



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

Pacific Southwest Regional Medical Library (PSRML)

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

**Quarterly Progress Report**  
**November 2003 - January 2004**

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QUARTERLY PROGRESS REPORT  
PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY (PSRML)  
NATIONAL NETWORK OF LIBRARIES OF MEDICINE, PACIFIC SOUTHWEST REGION  
NOVEMBER 2003-JANUARY 2004

A. NETWORK PROGRAMS

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

- We learned that the Maricopa County Medical Association Library closed at the end of December 2003.
- We have received reports that network member libraries are getting Loansome Doc requests from countries they do not normally serve. There appears to be some interest, on the part of South American libraries in particular, for finding US libraries that offer economical Loansome Doc service.
- Loansome Doc service is offered by 205 libraries in the Pacific Southwest Region.
- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page<sup>1</sup>:
  - Videotapes/CD-ROMs/DVDs:  
Get Hip to HIPPA: Health Information Professionals and the Health Insurance Portability and Accountability Act (**2 Network Members**); MLA Informationist Conference (**4**); Libraries, Copyright & the Internet (**1**) MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy" (**5**)  
Frankenstein: Penetrating the secrets of nature. (Booklet) (**4**)
  - **Audiocassettes:**  
*Medical Library Association 2003 Annual Meeting and Exhibit – 1*
- PSRML filled **18** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **4568** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads.

2. Assessing the needs of health science libraries

- These were determined from responses received to listserv messages, and in the course of e-mail and phone interactions with network members.

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<sup>1</sup> <http://nmlm.gov/psr/loans/>

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

- According to DOCLINE, Region 7 has a total of 652 network members: 239 affiliate and 413 Full members.

### 4. Implementing the Regional Document Delivery Plan

- In January, 2004, the new EFTS web interface was released. During the pre-release phase, all EFTS Advisory Committee members were asked to test the system, however, the system was released without response to our discovery of system bugs. For example, we reported that it was not possible to update a user profile during the pre-release phase. When the system was made public, a significant number of libraries reported problems with this same issue.
- We are continuing to work with EFTS personnel and others in the region to promote EFTS. Ralph Arcari has set a target of 60% of all DOCLINE libraries becoming EFTS members. We are working towards this goal in our region.
- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences: November 18<sup>th</sup> and December 16<sup>th</sup>.
- DOCLINE statistics for the Pacific Southwest Region are:
  - There are no pending DOCLINE applications.
  - 413 DOCLINE libraries; 31 of these are Borrow-only libraries.
  - 117 DOCLINE routing table approvals were completed at PSRML during the quarter.
  - Four DOCLINE orientations were performed via telephone or in-person during the quarter, which took a total of 3.5 hours.
  - Twenty-eight DOCLINE Library Groups are recognized in our Region. This number includes those library groups that are cross-regional.
  - One hundred and one requests for DOCLINE holds were received and processed during the quarter.
  - Four libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 102 FreeShare library group members in this Region.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<b>Location</b>	<b>Serial Holdings Contributors</b>	<b>Borrow-Only DOCLINE</b>	<b>Total DOCLINE Participants</b>
Arizona	43	7	50
California	308	22	330
Hawaii	15	1	16
Nevada	11	1	12
Pacific Basin	5	0	5
<b>Regional Total</b>	<b>382</b>	<b>31</b>	<b>413</b>

### 5. Meeting responsibilities of Resource Libraries and the RML

- A mid-term evaluation of regional public health and public library initiatives (based on logic models developed by the NN/LM) was submitted to the National Network Office on November 5, 2003.
- Heidi Sandstrom attended the mid-year meeting of the RML Directors in Houston, Texas, on December 4-5, 2003. She gave a presentation there on the status of the Public Libraries and Community Partners resource being developed by a subcommittee of the NN/LM Consumer Health Coordinators.

