

**National Network of Libraries of Medicine South Central Region  
Outreach Narrative**

**FINAL PROPOSAL REVISION  
Option Year 1 (May 1, 2012 – April 30, 2013)**

The NN/LM SCR's programming is heavily influenced by long-standing relationships with Network members that have been nurtured throughout the years as well as new partnerships recently formed. Numerous formal and informal networks have been in place for a very long time and these relationships have strong roots. This environment serves as the foundation for NN/LM SCR programming. All activities will be based on the philosophy of "Promoting Access through Collaboration and Training," also known as the "PACT."



The NN/LM SCR program can be separated into four essential services:

1. **P**romote
  - a. Promoting NLM databases to health professionals, public health workers and consumers;
  - b. Promoting funding opportunities to Network members in order to increase access to health information resources;
  - c. Advocating the role of libraries in hospitals, institutions of higher education as well as the entire community;
  - d. Exhibiting at national, regional, and local meetings and conferences to increase awareness of quality health information resources.

## 2. **A**ccess

- a. Increasing access to information necessary for consumers to make informed healthcare decisions;
- b. Assisting underconnected communities to gain access to health information;
- c. Increasing access to information necessary for health professionals, researchers and librarians to fulfill their missions;
- d. Assisting with the negotiation of e-licensing so that libraries can provide health information resources to their patrons;
- e. Facilitating document delivery to provide easier access to articles, books and audiovisual materials to unaffiliated health professionals;
- f. Promoting access to resources for emergency preparedness and response.

## 3. **C**ollaborate

- a. Collaborating with Network members to provide outreach services on a local level;
- b. Providing funding for Network members to accomplish their goals of reaching out to their communities;
- c. Networking with libraries, health departments, hospitals, emergency responders and other organizations in need of health information;
- d. Partnering with Regional Advisory Committees and Councils to best serve the needs of the Region;
- e. Encouraging others to partner through funding opportunities.

## 4. **T**rain

- a. Teaching librarians, health providers, researchers and the general public on how to efficiently locate reliable health information;
- b. Training individuals to write proposals for funding so that they have increased confidence in their ability to compete for funding opportunities offered by NLM and the NN/LM SCR;
- c. Conducting presentations at national conferences to train targeted groups on a larger level;
- d. Conducting technology training to librarians, health providers and other health professionals into the digital future;
- e. Training librarians on emerging initiatives such as e-science and their role in CTSA-funded institutions.

In Option Year 1, the NN/LM SCR continues to apply the principles inherent in the “PACT” to a variety of programming that will target a wide-range of populations including, but not limited to, health sciences librarians, healthcare providers, researchers, public librarians, library students, and members of the general public.

## **Outreach to Health Professionals** (Essential Services: Promote, Access, Collaborate and Train)

The NN/LM SCR continues to strongly support the overall mission of the NN/LM to provide all U.S. health professionals with equal access to biomedical information. A variety of outreach services will be provided to health professionals and the public health workforce, with special emphasis on unaffiliated health providers located in rural, inner city, Medically Underserved Areas (MUA), and those who serve minority populations.

The development of Continuing Nursing Education (CNE) accreditation has been a significant and far-reaching accomplishment of the NN/LM SCR. The current classes approved for CNE are *PubMed for Nurses*, *Health Websites for Your Patients* (CNE) and *Health Websites for Nurses* (CNE). In Option Year 1, the NN/LM SCR will expand this program by applying for CNE Provider status. CNE Provider status will permit the NN/LM SCR and all approved instructors to offer CNE for any class.

Recognizing the role of Regional Extension Centers (RECs) in the provision of health information, particularly as it relates to Electronic Health Records (EHRs), the NN/LM SCR will contact the [eight RECs](#) in the Region to promote NLM databases and the services of the NN/LM SCR and its Network members.

