

NATIONAL NETWORK OF LIBRARIES OF MEDICINE, MIDDLE ATLANTIC REGION

MAR Contract Summary and Objectives 2011-2016

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9/1/2011

Program Values

In alignment with the mission and goals of the National Network of Libraries of Medicine (NN/LM), the Middle Atlantic Region (MAR) will implement and maintain a broad range of programs and services within Delaware, New Jersey, New York and Pennsylvania. MAR programs and services will be centered on four core values:

- ***Communication***
- ***Involvement***
- ***Sharing***
- ***Transparency***

Communication

Our vision of MAR is a member-centered organization with ongoing communication among Network members, MAR staff, and NLM. Through a variety of new and existing communication channels, we will focus on informing Network members about MAR and NLM activities, answering members' questions and responding to their needs, and encouraging participation in outreach activities and professional development.

Involvement

MAR will reach out to current Network members, as well as encourage new members to become part of MAR and take advantage of the extensive services, resources, and opportunities available to them. We plan continued active involvement of the many Resource Libraries that have been vitally important to activities in the region, but we will also create an advisory structure that will bring health professionals, hospital librarians, public librarians, public health workers, and librarians from other types of library environments to offer diverse ideas and points of view.

Sharing

The Middle Atlantic Region includes many of the nation's leading academic health sciences centers and health care institutions, strong public libraries, and major historic institutions, but not all residents of the region benefit from these institutions. Some health centers and libraries are thriving while others struggle to survive. MAR will promote sharing of ideas and expertise among Network members through in-person and online seminars, conferences, workshops, and other educational opportunities. We will strongly encourage and provide incentives for recipients of MAR outreach awards to share their successes and challenges through presentations and reports, so that others can learn from their experiences.

Transparency

Our primary stakeholders are the Network members and affiliate members. Just as the eight NN/LM Regions assist NLM in carrying out its mission and goals, each of the regions is dependent on its members to do the same. Members will be provided with a structure where MAR staff openly and regularly disseminates information on our visits, training, funding, decision making, assessments and programs.

MAR Network Member Services:

1. Membership

Increase Full and Affiliate Membership in the NN/LM MAR:

The network's full members, those with strong health sciences collections and services, assure effective information access in our region. Likewise, a broad network of affiliate members, including public health departments, colleges and universities offering certificate or undergraduate health degrees, professional associations, public libraries, faith- and community-based organizations, health advocacy groups, and others with a common interest to provide and disseminate health information, secures effective information access and services for all unaffiliated health professionals and the public. Targets for recruitment will include:

- Primary Access Libraries located in public, school, and academic settings where there is an underserved population of healthcare professionals and/or a need for consumer health resources
- Primary Access Libraries in institutions offering 2-year and 4-year academic programs in the health sciences
- Health departments, health clinics and other healthcare facilities, information resource centers, and organizations that are called on for health information by their users
- Libraries in traditional healthcare settings that have not yet become Network members

Solicit Feedback from New Network Members:

MAR staff will follow-up with all new Network members within six months after their membership start dates to verify they are using resources and communication networks, promote opportunities to apply for MAR outreach awards, solicit feedback, and address any problems regarding member benefits, NN/LM infrastructure, or outreach opportunities.

2. Resource Sharing

Post and Implement the [NN/LM Resource Sharing Plan](#)

Provide DOCLINE Training:

DOCLINE is easy to use, but effective training is essential for new users, as well as existing users who are assuming primary DOCLINE roles due to staff shortages or changes. MAR will support DOCLINE users with training on using the system efficiently, interpreting reports, and establishing optimal routing tables.

Support Electronic Delivery:

MAR will assist Network members in the region in developing and maintaining an appropriate technical environment for DOCLINE and resource sharing. Awards will be available to allow Network members opportunities to purchase existing, or explore new, technologies for resource sharing.

Promote NLM Journal Donation Program:

MAR will advertise and promote this program to libraries facing closures, merging collections or removing materials from their collection.

Promote Resource Sharing:

MAR will promote programs and opportunities for Network members to provide materials via Loansome Doc, or other resource sharing methods, to unaffiliated health professionals. Awards will be available to encourage Network members to offer such programs with fast turnaround, at reasonable fees.

Encourage EFTS Participation:

MAR will promote EFTS to new Network members, at state and regional meetings and exhibits, and during Network member trainings. Additionally, MAR will examine opportunities to promote EFTS participation through resource sharing discounts. Awards will be available to encourage EFTS participation.

