

List of Activities by Project

Project:	Consumer Health
RML Goal: Develop collaborations among Network members and other organizations to improve access to and sharing of biomedical information resources throughout the nation	
Goal: Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, and other state and multi-type library networks within the region	
Outcome: Partnerships exist that enhance access to electronic health information	
LM Activity: Employ newsletters and listservs as a means to disseminate Consumer Health information	
Background: Yr 5: Consumer Health Liaison and other liaisons will write and distribute articles to liaisons (to be customized, as needed) for submission to newsletters. Promote to Network members that the MCR website is a venue for publishing and distributing their articles.	
Indicator: 6 articles will be published per year, one per state	
Indicator: 75% of MCR online sessions have public library representation	
RML Goal: Develop tools and conduct evaluation activities to understand how the products and services of the NN/LM and NLM contribute to improved access to health information by health professionals, community organizations, network members and the public	
Goal: Develop a mechanism to provide NLM with regular feedback about NLM and NN/LM products and services from individuals and constituent groups	
Outcome: Populations in each state will be better served by local service information and by MedlinePlus	
RML Goal: Develop, promote, and improve electronic access to health information by Network members, health professionals, and organizations providing health information to the public	
RML Goal: Promote awareness of, access to, and use of biomedical information resources for health professionals and the public, with a particular emphasis on contributing to the Healthy People 2010 goal of eliminating health disparities	
Goal: Continue to develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of U.S. health professionals who still do not have access, with special focus on those in rural areas and inner cities	
Outcome: Partnerships exist that enhance access to electronic health information	
LM Activity: Award public libraries who have had the best public health/public library partnerships involving health information	
Background: Yr 5: \$200 cash award or a gift. One per state. Potential of adding practices of partnership to effective practices collection. Publish in public health and public library communication tools incl conferences. Network members, public health professionals, and the	

public will have improved access to public health information. Improve access to and assure archiving of public health electronic publications by brokering partnerships between public health departments and state libraries or public health departments and academic health sciences libraries. The purpose for this award is to flesh out partnerships that are not on our radar - often times if a project is not NN/LM or NLM funded, we are not privy to it.

Indicator: At least 4 state awards will be given in the region

Indicator: Potential collaboration between a public health department and a library is identified

Goal: Increase public awareness of and access to high quality electronic health information

Outcome: Populations in each state will be better served by local service information and by MedlinePlus

LM_Activity: Coordinate the development of MedlinePlus Go Local projects in the region

Background: Yr 5: Develop a tool to evaluate and access the barriers to Go Local institutional commitment. Use information gathered to create an action plan to address barriers. Coordinate the development of MedlinePlus Go Local projects in the region. Facilitate expanding participation of Go Local in Colorado and Missouri. Contacts would target viable institutions that might solely, or in partnership, administer the program. Continue to support and monitor Go Local work in Nebraska, Utah, Wyoming, Tc4C, and Kansas. Touch base with NLM Go Local Team for feedback on the kind of data they would be interested in receiving regarding the results of the MCR assessment.

Indicator: 8 appropriate contacts to encourage institutional commitment in Colorado and Missouri are made.

Indicator: Input obtained during MCR assessment of Go Local challenges is shared with NLM

LM_Activity: Develop programs to promote MedlinePlus and other NLM resources to all health professionals as a resource for them and their patients

Background: Background: Yr 5: Promote the Information Rx program to clinical sites or physicians, public health workforce, libraries, and community groups in the region. State Liaisons will, with authorization, sign up clinical sites to receive Information Rx materials. Liaisons will follow-up within 3 months to learn of program effectiveness with feedback shared with NLM. Promote the Information Rx program to clinical sites or physicians, public health workforce, libraries, and community groups in the region. Statistically, the majority of materials ordered from the Information Rx site from the MCR are from libraries and non-health institutions, indicator focuses on reaching health care providers.

Indicator: 50% of clinics receiving materials report that Information Rx materials are used in patient care

Indicator: Each State Liaison will sign up 3 clinical sites (or physicians) for the Information Rx program