

Middle Atlantic Region

Region 1

Quarterly Report

May 1, 2009 – July 31, 2009

New York University Langone Medical Center

Date submitted: January 17, 2010

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Executive summary

Personnel

The first quarter of Year 4 for the MAR program introduced two new staff members. Kate Oliver joined NNLM MAR on May 11 as Associate Director. Persko Grier was hired as a Network Services Consultant as recruitment for the Network Services Coordinator (NSC) position is actively pursued. Notably, Arpita Bose and other MAR staff supported the transition through exceptionally informative orientation, training, and transfer of responsibilities.

Advocacy:

The Value of Libraries Study

The goal of the "value of libraries study" is to develop a research project to measure the value of the health sciences library, library services, and librarian. Out of a discussion at the NNLM MAR's Regional Advisory Committee (RAC) meeting in November 2006 emerged the issue of establishing the value of health sciences libraries to administrators in hospitals, academic health sciences centers and other organizations where librarians work. One frequently cited study in the RAC discussion was the "Rochester study". [*The impact of the hospital library on clinical decision making: the Rochester study. Bull Med Libr Assoc. 1992 Apr;80\(2\):169-78.*](#) In discussing both the need for a value of libraries study, and the impact of the Rochester study (cited over 95 times since its publication in 1992) the Regional Advisory Committee recommended going forward with a new study. The Value Committee was appointed and is comprised of members of NN/LM and researchers at the University of North Carolina at Chapel Hill (UNC). Julia Sollenberger leads the study team of NNLM MAR members: Karen Brewer, Susan Cavanaugh, Kathel Dunn, Sharon Easterby-Gannett, Mary Lou Klem, Lynn Kasner Morgan, and Kate Oliver. This quarter we have continued the development of a research plan in consultation with Joanne Marshall, Professor, University of North Carolina School of Library Science, and one of the original authors of the Rochester study. The other UNC study team members are: Jennifer Craft Morgan, Susan Rathbun-Grubb and Cheryl Thompson. The plan is to reproduce the original study in the current environment, and to include as many hospitals as possible in the MAR region. The survey is to be administered by a private survey company and analyzed by the research group at UNC.

During first quarter of Year 4, the study team met by teleconference twice a month to review and finalize plans for the study. UNC Chapel Hill prepared a draft proposal for funding the study for review by the study team. The MAR Year 4 budget review process suggested local funding of the \$18,000 cost of study survey. The Study Team member and RML Director Karen Brewer began a campaign to raise the necessary funds from MLA Chapters in the region.

Measuring Impact

Sue Hunter taught "Measuring Your Impact in Syracuse, NY."

Library Open House Award

A small project award made this quarter funded a library open house to raise awareness of library services and resources.

Outreach to Unaffiliated Health Professionals in Pennsylvania

In July, Karen Brewer and Kate Oliver made a site visit to Cynthia Robinson, Associate Librarian and Director, George T. Harrell Health Sciences Library, Penn State Hershey to discuss outreach to unaffiliated Health professional in Pennsylvania. Ms. Robinson suggested that staff resource availability, funding level, as well as the strength of the case to be made on alignment with institutional mission were primary determinants in community outreach for her Library. Outreach had to be balanced with meeting the their own institution's information needs when deciding how to allocate staff resources.

All agreed that a coordinated approach in Pennsylvania is essential to a success with this NNLM priority area. Karen and Kate agreed to follow-up with meetings and site visits to libraries in the Philadelphia and Western Pennsylvania area to discuss the issue.

Consumer Health

Using a “train the trainer” approach, MAR Coordinators taught distance and in-person classes on consumer health topics to librarians in the region. Included in the offerings were: Toxnet (distance), Combating Information Fatigue: Health Information Resources for Veterans (in- person in New York City and Syracuse, NY), Also taught were: “From Snake Oil to Penicillin” (twice – one via distance education (using Adobe Connect) and one in-person in Exeton, PA. “PubMed for the Rest of Us” was also offered in Exeton, PA.