3. Communication:*Enhance Communication among MAR staff, Network Members and Potential Members:*

Partnerships and feedback mechanisms will allow MAR to assess the needs of the region on an ongoing basis in order to improve MAR programs, encourage member involvement, prioritize and market outreach programming, and increase awareness of NN/LM resources and services.

Conduct In-Person Visits:

HSLs as RML will establish a regular schedule for site visits as described in section A.2. Whenever possible, site visits will be coordinated with Network member training workshops to allow MAR staff the opportunity to personally meet with numerous Network members over the course of several days. Site visits to Network members and potential members will allow RML staff to gather feedback on Network services and programs and to elicit suggestions on how to promote and obtain more Network member involvement. Meetings and exhibits present other opportunities for interaction with members and potential members.

*Enhance **Contact MAR** Website Link:*

The **Contact MAR** link on the current website will be updated to incorporate a web form. This will allow Network members and potential members a quick, easy mechanism to ask questions and provide comments and suggestions regarding any aspect of MAR services and programs.

Develop Electronic Newsletter and Maintain Listserv:

The current MAR newsletter will continue in blog format. However, hospital librarians and others with Internet filtering software have difficulty accessing blogs from their workplace. In addition to the blog, HSLs as the RML will publish a bi-monthly electronic

newsletter. MAR will continue to maintain and promote the MAR listserv and encourage Network participation.

Establish Lunch with the RML:

MAR staff will schedule monthly noontime *discussion* sessions between MAR staff and Network members. Through these regular sessions, we intend to stimulate interest through group discussions on RML activities, upcoming outreach awards, target outreach populations, new product enhancements, new technology available for communication, etc. Network members will be asked to suggest topics. A list of possible sessions includes:

Are you taking advantage of all the Network benefits available to you?

- How can we reach the underserved in our region?
- How can we improve DOCLINE?
- How can I connect with the RML through communication technologies?
- How can hospital libraries benefit from MAR awards?
- What awards are available and how can I get funding?
- Let's test a new NLM product
- Do you need help with negotiating e-licensing agreements?

Non-Network members will be invited to participate in Lunch sessions to learn about membership benefits and ask questions about services. Current Network members will be encouraged to share experiences with non-members.

Establish Blogs/Microblogs:

MAR will evaluate the effectiveness of these communication tools. As these tools are utilized, we will ensure that Network members and potential members understand the types of mechanisms available to them to connect with the RML.

Encourage Professional Presentations and Publications:

MAR will encourage funded Network members to publish in journals and specialty newsletters, as well as present at conferences that reach a broad scope of health professionals, librarians, and community groups. These publications and presentations will describe services offered by NN/LM or specific outreach projects and activities. If presentations are accepted for annual conferences, such as the Medical Library Association Annual Meeting or a meeting of a representative population, the presenter may apply for a MAR Micro award to subsidize travel and meeting expenses.

Develop and Maintain a Regional Website that Incorporates 508 Compliance:

MAR will explore opportunities to enhance the website to incorporate new technologies for communication, to provide entry points for Network members, non-member health professionals, and the public, and to improve usability.

Participate at Regional Medical Library Association Chapter Meetings:

At least one MAR staff member will represent MAR to promote excellence in health sciences librarianship by being an actively involved member of the local chapters of the Medical Library Association in the region (NY-NJ, Philadelphia, Upstate NY/UNYOC, and MidAtlantic Chapter/MAC).

4. Training:

Offer Training:

In-person and online training will be developed and offered to teach librarians, health providers, researchers and the general public on how to efficiently locate reliable health information using a variety of NLM resources; writing proposals for funding; training librarians on emerging initiatives such as e-science and their role in CTSA-funded institutions.

Develop Monthly Boost Box Sessions:

MAR will offer "Boost Box" sessions using recordable conferencing software. These sessions, designed to boost knowledge of NLM resources and other current topics of interest, will be offered on a monthly schedule. A list of possible topics includes:

- Clinicaltrials.gov
- ToxNet
- Partners in Information Access for the Public Health Workforce
- Genetics Home Reference
- NIHSeniorHealth
- DOCLINE: updating SERHOLD and setting up effective routing tables
- NLM Resources for Informing Comparative Effectiveness Research

Assist in the Identification of Training Resources to Be Added to the MLA Educational Clearinghouse:

MAR will work collaboratively with Network members and other Regional Medical Libraries to identify appropriate materials to be added to the Clearinghouse. Materials produced as a result of MAR funding will be submitted to the Educational Clearinghouse.

