

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

Quarterly Report
January – April 2001

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TABLE OF CONTENTS

	PAGE
I. BASIC NETWORK PROGRAMS.....	1
II. OUTREACH PROGRAMS.....	7
APPENDIX A: OUTREACH REPORTING FORMS.....	16
APPENDIX B: EXHIBIT REPORTS.....	22
APPENDIX C: NETWORK MEMBER PROMOTIONAL ITEM REQUESTS	33
APPENDIX D: LIBRARY OF CALIFORNIA.....	40
APPENDIX E: CONSUMER HEALTH INFORMATION FOR CALIFORNIA.....	42
APPENDIX F: SUBCONTRACT REPORTS.....	50
Internet Connectivity:	
Arizona Internet Connectivity Program.....	55
Computer Assisted Medical Information Link (CAMIL 3).....	56
Partners in Information Access for Public Health Professionals:	
Public Health Information Link (P.H.I.L.) for Nevada.....	59
PSRML Year 2000 Outreach Awards:	
Health Information Resources on the World Wide Web.....	64
Medicine on the Net.....	69
Los Banos House Calls.....	77
Redwood Health Library's Internet HealthQuest	81
Valley Care Outreach.....	87
Improving Health Access to Electronic Health Care for the Public	
Health Information Resources for Southern Nevadans.....	94
Access to Electronic Health Information for the Public (PlaneTree Health Library) ...	117
Hawaii Partnership for MEDLINE Training.....	132
LINCS Clearinghouse <u>L</u> inking <u>I</u> nformation for <u>C</u> hildren with <u>S</u> pecial <u>N</u> eeds.....	160
Improving Access to Health Information for Consumers of Pima County.....	164
Access to Electronic Health Information for the Public (UCSD).....	173

Pacific Southwest Region

National Network of Libraries of Medicine

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I. BASIC REGIONAL NETWORK PROGRAMS

Regional Needs Assessment

- Work continued on the analysis of the regional hospital library evaluation survey data. Xiaoping Zhang, a graduate student from the UCLA Statistics Department, assisted in preparation of additional correlations and statistical reports using SAS software.

Network Membership Program

- Region 7 has a total of 625 Network members.
- PSRML offered Network members NN/LM and NLM promotional items for use in library promotion and health information outreach activities. This member benefit was announced on the regional listserv and in *Latitudes* and a web page¹ was mounted on March 8, 2001, to display available items (MEDLINEplus bookmark, poster and pen; NLM pen; HealthInfoQuest postcard; and *Health Hotlines* booklet). The promotional items web request form requires a brief statement of how the requested items will be used. Appendix C contains a summary of the intended uses, including the following:

For patrons/patients to direct them to useful and reliable information. Also for doctors to give to their patients looking for good info. The pens will be used for the library; my patrons like to know that this library is part of a bigger group and that we have a connection to the National Library of Medicine.

We were impressed at the scope of outreach activities described in the requests and gratified at the very positive response to the program. PSRML reviewed the intended uses and quantities, and while we did need to adjust some quantities and ask for additional explanation of intended use, we were able to fill the majority of requests as submitted. Requests were filled for 97 Network members during March and April 2001.

¹ http://nmlm.gov/psr/promo_items.html

Resource Libraries

- Jerry Perry, Head of Information Services, Arizona Health Sciences Library, gave a teleconference presentation for the NLM Associates on the Library's involvement in telemedicine programs in Arizona (January 16, 2001).
- PSRML provided promotional items (MEDLINEplus pens) to support a training program on health information resources² conducted by Mary Linn Bergstrom and Jeff Williams, University of California, San Diego (UCSD), Biomedical Library, for the UCSD Student Health Advocates (SHA). SHAs are undergraduate students trained to educate peers and area high school students about health and wellness issues through extensive outreach programs. Students were surveyed about their typical health information retrieval tactics, and then presented with some of the best resources available. MEDLINEplus was highlighted during the session and the UCSD librarians indicated that the students seemed impressed that complete and authoritative health information is available in a free, integrated web source.
- PSRML staff met with Bob Freel, Head, Access and Delivery Services, UCLA Biomedical Library, to discuss developments in electronic document delivery (March 8, 2001).
- Hawaii Medical Library's HiPHIVE³ outreach subcontract project was featured in *Latitudes*.

