

**National Network of Libraries of Medicine
Southeastern/Atlantic Region
Annual Report
May 1, 2001 – April 30, 2002**

I. Network Programs

A. Resource Sharing: ILL and DOCLINE/SERHOLD/DOCUSER

Ms. Wescott and Ms. Peyton managed the DOCLINE activities in the Region. There are currently 655 DOCLINE members. During the year, 14 DOCLINE applications were sent resulting in the addition of 13 new participants; 3 codes were deactivated, 5 were reinstated, and 1 library closed. Ms. Wescott monitored DOCLINE reports and contacted libraries with high non-receipt statistics and those that fell below the 75% fill rate norm.

Ms. Wescott provided six DOCLINE classes in the region to 90 participants. Classes were held for West Virginia CONSULT librarians, librarians and technicians in Maryland and Southwestern West Virginia, and staff at the U.S. News & World Report staff, and CDC.

The RML supported three ILL lending projects in the region -MACLEnd with 67 libraries from NC, MD, VA, WV, and DC, SEND with 82 libraries in AL, FL, GA, MS, PR, SC, TN, and VI and Freeshare with 97 Region 2 members.

The Electronic Funds Transfer System was introduced in the Region in April. Recruitment of libraries will begin in year 02.

Currently there are 503 libraries participating in SERHOLD. Instructions on inputting records into the SERHOLD database was included as part of the DOCLINE class.

The SE/A continued to provide interlibrary loan of audiocassettes and videocassettes from our collection. Updates on copyright and licensing of electronic journals were provided on the nnlm-sea listproc.

B. Membership

We continue to use various methods to recruit new members to the Region. We attended state meetings of information professionals, exhibited at state library association meetings, and put up our membership brochure with application on our website: <http://nnlm.gov/sea/publications/handouts/pdf/membrochure.pdf>

Currently, there are 607 full and 363 affiliate Network members in the SE/A Region. Ms. Wescott has worked with Network members to update their DOCUSER records. Membership certificates were distributed in early 2002.

Ms. Allcock communicated with the Mississippi Library Commission about receiving assistance on a network membership campaign. The Commission gave us an endorsement about becoming a member for our letter campaign. Letters to all Mississippi libraries were sent, along with a postcard for new members to request a limited supply of NLM promotional materials. Six new members from Mississippi joined the Network.

Thirty (30) academic health sciences libraries signed agreements to serve as resource libraries in the NN/LM SE/A for the current five-year contract.

SE/A staff attended various information professional meetings: DCAHSL (DC Area Health Sciences Librarians), GaIN meeting in Macon, GA; Pinellas Public Library Cooperative, Tennessee Library Association, Georgia Health Sciences Library Association, Florida Health Sciences Library Association, and Northern Virginia Health Sciences Librarians.

SE/A staff made several site visits to Network member libraries: Doctor Community Hospital in Lanham, MD; Eastern Shore AHEC library and the psychiatric hospital library in Cambridge, MD; Mountain AHEC in Asheville NC, Johns Hopkins Bayview Hospital Harrison Medical Library; University of North Carolina Health Sciences Library, Virginia Commonwealth University, Howard University, University of Virginia, University of Mississippi, and Emory University.

We hosted a visit by the NLM associate fellows on November 1. MJ Tooley, deputy director at HS/HSL, provided an overview of the library and a tour, Ms. Weise and the RML staff talked about providing services to the Region. Ms. Allcock went to NLM to talk with the associate fellows about consumer health information on December 4.

In November, as part of our Network programs, we put out a call for applications from SE/A network members to promote health sciences librarianship in the Region. The purpose of this program is to promote health sciences librarianship to ensure that qualified health science librarians will be available to fill vacant positions at Network member institutions. The potential audience may include current or potential MLS library school students, public or academic librarians, or health professionals joining our profession. Network members or library schools can apply for up to \$500 for each project.

