

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION
Region 7**

Pacific Southwest Regional Medical Library

Annual Report

May 2002-April 2003

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PSRML ANNUAL REPORT 2002-2003
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PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY

The report that follows covers the period May 2002 through April 2003, which corresponds to Year 2 of the PSRML contract. The five-year contract for National Network of Libraries of Medicine (NN/LM) services began May 1, 2001, with a completion date of April 30, 2006. At the end of December 2002, Alison Bunting, PSRML Director, retired from UCLA after 32 years of service. Judy Consales is serving as Interim PSRML Director following Alison's departure. At the end of April, Elaine Graham, PSRML Associate Director, announced that she would be leaving PSRML in May 2003.

The mission of the National Network of Libraries of Medicine is to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and, 2) improving the public's access to information to enable them to make informed decisions about their health. The Program is coordinated by the National Library of Medicine and carried out through a nationwide network of health science libraries and information centers.

NETWORK PROGRAMS

Providing Health Professionals with a Basic Level of Information Services

- Loansome Doc service is offered by 205 libraries in the Pacific Southwest Region. During Year 2, two libraries in the Region ceased providing Loansome Doc service. This number represents a 1% decline from the previous year.
- PSRML provided referrals for health professionals and members of the public inquiring about Loansome Doc, libraries that could provide additional information services, and other NLM and NN/LM resources and services. Calls for assistance came in at a steady pace throughout the year.
- The regional web page, "Need an Article?," which links to the Find a Library Basic Search, was updated during the year. PSRML also recommended approaches to improving the retrieval display for searches on Loansome Doc providers.
- As a result of declining participant contributions to BioSites, PSRML worked with the University of California, San Francisco, Library and Center for Knowledge Management, which hosts the site, to review usage and future directions for the site. Feedback from the contributors to BioSites indicated that this resource had outlived its usefulness. Plans are to discontinue the site in Year 3.
- PSRML continued to assess health information access issues in the US-Associated Pacific Basin early in the year and pursued contacts with network members and other agencies with interests in the area. Given the rapid

telecommunications changes underway, health professionals in the Pacific Basin are more likely to have the ability to access NLM's electronic resources.

- During the year, PSRML evaluated the MLA Brandon/Hill Journal Links¹ web page which links electronic versions of the Brandon/Hill titles (Hill DR, Stickell HN. The Brandon/Hill selected list of print books and journals for the small medical library. *Bull Med Libr Assoc* 2001 Apr;89(2):131–53). Access to the Brandon-Hill lists is now provided on the web through the Levy Library of Mount Sinai School of Medicine, which has been the home base of the compilers of the lists. Also, since LinkOut now provides users with links from PubMed and other Entrez databases to a wide variety of relevant web-accessible online resources, it is no longer an effective use of resources to maintain the MLA Brandon/Hill Journal Links web page on the PSRML web site.

Assessing the Needs of Health Science Libraries

- Discussion topics included copyright compliance issues, LinkOut for Libraries procedures and promotion, EFTS, consumer health outreach, library web page design and content, electronic journals access and delivery, training opportunities, marketing tools, and funding resources.
- PSRML gathered feedback on health information needs at meetings with groups and individuals, through electronic discussions, visits to libraries, and attendance at professional meetings. PSRML staff visited Resource Libraries and Primary Access Libraries, and attended Medical Library Association chapter and local consortia meetings, in California, Arizona, Hawaii, and Nevada. Frequent contact was maintained with network members in the US-Associated Pacific Basin via phone and email.
- Four network members, including one of our resource libraries, were involved in the divine/RoweCom situation. We were able to notify two of the members, unaware of the matter, about Medical Library Association support efforts.
- PSRML publicized continuing education opportunities available to network library staff, including those sponsored by the NN/LM as well as by other organizations. The *Latitudes* calendar listings included links to program descriptions and registration information on the Web. PSRML again sponsored group discount registrations for the 2002 Internet Librarian Conference in Palm Springs in November.
- PSRML continued its commitment to the ongoing development of the health sciences librarian workforce – that is, the future staff of NN/LM member libraries. We sponsored a two-quarter internship for April Cunningham, enabling her to participate in PSRML outreach projects during the year. We also provided a work opportunity over the summer of 2002 for Cheryl Bartel. Both were graduate students enrolled in UCLA's Department of Information Studies. PSRML also

¹ <http://nmlm.gov/libinfo/ejournals/bhinfo.html>

participated in the UCLA Department of Information Studies Internship Open House on May 15, 2002.

- PSRML librarians Kay Deeney, Alan Carr, and Julie Kwan presented guest lectures for the UCLA School of Public Health/Biomedical Library course, *Research Resources in Epidemiology*.
- The following audiovisual materials circulated to network members during Year 2:

Videotapes:

MLA: Sync or Swim: Managing the Flood of PDAs in Health Care -- **36**

MLA: Copyright in the New Millennium: The Impact of Recent Changes to U.S.