Network Development

- Staff presented the PSRML Update on February 8, 2001, at the Joint Meeting of Northern California and Nevada Medical Library Group (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA). The session was designed in keeping with the intent of the conference planners to provide a time both "educational and enjoyable." The session began with a staff report highlighting recent PSRML activities and program plans for the coming year. Following the PSRML report, audience members were recruited for two "game show" teams to test the participants' knowledge of NLM and NN/LM information resources and services. PSRML hosts were Elaine Graham, Claire Hamasu, and Heidi Sandstrom, with Julie Kwan enlisted as scorekeeper and Andrea Lynch as stage manager. PSRML Regional Advisory Committee members Mary White, MLGSCA representative, and Janie Grossman, NCNMLG representative, were on hand to offer encouragement to their teams. Players were challenged to answer the quiz questions⁴ posed by PSRML staff, with clues found on the session handouts.⁵
- Elaine Graham and Julie Kwan were invited to give a presentation to the Inland Empire Medical Library Cooperative (IEMLC) on March 30, 2001, at the Desert Regional Medical Center in Palm Springs, California. The presentation included demonstrations of PubMed's Cubby and LinkOut features, PubMed Central, the new PubMed tutorial, and the NLM Gateway. The presentation followed the IEMLC business meeting during which members

² <http://library.ucsd.edu/~jwilliams/peerhealth.htm>

³ <http://hml.org/hiphive/>

⁴ <http://nmlm.gov/psr/lat/v10n2/jntmtg.html#ANSWERS>

⁵ <http://nmlm.gov/psr/jntmet.html>

discussed a variety of ILL issues, electronic delivery, consumer health MEDLINE subsets, and the Library of California. A copy of the IEMLC resource sharing agreement signed by 18 members was distributed.

- The Arizona Health Information Network (AZHIN) sponsored a vendor fair at the Arizona Health Sciences Library on April 18, 2001. Elaine Graham and Julie Kwan attended and demonstrated PubMed's LinkOut for Libraries feature. There was considerable interest in the LinkOut program. The AZHIN meeting was designed to help member libraries make decisions about electronic resource subscriptions for the next fiscal year.
- Heidi Sandstrom submitted a summary report of Library of California (LOC) activities to the Medical Library Group of Southern California and Arizona Advisory Council at the February MLA Chapters Joint Meeting in San Francisco (see Appendix D). She announced her resignation as LOC representative to the Council, as PSRML staff were involved in LOC planning and development, but are not currently involved as a library member in any of the seven regional library networks. PSRML will continue to partner with the California State Library/Library of California in facilitating public access to health information.
- Elaine Graham gave an invited presentation on electronic journals for the Library Committee at Providence-St. Joseph Hospital, Burbank, California.
- PSRML made Professional Development Awards to: Nancy Crossfield, Saint Agnes Medical Center, Fresno, CA; Pat Auflick, Rural Health Office, University of Arizona, Tucson; Barbara Bibel, Oakland Public Library, CA; Mary White, Kaiser Permanente Medical Center, Bellflower, CA; Eris Weaver, Redwood Library, Petaluma, CA; and Marilyn Schwartz, Naval Medical Center, San Diego, CA.
- Status reports and news on NLM and NN/LM products and services were regularly posted to the listserv.

DOCLINE

- Elaine Graham and Andrea Lynch taught a four-hour DOCLINE workshop on February 7, 2001, preceding the regional MLA chapters Joint Meeting. The workshop was held at the University of California, San Francisco, Library and Center for Knowledge Management, with 17 participants.
- Region 7 currently has 372 SERHOLD contributors.
- There are 4 new DOCLINE participants: 3 are full participants and 1 is a borrow-only library. Two DOCLINE applications are pending as of the end of the quarter.
- One DOCLINE library closed: Health Forum (CAUHTC).
- The Region has 400 DOCLINE libraries; 28 of these are Borrow-Only libraries.

- A total of 232 DOCLINE routing table approvals were completed at PSRML during the quarter.
- Two DOCLINE orientations and three SERHOLD orientations were performed via telephone during the quarter.
- Region 7 currently has 217 libraries providing Loansome Doc service, and 90 of those also serve unaffiliated health professionals.

	SERHOLD Contributors	DOCLINE	Percent Participants	Borrow-Only DOCLINE
Arizona	41	41	100%	7
California	301	301	100%	18
Hawaii	14	14	100%	1
Nevada	11	11	100%	2
Pacific Basin	5	5	100%	0
Total Participation	372	372	100%	28

- During the four months of Jan-April 2001, 258 Loansome Doc inquiries were received. Of this number 110 were from health professionals and 148 were from non-health professionals. Detailed statistics are provided below:

State	HP	Not a HP	Total
Arizona	10	11	21
California	95	124	219
Hawaii	4	8	12
Nevada	1	2	3
Pacific Basin	0	3	3
Totals	110	148	258

- We received 11 requests for DOCLINE holds during the quarter.
- A total of 28 libraries were added to the FreeShare Library Group in DOCLINE during this quarter.