5. Resource Libraries:

MAR will enter into formal agreements with 29 institutions in the Region to serve as Resource Libraries. MAR will negotiate with Resource Libraries that are willing to develop projects that will build on their expertise to address needs of the Region and to enhance Resource Libraries' ability to contribute to their institutional goals and priorities.

6. Regional Advisory Committee (RAC) and Special Advisory Groups (SAGs):

MAR will develop an advisory structure that includes representatives of Network members, Resource Libraries, hospital libraries, health care professionals and public health

workers, public libraries and consumers. These groups will advise the RML on development and implementation of outreach programs to improve access to biomedical information for health professionals and the public. They will also advise on development and assessment of programs to meet the needs of constituent bodies and outreach target populations.

Regional Advisory Committee (RAC):

- advise on overall effectiveness of MAR priorities, programs and initiatives
- review activities of the SAGs to ensure coordination and minimize duplication of programs and topics of interest
- review and advise on evaluation of MAR programs
- advise on regional priorities and policies as related to the development and implementation of the regional emergency preparedness plan

Outreach to Health Professionals and Public Health Workers SAG:

- Focus on issues of concern to these populations, including access to information, training and outreach to health professionals, with emphasis on services to unaffiliated health professionals, minority health professionals, public health workers, and mental health professionals

Consumer Health SAG:

- Focus on issues of concern to public libraries, community-based organizations, and consumers, including
 - access to health information, training, and outreach to consumers
 - outreach and training for public librarians, with particular emphasis on generating awareness of NN/LM programs to increase network membership and participation in DOCLINE

Hospital Libraries SAG:

- Focus on issues of concern to hospital librarians, including
 - advocacy for hospital libraries, with emphasis on funding opportunities
 - e-licensing initiatives
 - clinical librarianship and participation in electronic health records and hospital quality initiatives
 - outreach and training for hospital librarians, with emphasis on generating awareness of NN/LM programs to increase network membership and participation in EFTS and DOCLINE

Resource and Academic Libraries SAG:

- Focus: issues of concern to academic health sciences libraries, including
 - health sciences education and technology

- E-science and CTSA initiatives
- E-resources and preservation of print collections

7. E-Licensing Agreements:

Resources on E-Licensing Issues:

The MAR website will be updated to include relevant online resources regarding licensing, including examples of model licenses.

Training in E-Licensing Issues:

MAR will seek to provide access to already existing presentations regarding licensing. Through monthly "Lunch with the RML" sessions, RML staff will create a collaborative environment for librarians involved in negotiating electronic licensing agreements to discuss issues and experiences. We will encourage discussion topics that address fair use provisions in the United States and international law (this includes negotiating for use of electronic resources in course packs, ILL, etc.); the importance of vendor provided use statistics; language to allow for remote access; and licensing options to allow for cancellation, should budgets fall short.

Funding will be available for Network librarians to develop and teach, a course addressing hot topics and strategies for effective licensing of electronic resources. MAR will also encourage e-licensing mentoring opportunities and will develop and maintain a listing of MAR members with expertise and/or experience with e-licensing who are willing to provide consultation on request.

Consortial Purchasing of Electronic Resources:

MAR will assess the feasibility of Consortia Purchasing / Electronic Resource Access Award, funded in 2010, to determine scalability and applicability to other libraries.

8. Evaluation:

Evaluate and/or Assess Regional Programs:

MAR staff will work closely with the RAC and SAGs to incorporate an ongoing program of assessment and evaluation to:

- Identify regional needs and opportunities for program development;
- Demonstrate the value of MAR Network membership; and
- Evaluate the quality of services provided in the region, including outreach, training, technology, and basic network programs.

MAR staff will be involved in recommending appropriate evaluation methods that will allow the MAR to identify approaches that work well, learn from past experience, make mid-course corrections, and recognize accomplishments. Results from evaluations will be submitted to NLM, as well as posted on the MAR website and in the MAR newsletter.

Elicit RAC and SAG Feedback:

MAR will rely on this diverse group to test products, serve as focus groups, advise on outreach programs, assist in evaluation of regional programs, and assist with development of plans to encourage participation of health professionals and health sciences librarians in regional and national programs. Meetings and activities of the RAC and SAGs will be publicized in the MAR newsletter and MAR website.

