

**Pacific Southwest Region**

**Region 7**

**Quarterly Report**

**February – April, 2007**

**National Library of Medicine**

**Date submitted: September 20, 2007**

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## **Executive summary**

Overall 43 outreach activities, involving 747 participants, were conducted this quarter. We continue to see an increase in Network membership in the region. We funded 10 host sites (132 participants) in the region for the MLA educational webcast, "Survival of the Fittest: Strategies to Prove Your Library's Value," on March 7, 2006 (see attached article).

Heidi Sandstrom scheduled the next Resource Library Director's meeting for September 2007 at Norris Medical Library, Health Sciences Campus, University of Southern California.

Kelli Ham participated in the UCLA Biomedical Library event "Medical Information Day" by staffing the information booth. She promoted NLM resources and represented the NN/LM PSR program office.

The 2007-2008 budget documents were submitted to NLM on March 8.

Fellows in the Sacred Root Tribal Information Fellowship program of NLM visited the Biomedical Library/UCLA on March 12-13, 2007. They are from the Navaho Nation and live and work in Tuba City, AZ. Melissa Shepherd is a health educator and Martin Nez is an IT professional (desktop support); their colleague Preston Holiday works with a diabetes prevention program. They gave a presentation about their experiences and the work they are doing on the reservation (see attached visit schedule and biographies).

Judy Consales and Heidi Sandstrom met with Susan Kelly, PhD, FAPS, President and CEO of Charles R. Drew University of Medicine and Science, along with Dr. Ron Edelstein and John Carney, Library Director at Drew (see attached letter).

Heidi Sandstrom and Kelli Ham visited Savitt Medical Library, University of Nevada, Reno, on April 16, providing an NLM & NN/LM PSR Update to Nevada medical librarians (videoconference with Las Vegas librarians) followed by a meeting with Kathy Biagi and Karen Starr of the Nevada State Library and Archives (see attached letter to Jim Curtis, Director, Savitt Medical Library).

Heidi Sandstrom met with David Broome of UCLA in LA (a community-based outreach initiative) on April 15.

## Network infrastructure

TABLE 1. Quarterly infrastructure data

	Current quarter	Previous quarter*
Network members – full	416	414
Network members – affiliate	273	269
Libraries providing services to unaffiliated health professionals	211 (50.7%)*	196 (47.3%)*
Libraries providing services to public users	197 (47.4%)*	188 (45.4%)*
Average fill rate for resource libraries	78%	77%

\* Include in parentheses the percentage of full Network member members providing services to unaffiliated health professionals and public users. This can be computed as:  
 % providing services = (count of libraries providing services)/(count of full Network members)

### Regional Advisory Committee (RAC) activities

Heidi Sandstrom met with RAC member Jim Curtis about corsortial licensing options in the region, and with RAC member Lisa Mix about next steps in identifying historical and unique materials in the region. She conferenced with RAC member Susan Hanks about Native American activities, initiatives in California on March 9.

### Needs assessment and evaluation activities/data

During this review, visits were made to the following libraries to assess needs and provide support:

- Argosy University, Honolulu, HI
- Hawaii Medical Library, Queens Medical Center, Honolulu, HI
- Kuakini Health System, Medical Library, Honolulu, HI
- Pacific Resources for Education and Learning, Honolulu, HI
- Rehabilitation Hospital of the Pacific, Medical Library, Honolulu, HI
- San Francisco General Hospital, San Francisco, CA
- Tripler Army Medical Center, Tripler Medical Library, Honolulu, HI
- University of Hawaii, John A. Burns School of Medicine, Health Sciences Library, Honolulu, HI

Heidi Sandstrom visited the Native Hawaiian Center of Excellence, John A. Burns School of Medicine, University of Hawaii at Manoa to determine what might be needed to enhance access to oral histories and historical documents related to Native Hawaiian health and health practices. She reported findings to Gale Dutcher and Fred Wood at NLM.

