EXECUTIVE SUMMARY

PNR underwent a mid-contract virtual site review on July 18, 2013 via videoconference. The review included a presentation by UW administrators and the NN/LM PNR staff for the NLM site team located on the NIH campus. In preparation for the site review, an online questionnaire was sent to all network members in the Pacific Northwest Region, and fifty-two representatives responded from network member organizations. Also, on June 26 the NLM site team conducted a focused discussion by teleconference with 8 representatives of various network organization types in the Pacific Northwest Region. The site team was satisfied with the mid-contract review, stating that the PNR presentation was “well developed, logically organized and highlighted the individual nuances of this Region.” Additionally, the site team appreciated the presentations and conversations with PNR stakeholders and network members, described as “beneficial in highlighting the success of the RML during their review.”

The NN/LM PNR Regional Advisory Council met on Thursday, December 12, 2013 in the Health Sciences Library at the University of Washington. Following a welcome and updates by Tania Bardyn and Cathy Burroughs, the full-day meeting featured presentations from RML staff about key initiatives and newer information resources available from the National Library of Medicine. The RAC includes three subcommittees, who met to discuss and decide on a project each will complete by December 2014 within their committees’ scope. Two new RAC members were welcomed, including Ruiling Guo, Ph.D., Health Sciences Librarian/Associate Professor at the Eli M. Oboler Library, Idaho State University; and Gary Strong, retired former University Librarian at UCLA Library in Los Angeles, CA who resides in Post Falls, ID. Earlier in the Fall, PNR staff participated in a structured exercise led by a marketing consultant to shape strategies for relevant messaging about PNR services to the variety of diverse network member audiences in the region. The same exercise was repeated with the Regional Advisory Council, by Megan Aukema Associates. During the exercises members defined the image that the NN/LM PNR represents and helped to confirm and affirm who the PNR target audiences are from their point of view. The RAC members find face-to-face meetings and small group discussions highly desirable and said that the PNR is informative, trustworthy and collaborative.

Cathy Burroughs negotiated an MOU to participate in the Public Health Information Access (PHIA) pilot with University of Massachusetts Lamar-Soutter Medical Library (LSML) for a digital library accessible by public health employees in Washington. As a critical component of the project, the University of Washington ILL department will provide article delivery service via Loansome Doc for key public health journals which have not yet agreed to make their content available in the digital library. Timing of this project aligns with interest expressed by Dr. Tao Sheng Kwan-Gett, Director, Northwest Center for Public Health Practice, and Senior Lecturer in the UW School of Public Health, on behalf of the new WA State Health Officer, Kathy Lofy,
Gail Kouame and Patricia Devine co-chaired a marketing committee effort with Aukema & Associates to develop recommendations for a compelling message platform that clearly articulates the NN/LM PNR value proposition. Development of the report involved Aukema & Associates conducting a series of strategic discovery meetings to understand the attributes that define the NN/LM program and the key messages that resonate with NN/LM PNR audiences. These meetings were held with PNR staff, the NN/LM PNR Regional Advisory Council, and medical librarians at the UW HSL. Next steps are to carryout recommended communications tactics to help position the NN/LM and help create a unique identity for the program.

Via an NN/LM PNR regional symposium award to Oregon State University (OSU), PNR partially funded “Science Boot Camp for Librarians—West” modeled after the Science Boot Camp for Librarians held annually in Massachusetts. The western version was planned and conducted by four academic libraries in the NN/LM PNR and Mid-continental Regions. Held on June 19-21, 2013 “Science Boot Camp for Librarians—West” was a highly successful event, held at the campus of the University of Colorado, Boulder, drawing 135 participants from across the country. It included an immersive, two-and-a-half-day program, featuring educational presentations on scientific and medical topics.

Via an NN/LM PNR Technology Improvement Award, Viva Hispanic Foundation setup a mobile learning center (of iPads) and partnered with Latinos Unidos to give a series of workshops to over 200 individuals introducing health literacy and MedlinePlus Espanol in community training sites around the Puget Sound. In the workshops, Viva Hispanic Foundation staff presented “Health Literacy in Your Community”, which is a train-the-trainer workshop co-developed by Gail Kouame and Sue Wozniak (UW iSchool, MLIS, 2014). The workshop was well received, and word has spread to rural areas with large Hispanic communities, as evidenced by invitations to Viva Hispanic Foundation to repeat the workshop in Yakima and Pasco, Washington.

Gail Kouame worked with Sandra Smith, Ph.D. of the Center for Health Literacy Promotion to complete the video series titled “Promoting Health Literacy with Free Info & Cool Tools from Your National Library of Medicine.” The videos are designed for home visitors to increase awareness about best practices in health literacy and free online resource for easy-to-read and trustworthy health information. The video includes theories and best practices for helping clients with reflective learning, presented by Sandra Smith, stemming from her research in health literacy. Gail provides a dynamic presentation on MedlinePlus. By viewing the videos, it is hoped that home visitation program staff will become adept at accessing and presenting selected NLM resources when helping their clients to engage in taking charge of their health.

