

Quarterly Report

National Network of Libraries of Medicine - MidContinental Region Region 4

August 1, 2008 - October 31, 2008

Contract No. N01-LM-6-3504

Spencer S. Eccles Health Sciences Library
University of Utah

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Executive Summary

Personnel

Sandy Drollinger, Financial Analyst, started her new position on August 6, 2008. Joan Stoddart, Acting Director, relinquished her year long position and Jean Shipman, Director, started her new position on October 1, 2009.

Claire Hamasu, Associate Director; Sharon Dennis, Technology Coordinator; and Heidi Sandstrom, Associate Director of the NN/LM Pacific Southwest Region; met in August to finalize the technology logic models for the two regions and the budget for sharing the technology position for 2008-2009.

Advocacy

In September, Mark Goldstein, Network Coordinator for the NN/LM New England Region (NER), shared the materials and processes that he and the NER Hospital Library Subcommittee have developed as part of their advocacy program. Staff was very interested in implementing the follow up with hospital administration when major changes are about to or have occurred in the status of a hospital library.

Barb Jones, Missouri/Library Advocacy Liaison, initiated the MCMLA Marketing and Promotion contest as part of the chapter's annual meeting. Chapter members were invited to submit a marketing project or promotional items that had been used to improve or expand services. Three libraries received awards:

- A poster: "What the Library Does" Poudre Valley Hospital (CO)
- A project: "Benefits of Using an Orthodontic Library" American Association of Orthodontists Library (MO)
- An ad campaign: "Don't Google It, McGoogan It!" McGoogan Library of Medicine (NE)

Betsy Kelly, Assessment and Evaluation Liaison, developed a feedback form for the Retail Value Calculator. It will collect name, email, state, comments, and data from the calculator. Ms. Kelly and Ms. Jones have proposed a paper for MLA 2009 to report on the analysis of the data that is collected.

Ms. Jones recruited libraries in Colorado and Missouri for the research study on the value of information in health sciences institutions. Five hospital libraries have agreed to participate:

- Exempla St. Joseph Hospital (CO)
- Heartland Regional Medical Center (MO)
- Missouri Baptist Hospital
- Poudre Valley Hospital (CO)
- St. John's Hospital (CO)

Community Outreach

Siobhan Champ-Blackwell, Community Outreach Liaison, led the meeting of the TC4C Effective Practices Committee attended by Ms. Hamasu; John Bramble, Utah/Network Membership Liaison; Susan Barnes, Assistant

Director of the OERC; and Re Mishra, Health Professionals Outreach Coordinator of the NN/LM South Central Region. They updated the team charter and planned future activities. One of the activities is to submit a paper to MLA 2009 comparing the collaborations of TC4C and Outreach Connections.

Ms. Champ-Blackwell and Mr. Bramble helped to plan and participated in the Utah Minority Health Network Retreat. Ms. Champ-Blackwell ran the Café to Go session to assist the consortium in developing a five year strategic plan.

Jim Honour, Wyoming Liaison, visited the Wind River Tribal College and took pictures for the poster that will be used to promote health information services at community events. Yattie Fisher from the Little Priest Tribal College Library in Winnebago, Nebraska brought the poster created for the library to the Tribal Libraries Conference in Oklahoma in October. She received many compliments. Hopefully, this will inspire other tribal libraries to create posters to promote their health information services.

Mr. Honour selected the community-based organization that he will work with to improve their access to health information. He joined the Wyoming Comprehensive Cancer Control Consortium and the Risk Reduction, Early Detection, and Better Treatment working groups.

Consumer Health

Mr. Bramble and Ms. Hamasu attended the Utah Library Association Fall Workshop. They participated in the first activity of the day, a Café to Go session on outreach, interjecting health information outreach and community partnerships during the different café discussions. Mr. Bramble was one of the instructors for the CE teaching the use of consumer health information resources.

Dana Abbey, Colorado/Consumer Health Liaison, edited Family Physicians Inquiries Network patient education tear sheets: Inducing Labor for Childbirth; Breast Implants and Cancer Screenings; and Heart Disease and Smoking. MedlinePlus links were added as additional resources.

Education

Mr. Bramble submitted class materials for Introduction to Public Health Resources and Online Resources Evaluation Skills to the NTCC.

Network Membership

Ms. Hamasu received a letter from the Health Sciences Library Network of Kansas City. They expressed their concern about DOCLINE participants who do not contribute to the resource and about participants who are staffed at less than 1 FTE or by a non-professional. They defined reciprocity in terms of service and leadership more than sharing materials from collections. Ms. Hamasu acknowledged their concern and explained that the criteria for DOCLINE participation are inclusive rather than exclusive in order to provide the greatest access to health information. She asked that a state liaison be notified when libraries close or if they know of hospital administrators that their state liaison should visit to discuss information services.

Ms. Hamasu reviewed the NN/LM MCR's emergency communication transfer plan with Javier Crespo, Associate Director of the NN/LM New England Region (NER). They agreed on when the NER, the buddy library, would be called in to assist.

Mr. Honour continues to visit Network members to familiarize himself with the state and to promote NLM and NN/LM resources and services. During this quarter he visited: North Big Horn Hospital (nonmember), West Park Hospital (nonmember), Ivinson Memorial Hospital, Crook County Medical Services District, Park County Library System, Powell Branch public library, Northwest College Library (nonmember), and Laramie County Community College Library.

Regional Licensing Consortium

ACP Pier changed the contract term and restricted new sign-ups for the 2007 rate to members from Colorado. BCR was not aware that ACP Pier was changing the terms for new participants. New offerings will be EBSCOHost, Natural Standard, and ACUCOMS, Inc.

Mr. Bramble and Ms. Hamasu have been meeting with BCR President, Brenda Bailey-Hainer, and our contact, Gillian Harrison, about whether BCR will continue to partner with the RML in the licensing consortium. The MCR has a one year agreement where BCR receives a fee for each license participant. If the relationship continues, BCR would request a sizeable fee increase for the service. The participation rate from the region is not adequate to cover the negotiation and sign up services provided by BCR. The RML would like an increase in BCR personnel time on the project, which would raise the fee even more. After several meetings both parties decided not to renew the agreement in December.

Technology

In August, Rebecca Brown, Kansas/Technology Liaison, coordinated a meeting for the NN/LM technology coordinators. They discussed current projects, collaboration opportunities, and decided to continue with these regular meetings.

PIGs (Personal Interface to the Grid) were successfully set up at the University of Wyoming Coe Library and the University of Missouri-Columbia J. Otto Lottes Health Sciences Library. Access Grid/PIG testing continued in August with Creighton University and the Universities of Nebraska, Colorado, and Kansas. Echoing problems caused by the microphones being used in Salt Lake City were encountered. The University of Colorado had problems receiving PowerPoint slides due to restricted bandwidth. The computer on which the PIG software is installed at the University of Kansas Dykes Library was upgraded and now the video is not working. On October 29, liaisons and systems support from all of the Resource Libraries held a rehearsal of the presentation for the site visit team. All worked better than expected but there is still work that needs to be done both on the presentation content as well as the technology.

The indicator for offering twelve technology classes has already been met. Over the quarter liaisons consulted with Network members on Adobe Connect, Survey Monkey, creating online quizzes, and DSpace.

Network Infrastructure

Table 1: Quarterly Infrastructure Data

	Current quarter	Previous quarter
Network members – full	168	166
Network members – affiliate	146	150
Libraries providing services to unaffiliated health professionals	100 (60%)	102 (61%)
Libraries providing services to public users	109 (65%)	111 (67%)
Average fill rate for resource libraries	76%	76%

New Full Members:

Pittsburg State University (KS)
University of Saint Mary (KS)

Affiliate to Full:

Platt College (CO)

New Affiliate Members:

Riverside Regional Library (MO)
Nouveau University (NE)
Iverson Memorial Hospital (WY)
United Way of Southwest Wyoming

Full to Affiliate:

Missouri AHEC Digital Library (MO)

Closures:

Rose Medical Center (CO) - Full
Hastings Regional Center (NE) - Affiliate
Pioneer Valley Hospital (UT) - Full

Regional Advisory Board Activities

(See Attachment 3 for meeting minutes)

Ms. Stoddart and Ms. Hamasu conducted two sessions to orient incoming Regional Advisory Board members to their responsibilities and the RML. All but two new members were able to attend.

