



PACIFIC SOUTHWEST REGION (REGION 7)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report
August – October 2003

TABLE OF CONTENTS

REGIONAL SERVICES AND PROGRAMS

A. Network Programs1

B. Outreach Programs8

APPENDICIES

A. PSRML Exhibits and Budgets13

B. Health Literacy Symposium Advisory Group Meeting23

C. PSRML Outreach Subcontracts Reports26

1. Periodic Paralysis Association, Monrovia, CA27

2. Vision Literacy, Milpitas, CA.....31

3. University of Nevada School of Medicine, Savitt Medical Library, Reno, Nevada36

4. Marshall Medical Community Health Library, Placerville, CA39

5. Contra Costa County Health Services, Degnan Medical Library, Martinez, CA.....41

6. California Pacific Medical Center, Health Sciences Library, San Francisco, CA45

7. Henry Madden Library, California State University, Fresno, CA47

8. Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, AZ.....51

9. Arizona Health Sciences Library, University of Arizona, Tucson, AZ56

10. Hawaii Medical Library, Honolulu, Hawaii.....63

11. San Diego State University, San Diego, CA69

QUARTERLY PROGRESS REPORT
PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY (PSRML)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE, PACIFIC SOUTHWEST REGION
AUGUST – OCTOBER 2003

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc service is offered by 205 libraries in the Pacific Southwest Region.
- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page¹:
 - Videotapes/CD-ROMs/DVDs:
NLM Expanding the Medical Universe- (7 network members); MLA: Effects of E-Journals on Your Library (2); Get Hip to HIPPA: Health Information Professionals and the Health Insurance Portability and Accountability Act (5); MLA Informationist Conference (4); ARL: Safeguarding our Patrons Privacy Safeguarding our Patrons Privacy: What Every Librarian Needs to Know about the USA Patriot Act & Related Anti-Terrorism Measures (1) ; Principles of Public Health (Series): History of Public Health (1); Libraries, Copyright & the Internet (1)
 - Audiocassettes:
Medical Library Association 2003 Annual Meeting and Exhibit – 11
- PSRML filled **48** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **9941** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads.

2. Assessing the needs of health science libraries

- Julie Kwan visited the library at Emperor's College in Santa Monica, California. Emperor's College is a new member; the college is beginning a doctoral program and is interested in document delivery.
- We received a call from Oakland Children's Hospital asking for a recommendation for a consultant. The hospital is considering downsizing the library and moving it to a remote basement area. We provided the librarian with several agencies that might be able to help.

¹ <http://nmlm.gov/psr/loans/>

- Heidi Sandstrom and Judy Consales met with Janet Hobbs, the new library director at Cedars-Sinai Medical Center, on August 8, 2003, to provide her with an orientation to UCLA's Louise M. Darling Biomedical Library and to NN/LM PSR programs and services.

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 649 network members: 238 affiliate and 411 Full members.
- We created a new membership brochure, *Make the Connection – Join the National Network of Libraries of Medicine!*²We plan to use this brochure for membership solicitations and NN/LM packets.

4. Implementing the Regional Document Delivery Plan

- One hundred forty five libraries have not updated holdings in the past year. This represents 35% of our DOCLINE libraries (145 out of 411). Andrea began a project to: 1) contact libraries that have updated during 2001 or 2002 with a copy of their holdings report, and 2) call the other libraries.
- Julie gave a presentation on EFTS to the Central Arizona Biomedical Libraries (CABL) group in Phoenix on October 20. Julie and Andrea continued to work to promote EFTS in the region.
- One network member asked about how EFTS handles sales tax. The library was told by its accounting department that they need to pay sales tax for ILLs received from libraries outside of California. Most likely, the library needs to calculate this value using EFTS statements
- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences: September 30th and October 21st.
- DOCLINE statistics for the Pacific Southwest Region are:
 - There are no pending DOCLINE applications.
 - 411 DOCLINE libraries; 31 of these are Borrow-only libraries.
 - 137 DOCLINE routing table approvals were completed at PSRML during the quarter.
 - Eighteen DOCLINE orientations were performed via telephone during the quarter, which took a total of 18 hours.
 - Twenty-eight library groups, including those that are cross-regional, are recognized in the DOCLINE system.
 - Thirty-six requests for DOCLINE holds were received and processed during the quarter.

² http://nmlm.gov/psr/pdf/membership_brochure.pdf

- Five libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 98 FreeShare library group members in this Region.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	SERHOLD Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	43	7	50
California	306	22	328
Hawaii	15	1	16
Nevada	11	1	12
Pacific Basin	5	0	5
Regional Total	380	31	411

5. Meeting responsibilities of Resource Libraries and the RML

- Michael Miller continues to update and maintain the Partners in Information Access for Health Professionals website.
- During this quarter PSRML received notice that Phase II of the NLM-Centric Internet Performance Evaluation Network Project would begin. Michael Miller and Heidi Sandstrom proceeded to implement the first steps of this project by preparing to select a candidate Resource Library to participate in this project.

