

Southeastern/Atlantic Region

Region 2

Annual Report

May 1, 2007 – April 30, 2008

University of Maryland, Baltimore

Date submitted: September 15, 2008

Executive summary

Personnel: In May Beth received the Medical Library Association's President's Award for her sustained work in health literacy. On July 9, 2007 Amanda (Mandy) Bayer Meloy joined the staff as Community Outreach Coordinator. With the addition of Mandy, the SE/A remained fully staffed for the year.

At the end of year 02, SE/A staff includes:

M.J. Tooley – director
Janice E. Kelly – executive director
Mandy Bayer Meloy – community outreach coordinator
Terri Ottosen – consumer health coordinator
Dale Prince – technology coordinator
Sheila Snow-Croft – outreach/education coordinator
Beth Wescott – network access coordinator
Toni Yancey – outreach/exhibits coordinator
Colette Becker – web developer
Regina Johnson – program management specialist
Evelyn Peyton - secretary

Membership: Full and affiliate membership remained fairly constant over the past two years, currently a total of 1,144 members. 579 network members participate in DOCLINE. Resource libraries maintained an 81% fill rate with improvement for those libraries not achieving the 75% fill rate standard in year 01. E-SEA, the free, electronic delivery group continues to thrive, growing to 69 hospital library members. EFTS membership in the region is now at 118 members with 27 of the 31 resource libraries participating.

Some notable changes in membership this year include the addition of three (3) new medical school members in Florida and Georgia and two new osteopathic school members in Georgia and Tennessee. 19 full members including hospital, government, and special libraries closed in year 02 and 11 affiliated members dropped their membership.

Several resource library directors retired or announced relocation plans. Since the start of this contract, we have welcomed new directors at Georgetown University, West Virginia University, University of Florida, Morehouse School of Medicine, University of Miami, University of South Alabama, University of Virginia and Meharry School of Medicine as well as an interim director at Howard University. This year, we bade farewell and happy retirements to Faith Meakin, Henry Lemkau and Tom Williams and know of additional director changes coming in year 03. We plan to continue our site visits to welcome new directors and explain SE/A services in year 03.

Budget: The year 02 budget was cut from what was originally budgeted in our contract proposal. Reductions were made to the staff travel, exhibits and outreach funding lines as a result. Unexpended funds were approved to use to supplement the deficit. In addition, the staff has met the challenge of a decreasing budget by developing and delivering more distance education and web conferences to meet Network member needs.

Regional Advisory: We completed the second year of our programmatic regional advisory committees. Each committee met twice during the year. The Oversight Regional Advisory Committee met in Baltimore in December. Discussion topics included program activity reports, year 03 budget planning, emergency preparedness, concern about collection retention in the region, and evaluation plans in year 03. The committee recommended changes to the funding applications, additional target audiences, elimination or changes to the focus for several awards, and changes to the funding levels of some awards. All other program committees met virtually during the year.

In January, the Oversight Committee approved the charge for a new standing committee – the Emergency Preparedness Regional Advisory Committee. The committee will provide leadership in promoting emergency preparedness, continuity of service and follow-up reporting for emergency events. Dan Wilson from the University of Virginia will serve as chair. In consultation with state associations and resource library directors, we appointed at least one representative from each state to serve as state coordinators for the region.

Advocacy: SE/A staff attended and participated in MLA chapter and state health science library association meetings throughout the region. In addition, Janice attended meetings of the Florida Consumer Health Information Network, Tennessee State Planning Team and the NC Health Info Steering Committee to support statewide planning and outreach initiatives. Twenty-four visits were made in year 02 by staff to support Network members outreach efforts, local events such as Go Local launches, technology fairs, stakeholder or planning sessions and more.

To support professional development of Network members, we offered Web conferences for hospital librarians, as well as, other sessions for all Network members. In year 02 Web conferences included topics such as the MLA Vital Pathways project, MeSH, knowledge management, community outreach, consumer health, clinical databases, emergency preparedness, Link Out, and marketing.