Copyright Law -- **25**

Children's Environmental Health Resources -- **7**

CDC *Clinical Diagnosis and Management of Anthrax - Lessons Learned* -- **14**

CDC Anthrax: What Every Clinician Should Know, Part I -- **6**

CDC Anthrax: What Every Clinician Should Know, Part II -- **4**

Primary Medicine Today (West) Annual Meeting, Keynote Lecture:

What is Important about Evidence Based Medicine? -- **8**

Principles of Public Health (Series): History of Public Health -- **3**

Anthrax: What Every Clinician Should Know, Part II -- **5**

NLM: Breath of Life, The History of Asthma -- **10**

Audiocassettes:

Medical Library Association 2002 Annual Meeting and Exhibit --**65**

- PSRML filled 384 requests from network members for NLM promotional items over the course of Year 2. PSRML filled and mailed approximately **22,000** NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services, Health Hotlines Booklets, MEDLINEplus Bookmarks (English and Spanish), MEDLINEplus and NLM Pens, MEDLINEplus Posters, HealthInfoQuest Postcards, MEDLINEplus/ClinicalTrials.gov Bookmarks, PubMed Bookmarks, NLM Capability Brochures (Network, Good Health Information On the World Wide Web, MEDLINEplus, PubMed), and PSRML mouse pads. Our promotional items request page² continues to be very popular with our network members.

² http://nmlm.gov/psr/promo_items.html

Managing the NN/LM Network Membership Program

- According to DOCUSER, Region 7 has a total of 644 Network members: 237 Affiliate and 407 Full members:
- Nine Affiliate members joined the Pacific Southwest Region during Year 2: California AIDS Clearinghouse (CAUIMZ), California Department of Education (CAUINB), Fresh Start Women's Foundation (AZUJAX), Glendale Public Library (AZUIZV), Hawaii State Public Library System (HIUIMZ), Pinal County Library District (AZUJDF), Pacific Resources for Education and Learning (HIUJFT), The Preuss School UCSD (CAUINH), and Vision Literacy of Santa Clara County Library (CAUJDA). This represents a 4% increase of Affiliate Members over Year 1.
- With the creation of the "Public" Library Type, there were twenty-five public libraries listed as Network Full or Affiliate members within the Pacific Southwest Region. Since the first quarter of Year 2, there has been an increase of five public libraries for a total of 30, which represents an increase of 20% of public library members in our region. These numbers are quite relative; for example, the Hawaii State Library is listed as one (1) member. However, it includes 50 separate libraries throughout all of the Hawaiian Islands.
- Four Full member libraries joined the Pacific Southwest Region: Sharp Outpatient Pavilion (CAUJFA), Kaiser Permanente Medical Center—Arden Annex (CAUJBS), La Sierra University (CAUITT), and Santa Barbara Graduate Institute (CAUJFB). This is a 1% increase of Full Members over the last contract year.
- One Full member library no longer participates in DOCLINE and is considered an Affiliate member: Northern Arizona University (AZUNAU).
- Five Full member libraries closed in Year 2: Arizona Department of Health Services (AZUAZD), California College of Podiatric Medicine (CAUCPD), Health International (AZUHRO), St. Luke Medical Center (CAUSKE), and VA Los Angeles Ambulatory Care Center (CAUVAP).
- PSRML awarded Professional Development Awards to the following network member:
 - **Barbara Bibel**, Librarian, Oakland Public Library, Oakland, California, \$690.00, "MLA Continuing Education Course: Adventures in Public Health".
 - **Michael Kronenfeld**, Librarian, Learning Resource Ctr., Arizona School of Health Sciences, \$670.00; "Visiting 5 academic medical center libraries to see how they are working to achieve a high level of information literacy among their students when they graduate".

- **Milya Jacobson**, Medical Librarian, Redwood Health Library, \$998.00 "Internet Librarian Conference 2002".
- **Cheryl Warren**, Medical Librarian, ValleyCare Health Library, \$251.00 "MLGSCA/NCNMLG Joint Meeting in Scottsdale, AZ".
- **Barbara Bibel**, Librarian, Oakland Public Library, Oakland, California, \$1,000.00, "MLA Continuing Education Course: A Picture of Health".
- **Mark C. Kelly**, Librarian, Pacifica Graduate Institute, \$1,000.00 "For the Association of Research Libraries' Web Development with XML: Design and Applications workshop to be held at University of Arizona's Integrated Learning Center".
- **Marian Hicks**, Librarian, Cleveland Chiropractic College, \$897.00 "Internet Librarian 2002".
- **Marjorie Geiger**, Librarian, Health Library, Navapache Regional Medical Center, \$1,000.00 "Information Today 2002 Internet Librarian and Internet@Schools conferences".

Implementing the Regional Document Delivery Plan

- Assistance with DOCLINE access and use was provided to individual network members as needed. Requests for assistance were handled by telephone and e-mail and during site visits to regional libraries. Telephone tutorials were conducted for new DOCLINE customer service. The PSRML web site provided updated information on document delivery issues, with links to appropriate NLM and NN/LM sites.
- Advances in electronic delivery of interlibrary loans among network member libraries were noted including web delivery of documents by some libraries. PSRML created a web page on electronic delivery and promoted innovative application though contributed articles in Latitudes.
- During Year 2, PSRML staff participated in six NLM DOCLINE teleconferences.
- DOCLINE statistics for the Pacific Southwest Region are:
 - At the end of this contract year, there are 379 SERHOLD contributors, 2 of which are new Full members and are working on entering their holdings. This is an increase of 5 (1%) contributors.
 - There are no pending DOCLINE applications.

