EXECUTIVE SUMMARY

The NN/LM PSR mid-contract site visit with NLM was conducted on November 20. In addition, Acting Associate Director Alan Carr served on the mid-contract site visit team for the NN/LM Greater Midwest Region on August 15, and the NN/LM Web Services Technology Operations Center (Web-STOC) on September 25. Educational Services Coordinator Kay Deeney served on the mid-contract site visit team for the National Library of Medicine Training Center (NTC) on September 10.

A major focus of RML outreach activity during the year related to the Affordable Care Act (ACA), beginning with the July publishing of a *Latitudes* article\(^1\) highlighting the panel session *Libraries & Health Insurance: Preparing for October 1*, presented at the American Library Association Annual Conference on June 30. Subsequently, an ACA LibGuide\(^2\) was created and added to the NN/LM PSR home page. The LibGuide has been well-received regionally and nationally, and we have noted that other RMLs and individual libraries are reusing the content. Acting Associate Director Alan Carr and Consumer Health & Technology Coordinator Kelli Ham wrote an article about the experience and benefits of using the LibGuides format as a mechanism to promote ACA information, which will be published in the “Technology” section of the May 2014 issue of the *MLA News*. In addition, on September 18 Dylan Roby, Ph.D., Director of the Health Economics and Evaluation Research Program at the UCLA Center for Health Policy Research, and Assistant Professor at the UCLA Fielding School of Public Health, presented the one-hour Midday at the Oasis session *Understanding the Affordable Care Act*, with 84 attendees, and Educational Services Coordinator Kay Deeney presented the workshop, *Shedding Light on the Affordable Care Act*, at the Nevada Library Association Annual Conference on October 18, with 14 attendees.

Kelli Ham made contact with all state libraries in the region to ascertain the status of their preparedness for implementation of the ACA on October 1. She provided essential guidance and feedback to Infopeople and the California State Library for the content and design of bookmarks and posters that were distributed to all California public libraries. Infopeople also sponsored the one-hour webinar on September 9, *Get Covered @ the Library: Affordable Care Act Resources for Libraries*, with presenters Kelli Ham and Barbara Bibel, Consumer Health Information Specialist at Oakland Public Library. The session was attended by about 250 people. In addition, Kelli collaborated with Dale Savage at the Arizona State Library and Yamila El-Khayat at Arizona Health Sciences Library, resulting in the one-hour webinar presented by Yamila on September 5, *Arizona Libraries & the Affordable Care Act: Information & Resources*, attended by more than 100 people.

---


\(^2\) [http://guides.nnlm.gov/psr/aca](http://guides.nnlm.gov/psr/aca)
As a result of ACA activities in the region, Alan Carr and Kelli Ham were invited to be the featured presenters for the January 22 WebJunction webinar, *Health Happens in Libraries: Health Information Resources for Library Staff*. The session also included a presentation by Milly Lugo-Rios, Senior Librarian for Adult Services at Santa Ana Public Library. Over 700 people registered for the event. The target audience for the webinar was public library staff throughout the U.S. The session content focused on resources and services available through the National Library of Medicine and the NN/LM Network. Also included were resources and activities related to the Affordable Care Act. The PowerPoint slides and accompanying four-page session handout are available from the WebJunction web site.  

Alan and Kelli were subsequently contacted by Nancy Clark, Director of the Library Network Office for the Department of Veterans Affairs, about doing a similar webinar for VA library staff throughout the U.S. during one of their monthly programs. This one-hour session was conducted on April 8, with 67 attendees.

Another focus of outreach activity for the year was offering continuing education classes with certification by the Medical Library Association as part of the Consumer Health Information Specialization (CHIS) program. On May 16-17 Kelli Ham conducted a series of four four-hour workshops for Napa County Library staff. Based on feedback from these classes, Kelli offered a new series of CHIS classes and shorter consumer health trainings. After several inquiries from library systems and hospital libraries, the first three in-person training sessions were set up for the County of Los Angeles, on January 30 in West Covina in eastern Los Angeles County, with 21 attendees; on February 28 in Acton in northern Los Angeles County, with 15 attendees; and on March 26 at Carson Public Library in southern Los Angeles County, with 21 attendees. To reach the library staff from branches unable to attend an in-person session, Kelli plans to present a webinar that can be archived for reference by all County Library staff.

