

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

August 1, 2010 – October 31, 2010

University of Washington

Date submitted: June 6, 2011

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Executive summary

This was a busy quarter on the training front, as the OERC taught nine classes—seven of which were taught by Cindy Olney in the Middle Atlantic, Southeastern/Atlantic, and South Central Regions in October. Susan Barnes was on health care leave during October, due to surgery and chemotherapy. In September, Cindy and Susan fulfilled the request of the the Mississippi Institute for Improvement of Minority Health and Health Disparities in the Delta Region for a webinar version of the OERC's Data Analysis workshop as a follow-up to the Data Collection webinar presented to their partners in August 2010. The ninth training for the quarter was conducted during the September Evaluation Liaisons Teleconference, which featured a presentation by Dr. Suad Ghaddar of the University of Texas Pan-American, who described the research methods and results of a study about the relationships between high school students' exposure to MedlinePlus at school and their health literacy levels. This teleconference was publicized to the eight regions' Associate Directors, Outreach/Education Coordinators, and Consumer Health Coordinators (in addition to the Evaluation Liaisons); 30 people attended. The evaluation of RMLs' use of Adobe Connect continued, with the OERC conducting four focus groups with eighteen RML and Center staff members in August. Throughout the quarter, development of the National Emergency Preparedness and Response (NEPR) Initiative follow-up assessment to update the 2008 baseline assessment continued.

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
8/3/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City
8/4/2010	Barnes, Olney	Consultation: Adobe Connect Focus Group	Angela Ruffin, NNO, Bethesda, MD
8/5/2010	Barnes, Olney	Consultation: Adobe Connect Focus Group	Angela Ruffin, NNO, Bethesda, MD
8/9/2010	Olney	Consultation: Outline for AEA blog entry	Sue Hunter, MAR, New York, NY
8/16/2010	Barnes, Olney	Consultation: Adobe Connect Focus Group	Angela Ruffin, NNO, Bethesda, MD
8/18/2010	Barnes, Olney	Consultation: Adobe Connect Focus Group	Angela Ruffin, NNO, Bethesda, MD
8/19/2010	Olney	Consultation: PNR's Health Literacy Tutorial assessment	Pat Devine, PNR, Seattle, WA
8/23/2010	Olney	Consultation: Needs assessment consult	Sue Hunter, MAR, New York, NY

9/1/2010	Olney	Consultation: MAR evaluation committee meeting	Sue Hunter, MAR, New York, NY
9/14/2010	Barnes, Olney	Training: Data Analysis	Patricia A. Frye, Delta Regional Institute, Jackson, MS
9/17/2011	Barnes	Consultation: NEPR background	Bob Pringle, PNR, Seattle, WA
9/27/2010	Olney	Consultation: MAR evaluation committee meeting	Sue Hunter, MAR, New York, NY
9/27/2010	Olney	Consultation: NLM Fellows presentation	Angela Ruffin, NNO, Bethesda, MD
9/28/2010	Barnes, Olney	Training: Adolescent Health Literacy (Dr. Suad Ghaddar)	Angela Ruffin, NLM, Bethesda, MD
9/29/2010	Barnes	Consultations: NEPR membership lists	Angela Ruffin, NNO, Bethesda, MD
9/29/2010	Olney	Consultation: MAR needs assessment	Sue Hunter, MAR, New York, NY
9/30/2010	Barnes	Consultations: NEPR follow-up - network member lists to Ads (sampling frame)	Angela Ruffin, NNO, Bethesda, MD
9/30/2010	Olney	Consultation: PNR focus groups	Pat Devine, PNR, Seattle, WA
10/1/2010	Olney	Consultation: PNR focus groups	Pat Devine, PNR, Seattle, WA
10/4/2010	Olney	Training: Logic Model	Angela Ruffin, NLM, Bethesda, MD
10/6/2010	Olney	Consultation: MYI review	Sue Hunter, MAR, New York, NY
10/8/2010	Olney	Consultation: OERC training workshops	Ana Marcias, MLA - Northern California and Nevada Chapter, Sacramento, CA
10/12/2010	Olney	Training: Data Collection	Kris Alpi, Professional Development Committee Chair, Chapter members, Chapel Hill, NC
10/12/2010	Olney	Training: Data Analysis	Kris Alpi, Professional Development Committee Chair, Chapter members, Chapel Hill, NC

