

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE (NN/LM)
MIDDLE ATLANTIC REGION (Region 1)**

2012-2013 Outreach Programs

MAR will develop outreach programs in consultation with the Regional Advisory Committee, Special Advisory Groups, and Network libraries. As programs are developed, MAR will rely on members' knowledge of their communities and community needs and the 2012 MAR Network Member Assessment to direct programming. MAR libraries including hospital libraries, academic health science libraries, university and community college libraries, and public libraries will be encouraged to apply for awards to develop and provide outreach programs in their communities.

Outreach Programs for Unaffiliated Health Professionals and Public Health Workers

The aim of MAR outreach programs for unaffiliated professionals is to bring biomedical information resources to practicing health professionals and the public health workforce, who are not directly affiliated with an institution with a medical library.

In the 2012-2013 contract year, outreach programs to unaffiliated health professionals will target:

- Unaffiliated behavioral and mental health workers
- Critical Access Hospitals
- Public health workers
- Minority health practitioners
- Target populations identified by Network members

The MAR Outreach Coordinator will offer the following classes:

Caring for the Mind: Providing Mental Health Information at Your Library: This class will be offered to information professionals interested in providing outreach to mental health consumers and professionals. It will also be promoted to unaffiliated mental health providers. Participants will learn how to effectively provide mental health information.

PubMed for Experts: This is an advanced class for PubMed users. It will be promoted to librarians providing outreach to unaffiliated health professionals.

Public Health Information on the Web: This class presents a general overview of key electronic information resources in the field of public health. Resources will be presented on a wide array of topics including: health education and promotion, evidence-based practice and statistics and datasets. This class will be promoted to information professionals providing outreach to the public health workforce, as well as public health workers.

From Beyond Our Borders: Providing Health Information to Refugee Populations: This class is designed to assist librarians, public health workers and others who work with refugee populations in locating health information. The resources presented are selected for their emphasis on providing culturally relevant information in the preferred language of the population.

PubMed, MedlinePlus, ClinicalTrials.gov, Drug Information Portal, TOXNET and other appropriate resources will be taught to identified, unaffiliated health professionals and public health workers during site visits, exhibiting and online sessions.

MAR will offer funding for Network libraries to form partnerships with MAR targeted outreach groups to:

- Increase awareness about the resources and services of the National Library of Medicine (NLM)
- Increase awareness of and skills for locating high quality biomedical health information
- Improve access to high quality health information
- Increase awareness and training to promote quality consumer health resources to patients and families
- Promote and improve access to library and information services
- Promote and improve the use of technology for information access
- Encourage partnerships between libraries and unaffiliated health professionals

Outreach Programs for Consumers

The aim of MAR outreach programs for consumers is to increase the public's awareness of and access to high quality electronic health information. In carrying out these programs, MAR will work with a variety of intermediaries including Network member libraries, health professionals, public health workers, educators, and community and faith-based organizations.

In the 2012-2013 contract year, outreach programs for consumers will target:

- Soldiers, Veterans and Military Families
- Seniors
- Caregivers
- K-12
- Target populations identified by Network members

The MAR Consumer Health Coordinator will offer the following classes:

Healthy Aging at Your Library: Connecting Older Adults to Health Information: This “train the trainer” class is designed to help librarians assist their older adult patrons find health resources on the Internet. Participants will learn techniques for teaching seniors, resources for teaching them to use computers to find health information, tips to help seniors with Medicare information, and other senior health information resources.

Health & Wellness @ the Library: The Essentials of Providing Consumer Health Service: This course covers all aspects of consumer health information services, beginning with using statistics and health indicators to understand the health status and information needs of the community, followed by

introduction to the essential skills and information that library staff members need to provide unbiased reference services to diverse users. Participants will learn about the best resources for general and complex health questions, in addition to collection development practices for consumer health materials. Participants will learn about mobile health technologies and social networking for health information. The course will show how to create relevant, informative health-related programming to reach specific populations based on community demographics and health information needs.