## Outreach

TABLE 2. All newly funded awards and projects

Start/ end dates	Title of award/ project	PI institution	PI last name	Funding amount	Project type*
MM/DD/YY to MM/DD/YY					
04/23/07 to	Bilingual Asian	Asian	Lau	\$6,000	Express Outreach

04/23/08	Healthcare Website	HealthCare Institute, Inc.			Award
04/23/07 to 04/23/08	Health Information Outreach to American Samoa	Pacific Resources for Education and Learning Resource Center	Barnwell	\$6,000	Express Outreach Award

\*Suggested project type values: outreach project, express award, exhibit award, technology improvement award, library improvement award, Internet connectivity award, information technology/policy awareness conference, other (please specify)

Update of ongoing major projects (funded at ≥ \$15,000)

N/A

TABLE 3. Presentations and training provided by RML staff

Date	Last name of staff responsible	Title of presentation/training	Location (city, state)	Number of participants	In-person or distance education
<b>MM/DD/YY</b>					
02/12/07	Deeney	eXtreme Searching: PubMed	Phoenix, AZ	24	In-person
02/16/07	Kwan	DOCLINE training	Fresno, CA	1	Distance
02/20/07	Deeney/Ham	¿No Comprende? Spanish Health Information Resources for English Speaking Librarians	Tempe, AZ	15	In-person
02/21/07	Kwan	DOCLINE training	Santee, CA	1	Distance
02/25/07	Carr/Deeney	Locating evidence-based literature in immunology using PubMed/MEDLINE	San Diego, CA	150	In-person
02/28/2007	Ham	From Anecdote to Evidence: Complementary & Alternative Medicine	Rancho Cucamonga, CA	21	In-person
03/08/07	Ham	Prescription for Success	Saratoga, CA	17	In-person
03/13/07	Kwan	DOCLINE training	Placerville, CA	1	Distance
03/19/07	Kwan, Sandstrom	Medical Evidence: What it is and How to Find It (University of Hawaii Library and Information Science Program)	Honolulu, HI	17	In-person
03/19/07	Kwan/Sandstrom	University of Hawaii, Library and Information Science Program Lecture	Honolulu, HI	17	In-person
03/20/07	Kwan, Sandstrom	NLM Systems Update	Honolulu, HI	12	In-person
03/20/07	Kwan/Sandstrom	NLM Systems Update	Honolulu, HI	12	Distance education
03/20/07	Carr	NLM databases presentation for Drew University	Los Angeles, CA	10	In-person
03/22/07	Tamase	DOCLINE Serhold training	Placerville, CA	1	Distance
03/28/07	Deeney	PubMed for Experts	Loma Linda, CA	19	In-person
03/29/07	Ham	Insulin Pumpers Group	Tarzana, CA	8	In-person
04/03/07	Tamase	DOCLINE Serhold training	Wickenburg, AZ	1	Distance
04/04/07	Kwan	DOCLINE training	Wickenburg, AZ	1	Distance
04/05/07	Kwan	DOCLINE training	Placerville, CA	1	Distance
04/12/07	Carr	Intro. to PubMed + MedlinePlus	Anaheim, CA	80	In-person
04/13/07	Carr	Intro. to PubMed +	Anaheim, CA	33	In-person

		MedlinePlus	CA		
04/16/07	Ham/Sandstrom	NLM & NN/LM PSR Update	Reno, NV	16	Distance education
04/20/07	Carr	Intro to PubMed	Shasta, CA	11	In-person
04/20/07	Carr	Intro. to PubMed	Shasta, CA	13	In-person
04/20/07	Deeney	PubMed for Experts	Fresno, CA	15	In-person
04/24/07	Kwan	DOCLINE training	Prescott, AZ	1	Distance
04/24/07	Kwan	DOCLINE training	North Las Vegas, NV	1	Distance
04/26/07	Kwan	DOCLINE training	Honolulu, HI	1	Distance
04/27/07	Deeney	PubMed for Experts	Davis, CA	37	In-person

TABLE 4. Exhibits. Note that separate exhibit reports should not be included with the RML quarterly report.