An additional key outreach initiative during the year involved working with promotoras. Kay Deeney and Yamila El-Khayat, Outreach Services Librarian from the University of Arizona Health Sciences Library, promoted MedlinePlus en Español and other Spanish-language resources from NLM during the 11th Annual Promotoras and Community Health Workers Conference December 6-7 in Los Angeles. In addition to the exhibit, Yamila conducted the two-hour Spanish-language workshop *How to Find Reliable Health Information* on December 6, with 14 attendees. This was an interactive presentation highlighting MedlinePlus, NIHSeniorHealth, ClinicalTrials.gov, and Polyglot. As a result of a contact made during the conference, an additional one-hour training session in Spanish was held January 17 for a group of promotoras at a Planned Parenthood home office near downtown Los Angeles, with 32 attendees.

*Finding Health and Wellness @ the Library: A Consumer Health Toolkit for Library Staff, Second Edition*, was published and made available online on July 1. This resource, the result of a partnership between the California State Library (CSL) and the NN/LM Pacific Southwest Region, is an important tool to help public librarians become better providers of reliable health promotion and wellness information. Notably, this edition includes a greater emphasis on MedlinePlus content and links to a series of video training materials on searching MedlinePlus for the public which were funded by an NN/LM PSR Express Outreach Award. Following publication of the *Toolkit*, in September we received an inquiry from a public librarian in Johnson County, Indiana, asking to incorporate the "Health Resources" portion of the publication in their library’s website, as an online resource for patrons. He stated that: “Your depth and range of topics are perfect for our needs. It’s such a remarkable and comprehensive resource and fits perfectly into our vision of providing these services to our patrons.” Kelli Ham was also contacted.
in February by representatives from New School University regarding a project proposal for the New York Public Library (NYPL). The group of graduate students had chosen the Toolkit as a model for improving health information services at NYPL. Kelli provided a connection between the team and NN/LM MAR Consumer Health Coordinator Lydia Collins, with recommendations to the team that NYPL take advantage of MAR resources and services. Along with Suzanne Flint of the California State Library, assistance was provided to the working group during a four-week period to help them craft their proposal and recommendations for NYPL.

During the year, RML outreach funding was distributed throughout the region. Four institutions received Express Outreach Awards; American University of Health Sciences Library in Signal Hill, CA; Charles R. Drew University of Medicine and Science Health Sciences Library in Los Angeles, CA; Health Assessment Resource Center (HARC) Inc., in Palm Desert, CA; and Pacific College of Oriental Medicine Library in San Diego, CA. In addition, two Cooperative Agreements were funded during the year. Arizona Outreach, conducted by the Arizona Health Sciences Library (AHSL) in Tucson, involved many partner organizations and target audiences, and reached numerous locales in the state. Information Services Outreach for Rural and Frontier Nevada, conducted by the University of Nevada School of Medicine, Savitt Medical Library in Reno, utilized the services of a Health Outreach Librarian to increase access to health information for care providers and consumers in rural and frontier areas of the state. In January 2014, a Request for Proposals (RFP) was issued for Express Outreach Awards for the next contract year. Six proposals for 12-month projects were received in response to the RFP, four of which will be funded for $9,000 each.

On July 24-26 RML staff attended and hosted an exhibit at the Joint Meeting of the MLA Chapters for the Medical Library Group of Southern California and Arizona (MLGSCA), and the Northern California and Nevada Medical Library Group (NCNMLG), a major opportunity to connect with Network members in the region. The meeting was held on the campus of the University of California, San Diego. During the meeting, Alan Carr provided a thirty-minute RML Update, covering activities related to the NN/LM National Initiatives, Affordable Care Act, DOCLINE trends, PSR Network news, educational services, and PSR communication tools. In addition, Kay Deeney taught the half-day continuing education course Public Health Information on the Web, and Alan Carr facilitated the roundtable discussion Applying for Grants. Community Outreach Coordinator Lori Tagawa facilitated the MLGSCA Membership Committee business meeting and the roundtable discussion Librarians and Magnet Designation. NN/LM PSR Member Services & Technology Assistant Marco Tamase was the primary exhibit booth staffer.

