

National Network of Libraries of Medicine Southeastern/Atlantic Region Year 04 Outreach Plan

Outreach

The SE/A outreach plan for year 04 will continue to build on previous successes and activities. The plan includes an array of training opportunities and exhibits, as well as consultations, subcontracts and awards in order to build capacity in our Network members, health professionals and the public to find, access, and evaluate health information resources. The plan is influenced by the work of our Regional Advisory Committees (RAC) as well as our 31 resource libraries and varied Network members.

Outreach to Health Professionals

Through our toll-free number, exhibits and training sessions the SE/A staff will provide outreach to health professions and health sciences librarians in the Region. In addition, we will provide consultations on NLM products and services, online searching, technology and connections to health professionals, health sciences librarians and the public health workforce as needed.

A new part of our consultation program is the use of instant messaging (IM) and Adobe Connect to provide consultation and one-on-one training. In addition we plan to create a digital toolkit, available on the SE/A website, for health sciences librarians who do outreach to unaffiliated health professionals. The toolkit will include resources regarding marketing, training, and funding.

To encourage others to do outreach, we plan to fund subcontracts that focus on the information access or technology needs of health professionals. A minimum of two subcontracts, of up to \$40,000, for projects that provide training, presentations, demonstrations, technology improvement 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 is planned.

In addition to our subcontracted funding, we plan to provide funding for a minimum of 10 “express awards”. This funding serves to introduce Network members to outreach and has proven to be very popular since being introduced in 2006. It can be used for small projects with an underserved health professional group or clinic. This includes:

- Outreach projects to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
- Planning and assessment awards to plan or determine the feasibility for future outreach projects directed at underserved health professionals
- Welcome awards to promote or enhance connectivity of urban or rural health clinics that promote health information or work to eliminate health disparities.

The executive director and/or the outreach coordinators plan to conduct site visits to selected funded projects concluding in year 04. Visits are planned to East Tennessee State University, Johnson City, TN in support of their rural health professional outreach project and Three Rivers AHEC in support of their veterans project.

Again this year, we will target the public health workforce. We plan to visit local county health departments in Maryland, Mississippi and the Virgin Islands to provide training and determine information needs. The new course *Who You Gonna Call?* about NLM emergency preparedness and disaster resources will be introduced. In addition, during our training sessions, exhibits and visits we will promote the PHpartners.org website and encourage web masters to add links on their websites to NLM databases and resources. We will continue to provide updates about the Partners site to Network members through *SEA Currents* and at meeting updates. As we make our way around the Region and learn of new resources, we will submit suggestions for new links to the PHpartners.org team.

In addition to our national exhibits, we will target state meetings of unaffiliated health professionals such as public health workforce, dentists, veterinarians and more. We will further enhance our exhibiting program by offering funding to Network members to exhibit at state meetings of unaffiliated, rural, urban and minority health professionals as well as encourage training sessions and presentations where appropriate. A minimum of eight exhibit awards will be available.

Presentations at state and national meetings offer an additional way to introduce health professionals to the services and products of the NLM and NN/LM. In year 04 we plan to submit proposals for classes at all of the state and national health professional meetings at which we exhibit.

We will continue to work with health professionals serving an American Indian population as well as those attending the health professional programs at Historically Black Colleges and Universities (HBCU) and Hispanic Association of Colleges and Universities (HACU) in the Region. Through our training and exhibiting programs we will introduce NLM and NN/LM services. We also will encourage Network members to use our funding programs to address the information needs of health professionals serving minority populations. Planned

locations for classes at minority serving institutions and organizations include: Meharry Medical School (Nashville, TN,) Howard University (Washington, DC,) Jackson State University (Jackson, MS,) University of the District of Columbia (Washington, DC,) Alabama State University (Montgomery, AL,) Lifelines (Baltimore, MD,) North Carolina A&T State University (Greensboro, NC,) and South Carolina State University (Orangeburg, SC.)

Consumer Health Services

Our consumer health outreach is directed at building capacity in public and school librarians, those working in consumer health libraries, specific populations, and faith and community organizations that provide health information to the public. In year 04 SE/A staff want to target specific populations throughout the Region. Again this year, we will provide training sessions and train-the-trainer classes as well as exhibits at events targeting veterans, home schooling associations, women, teens, seniors and minority populations.

We plan to fund projects that focus on reaching specific health consumer populations, underserved and minority health consumers, community partnerships, and community and faith organizations that serve the public. A minimum of four subcontracts, of up to \$40,000, that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith organizations, vulnerable and at-risk populations, public libraries, and more is planned.