Elicit User Feedback:

Through the MAR exhibit, presentation, and training programs, there are many opportunities for informal interviews with health care professionals, information professionals, and the public. We will use these face-to-face meetings to gather informal feedback. Questions will be added as appropriate to class and program evaluations to gather feedback on services or products. Feedback will be solicited from attendees during MAR staff attendance at annual meetings of the regional chapters of the Medical Library Association (UNYOC, NY-NJ, Philadelphia, and Mid-Atlantic) and state library association meetings. Feedback will also be gathered through identified listservs that reach the region, such as those representing regional chapters of the Medical Library Association, school libraries, public libraries, and potential partners that share a common interest to provide and disseminate health information.

9. Test NLM or NN/LM Products:

MAR staff will participate in testing new or improved NLM products and services; conduct or participate in usability studies of NLM and NN/LM products and services and provide feedback to NLM in a timely manner.

10. Consultation for NLM and NN/LM Funding:*Consultation Service:*

MAR staff will provide training and consultation to Network members as well as community-based, faith-based and other organizations representative of special populations on preparing proposals for projects to compete for NLM and NN/LM funding. Consultation services will help Network members develop an idea, determine the feasibility of the project, identify possible NLM and NN/LM funding sources, and plan for sustainability.

Mentoring:

MAR will encourage those who have successfully applied for NLM and NN/LM funding to mentor others who may be interested in a similar project.

11. Identification of Historical and Unique Materials:

MAR will assist NLM in identifying collections of historical and unique materials related to the health sciences and developing ways to increase access to these materials.

MAR Outreach to Libraries: Programs to Advocate the Information Professional

Promote Evidence-Based Health Information

Provide Training Opportunities to Incorporate Evidence-Based Practice:

MAR will design programs to help health information professionals learn about evidence-based practice and ways to promote evidence-based health information within their institutions. Such programs can help librarians take a more active, clinical role in their institutions and advocate the changing role of the information professional.

Fund Awards for Network Members to Develop Partnerships with Hospital Librarians in Their Region:

Many librarians in the Middle Atlantic Region have skills in evidence-based practice. For instance, they serve on morning report teams; they assist with systematic reviews; they are involved in discussions to recommend evidence-based resources to integrate into their institution's electronic health record, and they assist with evidence to support development of clinical guidelines. These skills will allow Network members to develop courses, offer training, and serve as mentors for hospital librarians in their area. Funding will be provided to support such partnerships between Network member librarians.

Monitor Results of Value of Libraries Research Project for Opportunities to Promote Hospital Libraries:

The goal of the *Value of Library and Information Services in Patient Care* planning study was to develop a research plan and proposal to measure the value of the health sciences library, library services, and librarian. This research study has been fully funded by NLM and MLA chapters in the MAR. MAR will monitor the outcomes of this study for opportunities to promote and enhance the role of libraries in hospitals and health care settings.

Promote E-Science Opportunities

Identify and Promote the Roles of Libraries in Institutions with E-Science Initiatives:

MAR will explore and offer a Special Project Award for programs to:

- Increase understanding within the library community regarding library involvement in e-science development and advancement.
- Educate librarians on e-science resources and models.
- Explore future roles librarians may take to support e-science within their institutions.

Promote Emergency Preparedness and Response Plans

Offer Emergency Preparedness Workshops:

MAR will explore and offer a Special Project Award for programs to:

- Educate and facilitate the development of local and regional plans.

- Attend workshops and provide outreach training, highlighting available NLM resources and services, to a target population, such as emergency response organizations or consumers in their area.

Promote Attendance at Non-Library Emergency Preparedness Meetings:

MAR will offer awards for Network librarians to attend meetings, meet with responders, learn more about their concerns, and promote how libraries can support the providers with needed health information.

Offer Emergency Preparedness Training:

MAR will update and maintain emergency preparedness and response planning Web pages for MAR Network members and promote the NN/LM Emergency Preparedness and Response Toolkit on the MAR website, in the MAR newsletter, and during Network member training classes. Training modules will be identified and/or created to advance members through the entire planning process. Upon completion, MAR participants will have developed an emergency response plan suitable to their environment, established a back-up relationship with another Network library, and developed a memorandum of understanding with their designated back-up library.

Implement an Emergency Preparedness and Response “Buddy” Plan with SCR:

At the beginning of the contract, MAR will work with the NN/LM South Central Region (SCR) to develop “buddy RML” arrangements for continuity of services.

