

Final Report Outline for NN/LM Pacific NW Region Subcontracts and Outreach Awards

Please save as a Word document and submit as an email attachment to the appropriate NN/LM PNR staff contact.

COVER SHEET

Title of the Project:	Connecting Youth to Quality Health Information: Linking MedlinePlus to Washington State's Essential Academic Learning Requirements for Health and Fitness
Name of Institution:	University of Washington Center for Public Health Nutrition
Project Leader's Name:	Mary Podrabsky, MPH, RD
Project Leader's Mailing Address:	University of Washington Center for Public Health Nutrition Box 353410 Seattle, WA 98195
Project Leader's Email:	marypod@u.washington.edu
Project Leader's Phone:	206-221-4528
Time Period Covered:	November 1, 2009 – October 31, 2010
Date Submitted:	November 29, 2010

NARRATIVE DESCRIPTION

<p>1. Executive Summary: Summarize the project’s major accomplishments.</p> <ul style="list-style-type: none"> • The finished lesson plan has been posted on the CPHN website • The lesson plan was showcased and distributed at three conferences
<p>2. Geographic region/number of counties: List the geographic regions or all the counties that were impacted by the project.</p> <ul style="list-style-type: none"> • This project has the potential to impact all counties in Washington State and beyond as the lesson plan guide is distributed.
<p>3. Collaborations/Partnerships: Include names and types of organizations with which there was collaboration at any time during the project. Provide the current status of the partnerships, challenges encountered, and lessons learned.</p> <ul style="list-style-type: none"> • Washington State Office of Superintendent of Public Instruction—Program Supervisor, Health and Fitness Education (advisory committee; currently assisting with distribution of project materials) • Washington State Dairy Council—School Programs Manager (advisory committee) • Global Connections High School, SeaTac, WA— Science Teacher and Principal (focus group and pilot site) <p>Challenges/Lessons Learned: It was extremely challenging to find focus group and pilot sites for this project. High school teachers are likely very busy and unable to devote class time to outside projects. Contacts were made in various local school districts, and incentives were offered, but only one health educator replied.</p>
<p>4. Training: *NOTE: If you haven’t already done so, please complete a record of Training/Demonstration Sessions using the form at http://nmlm.gov/evaluation/datacollection/ActivityInfo.pdf and fax to your PNR staff contact at (206)543-2469. In this final report, provide a summary of the training events and participants:</p> <ul style="list-style-type: none"> • No trainings were conducted for this project. <p>Total # of sessions for the Project: _____</p> <p>Total # of sessions in which half or more of participants were from minority populations: _____</p> <p>Total # of participants for the Project: _____</p> <p>Breakdown of the count of participants by:</p> <p>Health care or service provider, with a subtotal for public health personnel _____</p> <p>Health sciences library staff member _____</p>

Public/other library staff member _____
Member of the general public _____

5. Training sites: Provide a brief description of training sites.

- Not applicable

6. Exhibits: List all the exhibits connected with the projects (if applicable). Include the meeting name, dates, location, estimated number of contacts made, demonstrations given and general impressions of success. *NOTE: If you haven't already done so for all exhibits, please complete an exhibit report found at <http://nmlm.gov/pnr/funding/ExhibitReportOutline09-12-02.doc> and submit with this report.

- **Healthy Schools Summit 2010 - May 27-28, 2010 - Seattle, WA**

The number of contacts made is difficult to estimate but there were approximately 350 registered conference attendees and many of them stopped by our exhibit and picked up materials. Every attendee that I personally spoke with agreed that high school students had difficulty searching for and evaluating quality health information online. There is obviously a need for education materials in the school setting. Educators in attendance at the conference appreciated having lesson plans available that they could take back with them. Unfortunately, at the time of the conference, the lesson plan was still under development. Preliminary lesson plans were available on day 2 of the conference. *See Exhibit Report for more detailed information.*

- **Joint Conference on Health – October 11-12, 2010 – Yakima, WA**

The number of visitors to the exhibit is difficult to estimate but there were over 500 registered for the conference. Many of them stopped by our exhibit and picked up materials. *See Exhibit Report for more detailed information.*

- **Schools Out Washington-October 18-19 – Vancouver, WA**

While the number of individuals visiting the exhibit was difficult to estimate, those who visited the booth were very interested in the lesson plan and felt that it was very relevant and much-needed. *See Exhibit Report for more detailed information.*

7. Resource materials: Provide a brief description of any materials that were developed for training or for promotion/marketing (include newspaper announcements, brochures, etc.). Include copies of materials developed. If web-based resources were developed, please provide the URL for the site where the materials are located. URLs for all web-based training materials should also be sent the National Training Center and Clearinghouse (NTCC) for inclusion in the Educational Clearinghouse (<http://nmlm.gov/train/>). Provide verification that this has been done or provide a date by which it is expected that URLs of web-based training materials will be sent to the NTCC's Educational Clearinghouse.

- The finished product has been posted on the Center for Public Health Nutrition's Web site at www.cphn.org/qhi/lesson.pdf
This link was submitted to the NTCC Clearinghouse (<http://nnlm.gov/ntcc/ch/>) on 09/30/2010.
- Printed copies of the lesson plan, assembled as teacher toolkits with reproducible masters of handouts, will be available for future conferences where the Center for Public Health Education may exhibit including the 2011 Healthy Schools Summit.
- A one-page project brief was developed as a marketing piece for the Healthy Schools Summit, as the lesson plan was still under development at this time.
(Previously submitted with quarterly report).

