

National Network of Libraries of Medicine Southeastern/Atlantic Region Year 02 Outreach Plan

Outreach

Our decentralized approach to outreach has been successful with the SE/A staff and Network members working together to solve local information access issues. Our outreach plan combines training, exhibits, consultations and subcontracts and awards. Network members are involved in the development of our outreach programs through participation on our Regional Advisory Committees (RAC) and through the local assistance of outreach librarians and state associations in the region.

To ensure the effective distribution of outreach services in the Region, we try to track projects, training sessions, and outreach presentations in the Region through the outreach reporting and mapping system. We will evaluate the findings annually and try to concentrate on those areas where little or no outreach or training has been initiated. The information gathered will be shared with the RAC committees to help identify ways to address the unmet needs in these areas.

We will continue to provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public as needed. We provide these services through our 800 number, website, and at exhibits and training sessions held throughout the Region.

Outreach to Health Professionals

We plan to fund subcontracts that focus on the information access or technology needs of health professionals. A minimum of two subcontracts for projects that provide training, presentations, demonstrations, technology improvement 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 is planned.

In addition to our subcontracting fund, we plan to provide funding for “express awards”. This funding serves to introduce Network members to outreach. It can be used for small projects with an underserved health professional group or clinic. This includes:

- Outreach projects to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
- Planning awards to plan or determine the feasibility for future outreach projects directed at underserved health professionals
- Welcome awards to promote or enhance connectivity of urban or rural health clinics that promote health information or work to eliminate health disparities.

The executive director and outreach coordinators plan to conduct site visits to selected funded projects concluding in Year 01. Locations include: University of Virginia, Charlottesville, VA in support of their public health and health literacy projects, Anson Community Hospital, Wadesboro, NC in support of their parish nurse project and the Western Maryland AHEC, Cumberland, MD in support of their West Virginia Outreach II project.

Through our toll-free number and at exhibits and training sessions SE/A staff will provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public health workforce as needed.

Throughout this contract period, we will continue to grow our outreach to the public health workforce. We plan to visit local county health departments to provide training and determine information needs. During our training sessions, exhibits and visits we will promote the PHpartners.org website and encourage their web masters to add links on their websites to NLM databases and resources. We will continue to provide updates about the site to Network members through our nnlm-sea discussion list and SEA Currents blog. As we make our way around the region and learn of new resources, we will submit suggestions for new links to the PHpartners.org team. In Year 02 we plan to visit public health departments in Alabama and the Virgin Islands.

In addition to the national exhibiting schedule, we will target state meetings of unaffiliated health professionals such as veterinarians, school nurses and the public health workforce. We will further enhance our exhibiting program by offering funding to Network members to exhibit at state meetings of unaffiliated, rural, urban and minority health professionals.

Presentations at state and national meetings offer an additional way to introduce health professionals to the services and products of the NLM and NN/LM. In Year 02 we will present at several meetings at which we are not exhibiting. These include a panel discussion with librarians from Atlanta at the Drug Information Association meeting in Georgia and a presentation at the Society of Nuclear Medicine meetings in the District of Columbia.

We will continue to work with health professionals serving an American Indian population as well as those attending the health professional programs at Historically Black Colleges and Universities (HBCU) and Hispanic Association of Colleges and Universities (HACU) in the region through our training program and exhibiting programs. We also will encourage Network members to use our funding programs to address the information needs of health professionals serving minority populations.

Consumer Health Services

Our consumer health outreach is directed at public and school librarians, those working in consumer health libraries, specific populations, and faith and community organizations that provide health information to the public. In Year 02 SE/A staff want to target specific populations throughout the region. We will provide training sessions and train-the-trainer classes as well as exhibits at events targeting veterans, home schooling associations, women, teens and minority populations.

We plan to develop subcontracts that focus on reaching specific health consumer populations, underserved and minority health consumers, community partnerships, and community and faith organizations that serve the public. A minimum of two subcontracts that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith organizations, vulnerable and at-risk populations, public libraries, and more is planned.

