

HEALTH INFORMATION ONLINE

National Network of Libraries of Medicine Award

NARRATIVE

Summary/Introduction:

The *Health Information Online* Project was a collaborative effort of St. Mary's Hospital & Clinics (SMHC), Clearwater Valley Hospital & Clinics (CVHC), the Idaho State Library (ISL), the Prairie River Library District (P-RLD) and the Clearwater Memorial Public Library (CMPL). The goal of the project was to familiarize health care professionals and residents within the service area of the two hospitals and throughout the state regarding the MedlinePlus website and inform them about the reliable health information available on their site and the Libraries Linking Idaho (LiLI-D) database.

We informed the public, library personnel and health care providers through a variety of methods:

- Two displays, one of which was circulated to 5 of the 7 medical clinics and throughout the seven libraries within the two local library systems and the other display was/is circulating throughout the state from requesting libraries.
- Presentations to civic organizations, health care providers, library personnel, high school students, local businesses, etc
- Articles in newspapers and PSAs on the radio

Geographic Region/Number of Counties:

The hospitals' and library system's service area encompasses three counties (Idaho, Clearwater and Lewis Counties) in North Central Idaho with a population base of 25,000. The Idaho State Library serves libraries throughout the state.

Collaborations/Partnerships:

The state library (Boise), area libraries (Orofino, Kamiah, Craigmont, Nezperce, Kooskia and Winchester) and the hospitals with their 7 satellite medical clinics (Orofino, Cottonwood, Kamiah, Kooskia, Pierce, Nezperce and Craigmont) and 4 physical therapy clinics, formally, and with civic organizations, businesses and a local high school, informally.

Training:

Inservices for clinic/hospital personnel were provided at:
Clearwater Valley Hospital and Clinics, Orofino
St. Mary's Hospital and Clinics, Cottonwood
Kamiah Medical Clinic, Kamiah

Inservices for non medical area residents were provided to a variety of groups:

Orofino High School Health Classes (2) – 31 students

Orofino Chamber of Commerce – 27 members

Orofino Rotary Club – 32 members

Orofino Kiwanis Club – 23 members

National Association of Retired Federal Employees – 8 members

Kamiah Kiwanis Club and General Public – 17 participants

Dworshak Fisheries Complex – 30+ staff (August 11)

Trainings for library personnel occurred in each of the branch libraries of the Prairie River Library District and within the Clearwater Memorial Public Library:

Orofino

Kamiah

Kooskia

Lapwai

Winchester

Craigmont

Nezperce

Training Sites:

(see above)

Exhibits:

Two exhibits were created. A photograph of the finished display was attached to a quarterly report. Two tabletop displays (50" x 30") were purchased and a local graphic artist/sign maker prepared the items for the display. The collaborating partners developed the items by discussing topics during joint meetings and via email. Drafts were created, edited, then approved to create the final displays.

The Idaho State Library Exhibit is similar to the local library exhibit. The local library exhibit has information about the two hospitals' websites that were revamped under the auspices of this award. The ISL display has more information about the Libraries Linking Idaho website (LiLI & Ebsco database).

The ISL display is described on the ISL website and in other medium and can be requested by local libraries around the state. It was used during the ISL's legislative fair during the January session. So far the ISL display has traveled to:

January: Boise & Lewiston

February: Buhl

March: Weippe

April: Nampa

May: Emmett

The local library display has been exhibited in each of the seven branches of the two library systems which are located in Orofino, Kamiah, Kooskia, Lapwai, Winchester, Craigmont and Nezperce.

It has also been exhibited in medical clinics located in Orofino, Cottonwod and Kamiah. It is scheduled to be displayed in the remaining four clinics beginning this fall.

The local exhibit was also set up at each of the scheduled presentations (see 'training' section)

Resource Materials:

A Powerpoint presentation was devised that explained every aspect of the MedlinePlus homepage and demonstrated each of the links to the site. A powerpoint presentation was produced because many of the training sites did not have a phone line in the room where the presentation was taking place. The powerpoint demonstration simulated an 'online' search.

Accompanying the exhibits were items available from the National Network of Libraries of Medicine. The collaborators decided which items would be most relevant to the populations they serve and ordered multiple copies of each. The ISL also developed a handout re: LiLI and the hospitals developed a 'bookmark' listing their two websites because the MedlinePlus link can now be accessed through the hospitals' home pages. (hard copies of the LiLI and CVHC/SMHC 'bookmarks' were forwarded with submission of the quarterly report in which they were created)

MedlinePlus, LiLI-D, and hospital website information was distributed to the 200+ people that attended the presentations. They were also free to visit the display and take additional materials.

Originally, there were plans to develop a brochure to describe MedlinePlus, but that idea was abandoned when the collaborators saw the myriad of items available from the National Library of Medicine.