The annual Regional Advisory Board meeting was held October 2-3, 2009. Only one member was unable to participate due to family illness. Angela Ruffin, Head of the NNO, was the first presenter offering an update on activities at the National Library of Medicine.

The group then participated in World Café discussions on health information literacy, library advocacy, emergency planning, and funding. In the afternoon topics focused on aspects of the morning's discussions engaging members in RML programs, communicating with members, and empowering members.

In September, Marty Magee, Nebraska/ Education Liaison, met with Linda Frazier, Public Health Workforce Development Coordinator, and Sharon Medcalf, Associate Director for the Center for Biopreparedness Education, Board members who are assigned to the education project. She reviewed the education logic model with them.

Needs Assessment and Evaluation Activities/Data

Ms. Kelly and Mr. Bramble finalized the questions for the Network Membership Questionnaire in August. Ms. Kelly submitted the forms to Washington University's IRB office for exemption. The URL for the questionnaire was distributed to members at the beginning of September. Responses are being collected in four groupings: hospital libraries, multiple

hospital libraries being managed by a single librarian who has only one email address, academic health sciences libraries, and other health sciences libraries. Members were reminded of the questionnaire at the chapter meeting. By the end of the quarter the response rate was not close to our indicator of 90%. We decided to extend the deadline.

Ms. Kelly worked to create and update files of the Activity Reporting System used for writing the next year's logic model. This will simplify moving data from these files to the active logic model for the next year. She completed a report that covers all projects for the year and corrected functions in the system.

Ms. Hamasu and Ms. Kelly worked on a strategy to analyze the impact of the RML in improving access, changing behavior, increasing awareness, and building skills.

Outreach

Table 2: Newly Funded Awards and Projects

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type
	No new projects				

Members have called liaisons for advice on the Continuity of Health Information award. We are hoping to have many proposals submitted.

Update of Ongoing, Major Projects

No Activity

Table 3: Exhibits

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
8/3-5/2008		Title X Conference	Broomfield, CO
RML REGIONAL/STATE/LOCAL EXHIBITS			
9/3-5/2008	Colorado Hospital Association	Annual Meeting	Breckenridge, CO
9/15-17/2008	Colorado Public Health Association	Public Health in the Rockies	Breckenridge, CO
9/15-17/2008	Missouri Public Health Association	Annual Conference	St. Louis, MO
9/17/2008	Kansas Public Health Association	Annual Conference	Topeka, KS
9/26/2008	Public Health Association of Nebraska	Annual Meeting	Kearney, NE

9/26/2008	Utah Native American Summit	Annual Meeting	Vernal, UT
10/2-3/2008	InterMountain Area Speech and Hearing Association	Convention	Salt Lake City, UT
10/5/2008	MCMLA	Open Spaces, Frontier Places	Cody, WY
10/11/2008	California-Mexico Health Initiative, Mexican Ministry of Health and Foreign Affairs	Bi-National Health Day	Desoto, KS
10/13/2008	Boone County Health Department	Boone County Latino Health Fair	Columbia, MO
10/16/2008	University of Wyoming Health Sciences Department	Health Fair	Laramie, WY
10/16-17/2008	Nebraska Library Association	Annual Conference	Lincoln, NE

Actionable Feedback received from Exhibit Visitors

No suggestions or recommendations were received from exhibit visitors this quarter.

MedlinePlus Go Local

Ms. Jones met with Kay Archer, Director of United Way 211, to discuss connecting Go Local with 211 in Missouri. Ms. Archer was interested but wanted more information on collaborations between Go Local and 211 before making a commitment.

Ms. Abbey spoke with the director of her Resource Library about hosting Go Local and with public librarians who were interested in contributing to, but not leading, the project.

Table 4: Presentations and Training provided by RML Staff

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
8/1/2008	Magee	Thinking Like an MBA	Omaha, NE	5	Distance education
8/1/2008	Brown	Health Career Pathway Program	Kansas City, KS	4	In-person
8/5/2008	Jones, co-presenter	Evidence Based Nursing	Kennett, MO	6	In-person

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
8/5/2008	Abbey	Reference Service Panel	Denver, CO	46	In-person
8/7/2008	Jones	Caring for the Mind	Jefferson City, MO	100	In-person
8/11/2008	Jones	Beyond an Apple a Day	St. Louis, MO	6	In-person
8/11/2008	Jones	Beyond an Apple a Day	St. Louis, MO	7	In-person
8/13/2008	Bramble	Public Health Web Sites	Salt Lake City, UT	10	In-person
8/19/2008	Jones	NLM Resources	Columbia, MO	16	In-person
8/20/2008	Jones, Kelly	Breezing Along with the RML	Columbia & St. Louis, MO	31 (Synchronous) 183 (Asynchronous)	Distance Education
8/28/2008	Brown	Social Bookmarking: Bookmarking for the Greater Good	Kansas City, KS	10 (Synchronous)	Distance Education
8/30/2008	Bramble, Salmond	Beginning DOCLINE	Salt Lake City, UT	12 (Synchronous)	Distance Education
9/2/2008	Bramble, Salmond	Simple Serial Holdings	Salt Lake City, UT	2 (Synchronous)	Distance Education
9/3/2008	Honour	NN/LM Update	Laramie, WY	25	In-person
9/5/2008	Magee	Public Health Resources	Omaha, NE	18	In-person
9/17/2008	Champ-Blackwell, co-presenter	Let's Talk About Sex	El Paso, TX	18	In-person
9/17/2008	Bramble, Kelly, Magee	Breezing Along with the RML	Salt Lake City, UT St. Louis, MO Omaha, NE	25 (Synchronous) 91 (Asynchronous)	Distance Education
9/18/2008	Abbey	Evidence-Based Practice Resources	Aurora, CO	38	In-person
9/18/2008	Dennis	Microblogging Using Twitter and FriendFeed	Salt Lake City, UT	11 (Synchronous) 52 (Asynchronous)	Distance Education
9/19/2008	Brown	NLM Resources	Dodge City, KS	20	In-person
9/19/2009	Bramble, Hamasu	NLM Consumer Health Resources	Price, UT	17	In-person
9/22/2008	Champ-Blackwell, moderator	Reaching Thousands: Using the Internet to Improve Outreach, Collaboration, and Information Dissemination	Minneapolis, MN	55	In-person
9/23/2008	Bramble	Key NLM Resources	Vernal, UT	7	In-person
9/23/2008	Bramble	Key NLM Resources	Vernal, UT	8	In-person
9/24/2008	Brown	NLM Resources	Kansas City, KS	4	In-person
9/24/2008	Brown	NLM Resources	Kansas City, KS	3	In-person
9/26/2008	Magee, co-presenter	Archived Public Health Resources	Kearney, NE	10	In-person
9/30/2008	Brown	RSS	Kansas City, KS	8 (Synchronous)	Distance Education

