

## **National Network of Libraries of Medicine, Pacific Northwest Region Year 04 Outreach Program Summary**

National Network of Libraries of Medicine Pacific Northwest Region (NN/LM PNR) outreach program areas include Outreach to Health Professionals, Consumer Health Information Services, and Collaborating with Network Members and Community Organizations. These areas of emphasis are designated by the National Library of Medicine (NLM) and respond to its mission for the NN/LM:

The mission of the National Network of Libraries of Medicine is to advance the progress of medicine and improve the public health by providing all U.S. health professionals with equal access to biomedical information and improving the public's access to information to enable them to make informed decisions about their health.

Over the 2006-2011 contract, NN/LM PNR Outreach Programs will emphasize reaching the targeted populations identified by NLM. These include health professionals, especially public health workers, rural, inner city, and unaffiliated health care providers; community-based organizations, health advocacy and faith-based groups; K-12 teachers and staff; public, state, and academic librarians.

The RML for the PNR will continue to encourage public libraries to promote NLM resources and offer health information programming; provide support to non-hospital based health professionals; assist public health workers to achieve better access to biomedical information; build awareness of NLM and NN/LM resources and services region-wide; and facilitate collaborations and partnerships among agencies that share a mission to improve health and/or health literacy of their communities.

Below are specific strategies and activities proposed for Year 4 in NN/LM PNR outreach programs areas.

### ***Outreach to Health Professionals***

**Strategy:** *Offer and/or support trainings, presentations, and/or exhibits reaching non-hospital health professionals (those with a type of practice not associated or affiliated with a hospital or medical center).*

PNR will continue in Y4 to support outreach to speech and language disorder professionals by co-exhibiting at the American Speech-Language-Hearing Association (ASHA) in New Orleans 2009 with NN/LM SCR.

We will also continue to encourage network members to conduct training to community-based speech and language professionals in Washington, Alaska, and Oregon. We will publicize the excellent workshop and materials developed under subcontract by our resource library at Idaho State University. Their comprehensive workshop on Evidence-Based Practice for Speech Language Pathologists and Audiologists has been approved by their professional association (ASHA) for 10 continuing education units.

In Year 4, we will also continue to support dietitians and nutrition professionals by building on a successful outreach project focusing on school health conducted by the Center for Public Health Nutrition (CPHN). Building on the Coordinated School Health model developed by CDC, CPHN and their partners created a Healthy

Schools/Successful Students website that integrates resources for and about dietitians, nurses, psychologists, therapists, physical education teachers, health educators and others involved in assuring that students are healthy and ready to learn. The site links to an excellent toolkit on “Finding Quality Information to Support School Health” developed by CPHN and also points to specific MedlinePlus Health Topics pages relevant to school health concerns. In Year 3 they presented the site and conducted training at professional meetings and in school settings in Washington State.

In Year 4 we will demonstrate this Washington website at dietetics or school health meetings in two other PNR states. The RML will also publicize the site to network members and will encourage them to approach school districts, state offices of education, and school health constituencies for possible training opportunities. We will also investigate potential application or adoption of this model in other Northwest states.

In Year 3 the RML added a focus on outreach to physician assistants. RML staff made preliminary contacts with AAPA officers and staff involved in an AAPA health literacy initiative. In Year 4, we will also exhibit at two state physician assistant meetings and will staff an NLM exhibit at the national conference in San Diego, jointly with PSR.

**Strategy:** *Offer and/or support trainings, presentations, and/or exhibits reaching selected groups of public health workers.*

In Year 4, we will continue to schedule workshops and presentations by RML staff, as budget permits, at state and local public health agencies.

The Northwest Center for Public Health Practice, based at the University of Washington, coordinates educational programs and services in PNR states (plus Wyoming) and has a new director. In Year 4 we will meet with the director, Dr. Susan Allan, and will investigate additional collaborative projects. As in previous years, we will continue to provide “seats” to any Network member wishing to participate in the Northwest Center’s “hot topics” webcasts. In Year 3, Maryanne Blake and Gail Kouame of the RML were guest presenters on the Hot Topics webcast. They covered the role of libraries in emergency preparedness and focused on WISER and other resources for emergency responders. We will seek opportunities to present again in Year 4.