We approved funding for the following library promotion projects this year: University of Maryland College of Library and Information Studies. The project was cancelled when Mr. Cogdill left the College. Also, Florida State University College of Medicine Medical Library.

C. Regional Advisory Council

The Regional Advisory Council met in Baltimore MD on February 15. Ms. Kelly provided an NN/LM SE/A orientation, Ms. Angela Ruffin from the NLM National Network Office provided an NLM update, Mr. Ralph Arcari from the University of Connecticut introduced the electronic funds transfer system, and work group discussed membership, evaluation and the organization of state planning teams. Ms. Jan Lebeause of Mercer University School of Medicine was elected chair. A roster of members and the minutes of the meeting are available at <http://nmlm.gov/sea/aboutus/rac/2002/attendees.html>

A RAC electronic discussion group was promoted to enhance communications with the council. It was used throughout the year to update and inform the council and to elicit feedback on issues and questions about the Region.

D. Communications

The SE/A continued to use a combination of personal contact, print and electronic means to communicate with Network members. We published six issues of the electronic only regional newsletter *SEA Currents*. Two regional electronic discussion lists were used to communicate with Network members and RAC members. The nmlm-sea list, open to all Network members, has 355 subscribers. Mr. Vogh worked with the NN/LM web team throughout the year to maintain our presence on the NN/LM web site.

Staff participated in teleconferences with the NLM and NN/LM staffs as scheduled. Also Ms. Allcock participated in several consumer health teleconferences. Ms. Yancey maintained the NN/LM outreach listproc. Current membership is 32. Ms. Wescott managed the Maryland Area Health Sciences Library list.

We simplified our awards process for exhibiting, training, technology awareness, and library promotion to include a web-based application form.

Mr. Vogh began testing a web-based outreach reporting form. With assistance from Ms. Hamasu from Region 4, Ms. Hochstein and members of the web team, Mr. Vogh hopes to have a prototype to test in early year 02.

Ms. Allcock contributed an article about consumer health websites to the November/December issue of *MAC Messages*. Ms. Wescott wrote a piece on DOCUSER data for the February issue of the MAHSL (Maryland Area Health Sciences Libraries) Newsletter. She wrote a similar piece for the March issue of the Florida Health Sciences Librarians newsletter.

Ms. Yancey and Mr. Prince are hosting an electronic journal club on project management.

Ms. Weise and Ms. Kelly had a conference call with the new Outreach Mapping Center.

Ms. Kelly, Ms. Wescott, Mr. Vogh, Ms. Allcock and Ms. Yancey attended the RML directors meeting in Orlando on May 25, 2001. Ms. Kelly and Ms. Weise attended an RML directors meeting at NLM on March 21 and 22, 2002.

E. Grants

We assisted Network members with grant questions and referred callers to the NIH grant application on the web. We informed members of available grants and deadlines in the newsletter, at updates and on the nnlm-sea list. We received several requests from potential applicants for copies of funded Internet Connections and Digital Library RFA grants.

Mr. Vogh and Ms. Becker used the information in the "Directors" field from DOCUSER to announce the RFA LM 02-001 Internet Access to Digital Libraries. It went to approximately 860 email addresses. Ms. Wescott identified 160 email addresses for HIV/AIDS organizations and forwarded the RFQ from Specialized Information Services to them.

F. Evaluation and Feedback

Feedback from Network members, health professionals and the Regional Advisory Council was provided throughout the year to the NNO on electronic mail and in quarterly reports.

Ms. Kelly, Ms. Wescott, Mr. Vogh and Ms. Yancey attended the *Strategies for Improving and Evaluating Library Outreach Programs* class at NLM on October 11, 2001.

II. Outreach

A. Outreach to Health Professionals

There are 337 Network libraries providing Loansome Doc services in the Region. 614 Loansome Doc referrals were made this year.