8. Web sites: Detail the current status of web sites created as part of the project. Include URL, plans for future maintenance, and impact.

- No Web sites were created for this project. However, the finished product has been posted on the Center for Public Health Nutrition's Web site at www.cphn.org/qhi/lesson.pdf

9. Document delivery and reference services: If document delivery services and reference services were provided, please provide appropriate statistics.

N/A

10. Approaches and interventions used: Describe the specific steps or activities used in the following areas: identifying and scheduling sessions; promotion/marketing; training; personnel/staffing; web site development.

- Promotion/Marketing:
 - The Healthy Schools Summit was chosen as the ideal outlet for promoting the lesson plan as the majority of the attendees are K-12 health and physical education teachers.
 - The Health and Fitness Education Program Supervisor with the Washington State Office of Superintendent of Public Instruction, as the main contact for all health educators in public high schools throughout the state, is assisting with distribution of the lesson plan.
 - Experts at the Washington State Dairy Council also provided advice and assistance with promotion of the lesson plan
 - Representatives from NN/LM PNR are also assisting with project promotion.
 - The lesson plan was also distributed and promoted at the Joint Conference on Health and Schools Out Washington Conference in October of 2010

11. Evaluation: How was the project evaluated? What results were achieved based on the objectives of the project?

- Surveys for the pilot evaluation were created for both the students and the instructors. (*previously submitted with quarterly report*). Ten students and one teacher participated in the pilot.

Project goals were to:

1. Promote increased awareness and utilization of NLM resources in classroom instruction, assignments, and other school community activities and services.
2. Increase the capacity and capability of high school students to access and evaluate quality health information while establishing MedlinePlus as a recognized resource for current and future health information needs.

These were met by achieving the following objectives

During pilot testing of the lesson plan:

- (a) 80% of students identified common sources of health misinformation.
- (b) 80% of students correctly identified at least 3 characteristics of quality health information.
- (c) 100% of participating health educators indicated that they increased their knowledge of NLM resources and plan to include them in their lesson plans and assignments.

All the students who participated in the pilot agreed that they are now better able to determine which Web sites provide credible health/nutrition information. The students appreciated learning about MedlinePlus as a health-focused alternative to a general search engine and 100% stated that they are likely to use it in the future.

In addition, the participating health educator agreed that the lesson plan guide prepared her to teach this class, the students were engaged in the lesson and that the skills taught in the lesson were valuable to the students.

12. Problems or barriers encountered: Provide details on problems encountered in the areas of promotion/marketing; training; equipment/telecommunications; personnel/staffing; and web site development.

- The Healthy Schools Summit took place while the lesson plan was still being developed. It would have been very beneficial to have printed copies of the lesson plan available for conference attendees to pick up on day one.

13. Continuation plans: Report on how you plan to continue the project. Will all or some of the project's activities continue? Who will provide the funding and staffing to do so?

- As the University of Washington Center for Public Health Nutrition always has a presence at the Healthy Schools Summit, the Connecting Youth to Quality Health Information lesson

plan (printed teacher toolkits) will be included in next year's exhibit.

14. Impact: Include information on the perceived and actual impact of the project on the library, institution, or consortium. This can include the effect of the project on the library's image, increased utilization of the library, etc.

- Based on the very positive feedback we received from those interested in the lesson plan and speaking with us at the three conferences, we believe that this product has great potential to reach high school teachers and classes across Washington and beyond and to expose youth to NLM products in a very positive way-thus increasing utilization of the library.

15. Recommendations for improvement: Include suggestions for alternative methods, training materials, promotional materials, etc.

- None

FOLLOW-UP QUESTIONS

If answers to the follow-up questions are contained elsewhere in your report, indicate where they are located.

<p>1. Were your original project goals and objectives met? If not, why not?</p> <ul style="list-style-type: none">• Yes, for the most part. While we would have liked to have been able to pilot the product in more classrooms, the reality of busy schools and busy teachers made scheduling additional sessions impossible in the short time-frame of the project.
<p>2. What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?</p> <ul style="list-style-type: none">• Utilization of other experts in the development of these materials was critical. Having teachers and other professionals who work with students and with curricula on a regular basis involved in the project from start to finish helped assure its relevance and usability in a broad range of classroom situations.
<p>3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?</p> <ul style="list-style-type: none">• We would have started earlier identifying and securing focus groups for piloting of materials. We were surprised at how difficult this was.
<p>4. What advice or recommendations would you give to anyone considering a similar outreach effort?</p> <ul style="list-style-type: none">• Engage a variety of education experts-that worked well for us.
<p>5. Please describe plans for disseminating lessons learned and other information about the project, such as through a conference presentation or publication. In accordance with the NIH Public Access Policy (http://publicaccess.nih.gov), project directors are asked to submit voluntarily to the NIH manuscript submission (NIHMS) system (http://www.nihms.nih.gov) at PubMed Central (PMC) final manuscripts upon acceptance for publication.</p> <ul style="list-style-type: none">• We will continue to distribute information about the project through our website and through relevant conference exhibits.