

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

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report

May-July 2002

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Quarterly Progress Report
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A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services
 - The Savitt Medical Library of the University of Nevada School of Medicine, Reno, accesses its electronic journals through Los Alamos National Laboratory's SciServer. LANL is not a LinkOut provider and was reluctant to participate since they have only two health science library subscribers. Thus, Savitt is not able to participate in PubMed's LinkOut for Libraries program for accessing electronic journals. This matter has been referred to Kathy Kwan of NCBI for further investigation.
 - Loansome Doc service is offered by 207 libraries in the Pacific Southwest Region.

2. Assessing the needs of health science libraries
 - Hospital libraries continue to express interest in PubMed's LinkOut to SERHOLD program.
 - Network libraries responded very positively to the EFTS (Electronic Funds Transfer System) article published in the May/June 2002 issue of *Latitudes*. We received a number of calls and email messages from hospital libraries in particular who look forward to EFTS as a means to streamline invoicing and bill paying for DOCLINE transactions. These hospital librarians are very eager to have Resource Libraries in the NN/LM Pacific Southwest Region participate in EFTS. In response, we are redoubling our efforts at implementing EFTS in this region.
 - Julie Kwan represented PSRML at transition meetings of two regional MLA chapters, the Northern California and Nevada Medical Library Group on June 7, 2002, and the Medical Library Group of Southern California and Arizona on June 26, 2002. EFTS was discussed at both of these meetings.
 - Julie Kwan continued conversations with June Perez of the Guam Memorial Hospital Authority to determine possibilities for a Library Improvement Grant for that hospital. As part of this discussion, she sent the new draft Hospital Library Standards document to Ms. Perez and discussed the MLA benchmarking program with her.
 - Following the final meeting of the MLGSCA/NCNMLG Joint Meeting Planning Committee in May 2002, Kay Deeney met with two Phoenix, AZ, hospital librarians about training needs.
 - The following videotapes and audiotapes circulated to network members during the quarter:

Videotapes/CD-ROMs/DVDs:

MLA: *Sync or Swim -- Managing the Flood of PDAs in Health Care* -- 10
AMA: *Health Literacy Introductory Kit* -- 4
Libraries, Copyright and the Internet -- 3
NLM: *Health Services Research - A Historical Perspective* -- 1
Copyright in the New Millennium -- 1
Children's Environmental Health Resources -- 5
CDC *Clinical Diagnosis and Management of Anthrax - Lessons Learned* -- 1
CDC *Anthrax: What Every Clinician Should Know, Part I* -- 1
CDC *Anthrax: What Every Clinician Should Know, Part II* -- 1
UCITA: *A Guide to Understanding and Action* -- 1

Audiocassettes:

Medical Library Association 2002 Annual Meeting and Exhibit – 34

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

- PSRML filled 108 requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed out a total of **9,980** items of assorted 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.
- Julie Kwan surveyed all regional network members who had checked “Prefers not to be listed in public directories” in their DOCUSER record. All of those listings were due to misunderstanding of the results of checking that box, so it will not be a problem for existing members to remove that checkbox in DOCUSER.
- Andrea Lynch updated DOCUSER records for public libraries now that ‘Public’ has been added as a Library Type.
- PSRML continued its commitment to the ongoing development of the health sciences librarian workforce – that is, the future staff of NN/LM member libraries – in two ways. First, we sponsored a summer internship for April Cunningham of UCLA’s Department of Information Studies; April’s PSRML project focused on publicity materials for MEDLINE en español. Second, we provided a work opportunity for our Spring Quarter 2002 intern, Cheryl Bartel; Cheryl continued work on our geographic web pages and conducted a preliminary usability study of the PSRML web site. The results of both of these are detailed elsewhere in this report. PSRML also participated in the UCLA Department of Information Studies Internship Open House, May 15, 2002.
- According to DOCUSER, Region 7 has a total of 632 Network members: 230 Affiliate and 402 Full members. Four Affiliate members joined the Pacific Southwest Region: California AIDS Clearinghouse, California Department of Education, and The Preuss School UCSD. One Full member library joined the Pacific Southwest Region: La Sierra University (CAUITT). One Full member library closed in the quarter: St. Luke Medical Center (CAUSKE). One Full member library no longer participates in DOCLINE and is now considered an Affiliate member: Northern Arizona University (AZUNAU).

4. Implementing the Regional Document Delivery Plan

- Andrea Lynch continued to field operational questions from network members about DOCLINE. These included transferring Loansome Doc requests, retiring unfilled requests, processing requests for articles not in PubMed, creating union lists, printing reports, revising the routing table, updating requests, and adding titles to SERHOLD that are not in LOCATORplus.
- Julie Kwan co-authored an article, with Beth M. Wescott (Southeastern/Atlantic Region) and Joanne Jahr (Middle Atlantic Region), titled “Considerations for EFTS: Members Maintaining a Routing Table in DOCLINE 1.3.” This article was published in the July 2002 issue of *National Network*, the newsletter of the Hospital Library Section of the Medical Library Association. The article discussed how to construct Routing Tables for maximum effectiveness and efficiency.
- PSRML compiled and distributed information on EFTS and actively encouraged regional participation in the nationally expanded program. Questions and answers about EFTS were added to a new PSRML web page, “Guide to EFTS in the NN/LM Pacific Southwest Region.”¹ At the end of the quarter, we were looking forward to the announcing which regional network member would be the first to join EFTS.
- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences.
- Current DOCLINE statistics for the region are:
 - 374 SERHOLD contributors
 - There is one pending DOCLINE application.
 - One library, La Sierra University (CAUITT), joined the Network and is participating in DOCLINE this quarter.
 - One library, Northern Arizona University (AZUNAU), no longer participates in DOCLINE.
 - One DOCLINE library closed this quarter: St. Luke Medical Center (CAUSKE)
 - 402 DOCLINE libraries; 28 of these are Borrow-only libraries.
 - 104 DOCLINE routing table approvals were completed at PSRML during the quarter.
 - Three DOCLINE orientations were performed via telephone during the quarter, which took a total of 2.5 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 during the quarter.
 - Three libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 86 FreeShare library group members in this Region.
- There is a grand total of 952 FreeShare library group members in the U.S. and Canada, which is a 4% increase over the previous quarter.