- Four libraries joined the Network as Full members and are currently participating in DOCLINE.
- There 407 DOCLINE libraries at the end of Year 2. Again, this represents a 1% increase in the total number of DOCLINE libraries in the Pacific Southwest Region.
- 28 of these DOCLINE libraries are Borrow-only libraries. This number did not change from Year 1.
- Starting with the first quarter of Year 2, Julie Kwan started promoting the Electronic Funds Transfer System (EFTS) within the Pacific Southwest Region. At the end of Year 2, the region has 35 libraries participating in EFTS.
- 411 DOCLINE routing table requests were approved at PSRML during this contract year.
- Nineteen DOCLINE orientations were performed via telephone during this year, which represents a total of 13 contact hours.
- Twenty-eight library groups, including those that are cross-regional, are recognized in the DOCLINE system. This number has not change from Year 1.
- 189 requests for DOCLINE holds were received and processed during this contract year.
- Ten libraries were added to the FreeShare Library Group in DOCLINE during the year and two were removed, for a total of 91 FreeShare library group members in this Region, an increase of 10%. The grand total of all FreeShare library group members across all regions is 1064, representing a 16% increase over last year.
- The following chart shows DOCLINE participation in the Pacific Southwest Region for the end of Year 2:

Location	SERHOLD Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	42	7	49
California	305	18	323
Hawaii	15	1	16
Nevada	12	2	14
Pacific Basin	5	0	5
Regional Total	379	28	407

Meeting Responsibilities of Resource Libraries and the RML

- The NN/LM Site Visit to the Pacific Southwest Region took place on September 17, 2002. The agenda included a discussion between the site team and UCLA administrators, a program review with all PSRML staff, and an open discussion forum with NN/LM network members. Feedback from network members was solicited via a web form, and was provided to the site

team. The open discussion forum was well attended by network members, including representatives of the Medical Library Association chapters in the region and all of the Resource Library Directors. Members addressed the long tradition of excellent service of PSRML and offered many examples of how NN/LM services have addressed regional needs. A report of findings was submitted to PSRML subsequent to the NN/LM Site Visit.

- Alan Carr and Julie Kwan attended the NLM orientation session for new RML staff members on September 5-6, 2002.
- PSRML staff participated in the RML Directors' Meeting and breakout sessions (May 17, 2002) and the NN/LM Web Meeting (May 18, 2002), both held prior to the Medical Library Association Annual Meeting in Dallas, TX. PSRML librarians attended various sessions at the MLA Annual Meeting, including those sponsored by NLM.
- The Director and Associate Director attended the RML Directors' Meeting hosted by the New York Academy of Medicine on February 6-7, 2003. A report of the meeting was published in the March/April issue of *Latitudes*.
- The Associate Director attended the MLA/NLM Informationist Conference, April 4-5, 2002, at NLM.
- PSRML reviewed DOCLINE statistical reports for Resource Libraries and the RML to verify regional compliance with the interlibrary loan fill rate standard.
- Resource libraries were polled about their views on the ILL/ISO Protocol and whether NLM should continue implementing the protocol in DOCLINE.
- The Resource Library Directors met at UCLA on September 17-18, 2002. The major topic of discussion was EFTS, focusing on the feasibility and barriers to Resource Library participation. Issues raised during the discussion were forwarded to EFTS staff.

Establishing and Maintaining Communications

- Six issues of the PSRML newsletter, *Latitudes*, were published. The web statistics for the *Latitudes* index page for this contract year was approximately 4634 hits. Web statistics from the second quarter are not included in this number.
- During the year, 80 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 48 additions to the list
 - 39 deletions from the list

- These numbers represent data from only the last two quarters of Year 2. We do not have the statistics from the first two quarters of this contract year.
- PSRML Web site statistics:
 - Y2 visits: 81,408
 - Y2 pageviews: 559,021

 - Monthly Average Visits: 6,784
 - Monthly Average Pageviews: 46,586
- Web site visits and page views maintained a steady flow throughout the year and were very similar to the previous year's statistics.
- Cheryl Bartel, Program Assistant, and Andrea Lynch, Network Assistant, conducted a preliminary usability study of the PSRML web site during the beginning of Year 2. During the first quarter, we were able to consider and implement the recommendations regarding *Latitudes*, the PSRML newsletter published electronically to the web. PSRML staff members, including Julie Kwan, Library Network Coordinator, and Michael Miller, Computer Resource Specialist, have reviewed the results of the usability study and are currently working on implementing additional changes to the overall PSRML web site based on the study's results.
- New web services and web pages during the year included the following:
 - "HIV/AIDS Information Summit"³
 - "Guide to EFTS in the NN/LM Pacific Southwest Region"⁴
 - "PSRML Regional Information" web pages for Arizona, California, Hawaii, Nevada and the Pacific Basin⁵
- In addition, the Document Delivery page and Copyright page of the PSRML web site were completely overhauled.
- In June 2002 Michael Miller agreed to join the Partners in Information Access for Public Health Workforce Web Redesign Committee. He created a "mock-up" web site in October, and usability tests and reviews were conducted from January to February. The **phpartners.org** web site⁶ went live in late March. Michael Miller continues to update the web site with necessary changes.
- In order to explore XML and advanced PHP concepts, Michael Miller attended PHPCon, a gathering for PHP developers, in October of 2002 in Millbrae, CA. Michael Carr of MCR and Bryan Vogh of SEA also attended.
- The NLM Centric Monitoring Project workstation was configured and PSRML began testing in early April 2003.

