

The Regional Medical Library for the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NNLM) was established at the University of Iowa on May 1, 2016. Serving the National Library of Medicine, the Regional Medical Library is one of eight in the nation and is comprised of Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, South Dakota, Ohio, and Wisconsin. The Regional Medical Library is funded with federal funds from the National Library of Medicine, National Institutes of Health, and Department of Health and Human Services under a five year cooperative agreement.

AIM 1

The Hardin Library for the Health Sciences at the University of Iowa will establish a regional office for the National Network of Libraries of Medicine staffed with health information professionals and governed by stakeholders.

The GMR maintains relationships with 31 designated Resource Libraries, libraries participating in resource sharing, and with 13 Partner Outreach Libraries, libraries that share a mission of health information outreach. The GMR facilitates quarterly meetings with each group to foster two-way communication with these stakeholders. Additionally, the office maintains stakeholder focus groups representing health professionals, health sciences librarians, and public libraries, which provide input on an ongoing basis.

This year, all GMR staff were asked to attend at least two NNLM staff training sessions to keep them up-to-date on National Library of Medicine products. The GMR worked with the National Web Services Office and National Evaluation Office to obtain data for internal quarterly progress reports this year to assist in programming decisions and content updates.

The GMR is active in providing support for NNLM national initiatives, including *All of Us*, Data Science, Public Libraries and Library and Information Science Program (LIS) outreach.

Year 4 objectives for AIM 1:

Objective	Progress
Hold stakeholder focus group meetings online	Complete
Maintain relationship with Resource Libraries through quarterly meetings	Complete
Lead or contribute to national initiatives which support national priorities	Complete
Ensure staff are knowledgeable about NLM resources through participation in at least two NNLM staff training sessions annually	Complete
Use newly developed performance measures to evaluate success of GMR office	Complete

Two to four meetings held annually with each focus group

Quarterly meetings were held with Resource Libraries

Chaired the NNLM Data Thesaurus Advisory Group

Led the pilot program for NNLM's Alternative Spring Break program for LIS students

Participated in the launch of the NNLM Reading Club

AIM 2

The GMR will continually strive to improve communications within the NNLM and NLM, and with network members and the community through a variety of communication modes.

The GMR implemented GovDelivery last year and began using the tool this year to create targeted communication to reach specific audiences. Newsletters for public health professionals, public library staff, and health sciences librarians were developed and are now distributed specifically to those audiences on an ongoing basis.

The GMR maintains communication internally with NNLM through committee meetings and participation in such groups as Education meetings, the NNLM Research Data Management Working Group, Evaluation Working Group, CHIS Working Group, PubMed Working Group, YR4 Class Coordinating Working Group, Membership Working Group, Web Working Group, Program Committee, and Steering Committee.

Year 4 objectives for AIM 2:

Objective	Progress
Increase the number of individuals signed up for the GMR weekly digest by 20%	Complete
Deliver monthly or quarterly newsletters for specific member audiences (health professionals, health sciences librarians, and public librarians)	Complete
Revise communication plan to include new social media strategies, reaching segmented audiences, use of polls, automated cross promotion, and campaigns	Complete
Increase reach of Facebook, Twitter and blog ("Midwest Matters") by 10%	Incomplete
Develop and post an annual report on the GMR website to share progress with members	Complete
Present updates on NNLM and the GMR at five chapter and state health sciences librarians meetings	Complete

The GMR saw 271% growth in subscribers to the weekly digest

Over 1,000 individuals are subscribed to audience specific newsletters

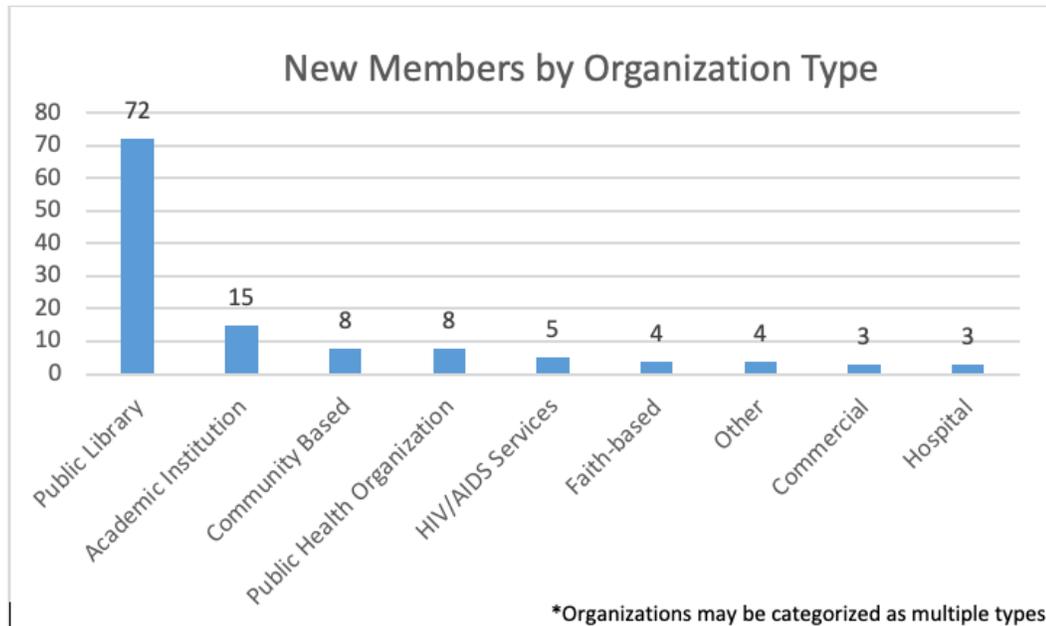
Facebook reach has increased by 14%, but Twitter reach has decreased by 18% and the blog reach has decreased by 39%