Mr. Prince and Ms. Wescott continued to work with the Maryland Department of Health and Mental Hygiene (DHMH) to set up training sessions for DHMH professionals at some future date.

Mr. Prince arranged to have the RML and HS/HSL partner to bring the MLA-approved continuing education course, Children's Environmental Health Information Resources, to HS/HSL in March.

We funded three new health professionals' subcontracts in year 01:

University of Florida – Improving Information Skills for Florida Public Health Professionals

The Health Sciences Center Library proposes to improve the awareness, availability, accessibility and relevance of up-to-date and accurate online information to public health professionals in 14 rural northern Florida counties. Project team members will provide onsite training to county health professionals on how to use the Internet to find relevant information. They also will develop a series of public health resources training modules tailored to meet each local public health department's information needs and interests and that can be delivered in traditional computer classroom instruction and distance learning sessions. Also planned are exhibits and demonstrations at state professional association meetings and development of relationships with the Florida Department of Health. They will work with the faculty of the new Masters of Public Health program at UFL to enhance the development of informatics training. Accomplishments include: Developed and distributed a baseline survey to fourteen county health departments and three community health centers. Presented "Internet and Public Health Websites" at the Florida Department of Health's First Annual Quality Management Showcase. Taught classes for the new University of Florida Master of Public Health students. Prepared materials for two classes – "Searching for Medical Information through the National Library of Medicine" and "Locating Public Health Resources Using the CDC and other Internet Websites" and completed site visits and training in 10 counties. Submitted a poster proposal to report on the project at the American Public Health Association annual meeting in Philadelphia in October. Arranged for an exhibit of the project at the Florida Public Health Association meeting and CASE, a public health nursing leadership group. Submitted an article about the project to the *Friday Evening Post*, a University of Florida newsletter and to the Florida Department of Health's newsletter *Health Advisor*. The project runs from July 1, 2001 – June 30, 2002.

University of Maryland, Baltimore – Health Outreach to Faith Communities through a Parish Nurse Program

<http://www.parishnursing.umaryland.edu/>

The Health Sciences and Human Services Library (HS/HSL) will test the impact of working with faith-based communities through a parish nurse program. The Maryland project team will focus on identifying parish nurses in Baltimore City and the five surrounding counties to assess computer literacy, Internet access and knowledge and skills specific to health information. The project will remedy identified needs by providing training, a web site for parish nurses, and ongoing health information support from the information professionals at HS/HSL. Congregants at participating churches may receive support from the HS/HSL directly or through a parish nurse. Accomplishments include: Hired the project web research and project advisor. Completed and maintained the website. Developed a needs assessment and distributed 412 survey packets to parish nurses. Twenty-one responses were received from the web

survey, and 85 to the mailed survey. Training sessions were held for fifty-seven nurses and nine consumers. The project runs from June 1, 2001 – May 31, 2002.

Vanderbilt University – Public Health Power Information User (PIU)

During phase 2, the library proposes to evaluate and verify the impact of the PIU model on workflow process and assess individual characteristics with regard to “knowledge fade” within the phase 1 trainee group. They plan to administer a structured interview of each individual to investigate the role of the associated PIU in promoting the integration of the information into the individual’s workflow; assess, by questionnaire, selected individuals from the trainee group to identify characteristics that differentiate those who use information from those who do not; develop problem based learning modules designed to foster information integration; and modify the Library’s existing electronic assistance services to meet the needs found through this study. The project will run from March 1, 2002 - November 30, 2002.

B. Consumer Health Services

Ms. Allcock was an invited speaker at University of Maryland, College Park for Keith Cogdill’s *Consumer Health Information* course. She spoke on the topic of NN/LM, NLM and the grant proposal process.

Prescription Pad Pilot Project

Participated in a pilot project to determine if physicians and/or nurse practitioners will use a prescription pad to refer patients to MEDLINEplus.gov, to determine the effectiveness of having health sciences librarians as partners in promoting the “Prescription for Information” concept to their medical staff, and to promote the relationship between the physician and the library for information retrieval and patient education.