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
9/30/2008	Bramble, Salmond	Beginning DOCLINE	Salt Lake City, UT	22 (Synchronous)	Distance Education
10/1/2008	Magee	NLM Resources	Scottsbluff, NE	6	In-person
10/3/2008	Sawyer	MedlinePlus	Salt Lake City, UT	8	In-person
10/4/2008	Abbey	PubMed Searching	Cody, WY	12	In-person
10/4/2008	Magee	Communication and Collaboration Tools	Omaha, NE	10	Distance Education
10/5/2008	Magee	Nebraska Notebook	Cody, WY	12	In-person
10/5/2008	Champ-Blackwell, panelist	Rural Health Care Information: The Challenges	Cody, WY	43	In-person
10/5/2008	Abbey	Innovations in Perspective: Reinventing Information Services at the UC Denver Health Sciences Library	Cody, WY	23	In-person
10/6/2008	All Staff	MCR Update	Cody, WY	100	In-person
10/6/2008	Hamasu, Kelly	Demonstrating Effectiveness	Cody, WY	15	In-person
10/6/2008	Kelly	Library Value Calculators	Cody, WY	15	In-person
10/7/2008	Dennis	Introduction to Blogs and Wikis	Cody, WY	4	In-person
10/7/2008	Bramble, Salmond	Simple Serial Tables	Salt Lake City, UT	18 (Synchronous)	Distance Education
10/13-12/2/2008	Brown, Dennis, Roberts	13 Things	Kansas City, KS Salt Lake City, UT	65	Distance Education
10/14/2008	Brown	NLM Consumer Health Resources	Iola, KS	14	In-person
10/14/2008	Bramble, Salmond	DOCLINE Routing Tables to be Proud of	Salt Lake City, UT	4 (Synchronous)	Distance Education
10/15/2008	Jones	Library Valuation Calculators	Kansas City, MO	10	In-person
10/15/2008	Abbey, Bramble	Breezing Along with the RML	Aurora, CO Salt Lake City, UT	31 (Synchronous) 46 (Asynchronous)	Distance Education
10/16/2008	Abbey	NLM Resources	Aurora, CO	15	In-person
10/16/2008	Magee, co-presenter	Live Links	Lincoln, NE	16	In-person
10/21/2008	Champ-Blackwell, co-presenter	Spanish for the Health Care Professional	Omaha, NE	8	In-person
10/23/2008	Champ-Blackwell	Spanish for the Health Care Professional	Omaha, NE	9	In-person
10/24/2008	Jones, co-presenter	Evidence Based Nursing	Hayti, MO	7	In-person

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
10/27/2008	Abbey, Champ-Blackwell	Beyond an Apple a Day	Aurora, CO	11	In-person
10/27/2008	Abbey, Champ-Blackwell	No Comprendre	Aurora, CO	6	In-person
10/28/2008	Abbey, Champ-Blackwell	ABCs of DNA	Aurora, CO	8	In-person
10/28/2008	Brown	NLM Consumer Health Resources	Kansas City, KS	3	In-person

Other Staff Activities

Table 5: Publications and Resources Developed by RML Staff

Date completed/ published	Last name of staff responsible	Title	Medium	Submitted to Clearinghouse ("yes" or "out of scope")
8/2008	RML Staff	Plains to Peaks Post http://nnlm.gov/mcr/services/comm/newsletter/PTPP_August_2008.pdf	Newsletter	Out of scope
8/1/2008	Champ-Blackwell	Update Native American Health Links page	Web site	Out of scope
9/2/2008	Brown	"Improving Your Community's Access to Health Information" – Kansas Libraries Newsletter http://skyways.lib.ks.us/news/publish/article_00755.shtml	Newsletter	Out of scope
9/2/2008	Honour	"Improving community access to health information" – The Outrider http://www.wsl.state.wy.us/slpub/outrider/2008/Sep2008.pdf	Newsletter	Out of scope
9/5/2008	Bramble	Update MCR Membership pages	Web site	Out of scope
10/1/2008	Bramble	Loansome Doc	Bookmark	No
10/31/2008	Champ-Blackwell	Uploaded regional racial/ethnic brochures	Web site	No

Notable Staff Activities

August 1, 2008

Ms. Brown reviewed five technology proposals for the NN/LM South Central Region.

August 18, 2008

Ms. Hamasu provided the RML update at the Utah Health Sciences Library Consortia meeting. She promoted the use of the ROI/CBA calculators. No one had entered their data.

August 15, 2008

Ms. Hamasu attended the Utah Academic Library Consortium retreat on Scholarly Communication.

August 20, 2008

Ms. Champ-Blackwell reviewed four applications for the NN/LM South Central Region's Access to Electronic Consumer Health Information Award.

September 12, 2008

Ms. Magee provided an RML update to members of ICON, the local health information consortium.

September 22, 2008

Ms. Hamasu attended Dan Wilson's "Developing a Service Continuity Plan" Adobe Connect presentation for the PSR and MCR.

October 15, 2008

Ms. Brown and Ms. Jones attended the Health Sciences Library Network of Kansas City meeting.

October 17, 2008

Ms. Brown attended the Kansas Biomedical Librarians fall meeting at the Farha Library in Wichita. She provided an update on RML activities.

October 20, 2008

Ms. Abbey facilitated the first meeting of the Consumer Health Working Group. They decided to develop PSAs and send them out to the media to promote MedlinePlus in the region's communities and to work on a promotional effort for consumer health information.

October 23, 2008

Ms. Brown visited the University of Saint Mary and Lawrence Memorial Hospital to show the librarians how to add their holdings to DOCLINE.

October 29-31, 2008

Mr. Honour met individually with the liaisons leading the Community Outreach, Consumer Health, and Education project areas to learn more about the projects.

October 31, 2008

Ms. Jones attended the Missouri Health Policy Summit. The program focused on health literacy and healthy eating.

September-October 2008

Ms. Abbey attended planning meetings for the Culture of Data Conference. She finalized the program, the evaluation form, setup of equipment, exhibits, posters, panels, catering, and parking.

Photographs



NN/LM MidContinental Regional Advisory Board Meeting – Cody, Wyoming – October 2008

Liaisons and colleagues during the “Annual Checkup” at MCMLA



John Bramble and Cam Gentry



Kelly Klinke and Dana Abbey

Attachments

Attachment 1: Quarterly OARF Summary Data - RML Staff Activities

Outreach Activities Conducted by MCR RML Staff

RML Q2, 2008-2009

Generated: Wednesday, February 04, 2009

31 Total Outreach Activities

The following information is based on outreach reports of training activities.

Activities Summary

Total number of estimated participants:	386 participants
Average number of participants:	12.45 per activity
Average length:	2.93 hours
Under 1 hour:	3 activities (9.68%)
Between 1 and 2 hours:	19 activities (61.29%)
Over 2 hours:	9 activities (29.03%)
Hands-on practice:	18 activities (58.06%)
Conducted remotely:	7 activities (22.58%)
Offering continuing education:	6 activities (19.35%)
Significant number of minorities:	4 activities (12.90%)

Type(s) of Organization(s) Involved in Activities

Health sciences library:	31 activities (100.00%)
Public library:	5 activities (16.13%)
Government agency:	1 activity (3.23%)
Hospital:	2 activities (6.45%)
Clinical/Health care:	0 activities
Academic Institution:	31 activities (100.00%)
Community-Based:	1 activity (3.23%)
Faith-Based:	0 activities
Public Health Agency:	4 activities (12.90%)
Other:	1 activity (3.23%)

Session Content

PubMed:	14 activities (45.16%)
MedlinePlus:	21 activities (67.74%)
ClinicalTrials.gov:	7 activities (22.58%)
NCBI:	1 activity (3.23%)
NLM Gateway:	2 activities (6.45%)
TOXNET:	1 activity (3.23%)
Other technology content:	20 activities (64.52%)
Other, non-technology content:	9 activities (29.03%)

Significant Minority Population Present (>=50% of participants)

African American:	2 activities (6.45%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	0 activities (0.00%)
Hispanic:	2 activities (6.45%)
Native American:	1 activity (3.23%)

351 Participants Completed Participant Information Sheets

The following information is based on Participant Information (PI) sheets collected during training activities.

Participants Summary

Activities at which PI sheet collected:	90.3%
Health care or service providers:	68 participants (19.37%)
Health science library staff members:	107 participants (30.48%)
Public Health worker:	35 participants (9.97%)
Public/Other library staff members:	86 participants (24.50%)
Members of general public:	55 participants (15.67%)



Attachment 2: Promotional Materials Provided

Date	Who	Items Provided	Purpose
8/12/2008	Utah Valley Regional Medical Center <i>Utah</i>	<ul style="list-style-type: none"> - 200 MedlinePlus Bookmark - 200 Pubmed Card 	Employee Orientation packets
8/20/2008	Utah Valley Regional Medical Center <i>Utah</i>	<ul style="list-style-type: none"> - 100 MedlinePlus Bookmark - 100 Pubmed Card 	Employee Orientation packets
10/15/2008	United Way of Southwest Wyoming <i>Wyoming</i>	<ul style="list-style-type: none"> - 25 Consumer Health Card - 50 Health Information for Senior Citizens card - 25 Tox Town Brochure - 50 Good Health Information on WWW card - 25 Public Health Resources - 10 Partners in Information Access for the Public Health Workforce - 25 Telemedicine Card 	Community Outreach education and reference
10/30/2008	Rocky Mountain University of Health Professions <i>Utah</i>	<ul style="list-style-type: none"> - 100 MedlinePlus Bookmark - 50 Tox Town Card - 50 The Visible Humans Card 	graduate students library research class

Attachment 3:
Regional Advisory Board Meeting Minutes

**NN/LM MidContinental Region
Regional Advisory Board Meeting
October 2-3, 2008
Cody, Wyoming**

The Regional Advisory Board meeting began on Thursday, October 2, 2008 at 3pm. Jean Shipman, Director, welcomed and thanked the members for attending. Members and staff introduced themselves and then broke into teams to learn about selected NLM resources and produce instructional presentations to introduce the benefits of each of the resources. These presentations were held throughout the meeting on Friday. See attachment X for the NLM resources and the teams that addressed them.