³ http://nmlm.gov/psr/aids_summit.html

⁴ <http://nmlm.gov/psr/efts.html>

⁵ http://nmlm.gov/psr/geo_arizona.html. (other states)

⁶ <http://phpartners.org/>

- PSRML contributed to ongoing and new pages on the national NN/LM site throughout the year.
- PSRML staff participated in monthly NN/LM teleconferences on outreach training and exhibits, consumer health outreach, and DOCLINE, as well as the National Online Mapping Center and general monthly RML teleconferences.
- PSRML staff also participated in interregional teleconferences for Tribal Connections and the Multilingual Materials Working Group; teleconferences of the training workgroup of the Public Health Information Centers subcommittee of the Arizona Turning Point Project and of the MLA Task Force on Health Information Literacy.
- PSRML holiday greeting card was distributed electronically to network members and colleagues.

Consulting with the Regional Advisory Committee

- PSRML quarterly reports, regional listserv messages, and newsletter publication announcements were distributed to Regional Advisory Committee (RAC) members.
- The RAC members were invited to comment on various regional activities and on the logic models that were developed to assist in evaluating outreach to public libraries and to the public health workforce.
- A number of RAC members volunteered to serve as reviewers for outreach award proposals.

Monitoring and Evaluating Regional Programs

- PSRML staff visited Primary Access Libraries and Resource Libraries and attended meetings of MLA chapters and consortia in the region. These activities offered the opportunity to monitor the response to regional programs and to solicit input on their effectiveness.
- PSRML developed web site content for geographic resources, assisted by a second-year student enrolled in UCLA's Department of Information Studies. The intent of this project was to improve PSRML staff understanding of the areas we serve, as well as to provide tools to assist network members in developing outreach programs for their communities. Network members have been referred to this content, and have commented on its usefulness in providing data for needs assessment.
- We solicited and received constructive feedback on the FreeShare Library Directory and BioSites.
- PSRML began to include pre and post testing in the design of instructional programs.

Obtaining Feedback from Users and Recommending Ways of Improving Information Access

- Feedback was gathered during the year through regional network visits and electronic communications, as well as during exhibits, training, and other outreach contacts. Recommendations were forwarded to NLM as indicated. Feedback was solicited on health professional and consumer health information needs, wants, and uses; resource sharing issues; and on NN/LM and NLM products and services.

Providing a Computer-Equipped Training Facility

- The Computer Training Lab continued to be used for online training classes offered by the National Training Center and Clearinghouse (NTCC); UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library staff; and PSRML staff.

Participating in Needs Assessments and Testing of NLM and NN/LM Products and Services

- Feedback on NLM resources was provided by email messages to NLM customer service links; users were encouraged to send comments directly as well.
- PSRML staff participated in tests of various NN/LM and NLM resources, including the MEDLINEplus search engine; new versions of DOCLINE; the online Outreach Activity Reporting Form and mapping application of the NOMC; and NLM's Outreach and Consumer Health Database.

Promoting and Funding NLM Funded Grants in the Region

- PSRML promoted funding opportunities available through PSRML, the NN/LM, and NLM's Extramural Programs; projects awarded were publicized in *Latitudes* and on the regional "Projects" page. PSRML staff consulted with prospective applicants on interpretation of application guidelines, project eligibility, and project planning and evaluation. In addition to publicizing ongoing funding opportunities, PSRML solicited applications for the Access to Electronic Health Information RFP, the Community Outreach Partnership Planning Award RFP, and PSRML's Express Outreach Award program.
- Projects funded during Year 2 are:
 - 2002 Access to Electronic Health Information for the Public (Four)
 1. **John Breinich, Director**
Hawaii Medical Library
"Hawaii Health Portal: Statewide Pathway to Electronic Health Information"

2. Patrick Newell, Librarian

Henry Madden Library, California State University, Fresno
"Access to Electronic Health Information, Central Valley Access to Electronic Health Information Project"

3. Marilyn Hall, Librarian

Library & Information Access, San Diego State University
"Access to Electronic Health Information, Facilitating School Nurses' Access to Electronic Data."

4. Sally A. Harvey, Librarian

Health Sciences Library, Good Samaritan Regional Medical Center
"Providing Enhanced Access to Electronic Health Information: A Partnership Between Good Samaritan Regional Medical Center (GSRMC) Health Sciences Library and the Body Positive Foundation of Phoenix"

▪ 2002 Access to Health Information for Arizona's Tribal Nations (One)

Gary Freiburger, Library Director

AHSL, University of Arizona
"Access to Health Information for Arizona's Tribal Nations"

▪ 2002 PSRML Express Outreach Awards (Ten)

1. Eris Weaver, Medical Librarian

Redwood Health Library, Petaluma Health Care District
"Petaluma Health Information Access"

2. Douglas Varner, Medical Librarian

Medical Library, California Pacific Medical Center
"Bay Area Health Information Outreach"

