

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.

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 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 program, which leaves the office with a vacancy in the upcoming year.

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:

OBJECTIVES	
Identify Stakeholder Focus Group members for two remaining groups	Complete
Hold Stakeholder Focus Group meetings online	Complete
Hold Workgroup meetings online	Complete
Implement evaluation plan	In Progress

- Members selected for two remaining focus groups
- Three or more meetings for each focus group were organized to solicit input
- New Performance Measures developed by the National Evaluation Office (NEO) were used to measure success of the office

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, 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:

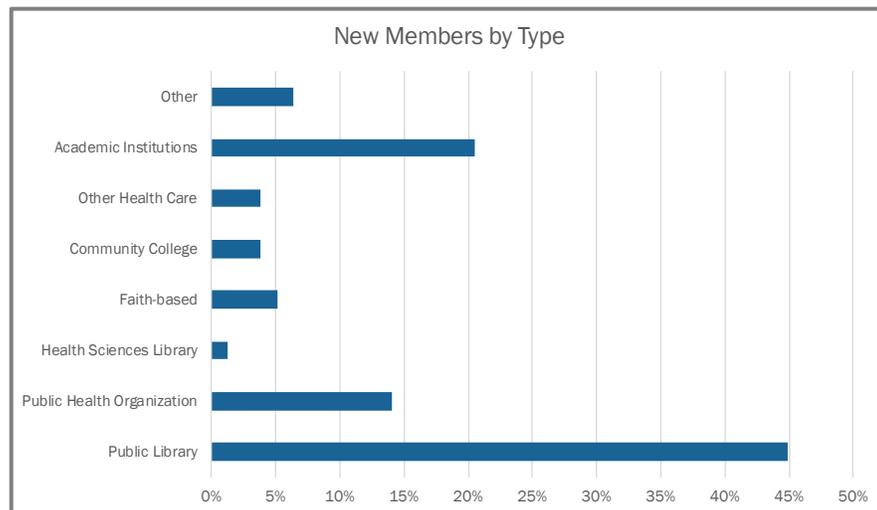
OBJECTIVES	
Reboot GMR blog, <i>Midwest Matters</i>	Complete
Maintain social media channels	Complete
Present updates at chapter and state health sciences meetings	Complete
Develop marketing and promotional materials	Complete
Make site visits to Resource Libraries	In Progress
Develop an online guide for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

- Over 80 blog posts in GMR blog
- Over 300 posts made on the GMR Facebook page
- Reach an average of over 8000 people each month through Twitter feed
- Made presentations at six state and chapter health sciences library meetings
- Visited five Resource Libraries
- Held quarterly meetings with Resource Libraries and Partner Outreach Libraries
- Contributed to developing ALA *Libraries Transform* statements

AIM 3

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.



Year 2 objectives for AIM 3:

OBJECTIVES	
Assess current network members & identify gaps, with an emphasis on community colleges	Complete
Send network certificate to current members	Complete
Recruit new members, with a focus on public libraries and community colleges	In Progress
Refer members to National DOCLINE Coordinating Office for training and support	Complete
Identify and recruit new community network members, particularly rural health organizations and public health agencies	In Progress

- 60% increase in new members
- Certificates were mailed to 1,138 current network members
- Completed assessment of public library and community college members
- Coordinated membership drive through the Public Library Association (PLA)
- 35 new public library members
- 11 new public health organizations

AIM 4

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.

Year 2 objectives for AIM 4:

OBJECTIVES	
Promote Disaster Information Specialization certificate to state coordinators	Complete
Develop and promote Emergency Preparedness Award	Complete
Develop an Emergency Preparedness guide for the region	Complete

- Five out of 11 state coordinators have obtained their Disaster Information Specialization certificate
- Released emergency preparedness guide for the region

AIM 5

The GMR staff will increase the number of network members actively and effectively participating in NLM programs and services within the GMR, ensuring that a variety of users have equal access to quality biomedical and health information over the five years of the grant.

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.

Year 2 objectives for AIM 5:

OBJECTIVES	
Increase number of libraries participating in DOCLINE and Loansome Doc	In Progress
Promote EFTS to participating DOCLINE libraries	Complete
Assess Loansome Doc practices in the region	Complete
Refer members to National DOCLINE Coordinating Office for training and support	Complete

- 17 member libraries referred to NDCO for training and support
- Postcards mailed to nearly 200 DOCLINE libraries to promote EFTS

AIM 6

The GMR staff will provide a Data Management Education Center (DMEC) for network members to increase the number of network libraries skilled at supporting health researchers with data management throughout the data life cycle during 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:

OBJECTIVES	
Contribute to teach data management courses offered through RD3	Complete
Contribute to maintaining RD3 website	Complete
Actively participate in the NNLM RD3 Working Group	Complete

- Contributed to instructing data management courses
- Maintained regional opportunities on RD3 website

AIM 7

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).

“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

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 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:

OBJECTIVES	
Develop partnerships with targeted organizations	Complete
Develop and offer outreach and education awards	Complete
Develop and execute a plan for allied health student programs at community colleges	In Progress
Exhibit at regional and select national meetings	Complete
Develop a toolkit for partner outreach libraries	Complete
Develop and execute a plan for partner outreach library instruction and exhibiting	Complete

- Developed and promoted seven outreach and education awards
- Distributed over \$400,000 in funding
- Exhibited at 11 regional meetings
- Made 17 site visits to public libraries
- GMR staff presented at state library meetings within five states
- Partner Outreach Libraries completed over 60 outreach and education activities

AIM 8

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:

OBJECTIVES	
Maintain current website of NNLM course offerings	Complete
Develop new courses	Complete
Promote course offerings through communication channels	Complete
Offer monthly webinars on topics of interest	Complete
Develop and offer professional development awards	Complete
Attend state library conferences	Complete
Provide in-person workshops at the Medical Library Association Midwest Chapter meeting	Complete

- Developed two new courses
- Offered 11 webinars through the Kernel of Knowledge series
- Made six professional development awards
- Offered two continuing education courses at Midwest Chapter

AIM 9

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.

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

“I had not known about HSRProj and will be telling research colleagues and others about it.”

- Feedback from *Online Resources to Support Evidence-Based Practice*

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

- Developed a three-part course for public health professionals
- Promoted PHPartners through a “Kernel of Knowledge” webinar

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.

“This information gives me a means to connecting with dementia patrons in a way I have not had before. I am excited!”

- Feedback from *Kernel of Knowledge* webinar

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	
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

- Released brochures to promote national CHIS sponsorship
- Presented instruction at nine public library meetings
- Partner Outreach Libraries offered 14 training sessions for public libraries
- Sponsored public library symposium reaching nearly 150 participants
- Partnered with PLA on a national health information initiative