

Outreach Evaluation Resource Center

# NN/LM Outreach Evaluation

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NN/LM PNR

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# Topics to cover

- OERC— what, where, why
- Principles of program evaluation
- RML cross-regional evaluation

# Outreach Evaluation Resource Center

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# Goals of OERC

- Evaluation will be integral to programs funded by NLM
- Results of evaluation will help direct resources and market success
- Evaluation process will improve programs and benefit targeted communities

# OERC Objectives

- Conduct evaluation training
- Refine and promote evaluation guide
- Develop a website
- Provide forum(s) for sharing and communication
- Provide assistance and consulting

# Evaluation Training

- Full day CE workshop
- 300 trained: RML staff, NLM-funded outreach projects, MLA members, AHECs, Health Educators

**Continuing Education Clearinghouse (course information screen)**

1 course entry found.



Course #	Course Summary
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**Course Summary**

<b>MLA Approved Activity</b>	<b>Measuring the Difference: Planning and Evaluating Health Information Outreach</b>
<b>Approval</b>	8 contact hours
<b>Date of Credit Expiration</b>	12/7/2001
<b>Course Description</b>	Discover theories and best practices for maximizing and measuring success in outreach programs. Learn methods to improve outreach and assess its impact. Key concepts and phases of program planning and evaluation will be covered, including conducting a needs assessment; developing goals and objectives; assessing effectiveness; measuring outcomes; and benefiting from what you've learned. Participants will

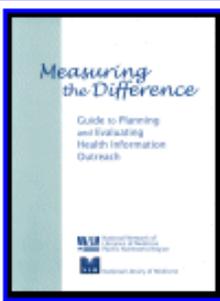




## Outreach Evaluation Resource Center (OERC)

Librarians and health educators conduct programs to improve access to health information. The [OERC](#) provides assistance in developing well-planned evaluation to help target and measure outreach success.

- [About OERC](#)
- [Workshop on outreach planning and evaluation](#)
- [Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach \(PDF\)](#)



This 130-page guide is a primer (including tools and resources) for planning and evaluating health information programs. It was developed by the National Network of Libraries of Medicine, Pacific Northwest Region and the National Library of Medicine.

To receive a single free copy, send an email request for "evaluation guide" to [nnlm@u.washington.edu](mailto:nnlm@u.washington.edu). Include your name and mail address.

- [Examples in Evaluation Planning](#)
- [Best Practices in Related Disciplines: Research Reviews by Consultants](#)
- Description and history of the [Outreach Evaluation Project](#)
- [Additional Resources](#)
- [Contact the OERC](#)



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[Outreach Evaluation Resource Center](#) : [Guide](#)

## Evaluation Planning Examples

### [Outreach to Maryland Correctional Institution for Women](#)

Written for a graduate course by students in the College of Information Studies, University of Maryland

Do you know of other project planning examples to share? Contact [Cathy Burroughs, OERC](#).

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[NN/LM Web Team](#) | Revised: March 19, 2002

<http://nrlm.gov/evaluation/examples/>

Funded by



## Research Reviews by Consultants

The following white papers were commissioned for a collaborative [study](#) about outreach evaluation by NLM and the NN/LM, PNR. These papers and other project resources launched an [evaluation guide](#) geared for health information outreach.

Baldwin, George D.

[Planning and Evaluating Information Outreach Among Minority Communities: Model Development Based on Native Americans in the Pacific Northwest](#)

Bowes, John E.

[Communication and Community Development for Health Information: Constructs and Models for Evaluation](#)

Haselkorn, Mark P.

[Technical Communication: Perspectives on Planning and Evaluating Information Outreach](#)

Kerr, Stephen T.

[Identifying and Applying Best Practices in Educational Technology to Information Outreach Efforts for Medical Personnel](#)

Marshall, Joanne G.

[A Review of Health Sciences Library Outreach and Evaluation](#)

Rogers, Everett M., & Scott, Karyn

[The Diffusion of Innovations Model and Outreach from the National Network of Libraries of Medicine to Native American Communities](#)

Witte, Kim

[Theory-Based Interventions and Evaluations of Outreach Efforts](#)

# Evaluation Guide

- Promote and “test” the guide
- Develop additional tools as needed

# What is Program Evaluation

- Contributes to program development and decisions
- Emphasizes user perspective
- Targeted outcomes drive planning and clarify measurement

# Two Types of Objectives

## Process objective:

- Specifies what outreach staff will do

## Outcome objective:

- Specifies the intended results

# Phases of Evaluation

- Community (Needs) Assessment
- Process (Formative) Evaluation
- Summative (Outcomes) Evaluation

# Community Assessment

- What is the community?
- What & how is health info used?
- What are the barriers?
- Can outreach help? How?



# Process (Formative) Evaluation

- How are we doing in reaching our objectives?
- Is outreach working as intended?
- How can it be improved (while it is going on)?