3. Marsha Kmec, Library Manager

Health Sciences Library, Olive View/UCLA Medical Center
"San Fernando Health Information Outreach"

4. Gary Freiburger, Library Director

AHSL, University of Arizona
"Handhelds in Healthcare Fair"

5. Sally Chu, Medical Librarian

Degnan Medical Library, Contra Costa County Health Services
"Outreach to consumers in Contra Costa County"

6. **Ellen Richards, Librarian**

Marshall Medical Community Health Library

"Health Literacy and Information and Referral Resource Awareness"

7. **Terry Henner, Librarian**

Savitt Medical Library, University of Nevada School of Medicine

"Assessing Potential of Handheld Computing Applications in Public Health"

8. **Patrick E. Cochran, Director**

Judith Tuttle Memorial Research Library, Periodic Paralysis Association

"Model System for Integration of NLM Resources into Internet-based Information Systems for Disease" (Effective April 1, 2003)

9. **Pat Lawson-North, Executive Director**

Vision Literacy Foundation

"Basic Health Research for Adult Learners" (Effective April 1, 2003)

10. **Mary Lou Goldstein, Manager**

Health Sciences Library, Scottsdale Healthcare

"Salt River Pima-Maricopa Indian Community Health Information" (Rolled over to Year 3)

- Three regional Network members were awarded four (4) IADL Grants⁷ during the year.
- Three Pacific Southwest Region Projects were submitted to NLM for recognition on its National Medical Librarians Month, October 2002 webpage. This page generates regional interest in funding opportunities.

OUTREACH PROGRAMS

- PSRML solicited proposals for the NN/LM RFP, Access to Electronic Health Information. Elaine Graham and network members Craig Haynes and Patrick Cochran participated in an orientation teleconference for reviewers and in the subsequent review meeting held in Chicago in November 2002. Four regional proposals were funded.
- PSRML established an agreement with the Arizona Health Sciences Library to conduct an outreach project, "**Health Information for Arizona's Tribal Nations.**" The project was awarded a total of **\$50,000** funding. The project goals are to improve access to health information resources for Native Americans in Arizona, and to develop sustainable, working partnerships between the AHSL, tribal representatives, and other organizations to be identified in the project planning

⁷ <http://www.nlm.nih.gov/news/Internetgrants02.html>

phase. Project planning (including development of an evaluation plan) was scheduled for the first 6 months of the project, followed by an implementation phase. During the first three quarters of performance (July 1, 2002-March 31, 2003) efforts were made to identify and contact key players among tribes. Models/projects were developed for the tribal leaders to select from. Materials used for training were created by AHSL staff and 4 training sessions were conducted.

Access to Health Information for Arizona's Tribal Nations	4
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	4
Total Participants:	23
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- PSRML awarded ten (10) regional Express Outreach Awards during the year. Awards ranged from \$3,500.00-\$6,000.00. The PSRML Express Outreach Award Goals were expanded to include promoting awareness and use of technology applications for improved information access. Exhibiting was added as a potential activity. The submission cycle was changed, so that applications may be submitted at any time; applications are reviewed and funding decisions are made within two months of submission.

PSRML Express Outreach Subcontracts Summaries: An overview of project accomplishments and outreach activities completed as part of the RML contract appears here.

- **Salt River Pima-Maricopa Indian Community Health Information – Scottsdale Healthcare.** There was no activity reported for this subcontract during the year. Subcontractor Mary Lou Goldstein requested a rollover into Year 3, which was granted.

Total Training/Demonstrations:	NA
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- **Petaluma Health Information Access – Redwood Health Library.** Subcontractor Eris Weaver obtained broadcast rights for two video programs about breast cancer, which aired throughout the month of October, 2002, which was National Breast Cancer Awareness Month. This was followed by a Spanish-language program entitled *Tomando Control*, for patients with chronic diseases. On 02/19/03 the library received a thirty-day notice to vacate the building where it had been located for the previous eight years. As a result, Ms. Weaver needed to put this project on hold.

Total Training/Demonstrations:	NA
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- Bay Area Health Information Outreach – California Pacific Medical Center.** Subcontractor Doug Varner gave five training sessions of MEDLINEplus and other health information resources during the year. These presentations reached librarians from the San Francisco Public Library System, San Jose Public Library, the Golden Gate Library Network, and the Solano College main library. All sessions included hands-on practice time and were well attended.

Bay Area Health Information Outreach	5
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	187
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- San Fernando Health Information Outreach – Olive View/UCLA Medical Center.** Subcontractor Marsha Kmec gave eight outreach presentations, focusing on MEDLINEplus, during the year. Training sites included the central branch of the Los Angeles Public Library, Oviatt Library at California State University, Northridge, and the Wellness Center in Pasadena, CA. Wellness Center clientele consisted primarily of cancer patients, who continued to ask Ms. Kmec for information for several weeks following the sessions.

San Fernando Health Information Outreach	8
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	59
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- Handhelds in Healthcare Fair – Arizona Health Sciences Library.** This subcontract was completed during the year. Two events were held, on November 20 and 21, 2002, at the Arizona Health Sciences Library in Tucson, and at the University of Arizona Phoenix Campus, which provides academic support for third and fourth-year College of Medicine students. A number of hardware and software vendors were showcased at the fairs, which targeted primarily health sciences students and also clinical faculty at the Phoenix campus. The fairs were very successful, and attracted several hundred attendees.

