

## **National Network of Libraries of Medicine, Pacific Northwest Region**

### **Year 2 OBJECTIVES (May 1, 2012 – April 30, 2013)**

#### ***Network Programs***

##### ***Membership:***

- Continue to establish relationships with public libraries, consumer health libraries, faith and community organizations and specific population organizations to promote affiliate membership and to involve them in network activities.
- Continue to recruit new full and affiliate network members; approximately 10-12 are expected to join the network in Option Year 1.
- Contact new members within 6 months of joining the network.
- Update membership brochure as necessary.
- Provide network member certificate and membership brochure to renewing and new network members.
- Maintain accurate records in the network member directory database.
- Attend or sponsor exhibits at state association meetings of information professionals:
  - Alaska Library Association
  - Oregon Library Association
  - Washington Library Association
  - Washington Medical Librarians Association
- While attending exhibits and state library association meetings promote membership, develop contacts with potential affiliate members, and make site visits to local members to learn about programs and needs.
- Conduct site visit “tours” in Idaho and in Montana, to include Network member and potential member organizations (including non-library community based organizations).

##### ***Access to resources:***

- Continue to recruit new DOCLINE libraries. Assist current members with questions, train/assist members to update Institutions (DOCLINE) records

- as needed to ensure proper routing of requests, and assist with routing table creation and changes.
- Provide at least 4 modular DOCLINE training sessions for Network members via webinar on: SERHOLD, Lending, Borrowing, LoansomeDoc and Routing Tables.
  - Test DOCLINE versions and provide feedback to NLM.
  - Update DOCLINE tutorials, in cooperation with other regions.
  - Inform members of DOCLINE changes at the NW Interlibrary Loan and Resource Sharing Conference, held in Portland, Oregon, either in the form of a workshop or a discussion.
  - Continue to encourage all resource libraries to provide Document Delivery service to affiliated and unaffiliated health professionals.
  - At least one article per quarter will be produced for the regional blog, which will focus on a different individual aspect of DOCLINE to attract attention in addition to regular announcement channels.
  - Conduct 2 conference calls per year with the DOCLINE Working Group to review current issues and changes with DOCLINE, which we will then publicize and promote the Region using remote training sessions, the regional blog and email announcements.
  - Promote network membership to public libraries or community college libraries so they have access to specialized medical resources via DOCLINE.
  - Continue to identify publications and presentations about licensing and make them available (in print or on tape or DVD, as appropriate) to the region through a Lending Library.
  - Provide a webconference forum for libraries to share their experiences with one another regarding tips on negotiating licenses.
  - Continue to promote EFTS participation.
  - Promote and publicize copyright resources and training in our Region, including online resources and print materials from the Lending Library.
  - Using the DOCLINE System report of libraries which have not updated their serial holding in the past year, we will assess which libraries have not done so. After the initial assessment and reminders to those libraries, we

will offer assistance and further instruction as needed to meet our goal of 80% compliance, and continue to work with the remaining 20%.

- Increase the number of LinkOut participating libraries throughout the region.
- Promote MedPrint and Journal Donation System to Resource Libraries.

***Communication and Advisory structure:***

- Distribute a report to region on the Base Year Regional Advisory Council meeting.
- Continue to update contact information on PNR News that serves as the regional announcement list.
- Continue to update and maintain information and links provided on the PNR website.
- Continue to communicate announcements and special feature articles via the regional announcement list and blog.
- Continue to maintain regional accounts on Facebook and Twitter to provide informal interaction and networking forums with current and potential network members.
- Feature the BHIC on the PNR's home page, and contribute posts about regional news, events, and opportunities relevant to community organizations.
- Continue to maintain pages on PNR's website with state-specific information.
- Review the structure and content of the "especially for" QuickLinks on the PNR website.
- Add a list of library and health associations to the PNR website.
- Cooperate with Web-STOC guidelines to finalize migration to Drupal.
- Continue to implement the guidelines for the new NN/LM logo.

***Scholarly communication and publishing:***

- Continue to provide information and education opportunities to network members regarding scholarly communication and publishing issues and how these issues impact the roles of network members and those they serve.