Nineteen libraries participated in the project. We held monthly teleconferences with participants to share ideas, discuss project progress, and receive updates on deadlines. We gathered final reports and sent them to NLM for analysis.

We funded 4 new subcontracts in year 01:

East Tennessee State University – Consumer Health Information Service

<http://qcom.etsu.edu/medlib/consumer>

Quillen College of Medicine Library proposes to create a Consumer Health Information Service (CHIS) for the effective dissemination of health information to the public and to the health professionals who treat them. They propose to work closely with the public libraries to provide document delivery, reference services, consumer health web page development and training to the public librarians and the general public. ETSU proposes also to provide electronic document delivery of consumer and patient information to physicians and to train health professionals in the use and availability of Internet based consumer health resources. Accomplishments include: Hired Ms. Ward, a nurse educator,

to serve as the Consumer Health Information Educator. Held focus groups at public libraries to help plan training. Developed content for librarian and consumer classes, and gave presentations to consumer and librarian groups. Conducted a ClinicalTrials.gov class for Oak Ridge Public Library in conjunction with a consumer health class being taught there. Exhibited at the Tennessee Health Sciences Libraries Association/Tennessee Hospital Library Association meeting. Developed and distributed a brochure and business card to advertise the COML's consumer service and a project web site with program descriptions, links, schedule of consumer classes, and query forms for consumer questions. Was interviewed on two different television stations and the local press. Began answering consumer questions received from the website and provided over 40 interlibrary loans for consumers. The project runs from July 1, 2001 – December 31, 2002.

George Washington University- PARTNERS for Consumer Health II

<http://www.gwumc.edu/partners/index.htm>

Himmelfarb Library received funding in the 1996-2001 NN/LM contract period for the PARTNERS for Consumer Health project. This effort provided health information resources to the staff, clients and patrons of the District of Columbia Non-Profit Clinic Consortium (NPCC.) GWU has received funding for a Phase II of this project to pilot health promotion activities in four of the new AHEC sites in D.C. while enhancing services at the original NPCC sites. GWU proposes to: develop locally relevant, linguistically and culturally appropriate health promotion materials and activities with clinic staff and clients using an empowerment model of health education; provide software to support people with lower literacy levels; and offer interpreter and translation services to non-English speakers to assist them in using web resources.

Accomplishments include: Four additional clinics were added to the project, and four new computers and printers were ordered. All clinics now have access to the Internet. Site visits and presentations at staff meetings continued. Website development continues with the desire to capture clients' stories of recovery and survival to be added. New resources added to the website include GED preparation, AIDS resources, immigration legal support, and information on children and families. Exhibited at a men's health fair. A presentation about the project was made at the annual meeting of the American Public Health Association. Introduced ClinicalTrials.gov as part of the training program. The proposal runs from August 1, 2001 through July 31, 2002.

University of Virginia – Partnership for Cancer Information

To address the second leading cause of death in Southwest Virginia, UVA and its partners, CHALIC (The Central Highlands Appalachian Leadership Initiative on Cancer) and LENOWISCO Chapter (counties of Lee, Wise, Scott and the City of Norton,) seek to expand health promotion efforts locally by creating a cancer resource center to assist cancer patients and their families. Project team members will provide PubMed, MEDLINEplus and reference interview training to a bank of volunteers who will work directly with cancer patients and their families many of whom are not computer literate. In addition, they will develop brochures, provide presentations and attend community health events to advertise the center. A Cancer Resource Center web site is planned.

Accomplishments include: Selected a program coordinator. Provided orientation to staff. Developed a manual, webpage, and brochure. The content for a class was determined. Publicity was developed including a web-based calendar, brochures for volunteers, brochures for the Center, and other promotional material to prepare for the June grand opening of the Center. The contract runs from July 1 2001 – December 31, 2002.