Handhelds in Healthcare Fair -	2
Total Training /Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	178
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- Outreach to Consumers in Contra Costa County – Degnan Medical Library.** Subcontractor Sally Chu conducted twelve training sessions during the year. Participants included Contra Costa County library staff, adult school students, church members, and other members of the general public. The sessions focused on MEDLINEplus, but Ms. Chu also taught PubMed and other NLM databases to the public library staff. All sessions included hands-on practice time.

Outreach to Consumers in Contra Costa County	12
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	130
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- Health Literacy and Information and Referral Resource Awareness – Marshall Medical Community Health Library.** Subcontractor Ellen Richards gave several formal outreach presentations during the year, as well as numerous individual training sessions, reaching over 40 people. Users received hands-on practice with MEDLINEplus, PubMed, and the Community Health Library’s web site. In addition, Ms. Richards offered training on these resources to staff in several departments of the El Dorado County Public Health Department, and also to several nursing divisions in Marshall Hospital. Ms. Richards’ outreach efforts also helped with recruitment of volunteers to work at the Community Health Library.

Health Literacy and Information	7
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	44
Health Care Service Provider	NA
Health Sciences library staff member	NA
Public /other library staff member	NA
General public	NA

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada.** Subcontractor Terry Henner completed an analysis of a baseline survey of public health workers in Washoe (Reno) and Clark (Las Vegas) County Health Departments to determine usage level of PDAs. Mr. Henner then identified personnel to participate in the pilot project, and selected a PDA platform for the project. PDAs were then purchased and distributed to Washoe and Clark County Health District Offices.

Assessing Potential of Handheld Computing Applications	
Total Training/Demonstrations:	NA

- Activities completed as part of the RML contract by the **PSRML Staff.**

PSRML Staff	31
Total Training/Demonstrations:	
Total sessions of participants were 50% ≥ minorities:	5
Total Participants	648
*Health Care Service Provider	201
*Health Sciences library staff member	122
*Public /other library staff member	21
*General public	0
*Participants Information Collection Rate: 51.6%	

- During the month of March, 2003, subcontracts were sent for signature to the **Judith Tuttle Memorial Research Library, Periodic Paralysis Association,** and to the **Vision Literacy Service of the Santa Clara County Library/City of Mountain View Public Library.**
- PSRML staff continued to participate in monthly teleconferences of the Tribal Connections 4 Corners interregional project.
- During the year, PSRML staff provided input on the development of public health and public library outreach evaluation plans. Julie Kwan served on the NN/LM Public Health Outreach Evaluation Task Force.

- Kay Deeney served on the Technical Advisory Committee of the NN/LM National Outreach Mapping Center (NOMC) during the year. The committee held weekly teleconferences to review key NOMC documents and to consider revisions to the outreach activity reporting form. PSRML staff responded to requests from the NOMC for input on regional needs and comments on the initial mapping requirements document. PSRML obtained mapping software and a workstation to participate in the national effort to map health information outreach activity data.
- PSRML provided requested data throughout the year for the various NN/LM and NLM database projects.

Outreach to Health Professionals

- Alan Carr was the moderator for the *HIV/AIDS Information Summit*, co-sponsored by PSRML and the California AIDS Clearinghouse, held at UCLA on March 19, 2003. Approximately one hundred twenty people attended the Summit; most were representatives from community-based organizations and municipal public health departments. By the end of the day, participants had developed recommendations for future actions to deal with the challenges of accessing and disseminating HIV/AIDS information. Feedback from attendees was very positive. Resources from the Summit can be found on the HIV/AIDS Information Summit web site.⁸
- PSRML conducted presentations and training on electronic health information resources for health professionals, including members of a Violence Prevention Coalition, public health nurses, health system outreach staff, and community-based organization representatives, public health students, and those providing health care for migrant workers.
- PSRML responded to health professionals calling the 800 number, providing assistance in use of NLM online databases and resources, and referrals to Loansome Doc provider libraries.
- PSRML coordinated and promoted the January 2003 satellite broadcast of Public Health Grand Rounds, “Wired Communities: Putting the “e” in Public Health” and participated in the post-program online discussion forum.
- Elaine Graham attended a meeting on refugee health information in Chicago in December; it was convened by the NLM Office of Outreach and Special Populations, Division of Specialized Information Services.
- PSRML continued to participate in the Public Health Information Centers (PHIC) Subcommittee of the Arizona Turning Point Project. Turning Point is an initiative of the Kellogg Foundation and Robert Wood Johnson Foundation to make the public health system “more effective, more community-based, and more collaborative.” PSRML facilitated the development of a summary report to document the progress of the project, and participated in the training

⁸ http://nmlm.gov/psr/aids_summit.html

workgroup of the subcommittee, in order to assist with the development of training resources for public libraries and public health departments.