¹ <http://nmlm.gov/psr/efts.html>

- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	301	18	319
Hawaii	15	1	16
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	374	28	402

5. Meeting responsibilities of Resource Libraries and the RML

- PSRML staff attended the RML Directors Meeting and discussion sessions held on May 17, 2002, in Dallas, TX, prior to the Medical Library Association Annual Meeting.
- Alison Bunting and Elaine Graham visited the University of California, Irvine, Libraries on July 25, 2002. They met with Gerald J. Munoff, University Librarian, and Carol Ann Hughes, Associate University Librarian for Public Services (the PSRML Resource Library representative), toured the Main and Science Libraries, and met with Document Delivery and UCI Medical Center Library staff. Discussions focused on services to the community, outreach funding opportunities, and updates on resource sharing services.
- On April 7, 2002, Elaine Graham attended the dedication of the new education building at the University of Nevada School of Medicine; the building is the new home of the Savitt Medical Library (PSRML Resource Library). Elaine and the library staff shared updates on current activities and technology implementation in resource sharing.
- Rebecca Davis, Outreach Librarian, University of California, Davis (UCD), Medical Center Library (PSRML Resource Library), participated in the UCD Children's Hospital "Festival of Miracles," where children who were patients within the last five years are invited to come back for a day of fun and to connect with their previous caregivers (June 8, 2002). Through this event, members of the public and UCD health professionals were made aware of MEDLINEplus and other NLM resources, as well as the services of the UCD Library. PSRML provided a variety of promotional items for this successful outreach activity.
- Arlene Cohen, Librarian at the University of Guam (PSRML Resource Library) and Bruce Best, Peacesat Operator, set up and conducted a distance learning video teleconference from the University of Guam site to the Palau Ministry of Education site via the University of Hawaii Peacesat System. Ten physicians associated with the Palau Area Health Education Center participated to update their skills in searching the medical literature via the Internet.

6. Establishing and maintaining communications

- Cheryl Bartel, Program Assistant, and Andrea Lynch, Network Assistant, conducted a preliminary usability study of the PSRML web site during the summer. During this quarter, we were able to consider the recommendations regarding *Latitudes*, the PSRML newsletter published electronically to the web.
- Julie Kwan, Andrea Lynch, and Cheryl Bartel met with senior UCLA serials cataloging staff and the head of Biomedical Library Cataloging Division for recommendations about *Latitudes*. They suggested that we get an ISSN for *Latitudes*; they also provided suggestions for catalog record structure, especially as it relates to online archives of *Latitudes*. In general, they applauded the design of the *Latitudes* home page and the newsletter in general, especially as it compares with other electronic newsletters.
- PSRML staff participated in the monthly Tribal Connections teleconferences.
- PSRML staff participated in monthly NN/LM teleconferences on outreach training and exhibits, consumer health outreach, and DOCLINE, as well as the general monthly RML teleconferences.
- While in Reno, NV, to staff a conference exhibit, Heidi Sandstrom and Alan Carr visited the new Savitt Medical Library at the University of Nevada, Reno. Potential sources of funding for several outreach projects that are in the planning stages were discussed.
- Heidi Sandstrom has continued to represent PSRML in working with the Public Health Information Subcommittee of the Arizona Turning Point project. The chair of this Subcommittee retired in May, so no meetings were held this quarter.
- Two issues of the PSRML newsletter, *Latitudes*, were published: May-June 2002 and July-August 2002 issues. The web statistics for the *Latitudes* index page for the quarter was 1918 hits.
- PSRML web usage summary statistics are:

Month	Visits	Page Views
May 2002	6,905	50,991
June 2002	6,215	45,186
July 2002	6,568	46,780

- More detailed statistics can be found at: <https://staff.nlm.gov/usage/psr/>.
- New web services during the quarter included the “HIV/AIDS Information Summit”² and “Guide to EFTS in the NN/LM Pacific Southwest Region.”³

² http://nlm.gov/psr/aids_summit.html

³ <http://nlm.gov/psr/efts.html>

- In June Michael Miller agreed to join the Partners site redesign team. He will be working with the team to redesign the Partners in Information Access for Public Health Professionals website.
7. Consulting with the Regional Advisory Committee
 - A number of the Regional Advisory Committee members volunteered to serve as reviewers for the upcoming outreach awards program.
 8. Obtaining feedback from users and recommending ways of improving information access
 - Feedback was gathered during regional network visits and electronic communications, as well as during exhibits, training, and other outreach contacts. Recommendations were forwarded as appropriate.
 9. Providing a computer-equipped training facility
 - The training facility was used by the following groups: UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Reference Division; the Biomedical Library, Louise Darling Staff Development Committee; and PSRML staff.
 10. Conducting or 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.
 11. Promoting NLM-sponsored grants
 - PSRML publicized the NLM solicitation, "Application of Advanced Network Infrastructure in Health and Disaster Management."
 - In response to a question from a local Veterans Administration library about grant opportunities for enhancing electronic access in the VA library network, PSRML recommended the IADL program after verifying federal institution eligibility with Valerie Florance in NLM's Extramural Programs
 - Last quarter, Elaine Graham and Heidi Sandstrom met with Patrick Newell, Systems Librarian at California State University, Fresno, to hear his ideas for enhancing public access to local health information in the Central Valley of California. This quarter we followed-up with Mr. Newell on applying for funding for a project through the upcoming NN/LM outreach RFP.
 12. Following up on NLM funded grants in the region
 - No activity.

B. OUTREACH PROGRAMS

- PSRML submitted names of potential NN/LM outreach award proposal reviewers to the National Network Office (NNO) and provided comments on the draft RFP.
- In mid-May, PSRML submitted comments and questions in preparation for the RML Directors Meeting discussions on public health and public library outreach evaluation.
- Alan Carr submitted three second-round 2002 Express Outreach Award proposals to NNO for review and approval.
- Kay Deeney was invited to serve on the Technical Advisory Committee of the NN/LM National Outreach Mapping Center (NOMC). The committee held weekly teleconferences to review key NOMC documents and to consider revisions to the outreach reporting form.
- PSRML established an agreement with the Arizona Health Sciences Library to conduct an outreach project, "Health Information for Arizona's Tribal Nations."

