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 serves the ten state region 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.

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 quality health information professionals and governed by stakeholders. Partnerships with regional network members will be established to support the mission of the NNLM including access to quality health information for health professionals, librarians and consumers during the five years of the grant.

During the second year of the grant, one vacancy within the GMR was filled with the hire of an outreach librarian focused on engaging academic organizations, with an emphasis on community colleges with allied health programs. Not long after this vacancy was filled, one of the GMR librarians accepted a position within the new NNLM All of Us National pro-

Partnerships with 33 designated Resource Libraries in the region continues, maintained through ongoing communication with the group on a quarterly basis and in-person site visits. The GMR designated 11 Partner Outreach Libraries, up from eight the previous year, to conduct training and education on behalf of the office within their state. Finally, the office maintains stakeholder focus groups representing health professionals, health sciences librarians, and public libraries, which provides input on GMR programs and services.

Year 2 objectives for AIM 1:

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify Stakeholder Focus Group members for two remaining groups</td>
<td>Complete</td>
</tr>
<tr>
<td>Hold Stakeholder Focus Group meetings online</td>
<td>Complete</td>
</tr>
<tr>
<td>Hold Workgroup meetings online</td>
<td>Complete</td>
</tr>
<tr>
<td>Implement evaluation plan</td>
<td>In Progress</td>
</tr>
</tbody>
</table>

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, with the intent to enhance knowledge and understanding of the network’s programs and services and to ensure transparency with our peers, network members, and the community during the five years of the grant.

The GMR continued to improve communication with member organizations through a reboot of the region’s blog, Midwest Matters, and through maintenance of social media channels, the website, quarterly webinar broadcasts and weekly newsletters through the listserv, to which over 550 subscribe (a 20% increase since May 1, 2016). Internally, the GMR maintains communication with NNLM through committee meetings and participation in work groups, such as the NNLM Research Data Management Working Group, Membership Working Group, and Web Working Group.
An initiative undertaken to support this goal included a semester-long project with graduate business students from Tippie College of Business at the University of Iowa. Students developed a strategic marketing plan to improve communications in order to increase membership and award applications. Recommendations from this project are being implemented, beginning with changes to the funding and membership webpages.

Other communication activities includes quarterly meetings with Resource Libraries and Partner Outreach Libraries. In addition, the GMR made five site visits to Resource Libraries within this second year, meeting with library directors and making presentations to library staff and faculty at each institution.

Year 2 objectives for AIM 2:

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reboot GMR blog, Midwest Matters</td>
<td>Complete</td>
</tr>
<tr>
<td>Maintain social media channels</td>
<td>Complete</td>
</tr>
<tr>
<td>Present updates at chapter and state health sciences meetings</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop marketing and promotional materials</td>
<td>Complete</td>
</tr>
<tr>
<td>Make site visits to Resource Libraries</td>
<td>In Progress</td>
</tr>
<tr>
<td>Develop an online guide for health professionals to assist with locating biomedical health information</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop webpage for reporting GMR progress</td>
<td>Complete</td>
</tr>
<tr>
<td>Maintain an updated website listing educational and funding opportunities</td>
<td>Complete</td>
</tr>
<tr>
<td>Maintain communication with Resource Libraries and Partner Outreach Libraries</td>
<td>Complete</td>
</tr>
<tr>
<td>Attend National Network Steering Committee meetings</td>
<td>Complete</td>
</tr>
</tbody>
</table>

The GMR staff will expand and manage the GMR network to enhance services to health care professionals, librarians, and community organizations throughout the five years of the award so that the NNLM mission continues to be met through a distributed network.

During the second year of the grant, 65 new members were added, an increase of nearly 60% over the membership adds last year. The largest number of new member organizations have been public libraries, followed by public health organizations and academic organizations.
The GMR staff will strengthen the Network National Emergency Preparedness and Response Plan within the Region in order to limit interruption in access to information throughout the Region and nationally during disasters and other emergencies during the five years of the grant.

The GMR continues to maintain an Emergency Preparedness network within the region, designating a state coordinator within each of the ten states in the region. This year, state coordinators collaborated with the GMR in the development of a guide for Emergency Preparedness, to be used as a resource by all members in the region. This guide is available at https://nnlm.gov/gmr/guides/preparedness. The GMR continues to support state coordinators through sponsorship of the Disaster Information Specialization certificate offered by the Medical Library Association.