Consumer Health Information Services

- PSRML presented four sessions of consumer health information training to public library staff in the rural thirteen-county Cascade Pacific Library Network, part of the Library of California regional system. Contacts were made with rural public health agencies in the area, and several public health professionals joined the public librarian attendees. In addition, local network member librarians came to some of the sessions. Training sessions were held in Redding and Eureka. The PSRML portable LAN was used to deliver the demonstrations and hands-on portions of the training.
- Kay Deeney implemented the Medical Digital Reference Project (MDRP) during the year. She arranged for the training of 33 network librarians; from this group she solicited volunteers to handle health-related digital reference calls referred by public librarians. These volunteers provided at least two hours/week of coverage to public librarians and other subscribers of the Metropolitan Cooperative Library System (MCLS) 24/7 digital reference service⁹. They began testing the service in August 2002; the MDRP program went live on December 2, 2002, providing reference service from 8 AM to 5 PM Pacific Time. Kay subsequently arranged for **Question Referral Center (QRC)** virtual training in March 2003. Participants learned how to answer email questions referred by library staff users of the 24/7 software. An article about the project was published in the Florida Health Sciences Library Association's newsletter, and a paper will be presented at MLA in 2003.
- Elaine Graham attended monthly meetings of the NexCare Collaborative Advisory Board throughout the year, and with Heidi Sandstrom, provided consultation services to NexCare. They also worked with NLM and NexCare to explore the potential of NexCare as a local data participant of MEDLINEplus Go Local.
- PSRML referred three Regional organizations, in addition to NexCare, to NLM as potential Go Local sites.
- PSRML participated in the monthly teleconferences of the Multilingual Materials Working Group during the year and shared the results of the PSRML Pilot Digitization Project with the group.
- April Cunningham, a student at UCLA's Graduate School of Education and Information Studies, interned at PSRML over the summer of 2002 and during the winter quarter of 2003. She developed a press kit for use by Network and public librarians to promote the new MEDLINEplus en español service within their organizations and communities, and developed resources to train public

⁹ <http://www.247ref.org/>

librarians and staff of community-based organizations on Spanish language health information resources.

- During the year, with assistance from Michael Miller and Michael Carr, a cross-regional consumer health program collaboration was completed. The NN/LM MidContinental Region added its consumer health libraries to the Consumer Health Library Directory originally created by the Pacific Southwest Region, in order to broaden and enhance public access to health collections and services.
- The project to digitize foreign language print health information materials, initiated during the previous contract, was completed during the year. The overarching goal of the pilot was to develop an information structure and process for identifying, evaluating, digitizing, and enhancing discovery of foreign language consumer health information resources. Metadata schema, quality standards, and a web site design were drafted for the project, and the process of digitization was successfully developed and tested. Recommendations to NLM, regarding its role in assessing need and in providing access to multilingual/multicultural consumer health information resources, were forwarded via the Multilingual/Multicultural Materials Working Group of the NN/LM. Hopefully, this project has laid the groundwork for future projects to enhance the public's access to these resources.
- PSRML continued to provide consultation services to various organizations in the region that provide health information to the public and to those who work with the public. These include the Consumer Health Program and Services (CHIPS) of the County of Los Angeles Public Library; California Healthy Kids Resource Center, Fresh Start Women's Foundation, Scottsdale Healthcare, Venice Family Clinic, and Vision Literacy.

Training to Support Electronic Access to Health Information

- Training and presentations on PubMed, TOXNET, MEDLINEplus, ClinicalTrials.gov, and other NLM resources were provided to health sciences and public librarians and to health professionals at various institutions and conferences.
- PSRML staff updated the MEDLINEplus and ClinicalTrials.gov modules for the NIH course, "Introduction to Consumer Health Resources at the National Library of Medicine: MEDLINEplus, ClinicalTrials.gov and the NLM Gateway." PSRML staff also worked with network member instructors to obtain NIH/FAES CME credit for those attending the NIH courses offered in the region.
- PSRML coordinated updates to the three NN/LM trifold search guides (PubMed, the NLM Gateway, and MEDLINEplus); the updates incorporated comments and feedback from NLM and regional NN/LM staffs. The MEDLINEplus guide was also translated into Spanish. These color PDF files

are linked on the PSRML and NN/LM web sites¹⁰ so they can be used freely by anyone for distribution or instructional support. Exhibits and Presentations at Meetings

- Staff from network member libraries frequently assisted us in exhibit booth staffing and meeting presentations. PSRML exhibited at the following **ten (10)** national and local meetings :
 - American College of Obstetricians and Gynecologists, Los Angeles, CA May 4-8, 2002
 - American Academy of Nurse Practitioners, Reno, Nevada, June 16-22, 2002
 - National Urban League, Los Angeles, CA, July 27-30, 2002
 - American College of Surgeons, San Francisco, CA, October 7-10, 2002
 - American Academy of Family Physicians, San Diego, CA, October 17-19, 2002
 - Latino Book and Family Festival, Los Angeles, CA, November 2-3, 2002
 - National Congress of American Indians, San Diego, CA, November 10-15, 2002
 - City of Los Angeles Marathon XVIII, Los Angeles, CA, February 27-March 1, 2003
 - American College of Physicians, San Diego, CA, April 2-5, 2003
 - Community-Campus Partnerships for Health, San Diego, CA, April 27-28, 2003
- PSRML assisted NLM with the American Library Association exhibit in Atlanta, GA in June 2002 and recruited network librarian volunteers for the NLM exhibit at the American Medical Writers' Association Conference in October/November 2002.
- PSRML provided resources for network librarians to exhibit at two California events: Black Expo '03 in Sacramento in February, and the Annual Review in Family Medicine in San Francisco in March 2003.
- Alan Carr, Kay Deeney, and Julie Kwan attended the NLM exhibit training workshop held in May in Dallas, TX in May 2002.
- Kay Deeney collaborated with Toni Yancey of the Southeastern/Atlantic RML to complete an update of the NN/LM Exhibit Manual.¹¹
- PSRML provided NLM with suggestions for exhibit venues in 2003/2004 and with retrospective exhibit cost data.