In addition to our subcontracted funding, we plan to provide funding for a minimum of 10 “express awards”. This funding serves to introduce Network members to outreach. It can be used for small projects including the following:

- Outreach awards directed at community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority groups; at-risk groups; or specific community groups in need of health information.
- Planning and assessment awards to plan or determine feasibility for future outreach projects
- Welcome awards to provide affiliate members with equipment or services that allow them to participate in the Network.

SE/A staff will promote the use of Go Local during MedlinePlus demonstrations and training sessions as well as provide funding for the development of new Go Local projects to ensure that consumers have access to local health services. Two new Go Local sites were launched in year 03 in Tennessee and District of Columbia, bringing the region’s total to seven states.

We will provide consultations for libraries and groups desiring to build consumer health information services. Live chats as well as one-one-one sessions via

Adobe Connect with the SE/A consumer health and community outreach coordinators will continue anytime they are in the office during year 04.

The health literacy kit continues to be in demand. It will continue to be updated and available on the SE/A web site for download. See <http://nnlm.gov/sea/outreach/healthlitkit/index.html>

The consumer health outreach coordinator, community outreach coordinator, and/or the executive director plan to conduct site visits to projects concluding in year 04. These include: Medical University of South Carolina, Charleston, SC in support their *Hands On Health Hispanic Outreach* project; Rural Community Outreach Project, Georgetown, SC in support of their community outreach project; *Rural Community Outreach Project*, Georgetown, SC in support of their welcome award; *Georgia Statewide AHEC*, Augusta, GA in support of their express outreach award; the University of South Carolina, Medical Library, Columbia, SC in support of their project *Creating the InfoAble Portal*; Greenwood Leflore Hospital, Greenwood, MS in support of their *Diabetes Library Learning Center* project; George Washington University, Washington, DC in support of *HIPS4* project; Mountain AHEC, Asheville, NC in support of their *Health Information Prescriptions for Seniors* project; Chesterfield County Public Library, Chesterfield, VA in support of their *Consumer Health Information Project*; East Tennessee State University, Johnson City, TN in support of their *Tennessee Consumer Health Information Outreach: A Simple Plan*.

To learn more about consumer health initiatives in the Region, SE/A staff will maintain contact with state library staffs. We hope to develop partnerships for training and projects when possible. We have joined each state library association in the Region and will monitor their listservs for news and opportunities as well as share product and funding news with them.

In year 04, presentations will be made at state and national meetings with a consumer health focus upon request. Possible targets include Native Americans events, veterans meetings, senior events, and more.

We will 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. The SE/A will participate in the planning and day’s activities at the request of the selected library. If successful, we will fund additional projects with public libraries, faith groups and Native American tribes.

Training

We plan to offer a suite of classes to improve health professionals’, librarians’ and the public’s skills in accessing electronic health information. See our website

for a full list of classes and training schedule at <http://nnlm.gov/sea/training/>

To expand our ability to build capacity and reach more of our members, we will develop distance education for some of classes currently offered or in production. We will use web-conferencing on Adobe Connect, teleconferencing, or as time permits, develop online tutorials. We hope this will expand Network members' ability to participate in our offerings as well as build new skills in locating, accessing and evaluating health information resources.

For all our courses, we will keep the MLA continuing education certifications current.

In year 04, we plan an extensive training program for librarians, health professionals, faith and community groups and health consumers.

New classes were developed for public librarians and consumers in year 03, including *Combating Information Fatigue*, *The Canny Consumer*, *Let's Talk About Sex: Sexual Health Resources for Teens and Women*, and *Información confiable de salud: recursos de Internet que usted puede utilizar*. We will continue to promote and offer these in year 04.

In year 03, we added to the online offerings by providing three existing classes in an online format. In year 04, we will continue to offer *Beyond an Apple a Day*, *From Snake Oil to Penicillin*, and *Prescription for Success* online and will develop the following classes to the online format: *Combating Information Fatigue*, *The Canny Consumer*, *Teen/Sexual Health*, and *No Patient Left Behind*. We will promote these across the region and target Florida in partnership with Florida Consumer Health Information Network (FCHIN.)

For consumers, faith and community organizations and librarians we also plan to offer the following in-person sessions:

- One *Veterans' Health* class for librarians and veterans in Maryland
- One *Canny Consumer* class for public librarians and consumers in Alabama
- Four *Easy to Read* classes for Network members and health professionals in Mississippi, Tennessee, West Virginia and North Carolina.

