

**National Network of Libraries of Medicine  
Southeastern/Atlantic Region  
Year 04 Activities/Objectives**

**A. Network Infrastructure**

**A.1. Membership**

1. Establish relationships with public libraries, academic libraries, consumer health libraries, faith and community organizations and specific population organizations to promote affiliate membership and to involve them in Network activities.
  - Continue to recruit new full and affiliate Network members.
  - Contact the libraries at Historically Black College and Universities (HBCUs) and Hispanic Association of Colleges and Universities (HACU) that have health programs to encourage Network membership.
  - Distribute membership certificates to new members.
2. Maintain Institutions in DOCLINE as the Network membership database.
3. Maintain memberships in all state library associations and all health sciences library associations in order to obtain subscriptions to association publications, receive privileges to post information about membership, funding opportunities and more to listservs, and provide opportunities to serve on committees to learn about local programs.
4. Attend state association or consortium meetings of information professionals to promote NLM and NN/LM products and service, to exhibit, to provide training sessions and to provide NLM and NN/LM updates. Planned locations include:
  - a. National and regional meetings: Southern Chapter of the Medical Library Association (MLA) in Memphis, TN; Mid-Atlantic Chapter of MLA in Atlantic City, NJ; Medical Library Association in Honolulu, HI; American Library Association in Chicago, IL and the Public Library Association in Portland, OR
  - b. State library associations: FL, WV, MD, and NC
  - c. State or local health science library associations: FL, TN, DC(X2), MD, SC and NC.
5. Participate in local career days and curriculums at library schools to increase the visibility of medical librarians, ensure a continued health sciences librarian labor force and promote NLM and NN/LM products and services. Planned location: NC.
6. While exhibiting or training visit local libraries and organizations to promote membership, develop contacts with potential affiliate members, and make site visits to local members to learn about programs and needs. Planned locations: GA, MS and VA.

7. Attend regional events such as library dedications, retirements, exhibit openings, Go Local launches, and others, upon request of Network members and available funding.
8. Maintain a regional referral service. Continue to recruit libraries that provide Loansome Doc services, promote the service regionally, and refer callers to participating Network libraries in a timely fashion.

## **A.2. Document Delivery**

1. Continue to recruit new DOCLINE libraries. Assist current members with questions, train/assist members to update Institutions (DOCLINE) records as needed to ensure proper routing of requests, and assist with routing table creation and changes.
2. Inform members of DOCLINE system changes in a timely manner through *SEA Currents*.
3. Review DOCLINE statistics to monitor regional resource libraries' performance. Assist libraries that have not met performance standards.
4. Conduct DOCLINE classes in the Region to Network members. Planned locations include: DC, GA, and FL.
5. Utilize chat services and Adobe Connect for online one-on-one training sessions.
6. Assemble current online DOCLINE offerings into a coherent, measured online course with MLA CE credit.
7. Cooperate with NLM, NNO, and other NN/LM regions in maintaining interlibrary loan, document delivery or resource sharing information on the NN/LM website.
8. Promote and recruit regional libraries to join the Electronic Funds Transfer System (EFTS.)
9. Update regional document delivery, EFTS and ESEA materials on the SE/A web site.
10. Continue to recruit new Serials Holdings reporting libraries. Assist members with questions concerning the use of and input of records into Serials Holdings.
11. Monitor trends in interlibrary loan and inform Network members through articles in *SEA Currents* and at meetings.
12. Promote LinkOut to Network libraries. Assist with questions concerning adding holdings to and accessing LinkOut. Hold web-conferencing sessions on starting a LinkOut service when requested.

### **A.3. Resource Libraries**

1. Maintain communications with our 31 resource libraries throughout the year. Visit new resource library directors to explain network services as well as to offer support as needed. Locations planned: MS and VA to visit new resource library directors.
2. Monitor compliance with resource library agreement.
3. Host a meeting of the resource library directors to conduct regional business and to strategically plan for the next five years. Location: Baltimore, MD.
4. Continue to encourage the remaining three resource libraries to join the EFTS system.