Attended five chapter and state health sciences librarians meetings to present on NNLM and GMR activities

AIM 3

The GMR will expand and manage the GMR network to enhance services to health care professionals, librarians, and community organizations.

During Year 4, 111 new members were added, with the largest number of new members coming from public libraries. The GMR continues to send membership kits to new members, which contain Libraries Transform posters and stickers, brochures, a book on outreach, a certificate, and a welcome letter. In April, a pilot membership campaign was launched with public health departments and public libraries in Minnesota, but activities were cut short due to impacts from the coronavirus pandemic.



Year 4 objectives for AIM 3:

Objective	Progress
Enroll 100 new network members	Complete
Train Partner Outreach Libraries to take part in marketing membership	In Process
Pilot a membership campaign in one state to determine if this strategy is successful	In Process
Send certificates and membership kits to new network members	Complete

111 new GMR members joined NNLM during Year 4

Partners are provided with NNLM stickers for business cards and membership brochures for use at exhibits or training sessions

A marketing refresher kit is in process

A membership letter was sent to public libraries and public health departments in Minnesota, but further activities were cut short due to coronavirus

Membership kits continue to be sent to all new members

AIM 4

The GMR will strengthen the Network National Emergency Preparedness and Response Plan within the Region.

The GMR maintains a group of Emergency Preparedness coordinators, establishing one coordinator for each state in the region. Coordinators participate in the maintenance of a guide for Emergency Preparedness, which is a resource for the region. This year, the GMR offered a full day of continuing education programming on libraries as disaster recovery centers at the Midwest Chapter MLA meeting in October, featuring Michele Stricker, Deputy State Librarian for Lifelong Learning, New Jersey State Library.

Year 4 objectives for AIM 4:

Objective	Progress
Maintain state Emergency Preparedness coordinators	Complete
Begin sponsorship program to offer MLA Disaster Information Specialization (DIS) certificate to librarians in the region	Complete
Maintain and promote Emergency Preparedness guide	Complete
Sponsor and coordinate an emergency preparedness preconference at Midwest Chapter MLA 2019	Complete

One coordinator is designated for each of the ten states in the region

The GMR began sponsorship of the DIS certificate this year and four certificates were sponsored

Programming was presented at the Midwest Chapter MLA 2019 meeting

AIM 5

The GMR will increase the number of network members participating in NLM programs and services within the GMR, ensuring equal access to quality biomedical and health information.

The GMR continues to refer member organizations to the National DOCLINE Coordinating Office (NDCO) for training and support.

Year 4 objectives for AIM 5:

Objective	Progress
Provide support with transition to DOCLINE 6.0	In Process
Refer members to National DOCLINE Coordinating Office for training and support	Complete
Promote National DOCLINE Coordinating Office website and courses to members	Complete
Invite National DOCLINE Coordinating Office to exhibit at Midwest Chapter MLA and present during GMR update	Complete

Eight NNLM members were referred to the NDCO

Courses on DOCLINE are regularly promoted via the GMR digest and the newsletter for health sciences librarians when available

AIM 6

The GMR will contribute to the RD3: *Research for Data Driven Discovery* initiative to increase the number of librarians skilled in supporting health researchers with data management.

The GMR dedicates staff time to the RD3 initiative, which includes attending working group meetings and maintaining the website. This year, GMR staff led the development of an advisory committee to inform the RD3 Data Thesaurus project. The office collaborated with other regions on revising and teaching the *Big Data in Healthcare* course. In addition, the office supports research data through a Research Data award, through which the office funded two projects this year.