Patricia Devine offered CME presentations for physician assistants and pharmacists at several conferences in the Pacific Northwest. This included the 2013 American Academy of Physician Assistants annual conference (a CME Stat Consult about using social media); the Idaho Academy of Physician Assistants conference (a CME on health literacy); and the NW Pharmacy Association (including WA, ID, and MT). Ms. Devine also spearheaded a coordinated approach to providing a regular national DOCLINE training via Adobe Connect with 3 other regions. The quarterly sessions typically reach more than 50 participants and the NN/LM instructors take turns to teach a different topic focus each session. Patricia Devine also arranged and hosted a Special Rendezvous about alternatives to Ariel for smaller libraries, presented by Heidi Nance, Head, ILL and Document Delivery Services, University of Washington Libraries; and David Ketchum, Resource Sharing Librarian, University of Oregon Libraries.
Tania Bardyn, and Cathy Burroughs completed a site visit to Bastyr University Library, a longstanding Resource Library in Kenmore, WA. Bastyr library director, Jane Saxton, discussed the demands with integrating evidence-based informed practice into a case-based curriculum and provided updates about the Center for Optimal Integration and its Project to Enhance Research Literacy (PERL). Ms. Saxton has been invited to serve on the advisory board for PERL.

Focused support and collaboration with Idaho network members ensued during the year. Ruiling Guo, Associate Professor and Health Sciences Librarian, is the new Resource Library representative for the Idaho Health Science Library at Idaho State University. Ms. Guo reconfirmed their commitment as a Resource Library, and agreed to terms of a Memorandum of Understanding developed by Cathy Burroughs, to carryout promotion and training activities in Idaho. Ms. Bardyn and Ms. Burroughs also visited the Kootenai Regional Medical Center (KRMC) Library, in Couer d’ Alene, Idaho. KRMC clinical reference specialist, Joan Wilson, has shown innovative approaches to advocating for the value and role of the library, with the support of the PNR awards and consultation by PNR coordinators. KRMC has recently entered into partnership with the Mayo Clinic Care Network. As a provision of this agreement, the staff and affiliated physicians at KRMC have access to a special user-friendly, point of care database of information on clinical topics.

To observe MLA’s Medical Librarians Month, PNR staff surveyed Network Member hospital librarians across the region. Tania Bardyn and Cathy Burroughs sent letters to hospital librarians’ administrators highlighting the value of medical librarians and detailing the librarians’ accomplishments. The letter included a reprint of the highly publicized JAMA Viewpoint column, “The Evolving Role and Value of Libraries and Librarians in Health Care”. Joan Wilson, in Idaho requested customized letters to eight top administrators at KRMC.

Cathy Burroughs and Susan Barnes presented a webinar to kickoff the 2014 funding cycle, called “Get Ready, Get Set, Write a Proposal! “ In total during Option Year 2, PNR staff solicited, reviewed, administered, and funded 26 subcontracts, awards, and MOUs. A new award, Health Disparities Information Outreach, was solicited successfully, with 2 proposals funded. The first award was to the EthnoMed team, a collaboration between Harboview Medical Center and the UW Health Sciences Library, to develop the Somali Mammogram Screening Education Project for Somali patients, their care providers and community members. This project includes a web-based narrated video slideshow in Somali language to explain and promote mammogram screening in culturally and linguistically appropriate ways, plus a healthcare provider’s guide to include specific information about disparities in mammogram screening rates of Somali women. The second award was to Tuality Healthcare’s Cultural Diversity Taskforce, in Hillsboro, Oregon, for a collaborative project with Teatro Milagro on a unique theater-based interactive presentation to create dialog and foster self-reflection in the areas of cultural diversity and health disparities. Vignettes will be used to demonstrate sources of disparity and possible resources and resolution.

Nikki Dettmar conducted an environmental scan for each PNR state about Health Insurance Marketplace & FQHC Outreach/Enrollment Funding Information. She posted state-specific information on a Quick Link from the PNR home page (http://nnlm.gov/pnr/ACA.html) and conducted webinars with state libraries in Idaho, Montana, Oregon and Washington. Ms. Dettmar published an article about the Affordable Care Act and libraries in the October issue of MLA News (Consumer Health column).
In October 2013, Ms. Dettmar resigned from her full time position in order to pursue a second masters degree in Learning Technologies. She began working part-time as an Evaluation Librarian at the National Network of Libraries of Medicine Outreach Evaluation Resource Center (NN/LM OERC), effective 12/16/13.

National recruitment for a fulltime PNR Consumer Health Coordinator ensued in February.

PNR staff were guest lecturers for 2 sessions of the UW iSchool health resources class (LIS 528) in May 2013. Gail Kouame, NN/LM PNR Public Health Outreach Coordinator was the sole presenter in the first session about health literacy and consumer health information issues and resources. For the second session, Cathy Burroughs led all of the PNR coordinators in giving presentations about the NN/LM PNR program. Each coordinator highlighted the important focus of their roles in promoting outreach to the public health workforce and other health professionals; libraries roles with electronic health records; and promoting MedlinePlus Connect.