To enhance Network members' technology skills and knowledge, we supported technology programs at the two MLA chapters meetings in the region with MLA CE credits provided. The program at the MAC meeting included invited speakers [Bart Ragon](#), [Max Anderson](#), [Michelle Kraft](#) and a poster session on technology projects. The Southern Chapter presented a daylong session entitled *Get With IT! New Information Technologies* hosted by Dr. Bajjaly, Director of the Library & Information Science Program at Wayne State University. Stephen Abram, Vice President Innovation for SirsiDynix, was the keynote speaker and two panels of medical libraries presented on new technologies and virtual reference.

We continued to host or manage several listservs for state health sciences and special groups. These include Tennessee Health Sciences Library Association, South Carolina Health Libraries, Tennessee Outreach Planning Group, District of Columbia Health Sciences Libraries, and the Maryland Association of Health Sciences Librarians. A Mississippi Biomedical librarians list is under consideration. These are used for local announcements as well as a communication vehicle for state specific messages.

Outreach: Outreach is an important part of our program. SE/A staff provided 164 outreach activities reaching over 4,160 participants. Fifteen activities were offered remotely, a trend that will increase in the coming years. In addition, we were able to reach more than 10,700 consumers and health professionals through the use of awards and subcontracts. With the budget cut in year 02 we cut the number of awards available but still funded 24 express awards for outreach, library technology improvement, community technology improvement, planning and follow-up projects as well as 10 larger subcontracted outreach projects. In addition, we funded 21 exhibit awards, 11 training awards, and 6 technology awareness conferences. 423 activities were offered in the region by our Network members. Our "Outreach Challenge", a project to capture unfunded outreach in the region, has now reached over 1,400 individuals in two years.

In year 02, we continued our successful partnership with the HUD Neighborhood Networks this year. Classes were provided in Atlanta, District of Columbia, Nashville, Arlington (VA), and San Juan as well as one Web session. The class in Puerto Rico was provided in Spanish. Several of the other NN/LM offices were contacted by the Network to provide classes in their regions.

A continued focus of our outreach program is the public health workforce. We provided training sessions in Alabama, U.S. Virgin Islands, Tennessee, District of Columbia and Maryland as well as exhibited or funded exhibits at public health meetings in Tennessee and Alabama. In addition, Sheila and Anne

Thurland from the USVI Public Health Department on St. Croix co-authored a paper for the Southern Chapter/MLA meeting and poster for the Mid-Atlantic Chapter/MLA entitled *Public Health in Paradise: Partnering for Health Information Access in the U.S. Virgin Islands*.

A health literacy toolkit was developed for use by health professionals and librarians. It was distributed at the regional chapter meetings this past fall. The toolkit is also available on the SE/A website at <http://nnlm.gov/sea/outreach/healthlitkit/index.html>. It contains a bibliography and links to booklets and pamphlets, presentations, virtual toolkits, health literacy assessment tests, promotional materials and more. The Medical Library Association Health Information Literacy Research Project used the toolkit in their training session and recommended some resources for it.

SE/A staff have developed nine new courses and presentations that may become courses to use with various groups in the region. Four courses were updated. Online classes such as *¿No Comprende?: Spanish Health Information Resources for English Speaking Librarians*, *Apple a Day*, and *Patient Safety Seminar* were offered several times during the year and advertised on the regional, health science and state library association listservs to reach the greatest number of members and non-members. For a full list of classes offered in the region see <http://nnlm.gov/sea/training/>.

SE/A staff and Network members exhibited at 42 meetings this year. We exhibited at a mix of health professional, librarian and consumer meetings and health fairs that covered meetings in ten states in the region.

Four programs were presented at national meetings this year: the Drug Information Association, Society of Nuclear Medicine, Association of American Indian Physicians, and the Gay and Lesbian Medical Association. We continue to work to provide sessions on NLM services and systems at national and regional meetings.

