

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

May 1, 2010 – July 31, 2010

University of Washington

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Executive summary

This quarter featured postings to the OERC Blog, submission of an article and proposals for presentations at annual meetings, initial planning for the National Emergency Preparedness and Response (NEPR) follow-up assessment that will update the 2008 baseline assessment, consultations, and teaching. In particular, the OERC taught a cross regional class via Adobe Connect to the Mississippi Institute for Improvement of Minority Health and Health Disparities in the Delta Region. In July, Susan continued the OERC's support of the Tribal Connections Four Corners collaboration by attending and participating in the Gallup, NM meeting to plan future directions for the collaboration.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible Person	Class/consultation topic	Location (city, state) of class or last name of consult recipient
5/21/2010	Barnes, Olney	Consultation: NEPR presentation at Directors' Meeting	Angela Ruffin, NNO, Bethesda, MD
5/21/2010	Barnes, Olney	Consultation: Community Day presentation at Directors' Meeting	Angela Ruffin, NNO, Bethesda, MD
5/22/2010	Barnes, Olney	Training: Data Analysis	Deborah Cavanaugh, MLA, Washington, DC
5/23/2010	Barnes, Olney	Consultations: NEPR network member interview	Angela Ruffin, NNO, Bethesda, MD
5/24/2010	Barnes, Olney	Consultations: NEPR network member interview	Angela Ruffin, NNO, Bethesda, MD
5/24/2010	Barnes, Olney	Consultations: NEPR network member interview	Angela Ruffin, NNO, Bethesda, MD
5/24/2010	Barnes, Olney	Consultations: NEPR network member interview	Angela Ruffin, NNO, Bethesda, MD
5/25/2010	Barnes, Olney	Consultations: NEPR network member interview	Angela Ruffin, NNO, Bethesda, MD
6/1/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/1/2010	Barnes	Consultation: Data Collection webinar meeting	Patricia A. Frye, Delta Regional Institute, Jackson, MS
6/7/2010	Barnes, Olney	Consultation: Consumer Health Toolkit questionnaire	Kelli Ham, PSR, Los Angeles, CA
6/8/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/11/2010	Barnes, Olney	Consultation: GMR outreach study	Ruth Holst, GMR, Chicago, IL

6/11/2010	Barnes, Olney	Consultation: GMR Impact Study	Ruth Holst, GMR, Chicago, IL
6/18/2010	Barnes, Olney	Consultation: PA Focus Group Planning	Cathy Burroughs, PNR, Seattle, WA
6/23/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/24/2010	Barnes, Olney	Consultation: MAR Value Study Consult	Kate Oliver, MAR, New York, NY
6/25/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
6/28/2010	Olney	Consultation: PA Focus Group Planning	Cathy Burroughs, PNR, Seattle, WA
7/7/2010	Barnes	Consultation: Outreach Connections	Barbara Nail-Chiwetalu, University of New Mexico Health Sciences Library, Albuquerque, NM
7/7/2010	Barnes, Olney	Consultations: Follow-up assessment planning meeting	Dan Wilson, NEPR Initiative, Charlottesville, VA
7/9/2010	Barnes	Consultation: Informed Consent consult	Cathy Burroughs, PNR, Seattle, WA
7/13/2010	Barnes, Olney	Training: Data Collection	Patricia A. Frye, Delta Regional Institute, Jackson, MS
7/14/2010	Barnes	Consultation: Outreach Connections	Re Mishra, SCR, Houston, TX
7/20/2010	Barnes, Olney	Consultation: Webinar planning meeting	Patricia A. Frye, Delta Regional Institute, Jackson, MS
7/23/2010	Barnes, Olney	Consultations: AD meeting about NEPR follow-up assessment	Angela Ruffin, NNO, Bethesda, MD
7/28/2010	Barnes, Olney	Consultations: NEPR follow-up questionnaire	Angela Ruffin, NNO, Bethesda, MD
7/29/2010	Barnes	Consultation: TC4C Meeting	Claire Hamasu, MCR, Salt Lake City, UT
7/29/2010	Olney	Consultation: Texas Library Association workshop	Karen Vargas, SCR, Houston, TX