During the year, Marco Tamase conducted twelve one-hour DOCLINE training sessions; six in Basic DOCLINE and six in serial holdings. He also provided individual consultation for about 96 libraries relating to DOCLINE, LinkOut and other network member questions. He processed over 580 inactive requests, and approved 164 routing table changes in DOCLINE during the year.

**NETWORK INFRASTRUCTURE**

**TABLE 1: ANNUAL INFRASTRUCTURE DATA:**

<table>
<thead>
<tr>
<th></th>
<th>Current Year</th>
<th>Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network members - full</td>
<td>268</td>
<td>301</td>
</tr>
<tr>
<td>Network members – affiliate</td>
<td>306</td>
<td>273</td>
</tr>
</tbody>
</table>
MEDPRINT - MEDICAL SERIALS PRINT PRESERVATION PROGRAM:

RML staff continued promoting the MedPrint program to Resource Libraries and other Network members in the Pacific Southwest Region, through consultations and listserv and blog announcements. Stanford University’s Lane Library has executed a signed MedPrint agreement committing to 217 titles. Marco reached out to several additional libraries that have indicated commitments to retain titles in their DOCLINE holdings, but have not submitted agreements. As a result, Banner Gateway Medical Center’s Learning Center Medical Library in Gilbert, AZ, agreed to submit their formal agreement to NLM committing to 4 titles. He followed up with the remaining libraries and found they had joined the program by mistake. Marco modified their DOCLINE records accordingly.

REGIONAL EMERGENCY PREPAREDNESS AND RESPONSE PLAN:

During the year, Kelli Ham discussed outreach possibilities with various emergency and disaster response organizations in the region. As a result, she was invited to provide a training session on REMM (Radiation Emergency Medical Management) during a workshop in Lake County, located in northern CA. Kelli then developed workshop training materials for first responders on the newly redesigned REMM website and app for one of two two-hour breakout training sessions during the day-long Lake County Public Health Disaster Medical Skills Workshop. There were 57 attendees at the overall conference, 27 of whom attended Kelli’s session, which provided continuing education credit for emergency responders. The training materials will be shared with NLM DIMRC staff and other NN/LM regions. A Latitudes article detailing Kelli’s experience at the workshop was published on April 30.5 To further prepare for this outreach effort, Kelli is completing the series of classes for MLA’s Disaster Information Specialization program.

Several RML staff members subscribe to NLM’s Disaster Information Outreach announcement list, and we regularly distribute information regarding disaster preparedness webinars, conferences, publications, and other items to the region. In addition, RML staff members regularly attend the monthly Disaster Information Specialist Program web conferences, sponsored by DIMRC, and then highlight information resources and other items of interest in postings to our Latitudes and NewsBits blogs.

NN/LM PSR affiliate member Pacific Resources for Education and Learning (PREL) was the recipient of a National Library of Medicine 2013 Disaster Health Information Outreach and Collaboration Project award, Disaster Health Information in American Samoa, involving collaboration with the Feleti Barstow Public Library (FBPL) and the American Samoa Government’s Public Health Department, LBJ Tropical Medical Center, to promote the use of reliable disaster health information and increase awareness of the NLM resources available to librarians, public health workers, and first responders in times of crisis. The call for proposals for these awards always generates great interest in the region, and we regularly consult with interested Network members regarding project ideas and potential partner organizations.