The meeting continued on Friday, October 3, 2008.

NLM Update - Dr. Angela Ruffin, Head NN/LM National Network Office
Dr. Ruffin presented an update on the following NLM topics:

Associate Fellows 2008-2009

Budget

Public Access Manuscript Deposit Trends

Disaster Planning at NLM and the NN/LM

MLA/NLM Joint Electronic Personal Health Record Task Force

Consumer Health Resources – New Features

Site Visits to RMLs

World Café Discussions

Participants met to discuss the following items in three rounds of 20 minute sessions. Volunteers summarized what happened at each table. See Attachment 1 for ideas generated for each topic.

Health Information Literacy

1. What does it mean to develop a health information literate population?
(Who's the population? What are their needs? Definition of health information literacy)
2. What does it mean to improve access to health information?

Advocacy

3. Who? What? How? To Whom? Communicating in support of libraries
4. Are you Machiavelli or are you Mary's lamb? – Using institutional politics to benefit the library

Emergency

5. Assuming that emergency planning is important, how do we promote activities that result in emergency plans? (What is the value of emergency planning?)

Funding

6. Why is it important that members take advantage of funding opportunities? (How can we design funding opportunities that members respond to?)

Open Space Discussions

An open space session was held focusing on 3 topics that were derived from the World Café. Breakout sessions lasted 30 minutes. The hostess' reported the output of the discussion back to the whole group. See Attachment X for ideas generated for each topic.

1. How can we engage members in RML programs; How do we overcome the disconnect between individual hospital, academic librarians; how do we make the engagement a two way process? What does engagement mean? What does it look like? Who are stake holders. Hostess: Brenda Pfannenstiel
2. How do we get members and other individuals in our region to receive the messages we are sending; how do we know we're sending the right message? What is our message? Hostess: Claire Hamasu
3. How can we empower our members to be effective in their own institutions and their communities? Hostess: Barb Jones

Closing – Jean Shipman & Claire Hamasu

Jean Shipman and Claire Hamasu thanked the board for their contributions over the two days and recognized those who would be going off the board at the end of April 2009. The meeting adjourned at 4:00 pm.

NLM Resource Teams

MedlinePlus	Colleen Eggett R. Iwan Dana Abbey Claire Hamasu
PubMed/MEDLINE	Holly Henderson Jeanne Le Ber John Bramble

Public Health Partners	Lori Phillips Siobhan Champ-Blackwell Jean Shipman
Household Products Database	Brenda R. Pfannenstiel Jerry Perry Betsy Kelly
NLM Gateway	Kelly Klinke Kerry Skidmore Sharon Dennis Rebecca Brown
NIHSeniorHealth	Linda Frazier Sharon Medcalf Marty Magee Jim Honour
ClinicalTrials.gov	Camillia Gentry Richard E Kammer Barbara Jones

Attachment 1. World Café Ideas

Health Information Literacy

1. What does it mean to develop a health information literate population?

(Who's the population? What are their needs? Definition of health information literacy)

Health information literacy means the ability to evaluate and use it successfully

Incorporates text and numbers – what do the words and numbers mean?

Whoever the potential user of health information is, will need to be AWARE that information is there for them

Everyone is a health information consumer, health professionals as well as consumers

Access limits can hamper health information literacy

Don't assume equal access to the Internet

How to disseminate outside of web based venues – Public forums, town hall, local level, live talks to community groups, cell phones, public television, public service announcements

Format – electronic? Print? Picture?

Push delivery to the local level

Employ the local public health workforce

Strategies to target groups poverty stricken, illiterate – gaming, engaging public schools, commercials, journalists – local newspapers, Internat'l Assn of Healthcare Journalists

Find the “music” the person will listen to – tailor the message
Is there a model we can use? Financial, You Tube?
Does improving health literacy actually improve health?
Health information literacy vs health literacy
Communication between professionals and consumers lead to health literacy.
Purveyors of health information aid with health information literacy by pushing it frequently and by having the patient’s trust
What do you do with information once you have it-- Discard it, overcome cultural barriers to use it, trust the source?
Recognize the process people go through to absorb and process the information

2. What does it mean to improve access to health information?

What is health information? Not always clear
There may be a sequence: Literacy vs health literacy. To be health literate, need to be literate. Seniors – computer literacy first?
Motivation for seeking information
Convenience – need to know basis
Relationship to personal health record
Partners in health with professionals
Establish context – health care providers relationship to consumers
Big umbrella notification to the public – USA Today
Information distributed via a computer versus television. Not everyone is a computer user; most everyone is a television watcher
Cable access TV, public service announcements
NLM is not well known by a majority of the population; why doesn’t NLM advertise?
Change the rules about advertising government programs
You need to know what’s there before you can access it
Re-brand MEDLINE to a more memorable name (e.g., WebMD) – getting out maneuvered by WebMD
Use pharmacies and Wal-Mart for posters
NN/LM the place for accurate information
Computer access – available at libraries. How about clinics?
Information Rx – MDs need to know and use
Promotion budget for libraries
Getting out of the library – to the senior centers, nursing homes, onto the campus, promote in high schools

Lowest common denominator – point of care provider as the first contact point. – nurses, nursing homes, physicians, public health nurse, social worker; who is the significant gatekeeper?

Being aware of who's available

Is the money in the right place? Is there money?

Synthesis of disparate database concepts into a UMLS that includes common consumer terminology, “one stop shopping”

Standard interface. Patient as partner in health with their providers. Successfully establish a man-machine interface. Access → Synthesis

Encourage patients to be partners in health. It's not about throwing more staff at them, its about tailoring health care to the individual. Scared & hurt → hear and listen

Open access

Library Advocacy

3. Who? What? How? To Whom? Communicating in support of libraries

Who: the librarian is doing it; train the trainers and consumers of your services who will then advocate for the library

Who delivers the message? Direct - you are self serving so how reliable is your message to the listener?

Indirect – services are well done resulting in satisfied and impressed clientele who promote for you

What: the services that we provide; value of what we do and what we provide; Dept directors – floor nurse, resident, CNO (Chief Nursing Ops) – patient care influence is important;

To whom: administration – CEO, CIO, CFO (they are the decision makers and hold the purse strings)

How: Librarians need to know the “how” to advocate for the library to non-librarians. Simplify and target the message.

Seize the moment to train – what can you do in 5 minutes? Modify teaching style to meet needs of patron. Incorporate a “value” message in the training on the value of the instruction/instructor.

Time – the value of time now vs time later; examining our priorities in terms of the value of time invested and potential successes/impacts

Standards, handbook, requirements work - Regulation vs deregulation – be part of the process

Tools for librarians to elicit kudos, show value

Give something of value that they will then talk about on the floor – increase reputation

Referrals are key

Elevator talk- Sound bytes
Customized, quick factoid conversations
Risk living on the edge
Maximize partnerships
Ideal job description
Intrinsic value vs financial value (e.g., return on investment)
Questions to ask oneself: Who to? Who for? So what?
Figure out moment of truth, how to work in the time limits of patrons
Make content relevant to “their” world
Are we communicating for libraries or for the products found in libraries?
Think beyond the physical library
Take advantage of available toolkits, Powerpoints etc vs recreating the wheel
Raise the expectations of the elite
Triage the advocacy message so that its appropriate to the audience

4. Are you Machiavelli or are you Mary’s lamb? – Using institutional politics to benefit the library

Circumvent politics
Identify advocates – your voice to the policy makers
Form an advisory group
Do an excellent job so that you have advocates
Be where your users are
It’s all about relationship building
Make friends with the CFO
Reach out—include committee work
Politics never ends
Remind the decision makers about the value of library contributions—including revenue
Balance Machiavelli and the lamb
Fit within your organization’s success indicators /success measures
Those in power may not be at the top – admin asst often filters the information and drives it up
Consistent and constant marketing/promotion of the library—advocacy never ends
Be in the communication loops
Going outside of the organization for recognition that can be highlighted within the organization – awards from professional organizations, certification

Emergency Preparedness

5. Assuming that emergency planning is important, how do we promote activities that result in emergency plans? (What is the value of emergency planning?)