SE/A Web site: To enhance communications several changes were made to *SEA Currents* and the SE/A website. We opened comments on *SEA Currents* and installed an email notification plug-in to allow users to be notified when a new article has been published. Also an iPhone format plug-in was added to *SEA Currents*, making the newsletter easy to read on some mobile platforms.

The state pages were formatted to make them less “link” heavy. The new pages are streamlined to only include specific state resources. Users are now being directed from the state pages to other non-state specific health resources pages when appropriate. A live help function was added also to the website. Network members will be able to receive live help via the Meebo IM system. **Network infrastructure**

TABLE 1. Annual infrastructure data

	Current year	Previous year
Network members – full	600	593
Network members – affiliate	543	546
Libraries providing services to unaffiliated health professionals	274 (45.5%)	270 (46%)
Libraries providing services to public users	299 (49.5%)	294 (50%)
Average fill rate for resource libraries	81%	82%

Regional emergency preparedness planning

Major strides were made during the year to develop national and regional plans and to promote emergency planning and continuity of service before, during and after an emergency event.

On the national level the NN/LM emergency plan was completed. Under contract, Dan Wilson from the University of Virginia was tasked with convening meetings of the associate directors throughout the year to develop a national preparedness plan. By April, the plan was completed and training provided for RML

staffs across the country. A toolkit of planning, recovery and other resources was developed also as part of the contract. In April, Dan met with SE/A staff to provide training on the plan and toolkit.

Janice and Cathy Burroughs, associate director of the Pacific Northwest Region, began work on an arrangement for back-up services should one or the other office close due to an emergency. The back-up plan was begun and will be completed early in year 03.

The NN/LM Outreach and Evaluation Resource Center sent a questionnaire to over 200 SE/A members to discern the number of libraries that have developed plans and procedures for emergency preparedness and disaster recovery. Dale coordinated the effort to distribute the questionnaire to a sampling of SE/A members. From this survey we learned that more promotion and training will be needed throughout the region.

The SE/A staff and Dan Wilson in his roles as developer of the national plan and chair of the RAC promoted planning and continuity of service at several regional events. Dan presented at the SE/A Hospital Librarians Web conference on June 27, 2007. Conferences on emergency preparedness were held in North Carolina and Tennessee with Dan and Beth in attendance and participating. Dan and Janice attended the meeting of the Consortium of Biomedical Libraries in the South to discuss emergency planning and the Network plan. The plan was presented also as part of the SE/A updates at MLA Chapter and state health science library association meetings. In addition, copies of the *Pocket Response Plan* (PReP) were printed and distributed at the annual meetings of the Mid-Atlantic and Southern Chapters of the Medical Library Association to encourage the development of a simple plan by Network libraries. One significant result of these efforts is that the Tennessee Health Science Library Association (http://www.tha.com/all_aff/thesla.htm) undertook a project to have all member libraries develop and place their plans on a statewide wiki. Seven members have added their plans to date.

The SE/A Emergency Preparedness & Disaster Recovery Resources Web site was maintained throughout the year with national and state resources. See <http://nlnm.gov/sea/services/emergency/disasterrelief.html>

Thankfully there were no major disasters that required SE/A assistance in the region this year.

Identifying unique and historical collections

Efforts to identify SE/A members with unique or historical collections continued. Beth sent an email to the listserv for the MLA History of the Health Sciences members asking for information or input about collections not currently represented in NLM's historical libraries. No one responded to the email.

SE/A awaits responses from another region's broadcast request for NN/LM member to self-identify unnoticed collections. We will do a similar solicitation if the outcome is encouraging.

E-licensing

The SE/A has been following progress made in the region to develop consortia buying plans. The Maryland Association of Health Sciences Librarians held a vendor day to discuss e-purchasing with sales staffs. The Tampa Bay Medical Library Network (TABAMLN) has purchased several packages as a group. The members of the Tennessee Health Sciences Library Association (THESLA) who serve on the statewide electronic information committee have continued to lobby for better quality e-holdings in health.