In addition to our subcontracting fund, we plan to provide funding for “express awards”. This funding serves to introduce Network members to outreach. It can be used for small projects including the following:

- 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 a funded agency or to develop plans for next steps to expand or sustain a project.
- Outreach project awards directed at community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority groups; at-risk groups; or specific community groups in need of health information.
- Planning awards to plan or determine feasibility for future outreach projects
- Welcome awards provide the target audience, community organizations that are affiliate members, with equipment or services that allow them to participate in the Network.

SE/A staff will promote the use of Go Local information during MedlinePlus demonstrations and training sessions as well as provide funding for the

development of Go Local projects to ensure that consumers have access to local health resources and services. The District of Columbia plans to submit a proposal in Year 02.

To help build health information services in the Region that can assist health consumers, we will provide consultations for libraries and groups desiring to build consumer health information services. Also, we will enhance communications with libraries and community organizations by introducing live chats with the consumer health and community outreach coordinators. These chats will be offered a minimum of once per month and be announced in *SEA Currents*, on the nlm-sea list and on the SE/A website. Anytime the coordinator is in the office and logged into the chat software, the ability to chat with Network members will be possible.

If funding becomes available, we plan to develop a health information literacy kit to assist Network members in their outreach efforts to consumers and specific populations. These kits will be distributed at consumer shows and state library association meetings. The kit will include a video on health literacy, the AskMe3 brochure on speaking with your doctor (<http://www.askme3.org/pdfs/tips.pdf>) a blank personal health record, a pen with the slogan "ask your local medical librarian," and MedlinePlus promotional materials.

The consumer health outreach coordinator, community outreach coordinator, and executive director plan to conduct site visits to projects concluding in Year 01. These include Wake Forest University, Winston-Salem, North Carolina in support of their Express Outreach Award, United Methodist Church, Hickory, North Carolina in support of the Welcome Award; West Virginia Health Right, INC., Charleston, WV in support their Express Follow-up Award; West Virginia University Center on Aging, Morgantown, WV in support of their senior project; Baptist Hospital, Nashville, Tennessee in support of their subcontract; University of South Carolina, Columbia, South Carolina in support of their Express Outreach Award; St. Joseph Hospital, Atlanta, Georgia in support of their Express Outreach Award, and Eastern Shore AHEC, Cambridge, Maryland in support of their Express Outreach Award.

To learn more about consumer health initiatives in the Region, SE/A staff will maintain contact with the state libraries in the region. We hope to develop partnerships for training and projects when possible. We have joined each state library association in the region and will monitor their listservs for news and opportunities as well as share product and funding news with them.

In Year 02, presentations will be made at state and national meetings with a consumer health focus. We plan to present at the Unity Conference in Florida and the HUD meeting in the District of Columbia. We hope to enlarge this list as the year progresses. In addition, at the request of NLM, we will fund two

librarians to speak at the Health Ministries Association meeting in Texas about their parish nursing website.

Training

We plan to offer a suite of classes to improve health professionals', librarians' and the public's skills in accessing electronic health information. See our website for a full list of classes and training schedule at <http://nlnm.gov/sea/training/>

To expand our ability to reach more of the Region, we will develop distance education options for some of classes currently offered or in production. We will use web-conferencing on MacroMedia Breeze, teleconferencing, or as time permits, develop online tutorials. We hope this will expand Network members' ability to participate in our offerings.

For all our courses, we will keep the MLA and NIH continuing education certifications current.

In Year 02, our training plan is as follow:

Provide four consumer health classes to 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*. We also will encourage and promote online access to the *From Snake Oil to Penicillin* class. In addition, we plan to hold four in-person classes to include: District of Columbia, West Virginia, North Carolina and Tennessee.

