

**Outreach Program Narrative**  
May 1, 2009 – April 30, 2010

National Network of Libraries of Medicine  
Middle Atlantic Region  
New York University Langone Medical Center

**Outreach Summary**

Outreach in the NN/LM MAR is defined as “efforts to raise awareness of health information resources among consumers and health care practitioners” and works in concert with the mission of the National Network of Libraries of Medicine (NN/LM), “to advance the progress of medicine and improve the public health by providing all U.S. health professionals with equal access to biomedical information and improving the public's access to information to enable them to make informed decisions about their health.” The Outreach plan of NN/LM MAR is based on a sound regional needs assessment, network member participation, and an understanding of the needs of unaffiliated health professionals.

NN/LM MAR committed itself to developing a Strategic Plan based on network members’ responses to a region-wide needs assessment, an environmental scan, and the insights and work of the Needs Assessment Task Force. The outcome of this process is the *Strategic Program Plan for Member Participation* (<http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf>), which informs the outreach work of MAR.

The *Strategic Plan* is a two-fold program to:

1. Strengthen libraries by building partnerships, improving technology, and enhancing expertise and leadership skills of health sciences librarians (library improvement); and
2. Conduct outreach in the region that is needs-based and offers a systematic approach to reaching the targeted populations (outreach).

Priority areas for outreach, as stated in the *Strategic Plan*, include:

- Target groups: Seniors, Hispanic populations, faith-based organizations, low income/literacy populations
- Partners: Unaffiliated health professionals, senior centers, non-profit organizations, schools, and public health departments. Unaffiliated health professionals include nursing/long term care professionals, private practice physicians, nurse practitioners, public health departments, and Federally Qualified Health Centers (health clinics for the underserved)
- Health disparities: Diabetes, heart disease, obesity, cancer, STDs/HIV/AIDS, infant mortality, asthma, uninsured, low health literacy

These outreach priorities apply to the entire MAR contract period.

NN/LM MAR accomplishes its goals through its awards program, its Committees, the work of network members, and the efforts of MAR staff, who support and extend NN/LM goals through training, promotion, and communication. In addition to awards for specific projects (mentioned below), MAR also offers general Small Project Awards, which are intended for outreach as well as library improvement activities.

### **Outreach to Health Professionals**

MAR will administer a questionnaire to targeted unaffiliated health professionals to determine their health information needs and to see if there are barriers to getting the information they need in a rapid and useful manner. Unaffiliated health professionals include nursing/long term care professionals and nurse practitioners. The results of the questionnaire will shape the awards offered in Year 04. The results of the questionnaire will be shared with the other RMLs.

MAR will offer two *Outreach to Unaffiliated Health Professionals Awards* to encourage development of local programs linking targeted unaffiliated health professional target groups to health information. Three Outreach to Unaffiliated Health Professionals Awards at \$30,000 each will be offered.

MAR will also offer two *Outreach Training Awards* to support member libraries to train on and promote awareness of the products and services of the National Library of Medicine (NLM) and NN/LM, in line with the outreach priorities of the MAR *Strategic Plan*. These awards encourage outreach training to unaffiliated health professionals or consumers. Two Outreach Training Awards at \$10,000 each will be offered.

MAR staff will offer in-person training to health professionals in the region:

- Evidence-based Public Health: Finding and Appraising Relevant Resources
- NLM Resources for Rural Health
- PubMed Update

The classes named above will be offered at the following locations:

- Evidence-based Public Health: Finding and Appraising Relevant Resources: APHA Conference, Philadelphia, PA
- NLM Resources for Rural Health: NY State Association for Rural Health, Callicoon, NY
- PubMed Update: Southampton Hospital, Southampton, NY

Other classes may be offered based on member response.

### **Consumer Health Information Services**

MAR staff will offer online and in-person training in consumer health information throughout the region.

In-person classes will include:

- The Canny Consumer (1)
- Health in the Headlines (1)
- Consumer Health Information at the Public Library (2)
- From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet (2)
- PubMed for the Rest of Us (1)
- Beyond an Apple a Day: Providing Consumer Health Information at Your Library
- ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers
- ¿No Comprende? Spanish Health Information Resources for English Speaking Librarians

Online classes will include:

- Basic Nutrition Resources (3)
- Consumer Health Information at the Public Library (2)

The in-person classes named above will be offered at the following locations:

- The Canny Consumer (1): Freehold, NJ
- Health in the Headlines (1): Clark, NJ
- Consumer Health Information at the Public Library (2): Pittsburgh, PA; Albany, NY
- From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet (2): Potsdam, NY; Exton, PA
- PubMed for the Rest of Us (1): Exton, PA
- Beyond an Apple a Day: Providing Consumer Health Information at Your Library: Pittsburgh, PA
- ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers: To be determined based on member response.
- ¿No Comprende? Spanish Health Information Resources for English Speaking Librarians: To be determined based on member response.

Other classes may be offered based on member response.

### **Training to Support Electronic Access to Health Information**

MAR staff will offer online and in-person training in electronic access to health information throughout the region.

In-person classes will include:

- Making PubMed Work for You (5)
- PubMed for Experts (7)
- Measuring Your Impact (3)

Online classes will include:

- What's New in PubMed (3)
- PubMed MyNCBI (3)

- Logic Models (2)
- Introduction to TOXNET (2)

## Exhibits and Presentations at Meetings

### Exhibits

NN/LM MAR staff seek opportunities to exhibit and promote NLM and NN/LM services to health professionals, consumers, and librarians. At each exhibit, MAR staff will demonstrate appropriate information resources, such as PubMed and MyNCBI at a conference of health professionals; MedlinePlus at consumer health fairs; and new products and services at library association meetings. Actionable comments from meeting attendees will be noted and reported to the NLM.