Current members of the Access Regional Advisory Committee recommended the development of FAQs on e-licensing covering document delivery, best practices for workflow accessioning e-materials and wording for e-licenses. The FAQs should be completed in year 03.

EFTS

EFTS promotion efforts in the region continued this year. Promotional materials were distributed at the exhibit booth at the MLA chapter meetings. Beth spoke to new DOCLINE members about the benefits of using EFTS and provided names of satisfied customers to these potential subscribers. There are currently 118 members in the region, 27 of which are resource libraries. The remaining four resource libraries are either uninterested or unable to join.

There are several obstacles to EFTS participation in the region. Most hospital libraries participate in FreeShare and ESEA and for the most part fill the majority of their requests for free. Also, there are 137 federal libraries active in DOCLINE and do not pay for service from NLM or each other.

Outreach

- **Major projects funded in contract year: 10**
 - George Washington University - Connecting for Health Literacy
 - West Virginia University Research Corporation - E-HELP – Elder Health Education in Libraries Project
 - University of Maryland - Promoting Health and Literacy among Older Adults: Computer Training in Public Libraries
 - University of North Carolina - Automatic Metadata Maintenance for NC Health Info and the Go Local Initiative
 - CO Evaluation Consulting - Go Local Evaluation – Measuring the impact on sponsoring institutions project
 - East Tennessee State University - Appalachian Underserved Healthcare Providers Evidence-based Information Training and Delivery Project
 - University of Virginia - NN/LM National Emergency Preparedness Plan Coordination
 - University of Mississippi - University of Mississippi Clarksdale Diabetes and Metabolism Clinic Consumer Health Education Center
 - George Washington University – DC MedlinePlus Go Local
 - Medical University of South Carolina - *Hands on Health-SC Hispanic Outreach*

- **National exhibits conducted or staffed by the SE/A: 9**
 - American Library Association, assisted NLM, Washington, DC
 - American Veterinary Medical Association, Washington, DC
 - Association of American Indian Physicians, Nashville, TN
 - HUD's National Neighborhood Networks Conference, Washington, DC
 - Gay and Lesbian Medical Association, San Juan, PR
 - National Committee on Correctional Healthcare, Nashville, TN
 - National Biology Teachers, Atlanta, GA
 - Salutes to America's Heroes, Orlando, FL
 - Public Library Association, assisted GMR, Minneapolis, MN

- **National exhibits conducted by subcontractors: 0**

- **Regional/state/local exhibits conducted or staffed by RML:18**
 - University of South Alabama Technology Fair, Mobile, AL
 - District of Columbia Library Association, Washington, DC

- SLA South Atlantic Regional Conference IV, Tampa, FL
 - Florida Health Sciences Library Association meeting, Deerfield Beach, FL
 - Georgia Southeast Home Education Association, Atlanta, GA
 - Maryland Chapter of the Special Library Association Technology Fair, Burtonsville, MD
 - West Baltimore United Methodist Church, Catonsville, MD
 - Mid-Atlantic Chapter of MLA, Baltimore, MD
 - With Johns Hopkins Bayview, Baltimore County Caregiver Conference, Catonsville, MD
 - National Episcopal Health Ministries, Henderson, NC
 - Association of Caribbean University, Research and Institutional Libraries (ACURIL), San Juan, PR
 - Southeast Veterinary Conference, Myrtle Beach, SC
 - Veterans of Foreign Wars (VFW), Southern Regional Convention, Myrtle Beach, SC
 - Southern Chapter of MLA, Charleston, SC
 - Tennessee Library Association, Kingston, TN
 - Tennessee Public Health Association, Franklin, TN
 - Virginia Commonwealth University Research Day, Richmond, VA
 - University of Virginia Technology Fair, Charlottesville, VA
- **Regional/state/local exhibits conducted by subcontractors:15**
 - Alabama Public Health Association, Mobile, AL
 - Alabama Public Health Association, Birmingham, AL
 - Fiesta 2007, Birmingham, AL
 - Southern Women's Show, Birmingham, AL
 - Southern Nursing Research Society, Birmingham, AL
 - Georgia Council of Media Organizations, Jekyll Island, GA
 - Booker T. Washington High School, Atlanta, GA
 - Sister to Sister: Women's Heart Health Fair, Baltimore, MD
 - African American Heritage Festival, Baltimore, MD
 - La Fiesta del Pueblo, Raleigh, NC
 - North Carolina Women Infants and Children WIC conference, Raleigh, NC
 - South Carolina American Association of Intellectual Disabilities, Myrtle Beach, SC
 - South Carolina Department of Health and Human Services SWAP Meet, Charleston, SC
 - South Carolina Autism Society Annual Conference, Columbia, SC
 - 2007 Annual Clinical Review Regional Advisory Network Region III, Williamsburg, VA