Year 4 objectives for AIM 6:

Objective	Progress
Contribute to the RD3 website	Complete
Contribute to teaching data management courses and RD3 webinar series	Complete
Promote and make two Research Data awards	Complete
Investigate the development of a workshop for hospital libraries on clinical data in EHRs with NLM team and RMLs	Complete
Actively participate in the charge of the NNLM RDM Working Group	Complete

Collaborated on revising and teaching Big Data in Healthcare, hosting a session in RD3 webinar series, and participating with supporting educational modules in RDM 101

Two organizations were funded to undertake research data projects

Attended working group meetings and contributed to projects

AIM 7

The GMR will develop and implement outreach and education programs that reach health professionals.

The GMR offered three competitive awards this year: Health Information Outreach, Research Data, and Expert Speaker. Awards were marketed to health professionals and resulted in making two awards directly to one health professionals' organization. Beyond this, another two awards were made to organizations which partnered with health professionals' organizations. The office presents courses for this population, such as *Beyond Our Borders* and *From Problem to Prevention*, on an ongoing basis and features expert speakers via webinars highlighting resources for this audience.

The GMR's Partner Outreach Libraries exhibit and present training to health professionals to extend the reach of the office. Examples include exhibiting at the Illinois Rural Health Association and South Dakota Public Health Association and presenting at the North Dakota Public Health Nursing Conference.

Year 4 objectives for AIM 7:

Objective	Progress
Release newsletters monthly or quarterly promoting outreach and education to public health professionals	Complete
Promote and make three awards to health professionals' organizations	Incomplete
Contribute to teaching courses for health professionals and hosting webinars for this audience as a part of the <i>Kernel of Knowledge</i> series	Complete
Present and/or exhibit at five select regional and national meetings of health professionals	Complete

Over 300 individuals are subscribed to the health professionals newsletter

Awards were made to only one health professionals' organization, although two other awardees collaborated with health professionals' organizations

GMR staff worked to gain accreditation for two courses and four self-paced courses to be eligible for CHES credit

Presented and exhibited at more than five conferences across the region

AIM 8

The GMR will ensure that health sciences librarians have the opportunity to keep current on health sciences information topics and resources such as PubMed.

The GMR promoted and made awards to ten health sciences libraries and health sciences library organizations. The office staff contribute to teaching courses for this audience, including *PubMed for Librarians*, *Health Issues in the Headlines*, *Food for Thought*, and *Getting Started with Health Information Outreach in Your Community*. In partnership with the Pacific Southwest Region, the GMR launched a new course this year titled *Beyond the Binary: Health Resources for Sexual and Gender Minorities*. In addition, a full day of continuing education was presented at the annual Midwest Chapter MLA meeting in October.

The office contributes to *NNLM Resource Picks*, a bimonthly webinar series featuring various NLM resources for this audience. Communication about NLM resources to this group is a priority, a newsletter is distributed to health sciences librarians and presentations are made at health sciences library meetings across the region. This year, the GMR found opportunities to work with library and information science programs at academic institutions. The office led the development of a NNLM proposal for the Alternative Spring Break program at the University of Kentucky. In addition, the office is participating in the development and pilot of a new health information course in the library and information science program at the University of Northern Kentucky. The GMR continues to sponsor the purchase of MLA webinars and CE credits for health sciences librarians.

Year 4 objectives for AIM 8:

Objective	Progress
Release newsletters monthly or quarterly promoting outreach and education to health sciences librarians	Complete
Promote and make ten awards to health sciences libraries	Complete
Pilot an educational module in library information science programs which provides instruction on NLM resources and is embeddable in Learning Management Software platforms	Incomplete
Provide expert speaker webinars for health sciences librarians as a part of the Kernel of Knowledge series	Complete
Present a preconference session at the Midwest Chapter MLA annual meeting	Complete
Contribute to the PubMed Working Group to develop new PubMed trainings in collaboration with NLM and NNLM	Complete
Present and/or exhibit at five state health sciences library meetings	Complete

Over 360 individuals subscribe to the health sciences librarians newsletter

Ten awards were made to health sciences libraries

Due to other opportunities (Alternative Spring Break and course development), the office did not pursue the educational module

A full-day of preconference sessions were offered at the Midwest Chapter MLA annual meeting

The GMR is participating in a new work group that is revising the PubMed for Librarians series and continuing to teach the MeSH session of PubMed for Librarians

Presentations and/or exhibits were conducted at five annual meetings

I'm an experienced PubMed searcher but learned a few things or was reminded of a few PubMed features that I don't use - including exploding subheadings, exploding publication types, and entry terms. The session was also useful for me for reviewing my own PubMed search training with staff/students in my organization.

- PubMed for Librarians: MeSH Participant

AIM 9

The GMR will increase the number of public health professionals who have new skills in accessing and searching quality health information through online educational opportunities.