Staff in the GMR office completed an assessment of Loansome Doc lending libraries this year, and will be using this information to promote Loansome Doc to health professionals. Postcards were mailed to DOCLINE libraries in the region not currently participating in EFTS, encouraging them to utilize the system and eliminate paper invoicing. The National DOCLINE Coordinating Center (NDCO) continues to serve effectively as a resource for training and troubleshooting DOCLINE issues, 17 members in the region were referred to the Center this year.
The GMR staff will develop and implement outreach and education programs that reach health professionals in the Region with a focus on underserved health communities and health professionals that work in these medically challenging communities so that easy access to NLM resources can be obtained regardless of location or economic status, throughout the five years of the award.

While funding for the Data Management Education Center was not approved, the GMR is contributing to the NNLM Research for Data Driven Discovery (RD3) initiative. Staff time has been designated to teach data management courses, including the “Big Data in Healthcare: Exploring Emerging Roles” course, maintain regional educational opportunities on the website, and promote RD3 opportunities to members within the region.

Year 2 objectives for AIM 6:

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute to teach data management courses offered through RD3</td>
<td>Complete</td>
</tr>
<tr>
<td>Contribute to maintaining RD3 website</td>
<td>Complete</td>
</tr>
<tr>
<td>Actively participate in the NNLM RD3 Working Group</td>
<td>Complete</td>
</tr>
</tbody>
</table>

The GMR staff will develop and implement outreach and education programs that reach health professionals in the Region with a focus on underserved health communities and health professionals that work in these medically challenging communities so that easy access to NLM resources can be obtained regardless of location or economic status, throughout the five years of the award.

The GMR developed and promoted seven funding opportunities to support outreach and education surrounding health information, particularly NLM resources, across the region. Over $185,000 in funding was awarded for projects ranging from an augmented reality project for nurses at the University of Wisconsin-Eau Claire to senior health outreach organized by a public library in Illinois. In addition, over $250,000 in carryover funding was utilized for two national projects, a partnership with the Public Library Association (PLA) and with the Medical Library Association (MLA).

Partnerships were established with target organizations, primarily public library organizations, including PLA and WebJunction. Staff presented at state library meetings and made site visits at public libraries to establish relationships in the region. The GMR engaged public health organizations through presentations to regional public health professionals in rural Minnesota and at the Society for Public Health Education (SOPHE). The office continues to partner with the University of Kentucky’s library science program to embed GMR outreach coordinators into a library science course.

The GMR piloted a new model for outreach and instruction through the Partner Outreach Libraries (POL) program this year. The program distributes instruction and promotion activities across the region through partnerships with health sciences libraries that share a mission of outreach with the NNLM. A new toolkit was created for the program and a new funding model was implemented to increase the flexibility and reduce the administrative burden of the program. Feedback from program participants was solicited and final adjustments made prior to finalizing the program. Under this new model, Partner Outreach Libraries completed over 60 training and promotional activities on behalf of the GMR this year.

“We were honored to partner with the National Network of Libraries of Medicine on this project. This project equipped our seniors with health care knowledge, helping them to lead happier, healthier, and longer lives.”
- David J. Kelsey, St. Charles Public Library

“We are thankful for the new model of reimbursing for funds through invoices which gives us a level of accountability we didn’t have before. The GMR staff have been extremely helpful!”
- Heidi Marleau, Associate Director at Ebling Library, a participating Partner Outreach Library
Year 2 objectives for AIM 7:

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>Status</th>
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<tbody>
<tr>
<td>Develop partnerships with targeted organizations</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop and offer outreach and education awards</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop and execute a plan for allied health student programs at community colleges</td>
<td>In Progress</td>
</tr>
<tr>
<td>Exhibit at regional and select national meetings</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop a toolkit for partner outreach libraries</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop and execute a plan for partner outreach library instruction and exhibiting</td>
<td>Complete</td>
</tr>
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</table>

The GMR staff will ensure that all GMR network members have the opportunity to keep current on health sciences information topics and resources such as PubMed so that health professionals receive quality support from GMR Network libraries throughout the five years of the grant.

The GMR continuously promotes NNLM courses through the website, via the listserv, on the Facebook page, on Twitter, and within quarterly GMR Update broadcasts. Staff within the GMR office offered over 80 hours of education this second year of the grant, through webinars, asynchronous courses in Moodle, and in-person presentations.