Web site

Cindy Olney and Susan Barnes published five posts for the OERC Blog:

- Empowerment Evaluation in Academic Medicine: Example
- Hospital Libraries and IRS-Mandated Community Benefit: MLA Poster
- Survey Monkey News
- Survey Monkey or Zoomerang: How to Choose?
- Value of Academic Libraries: IMLS Grant and ACRL Project

Dissemination of effective practices

Susan Barnes continued to serve on the Outreach Connections Promotion Subcommittee. As part of this work, she worked with Re Mishra of NN/LM SCR to co-develop text about importance of the portal to be used for promotion and for the front page, and also co-developed a proposal for increasing the number of entries in Outreach Connections.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

Cindy and Susan taught the Finding Information in Numbers and Words: Data Analysis for Health Information Outreach class at the annual meeting of the Medical Library Association (MLA) in Washington, DC on May 22. After consulting with Dale Prince of NN/LM SEA and Karen Vargas of NN/LM SCR, Cindy and Susan presented the Asking the Right Questions: Data Collection for Program Evaluation class as an Adobe Connect webinar for the Mississippi Institute for Improvement of Minority Health and Health Disparities in the Delta Region (aka Delta Regional Institute or DRI) on July 13. The Delta Regional Institute leads a collaborative effort involving health professionals and community-based organizations to address health disparities among minority populations in the Delta Region, which comprises states served in both NN/LM SEA and NN/LM SCR, this webinar reached audiences in two regions. Our contacts at DRI specifically requested a webinar because their partners are geographically dispersed. The OERC received positive feedback from webinar participants and one attendee – who is not a librarian – has decided to pursue the Consumer Health Information Specialization certification.

The OERC followed up on its marketing of classes to MLA chapters, and scheduled classes for upcoming fall chapter meetings. Meanwhile, to expand publicity about its classes, the OERC began to participate in the National Training and Registration Page that is being developed by the NTCC.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

The OERC distributed 5 sets of the *Planning and Evaluating Health Information Outreach* booklets and 5 copies of the *Measuring the Difference* guide.

Susan Barnes co-authored an article with Claire Hamasu and Barbara Nail-Chiwetalu: "A Place for Sharing—Outreach Connections: Native Health Information" and submitted it to the *Journal of Hospital Librarianship*.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

The June 22 Evaluation Liaisons teleconference featured discussion and planning for the upcoming National Emergency Preparedness and Response (NEPR) Initiative follow-up assessment.

Evaluation:

The OERC moved forward on its evaluation of the RMLs' use of Adobe Connect by scheduling focus groups with a randomly selected group of RML and Center staff. Meanwhile, Susan and Cindy provided consultation for the NN/LM GMR's Outreach Impact Study, the NN/LM MAR's Library Value study, and the NN/LM PSR's work with the California State Library to evaluate an online resource for training public librarians. Cindy worked with NN/LM PNR on upcoming focus groups at the Washington Association of Physician Assistants, and the OERC submitted proposals for presentations about Appreciative Inquiry (for the American Evaluation Association) and for Community Day and the SmartPen (for the Pacific Northwest Chapter of the Medical Library Association).

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

Work on evaluating the National Emergency Preparedness and Response Initiative included presentations at the RML Directors' Meeting about the NEPR and about the Community Day pilot project and consultation with Web-STOC about the NEPR Toolkit expert review. In May, during the MLA annual meeting, Cindy and Susan interviewed network members who had been involved in regional preparedness activities. Later in the quarter, planning began for the NEPR national follow-up assessment to update the NEPR baseline assessment that was conducted in 2008.

Susan continued the OERC's support of the Tribal Connections Four Corners collaboration by attending and participating in the July 29-30 Gallup, NM meeting to plan future directions for the collaboration.