**NETWORK INFRASTRUCTURE**

**Table 1: Annual infrastructure data**

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<thead>
<tr>
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<th>Current Year</th>
<th>Previous Year</th>
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</thead>
<tbody>
<tr>
<td>Network members – full</td>
<td>123</td>
<td>131</td>
</tr>
<tr>
<td>Network members – affiliate</td>
<td>249</td>
<td>236</td>
</tr>
</tbody>
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**Regional Emergency Preparedness and Response Plan:**

No activity.

**E-licensing:**

The E-Licensing Consortia in the Pacific Northwest Region page is being maintained: ([http://nnlm.gov/pnr/rsdd/sharing/index.html](http://nnlm.gov/pnr/rsdd/sharing/index.html)). In March on PNR Rendezvous, Cathy Burroughs hosted Tim Jewell, Director of Information Resources and Scholarly Communication at the University of Washington Libraries, who gave an overview of journal pricing economics and trends, introducing the Open Access paradigm as an alternative to high journal prices and bundling, and exploring current Open Access developments.

**Identifying unique and historical collections:**

Bastyr University Library agreed to consider submitting a record for NLM’s historical collections director, about the unique collection at Bastyr.
Cross-regional Collaborative Efforts:

Community College Task Force
In March, PNR staff coordinated a half-day workshop for community colleges in Washington State to increase knowledge of NLM resources and the NN/LM. PNR staff presented sessions on PubMed for nursing and allied health, EHRs and meaningful use, Consumer health resources for patient education, and proposal writing and evaluation.

Patricia Devine posted to the ALA College Library Listserv (in which many community colleges participate) about free resources available to libraries in response to a request for information for a blog post by a librarian from Pacific Lutheran University in Tacoma, Washington (http://theoutreachlibrarian.com/2014/03/21/bag-of-tools-ready-made-outreach-materials/). Also, Ms. Devine wrote an article about the NN/LM’s resources to the Spring newsletter of the College Librarians and Media Specialists of Washington (CLAMS).

MedlinePlus Connect Outreach Task Force
Cathy Burroughs reported progress by the MedlinePlus Connect Task Force at the May 2014 RML Directors’ meeting. Since May 2013, NN/LM records show that NN/LM staff promoted MedlinePlus Connect at 95 events, including trainings and presentations, exhibits, RML updates and via personal contacts. Medical librarians were the largest audience group, but others reached included IT depts, patient educators, administrators and healthcare providers in hospitals, health systems, community health centers and FQHCs. In total, NN/LM staff reached at least 1,108 people with information about M+C (noting this is an underestimate, since more were reached at exhibits or via blog entries). The Task Force also logged frequent queries or suggestions for NLM, such as requests to see a mockup or example showing how MedlinePlus Connect can be customized to retain institutional branding, via the Web Service.

Clinical Trials.gov Results Task Force
Gail Kouame offered a presentation about ClinicalTrials.gov Results to the region, via PNR Rendezvous in April 2014.

OUTREACH:

| Number of major (≥ $15,000) projects funded in contract year: | 7 |
| Number of regional/state/local exhibits conducted by RML: | 23 |
| Number of regional/state/local exhibits conducted by subcontractors: | 13 |

Information Technology and Transfer:
Ms. Bardyn and Ms. Burroughs traveled to northern Idaho to meet with Laurie Hassell, Director of the Institute of Translational Health Sciences Regional Collaborations Program (RCP). The RCP is one of the 4 core programs of the recently reorganized CTSA at the University of Washington, and through Laurie’s efforts, the RCP makes connections to model “collaborative translational science across distance, institutions, and cultures to positively impact the health of the region.” The purpose of this meeting was to gain an understanding of Lauries’ role in the region so that we can effectively facilitate collaboration and outreach between academic, clinical and community-based institutions and organizations, and help support the development of a vibrant translational research community in the Pacific Northwest.
Mahria Lebow continued to work with the organizing committee of 4 academic libraries in planning the Science Boot Camp-West at University of Washington for July 2014. Comprised of an immersive, two-and-a-half-day program, featuring educational presentations on scientific and medical topics, the upcoming 2014 boot camp will include a data management component that Ms. Lebow will coordinate.

In September 2013 at the annual chapter meeting of the Pacific Northwest Chapter/MLA, Mahria Lebow collaborated with network member, Ann Glusker, on a presentation about assessing data, including a review of how data are created, how data can become "dirty," and potential issues to watch for before using or recommending datasets to patrons.

As a member of the Data Services committee in the UW Libraries, Mahria Lebow also participated in a pilot to customized and teach research data management practices to UW undergraduate and graduate students in the health sciences, based on the New England Collaborative Data Management Curriculum site http://library.umassmed.edu/necdmc