Microcomputer Training Facility

- The training facility was used by the following groups this quarter: UCLA School of Medicine Dean's Office (2 days), UCLA School of Nursing (4 days), UCLA Biomedical Library Reference Department (2 days), National Online Training Center (2 days), PSRML staff for NLM DOCLINE teleconferences, and Alison Bunting for a presentation to the UCLA Faculty Center Women's Group.

Communications

- The January/February⁶ and March/April⁷ issues of *Latitudes* were published and distributed. The January/February issue featured an article on the HiPHIVE public health outreach project completed by the Hawaii Medical Library, along with articles on the new eBook collection at the Health Library at Stanford and an announcement of *Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach*. The March/April issue recapped the PSRML Update at the Joint Meeting and included articles on “Serving Up Dynamic Web Pages with Cold Fusion” and “Handheld Facilitate Patient and Tracking.” The *Latitudes* web index page⁸ received over 1760 hits from January to April. There were three requests to be added to the *Latitudes* e-mailing list.
- PSRML staff participated in teleconferences convened by the National Network Office. Topics included DOCLINE and consumer health information services.
- The following videotapes and audiotapes circulated to Network members during the quarter of January – April 2001:

Videotapes:

Copyright in the New Millennium: The Impact of Recent Changes to U.S. Copyright Law (1)
Libraries, Copyright and the Internet (4)

MLA: The Effects of E-Journals on your Library (10)

NLM: Health Services Research - A Historical Perspective (2)

The NLM Joseph Leiter Lecture - Quality Communication: The Path to Ideal Health (1)

Audiocassettes:

Medical Library Association 2000 Annual Meeting and Exhibit (1)

Program Assessment/Feedback from the Region

- Health professionals are interested in the Spanish language information available through MEDLINEplus. Non-Spanish language speakers often ask if there is a translation of the material. Where one exists it would be useful to have create a link between the two.
- An independent consulting agreement was established with Zoe Stavri, Ph.D., to conduct an assessment of the usefulness of MEDLINEplus to health information consumers. Catherine Burroughs of the NN/LM Outreach Evaluation Center will also be involved in this project. Structured interviews will be conducted with participants drawn from the Pacific Southwest Region subcontract projects on Access to Electronic Health Information for the Public. The MEDLINEplus evaluation project will be conducted over six months, with a final report to be issued in July 2001.

⁶ <http://nmlm.gov/psr/lat/v10n1/hiphive.html>

⁷ <http://nmlm.gov/psr/lat/v10n2/jntmtg.html>

⁸ <http://www.nmlm.nlm.nih.gov/psr/lat/>

Referral Service

- No Activity.

Consortia

- Region 7 has a total of 25 library groups that are recognized in the DOCLINE system.

Grant Applications

- No activity.

Staff Activities

- Julie Kwan joined the PSRML staff as Library Network Coordinator on March 1, 2001.
- Brian Brown, a second-year graduate student at the UCLA Department of Information Studies, began another internship quarter with PSRML in April. His project, *Pacific Basin Health Information Background Research*, was designed to support proposals to improve access to health information in the Pacific Basin areas of the NN/LM. Brian will graduate from UCLA in June 2001.
- Julie Kwan attended a meeting of the Southern UC (University of California) Interlibrary Loan Group on March 29, 2001, to learn about UC plans for desktop delivery of interlibrary loans.
- Claire Hamasu and Heidi Sandstrom attended the continuing education course, “Making a Difference: Strategies for Improving & Evaluating Library Outreach Programs,” taught by Cathy Burroughs and Maryanne Blake and held in conjunction with the annual meeting of the regional Medical Library Association (MLA) chapters in San Francisco. This workshop was well attended by librarians working on projects sponsored by NLM and PSRML.
- Heidi Sandstrom attended the forum, “Scholarship in a New Media Environment: Issues and Trends – What Makes for Good Teaching?” on February 2, 2001, at UCLA. She also attended “Usability Studies of Web Sites” on February 7, 2001, during the NCNMLG/MLGSCA Joint Meeting in San Francisco, and the one-day “Keeping Up with PubMed” class conducted by the NOTC on February 27, 2001, at PSRML.
- In February, Claire Hamasu and Clair Kuykendall, librarian at the University of California San Francisco, spoke to reporters at the San Francisco Chronicle about health information resources on the web. They demonstrated PubMed, MEDLINEplus and other useful web sites as part of MLA’s public relations effort to increase the visibility of health sciences librarians.