### **A.4. Disaster/Emergency Preparedness Planning**

1. Continue to promote the national emergency plan in the region and participate in the planning for its implementation across the Network.
2. Update and maintain the SE/A disaster planning/emergency preparedness web pages.
3. Implement continuity of service training in the region with the SE/A staff and state coordinators. Locations planned: VA, WV and SC.
4. Promote the emergency preparedness toolkit in *SEA Currents*, on the SE/A web site, in training classes and via the state representatives to the Emergency Preparedness Regional Advisory Committee. Make it available from the SE/A web site.
5. Hold in-person sessions of the attending Emergency Preparedness Regional Advisory Committee (RAC) members at the MLA chapter meetings in NJ and TN.
6. Encourage emergency preparedness/disaster recovery classes throughout the region through the provision of training awards.
7. Offer the Express Planning and Assessment Award to allow for meetings to develop statewide cooperative disaster plans. Upon request, assist with the planning and development of meetings and statewide plans and attend planning sessions. Potential locations of meetings include: GA and MD.
8. Offer a minimum of three Disaster Recovery Awards to assist full member Network members that have lost equipment and connectivity due to natural or manmade disasters.
9. Encourage Go Local projects to link to state disaster/emergency planning and

recovery resources.

10. Continue to work with the NN/LM Pacific Northwest Region office to refine “buddy library” arrangements for continuity of services. Conduct a tabletop exercise with PNR staff to test procedures from the SE/A-PNR backup plans.

11. Encourage SE/A Network members to buddy with libraries to ensure continuity of service for emergencies.

## **A.5. Historical and Unique Collections**

1. Recruit Network member libraries with historical or unique collections to add their records to NLM’s historical materials database. Identify a member of the Access Regional Advisory Committee to assist with this work.

2. Identify SE/A members who currently have records in NLM’s historical collection database as well as officers of the MLA History of Medicine Section for recommendations for additional institutions to contact.

3. Fund a minimum of three Express Digitization Awards to those wishing to digitize special or unique collections.

## **A.6. Communications**

1. Maintain, promote and publish a regional blog/newsletter, *SEA Currents*, to communicate information about regional and national programs, policies and procedures, NLM grants, and other important Network-related information.

2. Host and maintain state association and other specialty electronic discussion lists as requested to facilitate statewide communications, planning, and evaluation activities.

3. Update SE/A information and resources on the NN/LM website.

4. Maintain state resource pages on the SE/A website.

5. Participate in monthly NN/LM teleconferences.

6. Attend the RML directors meeting in May in Honolulu, HI. Attend RML directors’ mid-year meeting if held.

7. Moderate the NN/LM outreach electronic discussion list.

8. Provide “chat” services, available from the SE/A website, during business hours.

## **A.7. Regional Advisory Committees (RAC)**

1. Hold RAC program committee meetings virtually at least twice during the year to discuss regional issues and plans. Hold one in-person meeting of the Oversight Committee to discuss regional plans. Location: MD.
2. Maintain electronic discussion lists for each of the RAC program committees to conduct business and for communication.
3. Enlist RAC members as needed to review outreach proposals or new publications and to help plan the evaluation of NN/LM SE/A services.

## **A.8. Monitoring and evaluating regional programs**

1. Consult with the Outreach Evaluation Resource Center (OERC) as needed for assistance with evaluation of subcontract proposals or SE/A services and programs.
2. Provide NLM with feedback on products, services, Network member concerns, and more through timely quarterly and annual reports.
3. Consult with RAC committees for input on services and programs.
4. Provide four evaluation classes in the Region. Locations planned: See B.4.21.
5. Host at least 40 network members, including resource library directors and RAC representatives, at a five-year strategic planning session. Location: MD.

## **A.9. Grants**

1. Inform Network member libraries about NLM and other grant opportunities in *SEA Currents* and on the SE/A website. Assist with grant questions.
2. Consult with full and affiliate members on funding proposals for NLM or the SE/A. Provide letters of support when requested.
3. Encourage those receiving grants, subcontracts or awards to provide articles for *SEA Currents* on lessons learned.
4. Offer four *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations: WV, DC and MD (x2).

## **A.10. E-Licensing**

1. Monitor trends in e-licensing and inform Network members through articles in *SEA Currents* and at meetings.
2. Maintain frequently asked questions (FAQ) documents about e-licensing content, contracts, processing, pricing, classes, and more on the Access page of the SE/A web site.
3. Encourage the use of training awards for e-licensing classes in the Region.
4. Discuss regional e-licensing issues at the Access RAC meetings.
5. Encourage the growth and strengthening of consortia and library groups at all levels for purchasing, training and camaraderie. With Access RAC develop a consortia building/training/negotiating workshop. Locations planned: VA and DC.