Promote Electronic Health Record Involvement

Identify and Promote the Roles of Librarians and EHR Implementation:

MAR will fund a Special Project Award* to:

- Identify librarian involvement opportunities with the implementation of electronic health records.
- Educate librarians on meaningful use.
- Encourage pilot projects to include proactive involvement from health sciences librarians

Promote Clinical and Translational Science (CTSA) Opportunities

Fund pilot projects to identify and promote the roles of libraries in institutions that have received or are seeking NIH Clinical and Translational Science Awards (CTSA) with a focus on community engagement.

MAR will fund a Special Project Award* to:

- Identify and promote opportunities for librarians at institutions that have received or are seeking NIH Clinical and Translational Science Awards (CTSAs).

- Encourage pilot projects for community partnerships to inform consumers of the research and clinical process and personalized medicine.

*Special project awards will begin in Year 2 of the contract.

MAR Outreach to Health Professionals

Outreach Programs Initiated by Network Members

MAR Network members are situated throughout the region and are positioned to have a firm knowledge and understanding of where the practicing, underserved health professionals are located in their communities. Based on this premise, a “Network member-based Target Program” (NMTP) for practicing health professionals will be offered. Awards will be offered to Network members to:

- Identify a target population, form partnerships, and provide the appropriate educational training, information access and outreach.

Adopt a Mental Health Provider

MAR will foster a program called “Adopt a Mental Health Provider” (AMHP) to encourage Network libraries to partner with underserved mental health providers. Awards will be offered for Network members to:

- Develop programs which provide education and access to evidence-based information regarding treatment choices, guidelines, and patient education resources, with the goal of increasing the effectiveness of care and improving outcomes.
- Promote NLM products and services at professional meetings and conferences attended by mental health professionals.

Partnerships with the Public Health Workforce

MAR will build programs to encourage partnerships between Network libraries and the public health workforce. Awards will be offered for Network members to:

- Develop programs which provide education and access to peer-reviewed and evidence-based information, with the goal of aligning training and services with competency goals and performance standards identified for the public health workforce.
- Offer training at public health meetings, training centers, and in the workplace.
- Promote NLM products and services at professional meetings and conferences attended by public health workers.

Partnerships with Critical Access Hospitals (CAHs)

MAR will build programs to advance partnerships with unaffiliated health professionals located at the 26 CAHs in New York and Pennsylvania. Awards will be offered to Network members to:

- Assist in needs assessment and identification of technology and location barriers faced by clinicians located at Critical Access Hospitals.
- Form partnerships, provide education and training, and access to evidence-based information regarding treatment choices, guidelines, and patient education resources.

Outreach Programs for Minority Health Practitioners

MAR will build programs to support the minority health workforce, with the ultimate goal of decreasing health disparities based on ethnicity and race in the United States. Awards will be offered for Network members to:

- Develop programs for minority health practitioners that increase information skills and access to evidence-based resources.
- Promote diversity in the future workforce by raising awareness of health careers and information sources in minority high school students.

MAR Outreach to Consumers

MAR programs will encourage partnerships with public libraries, school districts, health clinics, hospitals, public health departments, and other public venues.

Programs Initiated by Network Members

MAR Network members are situated throughout the region and are positioned to have a firm knowledge and understanding of underserved consumer populations located in their communities. Awards will be offered to Network members to:

- Identify a target population, form partnerships, and provide the appropriate educational training, information access and outreach.

Programs for Soldiers, Veterans and their Families

MAR will offer awards to Network members to establish relationships with facilities serving military personnel, veterans and their families, conduct needs assessments, and develop programming to support health and coping.

Programs for Seniors

MAR will offer awards for Network members to develop and provide training, aimed at seniors, on understanding electronic personal health records and reliable health information resources for healthy living and disease management.

Programs for Caregivers

MAR will offer awards for Network members to partner with relevant community-based organizations and develop 'train the trainer' classes. Classes will give staff the skills they need to teach caregivers how to find health information on the Internet, focusing on NLM resources.

Partnerships among Network Members

MAR will foster collaborations and encourage outreach partnerships among Network members through funding programs which:

- Encourage partnerships among public, hospital and school libraries, community, faith-based, and volunteer organizations.
- Encourage hospital libraries to offer library services to consumers, patients, and family members in their communities.
- Develop projects related to Healthy People 2020

MAR Technology Improvement Program

MAR will offer Technology Awards to facilitate computer-based, high-quality health information access and delivery to Network members, health professionals and consumers, with an emphasis on under-connected populations.