6. Establishing and maintaining effective communication

- Two issues of *Latitudes* were published during this quarter, November/December 2003 and January/February 2004. Articles featured DOCLINE 2.0, updating DOCLINE routing tables, PubMed on Tap, PSRML’s health literacy symposium, listing your library in MedlinePlus, Frankenstein exhibit, Changing the Face of Medicine exhibit, EFTS, LinkOut, a network member article on trends in academic health sciences libraries, Household Products Database, PubMed Central, and AHRQ’s information technology project grants.
- During the quarter, 29 postings were sent to RMLRG7-L, PSRML’s email announcement list. Updates to RMLRG7-L were as follows:
  - 22 additions to the list
  - 25 deletions from the list
- RML Staff attended the NCNMLG-MLGSCA-PNC/MLA Joint Meeting in Sacramento, CA, January 29-30, 2003; Alan Carr co-hosted a panel presentation of outreach projects conducted by Network members.
- Alan Carr and Kay attended monthly Outreach Coordinators teleconferences.
- Julie Kwan and Andrea Lynch attended the LinkOut teleconference on December 10, 2003.
- Alan Carr submitted the final version of the Brief Communication article “Confronting the challenges of HIV/AIDS information dissemination: report of the one-day HIV/AIDS information summit.” This event was sponsored by PSRML in March, 2003. The article will be published in the April 2004 issue of the *Journal of the Medical Library Association*.
- The RML encouraged network members to attend Internet Librarian by arranging group registration.

<b>Month</b>	<b>Visits</b>	<b>Page Views</b>
Nov 2003	9,482	41,046
Dec 2003	8,875	48,361
Jan 2004	10,165	39,030

- There was a slight increase in visits compared to the previous quarter. More detailed statistics can be found at the web site<sup>2</sup>.
- Michael Miller continues to update and maintain the Partners in Information Access for Health Professionals website. The Hawaii Medical Library (HML) was selected to participate in Phase II of the NLM-Centric Internet Performance Evaluation Network Project. Michael Miller will continue working with HML to complete all necessary steps before the testing begins in May 2004.

#### 7. Consulting with the Regional Advisory Committee

- The RAC provided input to the RML staff on the major outreach award and RFP process.

#### 8. Monitoring and evaluating regional programs

- Kay continued to attend the weekly meetings of the Technical Advisory Committee for NOMC.
- Kay trained two subcontractors through distance education software for completing OARFs on the web.
- Kay obtained an orientation and password for using a survey software program via UCLA. Kay also took the Survey class at the Joint Meeting in order to jointly sponsor a CE training survey with three of our chapters.

#### 9. Obtaining feedback from users and recommending ways of improving information access

- This was solicited from exhibit attendees and received by phone and email during the quarter.

#### 10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for online training classes by the NCBI "Introduction to Molecular Biology Resources" Classes; UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

#### 11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

- Alan Carr attended OARF II training on January 22, 2004.
- A response was sent to NLM in December on the ILL Maximum Cost proposal presented at the RML Directors meeting in Houston.

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

- In November, Heidi Sandstrom assisted Janet Hobbs, Library Director, Cedars-Sinai Medical Center, in developing a proposal for a Major Outreach Award.

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<sup>2</sup> <https://staff.nlm.gov/usage/psr/>

- Four proposals were received in November in response to the Major Outreach Award RFP issued in September 2003. A committee to review the proposals was formed and teleconferenced in December and January. One proposal was found “not acceptable” for funding, two were accepted for funding, and one was sent back to the PI with questions from one of the reviewers.

13. Following up on NLM-funded grants.

- Alan Carr received quarterly reports for continuing Express Outreach Awards. Several projects were completed during this quarter.

Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.
- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System<sup>3</sup>. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants.
- Access to Health Information for Arizona’s Tribal Nations**

Total Training/Demonstrations:	<b>4</b>
Total sessions of participants were 50% ≥ minorities:	<b>0</b>
Total Participants:	<b>52</b>

- Petaluma Health Information Access – Redwood Health Library**  
Subcontractor Eris Weaver completed her project this quarter with the production of a fourth video program, on cardiopulmonary resuscitation. All video programs created as a result of this subcontract were aired on KRCB, a PBS affiliated television station. Feedback from viewers has been very positive.