Will Duct Tape Cure My Warts? Examining Complementary and Alternative Medicine: The goal of this class is to increase understanding of Complementary and Alternative Medicine (CAM). Participants will learn about the history of CAM and its impact on medical practices. They will learn how CAM is used, how to avoid “bad science” and how to look up evidence of the effectiveness of CAM therapies. This class will be promoted to information professionals in public and hospital library settings, as well as community and faith-based organizations.

Prescription for Success: Consumer Health on the Web: This class is designed to demonstrate the information-seeking behaviors of consumers. It covers the basics of searching MedlinePlus, ClinicalTrials.gov and other reliable web pages such as those from professional medical associations and advocacy groups. This class will be promoted to information professionals in public and hospital library settings, as well as community and faith-based organizations.

Promoting Health Literacy Through Easy-to-Read Materials: This class will discuss some of the principles of teaching the adult learner, the elements of effective easy-to-read materials elements such as design and layout, and their practical applications. Participants will learn more about how adults manage with low literacy skills and review the disconnect between health information providers and health information seekers, the success of "plain language" initiatives and the importance of text, type, graphics, vocabulary, space and layout. The session covers published material, how to write your own material and ways to partner. This class will be promoted to information professionals in public and hospital library settings, as well as community and faith-based organizations.

MedlinePlus, ClinicalTrials.gov, Household Products Database, Tox Town, Tox Mystery, NIH Senior Health and other appropriate consumer resources will be taught to information professionals in school, public and hospital library settings, educators, community and faith-based organizations during site visits, exhibiting and online sessions.

MAR will offer funding for Network libraries and organizations to form partnerships with MAR targeted outreach groups to:

- Connect consumers to health information resources they need to make informed healthcare decisions
- Increase awareness about the resources and services of the National Library of Medicine (NLM)
- Promote health information literacy in health education and healthcare
- Improve access to electronic health information
- Promote and improve access to library and information services
- Promote and improve the use of technology for information access
- Encourage partnerships between public, hospital and school libraries, community, faith-based, and volunteer organizations, health clinics, public health departments and other public venues

Outreach to Target Populations Identified through NN/LM National Initiatives

The eight regional medical libraries and the National Network Office have identified three national outreach initiatives and one cross-regional outreach initiative to begin in the 2012-2013 contract year. These initiatives have been identified as follows:

- Community Colleges (national)
- MedlinePlus Connect (national)
- Clinicaltrials.gov Results (national)
- K-12 (cross-regional)

Management of these initiatives will be through task forces charged by the National Network Office to identify project outcomes and work with the NN/LM Outreach Evaluation Resource Center to determine methods for measuring baseline, process, and summative data.

MAR will have representation on each task force as follows:

- Community Colleges (MAR Technology and Communication Coordinator)
- MedlinePlus Connect (MAR Executive Director and MAR Network Services and Advocacy Coordinator)
- K-12 (MAR Executive Director, Co-Chair, and MAR Consumer Health Coordinator)
- Clinicaltrials.gov Results (MAR Outreach Coordinator)

Each task force will:

- Define parameters for target populations to receive focus in the initiative
- Learn about the target community's needs and available resources
- Articulate desired outcomes for the outreach
- Develop a logic model to describe how outcomes will be achieved
- Determine how outcomes will be measured, how data will be collected, and a timeline for activities
- Identify and document effective practices for providing outreach
- Communicate findings to the NN/LM community

MAR will identify specific populations and focus training and outreach to the appropriate target groups based on task force recommendations.