II. OUTREACH PROGRAMS

Applied Technology/Technology Awareness

- Michael Miller completed the redesign of MLA Brandon/Hill Journal Links,⁹ the PSRML web page that offers links to electronic versions of the titles on the MLA Brandon/Hill list of journals for small medical libraries.¹⁰ The data on titles and their availability was moved to a database to facilitate searching and updating. At the request of users, Claire Hamasu is looking at a way to add information on electronic journals that are not available from the publisher but that are accessible from a vendor or aggregator.

Direct Outreach to Health Professionals

- Joan Zenan, Director of the Savitt Medical Library, University of Nevada School of Medicine, Reno, served on the planning committee for the “Public Health Outreach Forum: What Do We Know?” held at NLM on April 4-5, 2001. The forum was organized to share outcomes from the Partners in Information Access for Public Health Professionals outreach subcontracts. Joan, along with Terry Henner, attended the forum representing the Public Health Information Links for Nevada (PHIL) project.¹¹ Virginia Tanji represented the Hawaii Public Health Virtual Emporium (HiPHIVE) project,¹² and Claire Hamasu represented PSRML.

Outreach Subcontracts

- Representatives from each of the projects met during the Joint Meeting of the regional Medical Library Association chapters to discuss what they had accomplished to date. The participants found it helpful to obtain suggestions from colleagues who were working through similar issues. An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in Appendix F.
- The following projects are funded by PSRML Internet Connectivity Awards (purchase order agreements). An overview of project accomplishments appears here, and complete quarterly reports are included in Appendix F.

Arizona Internet Connectivity Program. The librarian managing the program has been disappointed at the lack of interest by the targeted institutions. During this quarter Arizona Rural Health Office reduced the librarian’s time to 30%. In order for the program’s objectives to be achieved, a student worker was hired to provide clerical support. A second round of letters was sent to the targeted eighteen Network members, followed by phone calls. The phone calls were productive. The librarian learned that 9 of the eighteen Network members have obtained Internet connectivity and scheduled training at three facilities during

⁹ <http://www.nlm.nih.gov/libinfo/ejournals/branhill.html>

¹⁰ Hill DR, Stickell HN. The Brandon/Hill selected list of print books and journals for the small medical library. Bull Med Libr Assoc 1999 Apr;87(2):145-69.

¹¹ <http://www.med.unr.edu/phil/>

¹² <http://hml.org/hiphive/>

the next quarter. Computers were sent to the hospital in Douglas (one of targeted sites) as part of the University of Arizona's Virtual Development Center Project. They have not yet taken advantage of the training available through the Connectivity Program.

CAMIL 3. All but two of the eight sites in the original proposal have their new computers installed and are connected to the Internet. A ninth site, the Carlin Clinic in Carlin, Nevada, was brought up when the equipment costs came in lower than budgeted. Planning began for the videoconference training that will be held for staff at each of the sites in the next quarter. A new scan converter purchased by the medical school should improve the projection of web sites during the training.

Partners in Public Health for Information Access - PHIL. Improvements continue on the PHIL web site. A major addition was the mounting of gray data, the Nevada State Public Health Laboratory's Directory of Services. Contact was made with a faculty member to determine whether nuclear testing documents should also be mounted as gray data. Efforts continue to hold more training sessions for the Washoe County District Health Department. Evaluation data collected at training session is being compiled in a database to be analyzed at the end of the project. A brochure is being designed that describes PHIL's objectives, the web site, and the availability of training. Both librarians carrying out the project are also members of the steering committee for the Public Health Outreach Forum to be held at NLM in April.