Total Training/Demonstrations:	<b>NA</b>
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<sup>3</sup> [https://staff.nlm.gov/outreach/activity\\_reporting/](https://staff.nlm.gov/outreach/activity_reporting/)

- **San Fernando Health Information Outreach – Olive View/UCLA Medical Center**

Subcontractor Marsha Kmec completed her project this quarter by conducting five training sessions on MedlinePlus and PubMed, with a total attendance of about 75 people. During the course of her subcontract, Ms. Kmec forged alliances with several public libraries, which continue to utilize her services. Ms. Kmec plans to maintain these established relationships.

Total Training/Demonstrations:	<b>5</b>
Total sessions of participants were 50% ≥ minorities:	<b>0</b>
Total Participants:	<b>75</b>

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada**

During this quarter, subcontractor Terry Henner continued working with members of the pilot study, and ordered keyboards to facilitate data entry into their PDAs. Mr. Henner also conducted extensive interviews with the pilot group to elicit ideas on additional content that could be downloaded from the Internet into the PDAs. Mr. Henner presented a report on the project at the Nevada Public Health Association annual meeting in Las Vegas in December.

Total Training/Demonstrations:	<b>NA</b>
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- **Model System for Integration of NLM Resources into Internet-based Information Systems for Rare Disease – Judith Tuttle Memorial Research Library, Periodic Paralysis Association**

Subcontractor Patrick Cochran completed his project during the quarter, and implemented a new “Ask the Experts” online database system, which draws questions from around the world on a daily basis. Mr. Cochran also established access to from his revamped Web site<sup>4</sup>, which provides easy access to information about the diagnosis and management of the periodic paralyses. Partly as a result of this project, Mr. Cochran was invited to participate in a newly funded NIH project called the Rare Disease Clinical Research Network (RDCRN). Mr. Cochran attended a Steering Committee meeting for RDRCN on January 13-14 in Tampa, Florida.

Total Training/Demonstrations:	<b>NA</b>
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<sup>4</sup> [www.PPADoctor.org](http://www.PPADoctor.org)

- **Basic Health Research for Adult Learners – Vision Literacy Service, Santa Clara County**

Vision Literacy staff continued their collaboration with PlaneTree Health Library and Santa Clara Valley Medical Center to increase the number of low literacy level health links on the Web page<sup>5</sup> The Health Literacy Partnership also hosted a forum with guest speaker Dean Schillinger, and gave two adult literacy conference presentations on the success of its Community Learning Centers. In addition, the Health Literacy Partnership gave 19 brief individualized MedlinePlus training sessions to patrons in the two Community Learning Centers.

Total Training/Demonstrations:	<b>19</b>
Total sessions of participants were 50% ≥ minorities:	<b>0</b>
Total Participants:	<b>19</b>

- 3<sup>rd</sup> Quarter reports were received from the **Access to Electronic Health Information (AEHI) project** contracts. All reports are included in **Appendix C**.

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

Total Training/Demonstrations:	<b>1</b>
Total sessions of participants were 50% ≥ minorities:	<b>3</b>
Total Participants:	<b>10</b>

- **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	<b>NA</b>
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- **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	<b>5</b>
Total sessions of participants were 50% ≥ minorities:	<b>4</b>
Total Participants:	<b>47</b>

- **Partnership: Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	<b>7</b>
Total sessions of participants were 50% ≥ minorities:	<b>3</b>
Total Participants:	<b>120</b>

<sup>5</sup> [www.planetreesanjose.org/easy\\_to\\_read\\_resources](http://www.planetreesanjose.org/easy_to_read_resources).

## B. OUTREACH PROGRAMS

### 1. Outreach to Health Professionals

- The following summarizes the outreach activities completed as part of the RML contract.