The GMR partnered with the Institute for Public Health Practice (IPHP) at the University of Iowa College of Public Health to develop a new online course for public health professionals. The course, *Dissemination and Disasters: Using Information to Save Lives*, teaches professionals about emergency and disaster management concepts and how to find information resources to prepare and respond to emergencies. The new course was added to IPHP's learning management system, Training-Source, as well as the National TrainingFinder Real-Time Affiliate Integrated Network (TRAIN). Work has begun on the next course within this partnership, which will be focused on NLM drug information resources. In addition, the GMR partnered with the Middle Atlantic Region to expand NNLM offerings that provide Certified Health Education Specialist (CHES) CE. Two webinars and four self-paced courses were accredited to offer CHES credit.

Year 4 objectives for AIM 9:

Objective	Progress
Develop a new course for public health training via Iowa Institute for Public Health Practice (IPHP)	Complete
Deliver online courses via Iowa Institute for Public Health Practice (IPHP)'s Training Source and through the Public Health Foundation's LMS, TRAIN	Complete
Collaborate with MAR in offering Certified Health Education Specialist (CHES) continuing education credit for courses	Complete

The GMR launched a self-paced course, titled *Dissemination and Disasters: Using Information to Save Lives*

The office continues to add courses in Training-Source and TRAIN

Beyond Our Borders, From Problem to Prevention, and four self-paced courses were accredited to offer CHES credit

I do medical missions and the websites that were presented today will help me be able to provide patient education printouts for the people we care for in different countries.

-From Beyond our Borders Participant

AIM 10

The GMR will improve consumer’s understanding of quality health information resources so that they make better informed health care decisions.

The GMR connects with consumers by engaging public libraries across the region and nationally. This year, the office developed a new course, *Wellness in the Workplace*, which was presented at the American Library Association (ALA) annual conference and ALA Midwinter Meeting. The GMR updated the curriculum for *Beyond an Apple a Day* and marketed the course to state libraries, leading to in-person workshops in Kentucky and Indiana.

Year 4 objectives for AIM 10:

Objective	Progress
Release newsletters monthly or quarterly promoting outreach and education to public librarians	Complete
Promote awards offered through regional NNLM <i>All of Us</i> National Program funding to public libraries	Complete
Promote the Consumer Health Information Specialization and sponsor at least 30 certificates for members in the region	Complete
Contribute to teaching courses for public librarians and hosting webinars for this audience as a part of the Kernel of Knowledge series	Complete
Organize workshops of Stand Up for Health with two state libraries	Complete
Present and/or exhibit at five national, regional, and state meetings for public librarians	Complete

Over 380 public library staff subscribe to the new newsletter

Three awards were made directly to public libraries using NNLM All of Us National Program funding and an additional seven awards were made to organizations collaborating with public libraries

More than 30 Consumer Health Information Specialization certificates have been sponsored for members in the GMR region

The GMR launched one new course, *Wellness in the Workplace*, taught *Stand Up for Health*, and presented several webinars and in-person workshops for public library staff as a part of the Kernel of Knowledge series

The inclusion of all aspects of workplace wellness [was most helpful]. I know what I don't know! I hope to continue the readings and work towards improving the situation in my library system.

-Wellness in the Workplace Participant

NNLM *All of Us* National Program

The Greater Midwest Region awarded approximately \$1 million to meet the NNLM *All of Us* Consumer Engagement Network goals to 1) increase access to quality health information to improve health literacy and 2) raise awareness of the *All of Us* Research Program primarily in communities that meet the Underrepresented in Biomedical Research (UBR) criteria. Four competitive *All of Us* Public Library Partnerships awards were distributed and four non-compete *All of Us* Ambassador Programs were established to leverage health science library members to build capacity with their local public libraries.

Two core programs implemented through the GMR include the NNLM Reading Club and Consumer Health Information Kiosks.

NNLM Reading Club has been adopted by seven of the eight regions across NNLM. Each month, three books are selected, which align with the All of Us approved National Health Observances. Since May 1, 2019, the GMR has 1) awarded 126 book kits and reached 1,008 readers. The program is also responsible for 28 new NNLM library members in the GMR. Twenty-one libraries are sustaining members, which means they have ordered more than one health topic book kit. These sustaining libraries are targeted for increased engagement for *All of Us* participation in Y4. The NNLM Reading Club has been popular with small and rural libraries and a primary audience of females over the age of 65.

NNLM Consumer Health Information Kiosks have been piloted in 20 public libraries. Google Analytic metrics and voluntary anonymous surveys, developed by the NNLM National Evaluation Office, will offer quantitative and qualitative analysis of the product during the next reporting period for overall performance evaluation of the digital health literacy tool and its impact in the community and the *All of Us* Research Program.

We are so grateful for your generosity in sending these books since we are a rural, small library without resources to have such an informational and instructive discussion. Thank you for the books, information and bags you sent. It was just right for our group, and we hope to participate again in the future with another book.

- NNLM Reading Club Awardee