In Year 4, pending approval to use unexpended funds for MOUs, we will ask resource libraries who receive RML MOUs to exhibit and/or present at a public health association meeting in their states and to encourage local outreach projects involving the public health workforce.

The RML will also participate in the Joint Conference on Health in Washington, which includes the Washington Public Health Association. And, we will attend the Northwest Regional Rural Health conference which attracts many public health workers from local health jurisdictions and FQHCs (federally qualified health clinics) from all states in PNR.

In Year 3 the University of Washington Health Sciences Libraries launched a new web portal to support evidence based practice by health care providers in the state, authorized by the Washington State legislature. This website, HEAL-WA, is funded by a fee added to professional license charges and become available early in 2009. This resource will be especially useful for professionals who are not affiliated with health

libraries, such as public health nurses. In Year 4 the RML will publicize HEAL-WA and will give presentations to at least two local health departments.

**Strategy:** *Collaborate with regional centers funded by NIH or other agencies to reduce health disparities.*

The RML will continue to explore opportunities for partnerships and collaborations with regional centers that specifically address health disparities. In common with the NN/LM PNR, these centers share goals to improve access to care, to train minority or allied health professionals, and to enhance resources available to practitioners who work with communities with health disparities.

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In Year 4, we will ask resource libraries who receive RML MOUs to exhibit and/or present at a public health association meeting in their states and to encourage local outreach projects involving the public health workforce.

**Strategy:** *Provide a continuum of outreach funding opportunities for network organizations to train or develop outreach services for unaffiliated health professionals, especially community-based and public health workforce.*

An important strategy for addressing information access and service gaps is to encourage hospital and academic librarians to enhance their services (and the profile of their institution) by extending their services to health professionals in neighboring communities, especially those who practice within the catchment area of the member hospital.

The RML will continue to offer a broad spectrum of outreach funding opportunities to encourage network member participation in reaching underserved health professionals.

Funding opportunities will include exhibit or training awards up to \$500 each to introduce services to new audiences; planning awards up to \$2000 each to encourage partnership development, to conduct community assessments, or to develop potential outreach project plans; technology improvement awards up to \$5,000 for the purchase, installation, and/or upgrading of hardware and software that enhance access to health information; and one-year express outreach awards up to \$12,000 each to conduct outreach projects based on assessed needs and well-laid plans.

In Year 4 we will continue to offer funding (via MOUs) to five (5) resource libraries. A portion of these funds must be used to assess and respond to needs of a specific un- or under-served population.

### **Consumer Health Services**

To promote the use of quality health information - particularly in communities with pronounced health disparities – during the 2006-2011 contract, the RML will build awareness of NLM and NN/LM resources and services region-wide; increase capacity and skills of health information intermediaries; and facilitate collaborations and partnerships among network members for broader community reach.

**Strategy:** *Offer and/or support trainings and presentations reaching public libraries, social service professionals, faith communities, and tribal college libraries. .*

In Year 4, the RML will continue to develop distance learning training resources for public librarians, faith communities and social service professionals that provide direct information services to the public, reaching low income, teens, seniors and minority populations.

Offer a follow-up “Keeping the Faith” online course for the 2009 Parish Nurse Preparation Course participants. To be conducted by invitation from Dr. Cynthia Gustafson, director of the Parish Nurse Health Center in Helena, MT.

Continue to explore WebJunction as a distance learning vehicle for reaching public libraries.

Develop an in-person course focusing on toxicology resources for consumers, to be offered at least twice to public libraries and/or CBOs.

Update “Health in the Headlines” in-person class; offer it at least twice to librarians in the region.

Offer general training on Web 2.0 tools and specific training on the mechanics of at Outreach Connections wiki at Tribal College Librarians Institute (June 2009).