Another important method of providing outreach services to health professionals is through funding opportunities. While many of the existing successful awards will continue to be offered, the NN/LM SCR will provide additional funding opportunities to reach more health professional groups. In Option Year 1, a Health Literacy Award will be offered to Network members so that they can assist unaffiliated health professionals with locating and evaluating easy-to-read materials. Although not specifically targeted to health professionals, an existing award, the Express Outreach Award often reaches these groups. Historically, this award has reached a variety of unaffiliated health professionals, including providers located in rural, inner city, and MUAs, public health workers, minority health practitioners, and those who serve minority populations.

In every feedback forum, including focus groups, committee meetings and via questionnaires, Network members have indicated that the most important service provided by the NN/LM SCR is its educational program. In Option Year 1, the NN/LM SCR will expand the program by adding new classes that will benefit health professionals. The *Introduction to Evidence-Based Practice* class will provide an introduction to the basic concepts and principles of evidence based practice (EBP). The class will focus on core concepts of conducting evidence-based research and highlight strategies for locating evidence-based research in the literature and other resources. The *Introduction to NCBI's Molecular Biology Resources* class will provide a brief introduction to some basic but fundamental terminology and concepts of molecular biology and NCBI databases.

## **Consumer Health Information Services** (Essential Services: Promote, Access, Collaborate and Train)

The NN/LM SCR will continue to promote PubMed and MedlinePlus in public libraries. Public libraries that do not link to these NLM resources will be contacted to encourage them to link to these NLM resources on their websites. Targeted populations for consumer health outreach are organizations that serve rural populations, public libraries, community-based organizations, faith-based organizations, tribal organizations, government documents librarians, correctional health educators, K-12 educators, and libraries that are affiliated with CTSA-funded institutions. To reach these organizations, the NN/LM SCR will encourage partnerships among Network members and potential members; provide consultation to members in planning and funding projects; develop and promote culturally and linguistically appropriate training and resources; and develop pilot projects to encourage members to try innovative approaches to reaching new audiences.

The NN/LM SCR will continue to offer both large and small awards to Network members to encourage consumer health outreach. The Electronic Consumer Health Outreach (ECHO) Award will be offered in Option Year 1. The goal of this award is to ensure that health professionals, their patients and the general public are connected to the health information resources they need to make informed health care decisions. Also in Option Year 1, the NN/LM SCR will offer a Disaster Preparedness Award. The purpose of this award is to assist libraries in becoming active partners in their community's emergency preparedness, response and recovery planning. The disaster preparedness projects might take the form of a community event, or it might take another form, such as wireless access, computer equipment, or a website.

An existing award that will continue to be offered, the Regional Symposium, will provide funding to Network members for a symposium. Potential symposium topics might include health information literacy, outreach to community-based organizations or consumers. This award could fund symposiums for consumers or health providers. In Year 1, the University of Texas at Austin Library School received funding for to hold a Wellness Symposium.

As noted above, classes play an important role in NN/LM SCR programming. In Option Year 1, two classes will be developed for consumers and librarians that provide services to consumers. The *Nutrition Resources* class will provide participants with an overview of NLM, as well as other NIH and government resources which provide information on nutrition and nutrition-related topics (e.g. MedlinePlus, NIH SeniorHealth, the USDA, and the National Institute of Diabetes and Digestive and Kidney Diseases). The *Cyberchondriac or e-Patient: How do you want to be perceived?* class will cover online resources that will increase a patient's ability to participate in the Health 2.0 (or participatory medicine) model of care. This includes the ability to manage their own condition, make choices about self-care and have those choices respected, and improve their self-rated health status.

In addition to the monthly SCR CONNECTIONS webinars, the NN/LM SCR will hold two webinars on specific topics related to the 2011-2016 National Network of Libraries of Medicine Statement of Work. A series of webinars on CTSA initiatives, particularly related to community engagement will provide an overview of CTSA and how libraries can provide assistance to their institutions. In the 2006-2011 Contract the NN/LM SCR conducted an assessment of public libraries and their needs after a disaster. Public librarians indicated that one of their biggest needs was related to mental health both for themselves and for their patrons. As a result, two webinars will be offered. The first will outline available mental health information resources through NLM and other government sources. A community mental health professional will conduct a second webinar on mental health coping strategies for public librarians.