- The following projects are funded by PSRML Year 2000 Outreach Awards (purchase order agreements). An overview of project accomplishments appears here, and complete quarterly reports are included in Appendix F.
- **Health Information Resources on the World Wide Web – California Pacific Medical Center.** Library staff received very good ratings for the two training sessions conducted this quarter. The first targeted seniors and the second targeted women. On several occasions instructors were able to help participants retrieve information on conditions they were facing. Lack of enrollment caused the planned sessions on HIV and perinatal resources to be rescheduled for the next quarter.
- **Medicine on the Net – Sutter Resource Center.** Staff is receiving positive feedback from the participants who take the library's training. The class to be conducted in Spanish received another set back when the participants canceled at the last minute. Another effort will be made in the next quarter to market this to Spanish language speakers.
- **Los Banos House Calls – Memorial Hospitals Association.** Despite heavy promotion, the organizers have had problems arranging a schedule for training. This quarter a new approach was successfully used where a member of the library staff was available in the Library/Conference room at least once a week for "drop in" training. The Medical Staff Coordinator publicized the schedule and a sign was made to indicate that the library person was "In". Five people dropped in for training. Planning began for two activities that should achieve the goal of training at least half the Los Banos physicians and some hospital staff.

One is a “Library Week Celebration”, the other is a call to each physician making an appointment with for Internet resources training.

Redwood Health Library’s Internet HealthQuest – Petaluma Health Care District. The librarian was active this quarter teaching a hands-on session for the Petaluma Adult School, guest lecturing for a university course on women’s health and body image, and speaking about computers in health care as a panelist for the Continuity of Care Association. The program continues to receive good press and was featured in the online newsletter of the California HealthCare Foundation. The librarians outreach has had a major impact. Usage is 84% higher than it was during this time last year and Loansome Doc requests have skyrocketed.

Valley Care Outreach – Olive View/UCLA Medical Center. Following a meeting with administration, sessions were scheduled at the Burbank and Pacoima Health Centers. This quarter the librarian determined the participants’ computer skills using a pre-assessment survey. She found this very helpful in setting the level of her presentations.

Special Populations/Subjects Outreach

- Outreach report forms appear in Appendix A.
- The offer to present an Internet workshop on resources targeting minorities submitted by Claire Hamasu and Ginny Tanji, University of Hawaii School of Medicine Librarian, to the Asian & Pacific Islander Forum national conference was not accepted.
- Kay Deeney attended a meeting on March 29 in Tucson, Arizona, with NN/LM Pacific Northwest Region staff and Arizona Health Sciences Library staff to discuss training needs related to the Tribal Connections project award to the Colorado River Indian Tribes.

Underserved Health Professionals

- At the end of January the final training portion of the Underserved County Project was conducted in Yavapai County, Arizona. The format for this program is to partner with a Network member in order to reach health professional groups in the target county. The Network member provides the “insider” connections to facilities and agencies in the county, and PSRML provides the training experience and technology that may be needed for workshops. Yavapai County has two population centers, Verde Valley and Prescott. The Verde Valley groups were targeted for the initial training. In this quarter Claire Hamasu targeted their Prescott counterparts: public health professionals from the health department, librarians and nursing faculty at the community college, health professionals at the VA hospital, community health professionals through the Southwest Education Center, and the Yavapai Apache Nation. Claire made use of the PSRML portable LAN on the reservation.

Inner City Project

- No Activity.

Internet Grateful Med and PubMed

- Christina Hennessey from the UCLA Biomedical Library's Collection Development Division completed adding the library's electronic journal holdings data to PubMed LinkOut to meet NLM's objective of having all RMLs submit electronic serials holdings data in the LinkOut for Libraries program. Christina wrote a report on her experience, and her recommendations on improving the maintenance features were forwarded to the programmers. NLM invited Claire Hamasu, the PSRML LinkOut representative, to talk about LinkOut from the librarian's perspective at the NLM exhibit booth at the Medical Library Association annual meeting in May.

Minority Institutions

- No activity.

Exhibits

- PSRML exhibited at the Primary Medicine Today conference in Long Beach, CA, from February 15-17, 2001, and co-exhibited with SIS at the National AIDS Update in San Francisco from March 20-23, 2001.
- PSRML provided feedback to NLM on design considerations for a new exhibit backdrop.

