

## NNLM SEA Data Reporting System: Activity Report Field Descriptions

### Activity Description \*

Description of activity; include specifics about how it was conducted and its impact

- Examples:
  - Class/Course/Training/Workshop: Beyond an Apple a Day: Providing Consumer Health Information at Your Library – This hands-on class will cover the health information seeking behavior of consumers and the role of the librarian in the provision of health information for the public. Come learn about the evolution of consumer health, health literacy and the e-patient. Participants will be equipped with knowledge of top consumer health sites, e-patient resources and collection development core lists. We will discuss creative ideas for health information outreach. The class will wrap up with an opportunity to explore effective marketing approaches and develop an elevator speech. 4 MLA CE Contact Hours.  
Objectives: This class teaches you the basics of providing consumer health information at your library. We will cover:
    - History and evolution of consumer health
    - Challenges of providing consumer health information at your library
    - Planning a consumer health service
    - Collection development
    - Consumer health on the internet
    - The reference interview
    - Ethics
    - Outreach
    - Project development / marketing
  - Webinar: Beyond the SEA: Adding ARISE Simulations to the Classroom: One Nursing Program's Experience with Apps, iPads and QR Codes – Beyond the SEA is an expert-speaker webinar series from the Southeastern/Atlantic Region which provides one-hour sessions on topics of interest to National Network of Medical Libraries (NNLM) members throughout the year. Today's webinar focused on Augmented Reality Integrated Simulation Education (ARISE), a collection of over one hundred open-access simulation activities and scenarios that incorporate augmented reality and game-based learning theory. Using iPads, QR codes and the ARIS app, ARISE was developed for a wide variety of health science programs, including nursing. Attendees learned how to use ARISE to increase active learning throughout the curriculum with minimal supplies (no expensive high-fidelity mannequin needed). Personal insight from one nursing program's experience with ARISE was shared, along with a tips and tricks to help others be successful. 1.0 contact hour of MLA CE credit.  
Presenters for this session: Megan Lagunas, PhD, RN, CCRN, is the University of Wisconsin-Eau Claire College of Nursing and Health Sciences Clinical Learning Center Director and Assistant Professor and has expertise in developing and implementing simulation scenarios for nursing students and Jan Adams, MLIS, is the Learning Resource Center Coordinator for the College of Nursing and Health Sciences, University of Wisconsin-Eau Claire.



- Exhibits: (briefly describe the conference/meeting/association. Focus the description on project/NNLM/NLM activities at the conference. Include the exhibit hall schedule vs. conference schedule, when applicable):  
NNLM SEA exhibited in a 10 x 10 exhibit space at the American College of Surgeons Annual Clinical Congress meeting. Exhibit hours were available during most of the conference, with limited closures for major conference speakers. Exhibit space was shared with poster sessions which provided opportunities for additional visits by attendees.
- Health Fairs: [Lead Organization] sponsored a tabletop exhibit at the 20th Annual Black Family Health & Wellness Association, Inc. Health Fair. The health fair offered important health services in the Omaha community including more than \$800 worth of screening and tests FREE to attendees. Health fair hours: 8:00AM – 12:00PM. There were 28 exhibitors at the health fair. Many of the booth visitors had screenings and tests at the health fair and we provided them with additional information on the tests and other health concerns.

### **Activity Type \***

- Awareness & Promotion for demos, exhibits/health fairs, poster sessions, and other promotional activities
- Training, Career Development & Education for career development, classes/courses/trainings/workshops, lectures, panels, presentations, symposia, webinars
- Persistent User Engagement & Partnerships for focus groups, partnerships, technology, user feedback/needs assessments
- Other for activities that do not fit in the above categories; specify the activity

### **Types of Organizations Associated with Activity \***

Identify organizations for the following:

1. Individual who conducted the activity
2. Location where activity was conducted
3. Entities sponsoring the activity

### **Achievements \***

Evaluation data must be accurate, complete, and well-written. You should write achievements statement so that the text could be copied into a formal report, or included in publicity (blog, news item) with little to no modification. In other words, the statement should be able to stand alone in describing the activity and its outcomes.

• Write formally, in third person laying out the achievements of the activity. The statement should be able to stand alone if placed into another context (e.g., report).

- Examples:
  - The Remembering Vietnam: Medics, Corpsmen, and Nurses symposium was the first co-sponsored lecture/symposium event with the U.S. National Archives and Records Administration (NARA). It was done in conjunction with NARA's ongoing exhibition and lecture program, at



minimal cost to NLM, and provided a successful demonstration of the value of inter-agency collaboration. There were approximately 80 people in attendance, and 1,020 views of the event, live and of the recording. It was a worthwhile event and should be followed by additional collaborative projects with NARA.

- NLM staff exhibited at the 47th Annual Abilities Expo held October 2017 in Washington, DC. The Abilities Expo provides people with disabilities, their families, seniors, vets, caregivers and healthcare professionals a meeting to gain knowledge and empowerment, and engage with others facing challenges, and sharing knowledge and solutions. Staff promoted consumer orientated NLM products including MedlinePlus, ClinicalTrials, and PubMed. The Expo visitors include people of all ages, young kids to seniors, with a range of disabilities. There were approximately 100 visitors to the NLM booth. The visitors were keenly interested in searching for health information related to disabilities, searching for clinical trial for various disabilities, and searching articles in PubMed.
- NLM provided support for 2 internships at the University of Arizona Health Sciences Library for Native American students in the Knowledge River program at the University of Arizona Library School to promote diversity in library and information science. The internships help students gain valuable work experience and help to promote careers in health sciences librarianship.
- Suggested metrics to include:
  - Exhibits: conference attendance, number of meaningful interactions, customer service inquiries/product feedback tickets
  - Communication and social media:
    - Twitter: List number of followers, number of tweets, and total number of impressions, engagements, retweets, and likes.
    - Facebook: List number of subscribers, likes, shares; number of posts
    - YouTube: List number of views, likes, shares; number of videos posted
    - online blogs: List number of views, click-throughs (count of times blog generated traffic to featured product/service), likes, shares if metric available; number of postings
    - Print magazine: List number of subscribers, subscription change over course of reporting period
    - Email distribution: List number of subscribers, and click-throughs (count of times blog generated traffic to featured product/service), subscriber change over course of reporting period; and number of emails sent
  - Training:
    - Webinar: Enter number of attendees, plus if video posted of live event, enter number of views after the session posted
    - Online training material: Enter number of views. If data exists, note completion rate of view video
    - In person: Enter number of attendees