Outreach to Libraries

MAR will also design programs to advocate for the role of information professionals within their institution and/or community. For the 2012-2013 contract year, MAR will focus on promoting and strengthening the role of information professionals in the following areas:

- Emergency preparedness
- Clinical and translational science and personalized medicine
- E-science/data management

- Evidence-based health

Emergency Preparedness:

The [Disaster Information Program](#) developed by the Medical Library Association (MLA) and the National Library of Medicine (NLM) is a continuing education program that provides participants the opportunity to expand their roles by offering training in providing access to information for disaster and emergency preparedness, response and recovery. The Program offers an approved curriculum of courses and other educational activities that allow participants to acquire the knowledge and skills necessary to support their institutions and communities in times of disaster or public health emergencies. MAR will offer an educational award to support at least one Network member to complete this program and serve as a trainer to other Network members.

September is National Emergency Preparedness Month. The MAR Network Services and Advocacy Coordinator will feature a NLM disaster-related information resource each week during September.

The Network and Advocacy Coordinator will offer a course on **NLM's Disaster Information Resources** to educate Network members on resources for healthcare professionals and consumers.

The Technology and Communication Coordinator will develop a program to train Network members on preparing for an emergency—this will include the **10-Step Approach to Service Continuity Planning** class.

Funding will be available for projects that form partnerships between libraries and at least one non-library organization with emergency or disaster-related responsibilities.

Clinical and Translational Science and Personalized Medicine:

MAR will offer the **ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers** both in person, three times throughout the Region and online. This class explores basic concepts such as genes and chromosomes and offers an overview of genetic disorders, genetic testing, genetic counseling, and the Human Genome Project. Ethical and legal issues associated with genetic disorders will be covered with regard to privacy, discrimination, and potential legislative impact on medicine and society. A variety of reliable health information resources will be demonstrated, including, but not limited to: Genetics Home Reference, ClinicalTrials.gov, Combined Health Information Database (CHID), National Organization for Rare Disorders (NORD), and MedlinePlus. This class is intended for consumers, public librarians, and health sciences librarians who work with the public.

E-Science/Data Management:

In late April, MAR met with members of the Resource and Academic Special Advisory Group. During this meeting, members expressed a desire to form a task force to plan an e-science/data management event in the 2012-2013 contract year.

Evidence-Based Health:

The MAR Network Services and Advocacy Coordinator will explore existing, free evidence-based resources and existing tutorials that provide an introduction to evidence-based health. These will be compiled and added to the MAR website for hospital and academic health sciences librarians.

The Network and Advocacy Coordinator will offer one or more online, synchronous “Boost Box” sessions to educate librarians on these resources. She will check the MLA Educational Clearinghouse for additional CE courses that are offered by other regional medical libraries and offer at least one of these as a CE to MAR Network members.

The Network and Advocacy Coordinator will also develop a course to be offered to Network members and health professionals on the **Effects of Health Literacy on Patient Care**.

Funding will be available to promote partnerships between information professionals actively involved with evidence-based medicine initiatives and those wanting to expand their roles.

Exhibits and Presentations at Meetings

MAR will promote NLM and NN/LM programs and services at national, regional and state meetings of health professionals and organizations that represent consumers.

During 2012-2013, MAR will exhibit and provide presentations on NLM resources at 3 National meetings:

- American Diabetes Association
- American Psychiatric Association
- National Association of Counties

The MAR Technology and Communication Coordinator will exhibit, provide presentations on NLM resources and promote NN/LM membership at the State University of NY Librarians Association (SUNYLA) annual meeting. This meeting will target information professionals located in community colleges and institutions offering 2-year and 4-year academic programs in the health sciences. She will also exhibit at the PA Library Association.

The MAR Consumer Health Coordinator will exhibit, provide presentations on NLM resources and promote NN/LM membership at state library association meetings. These meetings target information professionals located in public libraries, community colleges and institutions offering 2-year and 4-year academic programs in the health sciences.

- DE/MD Joint Library Association
- NJ Library Association
- NY Library Association
- PA Library Association.