- **Courses developed or updated by RML staff include: 13**

ABCs of DNA: Train the Trainer Session - created by Terri for NN/LM coordinators

African American Community Health - updated by Mandy, MLA CE approved

Bettering Our Communities: Health Resources for Faith-based Organizations - created by Mandy for community trainers

Beyond an Apple a Day - updated by Terri and Michelle Eberle of Region 8; approved also as an 8 MLA CE distance offering by MLA

Combatting Information Fatigue: Health Information Resources for Veterans - new class created by Terri, approved by MLA for 3 CE. This course will cover resources for finding information on general health conditions, mental health resources including those for post-traumatic stress disorder (PTSD), family issues, substance abuse, amputations, support groups and more. Additionally, this class will prepare participants to find and assess other veterans' health resources. For veterans and their families.

Geeks Bearing Gifts - updated by Dale

Grant Writing and Resources: The Basics – new course created by Toni provides a brief overview of where to search for funding, how to determine if you should apply and how to write the basic components of all funding application: program description, budget and timeline

Information Resources and Funding AND Wishful Thinking classes - updated and expanded by Terri and Mandy for the HUD Neighborhood Networks project

Información para su salud y consejos para obtener fondos – created by Mandy for a HUD Neighborhood Networks site in Puerto Rico

Introduction to Evidence based Practice in a Magnetic World - created by Toni, the course provides an introduction to two of the most important movements in nursing – evidence based practice and magnet recognition. Evidence based practice is an established part of health care but many still do not know how to easily define or apply it. Magnet Recognition is one of the hottest topics in nursing today.

Let's Talk About Sex: Sexual Health Resources for Teens - course created by Mandy for a youth conference in Indianola, MS

Promoting Readiness: Readiness to Respond Follows Planning and Practice - created by Beth for the Georgia Health Sciences Librarians to promote the NN/LM Emergency Preparedness Plan