Three themes:

- institutional plan – be at the table where it's being formed, insinuate library into the discussion
- partner with other organizations outside your institution – public library, public health, other hospitals
- protect resources

Buddy libraries for backup

Insuring that the NN/LM toolkit is known and used

Who does emergency planning in your institution – be at the table for planning and for practice, exercises

Joint Commission has emergency exercise requirements

Focus is on physical/structural issue. Also need pandemic planning – people resources are gone – how do you perform without them?

Brandon Hill list for emergency planning in the toolkit

Survey providers—what resources do people need to work out of their specialty?

Identify the needs of all types of providers

Lab coat size books—have stock on hand

Who are the suppliers?

What resources are available if no electricity? Pre-loaded hand held devices

Identify core services—partnering with community organizations may result in changing/expanding your role

CERT (Community Emergency Response Team) training

Establish means to community with the community outside of the institution

Prepare and research resources before promoting library activities

Protecting what is essential to providing library services (intrinsic value) making clear to administration what must be protected (e.g., rare books, historic artifacts)

Library as place for triaging patients, place for congregating. Surge capacity – library can provide space for overflow of staff etc.

Funding

6. Why is it important that members take advantage of funding opportunities? (How can we design funding opportunities that members respond to?)

Issues Members may have:

Communication – where's the money from? Getting the message out to the audience. Multiple formats, multiple messages

Bureaucratic investment--what's the win for that investment? Paperwork, writing, research, time. May not be a perceived win for the investment
Tech support to carry out projects – how to use the equipment we get
Staff to do the work
Match local needs for funding priorities – bottom up – know the local needs rather than the RML deciding what is needed
Need for operational costs – staffing, ILL, etc. Funding not available for this area
Balancing expectation and sustainability of effort – value of seed money for non-sustainable programs
Corporate mentality about outside funding

Possible Solutions:

Start with member needs, have members write the rfp, bottom up
Quick form, quick review, quick tools. Easy to access, simple template, all use the same
Leverage liaisons – state liaison first reviewer, return to proposer or on to detailed project description; final proposal submitted
Assessment tools to assist members; improve funding page, working group to build the page
NLM needs to hear what members are saying about process, content, intent
Facilitate a meeting at MCMLA – session about funding to help develop topics, support, skills, form collaborations
Teleconference from MCR to explain the funding opportunity, archive for ongoing access

Attachment 2. Open Space Ideas

- 1. How can we engage members in RML programs? How do we overcome the disconnect between individual hospital, academic librarians? How do we make the engagement a two way process? What does engagement mean? What does it look like? Who are stake holders? Hostess: Brenda Pfannenstiel**

How it works on a local level, what organizations do, examples of local grant programs, consortia purchasing, CE credits, awards, networking
Recommendation: NN/LM ought to work through local organizations. Encourage, supplement be a resource; best to work face to face. Visits appreciated and needed

How to engage: hospital librarians have to close the library to go to a local meeting; academic say they have staffing problems and can't come.

A lot of RML information is useful, sometimes addresses issues that the librarians don't yet know they need. RML information can enhance local recognition of need.

Library certification program? RML partner/participate?

Education CE units are important, will draw people to training programs, provide RML person and have a small charge that covers food. "free" isn't always valued

Clear divisions of tasks – RML/MCMLA/librarian

What would you miss if the RML weren't there?

Members looking for proficiency in using and articulating the usefulness and value of NLM resources

What if DOCLINE went away? That is primary interest for NN/LM participation.

DOCLINE rules allow hospital librarians to remain in DOCLINE even without a librarian; remaining libraries become net lenders to the small, unstaffed library.

Should participation rules change? Institutions want to know what they are getting in return, particularly when a competitor is receiving valuable services without spending similar resources; copyright clearance fees.

Quid pro quo requirements – in lieu of lending should other services be required?

Find some way to discuss engaging rural members or solo librarians without a support network. Relationship with librarian at hospital; librarian sends message to constituents, invites others in community to participate in RML training/demo; can this create new networks for the local librarian that cross organizational lines?

2. How do we get members and other individuals in our region to receive the messages we are sending? How do we know we're sending the right message? What is our message? Hostess: Claire Hamasu

How do we know members are not getting message?

Not all members subscribe to the MCMLA list

Comments from advisory board members indicate misunderstanding of what we are doing and the RAB is a committed audience. What about the less committed?

Usability studies on web site: participants indicated new knowledge about valuable information available on the web

Is the message we're sending what's needed? Perhaps they see our message, it doesn't apply, the message is discarded

A study indicated that a frequent regularly received message, tends to be ignored

Members appreciate receiving our messages because its pushed to them
Is there a difference between what is useful to academic and hospital librarians?

Writing to capture someone's attention

MCR staff a solo librarian's colleague

So what do we do now? What's the right message, how do we send it out?
Shadow visits – spend a day learning what it feels like to wear the librarian's shoes; how do they want to receive information? What information is needed, useful?

Test various formats: Send a message in multiple ways. Offer prize to responders. They get a prize; we understand what format resonated based on the response to the message.

How are support structures used and how are they useful?

3. How can we empower our members to be effective in their own institutions and their communities? Hostess: Barb Jones

Things librarians need from the RML: business, politics, business model, use of DOCLINE for value demonstration (CBA), identify and implement negotiation skills, consortial buying

Librarians in individual institutions need help working with their administrators to avoid being the target of reduced funding

Advocacy, marketing training, focusing on stakeholders, work toward performance standards, \$\$ saved for institution, use social occasions to further a political agenda and engage in conversations with stakeholders, learn what they need, show library's abilities to meet need

Empower through education. No answers to delivery means.

Attachment 4:
Subcontractor Quarterly Report

University of Missouri - Kansas City
Changing the Face of Medicine
- A Kansas City Academic Medical Library/Community
Celebration

Quarterly Report

Name and address of reporting institution:

Amrita Burdick
Clinical Medical Librarian
Health Sciences Library
University of Missouri – Kansas City
2411 Holmes St.
Kansas City, MO 64108-2792

Project Title:

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

Name of person submitting report: Amrita Burdick

Email address: burdicka@umkc.edu

Telephone number: (816) 235-1876

Reporting Period start date: July 1, 2008

Reporting Period end date: October 1, 2008

Publicity:

We contacted organizations who previously submitted a letter of support for the grant. We forwarded “Save the Date” cards with photos of women physicians from the Changing the Face of Medicine website to these organizations. These cards were designed by Amy Ritterskamp of Dykes Library, University of Kansas Medical Center (KUMC) in February 2008, and the first printing was funded through the KUMC Clendening History of Medicine Library.

Some organizations had previously expressed interest in hosting parallel exhibits or events during the time of our exhibit and we encouraged those efforts as we sent the “Save the Date” cards. When he received the cards a member of the local medical library association asked if we had any posters available and we are adding poster design to our list of tasks for the coming quarter.

We continued to distribute “Save the Date” cards to people within the exhibit’s sponsoring institutions and at a few other sponsored lectures on related topics, such as the annual Marjorie Sirridge lecture at the University of Missouri-Kansas City. We are running out of cards and anticipate printing additional cards in the next quarter. This quarter, we purchased some envelopes to mail cards to the supporting organizations, with our institutions covering the small postal costs for this mailing. An email attachment of the PDF for the “Save the Date” cards accompanies this report.

Outreach:

No demonstrations during this time period.

Other accomplishments:

We had two planning meetings, one on July 23 and one on September 10th. We are working on firming up the events schedule and making adjustments for sites and speaker changes. We found that Dr. Sara Walker had moved from Columbia, Missouri to Albuquerque. She generously agreed

to participate for the dollar amount we had originally scheduled for a travel allotment from mid-Missouri and the small speaker gift.

