

NLM & NNLM Health Outreach

The screenshot shows the NLM website homepage. At the top left is the NIH logo and 'U.S. National Library of Medicine'. A search bar is at the top right. Below the header are three main columns: 'Databases' with links to PubMed/MEDLINE, MeSH, UMLS, ClinicalTrials.gov, MedlinePlus, TOXNET, Images from the History of Medicine, Digital Collections, LocatorPlus, and All NLM Databases & APIs; a central banner for 'NLM Musings from the Mezzanine' featuring a woman with a tablet and a 3D anatomical model, with a caption: 'NLM Musings from the Mezzanine: Innovations in and insights about health information from the Director of the National Library of Medicine.' and a pagination bar (1, 2, 3, 4); and 'Find, Read, Learn' with links to search biomedical literature, find medical terminologies, search NLM collections, read about diseases, learn about drugs, explore history, find a clinical trial, use a medical dictionary, and find free full-text articles. At the bottom are three columns: 'Explore NLM' (About NLM, Health Information, Library Catalog & Services, History of Medicine, Online Exhibitions & Digital Projects); 'Research at NLM' (Human Genome Resources, Biomedical Research & Informatics, Environmental Health & Toxicology, Health Services Research & Public Health, Health Information Technology); and 'NLM for You' (Grants & Funding, Meaningful Use Tools, Training & Outreach, National Network of Medical Libraries, Regional Activities). A 'News, Events, Videos' section on the right lists recent news items.

NIH U.S. National Library of Medicine

Search

NLM Customer Support

Databases

- PubMed/MEDLINE
- MeSH
- UMLS
- ClinicalTrials.gov
- MedlinePlus
- TOXNET
- Images from the History of Medicine
- Digital Collections
- LocatorPlus
- All NLM Databases & APIs

NLM Musings from the Mezzanine

Innovations in and insights about health information from the Director of the National Library of Medicine.

Find, Read, Learn

- Search biomedical literature
- Find medical terminologies
- Search NLM collections
- Read about diseases
- Learn about drugs
- Explore history
- Find a clinical trial
- Use a medical dictionary
- Find free full-text articles

Explore NLM

- About NLM
- Health Information
- Library Catalog & Services
- History of Medicine
- Online Exhibitions & Digital Projects

Research at NLM

- Human Genome Resources
- Biomedical Research & Informatics
- Environmental Health & Toxicology
- Health Services Research & Public Health
- Health Information Technology

NLM for You

- Grants & Funding
- Meaningful Use Tools
- Training & Outreach
- National Network of Medical Libraries
- Regional Activities

News, Events, Videos

- Amanda J. Wilson appointed Head, National Network Coordinating Office, Library Operations, NLM (01/09/17)
- Mark Ziomek appointed Chief, Public Services Division, Library Operations, NLM (01/09/17)
- NLM Director Dr. Patricia Flatley Brennan

“The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, has been a center of information innovation since its founding in 1836”.

[URL](http://www.nlm.nih.gov) for the National Library of Medicine

Funding from NNLM MAR

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Search this site

MAR HOME About MAR Members Funding Professional Development

MIDDLE ATLANTIC REGION

Funding

Members in the Middle Atlantic Region can apply for funding to support outreach projects, exhibit opportunities, exhibiting opportunities, and more.

Apply for funding to support outreach projects, exhibit opportunities, and more.

- Funding Opportunities
- Past Funded Projects
- Other Funding Sources
- Planning, Evaluating & Proposal Writing
- Outreach Toolkit

Current Opportunities

What we fund in Middle Atlantic Region

- Clinical and Public Health Outreach
 - Emergency Preparedness / Library Partnership
 - Health Literacy Project
 - Health Sciences Library Project
 - Outreach to Consumers
 - **Health Information Awareness Award**
-
- Up to \$5,000
 - Ongoing till Nov.-Dec. 2017





Health Information Awareness Award

Description of Award

The goal of the National Network of Libraries of Medicine (NNLM) is to advance the progress of medicine, improve public health by providing U.S. health professionals with equal access to biomedical information, and improve individual's access to information to enable them to make informed decisions about their health. The NNLM is vital in the National Library of Medicine (NLM) outreach efforts to health professionals and the public to increase awareness of, facilitate access to, and provide training in the use of NLM's [web-based information resources](#).