Libraries can play an important role in the Clinical Translational Science Award projects in their institutions. Unfortunately, a lack of funding prevents these libraries from committing the time and resources to this task. In Option Year 1, the CTSA Community Engagement Pilot Project Award will be offered. The purpose of this award is to develop pilot projects to identify and promote the roles of libraries in institutions that have received or are seeking CTSA awards with a focus on community engagement.

#### **Exhibits and Presentations at Meetings** (Essential Services: Promote, Collaborate and Train)

The NN/LM SCR will exhibit, or provide funding for outreach subcontractors to exhibit, at a minimum of three national and four regional, state, or local meetings. The NN/LM SCR will exhibit at national conferences to which it is assigned by the NLM, while the majority of regional conferences will be subcontracted to Network members. An exhibit backdrop is available to Network members upon request.

In addition to the meetings assigned by the NLM, exhibits will be conducted by either the NN/LM SCR or its subcontractors at regional, state, and local meetings of health professionals, librarians, community-based organizations, and consumer groups. In Option Year 1, the NN/LM SCR will exhibit at the Texas Library Association in Fort Worth TX. In addition, Coordinators will also attend one state library meeting and one state public health association meeting.

#### **Information Technology and Policy Awareness Program** (Essential Services: Promote and Access)

In February 2011, the HAM-TMC Library received funding for an [e-science symposium](#) which provided information on the role of libraries in e-science initiatives. The symposium provided a basic overview of e-science, allowing Network members to begin thinking of ways they can develop programs for their institutions. During the afternoon question and answer section of the symposium, attendees were asked for feedback on how the NN/LM SCR can provide assistance with future e-science endeavors. In Option Year 1, the NN/LM SCR will implement many of these suggestions.

As Network members begin to work with mobile devices and as the demand for mobile access to information continues to grow, the NN/LM SCR will provide funding opportunities for these technologies, such as the Mobile Applications Project (MAP) Award. This award is designed to encourage the development and use of handheld solutions for information access. The MAP Award will be promoted to Network members and provide funding for the creation of mobile websites and applications, the purchase of devices, or other similar projects that would encourage the use of mobile technologies for health information access in the Region.

The Technology Improvement Project (TIP) Award will be offered to Network members in the Region interested in implementing large-scale technology applications to enhance access to high quality health information. Emphasis will be placed on implementing or upgrading technology based solutions in Medically Underserved Areas in the Region as well as locations identified as “underconnected” including rural and inner city parts of the Region.

In addition to in-person classes, Network members are interested in online educational offerings. In Option Year 1, the *Super Searcher: Enhancing Your Online Search Super Powers* will be offered via Moodle. This class focuses on the advanced search features of web search engines and online searching.

**Training to Support Electronic Access to Health Information** (Essential Services: Promote, Access, Collaborate and Train)

The following training opportunities will be offered in Option Year 1:

- *A 10-Step Approach to Service Continuity Planning*

One (1) *A 10-Step Approach to Service Continuity Planning* class will be offered in the Region. The focus of this class is on enabling libraries and other organizations to maintain their information services to their patrons in the event of an emergency or disaster. The class also includes information about developing basic personal safety procedures as well as how to get help to mitigate the damage to collections after a disaster.

- *3, 2, 1 Action! Videocasting*

Three (3) *3, 2, 1 Action! Videocasting* classes will be offered in the Region and one (1) at the RML. This class provides an introduction to video creation methods and techniques. Making educational or promotional videos once cost thousands of dollars and meant investing in lots of equipment. Flip cameras, web cameras and low cost, easy to use software are making it easier for librarians to star in the videos publicizing their libraries. Low-cost and free software will be utilized. Hands-on activities will demonstrate easy-to-use Flip and mini camera use.