Two staff members of the Metropolitan Medical Society joined the September 10th planning committee meeting to discuss plans for a local web site giving brief information highlighting additional women physicians within the metropolitan area. We got an ALA approved text for calendar listings so that other organizations can provide this information, and eventually link to our local exhibit web site.

We are beginning to work on materials aimed at students, primarily at the junior high and high school level. Preparations for Girl Scout projects relating the exhibit also are underway.

Target audience:

This is still developing. As we firm up the programs accompanying the events, I think we will have a better grasp of which audiences will be appropriate for each program.

Goals, Outcomes, Objectives: No revisions of the objectives for the program.

Evaluation: No evaluation during this period.

Impacts and Observations:

The interest of the Metropolitan Medical Society in hosting a local women physicians' website, the generosity of Dr. Sara Walker, and the possible interest of another local college in hosting a parallel exhibit relating to women's contributions in the state of Missouri are encouraging.

Planned Activities:

With the coming holiday season, the planning committee is planning to meet only in November (November 12th). All members of the planning committee are continuing to work on projects. The current proposed list of activities for this time period includes:

- 1) Complete mailings of letters to supporters.
- 2) Draft confirmation letter for speakers based on the sample from Linda Hall Library. (done)
- 3) Firm up all event times and locations – including finding a place for the Dudley lecture. Make reservations for lecture spaces.
- 4) Begin to draft an events poster.
- 5) Gather together educational materials for career development and get information for schools poster variation.
- 6) Send survey questions for women physicians to Metro Med. (done)
- 7) Draft letter for physicians in our institutions encouraging them to send info to the local Metro Med website.

Changing the Face of Medicine

Celebrating America's Women Physicians



George B. Davis, Ph. D.

Dr. May Edward Chinn examining a young patient, 1930. Dr. Chinn graduated from medical school in 1926 and practiced medicine in the Harlem neighborhood of New York City for 50 years.

Changing the Face of Medicine

Celebrating America's Women Physicians



Library of Congress, Prints and Photographs Division, LC-USZ62-058326, ca. 1920

S. Josephine Baker, M.D., Dr. P.H., was a prominent public health physician during the first half of the 20th century.

Changing the Face of Medicine

Celebrating America's Women Physicians



Eugene Braunwald, M.D.

Nina Starr Braunwald, M.D., M.S., shown in this 1960 photo, was one of the first women to train as a general surgeon at New York's Bellevue Hospital. A pioneer in the field of heart surgery, she led the team that was the first to implant a prosthetic heart valve, which she also designed.

Changing the Face of Medicine

Celebrating America's Women Physicians



National Library of Medicine, Images from the History of Medicine

Dr. Mary Edwards Walker was the first woman awarded the Congressional Medal of Honor, for her work as a surgeon during the Civil War.

Save the date:

Changing *the* Face of Medicine

Celebrating America's Women Physicians

October 3, 2009 through November 11, 2009

A traveling exhibit honoring the contributions of women to medicine will be on display at **Dykes Library, University of Kansas Medical Center.**

This is a community-wide effort of four Kansas City academic medical libraries: the University of Missouri-Kansas City, Kansas City University of Medicine and Biosciences, and the Clendening and Dykes Libraries of the University of Kansas Medical Center.

This traveling exhibition was developed by the Exhibition Program of the History of Medicine Division of the National Library of Medicine in collaboration with the American Library Association Public Programs Office and has been made possible by the National Library of Medicine and the National Institutes of Health Office of Research on Women's Health. The American Medical Women's Association provided additional support.

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Attachment 5:
Subcontractor Quarterly Report

University of Utah
Using the “Information Rx” Process to Refer Adults and Parents
of Children with Metabolic Conditions to the Genetics Home
Reference Web Site for Health Information

QUARTERLY REPORT

COVER SHEET

1. Title of Project:

Using the “Information Rx” Process to Refer Adults and Parents of Children with Metabolic Conditions to the Genetics Home Reference Web Site for Health Information

2. Name of Institution:

University of Utah, Department of Biomedical Informatics

3. Location of Institution:

26 South 2000 East
HSEB Suite 5700
School of Medicine
Salt Lake City, UT 84112-5750

4. Name, Mailing and E-Mail Addresses, Voice and Fax Numbers, of Person Submitting Report:

Denise E. Beaudoin, mailing address as above, email address denise.beaudoin@hsc.utah.edu,
phone 801-581-4080, FAX 801-581-4297

5. Number and Inclusive Dates of Quarterly Report:

Quarterly Report #4, covering the period from 07/15/08 through 10/15/08

6. Submission Date:

October 15, 2008

NARRATIVE DESCRIPTION

1. Executive summary.

Patient recruitment continued during this quarter. To date, 76 participants have been enrolled in the study. A total of 61 eligible participants (i.e., those for whom at least six weeks have passed since they were enrolled in the study) have been reminded to complete the online follow-up survey. Of these, 24 have done so for an online survey response rate of 39.3%. Follow-up efforts are ongoing to enhance the online survey response rate. In addition, the decision was made by Drs. Mitchell, Longo and Beaudoin to enroll 80 individuals into the pilot study.

2. Description of Progress toward the Project's Major Objectives:

- a. Administrative/Planning Activities: Arrangements were made for payment of obligated funds to Dr. Nicola Longo, Director of the Metabolic Clinic.
- b. Collaborations/Partnerships: Ongoing with Dr. Longo's Metabolic Clinic staff.
- c. Publicity/Marketing Activities: Not applicable.
- d. Product/Resource Development Activities: Not applicable.
- e. Site Visits: None at this time.
- f. Outreach activities: None at this time.
- g. Web site development activities: Not applicable.
- h. Exhibits: Not applicable.

3. Loansome Doc/Document Delivery Activities: Not applicable.

4. Evaluation Activities: Not applicable at this time.

5. Problems/Corrective Actions:

The current response rate for completion of the online survey by study participants is approximately 39% (please see above). In order to enhance the response rate, Dr. Beaudoin is conducting follow-up activities as described in the study protocol, i.e., additional 'reminder' e-mails are being sent to participants who do not complete the online survey within the specified amount of time (six weeks from the date of study enrollment), and the date by which the online survey must be completed is emphasized at the time of patient enrollment.

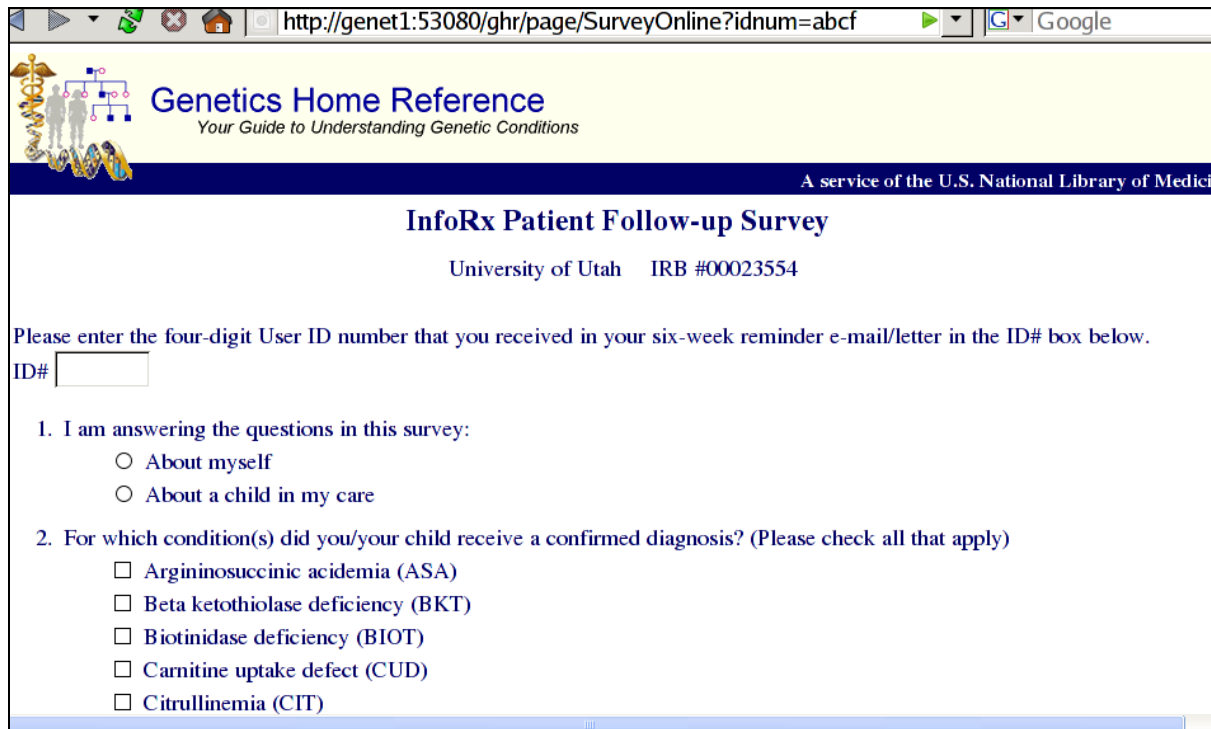
During this quarter, it was noted that a study participant neglected to provide a user ID number when he/she completed the online survey. In order to prevent this occurrence in the future, an instruction was added to the top of the survey, explaining that the participant should enter the user ID number contained in the six-week reminder letter in the designated field on the survey (please see Appendix). In addition, the participant user ID number has now been incorporated into the link that allows access to the online survey. This information remains available in the NLM's Web server logs for several