6. Establishing and maintaining effective communication

- Alan Carr and Kay Deeney attended monthly Outreach Coordinators teleconferences.
- PSRML submitted projects to NLM in September for recognition during Medical Librarians month in October.
- Alan Carr contributed an article about public health outreach for the September/October issue of *Latitudes*, and an article about PubMed on Tap for the November/December issue of *Latitudes*.
- PSRML staff attended monthly NLM/RML teleconferences.
- One issue of the PSRML newsletter, *Latitudes*, was published: September-October 2003.
- During the quarter, 416 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 22 additions to the list
 - 15 deletions from the list

Month	Visits	Page Views
August 2003	7,605	32,066
Sept 2003	9,327	39,936
Oct 2003	10,036	38,214

- Detailed statistics can be found at the NN/LM Staff Intranet³ web page.
7. Consulting with the Regional Advisory Committee
 - The draft RFP for outreach awards was sent for review and comment by the RAC.
 8. Monitoring and evaluating regional programs
 - Based on regional feedback, BioSites was formally discontinued in early August. Contributors were notified by way of the listserv. Those accessing the website will be directed to MEDLINEplus and HealthWeb. An article on BioSites will appear in *Latitudes*⁴.
 - Kay Deeney, a member of the Technical Advisory Committee (TAC) of the NOMC, attended the NOMC teleconferences during the quarter.
 9. Obtaining feedback from users and recommending ways of improving information access
 - PSR coordinated the distribution of books from NLM Library Collection Development to the Oakland Public Library, based on circulation needs identified there.
 10. Providing a computer-equipped training facility.
 - The Computer Training Lab continued to be used for online training classes by the National Online Training Center for Network Member training for NLM online databases; UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.
 11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.
 - Alan Carr compiled and submitted OARF2 feedback from PSRML to Amy Hatfield at the National Online Mapping Center.

³ <https://staff.nlm.gov/usage/psr/>

⁴ <http://nlm.gov/psr/lat/v12n5/biosites.html>

- Heidi Sandstrom attended the site visit of the NN/LM South Central Region in Houston, TX on September 22, 2003. She provided feedback on the NN/LM SCR program and services to the chair of the review committee by the September deadline.
- Heidi responded on August 5, 2003 to NLM's request for plans in the region for activities targeting Historically Black Colleges and Universities, the Hispanic Agenda for Action, Tribal Colleges and Universities and Asian Americans and Pacific Islanders.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- The Major Outreach Award and Technology Awareness Award RFPs were promoted to the region.
- Alan Carr and Heidi Sandstrom discussed a potential application for funding from Sebastian Uijtdehaage regarding peer review of HEAL web site content.
- Alan Carr and Julie Kwan assisted Arlene Cohen of Guam in preparing an Express Outreach Award application.
- Heidi Sandstrom and Judy Consales met with Betty Chang on October 15, 2003 to help her develop a Native American outreach proposal for NN/LM PSR funding. Betty was formerly on the UCLA School of Nursing Faculty.
- Three professional development awards were given to Network Librarians Cherill Lash, Ana Macias and Evonda Copeland for attendance at the Librarian and Internet@Schools Combined Conference on November 2-5, 2003.
- A Technology Awareness RFP was issued in September

13. Following up on NLM-funded grants.

- Quarterly reports were received for continuing PSRML Express Outreach Awards. Alan Carr promoted new outreach activity forms to subcontractors.
- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix C**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System⁵. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants.
 - **Access to Health Information for Arizona's Tribal Nations** – Activity for the fourth quarter of the project (April 30-June 30, 2003) brought opportunities to interact closely with representatives from six different tribes and provided opportunities to

⁵ https://staff.nlm.gov/outreach/activity_reporting/

learn more about developing sustainable relationships with Native Americans. Five workshops were planned for the quarter; four were conducted. A workshop packet for the Inter-Tribal Council of Arizona was created. A modified budget has not been submitted yet.

Total Training/Demonstrations:	12
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	103

- **Salt River Pima-Maricopa Indian Community Health Information – Scottsdale Healthcare.** Since no activity has occurred on this subcontract for two consecutive quarters, Mary Lou Goldstein decided to table the project until a later date.

Total Training/Demonstrations:	NA
--------------------------------	-----------

- **Petaluma Health Information Access–Redwood Health Library.** Subcontractor Eris Weaver completed another video program, which promoted the Redwood Health Library and aired on two public television stations. Due to family illness, Ms. Weaver requested an additional three-month extension of the project’s completion date, to December 31, 2003. Her request was approved.