## **B. Outreach Programs**

1. Input and maintain records for all outreach projects in NLM's Outreach Projects Database. Make records available on the SE/A website.
2. Use outreach database to track activities and to ensure effective distribution of services in the Region.

### **B.1. Outreach to Health Professionals**

1. Develop a minimum of two subcontracts that focus on the information access needs of health professionals. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including the public health workforce, minority or unaffiliated health professionals, health professionals serving at risk or minority populations or those working in rural, inner city or minority-serving health clinics.
2. Provide funding for "express awards" for projects assisting health professionals. Express awards include:
  - A minimum of 10 Outreach Awards to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
  - A minimum of four Planning and Assessment awards to plan or determine the feasibility for future outreach projects

- Two Welcome Awards to promote or enhance connectivity of urban or rural health clinics or consumer groups that promote health information or work to eliminate health disparities.

3. Conduct site visits to select funded projects concluding in year 04. Planned locations include: TN, and GA.

4. Provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public health workforce as needed. Utilize Adobe Connect and instant messaging for one-on-one consultations as appropriate.

5. Continue outreach to the public health workforce. Visit and provide training to county health departments in VI, MS and MD. Promote PHpartners.org website and submit suggestions for new links to PHpartners.org. Encourage local and state health departments to link to NLM websites and databases.

6. Present at national or regional meetings of health professionals upon request or when proposals are accepted.

7. Create a digital toolkit available on the SE/A website for health sciences librarians who provide outreach to unaffiliated health professionals. The toolkit will include resources regarding marketing, training and funding.

8. Explore the use of Instant Messaging to hold “chats” with health sciences librarians who do outreach to health professionals. Utilize Adobe Connect for one-on-one consultations as appropriate.

## **B.2. Consumer Health Information Services**

1. Develop a minimum of four subcontracts that seek to improve access to health information resources at the regional, state, and local level. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith organizations, vulnerable and at-risk populations, public librarians, and more.

2. Provide funding for “express awards” for the following:

- A minimum of two Follow-up Awards to evaluate an outreach project in which an affiliate member has participated or was funded to lead, to assume services offered under contract from funded agency or to develop plans for next steps to expand or sustain a project.
- A minimum of 10 Outreach Awards that assist community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority groups; at risk groups; or a specific group in the community in need of health information.

- A minimum of four Planning and Assessment Awards to plan or determine the feasibility for future outreach projects
  - Two Welcome Awards that provide affiliate members with equipment or services that allow them to participate in the Network.
3. Promote Go Local project funding to ensure that consumers have access to local health services. Provide funding for new projects.
  4. Provide consultations for libraries and community groups desiring to build consumer health information services. In addition, hold “chats” or utilize Adobe Connect for one-on-one consultations as appropriate.
  5. Continue to update and promote the health information literacy kit, available on the SE/A web site for download.
  6. Present a poster on regional health information literacy efforts at a national conference. Planned location: Institute for Healthcare Advancement 8<sup>th</sup> annual conference “Health Literacy Bridging Research and Practice,” Irvine, CA.
  7. Promote Wishing Well Series tutorial: *Wishful Thinking*. Develop additional Wishing Well Series tutorials: *Be careful what you wish for* and *Your wish is granted*.
  8. Conduct site visits to projects concluding in year 04. Planned locations include: MS, GA, SC, DC, NC, VA (x2), and TN.
  9. Fund a “community day” project with a selected public library to assist the library in becoming active partners in their communities’ emergency preparedness, response, and recovery planning. Participate in the planning and day’s activities at the request for the selected library. If successful, expand program to fund additional projects with public libraries, faith groups and Native American tribes.

### **B.3. Collaborating with Network Members and Other Organizations**

1. Continue to contact the state library personnel in the Region to discuss and assess health information programs available and to develop partnerships for training and projects when possible.
2. Work with the MLA regional chapters to hold training or special sessions to assist Network members in staying current with trends and products.
3. Assist state health sciences library associations in the development of emergency preparedness plan activities.
4. Continue to build partnerships with public libraries, community organizations, faith organizations, and minority groups including Florida Consumer Health Information

Network (FCHIN), Mississippi Institute for Improvement of Geographic Minority Health, University of Mississippi, and Neighborhood Networks. Planned locations: FL, MS, and Neighborhood Networks Conference, Houston, TX.