- *Advanced Geeks: New Geeky Gifts*

Two (2) *Advanced Geeks: New Geeky Gifts* classes will be taught in the Region, and one at the RML. This class introduces participants to new and advanced emerging technology topics relevant to health science librarianship and information management. This class is designed to include intermediate and advanced topics not covered in other technology classes. Learning modules and activities will be created around topics including cloud computing, back channel communication, video streaming, videocasting and augmented reality.

- *Advanced Proposal Writing*

One (1) *Advanced Proposal Writing* class will be taught in the Region. The *Advanced Proposal Writing* class provides more and in-depth information and instruction on proposal writing. Attendees will be encouraged to bring project ideas for in-class proposal writing.

- *Beyond an Apple a Day: Providing Consumer Health Information in a Public Library*

One (1) *Beyond an Apple a Day* classes will be taught in the Region. This class is designed for public librarians and will cover the information seeking behaviors of consumers, address a recommended core reference collection, cover the reference interview, disclaimers, privacy, and discuss ways to network with medical librarians. The class will describe possible ways to market this service in a community and introduce the students to the Medical Library Association and its local chapters.

- *Caring for the Mind: Providing Reference Services for Mental Health Information*

One (1) *Caring for the Mind: Providing Reference Services for Mental Health Information* class will be taught in the Region, and one (1) at the RML. This class is designed for librarians. Attendees learn how to effectively provide reference services on mental health information for the public, including locating best websites, databases and collection development materials. Handling the reference interview with care and sensitivity is explored.

- *Community Assessment*

One (1) *Community Assessment* class will be taught in the Region. This class will help librarians and others involved in health information outreach to design quality programs and garner support for those programs by taking the right first step: collecting community and needs assessment information about the groups of people who will be involved. Topics include collection of data to create a picture of a target community, including its needs, assets, resources, and potential obstacles that may affect the success of health information outreach efforts.

- *Cyberchondriac or e-Patient: How do you want to be perceived?*

Two (2) *Cyberchondriac or e-Patient: How do you want to be perceived?* classes will be offered in the Region and one (1) at the RML. This class will cover online resources to increase a patient's ability to participate in the Health 2.0 (or participatory medicine) model of care. This includes the ability to manage their own condition; make choices about self-care and have those choices respected; and improve their self-rated health status. The session will address health information literacy, effective communication strategies with health professionals, and website evaluation criteria.

### ***Finding Information in Numbers and Words: Data Analysis for Health Information Outreach***

One (1) *Finding Information in Numbers and Words: Data Analysis for Health Information Outreach* class will be taught in the Region.

This class will cover basic methods for compiling and analyzing qualitative and quantitative evaluation data to maximize their usefulness in project improvement and decision-making. Discussion, presentations, and exercises will cover compiling and analyzing evaluation data. For quantitative data, participants will learn to use descriptive statistics and graphs to make sense of their data. For qualitative methods, participants will learn to organize and code text-based data, and then analyze it. Topics will include analyzing qualitative data (e.g., developing and using codes, summarizing, interpreting); compiling and graphing descriptive statistics; and exploring the validity of evaluation findings.

### ***From A(norexia) to Z(its): Health Information Teens Will Use***

Two (2) *From A(norexia) to Z(its): Health Information Teens Will Use* classes will be taught in the Region.

The purpose of the class is to inform school teachers, nurses, counselors, and librarians about health information needs of teenagers, their information seeking behaviors, and authoritative health information resources that they will use and that are safe to recommend. This is designed to be a train-the-trainer class as well as a tool for medical librarians to provide outreach services in school settings.

### ***From Beyond Our Borders: Providing Health Information to Refugee Populations***

Two (2) *From Beyond Our Borders: Providing Health Information to Refugee Populations* classes will be taught in the Region, and one (1) at the RML.