Dates	Organization name	Meeting name	Location (city, state)
<b>RML NATIONAL EXHIBITS</b>			
<b>MM/DD/YY to MM/DD/YY</b>			
02/14/07 to 02/16/07	American Academy of Orthopaedic Surgeons	Annual Meeting	San Diego, CA
02/24/07 to 02/26/07	American Academy of Allergy Asthma and Immunology	Annual Meeting	San Diego, CA
04/12/07 to 04/14/07	National Student Nurses' Association	Annual Convention	Anaheim, CA
04/25/07 to 04/27/07	Visiting Nurse Associations of America	Annual Meeting	Palm Desert, CA
<b>RML REGIONAL/STATE/LOCAL EXHIBITS</b>			
<b>SUBCONTRACTED NATIONAL EXHIBITS</b>			
<b>SUBCONTRACTED REGIONAL/STATE/LOCAL EXHIBITS</b>			

Actionable feedback received from exhibit visitors

Provide an easier way to upload manuscripts into PubMed Central.

MedlinePlus Go Local

Heidi Sandstrom, Kelli Ham and Judy Consales teleconferenced with Mirabel Marin of 211 LA County on March 21, 2007 about possible participation in Go Local.

**Other staff activities**

TABLE 5. Publications and resources developed by RML staff

<b>Date completed/published</b>	<b>Last name of staff responsible</b>	<b>Title</b>	<b>Medium (e.g., journal article, newsletter article, brochure, online tutorial)</b>	<b>Submitted to Clearinghouse ("yes" or "out of scope")</b>
<b>MM/DD/YY</b>				
02/25/07	Carr/Deeney	Locating evidence-based literature in immunology using PubMed/MEDLINE	Poster for AAAAI annual meeting	Out of Scope
02/28/07	Kwan	New EFTS Members	Newsletter article	Out of Scope
02/28/07	Kwan	Member News	Newsletter article	Out of Scope
02/28/07	Kwan	Welcome New Members!	Newsletter article	Out of Scope
02/28/07	Kwan	Are your DOCLINE requests coming to you the way you want them to?	Newsletter article	Out of Scope
02/28/07	Deeney	Recent Training from your RML	Newsletter article	Out of Scope
02/28/07	Lake	MLA Educational Webcast Sites: Survival of the Fittest	Newsletter article	Out of Scope
04/06/07	Ham	New Design for Health Topic Pages in MedlinePlus	Newsletter article	Out of Scope
04/11/07	Carr	2006-2007 NN/LM PSR Funding Award Recipients	Newsletter article	Out of Scope
04/25/07	Lake	2007 Survival of the Fittest Webcast now available on DVD & VHS!	Newsletter article	Out of Scope
04/25/07	Deeney	The PubMed® Game: Designed for librarians & library staff	PowerPoint presentation	Yes
04/26/07	Kwan	Member News	Newsletter article	Out of Scope
04/26/07	Kwan	How to reduce – if not eliminate (!) – invoices and checks for interlibrary loan	Newsletter article	Out of Scope
04/30/07	Kwan	Preserving your Hospital Library: A Case Study and Advice	Newsletter article	Out of Scope

[Insert brief narrative of other notable staff activities arranged chronologically, 1-2 sentences per item]

TABLE 6. Notable staff activities

<b>Date</b>	<b>Narrative</b>
<b>MM/DD/YY</b>	
02/02/07	Kelli Ham attended class "Conducting Needs Assessments and Evaluating Services," offered as part of the GSE&IS Friday Forum series.
03/02/07	Alan Carr attended an MLGSCA Advisory Council meeting in Burbank, CA.
03/05/07	Julie Kwan and Heidi Sandstrom attended the OERC workshop, Measuring Your Value, in San Francisco, CA.