Consumer Health Information Services Program

- Heidi Sandstrom and Kay Deeney met with social worker Deserae Powell on March 1, 2001, about planning and developing a new library, the Lili Claire-UCLA Family Resource Center Library, established with funding from the Lili Claire Foundation. The mission of the Lili Claire Foundation is to provide a happy, productive, fully integrated life for individuals living with Williams syndrome and other neurogenetic birth defects such as Down syndrome and autism, and to provide hope and resources for the families of these individuals. The center will offer a unique blend of medical, psychological and social services to children living with neurogenetic birth defects. Heidi and Kay consulted on aspects of planning for this new service, and offered referrals to library collection and service resources that could support this effort.
- From January to April, Heidi Sandstrom participated on an advisory panel, convened by Janice McPeak, NLM Fellow, to facilitate the development of a *ClinicalTrials.gov* training module.
- At the invitation of the National Library of Medicine, Heidi Sandstrom presented a general session, titled *Consumer Health Information Overview: What is it? What Drives It? And Why*

is it Important to Public Libraries? at the consumer health conference, “The Public Library and Consumer Health: Meeting Community Needs through Resource Identification and Collaboration,” held on January 10-11, 2001, in Washington, D.C. The conference was jointly sponsored by the National Library of Medicine, the Public Library Association, and the Medical Library Association.

- Heidi Sandstrom and Elaine Graham collaborated with Howard Fuller of the Health Library at Stanford University on planning a day-long consumer health symposium for August 2001 at Stanford. *Consumer Health Information: Bringing e-Content to the Consumer* is a forward-looking symposium that will emphasize the role of digital tools, electronic communication, and market trends in meeting the public’s current and ever-growing need for health information.
- Training in conjunction with Consumer Health Information for California (CHIC) project was completed during the quarter. The workshop presentations taught by Heidi Sandstrom in Blythe, San Diego, and Bishop, CA are summarized below; see Appendix E for the final CHIC project report.

Palo Verde District Library, Blythe, CA (San Bernardino County). The three CHIC training modules were taught in back-to-back sessions over a two-day period (February 21-23, 2001). One librarian and three library assistants attended in groups of two, in order to make it possible to receive the training during regular library hours and still keep the library open. Participants gave all workshop modules high marks. Rosita Smith, Library Director, reported that materials were received through extended project funding the week following the workshop; these included 58 books, 4 audiovisuals, and 4 Spanish-language books. She also reported positive results of a subsequent meeting (February 28) with the CEO of Palo Verde Hospital, the only acute care facility in the community; the CEO is also on the library Board of Directors. The library will be developing a pamphlet on consumer health information resources and services that are available at the District Library; this pamphlet will be used for distribution to patients and families at the hospital and in the community.

San Diego County Library Headquarters, San Diego, CA (San Diego County). The three CHIC modules were taught in two back-to-back sessions over three days (March 14-16, 2001). All sessions were well received. It was difficult to cover the e-resources in the time allotted, allowing for a break, hands-on, and questions. The bulk of the e-resources time was spent on MEDLINEplus, so the challenge is how to present PubMed without getting into detail that overwhelms the student. One participant commented on the similarity of the training to the CORE (California Opportunities for Reference Excellence) training; CHIC training was modeled after CORE. Another participant recalled a panel of “special librarians” that was presented at a public library meeting and mentioned how valuable this was. Heidi Sandstrom has contacted members of the San Diego Biomedical Library Network about the possibility of doing a similar panel in the future.

Inyo County Free Library, Bishop, CA (Inyo County). Abbreviated versions of the three CHIC modules were taught in an all-day session (8 AM-4 PM) at the Bishop branch. Compressing nine hours of material into seven hours in one day was challenging. This was

necessitated by the fact that the library had to be closed to the public for this training day. The “question” that received the lowest marks on the evaluation was about adequate time to ask questions. Comments, both written and verbal, were positive about the knowledge and skills gained; the value of “hands-on” practice; and the value of group discussion on issues of health reference. Annette Gaskin, medical librarian from Northern Inyo Hospital, talked with the group briefly about the resources and services offered through her library, so this reinforces her very positive relationship with the public libraries, and the supportive role of the NN/LM. Resources for self-instruction were highlighted during the online session, to provide a means for participants to increase their skill and comfort level with health reference beyond what could be covered in this condensed workshop.

- Quarterly project reports were received from the six Network libraries awarded funding for *Access to Electronic Health Information for the Public* projects. An overview of project accomplishments appears here, and the full reports appear in Appendix F. Links to project web sites were added to the PSRML web page describing the projects.¹³

Las Vegas-Clark County Library District/West Charleston Library, Health Information Resources for Southern Nevadans

Fourth Quarter. Activities focused on working with District personnel to provide staff training, to further develop the web site, and to provide input into the District’s strategic planning process. Two staff training workshops were conducted for ten library staff members and were well received. Based on public input from the workshops already conducted, the Consumer Health Connection workshop for the public is being evaluated and revised. A PowerPoint presentation is being developed for those organizations that have asked the library for additional workshops. Promotional mailings to non-library organizations, individuals, and libraries were done in the fall; these mailings included a consumer health information brochure, a 2001 workshop memo, and a MEDLINEplus poster. A Spanish language bookmark is currently being developed. The project web site¹⁴ can be accessed via the “Special Collections” link on the Las Vegas-Clark County Library District home page.

