

Below is the result of your feedback form. It was submitted by on Friday, March 30, 2007 at 11:41:33

-----  
network\_member: A Hospital Library  
LIBID: XXXXX  
project\_manager: Librarian Name  
mailing\_address: Address  
phone: Phone  
fax: Fax  
activity\_name: Community Health Fairs  
date\_location: (see attached schedule)

target\_population: The target population for this activity is seniors living in active adult communities, as well as area seniors living on their own or with a caretaker. Additional audiences include area families, as well as A Hospital employees, students, physicians, and visitors.

rationale: Exhibiting at community health fairs has proven to be an excellent way to reach these target populations, particularly older adults who prefer to attend events close to home. However, experience has shown that attendees at community fairs do not generally stop at tables that only offer literature as a giveaway. The Health Sciences Library does in fact provide each attendee who stops at the table with literature from the NN/LM on MedlinePlus, Clinical Trials, and PubMed, as well as brochures and books that promote the library's consumer health home delivery service. However, this activity proposes to use Microaward monies to purchase refrigerator magnets that will have MedlinePlus's web address, the SeniorHealth site as well as this library's telephone number as an added incentive for attendees to stop. With this incentive, attendees will be provided with a mechanism that will reinforce this information every time they open their refrigerator.

activity\_rationale: Much like the outreach mission of NN/LM, this activity will help improve public health by providing the public useful information to help them make informed decisions about health in a very easy-to-obtain manner. Exhibiting at community health fairs helps to bring information about MedlinePlus, Clinical Trials and Pub Med, as well as information about the Health Science Library's award-winning consumer health home delivery service to this target audience, many of whom only drive locally. Community health fairs have enabled the Health Sciences Library to serve and inform hundreds of seniors, with every health fair so far this year having more than 100 seniors in attendance. Furthermore, the two health fairs scheduled for the Ritacco Center has an anticipated attendance of several thousand, all of which will bring useful public health information, part of the NN/LM mission, to those who need it most.

Personnel and budget:

evaluation: A database of consumer health requests generated by our home delivery service has been created, tracking just the geographic location of the request and topic requested. The success of this activity will be evidenced quantitatively by the number of requests received, and evaluated qualitatively by the number of identified repeat requesters.