1. Outreach to Health Professionals

- Alan met with Diana Thatcher from the Southern California Injury Prevention Center (SCIPC), located on the UCLA campus, and discussed the possibility of outreach to community groups that she works with. Diana invited Alan to attend the SCIPC tenth annual conference on June 13, 2002, in Los Angeles; all attendees received NN/LM handouts and contact information in the conference packets.
- Kay attended the African Marketplace and Cultural Faire in Los Angeles, CA, where she made some contacts with the California Black Women's Health Project, Black Women for Wellness, and the Black Women Physicians group.
- Alan Carr met with Russ Toth, Director, California AIDS Clearinghouse, on June 6, 2002, to begin planning for the HIV/AIDS Information Summit. The HIV/AIDS Information Summit page was added to the PSRML web site. Possible venues were explored for the Summit to be held on the UCLA campus on March 19, 2003. The HIV/AIDS Information Summit Steering Committee was convened; the committee is composed of the following members:
 - Alan Carr, Chair, PSRML;
 - Joe Cavan, Council of Community Clinics, San Diego;
 - Mark Etzel, Neuropsychiatric Institute, UCLA;
 - David Fletcher, Plumas County Public Health Agency;
 - Lisa Smith, School of Public Health, Department of Epidemiology, UCLA;
 - Scott Stumbo, Center for AIDS Prevention Studies, UCSF; and
 - Phaedra Torres, California AIDS Clearinghouse.

2. Consumer Health Information Services

- Kay Deeney submitted a proposal to the Nevada Library Association to teach a consumer health workshop at the Annual Conference to be held in October 2002, in Ely, NV. (The proposal was subsequently accepted.)
- PSRML provided promotional items to be used in the second annual Health Information @ Preuss competition; this is a continuation of the project originally funded through the NN/LM Access to Electronic Health Information for the Public outreach award program.
- Kay Deeney arranged for Susan McGlamery from the Metropolitan Cooperative Library System to conduct training on July 24, 2002, at PSRML for ten network librarians, volunteer participants in the Medical Digital Reference Project. The NN/LM volunteers will handle health-related digital reference calls referred by public librarians. A practice schedule was established for the librarians who participated in the Southern California training, and plans were made for additional training in Northern California in August. Heidi Sandstrom attended the 24/7 Reference Software training; she began piloting the software in two-hour weekly sessions in August and September.
- Four Consumer Health Information for California (CHIC) workshops were conducted for librarians and health information providers in the Cascade Pacific Library Network (CPLN) region of California this quarter. (Six workshops have been conducted to date.) The CPLN region includes the thirteen northernmost rural counties of California. Two workshops were conducted at each of two public library sites in the region. Each workshop included three 3-hour modules covering health reference, use of print health information resources, and use of online health information resources.⁴ The portable LAN was used for the demo/hands-on portion of the training in Redding, while a Gates computer lab was used for training in Eureka. At the Shasta County Library training site (Redding, April 30-May2), 41 participants came from public libraries in Modoc, Shasta, and Trinity Counties; Shasta County Public Health Department; and Shasta High School. Participants at the Humboldt County Main Library training site (Eureka, June 25-June 27), 65 participants came from public libraries in Del Norte and Humboldt Counties; United Indian Health Service; Humboldt State University; and Eureka High School.

The workshops received high evaluations from the participants, many of whom are not professional librarians. A public health department participant used the opportunity to network with public librarians about health information resources she could provide to the libraries. An attendee from an Indian health service had not had any previous formal training on providing library services. Learning about the online health information resources was especially valuable to library staff in this region, as many of the libraries are located in very remote areas and have come to rely heavily on online resources; one participant drove 150 miles to attend the workshop. Also, the CPLN was about to lose its access to Gale's Health and Wellness Resource Center, as the license agreement was expiring on June 30, so interest and satisfaction

⁴ <http://nmlm.gov/psr/chic.html#trainingmodules>

with MEDLINEplus resources was high. Print training resources (105 books), provided through a grant from the California State Library, and were given to the CPLN at the completion of the workshops. The format and content of the existing CHIC modules will be modified for future public library workshops; these workshops will focus on unique aspects of providing health reference, medical terminology, and online resources.

- Heidi Sandstrom met with Scott Willis, librarian of Consumer Health Program and Services (CHIPS) of the County of Los Angeles Public Library⁵ on May 7, 2002. She encouraged participation in SERHOLD/DOCLINE/LOANSOME DOC to enhance access to the substantial CHIPS health collection; gave an update/demonstration of NN/LM and NLM resources and services for the public; and discussed ways to increase visibility and funding for CHIPS, a service that has been in existence since the mid-1970s. Following the meeting, Heidi toured Carson Regional Public Library, home of CHIPS.
- Heidi Sandstrom met with the staff of the California Healthy Kids Resource Center (CHKRC)⁶ on May 8, 2002. The Center maintains a comprehensive collection of health education materials for use by teachers, administrators, other professionals, parents, and community personnel who work with students in preschool through grade 12. Funded by the California Department of Education and the California Department of Health Services, the CHKRC was created to encourage schools throughout California to establish stimulating and effective health education programs and to provide accurate and sound information about health issues. Heidi met with the staff to increase their awareness through demonstrations and discussion of NN/LM and NLM resources and services for the pre-K-12 audience and for those who work with them. She also mentioned the upcoming funding that will be available with the next NN/LM outreach RFP. CHKRC staff expressed interest in working with PSRML to facilitate the development of lesson plans/curriculum materials for teachers of upper elementary, middle and high school students on the topic of health information on the Internet.
- On May 9-10, Heidi Sandstrom attended a day-and-a-half meeting in Anaheim, CA, titled "Health Literacy Conference: State of the Art 2002." Sponsored by the Institute for Healthcare Advancement (IHA), the conference provided an overview of the state of the art in health literacy education to 250 attendees from 28 states. Below is an excerpt from a summary of the conference:

Most speakers shared statistics about low health literacy and its potentially damaging effects – and some were quite staggering. "Forty-six percent of American adults can't understand the label on a prescription," said IHA president and CEO Gloria G. Mayer, R.N., Ed.D., in a press conference before the event got under way. Citing research by Robert Friedland, Ph.D., who delivered the keynote address on Friday morning, Dr. Mayer stressed that low

⁵ <http://www.colapublib.org/services/chips.html>

⁶ <http://www.californiahealthykids.org/>

health literacy increases healthcare costs by \$73 billion a year, underscoring the urgency and scope of this issue on a national level.⁷

At the conference, Heidi met two attendees who work for Vision Literacy, formerly the Santa Clara County (California) Library Reading Program. Vision Literacy is dedicated to improving the community by helping adults improve their literacy skills. The Community Learning Center is an innovative partnership between Vision Literacy, PlaneTree Health Library (San Jose), and the Santa Clara Valley Medical Center. The center was established to provide people who have limited reading skills with access to free health information and adult literacy services, and to provide the general public with a resource on a wide array of health issues. After the conference Heidi contacted Candace Ford at PlaneTree about potential collaboration on a regional health literacy project.