#### **B.4. Training to Support Electronic Access to Health Information**

1. Provide a suite of six consumer health classes for public librarians: *Prescription for Success*, *Beyond an Apple a Day*, *Looking in all the Wrong Places*, *Will Duct Tape Cure my Warts?*, *Combatting Information Fatigue*, *Canny Consumer* and *ABCs of DNA*. Encourage and promote online access to the *From Snake Oil to Penicillin*. Hold online as well as four in-person classes to include: FL, NC, SC, and MS.
2. Provide one *Veterans' Health* classes to librarians and veterans. Planned location: MD.
3. Provide one *Canny Consumer* classes to public librarians and consumers. Planned location: AL.
4. Provide four *Beyond an Apple a Day* and *From Snake Oil to Penicillin* classes via distance learning for Network members. Classes are provided in partnership with Florida Consumer Health Information Network (FCHIN).
5. Provide *Be Careful for What You Wish For*, the second class in the *Wishing Well* series, via web tutorial for Network members.
6. Provide class three of the *Wishing Well* series, *Your Wish is Granted*, via web tutorial for Network members.
7. Provide four *Easy to Read* classes to Network members and health professionals. Planned locations for training include: MS, TN, WV, and NC.
8. Provide one *African American Community Health* class to Network members, public libraries and community or faith organizations. Planned locations include: SC in partnership with Neighborhood Networks.
9. Revise and provide one *Finding Native Health Information Online* class to community organizations or public libraries in NC.
10. Provide two *¿No Comprende? Spanish Health Information Resources for English Speaking Librarians* classes to librarians and community organizations. Planned locations for in-person training include: MS in partnership with the Mississippi Institute for Improvement of Geographic Minority Health, University of Mississippi. Offer two online sessions of the class to librarians and health professionals, including the public health workforce.

11. Conduct two *Información confiable de salud: recursos de Internet que usted puede utilizar to Spanish-speaking consumers* classes in Spanish for community and faith organizations. Planned locations include: AL and PR.

12. Develop and provide two *Teen/Sexual Health* class to youth or young adult librarians. Planned locations include: GA and FL, in partnership with Florida Consumer Health Information Network (FCHIN.)

13. Offer four *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations include: WV, DC and MD (x2).

14. Conduct two online sessions of *Nursing on the Net* for nursing students, faculty and librarians. Conduct two classes at HBCU or HACU institutions in NC and SC.

15. Enhance or improve access to health information in the inner city in an effort to lessen health disparities. Offer four *Evidence-based Practice in a Magnetic World* classes to health professionals and librarians. Planned locations include: GA, VA, TN and DC.

16. Work with institutions that train minority health practitioners or those organizations serving minority populations. Offer three NLM system training sessions at minority serving institutions with health related programs or health related organizations working with minorities. Planned locations include: MD, DC, and AL.

17. Offer two sessions of the *Patient Safety Resource Seminar* to hospital personnel and health science librarians in TN and MS.

18. Provide training for health professionals in the effective use of electronic health information, especially NLM databases and resources. Conduct five *PubMed and NLM* system training classes for health sciences librarians, health professionals and medical societies. Planned locations include: FL, SC, VA, MS, and MD.

19. Provide training to the public health workforce in the effective use of electronic health information especially NLM databases. Conduct three sessions of *Who you gonna Call?: Emergency Preparedness and Disaster Recovery* from the NLM for the public health professionals. Planned locations include: VI, MS, and MD.

20. Provide 10 technology classes to Network members to promote the use of technology within libraries and to support the needs of subcontractors. Courses include: *Geeks Bearing Gifts*, *Super Searcher*, and *Website Usability* and new class for training. Planned locations include: SC, NC, AL, MS, GA, FL, VI, GA, TN, and VA.

21. Provide four evaluation classes using the materials developed by the Outreach Evaluation and Resource Center (OERC). Planned locations include: AL, TN (x2), and PR.

22. Develop four podcasts on gold standard searching of PubMed.
23. Submit newly developed training courses for inclusion in the National Training Center and Clearinghouse.
24. Recommend Network members' training materials, available on the web, for inclusion in the National Training Center and Clearinghouse.
25. Keep all Medical Library Association (MLA) class certifications current.
26. Develop distance education options for classes currently offered where appropriate.
27. Promote the *Public Health Information and Data: A Training Manual* ([http://phpartners.org/phid\\_manual.html](http://phpartners.org/phid_manual.html)) for use by Network members.
28. Provide at minimum of eight Training Awards to Network members to provide NLM system, Internet/World Wide Web training, disaster planning or technology-related classes in the Region or to hire experienced trainers to offer such classes for professional development at Network member libraries or regional associations.