“"This was one of the best CE courses I have ever taken!" - Feedback from Stand Up for Health: Health and Wellness Services for Your Community

The GMR continues to organize the NNLM Journal Club, a series for health sciences librarians discussing research articles featuring NLM resources or NIH initiatives. The office participates in NNLM Resource Picks, a bimonthly series featuring NLM resources, and hosted two sessions this year, “Drug Information Portal” and “Mapping Tools for Outreach and Public Health.” GMR continues the expert speaker series, “Kernel of Knowledge,” to highlight health information programs and experts within the region. Staff developed two new courses this year, “Stand Up for Health,” a core curriculum for public librarians seeking the fundamentals of health information, and “Serving Diverse Communities,” a three-part, on-demand course developed for public health professionals.

Year 2 objectives for AIM 8:

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain current website of NNLM course offerings</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop new courses</td>
<td>Complete</td>
</tr>
<tr>
<td>Promote course offerings through communication channels</td>
<td>Complete</td>
</tr>
<tr>
<td>Offer monthly webinars on topics of interest</td>
<td>Complete</td>
</tr>
<tr>
<td>Develop and offer professional development awards</td>
<td>Complete</td>
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<tr>
<td>Attend state library conferences</td>
<td>Complete</td>
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<tr>
<td>Provide in-person workshops at the Medical Library Association Midwest Chapter meeting</td>
<td>Complete</td>
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The GMR staff will increase the number of public health professionals who have new skills in accessing and searching quality health information through online educational opportunities throughout the five years of the grant so that they can easily and effectively access quality information at time of need.

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<tbody>
<tr>
<td>• Developed and promoted seven outreach and education awards</td>
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<tr>
<td>• Distributed over $400,000 in funding</td>
<td></td>
</tr>
<tr>
<td>• Exhibited at 11 regional meetings</td>
<td></td>
</tr>
<tr>
<td>• Made 17 site visits to public libraries</td>
<td></td>
</tr>
<tr>
<td>• GMR staff presented at state library meetings within five states</td>
<td></td>
</tr>
<tr>
<td>• Partner Outreach Libraries completed over 60 outreach and education activities</td>
<td></td>
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</tbody>
</table>
The GMR office partnered with the Institute for Public Health Practice (IPHP) at the University of Iowa College of Public Health to develop a second online course for public health professionals. This three part course, titled “Serving Diverse Communities,” is intended to teach public health professionals how to identify resources on health disparities and to locate health information available in multiple languages. This course is second in a series planned in partnership with IPHP, the new course will be added to IPHP’s learning management system, Training-Source, as well as the National TrainingFinder Real-Time Affiliate Integrated.

**AIM 10**

The GMR staff will improve GMR consumer’s understanding of quality health information resources available on the Internet so that they make better informed health care decisions throughout the five years of the award.

The GMR reaches consumers by engaging public libraries across the region, this year the GMR led a national partnership with PLA as well, which reached public libraries across the nation. The GMR made presentations at state library meetings, at national public library meetings, funded health information projects in public libraries, and developed and offered educational opportunities for public librarians. GMR staff offered in-person education at nine meetings, presented five sessions for public librarians as a part of the “Kernel of Knowledge” series, and developed and taught a new online course for public librarians, “Stand Up for Health,” which was also offered as an 8-hour preconference session at PLA’s annual meeting in March. Adding to these activities, GMR partner outreach libraries engaged public libraries through 14 activities and training sessions.

Using carryover funding, the GMR sponsored a symposium for public librarians at the MLA meeting in May, titled, “Health Information for Public Librarians,” which attracted nearly 150 public library staff from across the nation. Additionally, the GMR collaborated with MLA to develop digital badges for the Consumer Health Information Specialization (CHIS), and continues to sponsor and promote the certificate program through brochures and course offerings. Beginning in March, the GMR took responsibility for coordinating CHIS sponsorships nationally for NNLM through funding provided by the NNLM All of Us Research Program.

**OBJECTIVES**

| Develop content for public health training via Iowa College of Public Health | Complete |
| Deliver online courses via Iowa Institute for Public Health Practice (IPHP) | Complete |
| Promote the Public Health Partners collaboration within the region | Complete |

**OBJECTIVES**

| Promote Consumer Health Information Specialization sponsorship program | Complete |
| Develop marketing materials for Consumer Health Information Specialization sponsorship program | Complete |
| Deliver instruction on health information to consumers through Partner Outreach Libraries | Complete |
| Develop and offer consumer health awards | Complete |