Websites:

The St. Mary's Hospital and Clearwater Valley Hospital websites were revamped and made more 'user friendly' by one of the collaborating partners, a Clearwater Memorial Public Library staff person. He added the MedlinePlus link to both hospital home pages and simplified the home page to encourage use of MedlinePlus for health research.

www.clearwatervalleyhospital.com
www.stmaryshospital.net

The MedlinePlus link was also added to the Clearwater Memorial Public Library site:

www.lili/orofino in their 'Health Information' link. Because the library is responsible for maintaining the community calendar many area people visit the site regularly.

Document Delivery:

The presentations to the staff at both hospitals encouraged the use of PubMed for document retrieval for the medical and nursing staff. Many were very interested, some already used the resource and others could not attend the training, due to patient loads. However, the information has been distributed to each of the 13 family practice physicians. There is no current method of tracking their frequency of use, but one physician cited his use of the site recently to help diagnose an ER case.

Approaches and Interventions Used:

Most of the presentations were also advertised to the public via newspaper articles/ads and radio public service announcements. The medical facility based and the high school trainings were not advertised to the public. In every article written to publicize the presentations and the additional articles when the award was received, when the displays were completed, etc. the MedlinePlus website was included. The assumption was that not everyone could attend a presentation, but they could avail themselves of the site after reading about it in the five local weekly newspapers that serve this area. (hard copies of the newspaper articles were forwarded.

Articles also appeared in the employee newsletters of the two hospital facilities. These are circulated to the 300+ employees, Foundation and joint board members and community representatives.

Evaluation:

Over 200 people attended the various training presentations (including the one that is scheduled for August 11). It is hard to estimate how many people viewed the exhibits when they were on display in each of the library and medical clinic sites, but the two exhibits have been on constant display since their creation in November, 2004. They will continue to travel to libraries, health fairs and medical/Physical Therapy clinics.

In reviewing the visits to the CVHC website there is a notable increase in the number of visitors. In a one year period covering March 2003- February, 2004 there were a total of 4950 visits and 14969 hits. After the news/radio/presentations from September 2004- August, 2005 there were 7429 visits and 42817 hits, a 66% increase.

In reviewing the visits to the SMHC website the month before the news/radio/presentations/displays began there were 95 visitors in January, 2004. In July, 2005 at the conclusion of the award time frame there were 684 visits, an 138% increase.

Problems or Barriers Encountered:

None anticipated and none encountered.

Continuation Plans:

The Idaho State Library will continue to make the exhibit available to librarians around the state. The local display will continue to be displayed on a rotating basis to the 7 medical clinics, six local libraries and 4 PT clinics. It will also be used during future

presentations. A presentation is currently scheduled for August 11 for the 30+ Orofino employees at the Dworshak Fisheries Complex and the Corps of Engineers. Another presentation is planned for the Clearwater National Forest employees.

The display will also be used during any upcoming health fairs or employee health fairs the hospital sponsors.

Impact:

The 138% increase at the SMHC webpage and the 66% increase in hits to the CVHC website indicates that people have read and listened to the information. Anecdotally, the presenters heard very positive feedback from the presentation participants. Each presentation opened with a question asking who used MedlinePlus.gov and very few people had heard of it, but after the presentation the audience members would, very often, say, “I wish I would’ve known about this earlier when....” They also said they would use it regularly in the future. To make the presentation more interactive, the presenter offered a free MedlinePlus pen to anyone answering the question correctly. Everyone was able to verbally repeat the website name at the conclusion and received a pen. The nurses and physicians are also using the Rx pads to recommend visiting the site for further information on their relevant health condition.

Recommendations for Improvement:

We should have developed evaluation forms for the audiences to complete. We could’ve used the feedback to improve the powerpoint presentation, the materials and/or the delivery.

Responses to follow up Questions

1) Were your original project goals and objectives met?

Yes, as stated in the application we created user friendly websites for the hospitals which feature the link to MedlinePlus. We trained the library staff in conducting efficient searches using the MedlinePlus, PubMed and LiLI sites and we promoted the use of these health resources through presentations and two displays which featured NLM materials and local materials.

2) What significant lessons were learned which would be of interest or use to others conducting outreach projects? What strategies were the most effective in implementing the project?

Because the Idaho State Library is located in Southern Idaho and the other partners are located in North Central Idaho we were very creative in arranging agendas so the ISL representatives could join us via conference calls. They participated, personally, in one meeting and we arranged the agenda to cover drafts of the displays to best utilize their

input. Using email to communicate amongst partners was very effective. We, of course, also met a number of times.

The partnerships involving the medical settings and library settings were very rewarding and we accomplished our goals and look forward to participating on other projects together.

3) If you were to start all over again, what, if anything, would you change about your goals, project plans, etc?

Because we met our goals and objectives in a timely and efficient manner, there would be no need to change any of the goals or objectives. We were realistic in applying for the award and fulfilled the terms. At least 200 people were exposed to the MedlinePlus website through the presentation and, hopefully, are using the site to answer their health related questions. Hundreds of others were exposed to the MedlinePlus website via the library displays and news article.

4) What advice or recommendations would you give to anyone considering a similar outreach effort?

Do it...