University of North Carolina – Chapel Hill – North Carolina Health Information Online

<http://www.nchealthinfo.org>

Under the proposed phase 2, UNC will identify and select relevant, high quality, state and local health information sources that address key health problems in North Carolina. They will evaluate how to create a database to access these resources using the file structure of MEDLINEplus and how to link records in both databases. UNC will determine mechanisms for creating and disseminating this consumer health information collection online, to ensure its wide accessibility to North Carolinians. They will identify additional key partners in the state who are committed to pursuing these goals during and after the project period. Accomplishments include: Interviewed and hired two graduate assistants to work on site indexing. Registered domain names for NCHIO.org. Designed and completed construction of the core database structure for the project and redesigned the input form for record entry by indexers. Adds sites to the prototype database with minimal indexing. Developed a project website. Refined local terminology, resulting in a dictionary of about 130 concepts, began mapping those concepts to MEDLINEplus terminology, and assigned MeSH headings. Finalized selection criteria for material and an application procedure. Presentations were made at the Public Library Association and the Association of North Carolina Health and Science Librarians conferences. The project will run from January 1, 2002 – February 28, 2003.

C. Training

NLM Systems

Staff assisted members, health professionals and the public with questions on PubMed, MEDLINEplus, other NLM databases and online searching. 58 training sessions were taught by SE/A staff reaching 289 health professionals, 463 librarians and 47 health consumers. 138 sessions were taught by subcontractors to 463 health professionals, 2 librarians and 475 health consumers.

In November, as part of our outreach program, we put out a call for applications from SE/A network members to provide NLM system, Internet training or technology-related classes in the Region. The purpose of this program is to improve health professionals', librarians' and the public's skills in accessing electronic health information. The sessions may be hands-on practice or demonstrations if facilities are not available. SE/A Network members can apply for up to \$500 for each session. Funding does not cover course development costs.

We approved the following training awards:
University of Tennessee, Memphis
Medical College of Georgia

D. Exhibits

We exhibited, and assisted at exhibits, at the following state and national meetings of health professionals: International College of Surgeons, Orlando, FL; School Health Initiative Program (SHIP), Timonium, MD; Walter Reed Army Medical Center Reserves, Washington, DC; American Academy of Family Physicians, Atlanta, GA; assisted at the National Medical Association, Nashville, TN; Tennessee Rural Health Association, Gatlinburg, TN; assisted at the RSNA meeting, Chicago, IL; West Virginia Nurses Association Unity Day, Charleston WV; South Carolina Rural Health Association Annual Meeting, Columbia, SC; American College of Cardiology, Atlanta, GA; and Metropolitan Washington Area Public Health Association, Washington, DC.

We exhibited at the following meetings of health consumers:
National Parent-Teacher Association, Baltimore, MD; Southern Women's Conference, Orlando, FL; Health fair at Devonshire at PGA National, West Palm Beach, FL; and WESH 2 Your Health Lifestyles Expo, Orlando, FL.

We exhibited at the following meetings of information professionals: assisted NLM at the American Library Association Annual Meeting, San Francisco, CA; Mid-Atlantic Chapter of MLA, Ocean City, MD; Southern Chapter of MLA, New Orleans, LA; Maryland Library Association, Solomons Island, MD; North Carolina Library Association, Winston-Salem, NC; Sociedad de Bibliotecarios de Puerto Rico, San Juan, PR; Tennessee Library Association, Nashville, TN; Florida Library Association, Daytona Beach, FL; and Alabama Library Association, Huntsville, AL.