Wishing Well Series, Part 1 - online tutorial created by Mandy and Terri

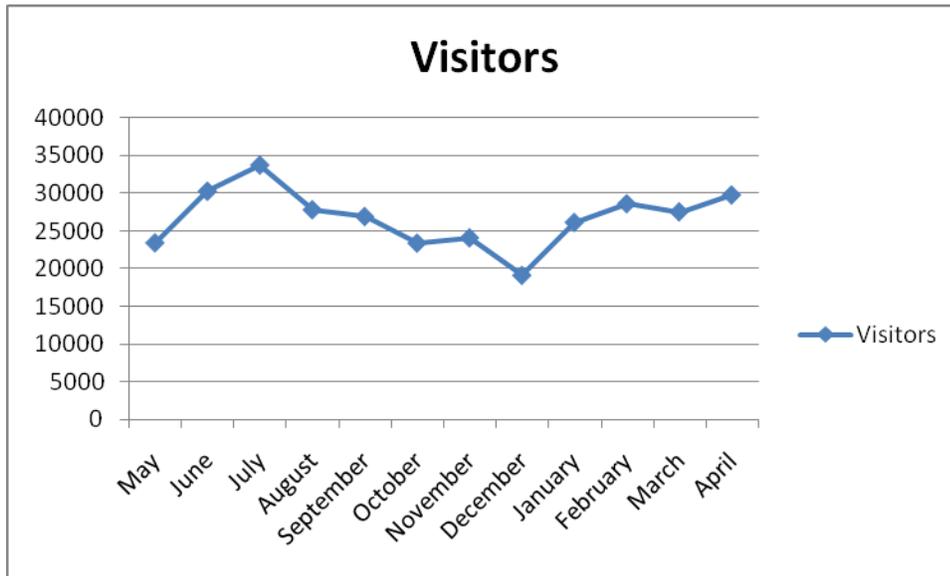
TABLE 2. Site visits by SE/A staff: 24

Date	Last name of RML staff responsible	Institution	Location (city, state)	Topics addressed
9/20/07	Kelly	George Washington University	Washington, DC	Outreach possibilities
3/4/08	Kelly, Ottosen	West Virginia University	Charleston, WV	NN/LM, library issues, new director
3/5/08	Kelly, Ottosen	West Virginia Health Right	Charleston, WV	Express Award progress and future outreach possibilities
3/6/08	Kelly	University of MS	Jackson, MS	Exhibit opening
3/12/08	Kelly, Ottosen	Baptist Hospital	Nashville, TN	Outreach project progress
3/12/08	Kelly, Ottosen	St. Thomas Hospital	Nashville, TN	State library association, potential outreach projects
3/18/08	Kelly	University of South Florida Library School	Tampa, FL	NN/LM, met new library school dean
3/19/08	Kelly	University of South Florida Shimberg Library	Tampa, FL	Library issues, Florida Health Sciences Library Association work
4/5/08	Kelly	East TN State University	Johnson City, FL	Emergency preparedness at CONBLS meeting
4/29/08	Kelly	University of MS	Clarksdale, MS	Attend opening of CHEC; progress of outreach project

4/30/08	Kelly	Delta State University	Cleveland, MS	Express outreach award progress
12/1/07	Meloy	St. Mark CME and Nichols AME	Birmingham, AL	Working with faith-based communities, partnership, websites, and technology
1/16/08	Meloy, Ottosen	Northeast Georgia Health System and Foothills Area Health Education Center	Gainesville, GA	Lessons learned, what worked/ what did not work, challenges, and sustainability
10/16/07	Ottosen	Baltimore City Jail	Baltimore, MD	Funded project and ideas for future collaboration
11/1/07	Ottosen, Yancey	Chapin Memorial Library	Myrtle Beach, SC	Training available to public libraries
12/14/07	Ottosen, Meloy, Snow-Croft	Johns Hopkins Bayview	Baltimore, MD	Community projects and tour of facility
5/1/07	Snow-Croft	William H. Sheppard Library at Stillman College	Tuscaloosa, AL	Upcoming nursing program, NLM resources and future training possibilities
10/16/07	Snow-Croft, Yancey	Eskind Memorial Library at Vanderbilt University	Nashville, TN	Go Local Tennessee
1/18/07	Snow-Croft	Baptist Hospital	Nashville, TN	Baptist Hospital Clinic Kiosk project, Marilyn Teolis
06/14/07	Yancey	Chapin Memorial Library	Myrtle Beach, SC	Medlineplus.gov & Hands on Health SC
10/15/07	Yancey	Nashville Public Library	Nashville, TN	Consumer Health Training, outreach projects and funding
11/15/07	Yancey	Georgetown Public Library	Georgetown, SC	Outreach projects, training and funding
12/04/07	Yancey	Orlando Regional Healthcare	Orlando, FL	Disaster planning, outreach activities
01/24/08	Yancey	Good Samaritan Hospital	West Palm Beach, FL	DOCLINE, funding and training

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