10/14/2010	Olney	Consultation: Promotional materials for OERC session at TLA	Loretta Wallace, Texas Library Association, Austin, TX
10/15/2010	Olney	Training: Data Collection	Julie Esparza, SCC-MAC Professional Development Committee, Chapter members, Austin, TX
10/15/2010	Olney	Training: Data Analysis	Julie Esparza, SCC-MAC Professional Development Committee, Chapter members, Austin, TX
10/16/2010	Olney	Training: Your Library's Value	Julie Esparza, SCC-MAC Professional Development Committee, Chapter members, Austin, TX
10/19/2010	Olney	Consultation: MAR needs assessment questionnaire	Sue Hunter, MAR, New York, NY
10/22/2010	Olney, Hunter	Training: Measuring Your Impact	Angela Thor, Central NY Library Resources Council, council members, Syracuse, NY
10/31/2010	Olney	Consultation: Pre- planning for evaluation committee meeting	Sue Hunter, MAR, New York, NY

Web site

No activity this quarter.

Dissemination of effective practices

Susan Barnes continued to serve on the Outreach Connections Promotion Subcommittee, and successfully presented a proposal to the Steering Committee about a revision to wording on the front page, to better highlight the advantages of participation.

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:

The Mississippi Institute for Improvement of Minority Health and Health Disparities in the Delta Region invited the OERC back for a second class, and Cindy Olney and Susan Barnes converted the “Finding Information in Numbers and Words: Data Analysis for Program Evaluation” class to Adobe Connect format and presented it on September 14. The OERC’s successful marketing of its classes to MLA chapter meetings resulted in seven classes being scheduled for four chapter meetings during the fall, and Susan created listings for these classes in the National Training and Registration Page. Cindy Olney embarked on a marathon of instruction in October, when she taught two classes at the Mid-Atlantic Chapter annual meeting in Chapel Hill, NC and three classes at the South Central Chapter annual meeting in Austin, TX. Cindy had ended September with an Adobe Connect presentation about Logic Models for the NLM Associate Fellows, and at the end of the October she co-taught the Measuring Your Impact class with Sue Hunter in Syracuse, NY. Susan had been scheduled to teach classes at the annual meetings of the Mid Continental and Midwest Chapters, but one was cancelled due to low enrollment (the meeting itself suffered from low enrollment and several classes were cancelled) and the other was cancelled due to Susan’s health issues.

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 53 sets of the *Planning and Evaluating Health Information Outreach* booklets and 6 copies of the *Measuring the Difference* guide.

The article co-authored by Susan with Claire Hamasu and Barbara Nail-Chiwetalu, “A Place for Sharing—Outreach Connections: Native Health Information” was published in the *Journal of Hospital Librarianship*, October-December 2010, 10(4):387-394.

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

Evaluation Liaisons:

The quarterly Evaluation Liaisons Teleconference on September 28 featured Dr. Suad Ghaddar of the University of Texas Pan-American, who presented her research on MedlinePlus and Health Literacy in high school students. This teleconference was publicized to the eight regions’ Associate Directors, Outreach/Education Coordinators, and Consumer Health Coordinators (in addition to the Evaluation Liaisons); 30 people attended.

Evaluation:

The evaluation of RMLs’ use of Adobe Connect continued, with OERC conducting four focus groups with eighteen RML and Center staff members in August. Susan and Cindy worked with Sue Hunter of NN/LM MAR on planning for a regional program evaluation meeting to be held in New York City in November. Cindy also travelled to

Spokane, WA in October to facilitate focus groups for NN/LM PNR at the Washington Association of Physician Assistants annual meeting.

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

Evaluation of the NEPR Initiative continued, with Susan and Cindy facilitating the Associate Directors' refinement and approval of the follow-up questionnaire, and obtaining network member contact information from Web-STOC for the random sample to receive the questionnaire. Contact information for each region's samples was sent to the regions for completion and correction. Susan provided historical information regarding the NEPR Initiative to the state preparedness coordinators of NN/LM PNR for a paper they presented at the Pacific Northwest Chapter of the Medical Library Association annual meeting.