Total Training/Demonstrations:	<b>82</b>
Total sessions of participants were 50% ≥ minorities:	<b>8</b>
Total Participants:	<b>1509</b>

- Alan Carr continued working on plans to promote links to NLM resources in the region, according to objective 1 of the Outreach Program Public Health Logic Model. Requests were sent to all Webmasters for the state public health associations in AZ, CA, HI, and NV. As a result, the “Partners” page was added as a link on the main Web page of the HI Public Health Association.
- Alan Carr continued working with Gail Gibson to plan NLM resources training for public health nurses in Lake County, CA.
- At the American Public Health Association annual meeting, Alan Carr met with Catharine Riley from the AZ Turning Point Project, Laura Hardcastle from the CA Department of Health Services, and Nina Agbayani from the Association of Asian Pacific Community Health Organizations, to discuss potential outreach collaborations.
- In January, Kay Deeney responded to Julian Owen’s request for NN/LM PSR assistance in identifying regional training sites for a health information outreach project, Project AHEAD, which focuses on diabetes education. He is looking for sites in Los Angeles, San Francisco and Honolulu.

### 2. Consumer Health Information Services

- Activities this quarter were focused on preparing for a January 28 health literacy symposium, and for the subsequent Joint MLA Chapters Meeting, held on January 29-31, 2004.
- On January 28, the Pacific Southwest Regional Medical Library hosted "Stake Your Claim to Health Literacy."<sup>6</sup> This one-day educational symposium focused on the practical knowledge and tools needed to participate in Health Literacy initiatives within the healthcare and health information arena. The symposium built on the foundation provided by the September 2003 MLA satellite teleconference, *Reading Between the Lines: Focusing on Health Information Literacy*. The event was co-sponsored by the NCNMLG, MLGSCA, and PNC chapters of the Medical Library Association and preceded their joint meeting in Sacramento, California. The symposium was developed by an advisory group of library and literacy professionals from the NN/LM Pacific Northwest and Pacific Southwest Regions. "Stake Your Claim to Health Literacy" drew over 100 participants and included medical librarians, public librarians, healthcare interpreters, and health educators. Symposium materials can be found in **Appendix C**.

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<sup>6</sup> <http://ncnmlg.stanford.edu/calendar/jtmtg2004/symposium.html>

- Heidi Sandstrom, along with Cathy Burroughs and Gail Kouame, presented a paper at the MLA Joint Chapters Meeting in Sacramento on the Public Libraries and Community Partners resource.<sup>7</sup>
- Alan Carr met with Ruth Bayhille, a graduate student from the UCLA DLIS, who has experience working with the Native American community. Ruth provided contact information for three tribal librarians in the Inland Empire area of Southern CA, who could be potentially helpful in planning community outreach training.
- Kay presented the Introduction to Consumer Health Resources at the National Library of Medicine workshop at the Glendale Public Library, Glendale, Arizona and the Scottsdale Public Library, Scottsdale, Arizona in November.
- Kay Deeney continued to oversee the Medical Digital Reference Project in the Region. Medical librarians answered eight QRC questions this quarter. Many 24/7 public librarians are continuing to refer questions they can't answer to this area of 24/7 Reference. The service has continued to receive very few live virtual reference questions.

### 3. Training to Support Electronic Access to Health Information

- Alan Carr and Natalie Kamper attended the “NN/LM Public Health Train-the-Trainer Event” in Salt Lake City, UT, on November 14, 2003. This activity was related to objective 2 of the Outreach Program Public Health Logic Model, involving preparation of a training package for public health professionals.
- During this quarter, the RML solicited participation in the February 2004 NTCC class that will be taught in Salt Lake City, but will be viewed at Loma Linda University.
- In January we were approached by the San Diego Community Technology Coalition to participate in a one day conference, but because of the short notice we postponed it until March.

### 4. Exhibits and Presentations at Meetings

- PSR staff exhibited at the following national meetings during this quarter:  
American Translators Association, Phoenix, AZ  
Gerontological Society of America, San Diego, CA  
ALA Midwinter, San Diego, CA
- Kay Deeney and Julie Kwan taught a preconference workshop on “Effective Internet Searching Techniques: Research Strategies for NLM Databases and Other Governmental Health Research and Scientific Resources” in San Diego before the Gerontological Society of America Annual Meeting.

