

Outreach Program Narrative
May 1, 2010 – April 30, 2011

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://nmlm.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.

Outreach to Health Professionals

Training

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

- Evidence-based Public Health: Finding and Appraising Relevant Resources (1)
- NLM Resources for Rural Health (1)

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

- Evidence-based Public Health: Finding and Appraising Relevant Resources: APHA Conference, Denver, CO
- NLM Resources for Rural Health: NY State Association for Rural Health, Upstate NY

Other classes may be offered based on member response and MAR staff availability.

Funding

The Year 1 member needs assessment identified outreach target groups for health information services to the community. Among those were seniors and nursing home health professionals and unaffiliated health professional group serving seniors. In Year 4 MAR conducted an information resource and service needs assessment of nursing home directors. Based on the findings of the survey, in Year 5, we propose funding 5 awards to support member outreach to these professionals, two outreach training awards and two small project awards.

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: Resources for Consumer Health Decision-Making (6)
- Consumer Health Information at the Public Library (2)
- NLM's Consumer Health Databases (3)
- Beyond an Apple a Day: Providing Consumer Health Information at Your Library (6)
- ¿No Comprende? Spanish Health Information Resources for English Speaking Librarians (1)

- Will Duct Tape Cure My Warts?: Examining Complementary and Alternative Medicine (1)
- Caring for the Mind: Providing Reference Services for Mental Health Information (1)

Online classes will include:

- Basic Nutrition Resources (3)
- Health Information for the Public Librarian (2)

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

- The Canny Consumer: Clark, NJ, Trenton, NJ, Freehold, NJ, Farmingdale, NY, Wilmington, DE, Lancaster, PA
- Consumer Health Information at the Public Library: Pittsburgh, PA, Albany, NY
- NLM's Consumer Health Databases: Lancaster, PA, Exton, PA, Scranton, PA
- Beyond an Apple a Day: Clark, NJ, Trenton, NJ, Freehold, NJ, Rochester, NY, Potsdam, NY, Erie, PA
- ¿No Comprende?: Syracuse, NY
- Will Duct Tape Cure My Warts?: Exton, PA
- Caring for the Mind: Syracuse, NY

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:

- Keeping Up with PubMed (1)
- Making PubMed Work for You (3)
- PubMed for Experts (2)
- Public Health Information on the Web (1)
- Patient Safety Resource Seminar: Librarians on the Front Lines (1)

Online classes will include:

- What's New in PubMed (2)
- PubMed MyNCBI (2)
- Logic Models (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 2010-2011, MAR will exhibit at four national meetings of health professionals.

National Exhibits

Organization/Meeting	Start Dates	Location
American Associations of Neurological Surgeons	10/20/2010	Philadelphia, PA
National Athletic Trainers	6/22/2010	Philadelphia, PA
National Community Pharmacists Association	10/24/2010	Philadelphia, PA
American Association for Cancer Research Frontiers in Cancer Prevention Research	11/5/2010	Philadelphia, PA
American Speech-Language Hearing Association	11/18/2010	Philadelphia, PA

In 2010-2011, MAR will exhibit at seven 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
Philadelphia Trans-Health	2010: 6/3-6/5	Philadelphia, PA
Pennsylvania Public Health Association	2010: Autumn	TBD, PA
New York State Association for Rural Health	2010: Autumn	TBD, NY
Pennsylvania Association of Community Health Centers	2010: 10/20-10/22	Lancaster, PA
New York City Marathon	2010: 11/6	New York, NY
Pennsylvania Coalition of Nurse Practitioners	2010: 11/11	Harrisburg, PA
Greater New York Dental Meeting	2010: 11/28-12/1	New York, NY

In 2010-2011, MAR will exhibit at seven 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

Organization/Meeting	Dates	Location
National Diversity in Libraries	2010: 7/14-7/16	Princeton, NJ

NY-NJ Chapter of MLA	2010: 10/6	Yonkers, NY
Upstate New York and Ontario (UNYOC) Chapter of MLA	2010: 10/13-10/15	Syracuse, NY
Pennsylvania Library Association	2010: 10/18-10/21	Lancaster, PA
New York Library Association	2010: 11/3-11/6	Saratoga Springs, NY
New Jersey Library Association	2011: April	Long Branch, NJ
Delaware Library Association	2011: April	Dover, DE

Funding Member Exhibits and Presentations

Small Project Awards are “express” awards for Full and Affiliate Network members to enhance their services as well as promote NLM products and services; and provide seed money for ongoing or one-time projects through the purchase of displays, brochures, presentations, materials, equipment, supplies or presentation of small programs. In Year 5, we will offer 9 Small Project Awards that can be applied to member professional presentations or member exhibit costs as well as for other purposes described here.

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 (3)
- Super Searcher (3)

Online classes include:

- Free Productivity Tools (3)
- Licensing Electronic Resources (2)

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

- Geeks Bearing Gifts: Philadelphia, PA, Rochester, NY, Harrisburg, PA
- Super Searcher: Camden, NJ, Albany, NY, Pittsburgh, PA

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:

- Service Continuity Planning

- Resources for Disaster Response and Preparedness (2)

MAR will offer several award categories to strengthen Librarian skills, historical and unique collections and information access through improved technology.

- A bioinformatics training award will be offered to SUNY Buffalo for two bioinformatics instructors to teach classes on NCBI molecular biology information resources. Molecular biology and genetics are fast-growing areas of scientific knowledge, and this award will build regional capacity, identifying and training librarians who can assist clinicians and researchers.
- In fulfillment of MARs offer to assist NLM with the development and implementation of a plan to identify collections of Historical and Unique for the purposes of shared preservation, possible digitization projects and scholarly research, and encourage activities that will ensure their preservation and use, MAR will fund members to host one regional meeting with national implications to address this goal.
- MAR technology improvement awards are designed to fulfill the mission of the NN/LM and to develop coordinated and sustained programs within the region in *library improvement*. This is further articulated in the vision statement contained in the MAR Strategic Plan as core concept 6: support libraries providing quality health information services and health information outreach programs to the community by responding to service and technology needs of network member health sciences libraries. NNLM MAR will offer 8 Technology Improvement Awards in Year 5.

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.