¹⁰ <http://nmlm.gov/nmlm/online>

¹¹ <https://staff.nlm.gov/outreach/exhibits/exhibitman03.pdf>

Technology Awareness and Integration

- PSRML continued to monitor the emergence of more standardized wireless devices and wireless Internet service, as this communications technology is growing in popularity among our constituents as service becomes more available.
- PSRML forwarded suggestions for members of the NN/LM Information Technology Task Force.
- PSRML completed set-up of the NLM Internet Performance Monitoring System in the spring of 2003.
- PSRML forwarded suggestions of potential interviewees for the NLM/Internet 2 Study.
- PSRML implemented a cooperative project with the Metropolitan Cooperative Library System (MCLS) to involve NN/LM librarians in providing backup digital health reference service as part of the MCLS 24/7 reference project. PSRML continued to explore the use of 24/7 software in providing customer service to our 800 number callers who need technical assistance with DOCLINE and referrals to Loansome Doc libraries.
- PSRML co-sponsored the following course with a MLA chapter in the region:
 - NCNMLG Continuing Education Course *Herbal Medicine Resources* by Clair Kuykendall and Candace Walker on April 4, 2002.
- PSRML began to investigate videoconferencing technologies with the goal of installing videoconferencing equipment in the Computer Training Lab.
- PSRML hosted the March 12, 2003, MLA satellite broadcast, Get HIP to HIPAA, and sponsored the following **Six (6)** Network Member sites in Arizona, California, Nevada and Hawaii:
 - **Coordinator: Rebecca Birr, Director, Health Sciences Library
Maricopa Integrated Health System**
Health Sciences Library
2601 East Roosevelt Street
Phoenix, AZ 85008
 - **Coordinator: Debi Quilty, Director, Physician Education/
Kaiser Permanente Medical Center**
Baldwin Park Medical Center,
1011 Baldwin Park Blvd.
Baldwin Park, CA 91706

- **Coordinator: Laura Brown, M.L.S, Associate Director**
Loma Linda University Medical Center
Jesse Medical Library & Information Center
11234 Anderson Street
Loma Linda, CA 92354

- **Coordinator: Tina Okamoto, Librarian**
HPCMLA-Hawaii Medical Library
Kuakini Medical Center
1221 Punchbowl Street
Honolulu, HI 96813

- **Coordinator: Mari Stoddard, Librarian**
University of Arizona, Health Sciences Library
1501 North Campbell Avenue
Tucson, AZ 85724

- **Coordinator: Terry Henner**
University of Nevada, Savitt Medical Library
School of Medicine
Savitt Medical Library/306
Reno, NV 89557-0046

Library Improvement

- While no library improvement projects were conducted this year, PSRML continues to look for opportunities in the region. We are exploring the use of MLA's Standards for Hospital Libraries for these projects.

Connections

- Kay Deeney worked with a northern California organization to fund a microcomputer and Internet connection as part of the Internet Connectivity Support Program.

ANNUAL STATISTICAL SUMMARY

TRAINING by PSRML Staff and Outreach Subcontractors (Six)*	
Type of Activity	Number of Sessions
PubMed	37
MEDLINEplus	46
Clinical Trials	6
NCBI	4
NLM Gateway	5
TOXNET	0
Other Technology:	25
Other non-technology	28
Total:	146
Significant Minority Present >50%:	
	14
Participant Summary of Training by PSRML Staff and Outreach Subcontractors (Six)*	
Health Care/Service Providers	224
Health Science Library Staff	122
Public Library Staff	34
General Public	60
Total:	440
*Data collected and tallied from NLM Outreach Activity Reporting Forms.	
PSRML Exhibits	
Local	National
2	8
PSRML Network Membership	
Full Members	Affiliate Members
407	237

OBJECTIVES

The objectives of the National Network of Libraries of Medicine are:

- To develop collaborations with NN/LM libraries to improve access to and sharing of biomedical information resources throughout the nation.
- To promote awareness of and access to biomedical information resources for health professionals and the public.
- To develop, promote, and improve access to electronic health information resources by network member libraries, health professionals, and organizations providing health information to the public.
- Regional priorities for Year 3 are: 1) to assist network members to implement technologies that enable enhanced information access, either directly or through improved operational capabilities; 2) to increase the level of outreach activities that address NLM priority initiatives/audiences; 3) to communicate with public libraries and public health departments to encourage participation in the National Network of Libraries of Medicine, through affiliate memberships and partnerships with health sciences libraries; 4) to collaborate with NLM and NN/LM in the evaluation and testing of various web-based resources; and in the planning, implementation, and evaluation of NN/LM outreach initiatives.

Heidi Sandstrom

Interim Associate Director, PSRML