Outreach

NNLM MAR made number of awards that support the outreach mission of NLM and NNLM this quarter. Two health literacy awards fund projects – one in Staten Island, NY and one in PA, to assist health consumers for whom English is a second language. One of these projects is designed to train these health consumers how to navigate the health care system. Two Outreach Training awards were made – one working with immigrants, the other with senior citizens – both in New York City. Another health literacy award made this quarter supports improved access to health information by health care intermediaries.

Technology

MAR staff taught the class “Geeks Bearing Gifts” in New York City. A small project award to fund the purchase USB flash drives for easier access to electronic resources advances the MAR strategic plan for library improvement.

Challenges/Opportunities

Staff vacancies and new staff brought both challenges in meeting program objectives and opportunities to review and address existing issues and processes with fresh approaches and to build on existing strengths of the MAR staff and programs.

Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	457	458
Network members – affiliate	307	306
Libraries providing services to unaffiliated health professionals	208 (45%)*	208 (45%)*
Libraries providing services to public users	227 (49%)*	227 (49%)*
Average fill rate for resource libraries	83%	83%

* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:
 % providing services = (count of libraries providing services)/(count of full Network members)

Regional Advisory Committee (RAC) activities

[Insert narrative]

Needs assessment and evaluation activities/data

[Insert narrative]

Outreach

TABLE 2. All newly funded awards and projects

Start/end dates	Title of award/project	PI institution	PI last name	Funding amount	Project type*
5/4/09-6/28/09	Check the pulse of your Health Sciences Library- Library Open House	Lutheran Medical Center	Meyman	\$999.68	Small Projects
5/11/09-7/7/09	Promotion of Medical Library Resources Using Customized USB Flash Drives	Augustus C. Long Health Sciences Library	Matsoukas	\$1,000.00	Small Projects
5/4/09-9/5/09	Vital Continuing Education for a Medical Librarian	Catskill Regional Medical Center	Farley	\$700.00	Small Projects
5/6/09-12/31/09	Senior Access to Health Information	Kim Barrett Memorial Library	Timothy Roberts	\$10,000.00	Outreach Training
5/6/09-6/5/10	Health Education on Access thru Libraries and Peers; A	NYU Health Sciences	Francesca Gany	\$9,964.00	Outreach Training

	Pilot Pro	Libraries			
6/1/09-1/31/11	Health Literacy First	Delaware County Library System	Helen Subbio	\$30,000.00	Health Literacy New
3/11/09-4/15/10	Health Literacy for English as a Second Language Students	Staten Island Hospital Medical Library	Dianne Gonzalez	\$30,000.00	Health Literacy New
3/11/09-5/31/10	College of Physicians: Online Training for Health Intermediaries	The College of Physicians of Philadelphia	Andrea L Kenyon	\$27,600.00	Health Literacy New

*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

Go Local Upstate NY, funded in March 2009, during the first quarter of funding achieved a number of its objectives. These included

- Prepared job descriptions/responsibility lists for following positions: data finders, data input staff (selectors), database administrator/reviewer, database development regional liaison. Identified responsibilities for each position. Identify optimal amount of time needed for each position per week. Offer suggestions of what types of library or 3R's staff could fill these positions in each region
- Hire Database Administrator.
- Finalized "in kind" staffing for each region
- Prepared to build Upstate NY Go Local database. Preparation activities included: identification of selectors for each region, creating user accounts, setting goals for the number and type of records needed to "go live" and distributing lists of "opportunities for locating data."
- Trained database administrator. Training activities included creating an input manual and selecting training sites.

TABLE 3. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.

Dates	Organization name	Meeting name	Location (city, state)
RML NATIONAL EXHIBITS			
RML REGIONAL/STATE/LOCAL EXHIBITS			
5/27/09-5/28/09	Pennsylvania Homecare Association	Annual Conference	State College, PA
6/11/09-6/13/09	Mazzoni Center	Philadelphia Trans-Health	Philadelphia, PA

		Conference	
7/1/09-7/3/09	National Association of Local Boards of Health	Annual Conference	Philadelphia, PA
SUBCONTRACTED NATIONAL EXHIBITS			
SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS			

Actionable feedback received from exhibit visitors

Attendees at the Philadelphia Trans-Health Conference were very impressed and pleased to see that NLM had a presence at this meeting, which focuses on health and transgender individuals. We recommend continuing to exhibit at this conference.