days, allowing identification of study participants who neglect to complete the user ID number field in the future.

6. Lessons Learned/Significant Feedback: Not applicable at this time.
7. Projected Activities for Next Quarter:
 - (a) Dr. Beaudoin will complete recruitment to achieve a final enrollment of 80 study participants.
 - (b) Dr. Beaudoin will continue to conduct follow-up activities to ensure that study participants access the GHR Web site and complete the online survey.
 - (c) Dr. Beaudoin will complete data entry, verify data accuracy and consult with a statistician regarding data analysis.
8. Reports of Training/Demonstration Sessions and/or Exhibit Reports: Not applicable.

APPENDIX

Please see the additional user instruction that was added to the online survey below:



The screenshot shows a web browser window with the address bar containing the URL <http://genet1:53080/ghr/page/SurveyOnline?idnum=abcf>. The page header features the Genetics Home Reference logo and the text "Your Guide to Understanding Genetic Conditions" and "A service of the U.S. National Library of Medicine". The main heading is "InfoRx Patient Follow-up Survey" with the text "University of Utah IRB #00023554" below it. The instructions state: "Please enter the four-digit User ID number that you received in your six-week reminder e-mail/letter in the ID# box below." There is an input field for the ID number. The survey questions are:

1. I am answering the questions in this survey:
 - About myself
 - About a child in my care
2. For which condition(s) did you/your child receive a confirmed diagnosis? (Please check all that apply)
 - Argininosuccinic acidemia (ASA)
 - Beta ketothiolase deficiency (BKT)
 - Biotinidase deficiency (BIOT)
 - Carnitine uptake defect (CUD)
 - Citrullinemia (CIT)

Attachment 6:
Go Local Quarterly Report

University of Kansas
Kansas Go Local

Go Local Project Report

Go Local Project Name: Go Local Kansas

Submitted by

- **Name: Amy Ritterskamp**
- **e-mail address: aritterskamp@kumc.edu**

Date Submitted:

Dates covered: Jul-Sept 2008

If currently receiving NN/LM funding, Contract number (optional): 2507044-09

For Sites not yet released:

Estimated release month/year: January 2009

Progress on project timeline

- Had one very preliminary review of data from the NLM. I have highlighted the issues raised by the NLM when training Reviewers.
- Review process has begun and we hope to work with NLM by the end of October to begin assessment.

For all projects:

1. Major staff leaving or joining the project this quarter (name and role)

- None

2. Database Development & Maintenance

- Completed the Incomplete Records, moving everything into Pending Review.
- The Kansas Regents Institution Libraries have agreed to act as Reviewers. Each library named staff to participate. Held virtual training with eight librarians. Divided the records, pairing each Institution with a Regional System.
- Three Regional Library Systems have met their goals as Selectors. All participating regions are either done or actively entering records.
- Talked with Kansas City Kansas Public Library about getting the health-related data from their WyCoHelp database. We want their data and they want a controlled vocabulary so I anticipate working with them soon to transfer the data.

3. Website Development & Maintenance

- None this quarter.

4. Outreach and promotion efforts

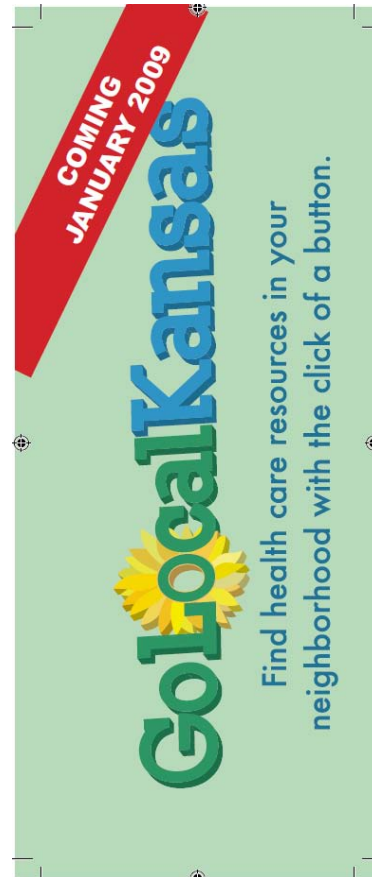
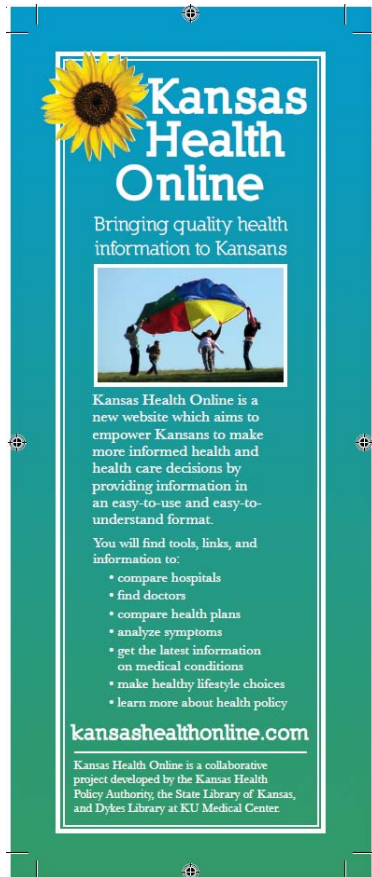
- Printed bookmarks, brochures, and notepads in conjunction with Kansas Health Online describing Go Local Kansas and what it will offer in the future.
- Traveled to western Kansas for KHO Days with public librarians. Presentation includes an overview of Kansas Health Online, Go Local Kansas, and MedlinePlus. GLK has been very well received and two public libraries have contacted us to act as Selectors as a result.

Optional: Statistics for NLM hosted sites

Optional: Comments and Suggestions on this form





Go Local Kansas Notepad



Go Local Kansas Bookmark

kansashealthonline.org

Goals of Kansas Health Online

1. Offer quality information so you can make better decisions.
2. Encourage healthy habits.
3. Encourage you to take responsibility for your health.

Kansas Health Online is a collaborative project developed by the Kansas Health Policy Authority, the State Library of Kansas, and Dykes Library at KU Medical Center.

For more information contact:
 Julie Broski
 jlbroski@kumc.edu
 800.332.4193
 913.388.7166

Kansas Health Online

Bringing quality health information to Kansans

www.kansashealthonline.com

Kansas Health Online is a new web site providing health information for people in Kansas in a way that is easy to use and easy to understand. Find tools to compare hospitals, find doctors, or compare health plans. Analyze your symptoms. Find news on medical conditions. Learn how to make healthy choices in your life. Get information to help you understand health policy.

There is an overwhelming amount of health information on the Internet. How do you know what is true? Medical librarians review information on Kansas Health Online to make sure it is reliable and trustworthy. You can be sure the information you find will be high quality.