Total Training/Demonstrations:	NA
--------------------------------	-----------

- **San Fernando Health Information Outreach–Olive View/UCLA Medical Center.** Subcontractor Marsha Kmec submitted a request for an additional three-month extension for completion of her project, to December 31, 2003, due to a continuing staffing shortage in her library. Her request for extension was approved.

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	3
Total Participants:	45

- **Outreach to Consumers in Contra Costa County–Degan Medical Library.** During this quarter, subcontractor Sally Chu completed her project with the grand opening of the Consumer Health Library on September 30, 2003. More than 70 people attended the event, which was broadcast on local television. A MEDLINEplus training session was also held for seven adult school students.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	7

- **Health Literacy and Information and Referral Resource Awareness – Marshall Medical Community Health Library.** Subcontractor Ellen Richards completed her project by working with a number of students and interns from local colleges on patient education projects, which involved MEDLINEplus as a component. In addition, Ms. Richards trained two bi-lingual Patient Education Resource Advocates to work with Hispanic consumers on MEDLINEplus en espanol. Ms. Richards will present highlights of her project to a joint meeting of regional medical library groups in January, 2004.

Total Training/Demonstrations:	12
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	250

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada.** During this quarter, subcontractor Terry Henner distributed six PDAs to participants of the pilot study and installed Pocket PC desktop software on their workstations. Three meetings were conducted to provide training, gather feedback on use of the PDAs, and to distribute additional hardware and software. These sessions were also an opportunity for troubleshooting problems and identifying prospective software and content needs.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	5

- **Model System for Integration of NLM Resources into Internet-based Information Systems for Rare Disease – Judith Tuttle Memorial Research Library, Periodic Paralysis Association.** Subcontractor Patrick Cochran completed the content and implemented the “Disease” section of the library’s online system. In addition, the library’s new website, the New Periodic Paralysis Resource Center, was launched during the quarter. Training for the new website was provided to the Las Vegas Fire and Rescue, and to the Boardwalk Casino Security Service. Additional training was provided to two Las Vegas neurologists, who may be called upon for specialty consultation to support emergency room care for individuals in the Las Vegas area.

Total Training/Demonstrations:	NA
--------------------------------	-----------

- **Basic Health Research for Adult Learners–Vision Literacy Service, Santa Clara County.** Vision Literacy staff worked with PlaneTree Health Library staff to create an easy-to-read section on the Planetree website. This feature was launched at the end of September, 2003. The project partners worked extensively during this quarter to prepare a presentation for the California Literacy, Inc. annual statewide literacy conference in October, 2003. The presentation highlighted the benefits of working

Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	22

- Alan Carr wrote responses to mid-year contract questions related to public health outreach.
- Alan Carr prepared a timeline and PSRML orientation schedule of outreach activities for the NLM fellow to complete during the fall 2003 academic quarter.
- Alan Carr drafted a plan to promote links to NLM resources to state public health agencies in the region. This was a designated milestone in the Outreach Program Public Health Logic Model received at the beginning of the contract year.
- Alan Carr arranged several meetings with refugee health organizations to occur at the American Public Health Association meeting in November.
- Alan Carr began involvement in the AZ Turning Point project by joining the October teleconference and offering suggestions for avenues to provide continued funding for the project. He also arranged a meeting with TP coordinator Catharine Riley at the APHA meeting in November.
- Natalie Kamper, Second Year NLM Associate, began working in the RML on September 8, 2003. She plans to focus on public health outreach and health information literacy during the quarter.
- In August, Heidi collaborated with the Associate Directors and Resource Library directors involved in the Tribal Connections Four Corners project to develop a proposal for NLM funding

2. Consumer Health Information Services

- Alan Carr worked with Linda Milgrom to organize an outreach panel presentation for the 2004 NCNMLG – MLGSCA – PNC/MLA Joint Meeting.
- Heidi Sandstrom and Siobhan Blackwell collaborated on a presentation for the Nevada Library Association meeting in November.
- HLA rejected the paper on alternative medicine submitted for the HLA Annual Meeting in December on Lanae, Hawaii. However in early October, the program chair called back to offer us a slot, but we decided to wait until next year’s conference when there would likely be more attendees.
- Kay Deeney gave a training class to public librarians in the Glendale/Phoenix area in September. “It is such a pleasure meeting you and thanks so much for the wonderful presentation you gave on the health resources. I must admit that although I love

MEDLINEplus and use it often, I have got into the habit of using only certain parts of it. Now I will use all of it, thanks to you.”