Develop a *Veteran's Health* class. The intended audience will be veterans' community organizations and librarians who serve veterans' and their families' health information needs. The course will cover resources for finding information on post-traumatic stress disorder (PTSD), family issues, substance abuse, amputations, support groups, and more. The consumer health outreach coordinator will collaborate with the RAC Consumer Health Committee and with Network members at Veterans' Affairs libraries to develop the class. The coordinator plans to provide two training classes this year in Maryland and Mississippi.

Provide *Wishful Thinking* presentations/classes, the first class in the *Wishing Well* series. This class is intended to help community, faith and other organizations learn about the benefits of partnering with libraries, finding a partner, what to expect from the partnership, and how to begin the funding process. This class will be given either in presentation style or in individual consultations. This training will be available to anyone seeking funding from the SE/A, including librarians wanting to improve the access of health information in their communities. The class will cover an introduction to the NN/LM SE/A, ideas for projects and partnership tips, and examples of past projects. We will offer

three classes as part of the training at HUD Neighborhood Network locations to include the District of Columbia, Maryland and Virginia. Also, we will provide two additional sessions for community organizations and Network members in Tennessee and Georgia.

Develop *Be Careful for What You Wish For*, the second class in the *Wishing Well* series. This class will delve deeper into the funding process for those planning to submit a full outreach project. It will cover full proposal writing with outlines, examples, templates, and samples of good proposals to review. Also covered will be the elements of a good proposal such as researching, community needs assessments, and outcomes, evaluation and management of time, staff, and resources. The training will cover the SE/A funding process and not grant writing in general. It will be offered online as a web tutorial.

Provide five *Easy to Read* classes to Network members and health professionals. Planned locations include North Carolina, Florida, West Virginia, Mississippi and Maryland.

Provide one *No Patient Left Behind* class to Network members and health professionals in West Virginia.

Provide two *African American Community Health* classes to Network members. Planned locations include Mississippi and Virgin Islands.

Provide two *Finding Native Health Information Online* classes to community organizations and public libraries. Locations include Virginia and Maryland.

Provide five classes/presentations featuring NLM consumer health information resources to community groups, public librarians, and specific populations. Planned locations include West Virginia, Virginia, Florida, Mississippi and Maryland.

Develop the *Patient Informatics* class to promote health literacy and wellness. This class will cover information regarding communicating with physicians and other health care workers, compiling personal health information and developing a personal health record. It will cover also tips or urban legend debunking, locating evidence-based health information to help people make sense of the increasingly complex health care system and other information to assist in the process of becoming a savvy health care consumer. The class will target health consumers, health sciences librarians, and public and school librarians. Two classes to Network members are planned in South Carolina and Florida.

Conduct PubMed/NLM databases courses upon request for health sciences librarians via web-conferencing.

Conduct seven *Introduction to PubMed* classes for health professionals. Targeted audiences and planned locations include: medical societies/nursing group meetings in West Virginia, Virginia, and FL; an HBCU in Alabama; an HACU (Hispanic Association of Colleges and Universities) in Washington, DC; and Native American health professional organizations or clinics in Maryland and Mississippi.

Conduct three *Nursing on the Net* sessions at HBCUs or HACU institutions for nursing students, faculty and librarians. Planned locations include North Carolina and South Carolina.

Conduct three *PHPartners.org Introduction* classes for the public health workforce who work with consumers. Planned locations include two sessions in Alabama and one in the Virgin Islands.

Develop an *Evidence-based Medicine* course that will serve as an introduction to critical appraisal skills through an understanding of basic study designs and validity issues related to reducing bias in clinical studies. This four hour course will focus on understanding the basic designs in medicine (case-control, cohort, randomized controlled clinical trial, systematic review, and meta analysis) with a focus on culturally sensitive health care and equal access to specialist referrals. We will provide two *Evidence-based Medicine* classes to inner city health professions in Florida and Virginia.