Specialty classes will be offered to community and faith organizations, public librarians and consumer groups. We will offer:

- One *African American Community Health* class for Network members, public libraries, or community and faith organizations in South Carolina in partnership with Neighborhood Networks
- One *Finding Native Health Information Online* class for community organizations or public libraries in North Carolina
- Four ¿No Comprende? Spanish Health Information Resources for English Speaking Librarians classes

- two in-person classes in Mississippi for health professionals in partnership with the Mississippi Institute for Improvement of Geographic Minority Health, University of Mississippi
- two online sessions for librarians and health professionals, including the public health workforce
- Two Información confiable de salud: recursos de Internet que usted puede utilizar classes for librarians in Alabama and Puerto Rico
- Two Teen/Sexual Health classes in Georgia and Florida for librarians in partnership with Florida Consumer Health Information Network (FCHIN).

For health professional audiences, we will offer a suite of classes. These include:

- Four *Grant Proposal Writing* classes for librarians, health professionals (including public health workforce), and community groups in West Virginia, District of Columbia and Maryland (x2)
- Two online sessions of *Nursing on the Net* for nursing students, faculty and librarians at HBCU or HACU institutions in North Carolina and South Carolina
- Four *Evidence-based Practice in a Magnetic World* classes for health professionals and librarians in Georgia, Virginia, Tennessee and District of Columbia
- Three NLM system training sessions at institutions that train minority health practitioners or those organizations serving minority populations in Maryland, District of Columbia, and Alabama
- Two sessions of the *Patient Safety Resource Seminar* for hospital personnel and health science librarians in Tennessee and Mississippi
- Five PubMed and NLM system classes for health professionals, health sciences librarians, and medical societies in Florida, South Carolina, Virginia, Mississippi, and Maryland
- Three sessions of *Who you gonna Call?: Emergency Preparedness and Disaster Recovery from the NLM* for public health professionals in Mississippi, Virgin Islands and Maryland.

We plan to incorporate more distance learning into our training program. Plans for year 04 include:

- Two Beyond an Apple a Day classes for Network members
- Be Careful for What You Wish For, the second class in the Wishing Well series, available via web tutorial for Network members
- Your Wish is Granted, the third class in the Wishing Well series, available via web tutorial for Network members
- Two sessions of Nursing on the Net sessions for nursing students, faculty and librarians
- Two ¿No Comprende? Spanish Health Information Resources for English Speaking Librarians sessions for librarians and health professionals, including the public health workforce

As part of our technology program we plan to provide courses that promote the use of technology within libraries and support the needs of our subcontractors. Courses will include but not be limited to *Geeks Bearing Gifts*, *Super Searcher*, and *Website Usability*. Ten technology classes for librarians and health professionals in South Carolina, North Carolina, Alabama, Mississippi, Georgia, Florida, Virgin Islands, Georgia, Tennessee and Virginia are planned.

New classes are planned also for year 04. We will complete and make available the previously mentioned online tutorials *Be Careful What You Wish For* and *Your Wish is Granted*. In addition, a new class for Network member trainers will be created. The eight hour class covers the process of building a user-centered training session, covering needs assessment, learning styles, working with and from participant objectives, and evaluation of outcomes.

As part of our training program we also plan to provide the evaluation courses developed by the NN/LM Outreach Evaluation Center: *Planning and Evaluating Health Information Outreach Projects*, to build capacity for constructing a community health information outreach project and evaluation plan and *Measuring your Impact*. Four locations for training are planned and include Alabama, Tennessee (x2), and Puerto Rico.

To expand the training component of our outreach program, we will offer training awards. The award can be used by SE/A Network members to improve health professionals', librarians' and the public's skills in accessing electronic health information by providing NLM system, electronic resources, or technology-related classes in the Region. The sessions may be hands-on practice or demonstrations if facilities are not available. The award can be used also by state groups to offer disaster planning/emergency preparedness classes in their state or to hire speakers on topics of interest to members for which the SE/A staff has no expertise or time to develop a presentation. Members or state associations can apply for up to \$600 for each session. Funding will cover travel, per diems, and room and equipment rental if needed. No course development costs will be covered. We expect to fund a minimum of eight sessions in the Region.

To expand the availability of training materials on the web, we will work with the National Training Center and Clearinghouse to provide links to materials on SE/A Network members' websites. We will evaluate the materials present, secure permission to add them to the Clearinghouse, assist with gathering the metadata that goes with each record and recommend the deletion of outdated materials.

As part of our work with public health personnel, we will promote the *Public Health Information and Data: A Training Manual* (http://phpartners.org/phid_manual.html) to Network members in the Region.