E-LICENSING:

As follow-up to a recommendation at the NN/LM PSR RAC meeting held in March 2013, five Network members were recruited to participate in a focus group discussion about the future direction(s) of the PSR E-licensing program, which led to a one-hour session on April 2 with Brooke Billman, Arizona Health Sciences Library; DeDe

5 http://nnlm.gov/psr/newsletter/2014/04/30/first-responders-respond-positively-to-remm-training
Lesly, Cedars-Sinai Hospital Medical Library; Michelle Henley, San Francisco General Hospital Library; Danielle Linden, St. Joseph Hospital Medical Library (Orange, CA), and Julie Kwan, UCLA Louise M. Darling Biomedical Library. The discussion focused on the changing landscape of e-licensing in the region, and various alternatives to the current arrangement with the Statewide California Electronic Library Consortium (SCELC).

In addition, representatives of SCELC and the Arizona Health Information Network (AZHIN) began discussing possible collaboration regarding the PSR E-licensing program.

IDENTIFYING UNIQUE AND HISTORICAL COLLECTIONS:

During a Resource Library visit at Stanford University’s Lane Medical Library & Knowledge Management Center on January 13, Alan Carr and Kay Deeney had a special orientation to the Stanford Medical History Center, provided by Drew Bourn, PhD, MLIS, Historical Curator for Lane Library. We will seek out similar opportunities during the next contract year, as well as continue discussion with Resource Library Directors about this topic.

CROSS-REGIONAL COLLABORATIVE EFFORTS:

NLM Training Center

Kay Deeney partnered with the NLM Training Center to offer the Moodle class, *Teaching with Technology: Tips, Techniques and Tools*, running from July 8 through August 3. The class covers adult learning principles, distance learning best practices, and online learning tools. Attendees were from all over the United States. Fifty-three participants signed up for the class; 37 joined Moodle and completed some portion of the class; and 18 completed the entire class for MLA CE credit. The evaluations were favorable. One attendee wrote, “I really liked learning about adult learning concepts and the different online tools that are available!”

Kay also worked with the NTC to survey members of the Hawaii Pacific Chapter of MLA about offering the *PubMed for Trainers* course in Honolulu, and also the session format most desired by potential attendees, for their Annual Meeting in April. NTC subsequently conducted the *PubMed for Trainers* course on April 3 and partnered with PSR to offer *Teaching with Technology* for the HPC/MLA Annual Meeting.

NN/LM Outreach Evaluation Training Center (OERC)

Early in 2014, Cindy Olney contacted us to determine the feasibility of NN/LM OERC staff conducting outreach evaluation training in the region. After checking with several groups and outreach funding awardees, we found interest from Darlene Parker-Kelly, Director of the Health Sciences Library at Charles Drew University of Medicine and Science, in south Los Angeles. She regularly works with a group of 25-30 outreach partners, many of whom conduct their own outreach activities. Subsequently, Lori Tagawa worked closely with Darlene and Cindy, as well as Nikki Dettmar, resulting in the OERC four-hour workshop, *Finding Information in Numbers and Words: Data Analysis for Health Information Outreach*, conducted by Cindy and Nikki on April 17 at Charles Drew University. There were 11 enthusiastic attendees.

ClinicalTrials.gov Results Task Force

Lori Tagawa and Kay Deeney finalized work on the Moodle course *ClinicalTrials.gov Results Reporting, Unique Evidence, and the Role of Medical Librarians*. Training for the NN/LM coordinators began in late July. During the three-week period July 30 to August 20, Kay provided orientation and training on the course to 19 RML
Coordinators who will offer it in their respective regions. Four MLA CE credits were obtained for the course. After the orientation, the Task Force met on September 30 to provide course feedback and share upcoming plans. Lori then conducted the online Moodle class from December 2-20. The course included three modules, and awarded four MLA CEUs. Thirty-three people registered for the class, eighteen of whom finished all course requirements. The attendees were primarily health science librarians from California. Additional participants included information specialists, health professionals, and public health workers from Hawaii, Kentucky, Maryland, New Jersey, Nevada, and Tennessee.