Final reports were received for the following exhibits done by Network members and subcontractors:

Northwest AHEC - North Carolina Public Health Association, Winston-Salem, NC
Marshall University - West Virginia Rural Health Association's annual meeting
VaCOHSL - Virginia Library Association Annual Meeting, Richmond VA
University of South Alabama – Alabama Public Health Association, Mobile, AL
University of South Alabama – Alabama Rural Health Association, Tuscaloosa, AL
University of South Carolina - South Carolina Medical Association, Charleston, SC ()

In November, as part of our outreach program, we put out a call for applications from SE/A network members to exhibit at state or regional meetings of health professionals, library associations, or health consumers. Exhibiting enables Network members to promote access to electronic health information needed to make informed health

decisions. At the same time, it allows the exhibitor to meet its local clients and to promote its services along with those of other Network member libraries. SE/A Network members can apply for up to \$1,500 for each exhibit.

We approved the following exhibit awards:

University of South Alabama – Alabama Public Health Association, April 2002

University of South Alabama – Alabama Rural Health Association, April 2002

University of Alabama, Birmingham – Medical Association of the State of Alabama, June 2002

Medical University of South Carolina – South Carolina Medical Association, April 2002

University of Virginia – Virginia Academy of Family Physicians, July 2002

E. Technology Awareness

Technology and web classes offered by SE/A staff in the Region included:

9 classes were held with 47 health professionals, 96 librarians. In addition, subcontractors provided 30 technology/Internet training sessions in the Region. 135 health professionals, 48 librarians and 565 health consumers were trained.

Mr. Vogh sent "Of Interest..." messages to the nnlm-sea list throughout the year. Topics covered health care, technology, Internet issues and announcements.

In November, as part of our outreach program, we put out a call for applications from SE/A network members to promote the use of information technology to improve access to health information, introduce new technology, or introduce new uses of old technology for health professionals or health consumers. A \$5,000 maximum funding limit was made available to requestors for programs or cybercafes.

We approved funding for three technology awareness conferences:

University of North Carolina – Chapel Hill for a PDA fair

University of Maryland, Baltimore for a PDA fair

Magnolia Coastlands AHEC, Statesboro GA for a cybercafe at the Georgia Public Health Association meeting in September.

The University of North Carolina at Chapel Hill and Duke University held their Mobile Technology fair in Chapel Hill on March 18, 2002. The goal of the event was to raise awareness of mobile technology software and products and to highlight particular projects or uses being employed in health care across the state of North Carolina. The event included 12 vendor booths and 16 30-minute presentations. 213 physicians, nurses, allied health professionals, students, informaticians, and librarians from across North Carolina attended. Ms. Kelly attended from the NN/LM SE/A.

Impediments:

Our electronic document delivery project was deferred to year 02 as the software product we had hoped to procure was reviewed as “buggy.”

F. Library Improvement

On June 14-15, 2001, Ms. Kelly and Ms. Yancey made two sites in Alabama in support of library improvement projects. We visited Karen Jessee at the Washington County Infirmary in Chatom, AL and Tom Williams at the Woman’s and Children’s Hospital in Mobile, AL.

We received the final report for the Johns Hopkins Bayview Hospital project.

Ms. Kelly is working with Anne Thurland, health educator with the Virgin Island Public Health Department about the possibility of doing a library improvement project with them to promote consumer health on the Island. Ms. Kelly revised the MOU to fit this particular project. We will fund a project on St. Croix and St. Thomas. At the end of year 01, we are awaiting the signed MOU for the two projects.

G. Connections

Connections were supported through our subcontracting efforts.

III. Staffing

Current staff includes:

Director - Frieda Weise

Executive Director - Janice Kelly

Outreach Coordinator - Toni Yancey

Outreach Coordinator – J. Dale Prince

Network Access Coordinator - Beth Wescott

Consumer Health Outreach Coordinator - Jana Allcock

Technology Coordinator - Bryan Vogh

IT Support Assistant - Colette Becker

Secretary - Evelyn Peyton

Secretary - Mary Ruth Collins

Mr. Prince joined the staff as Outreach Coordinator on January 1, 2002. Ms. Becker’s position was upgraded from Administrative Assistant I to IT Support Assistant.