**Strategy:** *Increase awareness by public libraries and community organizations about NLM and NN/LM resources.*

Public libraries are logical places for promotion of NLM and NN/LM resources. The RML will continue to staff or fund exhibits at various regional and national library conferences in order to continue to build awareness by public librarians of NLM databases and other credible information resources.

To encourage support for public libraries in serving their communities health information needs, the RML will distribute promotional materials about health libraries in the network willing to receive referrals from public libraries.

We will get messages about NN/LM PNR training and NLM resources in state library promotions or communications to public libraries, such as state library listservs.

We will submit articles/columns in relevant publications, both electronic and print, that reach public libraries and/or social service organizations. Example formats include state or regional public library publications, and/or newsletters for faith community nurses.

**Strategy:** *Provide a continuum of outreach funding opportunities for public libraries or other organizations serving minority, senior or low-income populations.*

Promotion, training and assessment MOU agreements will be offered to all Resource Libraries to conduct training and exhibiting for groups of their choosing, based on a list of priority audiences, including public libraries and community organizations.

The RML will solicit applications for planning awards to encourage partnership development, to conduct community assessments, and to develop potential outreach project plans.

The RML will solicit applications, fund, and administer at least one Express Outreach Awards for approximately \$12,000 each. Emphasize importance of community partnerships in funding goals.

**Strategy:** *Support and encourage health information services in tribal communities.*

Sponsor or conduct exhibits at local and regional pow-wows as appropriate.

Seek opportunities to promote the Outreach Connections wiki.

Conduct site visits to tribal libraries either in-person or virtually via Adobe Connect.

Offer general training on Web 2.0 tools and specific training on the mechanics of at Outreach Connections wiki at Tribal College Librarians Institute (June 2009).

**Strategy:** *Promote health information literacy at annual meetings of health professional and social service professionals. Get invited to offer training workshops at regional and national annual conferences to discuss health information literacy and value of NLM resources.*

In Y4, Gail Kouame will continue participating as an invited member of the Consumer Engagement Team of the Puget Sound Health Alliance – a group that is focusing on health literacy. <http://www.pugetsoundhealthalliance.org/resources/PlainHealth.html>.

PNR will co-staff the NLM exhibit (with PSR) at the American Academy of Physician Assistants annual conference in San Diego. In addition, PNR staff will staff an exhibit at the Physician Assistant Education Association annual conference in Portland, Oregon. Staff will tailor the MLA health literacy tutorial for promotion by AAPA, pending agreements by AAPA to offer CE credits on completion of the tutorial.

**Strategy:** *Promote MedlinePlus Go Local.*

In Year 4, a Go Local project in Eastern Washington will be launched by the Spokane County Medical Society.

Meanwhile, PNR will promote Go Local sites launched in Montana and Oregon via appropriate exhibit opportunities in those states, and in PNR communication forums (i.e. in Dragonfly and for RML updates).

Also in Year 4, RML staff will conduct site visits to Alaska network members to continue to explore potential for an Alaska Go Local project.

**Strategy:** *Develop programs to promote MedlinePlus and other NLM resources to health professionals as a resource for them and their patients.*

The InfoRx program that was implemented in the 2001-2006 contract will continue to serve as a vehicle for promoting MedlinePlus to health professionals for use by their patients. The prescription pads for information have been the most popular give-away at exhibits for health professionals.

In Year 4, the RML will promote a new Information RX program with the American Associate of Physician Assistants.

### ***Collaborating with network members and other organizations***

To raise awareness and use of quality online health resources, NN/LM PNR would like to support community-based organizations (CBOs) that serve populations that NLM wants to target. The NN/LM PNR can do this by bringing community-based groups into the network and applying approaches and strategies that facilitate effective relationships and outreach with these new partners.

The groups we want to work with are presumably disparate organizations with different strengths, goals and agendas. Some CBOs may not be familiar with online health resources and may have given little thought to ways the communities they serve can benefit from these kinds of resources. We can help them promote health information as part of the social, economic, faith-based, and environmental interventions they already perform at the local level.