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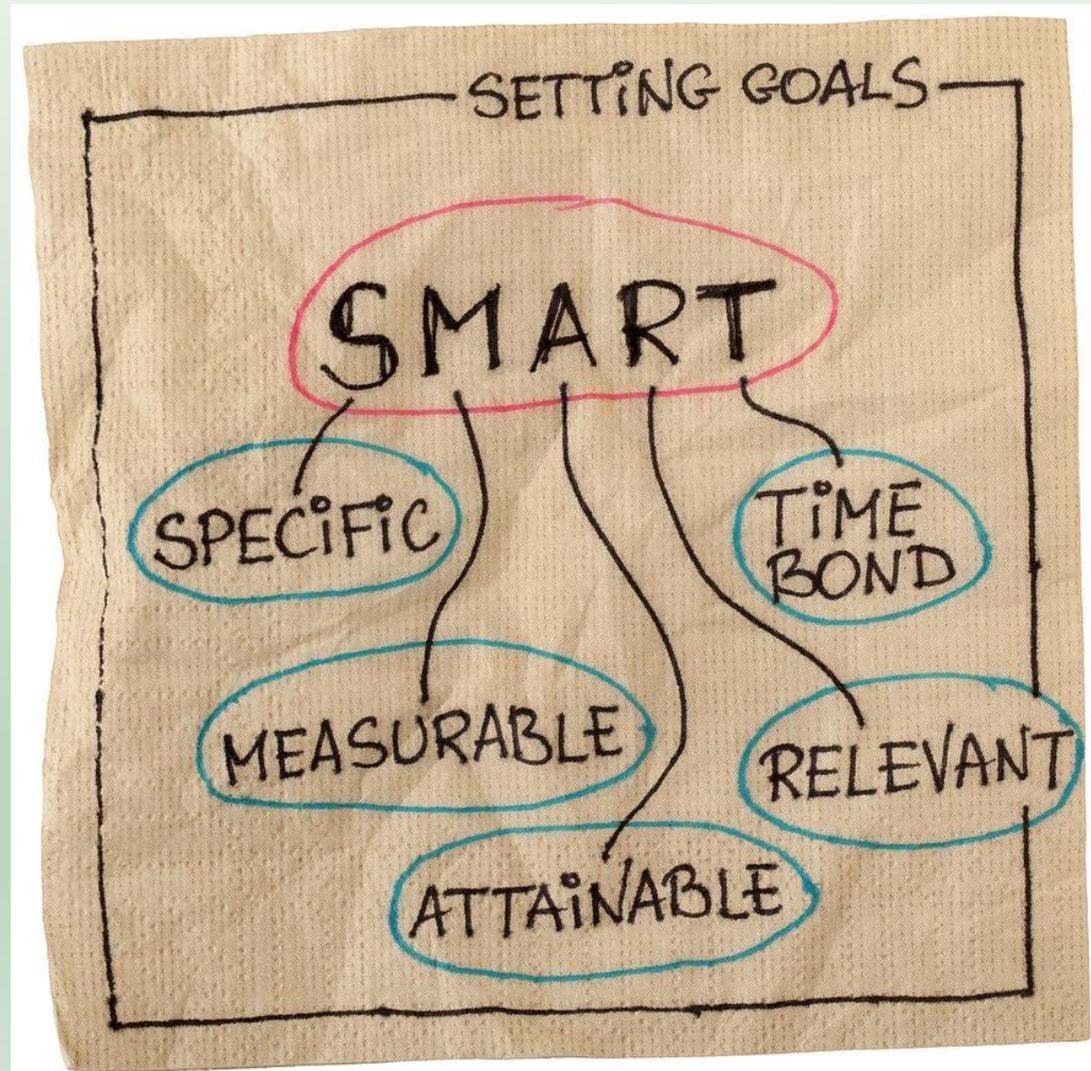
Planning and Evaluating Health Information Outreach Projects



- Free series from NN/LM
- Booklet 1: Getting Started With Community-Based Outreach
- Booklet 2: Planning Outcomes-Based Outreach Projects
- Booklet 3: Collecting and Analyzing Evaluation Data

Email nnlm@u.washington.edu to order

Goals and Objectives: Objectives



Evaluation

- Establish baseline data first
- Determine the success of project
- Evaluate each goal and objective
- Outreach and Evaluation Research Center (OERC) <http://nnlm.gov/evaluation>



Resources for Planning a Proposal

- All proposals must incorporate outcomes-based evaluation, assessment and metrics for the project. Consult NN/LM MAR or the NN/LM Evaluation Office (NEO) website for publications and resources to assist with overall project planning and evaluation: <http://nnlm.gov/evaluation/>.
- Award recipients conducting certain NN/LM activities will be asked to collect specific information and report it at the end of the project using forms provided by the NN/LM. If your project includes training, technology improvement, exhibiting/health fairs, or professional development activities, you will need to report this standard information. Please refer to the NN/LM Evaluation Office's [NN/LM Evaluation Materials](#) web page for the type of information you will need to report. For the proposal, explain how and when you will use the NN/LM forms to collect the information, ***and*** include any additional evaluation that you are planning for the project.