Exhibits

Our exhibit schedule is once again extensive. Exhibiting is a key component of our outreach plan. We exhibit at health professional association meetings for several reasons, to inform, to obtain feedback on products and services, to evaluate and test new products, to maintain NLM's visibility as a leader in the biomedical information industry, and to cultivate professional contacts. These contacts can help to identify unaffiliated health professionals and strategies to address their information needs.

We exhibit at state library association and consumer meetings to meet potential Network members, to gain name recognition for the NLM and NN/LM products and services and to promote access to electronic health information so consumers can make informed health decisions. Network members are invited to assist us at the exhibits where they are able. Our full schedule is available at: <http://nnlm.gov/sea/outreach/exhibits.html>

Our exhibit plan for year 04 includes the following meetings:

Five national health professionals meetings:

Association	Location	Date
American Association of Diabetes Educators	Atlanta, GA	August 5-8, 2009
American Association of School Librarians	Charlotte, NC	November 5-11, 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

Three state health professional association meetings:

Association	Location	Date
Southern Health Association/ Florida Public Health Association	Palm Beach Gardens, FL	August 4-7, 2009
Eastern States Veterinary Association NAVC	Orlando, FL	January 2010
South Carolina Dental Association	Myrtle Beach, SC	April 29-May 2, 2010

Association	Location	Date

Four consumer meetings:

Association	Location	Date
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

Five state/regional library association meetings:

Association	Location	Date
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	Greensboro, NC	October 5-10, 2009
West Virginia Library Association	Charleston, WV	December 2009

In addition, we will provide funding for Network members to exhibit at state meetings of health professionals, public librarians and health consumers. It is an opportunity for others to promote access to electronic health information and to promote Network libraries and their services. Members can apply for up to \$2,000 for each exhibit. Funding will cover registration and booth fees, travel and per diems, communication costs, publicity, promotional items, and equipment rental if needed. A minimum of eight awards will be available in year 04.

As part of our exhibiting program, we will offer to provide courses, program presentations and panels as well as other offerings at the meetings where we exhibit.

Technology Awareness and Integration

We will continue to monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information. We will keep Network members apprised of developments by articles and messages to *SEA Currents*.

To promote the use of new technologies by librarians and health professionals in the Region, we will fund three technology/electronic health information awareness conferences in year 04. We will choose from the available applications.

We will continue to build and maintain web pages for each state in the Region to include statistical information, library information, specific population information, key documents or studies about the state, and emergency preparedness resources. It is expected that those developing outreach projects as well as those interested in individual state health and emergency and disaster resources will use these pages.

With the success of our past efforts to improve electronic document delivery in the Region, we will continue to provide funding for technology improvement in Network libraries, especially hospital libraries. Funding for a minimum of five library technology improvement projects that enable libraries to digitize or automate a library service to increase its accessibility within or without the institution will be available. In addition we will fund a minimum of three awards to digitize historical or unique collections. The technology coordinator will visit sites with technology-related subcontracts and awards upon request to assist with training or technical issues. In year 04 visits to the Dragon Rising Institute in Gainesville, FL and the Medical University of South Carolina are planned.

As in the past, the SE/A staff will participate in testing technology and using social networking tools with the NLM, Network members, regional associations or other RMLs. In this way we hope to enhance communication and training through our knowledge and use of new technology.

We will continue to use the <http://nnlm.gov/sea> site as one of our main communication tools in the Region. We will ask Network members for feedback and use their suggestions to further develop and enhance the site.

Library Improvement

After a review of our funding program, the RAC Oversight Committee recommended last year that we delete funding for the library improvement project. We have increased the number of Library Technology Improvement Express Awards to ensure adequate connectivity or equipment to improve electronic services and continuity of service. A minimum of five awards will be available to hospital librarians in the Region.

Web-conferences and expanded training opportunities on topics of interest to hospital librarians will be offered quarterly to build skills in technology and knowledge management. Our Outreach to Health Professional RAC will provide assistance in designing programs for health sciences librarians. In addition, our

training awards have been modified to include opportunities for state associations to bring in speakers for professional development at the local level.

A new award was introduced in year 03 which we will continue to fund. The Express Hospital Library Promotion Award was introduced to help 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, patient safety and more. A minimum of four awards is planned.

In addition, to assist libraries that have been damaged or destroyed, we will offer a "disaster recovery award" to ensure continuity of service should a disaster strike a full network member library in the Region. A minimum of three awards of up to \$5,000 to replace lost equipment and fund temporary connectivity, supplies, and more is available to full members.

Connections

We will continue to provide consultations with Network members and health professionals on technology issues.

Our plan is to 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. The Welcome Award is one way in which we reach out to community agencies and clinics to support health information access.