Community Colleges Outreach Task Force

During the year PSR Task Force representative Kay Deeney began working with Danielle Carlock from Scottsdale Community College, a Regional Advisory Committee member, on plans for a virtual meeting room for outreach to community college librarians. Danielle also suggested that we consider exhibiting at the League for Innovation in the Community College Conference, held March 2-5 in Anaheim, CA. The exhibit was subsequently added to the NN/LM PSR schedule, and staffed by Kay Deeney with assistance from Danielle. There were 79 exhibit booth visitors and 30 online demonstrations of NLM resources. Kay and Danielle also partnered to organize and teach the three-hour training session Navigating the Health Information Maze: Resources for Community College Faculty, attended by ten librarians and faculty in Phoenix, AZ, on April 25.

Other activities for this initiative included a training session on April 1 for five faculty and librarians at Kapiolani Community College in Honolulu, and a site visit to Diablo Valley College, in the San Francisco Bay Area, on February 26, both conducted by Kay. In addition, PSR Director Judy Consales visited Guam Community College on April 1, where she met with Christine Matson, Head of the Learning Resource Center. Judy provided an orientation to NLM resources and services, and encouraged Christine to consider NN/LM affiliate membership for the library.

K-12 Outreach Task Force

Kelli Ham is the PSR representative on this Task Force, and Kay Deeney continued her outreach efforts with school nurses. On September 17 Kay presented the 90-minute workshop MedlinePlus and Other NLM Resources to 31 members of the San Diego Office of Education School Nurses. Kelli exhibited at the California Science Education Conference, sponsored by the California Science Teachers Association, on October 25-26 in Palm Springs. There were 58 booth visitors, and Kelli provided demonstrations of NLM resources to 34 participants. Kelli also presented the workshop, Quality NLM Resources for Environmental Science Educators, with 16 attendees. In addition, Kelli exhibited at the 2014 Science Conference for the San Diego Science Educators Association (SDSEA), held March 1 at Grossmont College in El Cajon, an eastern suburb of San Diego, and gave the one-hour presentation Our Environment, Our Health: Making the Connection, attended by 19 people. K-12 outreach has also been conducted by Yamila El-Khayat, Outreach Services Librarian at Arizona Health Sciences Library, through the Arizona Outreach Cooperative Agreement.

MedlinePlus Connect Task Force

PSR Task Force representative Kelli Ham began working on a Section 508-compliant MedlinePlus presentation that will become part of the MedlinePlus Connect Trainers Toolkit. She subsequently created a PowerPoint presentation for the MedlinePlus Connect Educational Resources Toolkit. The presentation is a customizable template for use by any region and is available on the NN/LM Staff Wiki.

### OUTREACH

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of major (≥ $15,000) projects funded in contract year:</td>
<td>2</td>
</tr>
<tr>
<td>Number of regional/state/local exhibits conducted by RML:</td>
<td>10</td>
</tr>
<tr>
<td>Number of regional/state/local exhibits conducted by subcontractors:</td>
<td>6</td>
</tr>
</tbody>
</table>

### INFORMATION TECHNOLOGY AND TRANSFER:

On June 6, Kelli Ham conducted the one-hour Infopeople webinar *The Accessible Website: If You Build It, Everyone Can Come!* attended by 114 people.

Kelli Ham’s proposal for a 90-minute presentation titled *The Other Content: Creating Accessible Documents and Presentations* was accepted for the Library Information Technology Association (LITA) program track at the 2014 American Library Association Annual Conference. The conference will be held in Las Vegas June 26-July 1, 2014.

At the suggestion of Stephanie Dennis at NLM, Kelli was invited to speak at a day-long event titled *Trends in Healthcare Delivery: Bringing Healthcare to the Individual*, sponsored by the California Association of Health Plans. The presentation topic was Mobile Technology: Increasing Healthcare Connectivity. Unfortunately, the invitation was declined, due to scheduling conflicts.

During the year, Lori Tagawa extensively revised and updated the NN/LM Pacific Southwest Region “state pages” (Arizona, California, Hawai‘i, Nevada, and the U.S. Territories in the Pacific). She then moved the pages to the more attractive LibGuides platform, which dramatically increased their usage.