- Elaine Graham and Heidi Sandstrom met with Pejman Salimpour, M.D., and other staff members at the newly established office of the NexCare Collaborative at meetings on May 13 and June 14. The NexCare Collaborative is a not-for-profit organization created to develop and operate the Los Angeles County Proposition 10 Commission's⁸ Warm Line contact center. This center will provide information and referral as well as parent support and assistance to expectant parents and parents of children up to age five in Los Angeles County. According to the Collaborative website,⁹ "Experts estimate that the Warm Line telephone help line service could receive 350,000 or more requests for assistance each year." Elliot Siegel at the National Library of Medicine referred Dr. Salimpour, who requested that PSRML librarians assist NexCare in developing website content and a "ready reference" collection for use by help line staff and health professionals associated with the project. While we recommended that NexCare hire or contract for the services of a librarian to meet this need, we also provided the staff with information on consumer health information resources and services, and on existing I&R services and projects. We also responded to their requests during the quarter for advice and information. In July, we provided NexCare with a training outline and consultation summary; we are currently waiting to hear about plans to implement training.
- On May 19, 2002 (in conjunction with the Medical Library Association annual meeting), Heidi Sandstrom met with other RML staff members who are interested in providing electronic access to health information materials in other languages. She participated in a subsequent teleconference on July 12 of this group, now called the Foreign Language Materials Group. The group's purpose is to improve communication about and support of individual projects in the NN/LM regions that are enhancing access to online multicultural materials. Heidi is currently working on

⁷ http://www.iha4health.org/healthlit_conf02_overview.html

⁸ Proposition 10 is a citizen initiative approved by California voters in the November 1998 election. The proposition creates the Children and Families First Program to "promote, support, and optimize (the) early childhood development" of children from the prenatal stage until their fifth birthday. The program may also assist families and others who care for young children. Proposition 10 increased the state tax on cigarettes and other tobacco products. The money from this increase - approximately \$700 million a year - is used to fund the statewide Children and Families First Program. Los Angeles County receives approximately \$165 million annually.

⁹ <http://www.nexcarecollaborative.com>

a pilot project to provide access to digitized pamphlet materials in foreign languages (see Appendix A for a project update).

- Last quarter Heidi Sandstrom and Nancy Press facilitated the Consumer Health Coordinators Teleconference (February 12, 2002) on the topic of consumer health fields in DOCUSER. Heidi drafted and distributed a proposal for consumer health fields in DOCUSER; after discussion at the teleconference, the proposal was forwarded with comments to the DOCLINE Interface Review Team (DIRT). This quarter, at NNO's request, Heidi prepared a chronology of developments regarding the issue and a document that maps the Pacific Southwest Region's Consumer Health Library Directory fields to fields in DOCUSER (see Appendix B.) In July, Heidi asked if CAPHIS executive board members are interested in creating a single national consumer health library directory that could potentially be derived from DOCUSER data. (The CAPHIS response will be forwarded when it is received.)
- April Cunningham began a PSRML summer internship. Her internship project is to develop a press kit for use by Network and public librarians to promote the new MEDLINEplus en español service within their organizations and communities. April successfully drafted supporting documents for this kit within a relatively short timeframe. As part of her internship, she accompanied Heidi Sandstrom and Julie Kwan to a meeting with Louix Escobar of Santa Monica Public Library to discuss the project and its potential usefulness to public librarians serving Spanish-speaking communities. (April Cunningham subsequently was offered a Winter Quarter 2003 internship at PSRML to work on a collaborative project with Santa Monica Public Library to train librarians, community health workers, and the public on using the English and Spanish language resources of MEDLINEplus.)
- In mid-July, 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 Directory¹⁰ originally created by the Pacific Southwest Region, in order to broaden and enhance public access to health collections and services.

3. Training to Support Electronic Access to Health Information

- Kay was contacted by Orange County, CA, network librarians about the possibility of teaching an advanced PubMed class for them. The class was planned for September, 2002, at Long Beach Memorial Medical Center.

4. Exhibits and Presentations at Meetings

- Alan Carr, Kay Deeney, and Julie Kwan attended the NLM exhibit training workshop on May 16, 2002, prior to the RML Directors Meeting and MLA Annual Meeting in Dallas, TX. Mim Goldberg was the instructor for the workshop entitled, "You Can't Just Show Up."

¹⁰ <http://nmlm.gov/hip/chdir/>

- Kay Deeney collaborated with Toni Yancey of the Southeastern/Atlantic RML on updating the NN/LM exhibit manual.
- PSRML exhibited at the following conferences:
 - American College of Obstetricians and Gynecologists (ACOG), Los Angeles, CA, May 4-6, 2002
Exhibit volunteers: Liz Gnerre, House Ear Institute; Dominique Turnbow, UCLA GSEIS graduate student, Los Angeles, CA
 - American Academy of Nurse Practitioners Annual National Conference (AANP) Reno, Nevada, June 19-23, 2002
Exhibit volunteers: Joan Zenan, Savitt Medical Library, University of Nevada, Reno; Sherry McGee, Washoe Medical Center Library, Reno

Heidi Sandstrom presented: “Health Resources for Seniors from the National Institutes of Health: Implications for Nurse Practitioners” at the poster session (see exhibit report).

 - National Urban League, Los Angeles, July 27-30, 2002
Exhibit volunteers: Cheryl Bartel, UCLA GSLIS graduate student, Liz Gnerre, House Ear Institute; Sheldon T. McCorn, University of Southern California; Dominique Turnbow, Kaiser Permanente, Los Angeles, CA.
- Kay Deeney assisted NLM with the American Library Association exhibit, Atlanta, GA, June, 2002. Kay updated and presented the ClinicalTrials.gov brief demo for the NLM booth presentations.

5. Technology Awareness and Integration

- No activity.

6. Library Improvement

- No activity.