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<sup>7</sup> [http://ncnmlg.stanford.edu/calendar/jtmtg2004/presentations/burroughs\\_PaperPresent.ppt](http://ncnmlg.stanford.edu/calendar/jtmtg2004/presentations/burroughs_PaperPresent.ppt)

- On January 29, the two west coast regional offices of the National Network of Libraries of Medicine (PSR and PNR) presented the "RML Update"<sup>8</sup> (see the "What's New at NN/LM" handout from the "RML Update" in **Appendix B in Exhibit Reports**). After initial presentations by Heidi Sandstrom and Neil Rambo, the RMLs hosted a game show<sup>9</sup> with questions on PubMed, MedlinePlus, DOCLINE, Gateway, ToxTown, Household Products Database, and other NLM systems.
- Alan Carr assisted at the American Public Health Association meeting in San Francisco, November 16-19, 2003.
- We also exhibited at the Joint Meeting of the Northern California and Nevada Medical Group (NCNMLG), the Medical Library Group of Southern California and Arizona (MLGSCA), and the Pacific Northwest Chapter of the Medical Library Association (PNC/MLA) in January, 2004.
- Heidi Sandstrom and Siobhan Blackwell cancelled their November 7<sup>th</sup> presentation to the Nevada Library Association of inclement weather.

#### 5. Technology Awareness and Integration

- In December, we submitted Hawaii Medical Library and Savitt Medical Library, University of Nevada, Reno, as our first and second choices for Phase II of the NLM Centric Internet project. Hawaii was selected in January to receive funding for this project.

#### 6. Library Improvement

- Kay met with Betty Mason, the librarian at D-Q University, Davis, CA. We are exploring a library improvement grant with D-Q, a tribal college.

#### 7. Connections

- N/A

### C. OTHER ACTIVITIES

- Judy Consales was appointed PSRML Director as of November 1, 2003.
- On November 17-18, 2003 Mike Kronenfeld visited the Louise M. Darling Biomedical Library, including the regional offices, to identify trends in academic health sciences libraries (AHSLs) as they adapt to the shift from a print knowledgebase to an increasingly digital knowledgebase. His visit was funded by an MLA David A. Kronick Traveling Fellowship.
- In January, Heidi Sandstrom was invited to participate in California Literacy's Health Literacy Quality Standards Task Force.

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<sup>8</sup> [http://nmlm.gov/psr/pdf/2004jmttg\\_hand.pdf](http://nmlm.gov/psr/pdf/2004jmttg_hand.pdf)

<sup>9</sup> [http://nmlm.gov/psr/pres/jmttg2004\\_gameshow.html](http://nmlm.gov/psr/pres/jmttg2004_gameshow.html)

- In October, Natalie Kamper joined Heidi Sandstrom in participating in the MLA Task Force for Health Information Literacy, which meets monthly. Her participation supports Natalie's NLM Second Year Associate program goals in the area of health literacy
- In January 2004, a search committee was convened to recommend an appointee for the position of PSRML Associate Director. Judy Consales was appointed as chair of the committee. Julie Kwan and Michael Miller were both asked to serve on the committee. The committee also included Craig Haynes, Head of the UCSD Medical Center Library as a network representative.
- Jeanneth Quevedo, Administrative Assistant II, was transferred within the Louise M. Darling Biomedical Library from the Administration office to the NN/LM PSR office on November 19, 2003.
- Julie Kwan continued working with the University of Southern California's Center for Software Engineering projects. Andrea Lynch joined this effort mid-semester. By semester's end, we learned that the team working on the EFTS file builder program would not continue during the Spring Quarter. This means that the project will not go beyond the prototype stage. However, the team working on the frequently asked questions database will continue. During Spring Semester, they will develop a functional system.
- RML staff meet for a half-day planning retreat on December 19, 2003.