- Heidi Sandstrom convened a meeting on August 14, 2003 of the ad hoc advisory group for the January 2004 health literacy symposium. She began to implement the resulting plan during the course of the quarter. The Participant List and Agenda are included in **Appendix B**. Heidi Sandstrom and Natalie Kamper attended a press briefing/reception for a statewide initiative of California Literacy on October 28, 2003 in downtown Los Angeles.
- Heidi Sandstrom attended the Town Hall Los Angeles presentation, “Unequal Treatment in Health: Does Anybody Care?” on August 5, 2003. This speech was given by Robert K. Ross, M.D., President and CEO of The California Endowment. Heidi made several Native American contacts at the meeting, which she referred to Alan Carr for follow-up.
- Heidi Sandstrom continued to participate in several health literacy activities during the quarter as part of the regional focus on health literacy during contract Year 3. She continued to serve on the MLA Task Force on Health Information Literacy, and served in an advisory capacity for the September 10, 2003 MLA Teleconference, “Reading Between the Lines: Focusing on Health Information Literacy.”⁶ The region sponsored **11** teleconference sites that involved **155** participants for this teleconference.
- Alan Carr made several outreach contacts with people active in the Native American community. Many useful outreach contacts were obtained as a result of these meetings.
- Kay Deeney continued to oversee the Medical Digital Reference Project in the Region. Getting librarians to answer the QRC questions continues to be a problem. Many 24/7 public librarians are continuing to refer questions they can’t answer to this area of 24/7 Reference. The service has received very few live virtual reference questions.
- Heidi Sandstrom wrote responses to the mid-year contract questions related to public library outreach.

3. Training to Support Electronic Access to Health Information

- Alan Carr coordinated the review process for a training manual draft, which was designed to target the information needs of public health professionals. He compiled feedback from PSRML and sent it to the training subcommittee.
- Our portable LAN was loaned to Arizona Health Sciences Library staff for outreach training in August and September.

4. Exhibits and Presentations at Meetings

⁶ <http://www.mlanet.org/education/telecon/healthlit/>

- PSR staff exhibited at the following national meetings during this quarter:
2003 National Association of County and City Health Officials, Phoenix, AZ
American Health Care Association and National Center for Assisted Living Annual
Convention & Exposition
- We worked with Reforma-LA in staffing the Latino Book & Family Festival in Los Angeles, CA on September 27-28, 2003. Alan Carr gave an exhibit orientation and MedlinePlus training session to volunteers Miki Goral and Norma Corral on 09/19/03.
- Alan Carr exhibited at an Information Technology Fair at Charles R. Drew University of Medicine and Science on September 24, 2003. Drew is the only Historically Black College and University (HBCU) in the region.
- Kay Deeney and Julie Kwan worked on the plans for the Gerontological Society of America technology workshop in November in San Diego.
- APHA rejected the contributed paper proposal “HIV/AIDS Information Summit: Identifying Challenges in HIV/AIDS Information Dissemination” due to the large number of proposals received.
- A proposal for a contributed paper entitled “Using Evidence-Based Resources for Urology Practice” was submitted for the American Urological Association annual meeting in May, 2004. It was not selected for presentation.

5. Technology Awareness and Integration

- Kay Deeney attended the 19th Annual Conference on Distance Teaching and Learning in Madison, Wisconsin in August. Useful information was gleaned on the using technology like Camtasia and open source software, and techniques such as question generation approach and gaming.
- Kay Deeney attended a workshop on InfoPoems, a resource for patient care from an evidence-based perspective. InfoPoems is an acronym for “Patient Oriented Evidence that Matters”. Available in a variety of formats, this resource provides information that is gathered from several sources ranging from the Cochrane abstracts to the ICD-9 lookup tool.
- Kay Deeney and Karen Ricard attended GIS training in Indianapolis, Indiana in September. From contact with ESRI at the Naccho/Astho exhibit in Arizona, Kay Deeney obtained copies of the book on *GIS for Health Organizations* by Laura Lang for NN/LM outreach people who were interested.
- The Web-STOC Advisory Committee, of which Michael Miller is a member, had its first meeting on September 15, 2003.

6. Library Improvement

- N/A

7. Connections

- N/A

C. OTHER ACTIVITIES

- Kay Deeney, Karen Ricard and Julie Kwan helped with greeting incoming UCLA medical students in August.
- Alan Carr attended the National Association on HIV over Fifty 5th National Conference on HIV/AIDS and Aging on September 5-6 in Scottsdale, AZ.
- Alan Carr attended and presided over the MLGSCA fall program meeting on October 2, 2003, at UCLA.
- Julie Kwan was invited to participate as a project host site for graduate students in the University of Southern California's Center for Software Engineering. She proposed two software engineering projects and began working with the teams. The projects are: 1) a revised EFTS file builder program, and 2) a frequently asked questions database for the PSRML web site.