Las Vegas-Clark County Library District/West Charleston Library, Health Information Resources for Southern Nevadans

Fifth Quarter. Activities focused on finalizing a Spanish-language bookmark for distribution beginning in May; revising, publicizing and scheduling the Consumer Health Connection (CHC) workshop for the public; and refining the existing CHC web site. Spanish-speaking librarians from Las Vegas-Clark County Library District assisted with the bookmark. Three CHC workshops were held and received positive evaluations from the ten participants. Two informational programs were presented to local organizations with a total attendance of 59. Health Science Library staff members developed a health topic calendar, and are integrating topic links into the CHC web site. The web site was reviewed and updated, and links to the District’s e-book and to MEDLINEplus “Current News” page were added to the CHC web site. Project team members are working with the District’s Virtual

¹³ <http://nmlm.gov/psr/chi/aehip.html>

¹⁴ http://www.lvccld.org/special_collections/medical/consumer_health.htm

Librarian to collect “hit” data on the site. Team members are stepping up promotional efforts in order to increase workshop attendance in the final quarter of the project.

Hawaii Medical Library, Hawaii Partnership for MEDLINE Training

Third Quarter. Librarians from the Consumer Health Information Service completed a follow-up survey of September-November 2000 workshop attendees; scheduled workshops for Oahu (three were conducted in January for 41 participants); and facilitated the purchase of five computers for the Hawaii State Public Library System (for placement at public library sites). Results of the follow-up survey indicate that while only about one-half to two-thirds of participants actually searched MEDLINEplus or PubMed following the workshop, those who did said they were satisfied with the information. One-fourth to one-third of participants indicated that they used the information to make a lifestyle change or healthcare decision. The majority of those who had not done a search since the workshop said they would use these NLM information resources in the future. Interest in easy and inexpensive access to full-text articles remains high among workshop participants. CHIS issued a press release in December, which resulted in a January article in the *Honolulu Advertiser*; this article stimulated interest and enrollment in upcoming workshops.

Hawaii Medical Library, Hawaii Partnership for MEDLINE Training

Fourth Quarter. Project librarians completed a second follow-up survey of January-March 2001 workshop attendees; taught nine workshops on Oahu (for 145 attendees, which also included health professionals, librarians and library staff); and provided the specifications for five computers and printers for the Hawaii State Public Library System (for placement at public library sites). Results of the second follow-up survey indicate that only about one-half of the attendees searched MEDLINEplus or PubMed following the workshop. Those who did appeared to be satisfied with the information. Those who didn't stated that they would use these resources in the future for a health information need. The project is meeting its goals in an effective and timely way.

ValleyCare Health Library, LINCS (Linking Information for Children with Special Needs) Clearinghouse

Fourth Quarter. The project advisory committee reviewed resources for the Tri-Valley Resource Directory database and decided on new additions to the database. Any service or organization considered questionable or falling into a gray area was voted on to decide whether it should be included in this online searchable database of local resource services. The web layout has been structured and a write up of content has begun. Marketing materials were decided on and a designer has been chosen to develop these materials. Ideas for layout were discussed by the committee and written up to present to the designer. Web links were reviewed; in response to suggestions from the committee, links for local resources were added.

ValleyCare Health Library, LINCS (Linking Information for Children with Special Needs) Clearinghouse

Fifth Quarter. Marketing materials are finished, a review of local support groups and resources has been completed, and these have been added to the Tri-Valley Resource

Directory, a web searchable database. A focus group evaluated the LINCS web page layout and reviewed the resources added to the Directory.

PlaneTree Health Library, PlaneTree Health Resource Center

Fourth Quarter. The library assistant position for the Resource Center was filled in December. The project director, Candace Ford, presented information about the project at the national PlaneTree conference held this quarter. An orientation to the Resource Center was given to 28 attendees. Seventy-five patrons visited the Center, four online searches for health information were performed, and three health information packets were mailed to users who could not come to the Center. PubMed instruction was provided to the medical director of the Gardner Family Health Network, which is associated with the Grail, where the Resource Center is located. Project outreach to other health professionals included social workers at Nuestra Casa, the county family services agency which covers the Mayfair/Grail neighborhood; nurses who work with the Nurses Healing Center in various settings around the county; and other professionals working with the Diabetes Project of the Community Health Partnership. Progress toward the project's major activities has been disappointing because of inadequate staffing. The project director has been asked to submit a schedule for completion of project activities for the four months remaining on the subcontract.

