

National Network of Libraries of Medicine Southeastern/Atlantic Region Year 05 Outreach Plan

The SE/A outreach plan for year 05 will continue to build on previous successes and activities and forge new partnerships. 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. 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 professionals 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.

As part of our consultation program we will use instant messaging (IM) and Adobe Connect to provide consultation and one-on-one training when needed to better assist our constituents.

To encourage others to do outreach, we plan to fund subcontracts that focus on the information access or technology needs of unaffiliated health professionals. A minimum of two subcontracts is planned, each 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.

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

- Eight 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,
- Three planning and assessment awards to plan or determine the feasibility for future outreach projects directed at underserved health professionals,
- Two 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 05. A visit is planned to East Tennessee State University in support of their health professional outreach projects.

Again this year, we will target the public health workforce. We plan to visit local county health departments in Alabama and Maryland to provide training and determine information needs. A variety of courses including *NLM systems*, Introduction to PHPartners, and *Who You Gonna Call?* will be offered. 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 year 04 we undertook an assessment of the health information and information access needs of members of several state associations. With the help of an evaluation specialist, we interviewed 16 state associations with large numbers of members in private practice. In year 05 we will use the findings of those interviews for the exhibit, training and presentations at state meetings to educate about our services and the Information RX program and to help resolve information issues. We will also provide a minimum of eight exhibit awards for SE/A members to assist us with this objective.

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 05 we plan to submit proposals for classes at 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: Alabama, Maryland, Florida and West Virginia.

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 05, 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 women, veterans, 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 three subcontracts is planned, each 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.

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

- Eight 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,
- Three planning and assessment awards to plan or determine feasibility for future outreach projects,
- Two welcome awards to provide affiliate members with equipment or services that allow them to participate in the Network.

We will provide consultations for libraries and groups desiring to build consumer health information services. In addition, live “chats” utilizing Adobe Connect, Skype video or audio calls for one-on-one consultations as appropriate with the SE/A consumer health and community outreach coordinators will continue anytime they are in the office during year 05.

We will work with Go Local sites to phase out their current project. Assist those wishing to continue the service to transition to a new format to include: alerting sites to potential outside funding sources or potential hosts for their projects, offering the planning award as a means to determine future directions, or assisting continuing sites to promote their new product/site through exhibit and express awards.

The health literacy kit continues to be in demand. We will continue to keep it updated and available on the SE/A web site for download: see <http://nmlm.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 05. These include: Alabama, Mississippi, North Carolina, South Carolina, Tennessee (x2), and Virginia.

To learn more about consumer health initiatives in the Region, SE/A staff will maintain contact with state library staffs. We will 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 addition, we will be working to provide in-person and online training to public librarians throughout Mississippi in partnership with the Mississippi Library Commission.

In year 05, presentations will be made, upon request, at state and national meetings with a consumer health focus. Possible targets include state library association, women's, veterans, specific populations meetings and more.

We will fund a minimum of three "community day" projects with public libraries, community and/or faith-based organizations, and Native American tribes to assist them 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 organizations.

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://nmlm.gov/sea/training>.

To expand our ability to build capacity and reach more of our members, we will develop distance education for some of the classes currently offered or in production. We will use web-conferencing on Adobe Connect, teleconferencing, and, 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 05, we plan an extensive training program for librarians, health professionals, faith and community members and health consumers.

Our suite of classes for public librarians now includes online and in-person courses. In year 04 we added two new online offerings, *Combatting Information Fatigue and the Canny Consumer*. In year 05, we will continue to offer *Beyond an Apple a Day, From Snake Oil to Penicillin, Prescription for Success, Combatting Information Fatigue, and The Canny Consumer* online and in-person. We will promote these across the region and target Mississippi public librarians, in partnership with the Mississippi Library Commission, and Florida public librarians through our continuing partnership with Florida Consumer Health Information Network (FCHIN.) Four in-person classes in Mississippi, North Carolina, South Carolina and Florida and six online sessions are planned.

In addition, we will offer the following in-person consumer health classes:

- Two health literacy classes for Network members and health professionals in Tennessee and Mississippi,
- Two *African American Community Health* classes for Network members, public libraries, or community and faith organizations in Mississippi and Virginia,

- Two *Finding Native Health Information Online* classes for tribes, community organizations or public libraries in Mississippi and Florida,
- Three *¿No Comprendo? Spanish Health Information Resources for English Speaking Librarians* classes in District of Columbia, Georgia and Alabama,
- Two MedlinePlus and consumer health resources classes for underserved populations in West Virginia and Maryland.

For health professional and health sciences librarian audiences, we will offer a suite of classes to include:

- Three *Grant Proposal Writing* classes for librarians, health professionals (including public health workforce), and community groups in Maryland, Mississippi and Tennessee,
- Two *Evidence-based Practice in a Magnetic World* classes for urban health professionals in District of Columbia and Tennessee,
- Five sessions at institutions that train minority health practitioners or those organizations serving minority populations in Florida, West Virginia, Alabama, and Maryland to include *Nursing on the Net* and NLM system training,
- Two sessions of the *Patient Safety Resource Seminar* for hospital personnel and health science librarians in Mississippi and District of Columbia,
- Two *Introducing Health Professionals to NLM's Systems* to health professionals working with at risk or senior populations in Alabama and Tennessee,
- Six PubMed and NLM system classes for health professionals, health sciences librarians, and state associations in Alabama, Tennessee, Virgin Islands (x2), Puerto Rico, Virginia, North Carolina and West Virginia,
- Four sessions for public health professionals in Alabama and Maryland to include Introduction to PHPartners.gov and *Who You Gonna Call?: Emergency Preparedness and Disaster Recovery from the NLM*.