Coming soon...
 When you buy a car or an appliance you can easily compare price and quality information. You deserve to know the same things about health care so you can make good decisions for you and your family. Soon information like this will be available on Kansas Health Online to help you make those decisions.

Go Local Kansas

Go Local Kansas will help you find health care services where you live. You can look for things like hospitals, clinics, pharmacies, support groups, and county health departments. You can search by the type of facility, like nursing homes, or you can search by a condition or disease, like diabetes or arthritis. Go Local Kansas will quickly and easily connect you with contact information for health care services.

What is on Kansas Health Online?
 Tools, links, and information to:

- compare hospitals
- find doctors
- compare health plans
- analyze symptoms
- make healthy lifestyle choices
- get the latest information on medical conditions
- learn more about health policy

How is Kansas Health Online learning about your concerns and frustrations when searching for health information?
 During 2008 we will conduct more than 20 focus groups in all parts of the state. Kansas is large with a very diverse population. We want to make sure we address the health information needs of everyone. We will use what we hear in these focus groups to make Kansas Health Online better.

Why is Kansas Health Online working with librarians?
 Public libraries and the Internet are often the first place people turn for medical information. Research shows that people who use the library as a health resource bring new information to their health care providers and ask more questions. They also make healthier lifestyle decisions. They are less stressed out when dealing with health concerns.

Why do we need Kansas Health Online?
 Health concerns are growing in Kansas. In the past year, smoking went from 17.8 percent to 20.0 percent. In the past year, the rate of uninsured people went from 10.3 percent to 12.3 percent. Since 1990, the percentage of children under 18 living in poverty increased from 14.3 percent to 19.7 percent. Kansas Health Online can help people get the care they deserve.

kansashealthonline.org

Go Local Kansas Brochure

Attachment 7:
Go Local Quarterly Report

University of Nebraska
Go Local Nebraska

Go Local Project Name: **Go Local Nebraska**

Submitted by (name and e-mail address): **Marie Reidelbach** mreidelb@unmc.edu

Date Submitted: **October 13, 2008**

Dates covered: **July – September 2008**

Go Local Project Report

For all projects:

1. Major staff leaving or joining the project this quarter

- No change in staffing

2. Database Development & Maintenance

- Sent out a mailing to all the chiropractors and acupuncturists listed in the database to share promotional materials and update their records, if necessary.
- Purchased six lists from Nebraska's Health and Human Services to be imported into GoLocal Nebraska including:
 - Rural Health Clinics
 - Chiropractors/Acupuncturists
 - APRN Nurse Practitioners
 - Marriage and Family Therapists
 - Medical Nutrition Therapists
 - APRN Certified Nurse Midwives

3. Website Development & Maintenance

- No changes.

4. Outreach and promotion efforts

- Go Local Nebraska, CHIRS, and MedlinePlus were promoted to an exhibit of health care organization recruiters at UNMC on September 18th. The event was coordinated by MINK Midwest MD <http://www.mink-midwest.org/index.php>. Teri Hartman, member of the Go Local Nebraska committee, gave Go Local Nebraska and CHIRS information to the following Nebraska organizations: Alegent (Omaha Metro), Methodist (Omaha Metro), Gordon Memorial Health Services (Gordon, NE), Beatrice Community Hospital and Health Center (Beatrice, NE), Sentinel Health Care (Kearney, NE), and North Platte. Hartman encouraged all recipients to send their feedback on how their Go Local Nebraska listing appeared in the database. Marty Magee, NN/LM-MCR Education/Nebraska Liaison, gave MedlinePlus and other National Library of Medicine information resource information to exhibitors from all four states - Iowa, Missouri, Nebraska, and Kansas.
- CHIRS - Consumer Health Information Resource Service - includes Go Local Nebraska resources. The service was highlighted in The Gateway, the student paper of the

University of Nebraska-Omaha campus. The article, written by Karen Collins, appeared in the September 5, 2008 issue: [Tap Into Your Free Health Care Info](#).

- The McGoogan Library of Medicine has written a new news release that is available at the University of Nebraska Medical Center archives:
http://app1.unmc.edu/publicaffairs/newsarchive/view_art.cfm?article_id=1742.

- **[Announcing The Nebraska Notebook for Consumer Health](#)**

What is it? - A free online presentation covering:

[MedlinePlus.gov](#) - Will direct you to information to help answer health questions. It includes information about drugs, a medical encyclopedia, interactive tutorials, and more.

[Go Local Nebraska](#) – A service for finding local resources for health-related issues in your Nebraska county or city.

[Consumer Health Information Resource Service \(CHIRS\)](#) – Provides a tailored package of information on your health condition at your request.

Evaluation of Web Sites – What you should know about web sites.

Who can use it? – Anyone!

Access it at: <http://www.tinyurl.com/nebraskanotebook>. (No user name or password needed)

Use it to study yourself or to give a presentation!

We are eager to hear your feedback - please answer four short questions about this product at: <http://www.tinyurl.com/nenotebook>.

The Nebraska Notebook for Consumer Health is a joint project of the National Network/Libraries of Medicine MidContinental Region and the University of Nebraska Medical Center, McGoogan Library of Medicine, with assistance from Michael Straatman, MLS student, University of Missouri.

- The Nebraska Notebook for Consumer Health was reported in the Year of CHIRS newsletter, sent out to over 250 library email addresses across Nebraska. The newsletter is linked from <http://www.unmc.edu/library/consumer/newsletters/aug08.pdf>

5. Other

- None.

Attachment 8:
Go Local Quarterly Report

University of Utah
Go Local Utah (gLU)

Go Local Utah (gLU) Project Report

Go Local Project Name: GoLocal Utah (gLU)

Submitted by

- Name: Sally Patrick & Shelby Morris
- e-mail address: sally.patrick@utah.edu

Date Submitted: October 15, 2008

Dates covered: Jul-Sept 2008

For all projects:

1. Major staff leaving or joining the project this quarter (name and role)

- Jennie Morris, who was the project manager of gLU, left the Eccles Health Sciences Library in June. As yet, the position which includes this responsibility is vacant. In the interim, Sally Patrick, Outreach Librarian and Shelby Morris, Circulation Supervisor have kept the project moving forward as well as possible. A new project manager should be hired in the next quarter.

2. Database Development & Maintenance-na

3. Website Development & Maintenance-na

4. Outreach and promotion efforts

- The outreach team of the Eccles Library promotes goLocal Utah along with all the other resources and services provided by the library. During this quarter a number of community exhibits featured gLU bookmarks and demonstrations. Utah is also a member of the TC4C Go Local and this database is also promoted, most notably at the Native American Summit held Sept 24-25 in Utah.

Optional: Statistics for NLM hosted sites

As of 9/12/08-2154 total records; 1,220 records audited; 934 records still need auditing
July 1-Sept 30, 2008-398 records audited; 0 records pending or incomplete

Optional: Comments and Suggestions on this form

It would be very helpful if an assessment of users was conducted, either nationally or by representative states to find out who uses goLocal; what users find useful and what would enhance the resource. Perhaps one of our colleagues could be encouraged to write a grant to conduct such a survey? It is a time consuming endeavor and we would very much like to know if we are on the right track. Respectfully-Sally Patrick, Outreach Librarian, Eccles Health Sciences Library

Attachment 9:
Go Local Quarterly Report

University of Wyoming
Go Local Wyoming

Go Local Project Report

Go Local Project Name: Go Local Wyoming

Submitted by

- **Name:** Bob Wolverton
- **e-mail address:** bobwyo@uwyo.edu

Date Submitted: September 17, 2008

Dates covered:

___ July-September 2008

For all projects:

Wyoming Go Local sees a significant change in personnel this month. James Honour, MLIS, Wyoming liaison for NNLM, is taking charge of the project. Bob Wolverton and Rex Gantenbein are stepping off the project after several years. We believe this significant change in staffing will allow for large strides forward in Wyoming Go Local.

Database Development & Maintenance

Several records have been audited, no new records added.

Website Development & Maintenance

Website was maintained as originally designed.

Outreach and promotion efforts

None

Other

None

Optional: Statistics for NLM hosted sites

Optional: Comments and Suggestions on this form