***Using technology to provide and deliver educational offerings:***

- Use Adobe Connect software as a communication tool for one-on-one instruction, as well as to facilitate updates to the network membership at large.
- New DOCLINE libraries will be offered an Intro to DOCLINE consultation through Adobe Connect to help them set up their accounts and begin entering serials and building their routing tables.
- Live, online assistance will be offered to existing DOCLINE libraries through Adobe Connect consultations.
- Updates and instruction on LinkOut will be scheduled for a topic on the RML Rendezvous.

***RML Program Evaluation:***

- Conduct the annual Joint PNC/MLA and NN/LM PNR Member education survey to obtain feedback and information about the training needs of our library Network members.
- Report results from Base Year Affiliate and Full Network Member Surveys via Dragonfly and presentations at state and regional meetings.
- Followup on feedback as appropriate based on in survey responses.
- Evaluate *RML Rendezvous*, PNR's monthly online training and distance education program offered via Adobe Connect.

***Regional and national emergency planning:***

- Fund a regional Disaster Preparedness Summit forum to followup on ideas developed at the joint PNR/PSR summit in San Francisco.
- Meet with state emergency preparedness coordinators virtually at least once.
- Pending budget availability, fund Disaster Information Outreach awards.

***Promoting Emerging Roles of Medical Librarians:***

- Pending budget availability, fund Medical Library Pilot Project awards.
- Develop and teach or sponsor at least 1 in-person class and 1 online class for health librarians in the region, relevant to topics suggested by interest groups and the annual PNR/PNC CE survey.

- Sponsor a forum organized by OHSU to present case studies about medical library pilot projects funded by the RML, and to hear presentations by invited speakers about best practices and examples of ways hospital librarians have expanded their roles.
- Fund and promote the presentation of satellite and/or webcast teleconferences from NLM, MLA and other entities that would be of interest to our network members about emerging roles.
- Participate on the task force to develop and address objectives for the Clinicaltrials.gov Results National Initiative

## ***Outreach Programs***

### ***Outreach to Health Professionals and Public Health Workers***

*Work with regional programs for the health workforce serving NLM's priority audiences in MUAs:*

- Conduct a presentation for the Northwest Portland Area Indian Health Board in Portland, OR that serves their organization members.
- Reach clinic and outreach staff served by NWRPCA, including promotores and HCPs, via at least one training session.
- Exhibit and present at annual NWRPCA Primary Care and Western Migrant Stream conferences & special events.

*Increase outreach collaboration to health professions schools with programs reaching out to rural areas:*

- Ensure that UW HSL includes contact information for the MCR Wyoming liaison in the WWAMI WRITE orientation handbook for students. The Wyoming students will be encouraged to contact the MCR Wyoming liaison, to learn about appropriate local and NN/LM resources for their community service topic. PNR staff will also invite the MCR Wyoming liaison to UW HSL for an orientation about WWAMI and the WRITE program.
- Contact administration for Physician Assistant programs in MT and ID to promote health literacy module for the curriculum.

*Continue and expand support to public health training programs and professional associations:*

- Sponsor exhibit and presentation for at least 2 state public health meetings.

- With Northwest Center for Public Health Practice, participate in at least one Hot Topics in Preparedness series and the Summer Institute.
- Develop PNR focused class on cultural literacy and health information needs of immigrant populations, and deliver to public health and/or health services personnel for underserved inner urban communities.
- Contribute to and promote PNR classes and NLM resources for public health via appropriate social media and other communication channels.

*Fund outreach agreements with Resource Libraries:*

- Sponsor MOU agreements with MSU-Bozeman and OHSU and a subcontract with University of Alaska Anchorage for outreach to underserved communities and unaffiliated health professionals and the public health workforce.

*Promote programs, which may include pilot projects, with recently funded DHHS Regional Extension Centers, Community College Consortia, and Curriculum Development Centers:*

- Assess training and resources needs of medical librarians and librarians for at least 3 community colleges with Health IT programs, such as Bellevue Community College, Montana Tech, and North Idaho College in the Region A Consortium as they develop collections and services to support new health IT educational programs.
- Conduct site visit with Curriculum Dev Ctr at OHSU, and the Washington/Idaho REC (WIREC), and the Montana-Pacific Quality Health REC to promote Med+Connect.