03/07/07	Alan Carr, Kay Deeney, and Julie Kwan attended the MLA webcast, "Survival of the Fittest: Strategies to Prove Your Library's Value", hosted at the UCLA Biomedical Library.
03/25/07	Kelli Ham attended day-long class, "Camtasia Studio: Learn to Record, Edit and Share Videos"
03/25-27/07	Kay Deeney attended TechEd Conference in Ontario, CA
03/26/07	Kelli Ham attended the TechEd Conference in Ontario, CA
04/02/07	Kelli Ham participated in the OERC Usability study conducted by AIRS.
04/11/07	Kelli Ham staffed the booth at the UCLA Biomedical Library's Medical Information Day, reaching out to staff at the UCLA Center for Health Sciences.
April 2007	Alan Carr, Kay Deeney, Kelli Ham, Julie Kwan and Heidi Sandstrom completed the NIH Information Security Awareness course.
04/23/07	Alan Carr and Kay Deeney attended MLGSCA spring program and business meeting in Los Angeles, CA on "Incorporating Web 2.0 Tools into the Research Process: Making the Most of Instruction and Outreach Efforts" in Los Angeles.
04/27/07	Julie Kwan attended the College of DuPage webcast, "Library Education: Facing New Realities".

**Optional photographs with captions**

**Tribal Fellows Visit, March 2007:**



Melissa Shepherd Presentation



Preston Holiday Presentation



Question & Answer Session



Preston Holiday Presentation

**Attachment 1**  
**Quarterly OARF summary data:**  
**RML staff activities**

## Outreach Activities Conducted by PSR RML Staff

RML Q4, 2006-2007

Generated: Monday, July 30, 2007

### 32 Total Outreach Activities

*The following information is based on outreach reports of training activities.*

#### Activities Summary

Total number of estimated participants:	523 participants
Average number of participants:	16.34 per activity
Average length:	2.04 hours
Under 1 hour:	2 activities (6.25%)
Between 1 and 2 hours:	22 activities (68.75%)
Over 2 hours:	8 activities (25.00%)
Hands-on practice:	11 activities (34.38%)
Conducted remotely:	3 activities (9.38%)
Offering continuing education:	9 activities (28.13%)
Significant number of minorities:	5 activities (15.63%)

#### Type(s) of Organization(s) Involved in Activities

Health sciences library:	32 activities (100.00%)
Public library:	4 activities (12.50%)
Government agency:	1 activity (3.13%)
Hospital:	12 activities (37.50%)
Clinical/Health care:	0 activities
Academic institution:	31 activities (96.88%)
Community-Based:	2 activities (6.25%)
Faith-Based:	0 activities
Public Health Agency:	0 activities
Other:	7 activities (21.88%)

#### Session Content

PubMed:	18 activities (56.25%)
MedlinePlus:	16 activities (50.00%)
ClinicalTrials.gov:	6 activities (18.75%)
NCBI:	4 activities (12.50%)
NLM Gateway:	1 activity (3.13%)
TOXNET:	3 activities (9.38%)
Other technology content:	9 activities (28.13%)
Other, non-technology content:	17 activities (53.13%)

#### Significant Minority Population Present

( $\geq 50\%$  of participants)

African American:	2 activities (6.25%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	5 activities (15.63%)
Hispanic:	1 activity (3.13%)
Native American:	0 activities (0.00%)

### 336 Participants Completed Participant Information Sheets

*The following information is based on Participant Information (PI) sheets collected during training activities.*

#### Participants Summary

Activities at which PI sheet collected:	93.8%
Health care or service providers:	130 participants (38.63%)
Health science library staff members:	126 participants (37.50%)
Public Health worker:	3 participants (0.85%)
Public/Other library staff members:	70 participants (20.83%)
Members of general public:	12 participants (3.57%)