7. Connections

- Kay worked with the Community Care HIV/AIDS Project (CCHAP) Drop In Center in Clearlake, CA, to fund a microcomputer and Internet connection as part of the Internet Connectivity Support Program.

8. Other Activities

- Alan Carr and Elaine Graham attended the MLA post-conference symposium, “Leadership Reconsidered: Developing a Strategic Agenda for Leadership in Health Sciences Libraries,” on May 22, 2002, in Dallas, TX.

- Alan Carr, Kay Deeney, Elaine Graham, and Julie Kwan attended the workshop, “Information Literacy in the Health Sciences,” on June 5, 2002 at UCLA. The program was sponsored by the Medical Library Group of Southern California and Arizona; six different meeting sites were linked together by videoconference.
- Alan Carr attended “Keeping Up with PubMed, the NLM Gateway, and ClinicalTrials.gov,” presented by the NN/LM National Training Center and Clearinghouse on June 25, 2002, at UCLA.
- Elaine Graham presented an “NLM Update” for the Special Libraries Association, Medical Section of the Biomedical and Life Science Division, Los Angeles, May 9, 2002.

APPENDIX A

Digitization Pilot Project Update

Digitization Pilot Project Update

The overarching goal of the pilot has been to develop an information structure and process for identifying, evaluating, digitizing, and enhancing discovery of foreign language consumer health information resources (heretofore only available as hardcopy documents) on the web.

In 2001, Beryl Glitz, a librarian consultant, used data from Consumer Health Library Directory survey to identify potential sources of these resources in the NN/LM Pacific Southwest Region. She contacted these sources, obtained documents, and sent the documents along with a report of her overall findings to PSRML. Even though some libraries had reported foreign language collections, the number and scope of documents ultimately identified was limited.

Later that same year, PSRML staff attended a workshop on database-driven websites, and met with Howard Batchelor, Digital Library Coordinator at UCLA, about the feasibility of using tools already developed at UCLA to provide access to digitized materials. Because the focus of digitization efforts at UCLA is driven by preservation and archival concerns, PSRML staff had some difficulty in interpreting and adapting the tools to the more immediate and practical needs of the pilot.

This year several drafts of a metadata scheme have been produced, incorporating collection level data, digital object data, and administrative data from the UCLA Digital Library Core Database (CD). The scheme also includes discovery data, incorporating Dublin Core elements, qualifiers, and encoding schemes found in the CD and in other project tools accessible via the web; namely, tools linked from the Dublin Core Metadata Initiative site (www.dublincore.org).

To date, a sample set of heterogeneous documents from a variety of organizations has been selected, scanned and saved as .PDF files. Descriptive item level data and digital object data has been captured and entered into the CD (an MS Office Access database). Subject headings and keywords are being applied to each item. When all data has been entered into the CD, plans are to export the data and the database file structure into a MySQL database and to write a web application in PHP; a website design has already been drafted.

APPENDIX B

Consumer Health Library Directory-2002 Update

Region 7 Public Library Pilot Project

In 1998, when NLM launched its Public Library pilot project in select NN/LM regions (and MEDLINE*plus* debuted), Region 7 submitted a proposal to the NNO to enter into a cooperative agreement with the Del E. Webb Library of Loma Linda University to conduct a public library project (see <http://nmlm.gov/psr/chic.html>). The California State Library was also a partner in this project. Included in the proposal was a plan for the RML to conduct a survey of California public and Network libraries.

Survey of California Libraries

Questionnaires (see http://nmlm.gov/psr/chld_surveys.html) were sent in 1999 to California public and Network libraries for the purpose of identifying existing consumer health information resources and services, and collaborations between public and Network libraries. Results of this survey indicated that over 99% of public libraries have consumer health materials and offer consumer health information services to the public, while just over 50% of Network libraries do so. Unfortunately the questionnaires did not measure the quality of materials/services. The percentage of collaborations reported between public and Network libraries was small.

NLM Expands Scope

When NLM expanded the scope of its mission in 1999 to include the general public, Heidi Sandstrom moved from the position of Network Coordinator to Consumer Health Information Services Coordinator for Region 7. In August of 1999, she convened a meeting of consumer health librarians in Northern California. This group was supportive of the idea of coming up with a directory to identify and improve access to consumer health information services nationwide, and of NLM and CAPHIS working together to develop such a directory. The group felt that it was not enough to state that a library is open to the public and has a consumer health information collection but that information professionals who were competent in CHI services were identified. but that the role/expertise of the consumer health librarian should be recognized.

Network Membership Revisited

In August 1999, a small group was convened by the NNO to develop and submit a revised definition of Network Membership. A new category, Affiliate Member, was developed to accommodate non-medical library recruitment efforts by the NN/LM.

Development of Region 7 Directory

Because of the initial survey results, Region 7 decided it would be best to create a directory of those Network libraries (some are public libraries) that offer consumer health information services to the public, so that it would be easier for the public and public librarians in the Region to access these resources/services (California already had an online library directory). Data for these Network libraries was updated in October of 2000, and the Directory went online in 2001. Other states in the region also asked to be included in the Directory and were later added. Because of our partnership with the California State Library and the Library of California

(LOC), a multi-type library network enacted into law in 1999, the Directory is searchable by LOC regions.

This Directory was developed as a prototype for providing access to all types of libraries that specialize in consumer health information services: you have to have a website to be included in MEDLINEplus, you have to be a member of MLA/CAPHIS to be included in the CAPHIS directory, DOCUSER was not publicly accessible, and the NN/LM Find a Library was providing minimal data on consumer health information services.

Including Region 4 Libraries in the Region 7 Directory

Stephanie Weldon shared the Directory with librarians in Region 4; they indicated that they would like a directory for their region as well. Claire Hamasu contacted Region 7 in early 2002 about adding Region 4 to the Directory, and developing a survey to evaluate usefulness of the Directory. The Region 7 Directory will be slightly modified, and Region 4 states will be added in June 2002.

DOCUSER Modifications

With the successful launch of DOCLINE on the web, the issues of reviewing the DOCLINE interface and DOCUSER fields surfaced in 2001. It has been my experience in the past couple years that instructing members of the public and public librarians on how to find consumer health librarians/services in the region has been difficult. The reason for this is that there are so many competing avenues of access to this type of information: the Consumer Health Libraries page of MEDLINEplus, NN/LM's Find a Library page, our Region 7 Consumer Health Library Directory, and the CAPHIS Library Directory. In August 2001, I started to draft a proposal to facilitate communication among the "stakeholders" for consumer health information services. Because the DIRT team was just getting started, I decided to wait until they asked for input from the NN/LM CH Coordinators, which they did in late 2001.