Develop a web course, *Outreach for Hospital Librarians*, to assist hospital libraries and others in the hospital setting to reach out to traditional and nontraditional clients. In Year 02, we will develop and offer twice a four hour course that will define the how, what, and why of developing and executing an outreach program in a hospital setting.

Offer two sessions of the *Patient Safety Resource Seminar*, developed by Region 3, to hospital and health science librarians. Planned locations include Maryland and Virginia.

Offer three online sessions of *¿No Comprendo? Spanish Health Information Resources for English Speaking Librarians* classes to librarians and health professionals, including public health professionals. Offer three in-person sessions to public librarians and community groups in Puerto Rico, Georgia, and North Carolina.

Offer three sessions on *Grants and NN/LM Funding Opportunities*, developed by Region 5, to librarians and health professionals, including the public health workforce. Planned locations include South Carolina, North Carolina and Puerto Rico.

Provide courses that promote the use of technology within libraries and to support the needs of our subcontractors. Courses will include but not be limited to *Geeks Bearing Gifts*, *Super Searcher*, and *Website Usability*. Six technology classes at libraries in South Carolina, North Carolina, Alabama, Mississippi, Georgia, and Florida are planned.

Provide the evaluation course *Planning and Evaluating Health Information Outreach Projects*, based on the course developed by the OERC, to build capacity for constructing a community health information outreach project and evaluation plan. Four locations include Georgia, Tennessee, Florida and West Virginia.

To expand the training component of our outreach program, we will accept funding applications from SE/A Network members to provide NLM system, Internet/World Wide Web training, or technology-related classes in the Region. The purpose of this program is to improve health professionals', librarians' and the public's skills in accessing electronic health information. The sessions may be hands-on practice or demonstrations if facilities are not available. This year we will expand the award to allow state groups to offer disaster planning/emergency preparedness classes in their state. In addition, state library associations can request training awards to hire speakers on topics of interest to members for which the SE/A staff has no expertise or time to develop. Members or state associations can apply for up to \$500 for each session. Funding will cover travel, per diems, and room and equipment rental if needed. No course development costs will be covered. We expect to fund a minimum of eight sessions in the Region.

To expand the availability of training materials on the web, we will work with the National Training Center and Clearinghouse to provide links to materials on SE/A Network members' websites. We will evaluate the materials present, secure permission to add them to the Clearinghouse, assist with gathering the metadata that goes with each record and recommend the deletion of outdated materials.

As part of our work with public health personnel, we will promote the Public Health Information and Data: A Training Manual (http://phpartners.org/phid_manual.html) to Network members in the region.

Exhibits

Due to budget reductions, our exhibit schedule is not as extensive this year, however, exhibiting is still a key component of our outreach plan. We exhibit at health professional association meetings for several reasons, to inform, to get feedback on products and services, to evaluate and test new products, to maintain NLM's visibility as a leader in the biomedical information industry, and to network and cultivate professional contacts. We exhibit at state library

association and consumer meetings to meet potential Network members, to gain name recognition for the NLM and NN/LM products and services and to promote access to electronic health information so consumers can make informed health decisions. Network members are invited to assist us at the exhibits where they are able. Our full schedule is available at <http://nnlm.gov/sea/outreach/exhibits.html>

Our plan includes exhibits at:

Six National health professionals meetings to include:

Association	Location	Date
American Veterinarian Medical Association	Washington, DC	July 14-18, 2007
Association of American Indian Physicians	Nashville, TN	July 26-31, 2007
HUD Neighborhood Network	Washington, DC	August 8-10, 2007
National Commission on Correctional Health Care	Nashville, TN	October 13-17, 2007
National Association of Biology Teachers	Atlanta, GA	November 28-December 1, 2007

Three state health professional association meetings to include:

Association	Location	Date
Southeast Veterinary Conference	Myrtle Beach, SC	June 13-17, 2007
West Virginia Association of School Nurses	Martinsburg, WV	November 2007
Metropolitan Washington Public Health Association	Washington, DC	April 2008

Three meetings of consumers to include:

Association	Location	Date
Chattanooga Southeast Tennessee Home Education Association	Chattanooga, TN	July 20-21, 2007
Southern Convention, Veterans of Foreign Wars	Myrtle Beach, SC	November 1-4, 2007
Montgomery County Women's Fair	Rockville, MD	March 2008

Four state/regional library association meetings to include:

Association	Location	Date
Association of Caribbean University, Research and Institutional Libraries	San Juan, PR	June 3-9, 2007
Mid-Atlantic Chapter of MLA	Baltimore, MD	October 8-11, 2007
Virginia Library Association	Hot Springs, VA	November 1-2, 2007
Southern Chapter of MLA	Charleston, SC	November 11-14, 2007

In addition, we will provide funding for Network libraries to exhibit at state meetings of health professionals, public librarians and health consumers. It is an opportunity for others to promote access to electronic health information and to promote Network libraries and their services. Network members can apply for up to \$2,000 for each exhibit. Funding will cover registration and booth fees, travel and per diems, communication costs, publicity, promotional items, and equipment rental if needed. The availability of awards will be promoted in May 2007.

As part of our exhibiting program, we will offer to provide courses, program presentations and panels as well as other offerings at the meetings where we exhibit.

Technology Awareness and Integration

We will continue to monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information. We will keep Network members apprised of developments by articles and messages to the electronic mailing list, and *SEA Currents* blog.

To promote the use of new technologies by librarians and health professionals in the Region, we will fund up to three technology awareness conferences in Year 02. We will choose from the available applications. We hope to hold two of the conferences in partnership with the Medical Library Association chapters in the Region.

We will participate in testing/using other methods of communication, such as videoconferencing and computer conferencing with NLM, NN/LM offices and Network members wherever possible.

We will continue to build and maintain web pages for each state in the region to include statistical information, library information, specific population information, key documents or studies about the state, and emergency preparedness

resources. It is expected that those developing outreach projects will use these pages as well as those interested in individual state health and emergency and disaster resources.

To improve access to information in one of our underserved areas, we will fund a minimum of one Delta Information Access Project. We will visit the selected site to provide training and technical assistance as needed. The site chosen will be a minority serving clinic in Mississippi.

With the success of our past efforts to improve electronic document delivery in the Region, we will continue to provide funding for technology improvement in Network libraries, especially hospital libraries. Funding for a minimum of five library technology improvement projects that enable libraries to digitize or automate a library service to increase its accessibility within or without the institution will be available. The technology coordinator will visit sites with technology-related subcontracts and awards upon request to assist with training or technical issues.

As in the past, the SE/A staff will participate in testing technology, such as videoconferencing and computer conferencing, with the NLM, Network members, regional associations or other RMLs. In this way we hope to enhance communication and training through our knowledge and use of new technology.

Members of the SE/A staff will continue to participate as members of the Web-STOC Advisory Committee, NN/LM WebTeam, and Usability Evaluation and Review (UER) Redesign Team.

With the roll-out of the nlm.sea page in May 2006, we have continued to enhance the usability of nlm.gov/sea. This effort will continue in Year 02. Network members will be encouraged to participate in any testing or review of the website as well as to provide feedback at any time on resources or enhancements to be made to the site.

Library Improvements

With the reduction to our budget in Year 02 we will provide funding for one library improvement project. As noted above, the Library Technology Improvement Express Award to ensure adequate connectivity or equipment to improve electronic services will be offered. Web-conferences on topics of interest to Network hospital librarians will be offered quarterly with input from our outreach advisory committees. In addition, we will make every effort to provide funding and training opportunities to assist with Network libraries. Training awards have been changed to include opportunities for state associations to bring in speakers to state meetings that will offer professional development opportunities at the local level.

Connections

We will continue to provide consultations with Network members and health professionals on technology issues and assist with information on getting connected.

Our plan is 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. The Welcome Award is one way in which we reach out to community agencies that support health information access.