Evaluation Plan

- Describe how the success of the project will be measured and the methods to be used to measure that success. Evaluation should be tied to project goals and objectives.
- Describe the measures of success for each objective. Output/process objectives are usually measured quantitatively. Outcome measures may be quantitative or qualitative.
- Note: NN/LM members are strongly encouraged to consult the NN/LM Evaluation Office (NEO) or NN/LM MAR for assistance with development of an evaluation plan, or consult the NEO website for publications and resources: <http://nnlm.gov/evaluation/>.
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Evaluation Materials



Evaluation Materials

Overview

All NNLM-funded projects have reporting requirements. Outreach Project Database and Activity Reporting System reports already exist that require descriptive information about your project. In addition to these reports, NNLM funded projects may be required to provide specific information for the following four types of activities.

- [Training](#)
- [Exhibits/Health Fairs](#)
- [Professional Development](#)
- [Technology](#)

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[4 Steps to an Evaluation Plan](#)

[Members Directory](#)

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[Overview](#)

Training Evaluation

- For each training activity, fill out the sections in red font on this form for your training session: [nnlm training session evaluation form 04-03-17.docx](#) (do not make any other changes to the form)
- print out form;
- give form to each class participant to complete;
- collect forms;
- scan the forms and send to nnlmneo@uw.edu ([link sends e-mail](#)).
- Note regarding the NNLM Training Session Evaluation Form: If you are doing an online training session and need to have an *online* Training Session Evaluation Form, please fill out the form to the right of this section.
- If you have any question about using these forms, please contact nnlmneo@uw.edu ([link sends e-mail](#)).

Exhibits/Health Fairs

- If you have received a sub-award from the NNLM that includes an exhibit or health fair, please follow the instructions below. If you are applying for NNLM funding, take a look at these forms to know what data you will be gathering as part of your project. If your funding includes purchasing technology, you will also need to fill out the [Technology Report](#).
- Before going to the exhibit, [download this PDF](#) to ensure you collect the data that will be needed for the online form.
- For ease of counting meaningful interactions, read [these instructions](#) and use [this tally sheet](#) taken from the NNLM Exhibit Manual.
- **Complete online form after exhibit/health fair: [NNLM Exhibit/Health Fair Evaluation Form \(link is external\)](#).** You will need your [NNLM ID](#) for this form.

The Budget



Read RFP **carefully!**

- How funding will be distributed
- Allowable expenses?
 - Indirect Costs
 - Personnel
 - Equipment
 - Travel
 - Giveaways
- Technology requirements



Don't forget to include

- In-kind costs
- Specifications
- Quotes
- Hourly Rates
- Salary breakdowns
- Travel
 - Miles per gallon
 - Per diem



Putting it all together



- **Include a table of contents**
- **Do not bind the proposal**
- **Don't forget the**
 - **Surveys**
 - **Letters of Support**
 - **Resumes**
 - **Beneficiaries page**
- **Limit pages**
- **Proofread!**

Reporting Activities

Activity Information

Activity Name:

Activity name should read: NN/LM MAR subcontractor activity - (Title of the class or presentation) (Date)

Activity Description (optional):

Give a brief description of what you did - where it took place - and who attended.

I am a: (Check ALL that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> General Public | <input type="checkbox"/> Library Staff - Health Sciences | <input type="checkbox"/> Staff - K-12 |
| <input type="checkbox"/> Health Professional (including health professional students) | <input type="checkbox"/> Library Staff - Public | <input type="checkbox"/> Student - College |
| <input type="checkbox"/> Information Specialist (not Library Staff) | <input type="checkbox"/> Library Staff - Other | <input type="checkbox"/> Student - K-12 |
| <input type="checkbox"/> Library Staff - Community College | <input type="checkbox"/> Public Health Worker | |
| <input type="checkbox"/> Other: <input type="text"/> | | |

Other Information:

ZIP Code:

County:

Number of Participants:

Fill out profession; zip code; county for each participant. If more than one participant has identical information, enter the number of participants who have matching information (instead of entering a row for each participant.) Click 'Add Participant.'

6. Go 'Back to Activity Report.'

7. Click 'Submit to Group.'

NOTE: If you have any questions or problems, do not hesitate to contact the NN/LM MAR liaison overseeing your project. We understand you may have questions when doing these detailed reports for NLM and NIH. These reports are necessary to document the benefits of the NN/LM program and to ensure continued federal support.

NNLM MAR: <https://nnlm.gov/mar/funding>

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MAR HOME About MAR Members Funding Professional Development

MIDDLE ATLANTIC REGION

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