Consumer Health Coordinators Teleconference – 2002

Nancy Press emailed the Regional CH coordinators in December 2001 about providing input to DIRT on CH DOCUSER fields. Nancy and I talked about my proposal and decided that we should draft some suggested fields for a February CH teleconference.

Joyce Backus and some NLM staff members sat in on the teleconference. A couple suggestions were received from the CH coordinators from other Regions about the definition of health collection and about including a generic (rather than personal email address) for the public to access consumer health information services. My impression from the teleconference is that the MEDLINEplus team had something much more minimal in mind than the fields being proposed by the CH Coordinators.

APPENDIX C

Outreach Reporting Forms

OUTREACH REPORTING FORM			
(Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: May 1, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module II (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Modoc, Shasta, and Trinity Counties, Shasta County Public Health Dept.; Shasta High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Shasta County Library			
A. CITY Redding	B. STATE CA	C. ZIP CODE 96001-0418	
D. COUNTY Shasta County	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY 3.0	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	12		
TOTAL	12		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-794-6572**

OUTREACH REPORTING FORM

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: **May 2, 2002**

TYPE OF ACTIVITY: NLM System Technology Awareness Other (specify)
Consumer Health Information for California - Module III
(Hands-on Consumer Health Training Workshop for Public Librarians)
 Other Internet Session Train the Trainer

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:
 Cascade Pacific Library Network

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY:
Pacific Southwest Regional Medical Library

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:
Public Libraries from Modoc, Shasta, and Trinity Counties, Shasta County Public Health Dept.; Shasta High School

6. LOCATION WHERE ACTIVITY OCCURRED: **Shasta County Library**

A. CITY Redding	B. STATE CA	C. ZIP CODE 96001-0418
------------------------	--------------------	-------------------------------

D. COUNTY Shasta County	E. CONGRESSIONAL DISTRICT: 2nd District
--------------------------------	------------------------------------------------

7. LENGTH OF ACTIVITY 3.0	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
----------------------------------	------------------------------------------------------------------------------------------

9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
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11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	17		
TOTAL	17		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-794-6572**

OUTREACH REPORTING FORM

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: **June 25, 2002**

TYPE OF ACTIVITY: NLM System Technology Awareness Other (specify)
Consumer Health Information for California - Module I.
(Hands-on Consumer Health Training Workshop for Public Librarians)
 Other Internet Session Train the Trainer

3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY:
Cascade Pacific Library Network

4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY:
Pacific Southwest Regional Medical Library

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:
Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School

6. LOCATION WHERE ACTIVITY OCCURRED: **Humboldt County Library**

A. CITY **Eureka**

B. STATE **CA**

C. ZIP CODE **95501**

D. COUNTY **Humboldt**

E. CONGRESSIONAL DISTRICT: : **1st District**

7. LENGTH OF ACTIVITY **3.0**

8. HANDS ON PRACTICE YES NO

9. CEU YES NO
 CME YES NO

10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) YES NO

11. NUMBER OF PERSONS WHO ATTENDED:

CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	24		
TOTAL	24		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-794-6572**

OUTREACH REPORTING FORM			
(Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: June 26, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module II. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Humboldt County Library			
A. CITY Eureka	B. STATE CA	C. ZIP CODE 95501	
D. COUNTY Humboldt	E. CONGRESSIONAL DISTRICT: 1st District		
7. LENGTH OF ACTIVITY 3.0	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	23		
TOTAL	23		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-794-6572**

OUTREACH REPORTING FORM			
(Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: June 27, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Humboldt County Library			
A. CITY Eureka	B. STATE CA	C. ZIP CODE 95501	
D. COUNTY Humboldt County	E. CONGRESSIONAL DISTRICT: 1st District		
7. LENGTH OF ACTIVITY 3.0	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	18		
TOTAL	18		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-794-6572**

OUTREACH REPORTING FORM			
(Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: July 24, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
Medical Digital Reference Training Project			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Pacific Southwest Regional Medical Library			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library / Metropolitan Cooperative Library System			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: UCLA Louise M. Darling Biomedical Library			
6. LOCATION WHERE ACTIVITY OCCURRED: UCLA Louise M. Darling Biomedical Library			
A. CITY Los Angeles	B. STATE CA	C. ZIP CODE 90095	
D. COUNTY Los Angeles	E. CONGRESSIONAL DISTRICT: 34		
7. LENGTH OF ACTIVITY 4.0	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	9		
TOTAL	9		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Kay Deeney Sandstrom 310-206-0525**

APPENDIX D

Exhibit Reports and Budgets

Exhibit Report

I. DATE OF REPORT: July 3, 2002

II. NAME OF PERSON SUBMITTING REPORT: Alan Carr

III. ADDRESS: UCLA Louise M. Darling Biomedical Library
Pacific Southwest Regional Medical Library
12-077 Center for the Health Sciences, Box 951798
Los Angeles, CA 90095-1798

IV. EXHIBIT SPECIFICS:

- **Name of Meeting:** American Academy of Nurse Practitioners Annual National Conference
- **Location:** Reno, Nevada
- **Dates:** June 19-22, 2002
- **PSMRL Staff:** Alan Carr, Heidi Sandstrom
- **Volunteers:** Joan Zenan, Savitt Medical Library, University of Nevada, Reno; Sherry McGee, Washoe Medical Center Library, Reno
- **Number of Registrants:** 2,000
- **Number of Exhibitors (Companies):** 100

<u>Dates</u>	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
6/19/02	7-9	47	61	0
6/20/02	9-12:30, 5-8	77 18	59 41	0
6/21/02	9-12:30, 2:30-6:30	10 8	45 15	0
6/22/02	9-12	14	21	0

V. EXHIBIT SUMMARY:

A. Pre-Exhibit Meetings/distribution of pre-mailers, letters or invitations:

There were no Pre-Exhibit Meetings. There were weren't any distribution of pre-mailers, letters or invitations.

B. Booth Location:

The booth was located on the last aisle on the right, in relation to the exhibit hall entrance, towards the back corner.