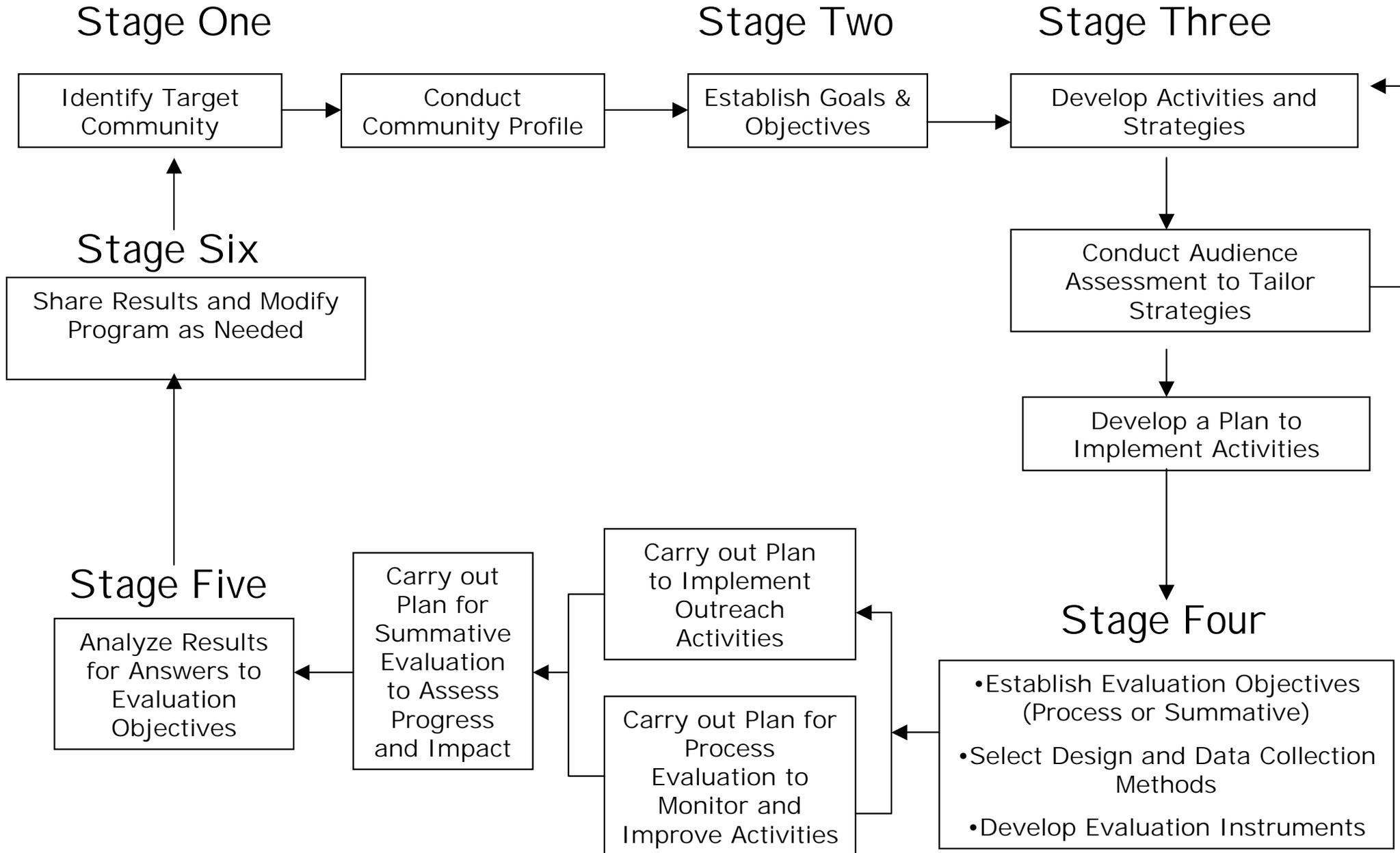
# Outcome (Summative) Evaluation

Helps determine what outreach accomplished

Questions address:

- Did outreach meet its objectives?
- What difference (outcomes) resulted?

# Planning and Evaluating Outreach



# Offer consultation

- To NLM funded projects
- For RML cross-regional evaluation

# Measures of Progress Public Health Outreach

Increases in the numbers of:

- links to online health information resources by health departments;
- public health department workforce trained;
- outreach collaborations by NN/LM with other agencies (e.g. CDC/EPA/DOE)

# Measures of Progress in Public Libraries Outreach

Increases in the numbers of:

- training sessions offered to public librarians;
- promotion of MEDLINEplus;
- partnerships by/with public libraries;
- network membership by Public Libraries

# Web Resources

- Institute on Museum & Library Services  
Outcomes Based Evaluation

[http://www.imls.gov/grants/current/crnt\\_obe.htm](http://www.imls.gov/grants/current/crnt_obe.htm)

- CDC Evaluation Working Group Resources

<http://www.cdc.gov/eval/resources.htm>

- Outreach Evaluation Resource Center

<http://nmlm.gov/evaluation>