**Strategy:** *Seek opportunities to learn about community organizations/agencies that target minorities, seniors, and low income populations.*

The RML will continue to identify community contacts that RML staff and network libraries have at community organizations that reach low-income, senior and minority populations.

These organization and agencies will be added to the Potential Members database

**Strategy:** *Increase awareness by community-based organizations about NLM and the NN/LM PNR*

The RML will continue to develop or find opportunities to enhance programs with NLM and NN/LM products and services, at agencies that serve multi-cultural, multilingual ethnic minorities, seniors, and low-income populations,

For example, agencies' credibility in health information will be enhanced via marketing materials that link their services to credible health information resources from NLM and NN/LM PNR (e.g. Montana State Library campaign and the Idaho Commission for Libraries strategic plan).

All awards made to community organizations will require funded projects to place links to and the logos of relevant NLM products on their web site

**Strategy:** *Develop and disseminate materials from NN/LM PNR that highlight non-library network members*

The RML will continue to develop communications and promotional pieces that highlight network members, with special effort to feature non-library organizations

RML staff will link the NN/LM PNR newsletter/blog to "Especially for Community-based Organizations" (web site <http://nnlm.gov/pnr/community-orgs.html>).

RML staff will continue to exhibit or present at regional, state and local meetings and CE opportunities of potential network member communities

**Strategy:** *Build skills and capacities of network members to provide health information outreach at a local level*

The RML will fund short-term community assessment/planning awards up to \$2000 each to assist network members to identify key partners and mutually agreed on outcomes and strategies.

Promotion, training and assessment MOU agreements will be offered to all Resource Libraries to conduct training and exhibiting for groups of their choosing, based on a list of priority audiences, including public libraries and community organizations.

RML staff will promote and refer to the "Libraries and Community Partners" web site.

**Strategy:** *Offer training to staff of agencies around the 5-state region that serve multi-cultural, multilingual ethnic minorities, seniors, and low-income populations*

The RML will offer training awards (up to \$500) to network member librarians and other network members who teach staff at agencies serving identified groups

RML staff will offer phone and web orientation sessions to CBO affiliate members

Roy Sahali will develop a class for volunteer Community Health Coaches (CHC). CHCs could be identified by getting referrals from CBOs. Classes would be held onsite and via a series of RML Rendezvous sessions. They could be offered monthly or quarterly with certificates. A class would include teaching search techniques; and provide solutions to sharing this new knowledge in the work place with staff and clients.

## **Training to Support Electronic Access to Health Information**

**Strategy:** *Develop and implement training for health intermediaries to improve their ability to find and evaluate electronic health information, for their own use and for those they serve*

Train multiple library types as well as health information intermediaries in the effective use of electronic health information resources and in evaluating health information on the web.

<b>PNR Classes proposed</b>	<b>Frequency of Offering</b>	<b>Distance Format?</b>	<b>If In-Person – Where?</b>	<b>Notes (if any)</b>
Beyond an Apple a Day	2	X		
Community Health Coach – in development	2		Tacoma, WA  Portland, OR	Workshop at Tacoma Lutheran Retirement Center  Workshop for African American Health Coalition
Librarians and Electronic Health Records – in development	2	X		Class to be developed at the Woods Hole BioInformatics Course for Health Professionals
Geeks Bearing Gifts (online)	1	X		
Geeks Bearing Gifts (in-person)	1		Bozeman, MT	Workshop at the Tribal College Librarians Institute
Getting Started with Info Outreach in Minority Communities	1		Boise, ID	In partnership with the Idaho Commission for Libraries
Getting Started with LinkOut (via Adobe Connect)	1	X		Two 1-hour rendezvous sessions, for 2 CEs
More about LinkOut (Moodle—to be developed)	1	X		A more advanced LinkOut class
Health in the Headlines (in person)	1		Silver Falls, OR	Workshop at the Oregon Health Sciences Librarians Association annual conference
Health in the Headlines (online)	1	X		
The Healthy Librarian: Cultivating Wellness in the Workplace (in person).	1		Portland, Oregon (PORTALS) in September	Via PORTALS ( <a href="http://www.portals.org/events/events.shtml">http://www.portals.org/events/events.shtml</a> )
Keeping the Faith (Online)	1	X		