**Attachment 2**  
**Quarterly OARF summary data:**  
**Subcontractor activities**

## Outreach Activities Conducted by PSR Subcontractors

RML Q4, 2006-2007

Generated: Monday, July 30, 2007

### 11 Total Outreach Activities

*The following information is based on outreach reports of training activities.*

#### Activities Summary

Total number of estimated participants:	224 participants
Average number of participants:	20.36 per activity
Average length:	0.95 hours
Under 1 hour:	3 activities (27.27%)
Between 1 and 2 hours:	8 activities (72.73%)
Over 2 hours:	0 activities
Hands-on practice:	8 activities (72.73%)
Conducted remotely:	0 activities
Offering continuing education:	0 activities
Significant number of minorities:	0 activities

#### Type(s) of Organization(s) Involved in Activities

Health sciences library:	11 activities (100.00%)
Public library:	2 activities (18.18%)
Government agency:	0 activities
Hospital:	0 activities
Clinical/Health care:	0 activities
Academic institution:	11 activities (100.00%)
Community-Based:	4 activities (36.36%)
Faith-Based:	0 activities
Public Health Agency:	0 activities
Other:	0 activities

#### Session Content

PubMed:	11 activities (100.00%)
MedlinePlus:	11 activities (100.00%)
ClinicalTrials.gov:	8 activities (72.73%)
NCBI:	8 activities (72.73%)
NLM Gateway:	0 activities (0.00%)
TOXNET:	0 activities (0.00%)
Other technology content:	2 activities (18.18%)
Other, non-technology content:	4 activities (36.36%)

#### Significant Minority Population Present

(>=50% of participants)

African American:	0 activities (0.00%)
Alaska Native:	0 activities (0.00%)
Asian and Pacific Islander:	0 activities (0.00%)
Hispanic:	0 activities (0.00%)
Native American:	0 activities (0.00%)

### 73 Participants Completed Participant Information Sheets

*The following information is based on Participant Information (PI) sheets collected during training activities.*

#### Participants Summary

Activities at which PI sheet collected:	72.7%
Health care or service providers:	46 participants (63.01%)
Health science library staff members:	0 participants
Public Health worker:	0 participants
Public/Other library staff members:	0 participants
Members of general public:	27 participants (36.99%)



**Attachment 3**  
**Subcontractor quarterly report**

Pacific College of Oriental Medicine,  
Express Award: Health Information Literacy Outreach Community Service

**Express Award: Health Information Literacy Outreach Community Service  
Quarterly Report No 2 -- February 1 to April 30, 2007**

**Success Stories.**

Conducted overviews at Riford Adult Center (note name change from “Senior”) for various activity sessions.

Conducted hands-on classes at Riford Adult Center. Demonstrated MedlinePlus, PubMed, NIH Senior Health. Handed out brochures, MedlinePlus pens, Bookmarks, and workbooks.

Conducted demonstration of MedlinePlus and PubMed at a research seminar at PCOM.

Distributed MedlinePlus and PubMed brochures at Open House for local San Diego residents. Conducted Hands-on demonstration of how to access MedlinePlus and PubMed. Looked up medical conditions, doctors, and medicines. Several participants were from out of state, and they took extra brochures for their friends and neighbors.

Conducted Hands-on classes at Pacific Beach/Taylor Branch Library of San Diego Public Library. Received announcements in San Diego Union Tribune, Health Section, which helped publicize the event.

Conducted another training session for practitioners at PCOM on MedlinePlus and also PubMed. Emphasized that they should inform their patients about the availability of MedlinePlus or give them print-outs.

A total of six classes of 29 participants, and five presentations for 195 people were accomplished this quarter, for a total of 224 attendees.

**Impact of information.**

Participants were excited to learn about MedlinePlus and PubMed. We also demonstrated NIH Senior Health for the older participants. All participants were excited to find reliable medical information.

**Problems:**

For people unfamiliar with computers, the operation of the mouse was difficult, and required one-on-one instruction.

**Administrative Activities:**

Sent out publicity to all local papers, and prepared flyers for wide distribution. Updated the stand alone 2x3 posters for new dates and times.

**Activities planned for next Quarter.**

Will begin publicity and planning for live on-line presentation at the La Jolla Branch of San Diego Public library, for the La Jolla Newcomers group.