We plan to incorporate more distance learning into our training program. Plans for year 05 include:

- Six online classes from our suite of consumer health classes. *Beyond an Apple a Day, From Snake Oil to Penicillin, Prescription for Success, Combatting Information Fatigue, and The Canny Consumers* classes for Network members,
- All four classes in the *Wishing Well* series, available via web tutorial for Network members, including *Wishful Thinking, Be Careful What You Wish For, Your Wish is Granted and Was Your Wish Fulfilled?*,
- One session of *Nursing on the Net* for nursing students, faculty, librarians and state associations,
- Two online sessions of *¿No Comprendo? Spanish Health Information Resources for English Speaking Librarians* for librarians and health professionals, including the public health workforce,
- Develop and offer one online session of *Evidence Based Practice in a Magnetic World*,
- Develop and offer one online session of the *Patient Safety Seminar* to hospital and clinic personnel and librarians.

New courses planned by the outreach coordinators for year 05 include a new health literacy course to replace *Easy to Read*; online versions of the *Patient Safety Seminar* and *Evidenced Based Practice in a Magnetic World* and a course on finding medical literature and research on ethnic minority populations.

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*, and a class to train trainers called *The Ropes*. A new course on creating online tutorials is also planned. The technology coordinator, as part of his schedule, will provide ten classes for librarians and health professionals in Georgia (x2), Alabama, Virginia, North Carolina (x2), Tennessee, Florida, Puerto Rico and Virgin Islands.

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*, a course building capacity for constructing a community health information outreach project and evaluation plan, and the course *Measuring your Impact*. Five locations for training are planned and include South Carolina, North Carolina, Mississippi, Tennessee and West Virginia. Under consideration is a new course on qualitative research.

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 hands-on facilities are not available. The award can also be used by state and local 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 \$1,000 for each session. Funding will cover travel, per diems, honoraria and room and equipment rental if needed. No course development costs will be covered. We expect to fund a minimum of eight awards 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 05 includes the following meetings:

Five national health professionals meetings:

Association	Location	Date
Association of Physician Assistants	Atlanta, GA	May 29 – June 3, 2010
American Veterinary Medical Association	Atlanta, GA	July 31 – August 3, 2010
National Conference of African American Librarians	Birmingham, AL	August 4-8, 2010
AARP National Event & Expo	Orlando, FL	September 30 – October 2, 2010
Diversity Rx: 7 th National Conference on Quality Health Care on Culturally Diverse Populations	Baltimore, MD	October 18-21, 2010

Five state health professional association meetings:

Association	Location	Date
Maryland Rural Health Summit	Cumberland, MD	Fall 2010
Mississippi Public Health Association	Bay St. Louis, MS	September 2010
Virginia Association of Science Teachers	Hampton Roads, VA	November 18-20, 2010
Florida Rural Health Summit	Gainesville, FL	December 2010
Puerto Rico Chapter of the American College of Physicians	San Juan, PR	February 2011

Five state/regional library association meetings:

Association	Location	Date
Sociedad de Bibliotecarios de Puerto Rico	San Juan, PR	June 2010
Mid-Atlantic Chapter/MLA	Chapel Hill, NC	October 13-15, 2010
Southern Chapter/MLA	St. Petersburg, FL	November 2010
Virginia Library Association	Portsmouth, VA	October 28-29, 2010

Four consumer meetings:

Association	Location	Date
Women's Wellness Fair	Huntington, WV	June 12, 2010
Southern Conference of Veterans of Foreign Wars	Nashville, TN	November 11-14, 2010
South Carolina Pride	Columbia, SC	September 2010
Health Fiesta (Dia de la Mujer)	Washington, DC	March 2011

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 12 awards will be available in year 05.

As part of our exhibiting program, we will offer to provide courses, program presentations and posters 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 in *SEA Currents*.

To promote the use of new technologies by librarians and health professionals in the Region, we will fund five technology/electronic health information awareness conferences in year 05. We will choose from the available applications. In addition, we will fund three express pilot mobile technology awards for projects to improve or showcase the use of hand-held devices to enhance information access, create new avenues to deliver information or introduce NLM mobile products to health professionals or consumers.

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. We will fund a minimum of three technology improvement awards. In addition we will fund three awards to digitize historical or unique collections. The technology coordinator or executive director will visit sites with technology-related subcontracts and awards upon request to assist with training or technical issues. In year 05 a visit to Tennessee is 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://nmlm.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

To strengthen our network member libraries, we will promote the express pilot mobile technology awards for projects to improve or showcase the use of hand-held devices to enhance information access, create new avenues to deliver information or introduce NLM mobile products to health professionals or fund a minimum of three awards.

For libraries needing assistance digitizing or automating a service, we offer the library technology improvement awards and digitization awards. Three of each will be offered.

The Express Hospital Library Promotion award will be offered 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. A minimum of two awards is planned.

We will visit sites of library promotion awards or library technology improvement awardees in year 05. A visit to Tennessee is planned.

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.

With many of our network libraries potentially in the path of devastating hurricanes, tornadoes or other natural disasters, we offer our disaster recovery award to ensure continuity of library/information service. A minimum of three awards of up to \$5,000

will be available for full members to replace lost equipment and fund temporary connectivity, supplies, and more should a disaster strike.

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 new community agencies and clinics to support health information access.