MedlinePlus Go Local

Two MedlinePlus Go Local projects were funded in the fourth quarter of year 3. Both projects are in the early stages of development. Promotional activities are planned when the projects “go live”. Awards will be highlighted in RML Updates at MLA Chapter meetings and other meetings of library professionals in the region in fall 2009.

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
5/5/09	Bose	Introduction to TOXNET	New York, NY	4	Distance
5/6/09	Bose	Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine	New York, NY	11	Distance
5/28/2009	Hunter	PubMed for the Rest of Us	Exton, PA	10	In-person
5/28/2009	Hunter	From Snake Oil to Penicillin	Exton, PA	9	In-person
6/9/09	Bose	Combating Information Fatigue: Health Information Resources for Veterans	New York, NY	26	In-person
6/11/09	Bose	Making PubMed Work for You	Troy, NY	5	In-person
6/23/2009	Hunter	Measuring Your Impact	Rochester, NY	19	In-person
6/24/09	Bose	Combating Information Fatigue: Health Information Resources for Veterans	Syracuse, NY	7	In-person
7/6/09	Bose	PubMed for Experts	New York, NY	5	Distance
7/7/09	Bose	TOXNET: Toxicology & Environmental Information	New York, NY	5	Distance

07/17/09	Headrick	Geeks Bearing Gifts	Queens, NY	8	In-person
7/22/09	Bose	Making PubMed Work for You	Piscataway, NJ	11	In-person
7/24/09	Bose	Public Health Information on the Web	Albany, NY	16	In-person

Other staff activities

A new course, "Combating Information Fatigue: Health Information for Veterans", was developed and offered in two venues this quarter.

On 5/15/09-5/19/09, Karen Brewer, Kate Oliver, Gregg Headrick, and Arpita Bose attended the RML Directors Meeting and Medical Library Association's Annual Conference in Honolulu, HI.

On 5/27/2009, while traveling to Exton, PA to teach consumer health classes on 5/28/09, Sue Hunter made site visits to two full network members, both hospital libraries.

During 6/14-17/09, Sue Hunter attended the CDC/American Evaluation Association Summer Institute in Atlanta, GA.

On June 16, Karen Brewer and Kate Oliver represented MAR at the Spring Dinner of the New York – New Jersey Chapter of the Medical Library Association.

On 6/22/09, Sue Hunter had a site visit with a hospital library in Rochester, NY. Sue was in the city to teach the following day.

On July 7, Karen Brewer and Kate Oliver met with Maxine Rockoff of Columbia University's Department of Biomedical Informatics to discuss the evaluation she is conducting of the Institute for Family Health's collaboration with the MedlinePlus staff to link to ICD9/MeSH driven topical searches from the IFH patient record. An introductory meeting with the Department Chair, George Hripcsak, was conducted. Outreach to unaffiliated health professionals was discussed at both meetings.

On July 8, Karen Brewer and Kate Oliver met with Barbara Cavanaugh, the new Director of the University of Pennsylvania's Health Sciences Library.

On July 9, Kate Oliver gave an RML update to the New Jersey Health Sciences Library Board.

On 7/9/09-7/14/09, Arpita Bose attended the American Library Association's Annual Conference in Chicago, IL. As part of the Spectrum Leadership Institute, Arpita Bose participated in a Professionals Options Fair to discuss careers in medical librarianship with Spectrum scholars.

On 7/14/09, Karen Brewer and Kate Oliver made a site visit to Cynthia Robinson, Associate Librarian and Director, George T. Harrell Health Sciences Library, Penn State Hershey to discuss outreach to unaffiliated Health professional in Pennsylvania. Ms. Robinson suggested that staff resource availability, funding level, as well as the strength of the case to be made on alignment with institutional mission were primary determinants in community outreach for her Library. Outreach had to be balanced with meeting the their own institution's information needs when deciding how to allocate staff resources. All agreed that a coordinated approach in Pennsylvania is essential to a success with this NNLM priority area. Karen and Kate agreed to follow-up with meetings and site visits to libraries in the Philadelphia and Western Pennsylvania to discuss the issue.