This class provides background information on refugee and immigrant health issues, including demographics, an overview of refugee health status, and the needs of refugee



healthcare providers. Print and online resources for refugee and immigrant health information, including the Refugee Health Information Network (RHIN) <http://rhin.org> are included.

### ***From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet***

One (1) *From Snake Oil to Penicillin* class will be taught in the Region, and one (1) at the RML.

This class provides information on evaluating health information found on the Internet. Participants will be able to evaluate health websites based on specific qualifications, explain to library patrons the reasons for evaluating health websites, and teach library patrons how to evaluate health websites found on the Internet. This class also discusses how to evaluate the relevancy of medical research in the news.

### ***Getting Started with Information Outreach in Minority Communities***

One (1) *Getting Started with Information Outreach in Minority Communities* class will be taught in the Region, and one (1) at the RML.

The goal of this class is to offer concrete ideas which will enable librarians to initiate outreach programs with minority communities. Topics to be covered include: the importance of developing relationships, the basics of building and developing community-based partnerships, recognition and acceptance of cultural differences, and the importance of cultural competency. Some basic concepts of program planning and evaluation within a culturally diverse environment will be covered. Participants will engage in group discussions to explore models for developing their own programs.

### ***Grants and Proposal Writing***

Two (2) *Grants and Proposal Writing* classes will be taught in the Region.

This class is intended for beginning grant proposal writers. Attendees will gain a general overview of the grant and funding processes, as well as the level of detail required in preparing a successful proposal. Each component of the writing process will be addressed including: documenting the need, identifying the target population, writing measurable objectives, and developing a work plan, evaluation plan and dissemination plan.

### ***Healthy Aging at Your Library: Connecting Older Adults to Health Information***

One (1) *Healthy Aging at Your Library: Connecting Older Adults to Health Information* class will be taught in the Region.

This class is designed to help librarians assist their senior patrons to find health resources on the Internet. Attendees will discover techniques for teaching seniors how to finding health information and learn about other senior health information resources.

### ***Health Statistics on the Web: It's as Easy as...1,2,3!***

One (1) *Health Statistics on the Web: It's as Easy as...1,2,3!* class will be taught in the Region, and one (1) at the RML.

This class focuses on the location, selection, and effective use of online health statistics on the local, state, national, and international levels. Participants will learn to find online statistical information from a wide variety of sources including the Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, Kaiser State Health Facts and the National Library of Medicine. Attendees will be encouraged to use the Partners in Information Access for the Public Health Workforce as the starting point for locating relevant data and statistics.

### ***Keeping Up with NLM's PubMed***

One (1) *Keeping Up with NLM's PubMed* class will be taught in the Region.

This class is designed to instruct participants on how to use PubMed features effectively. Attendees will be able to describe the contents of PubMed; formulate basic search strategies; display, print, and save results in various formats; revise and refine searches; and use special features such as Related Articles and Clinical Queries.

### ***Introduction to Evidence-Based Practice: Research and Resources***

One (1) *Introduction to Evidence-Based Practice: Research and Resources* class will be taught in the Region, and one (1) at the RML.

This class will provide an introduction to the basic concepts and principles of evidence based practice (EBP). The class will focus on core concepts of conducting evidence-based research and highlight strategies for locating evidence-based research in the literature and other resources. Participants will receive an introduction to judging the validity of evidence-based studies and discover the role that the librarian can play in providing evidence-based training and support to those in their institutions.

### ***Introduction to NCBI's Molecular Biology Resources***

Two (2) *Introduction to NCBI's Molecular Biology Resources* classes will be taught in the Region.

This class is designed specifically for librarians who have little or no expertise in the field of molecular biology. This course presents a brief introduction to some basic but

fundamental terminology and concepts of molecular biology. In addition, several NCBI databases with relevance to the field of molecular biology will be introduced. Participants will have a chance for some hands-on practice in each of these databases.