In 2009-2010, MAR will exhibit at four national meetings of health professionals. MAR will also assist NICHSR at the NLM exhibit booth for the American Public Health Association's annual conference in Philadelphia, PA in November 2009.

### National Exhibits

Organization/Meeting	Dates	Location
American College of Rheumatology	2009: 10/16-10/21	Philadelphia, PA
Infectious Diseases Society of America	2009: 10/29-11/1	Philadelphia, PA
Association of Behavioral and Cognitive Therapies	2009: 11/19-11/22	New York, NY
American Association of Neurological Surgeons	2010: 5/1-5/5	Philadelphia, PA

In 2009-2010, MAR will exhibit at six regional or statewide meetings of health professionals or consumers. Staff will reach out to librarians in nearby areas, to see if they are interested or willing to exhibit with or on behalf of NLM and NN/LM, and to encourage them to promote services to health professionals or consumers meeting in their counties or towns.

### Regional/State Health Professionals or Consumers Exhibits

Organization/Meeting	Dates	Location
Pennsylvania Homecare Association	2009: 5/27-5/29	State College, PA
Philadelphia Trans-Health	2009: 6/11-6/13	Philadelphia, PA
National Association of Local Boards of Health	2009: 7/1-7/3	Philadelphia, PA
Susquehanna Valley Association of Pennsylvania Occupational Health Nurses	2009: 9/30-10/2	Wilkes-Barre, PA

Disaster Preparedness Summit	2009: 10/22	Philadelphia, PA
New York City Marathon	2009: 11/1	New York, NY

In 2009-2010, MAR will exhibit at six regional library association meetings. The meetings offer opportunities to remind librarians of existing NLM and NN/LM services and introduce others that are new, or newly enhanced.

### **Library Associations**

<b>Organization/Meeting</b>	<b>Dates</b>	<b>Location</b>
Delaware Library Association	2009: 5/7	Dover, DE
Upstate New York and Ontario (UNYOC) Chapter of MLA	2009: 9/30-10/2	Albany, NY
MLA Tri-Chapter Meeting (MLA NY-NJ, MLA-Phil, MAC)	2009: 10/5-10/8	Atlantic City, NJ
New York Library Association	2009: 10/15-10/16	Niagara Falls, NY
Pennsylvania Library Association	2009: 10/18-10/21	Harrisburg, PA
New Jersey Library Association	2010: April	Long Branch, NJ

In addition to the exhibits named above, MAR will provide support for network members to exhibit at local conferences of health professionals or consumer health fairs through the *Small Project Award* program.

### **Information Technology and Policy Awareness**

MAR staff will offer online and in-person training in information technology and policy awareness throughout the region:

In-person classes include:

- Geeks Bearing Gifts: Unwrapping New Technology Trends (4)

Online classes include:

- Free Productivity Tools (3)
- Copyright and ILL (3)
- Licensing Electronic Resources

Per the NN/LM MAR Budget Travel Form, MAR has planned for “Geeks Bearing Gifts” to be taught in the following four locations. These locations may change based on member response to training.

Locations: Philadelphia, PA; Rochester, NY; Harrisburg, PA; Atlantic City, NJ

MAR will offer one *Technology Awareness Conference Award* to fund a conference in technology and policy awareness. The conference is intended to be organized by a

partnership of a Resource Library with either a member of the Historically Black Colleges and Universities (HBCU) or a Hispanic-Serving Institution (HSI).

### **Library Improvement**

MAR staff will offer online and in-person training in library improvement topics, such as emergency preparedness and resource sharing, throughout the region:

In-person classes include:

- DOCLINE Explained (5)
- Getting Started with LinkOut (5)

Online classes include:

- DOCLINE for Beginners (2)
- DOCLINE: Reports and Routing Tables (3)
- DOCLINE SERHOLD: Searching, Updating, and Reporting (3)
- Service Continuity Planning
- Resources for Disaster Response and Preparedness

### **Collaboration with Network Members and Other Organizations**

The *Strategic Program Plan for Member Participation 2008 – 2011* includes plans for collaboration with network members and other interested organizations. Collaboration will take place at the network level, in improving libraries and resource sharing capacity, as well as in conducting outreach to underserved populations, from public libraries to consumers. Collaboration is also intended with health professionals in solo practice or working in non-traditional settings.

MAR will offer an *Outreach and Evaluation Conference Award* to fund a conference on outreach projects, evaluation methods, and lessons learned. The awardee shall share conclusions beyond the conference through the MAR web site and other mechanisms.

MAR will also work on two initiatives: an emergency planning and preparedness national collaboration with other regions throughout the country, and an initiative to locate historical and unique collections throughout the region.

The emergency planning and preparedness initiative will address continued access to knowledge-based resources during an emergency as well as issues of library sustainability during and following an emergency. MAR will offer three *Emergency Preparedness Conference Awards*, which will be offered to a partnership of network members (e.g. a consortium or Library Resource Council) to hold a planning conference on emergency preparedness in the region.

The historical and unique collections initiative will take a regional approach in identifying collections of historic or unique value, involving network members in the process of establishing criteria for what constitutes a historic collection, methods for

identifying the collections, and establishing what access points are available for the collections (listing in union catalog, finding aids both print and electronic or lists in Medical Library Association or the National Library of Medicine list).

### **MedlinePlus Go Local**

Network members within the region will be encouraged to participate in MedlinePlus Go Local. MAR staff will communicate regularly with interested groups and facilitate any questions that may arise between NLM and regional network members. MAR will offer one *MedlinePlus Go Local Award* to support a new Go Local project in the region.

MAR will encourage the development of Go Local projects in New York City and/or Pennsylvania.