PlaneTree Health Library, PlaneTree Health Resource Center

Fifth Quarter. Activities were focused on training, and on linking Spanish-language health information resources from the "PlaneTree en Español" button on the PlaneTree home page. During the quarter, the Health Resource Center at the Grail had 132 patrons. Fourteen of these patrons requested assistance in accessing health information. Eight of the 14 (five of these were "promotores de salud" or lay health workers) attended a 90-minute session on retrieving Spanish-language health information. The library assistant, Oralia Tercero, a bilingual Spanish/English speaker with a background in health education and prevention, gave presentations on library services at two monthly neighborhood meetings of these "promotores" during the quarter. Oralia also attended two women's support groups once a month during the quarter, to facilitate discussion and provide a packet on a health topic of interest to the women in the two groups. Seven consumers from the neighborhood attended a third computer training session, conducted in English and Spanish, that focused on health information. At the PlaneTree Main Library, adjacent to the Mayfair neighborhood of the Resource Center, sixteen consumers received training sessions (20-30 minutes each) on MEDLINEplus and PubMed. Six seniors received 90-minute, in-depth training sessions (by appointment) that focused on government health information resources on the web. Progress on the project's major objectives has been slow because of inadequate staffing. In April, the project director submitted a schedule for completion of project activities for the four months remaining on the subcontract, at the request of PSRML.

Arizona Health Sciences Library

Fourth Quarter. Three more in the first series of workshops were held; 33 Tucson-Pima Public Library (TPPL) librarians attended. Planning for the second series of workshops, which will begin in April 2001, is nearly completed. A mid-January launch of the CHILÉ web site took place; the site includes locally written descriptions and over 300 links to

authoritative content.¹⁵ Preparation took place this quarter for a promotional campaign that will commence in February. Pat Auflick and Joan Biggar presented *Consumer Health Information Links for Everyone* at the November 2000 Arizona Library Association Conference in Phoenix.

Arizona Health Sciences Library

Fifth Quarter. Public relations products to advertise CHILÉ to the community were launched, and the second set of workshops were planned and scheduled. The CHILÉ Project is on target with its activities and will be completed on time and within budget. During the quarter, letters were sent to more than 8,000 health professionals in Pima County, asking them to promote CHILÉ and to request CHILÉ bookmarks to assist their efforts. To date, 21,000 CHILÉ bookmarks have been distributed to offices and library branches in Pima County. Plans are underway to enhance the CHILÉ web site. Planning for the second series of workshops has been completed; these will be offered in June and July. AHSL librarians presented two workshops on Complementary and Alternative Medicine resources to TPPL librarians in April. During the final quarter of the project, AHSL will be exploring the differences between the library cultures of AHSL and TPPL, and the impact this may have had on project collaboration.

University of California, San Diego Biomedical Libraries/The Preuss School UCSD

Fourth Quarter. Project directors continue to meet regularly. Activities this quarter focused on training of faculty, and on planning the training for the school nurse and a demonstration for Preuss School parents. A faculty training handbook and demonstration were completed; a faculty training session (30 teachers) was conducted in January. Five student training sessions (of 150 middle-school students) were conducted in February (a science faculty member conducted one of the sessions). A presentation was also given to seven San Diego School Librarians in February. Project staff also decided to conduct a health information competition in the spring. Web site development included the completion of the Faculty, School Nurse, and Parents segments of the site. Draft versions of promotional materials for the site were developed.

University of California, San Diego Biomedical Libraries/The Preuss School UCSD

Fifth Quarter. Activities this quarter focused on preparation for the student health information competition that will culminate at the school Awards Ceremony on July 29th; bookmark and brochure publication; conducting student training sessions and a demonstration for parents; and monitoring web site activity. The project coordinators conducted eleven student training sessions (105-minutes each) for 275 students from grades 6-9. A May demonstration of Health Information @Preuss¹⁶ received an enthusiastic response from parents of the school. An extensive WebTrends report includes the first quarter of web site activity. There have been over 5,000 hits, 428 page views and 109 user sessions since the site was launched in January. Overall, this project is progressing nicely.

¹⁵ www.CHILÉhealth.org

¹⁶ <http://health.ucsd.edu/hipfps/>