No Comprende Spanish Health Info Resources for English Speaking Librarians (Online)	1	X		
Geeks Bearing Gifts for Health Educators (to-be-developed)	1	X		Suggested by member of SOPHE on the PNR RAC
Public Health on the Web	1		Anchorage, AK	To be submitted as proposed class for the Alaska Health Summit
Evidence-based Practice for Speech-Language-Hearing professionals (to be developed)	1		Anchorage, AK	To be submitted as proposed class for the AK Speech-Lang-Hearing Assn conference
PubMed for the Rest of Us: Searching the medical literature for the non-expert	1		Spokane, WA	Exploring potential opportunity to conduct class for USDA extension agents
Toxicology for Consumers (in development)	1		Eugene, OR	To be proposed for Oregon Library Association annual conference
Caring for the Mind (Online)	1	X		
Podcasting for hospital librarians (to be developed)	1		Seattle, WA	To be proposed for the PNC/MLA annual conference
"Can You Hear Me Now?" How to Make a Podcast (via Adobe Connect and Moodle)	1	X		
"Can You Hear Me Now?" How to Make a Podcast	1		Missoula, MT	Proposed for the Pacific Northwest Librarians Assn conference
Collecting and Analyzing Data (Adobe Connect)	1	X		Distance learning format for in-person class

### ***Exhibits and Presentations at Meetings***

**Strategy::** *Promote NLM and NN/LM products and services at national and regional meetings to increase awareness of health information resources for health professionals and the public.*

1. In Year 4 the RML will take responsibility for 3 national exhibits (including, when possible, a presentation and/or course offering), and 9 regional exhibits.

2. Enlist the assistance of network members in exhibiting at national meetings.
3. Monitor meeting information sources, offer suggestions to NLM for future meetings, and establish the regional exhibit and presentation schedule in consultation with NLM.
4. Seek opportunities for program presentations at meetings where we exhibit.

### ***Information Technology and Policy Awareness Program***

***Strategy:*** *Use technology to develop distance education modules and materials.*

Based on assessment and understanding of network member interests, communicate topical information to the region using NN/LM PNR Dragonfly, the PNR website, Adobe Connect RML Rendezvous events, and web-based continuing education classes.

Facilitate at least 9 RML Rendezvous events (via Adobe Connect).

Develop at least 3 new web-based courses using the Moodle platform:

Electronic Health Records—distance class (in development)  
Public Health on the Web—distance class (in development)  
PubMed for the Rest of Us: Searching the medical literature for the non-expert—distance class (in development)

Continue to provide the weekly Technology Tuesday column via the PNR blog, Dragonfly.

Update and maintain the webpage: Scholarly Communication: Issues for Health Sciences Libraries in Clinical Settings.

### ***NN/LM PNR Library Improvement Program***

***Strategy:*** *Develop a program to improve library services delivered to health intermediaries (including hospital staff).*

1. Persuade libraries to use DOCLINE or Loansome Doc for document delivery, whichever is appropriate.
2. Fund and promote at least two satellite and/or web teleconferences each year at a minimum of 3 sites around the region.

3. Sponsor classes by other NN/LM regions and other organizations that are relevant to the needs of NN/LM PNR network members.
4. Fund a combination of up to four (4) technology improvement awards; one (1) medical library impact award;; and several library improvement awards.
5. Loan exhibit backdrops to network members for health fairs, local exhibits, etc.
6. Maintain and expand Advocacy for Medical Librarians page on NN/LM PNR website.
7. Send congratulatory letter to institutional administrators when their library is awarded funding.