C. Description of System Program Presentations:

A proposal abstract was submitted by the deadline to present a "vendor" poster. The poster application titled *Health Resources for Seniors from the National Institutes of Health: Implications for Nurse Practitioners* was then approved. It was attended during two separate viewing times, each one hour long, and received a total of 46 visitors. No difficulties were encountered with this process.

D. Problems:

Exhibit hours were rather lengthy, and included a number of evening hours. The long afternoon breaks required an extra set-up and tears down of the equipment, because the exhibit area was not completely secured.

E. User Feedback:

The group was generally enthusiastic about NLM resources. Many folks did not know about MEDLINEplus, and others did not realize that MEDLINE was available free of charge through PubMed. Overall comments about NLM resources included: "Wonderful; use them all the time!" Others commented that MEDLINEplus would be useful in a rural area, and should have a page on tips for talking to your nurse (vs. doctor). Some people thought that MEDLINEplus was an enhanced version of MEDLINE, so we spent a lot of time highlighting the differences between PubMed and MEDLINEplus.

F. Suggestions/Comments:

We attended the Exhibitor Advisory Council Meeting on June 21. The exhibit coordinator said the one reason for the evening hours was an attempt to leave a couple of free hours before and after programming so the attendees would have more time to go to the exhibits. Several exhibitors commented that the exhibit hours were too long, and ran too late into the evening. It was reported that exhibit traffic was much heavier in 2002 than in 2001.

H. Recommendations: Should NLM exhibit at this meeting next year?

(Yes or no, give reasons for your answer):

Yes, the attendees were very eager to learn about new resources, and wanted handouts to take back to their offices. It was very worthwhile.

I. Other MEDLINE Information Providers: N/A

VI. BUDGET SHEET

V. APPENDICES:

Be Well. Be Informed. Consumer Health On-line Resources Guide

http://nmlm.gov/psr/pdf/bwbi_eng.pdf

http://nmlm.gov/psr/pdf/bwbi_esp.pdf

BUDGET FORM**American Academy of Nurse Practitioners Annual National Conference
Reno, Nevada
June 19-22, 2002**

SPACE RENTAL	10 x 10 Booth rental	\$1,800.00
MATERIAL HANDLING	Unloading at shipping dock and delivery	\$252.00
ELECTRICITY	Two 50 watt outlets	\$186.00
PHONES	Two standard phone lines, and deposit	\$370.00
FURNITURE		\$274.00
CARPET/PADDING		\$216.50
FREIGHT	Note: Cost for this shipment was higher than usual due to the exhibit locale (shipping from Los Angeles, CA to Reno, NV) and the total weight of over three hundred pounds of materials and display.	\$765.88
CLEANING		\$27.00
EXHIBIT TOTAL		\$3,891.38
Air/Ground Transportation/ Registration Fee/ Meals/Lodging	Alan Carr, Heidi Sandstrom	\$700.00
TRAVEL TOTAL		\$700.00
GRAND TOTAL		\$4,591.38

Exhibit Report

I. DATE OF REPORT: May 10, 2002

II. NAME OF PERSON SUBMITTING REPORT: Kay Deeney

III. ADDRESS: UCLA Louise M. Darling Biomedical Library
Pacific Southwest Regional Medical Library
12-077 Center for the Health Sciences, Box 951798
Los Angeles, CA 90095-1798

IV. EXHIBIT SPECIFICS:

- **Name of Meeting:** American College of Obstetricians and Gynecologists Annual Clinical Meeting
- **Location:** Los Angeles, CA
- **Dates:** May 6-8, 2002
- **PSRML Staff:** Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan
- **Volunteers:** Liz Gnerre, House Ear Institute, and Dominique Turnbow, UCLA GSEIS graduate student, Los Angeles
- **Number of Registrants:** 4,039
- **Number of Exhibitors (Companies):** 348

Date	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
5/6/02	10-4	62	40	<u>0</u>
5/7/02	10-4	89	49	<u>0</u>
5/8/02	10:30-2:30	48	32	<u>0</u>
Total	16 hours	199	121	<u>0</u>

IV. EXHIBIT SUMMARY:

A. Pre-Exhibit Meetings/Distribution of distribution of pre-mailers, letters or invitations:

There were no Pre-Exhibit Meetings. There were weren't any distribution of pre-mailers, letters or invitations.

B. Booth Location:

The corner booth was located in a back, central right side area. We had the truss exhibit, and had no major problems with the setup or teardown.

C. Description of System Program Presentations:

Most attendees were physicians who used PubMed regularly, but did not know about Cubby or Systematic Reviews. They were delighted when these were demonstrated to them. Several of them were in charge of residency education programs and were eager to make sure their residents knew about these features of PubMed. A number of international visitors – from Panama, Honduras, Spain, Israel, Costa Rica, and Canada – visited the booth. Some of the ACOG sessions were presented in Spanish. We helped booth visitors find participating LinkOut libraries and/or libraries offering Loansome Doc service. One visitor commented: “Why can I find more in PubMed than in Ovid?”

We also demonstrated MEDLINEplus for patient education. We showed at least one attendee where she could put MEDLINEplus as a link on her homepage. ACOG gives members access to searching MEDEM, the physician practice communications network which includes patient education topics on their individual web pages.

E. Problems:

The conference sessions were in another part of the LA Convention Center and attendees needed to make a point of coming to the exhibit area. Many said they were familiar with MEDLINE and wanted to rush off. We tempted them to stay for a demo by asking if they ran searches regularly and had a cubby, or knew about the systematic reviews. The search, “hrt” worked well with this group because PubMed maps the term to Hormone Replacement Therapy.

F. User Feedback:

As usual at physician meetings, many asked how they could get hold of the full text of the journal articles. Many said they had access to good librarians in their institutions that did searches for them! One attendee wanted more flexible printing options in PubMed such as including LinkOut icons in the printout.

G. Suggestions/Comments:

The ACOG Resource Center set up a computer lab for attendees to test various programs. They included a fact sheet on Searching MEDLINE through PubMed. The librarians from the Resource Center stopped by to give us a packet of their information. Future NN/LM exhibitors should consider working with the Resource Center to put on an educational presentation.