On July 22, Kate Oliver visited the Albert Einstein College of Medicine Library, a MAR Resource Library to discuss the Library mission and activities, its MAR funded projects, and outreach to unaffiliated health professionals in the community,

Attachment 1
Quarterly OARF summary data:
RML staff activities

https://gis.nlm.nih.gov/pdf/map/nomc/2009-10/region_1.rml.rmlq1.pdf

Attachment 2
Quarterly OARF summary data:
Subcontractor activities

https://gis.nlm.nih.gov/pdf/map/nomc/2009-10/region_1.sub.rmlq1.pdf

**Attachment 3
Subcontractor quarterly report**

Go Local Project Report

Go Local Project Name: Upstate New York Go Local

Submitted by

- Name: Michelle Tomaszewski, Rochester Regional Library Council (RRLC)
- e-mail address: mtomas@rrlc.org

Date Submitted: July 6, 2009

Dates covered: April - June 2009 (project started March 1, 2009)

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

A. For Sites not yet released:

Estimated release month/year _Sep 2010 _____

Progress on project timeline

- see attached chart

B. For all projects:

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

2. Database Development & Maintenance

[Include here sources of data identified, and work on records such as adding, indexing, auditing.]

- Continue to process data from Rochester's Clic-on-health database, had volunteer add additional data from phone book
- Have added 200 records created by volunteer at Southeastern NY Library Council in Hudson Valley
- Buffalo is working on their 211 data, which will be over 500 records
- Albany has volunteers working on data, and has been in contact with Michelle to resolve data questions
- Library school volunteers are working on North Country and South Central data
- Syracuse data is being entered by Angela Thor, and Upstate Medical has sent Michelle nursing home data
- Contacted Tompkins County Human Services Coalition to see if they will share their 211 data with us.
- Contacted the CCSNYS to see if they still manage the Albany human services directory and if they'd be willing to share it with us
-

3. Website Development & Maintenance

[For NLM hosted sites include here changes to customization and implementation of optional features. For locally hosted sites, include here changes to design and functionality.]

- Resolved problem with St. Lawrence County linking

4. Outreach and promotion efforts

[Include here articles, mailings, partnership efforts, summary of exhibits and presentations, and similar activities. Examples of promotional materials can be attachments.]

- Linda and Kathy Miller have been attending local health agency group and have been publicizing the Upstate NY Go Local project

5. Other

[This may include funding (applying for or getting grants and donations), user feedback, evaluation or other research.]

- Linda and Michelle offered overview of project and training in Potsdam, Albany, and New Paltz. Presented progress report for each area. Met with Hospital Librarians Committee at each location.
- Received initial progress review from NLM staff.
- Helped test NLM's new database system
- Michelle took NIH online computer security training

C. Statistics: For Locally hosted sites only:

1. Monthly, quarterly and annual page views and unique visitors, with the proportion of these stats attributable to MedlinePlus topic page referrals. [Please submit these statistics by the 5th working day of the next quarter.]

NA

2. Any down times that occurred during the quarter for the public site

-

D. Optional: Statistics for NLM hosted sites

[Not needed by NLM but many projects include for other purposes.]

- current database stats: 1283 incomplete records, 133 pending records, 1016 approved records

E. Optional: Comments and Suggestions on this form

Attachment: Project Timeline

GOAL	Activity	Responsibility	Timeline
<p>Write job descriptions/responsibility lists for following positions: data finders, data input staff (selectors), database administrator/reviewer, database development regional liaison</p> <p>See Feb. 11 meeting notes</p>	<p>Identify responsibilities for each position. Identify optimal amount of time needed for each position per week. Offer suggestions of what types of library or 3R's staff could fill these positions in each region</p>	<p>Implementation Team – will submit suggestions for each level of staffing by Feb. 27th</p>	<p>done</p>
<p>Hire Database Administrator</p>	<p>Post Job Description, screen and hire</p>	<p>See Feb. 11 meeting notes</p>	<p>Done – Michelle started 3/16/09</p>
<p>Finalize “in kind” staffing for each region</p>	<p>Identify a database development liaison for each region. (May be same person who represents the region on the Implementation Team.)</p>	<p>Database Administrator; Database Liaison</p>	<p>done</p>

