attendance
National Patient Safety Foundation Congress	Nashville, TN	May 15-16, 2008	500
Life@50+ AARP National Event and Expo	Washington, DC	September 4-6, 2008	10,000
Employee Assistance Professionals Association	Atlanta, GA	October 16-18, 2008	1,200
National Student Nurses Association	Nashville, TN	April 15-19, 2009	3,500
American Association of Law Libraries	Washington, DC	July 26-29, 2009	2,700
American Association of Diabetes Educators	Atlanta, GA	August 1-9, 2009	5,000

2. Exhibit at 3 state health professional association meetings to include:

Association	Location	Date
Puerto Rico Veterinary Medical Association	Fajardo, PR	August 15-17, 2008
Mississippi Public Health Association	Philadelphia, MS	September 19-21 2008
Southern Nursing Research Society	Arnold, MD	February 11-14, 2009

3. Exhibit at 5 meetings of consumers to include:

Association	Location	Date
Pride Fest Key West	Key West, FL	June 7-15, 2008
2008 State Convention (American Legion Department of North Carolina)	Raleigh, NC	June 11-15, 2008
Maryland Home Education Association	Arnold, MD	September, 2008
Hispanic Festival	Augusta, GA	October 11, 2008

Association	Location	Date
Southern Women's Show	Orlando, FL	October 9-12, 2008

4. Exhibit at 4 state/regional library association meetings to include:

Association	Location	Date
West Virginia Library Association	Walkersville, WV	October 15-17, 2008
Mid-Atlantic Chapter of Medical Library Association	Morgantown, WV	October 20-22, 2008
Southern Chapter of the Medical Library Association	Birmingham, AL	October 26-30, 2008
Florida Library Association	Clearwater, FL	April 2009

5. Provide funding for Network libraries to exhibit at state meetings of health professionals, public librarians and health consumers. A minimum of eight awards is planned.

6. Provide courses, programs presentations and other offerings at meetings of health professionals, information professionals and health consumers. Planned meetings include: GA, DC and TN.

**B.6. Technology and Policy Awareness**

1. Monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information.

2. Fund up to four technology/information awareness conferences in year 03 from applications received. Upon request, attend, exhibit or present at funded technology showcases. Potential locations include: GA, VA and AL.

3. Provide funding for a minimum of eight library technology improvement projects that enable libraries to digitize or automate a library service to increase its accessibility within or without the institution. Visit sites with technology-related subcontracts and awards upon request.

4. Participate in testing technology, such as videoconferencing and computer conferencing, to enhance communication and training.

5. Continue to update and enhance state pages that include statistical information, library information, special population information, key documents or studies about the state, and more.

6. Participate as a member of the Web-STOC Advisory Committee and web-developers team. Location: IL.

7. Continue to enhance the usability of nnlm.gov/sea.

**B.7. Library Improvement**

1. Facilitate, monitor and evaluate the library improvement project at the following year 02 funded site: FL.
2. Promote the Library Technology Improvement Express Awards to ensure adequate connectivity or equipment to improve electronic services in hospital libraries.
3. Facilitate quarterly web-conferences of interest to hospital librarians.

**B.8. Connections**

1. Support connections through funding mechanisms such as subcontracts and express awards for outreach projects that target inner city or rural health practitioners, community agencies or libraries with inadequate connectivity.