H. Recommendations: Should NLM exhibit at this meeting next year?

Yes, this specialty group of obstetricians and gynecologists is a useful group to target for exhibiting and one-on-one training in the booth. I would recommend working with the ACOG Resource Center librarians to put on a PubMed class. Of the over 4,000 attendees, 91.4% were physicians, 7.1% were other healthcare professionals, and 1.5% were medical students. In addition, 94% were US registrants, and 6% were international registrants.

I. Other MEDLINE providers:

Merck was demonstrating their Merck Medicus which does bring up MEDLINEplus in a window within Merck Medicus, and PubMed. They do spell MEDLINEplus as MEDLINE plus—two words. I pointed this out to them, and hopefully they will fix this. Up-To-Date was also exhibiting; this product has in-depth information for the clinician with over 40,000 pages of text, 10,000 graphics, 100,000 MEDLINE abstracts, and an extensive drug database.

V. BUDGET SHEET

VI. APPENDICES:

Be Well. Be Informed. Consumer Health On-line Resources Guide

http://nmlm.gov/psr/pdf/bwbi_eng.pdf

http://nmlm.gov/psr/pdf/bwbi_esp.pdf

BUDGET FORM

**American College of Obstetricians and Gynecologists Annual Clinical Meeting
Los Angeles, CA
Dates: May 6-8, 2002**

(Joint Exhibit with NLM utilizing Exhibitgroup/Giltspur services for the
NLM Truss Exhibit. Exhibit expenses substantially reduced.)

SPACE RENTAL	10 x 10 Booth rental	\$2800.00
MATERIAL HANDLING	Unloading at shipping dock and delivery	\$0.00
ELECTRICITY	Two 50 watt outlets	\$0.00
PHONES	Two standard phone lines, and deposit	\$0.00
CARPET/PADDING		\$0.00
FREIGHT		\$308.16
EXHIBIT TOTAL		\$3108.16
Air/Ground Transportation/ Registration Fee/ Meals/Lodging	(Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan)	\$200.00
TRAVEL TOTAL		\$200.00
GRAND TOTAL		\$3308.16

Exhibit Report

I. DATE OF REPORT: August 8, 2002

II. NAME OF PERSON SUBMITTING REPORT: Kay Deeney

III. EXHIBIT SPECIFICS:

- **Name of Meeting:** National Urban League
- **Location:** Los Angeles, CA
- **Dates:** July 27-30, 2002
- **PSRML Staff:** Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan, Heidi Sandstrom
- **Volunteers:** Cheryl Bartel, UCLA GSLIS graduate student; Liz Gnerre, House Ear Institute; Sheldon T. McCorm, University of Southern California; Dominique Turnbow, Kaiser Permanente, Los Angeles, CA
- **Number of Registrants:** 11,000
- **Number of Exhibitors (Companies):** 167

<u>Dates</u>	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
7/27/02, Saturday	12-5	114	33	0
7/28/02, Sunday	11-5	130	45	0
7/29/02, Monday	10:30-12:30, 2:30-5	90	45	0
7/30/02, Tuesday	10:30-12:30, 2:30-5	160	32	0
Total	20 hours	494	155	0

IV. EXHIBIT SUMMARY:

A. Pre-Exhibit Meetings/Distribution of distribution of pre-mailers, letters or invitations:

There were no pre-exhibit meetings. There weren't any distribution of pre-mailers, letters or invitations.

B. Booth Location: We had a corner booth in a central location and NLM's EEO booth was located around the corner from us.

C. Description of System Program Presentations:

We mostly highlighted MEDLINEplus at the booth. In addition to our usual capability brochures, we brought about two dozen copies of the *NLM Black Bag: from the Journal for Minority Medical Students*, but visitors took only a few copies.

D. Problems:

Security was a bit lax. Attendees were often let in earlier than the exhibit hours, and they weren't escorted out as vigorously as at some meetings where we have exhibited. The exhibitor registration desk was not able to give exhibitors their badges during set-up times, so it was quite chaotic the first morning of the show. Raffle winners were announced loudly on the hour, and this was quite disruptive in communicating with booth visitors.

E. User Feedback:

NUL attendees were very receptive to MEDLINEplus. Several were very excited to hear about it, and a few stopped by a second day to say they had tried the web site after talking with us. Most visitors to the booth had home computers.

“This is a great use of taxpayer money!” “Drug information is much more informative than package inserts.” “MEDLINEplus! Wonderful! I didn't know about this and will use it!”

A few nurses and physicians and other health care personnel stopped by the booth. One physician wanted MEDLINEplus bookmarks for his office. One nurse from a call service was very familiar with MEDLINEplus. One physician said he didn't like the PubMed search engine. He was looking for claim reports relating to malpractice; I tried to get him to be more specific, but it appears he may use Google to do his searches. A few unusual questions came in regarding fad diets such as vitamins that cause one to lose weight, and what foods to eat depending on your blood group.

We also made contacts with a family health center, a dental van service, and a faith-based organization with whom we may partner with in the future.

G. Suggestions/Comments:

NUL came to Los Angeles after a 20 year absence. Plans to come in 1996 were cancelled due to political issues. Next year's planned meeting in Cincinnati was switched to Pittsburgh because of concerns about poor race relations in Cincinnati.

H. Recommendations: Should NLM exhibit at this meeting next year?

Yes, this group was very receptive to the use of MEDLINEplus and hearing any messages we delivered about access to good health information. We were also able to make some useful community contacts.

I. Other MEDLINE Information Providers

NIH and NLM's EEO were present in the exhibit hall.

V. BUDGET SHEET

VI. APPENDICES:

Be Well. Be Informed. Consumer Health On-line Resources Guide.

http://nmlm.gov/psr/pdf/bwbi_eng.pdf

http://nmlm.gov/psr/pdf/bwbi_esp.pdf

BUDGET FORM

**National Urban League
Los Angeles, CA
July 27-30, 2002**

SPACE RENTAL	10 X 10	\$2,400.00
MATERIAL HANDLING	Unloading shipping dock and delivery	\$387.00
ELECTRICITY	Two 50 watt outlets	\$176.00
PHONES	Two standard phone lines, and deposit	\$600.00
CHAIRS/COUNTERS		\$430.00
CARPET/PADDING		\$247.00
CLEANING		\$27.00
FREIGHT		\$422.80
EXHIBIT TOTAL		\$4,689.80
Air/Ground Transportation Meals/Lodging	(Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan, Heidi Sandstrom)	\$500.00
TRAVEL TOTAL		\$500.00
GRAND TOTAL		\$5,189.80