*Promote the roles of libraries in institutions with e-science initiatives:*

- Co-sponsor, with MCR, an inter-regional e-science symposium.

*Participate on the task force to develop and address objectives for the National Initiative for Outreach to Community Colleges*

**Outreach to Consumers**

*Work with regional and state programs and services reaching minority, low income and aging populations:*

- Recruit at least 5 libraries in the region receiving recent broadband stimulus funding to become NN/LM members.
- Recruit International Health Community Services in Seattle <http://www.ichs.com> to be a Network member. Share the

multilingual/multi-format resources available through MedlinePlus, Ethnomed, and Healthy Roads Media. Discuss possible Network membership, training opportunities, and other collaborations.

- Meet with leadership of Pacific Northwest Library Association (PNLA) to discuss needs and opportunities to improve health information services to users, with an emphasis on public, and community college libraries. Discuss ways to promote the toolkit Finding Health and Wellness @ the Library, developed by PSR.
- Sponsor or staff exhibits and presentations at PNLA and at least 4 state public library conferences.
- Sponsor at least 2 events or presentations to inspire and promote ideas for library and community organization collaboration projects that address health disparities, emergency preparedness, HIV/AIDS, public health, culturally and linguistically appropriate information, personal health records.
- Collaborate with MCR to contribute PNR content to “Bringing Health Information to the Community” (BHIC) blog. Post BHIC on the PNR home page. PNR content will highlight news or opportunities for community, faith-based, or volunteer organizations in the PNR to address health issues of priority to NN/LM mission.

*Provide consultation for Network members in project planning, preparation, writing and evaluation:*

- Invite Michelle Malizia from SCR to co-teach a grants and proposal writing course in Seattle.

*Develop 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 focus on community engagement:*

- Attend regular meetings of the Puget Sound Health Alliance (PSHA) Consumer Engagement Team.
- Serve as consultant on health literacy/health equity activities of PSHA and stay abreast of trends.
- Support/sponsor network librarian participation in the UW ITHS Boot Camp.
- Contact ITHS staff to propose that NN/LM and NLM NTC courses related to PubMed and ClinicalTrials.gov be added to the ITHS clearinghouse list of educational offerings related to clinical and translational research.

### **Exhibits & Presentations at Meetings**

*Promote NLM and NN/LM products and services at national and regional meetings to increase awareness of health information resources for health professionals and the public:*

- Take responsibility for assigned national exhibits and staff 12 regional exhibits.
- Enlist the assistance of network members in exhibiting at national meetings.
- Monitor meeting information sources, offer suggestions to NLM for future meetings, and establish the regional exhibit and presentation schedule in consultation with NLM.
- Seek opportunities for program presentations at meetings where we exhibit.
- Submit proposals to offer classes and presentations at state and regional library assns and other orgs that reach teens, minority, rural and special populations.
- Co-train with key members of identified organizations on the effective use of appropriate e- resources.
- Offer the suite of NN/LM classes available in the MLA Educational Clearinghouse.
- Update PNR website with training options.
- Promote NTC training schedule and resources.
- Submit new educational materials for inclusion in Medical Library Association (MLA) Educational Clearinghouse.

PNR Classes May 1, 2012 – April 30, 2013	Distance	If In-Person – Where?	Audience
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Proposal Writing		University of WA Seattle, WA	Libraries, Community Organizations
Finding Rural Health Information Online		MT Nurses Assn Conference Butte, MT	Rural health providers
Will Duct Tape Cure My Warts		South Idaho Reg'l ICFL Mtg Lewiston, ID	Public librarians
Health Information Resources for Healthy Living		State 4-H Forum Pullman, WA	4-H Teen Leadership
Beyond an Apple a Day		AK Libr Assn conference Anchorage, AK	Public librarians
Keeping the Faith	X		Faith-based groups
Community Health Information Coach		Idaho State University Pocatello, ID	Promotores
No Comprende (Spanish language health info )	X		Public Librarians
Caring for the Mind	X		Public Librarians
EHR & Librarians	X		Medical Librarians
ABCs of DNA	X		Public Librarians Consumer Health Librarians
Health in the Headlines (online)	X		Public Librarians
"How to Search PubMed"-hands on workshop		WAPA Conference Spokane, WA	Physician Assistants
Finding Native Health Information Online		Whatcom Cty Public Library System Bellingham, WA	Public librarians