### ***Mobile Devices: Resources in your Hands, Information at your Fingertips***

Three (3) *Mobile Devices: Resources in your Hands, Information at your Fingertips* classes will be taught in the Region, and one (1) at the RML.

This class is designed to provide participants with a hands-on learning opportunity to some of the most popular mobile devices including the iPad and e-readers. It will provide an overview of NLM mobile databases used by health care and information professionals. Time will be allotted for discussion and hands-on activities.

### ***Nutrition Resources***

Two (2) *Nutrition Resources* classes will be taught in the Region, and one (1) at the RML.

The class will provide participants with an overview of NLM, as well as other NIH and government resources which provide information on nutrition and nutrition-related topics (e.g. MedlinePlus, NIHSeniorHealth, Women's Health Resource, the USDA, and the National Institute of Diabetes and Digestive and Kidney Diseases). Online, as well as print resources will be included. Hands-on exercises will reinforce familiarity with these resources.

### ***Patient Safety Resource Seminar: Librarians on the Front Lines***

One (1) *Patient Safety Resource Seminar: Librarians on the Front Lines* class will be taught in the Region, and one (1) at the RML.

This class focuses on ways librarians can become more involved in patient safety processes and activities - both within their institutions and organizations and in providing patient safety resources for health professionals, for administration and staff, and for patients and families. Topics include understanding the definitions and issues of patient safety; locating where patient safety practices and contacts exist within an institution; identifying appropriate resources; and library advocacy in the area of patient safety.

### ***Prescription for Success: Consumer Health on the Web***

One (1) *Prescription for Success* class will be taught in the Region.

This introduction to consumer health information covers the information-seeking behaviors of consumers, the basics of MedlinePlus, DIRLINE, *ClinicalTrials.gov*, and

other reliable web pages such as those from professional medical associations and advocacy groups. It covers sites devoted to pharmaceutical information for consumers, drug-interaction databases, and herbal information.

### ***Promoting Health Literacy through Easy-to-Read Materials***

Two (2) *Promoting Health Literacy through Easy-to-Read Materials* classes will be taught in the Region.

This class discusses some of the principles of teaching the adult learner, the elements of effective easy-to-read materials elements such as design and layout, and their practical applications. It also provides information on communication dynamics of providing understandable, easy-to-read health information to consumers, as well as adapting or adding resources useful for low-literate adults. The class also includes an overview of topics such as the “disconnect” between health information providers and health information seekers, the success of "plain language" initiatives and the importance of text, type, graphics, vocabulary, space and layout.

### **Continuing Nursing Education (CNE) classes:**

#### ***PubMed for Nurses***

One (1) *PubMed for Nurses* class will be taught in the Region, and one at the RML.

*PubMed for Nurses* is an CNE class that enables nurses to enhance their research and clinical assessment skills and abilities by using PubMed to obtain evidence-based nursing information relevant to their practices. The focus is on performing optimal searches to find relevant journal citations including utilizing Clinical Queries and Nursing Journal limits. Other topics include Advanced Search and My NCBI.

#### ***Health Websites for Nurses***

One (1) *Health Websites for Nurses* class will be taught in the Region, and one at the RML.

*Health Websites for Nurses* is a Continuing Nursing Education (CNE) class designed to enables nurses to enhance their research and clinical assessment skills/abilities. Topics including criteria for evaluating health related websites and web searching skills to locate nursing resources, especially Evidence-Based Nursing resources. Some specific websites will be discussed, including CINHAL, PubMed and EBN tutorials and guides.

#### ***Health Websites for Your Patients***

One (1) *Health Websites Your Patients* class will be taught in the Region, and one at the RML.

*Health Websites for Your Patients* will enhance nurses' knowledge of quality patient resources. This CNE teaches attendees to utilize free online products from the National Library of Medicine and the National Institutes of Health to provide quality resources to their patients. Databases discussed include MedlinePlus, NIH Senior Health and Genetics Home Reference.