	Identify data input staff and selectors for each region	Database Administrator; Database Liaison	done
Get ready for building Upstate NY Go Local database	Customize the mainpage – NYS logo, flag? See Feb. 11 meeting notes	Database Administrator; Database Liaisons with input from Implementation Committee	in progress
	Finalize and approve Style Manual	Standards Committee	Done – LC posted on the wiki
	Schedule meetings in regions that need additional information/ support to begin data entry	Linda Cruttenden and Michelle Tomaszewski	done
	Identify selectors/data entry personnel for each region	Regional Liaisons	done
	Create User Accounts as regions come online (Selectors and Reviewers) and distribute log-on information	Database Administrator	As necessary, ongoing MT
	Set tentative number/type of records needed to “go live” See Feb. 11 meeting notes	Database Administrator/Regional Liaisons	about 1500 records, priority 1a and 1b
	Distribute list of “opportunities” for locating data	Database Administrator	By March 16, 2009 and on-going
Train Database Administrator, Database Liaisons, reviewers, selectors, and data input staff on Go Local database		Karla Block	done
	Create Input manual	Database Administrator/NLM Personnel	Within two weeks of release of upgraded Go Local database system
	Select types of training locations – centralized, regional, computer conferencing? See Feb. 11	Implementation Committee	done

	meeting notes		
	Set training dates	Project Manager; Database Administrator	done
	Conduct training	Database Administrator/Karla Block	done
Regions begin inputting records in Go Local database according to implementation and staffing plan for each region	Import, manually input, upgrade, index records from any existing databases (e.g. 211 or CLIC on Health) See Feb. 11 meeting notes	Regional selectors and data input staff/ Database Administrator	done
	Identify local health services using Internet, directories, etc. Evaluate services. Create records.	Regional selectors, and data input staff	On-going
	Final review of records for quality control and compliance with Selection Criteria, Style Manual.	Database Administrator and/or designated reviewers	On-going
Launch Go Local	Conduct final review of records, prior to "soft launch"	NLM	April – June, 2010
	Conduct "soft launch" of Go Local, for final editing of existing records	Database Administrator	June – September, 2010
	Conduct "hard launch" of Go Local	Database Administrator	September/October, 2010
Publicize/market Go Local	Create public relations materials for "customers" – libraries, 3R's, listed agencies, consumers	Public Relations and Marketing Committees	June, 2010
	Plan roll-out of Go Local	Public Relations and Marketing Committees	June, 2010
Seek funding support for Go Local	Create budget for ongoing project	'09-10 – Project Director/RRRLC Director	By May, 2009
	Create packet for potential funders	Funding and Political Support Committee	Draft document completed – on the

	<ul style="list-style-type: none"> • What is our project in simple terms easily understood by potential funders • What does it do? 		wiki – review by April 2009
	Create list of potential funders	3R's and Project Director	April, 2009
	Visit/contact potential funders	3R's and Project Director, depending on region/type of funder	On-going
Create awareness of website	<p>Create public relations materials for “customers” – libraries, 3R's, listed agencies, consumers</p> <ul style="list-style-type: none"> • Answer questions: Who, What, How, Where 	Public Relations and Marketing Committee	By March, 2010
Create plan for continuation of Go Local	<p>Develop goals/timelines for continuation for each region</p> <ul style="list-style-type: none"> • Develop plan for annual audit of each record • How many new agencies/year? 	Go Local Steering Committee	By March, 2010
	Keep file of list of additional agencies to post on Go Local by region	Project Director/Database Manager/RRLC's	On-going
	Develop procedure for reporting activity on Go Local	Database Administrator	Quarterly, beginning spring of 2009
	Develop procedure for measuring effectiveness of Go Local	Project Director/Database Administrator	By March, 2010

Note: Many documents of assistance to the project can be found on the Go Local Extranet: <http://www.nlm.nih.gov/golocal/extranet/golocalextranet.html#getstart>