## **B.5. Exhibits and Presentations**

1. Exhibit at five national health professionals meetings to include:

<b>Association</b>	<b>Location</b>	<b>Date</b>
American Association of Diabetes Educators	Atlanta, GA	August 5-8, 2009
American Association of School Librarians	Charlotte, NC	November 5-7, 2009
National Rural Health Association	Memphis, TN	December 9-11, 2009
CDC Public Health Preparedness	Atlanta, GA	February 17-20, 2010
American College of Cardiology	Atlanta, GA	March 13-16, 2010

2. Exhibit at three state health professional association meetings to include:

<b>Association</b>	<b>Location</b>	<b>Date</b>
Southern Health Association/ Florida Public Health Association	Palm Beach Gardens, FL	August 4-7, 2009

<b>Association</b>	<b>Location</b>	<b>Date</b>
Eastern States Veterinary Association NAVC	Orlando, FL	January 2010
South Carolina Dental Association	Myrtle Beach, SC	April 29-May 2, 2010

3. Exhibit at four meetings of consumers to include:

<b>Association</b>	<b>Location</b>	<b>Date</b>
VA-Veterans of Foreign Wars	Richmond, VA	June 11-14, 2009
Savannah Pride	Savannah, GA	September 19, 2009
Seminole Tribal Fair and Pow Wow	Hollywood, FL	February 2010
Northern Virginia Women's Show	Chantilly, VA	April 2010

4. Exhibit at five state/regional library association meetings to include:

<b>Association</b>	<b>Location</b>	<b>Date</b>
Florida Library Association	Orlando, FL	May 6-8, 2009
Mid-Atlantic Chapter of MLA	Atlantic City, NJ	October 5-9, 2009
Southern Chapter of MLA	Memphis, TN	October 28- November 1, 2009
North Carolina Library Association	Greenville, NC	October 5-10, 2009
West Virginia Library Association	Morgantown, WV	December 2009

5. Provide funding for Network libraries to exhibit at state meetings of health professionals, public librarians and health consumers. A minimum of eight awards is planned.

6. Provide courses, programs presentations and other offerings at meetings of health professionals, information professionals and health consumers. Planned meetings include: FL, SC, VA, and WV.

## **B.6. Technology and Policy Awareness**

1. Monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information. Attend meetings to keep

current with trends. Planned locations: Internet Librarian Conference, Denver, CO and MLA meeting, Honolulu, HI.

2. Fund from applications received up to three Technology/electronic Health Information Awareness Awards for conferences in year 04. Upon request, attend, exhibit or present at funded technology showcases. Potential locations include: GA, VA, and AL.

3. Provide funding for a minimum of five Express Library Technology Improvement awards that enable libraries to digitize or automate a hospital library service to increase its accessibility within or without the institution. Provide an additional three awards to digitize historical or unique collections.

4. Visit sites with technology-related subcontracts and project awards. Planned locations include: FL and SC.

5. Participate in testing technology, such as videoconferencing and computer conferencing, to enhance communication and training.

6. Continue to update and enhance state pages that include statistical information, library information, special population information, key documents or studies about the state and more.

7. Participate as a member of the NN/LM Web-STOC Advisory Committee and web-developers team.

8. Continue to enhance the usability of [nmlm.gov/sea](http://nmlm.gov/sea).

## **B.7. Library Improvement**

1. Facilitate, monitor and evaluate the library improvement project at the year 03 funded site. Location: GA.

2. Promote the Express Library Technology Improvement Award to ensure adequate connectivity or equipment to improve electronic services in hospital libraries. Fund a minimum of five awards.

3. Promote the Express Hospital Library Promotion award to strengthen the position of hospital librarians by demonstrating their value and skills as information professionals, creating institutional or public awareness about the library and promoting their role in the provision of health information for patient care and patient safety and more. Fund a minimum of two awards.

4. Facilitate quarterly web-conferences of interest to hospital librarians.

## **B.8. Connections**

1. Support connections through funding mechanisms such as subcontracts and express awards for outreach projects that target inner city or rural health practitioners, community agencies or libraries with inadequate connectivity.