DOCLINE trainings (via Adobe Connect): Modules related to Routing Tables, SERHOLD, Lending, Borrowing, Loansome Doc (4 modules)	X		Librarians
Getting Started with LinkOut		NW ILL Conference Portland, OR	Community College Librarians
Linkout – Two 1- hr webcasts	X		Librarians
Making PubMed Work for You	X		Public Librarians  Community College Librarians
PubMed Pearls		NW Portland Area Indian Health Board Portland, OR	Health promotion coordinators
E-based public health class (to be developed)	X		PH professionals-
Health Information Resources for Immigrant Populations (to be developed; will promote Ethnomed and others like Healthy Roads)		Seattle-King Cty Public Health Seattle, WA	Public health educators and agency staff
Evidence-Based Public Health: Finding and Appraising Relevant Resources		Alaska Health Summit Anchorage, AK	Public health workforce

*Use technology to develop and offer distance education modules and materials:*

Based on assessment and understanding of network member interests, communicate topical information to the region using NN/LM PNR Dragonfly, the PNR website, Adobe Connect RML Rendezvous events, and web-based continuing education classes:

- Facilitate at least 9 RML Rendezvous events (via Adobe Connect).
- Develop at least one new web-based course using the Moodle platform.
- Update and maintain the PNR website with current information and resources, as appropriate.
- Fund and promote at least one Medical Library Association satellite and/or web teleconferences at a minimum of 4 sites around the region.

### ***Information Technology, Policy Awareness, Technology Improvement***

- Co-sponsor, with MCR, an inter-regional e-science symposium.
- Via the RML connections with the WIREC in WA and ID (<http://www.wirecqh.org/apply.cfm> ), offer at least 2 trainings or consultations in each state to health organizations with plans to meet meaningful use requirements related to health information.
- Promote the one-time awards for Technology Improvement Projects focusing on underconnected inner city and rural health organizations at health facilities that are clients of the RECs.
- Fund targeted outreach award to "under-connected" organizations that are affiliate Network members or that are without library service -- and are part of the efforts of the Regional Extension Centers (RECs) to increase health information exchange
- Participate on the task force to develop and address objectives for the National Initiative related to MedlinePlus Connect

### ***Provide a continuum of funding opportunities***

- Solicit applications for at least four (4) **Training or Exhibit Awards** to raise awareness and skill by underserved health professionals about health information services and resources applicable to their needs.
- Offer at least two (2) **Planning & Assessment Awards** to support network members who wish to identify and learn about a potential outreach audience including demographics, information needs, and community resources or assets. The award also supports activities to identify and network with community partners that might be interested in collaborating on a future outreach project.

- Solicit applications, fund, and administer at least 2 (two) **Express Outreach or Disaster Health Information Awards**. These awards support consumer health outreach to improve use of quality online health information resources by priority populations; and support projects designed to improve disaster medicine and public health information access for health professionals, first responders and others (paid or volunteer) that play a role in health-related disaster preparedness, response and recovery.
- Solicit applications, fund and administer at least one (1) award for **Outreach to Under-Connected Health Organizations**, for targeted outreach to organizations that are Affiliate Network members or that are without library service, and are part of the efforts of the Regional Extension Centers (RECS) to increase health information exchange.
- Solicit applications, fund and administer the following awards for Network Member Development: at least two (2) **Medical Library Pilot Project Awards** to health sciences librarians to demonstrate the value and skill of information professionals by supporting their role in innovative projects; at least five (5) **Technology Improvement Awards** to enhance the capacity of a library or community organization to offer electronic health information services by supporting the purchase, installation, and/or upgrading of hardware and software; at least two (2) **Regional Symposium Awards** to support Network members in planning and hosting symposia about issues and priorities of the NN/LM PNR program.