

**NN/LM MAR Outreach to Health Professionals & Public Health Workers  
SAG Meeting  
Minutes – April 5, 2012**

<b>TOPIC</b>	<b>DISCUSSIONS/RECOMMENDATIONS</b>	<b>ACTIONS TO BE TAKEN</b>
<b>Attendees</b>	Micki McIntyre (chair), Traci Bolander, Janet Caruso (via phone), Barbara Folb, Jeff Garvey, Christine Schuyler, Shelly Warwick, Barbara Epstein (ex officio), Renae Barger (ex officio), Kate Flewelling (ex officio) Absent: Maggie Potter	The meeting came to order at 8:30am
<b>Avenues for Outreach</b>	Schedule training New York city. Joan Napolitano (METRO) is a good contact.	Kate Flewelling will be teaching two CE courses in NYC in July.
	Health Literacy Coalition in NJ: conference in NJ in September (should MAR do training?)	Micki McIntyre is contacting Health Literacy Coalition to promote MAR membership and encourage application of a professional development award.
	Chautauqua County-training for all human services staff (potential model for other counties)	Kate Flewelling will coordinate with Christine Schuyler scheduling of training.
	NY Association of County Health Officials-meet monthly in Albany	Kate Flewelling will contact NYSACCHO to attend a future meeting.
	Minority Health practitioners-Are there national associations? Do they have regional and/or student chapters?	In Year 2, MAR staff will do targeted site visits to minority-serving colleges and universities to promote NN/LM membership and services.
	Other avenues: <ul style="list-style-type: none"> <li>• Rural health associations</li> <li>• person in Mayor Bloomberg's office</li> <li>• nutritionists</li> <li>• social workers</li> <li>• Delaware Psychological Association</li> </ul>	As MAR seeks future exhibiting, training and funding opportunities, these avenues will be explored.

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	<ul style="list-style-type: none"> <li>• new health sciences librarian and planned health center at University of Delaware</li> <li>• physical therapists doing home care</li> <li>• The counties run pre-school program in NY and they will know the PTs, OTs, etc. through the county governments</li> <li>• NY State Hospital Association</li> <li>• First Responders, Emergency Preparedness and Medical Reserve Corps</li> <li>• Nurses</li> <li>• Public health workers outside of public health departments</li> <li>• All NY counties have special education groups—go to county governments</li> <li>• REFORMA: The National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking</li> </ul>	
<b>Funding</b>	<ul style="list-style-type: none"> <li>• Focused RFPs: ask for what we want; have “invited” awards</li> <li>• Ideas for additional funding <ul style="list-style-type: none"> <li>○ Develop online training materials to be used asynchronously and then do outreach/PR visits to promote</li> <li>○ health literacy</li> <li>○ Train the trainers</li> <li>○ SAMSHA award in NY State: what about the governance board?</li> <li>○ post courses in online public health websites, promote PubMed</li> </ul> </li> </ul>	MAR is currently reviewing proposals for Year 2 and will be seeking SAG input for future awards/potential awardees.

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<b>Health Professionals tab on MAR Website</b>	<p>Health, investigate partnerships with AHRQ</p>	
	<ul style="list-style-type: none"> <li>• Target audience: for health professionals and those providing outreach to them</li> <li>• Use headings that emphasize MAR services and steer clear of library jargon <ul style="list-style-type: none"> <li>○ We can come train...</li> <li>○ We can exhibit at your conference...</li> <li>○ Access to medical articles...</li> </ul> </li> <li>• Stress that MAR services are free and from reputable organizations <ul style="list-style-type: none"> <li>○ Health professional organizations can be members</li> <li>○ Benefits of membership</li> </ul> </li> <li>• Link out to the resources—no one scrolls</li> <li>• Health Information Resources list should be annotated <ul style="list-style-type: none"> <li>• Encourage previous outreach projects awardees to share materials for MAR website (note: would need to be 508 compliant for accessibility)</li> </ul> </li> </ul>	<p>MAR is currently redesigning its website and will integrate SAG suggestions. SAG members and other NN/LM members will be asked for further input as the redesign progresses.</p>
<b>Other Thoughts</b>	<ul style="list-style-type: none"> <li>• Patients and caregivers usually want hard copy of information, not just list of links</li> <li>• Concern over the number of priority groups , including NLM additions through the course of the contract</li> </ul>	<p>MAR will be adding an additional SAG member in 2013 and will seek a health professional.</p> <p>The meeting was adjourned at 11:30am.</p>

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	<ul style="list-style-type: none"><li data-bbox="365 159 1003 191">• Would like more health professionals on SAG</li></ul>	