The MAR Consumer Health Coordinator will exhibit, provide presentations on NLM resources and promote NN/LM membership at 2 school library annual meetings. These meetings target information professionals located in K-12 libraries and media centers:

- NY City School Library System
- New Jersey Association of School Librarians

The MAR Consumer Health Coordinator will provide outreach to K-12 science teachers during the New Jersey Science Convention meeting.

The MAR Outreach Coordinator will provide outreach and presentations to public health workers and unaffiliated health professionals by exhibiting at the Migrant and Immigrant Health in Rural Pennsylvania Conference.

The MAR Outreach Coordinator will exhibit, provide presentations on NLM resources and promote NN/LM membership at 3 state public health association meetings:

- New York Public Health Association
- Pennsylvania Public Health Association
- New Jersey Public Health Symposium

The MAR Outreach Coordinator will provide outreach and presentations to unaffiliated mental health professionals by exhibiting and/or presenting at 4 professional meetings:

- Delaware Community Mental Health Conference
- Delaware Psychological Association Mixer
- Pennsylvania Mental Health Consumers
- New Jersey Association of Mental Health and Addiction Agencies

Information Technology and Policy Awareness

The MAR Technology and Communication Coordinator will consult with the MAR Resource and Academic Special Advisory Group to monitor development in the e-science community and discuss future programming to support Network members.

MAR will consult with the Regional Advisory Committee to monitor development of Regional Extension Centers, meaningful use standards and related topics and discuss future programming to support Network members.

The MAR Executive Director will establish contact with the Regional Extension Centers to determine needs for MedlinePlus Connect training.

The MAR Network and Advocacy Coordinator will offer **Making Connections: Electronic Health Records and Librarians**. This class will provide an introduction to electronic health records (EHRs) and the conjunction of health information technology (health IT), information professionals, and patients accessing information through EHRs and/or the Internet. Participants will learn about the information

components within EHRs, Federal legislation regarding EHRs, and roles for librarians within their institutions and working with patients regarding EHRs.

The MAR Technology and Communication Coordinator will have primary responsibility for monitoring new developments in technology and how these may relate to better access to biomedical information. Regular updates to Network members will be achieved through presentations, newsletter articles, webinars, and other communication methods. The MAR Technology and Communication Coordinator will offer the following classes:

Geeks Bearing Gifts: Unwrapping New Technology Trends: This class is intended to provide a fun, fast-paced, and informative introduction to and update on today's hottest technology trends. Program participants will be able to identify technology trends and they will understand how these trends will impact or can be integrated into traditional library services.

Teaching with Technology: Tips, Techniques and Tools: This course will acquaint attendees with information about using technology tools for teaching distance learning courses. Participants will discuss options and best practices for asynchronous and synchronous distance classes, as well as "blended" classes that offer both in-person and online options. Adult learning principles will be reviewed and examples of software and website tools in teaching will be examined.

Information Anywhere: Mobile Technology, Libraries and Health: This class provides an overview of the plethora of mobile devices available today and how they impact libraries and medicine. Participants will discuss Apple's products (including iPhone, iPod Touch, and iPad) and Google Android-powered phones. Popular uses and applications for these devices, with particular emphasis on those that make use of the products of the National Library of Medicine will be highlighted. Participants will learn what it takes to create mobile applications and websites, and will participate in a hands-on activity to create a simple mobile website.

The Ropes: Planning Instruction for the Adult Learner: This train-the-trainer course covers the process of building a user-centered training session, covering needs assessment, learning styles, working with and from participant objectives, and evaluation of outcomes. Students will participate in several group exercises where they will explore different training situations. Emphasis will be placed upon user-centered development and the building of objectives by which the success of a class may be evaluated.

The MAR Technology and Communication Coordinator will develop a new MLA approved CE course called, **Health Apps for Tablets**.

Technology Improvement Program

MAR will offer Technology Awards to facilitate computer-based, high-quality health information access and delivery to Network members, health professionals and consumers, with an emphasis on under-connected populations.