

**Final Report Outline for NN/LM Pacific NW Region
Subcontracts and Outreach Awards**

COVER SHEET

Title of the Project:	Building Capacity for Quality Health Information in School Communities
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Time Period Covered:	May 1, 2008-June 30, 2009
Date Submitted:	July 7, 2009

NARRATIVE DESCRIPTION

1. Executive Summary: Summarize the project's major accomplishments.

The new toolkit was launched on the Healthy Schools, Successful Students (HSSS) website in October, 2008. The promotional brochure for the website was updated to include NLM as a new partner and the NLM logo was added to the partners section of the website. An online-evaluation was developed and incorporated into the site at the end of December, 2008. Presentations about the new toolkit were developed for the Washington State Joint Conference on Health (JCH) and the Joint conference of the Washington Library Media Association and the Oregon Association of School Libraries (WLMA/OASL), both occurring in October of 2008. A tabletop display that showcased the Quality Health Information toolkit was developed and integrated into the existing tabletop website exhibit (*see attached image of the new display panel*). The exhibit was displayed at three conferences in 2009: The Office of the Superintendent of Public Instruction (OSPI) annual conference, held in Seattle January 7 and 8; the Joint Conference of the Washington State Dietetic Association and the Oregon Dietetic Association (WSDA/ODA), held in Vancouver WA April 27, and the Healthy Schools Summit (HSS), held in Seattle May 28. A special brochure was developed for the joint WSDA/ODA conference, highlighting ways that NLM products can be used to research topics that were included in the conference program (*see attached brochure*). Listserv membership was recruited at each event through a sign-up sheet.

2. Geographic region/number of counties: List the geographic regions or all the counties that were impacted by the project.

Since the project is web-based, it has a broad reach, throughout all regions of Washington state and beyond. Two of the conferences where the toolkit was exhibited and/or presented were joint conferences between professional groups (dietitians and librarians) in Washington and Oregon. Specific zip code information was collected from participants at the Healthy Schools Summit and the Joint Conference of the Washington State Dietetic Association and the Oregon Dietetic Association. These are available in the attached exhibit reports.

3. Collaborations/Partnerships: Include names and types of organizations with which there was collaboration at any time during the project. Provide the current status of the partnerships, challenges encountered, and lessons learned.

Partners of the Healthy Schools, Successful Students website are involved and supportive of the project. The advisory committee, a subset of the overall partners, met on July 30, 2008 to discuss funding and future directions of the website. From that point on, telephone conference calls have been held to follow up on content planning and strategic directions for the overall Healthy Schools, Successful Students website. In addition to the National Libraries of Medicine, partner groups include the Washington State Department of Health, Children's Alliance, Washington State Office of the Superintendent of Public Instruction, the Washington State Board of Health, Washington State Dairy Council and the Washington State School Directors Association.

Partnerships remain strong. A strategy meeting is planned for August.

4. Training: *NOTE: If you haven't already done so, please complete a record of Training/Demonstration Sessions using the form at <http://nmlm.gov/evaluation/datacollection/ActivityInfo.pdf> and fax to your PNR staff contact at

(206)543-2469. In this final report, provide a summary of the training events and participants:

Total # of sessions for the Project:	_____	2
Total # of sessions in which half or more of participants were from minority populations:	_____	0
Total # of participants for the Project:	_____	20(est)

Breakdown of the count of participants by:

Health care or service provider, with a subtotal for public health personnel	_____	1(a)
Health sciences library staff member	_____	
Public/other library staff member	_____	
Member of the general public	_____	

a.) Public health nurse. Other attendees included: 4 environmental health specialists from public health (school inspectors and environmental health educators); 1 public health student; 1 community health specialist; 2 state program administrators and 1 health educator. Note: The training session that was developed for the WLMA/OASL conference did not have any attendees. This was due in part to the timing of the session-Friday afternoon (4:15-5:15) and the extraordinary number of competing sessions (24). Many of these other sessions also had no attendees. There was also a reception planned for attendees at 5:30 so many had returned to their hotel rooms to change. Materials were distributed and the toolkit presentation was posted on their conference website. To date, 61 individuals have viewed the presentation.

5. Training sites: Provide a brief description of training sites.

The training site for the Joint Conference on Health was the Convention Center, Yakima WA. The site for the WLMA/OASL presentation was the Convention Center, Portland, OR.

6. Exhibits: List all the exhibits connected with the projects (if applicable). Include the meeting name, dates, location, estimated number of contacts made, demonstrations given and general impressions of success. *NOTE: If you haven't already done so for all exhibits, please complete an exhibit report found at <http://nmlm.gov/pnr/funding/ExhibitReportOutline09-12-02.doc> and submit with this report.

Three exhibits were connected with this project. Exhibit reports are attached.

- OSPI Annual Conference: January 7-8, 2009, Seattle, WA. Estimated number of contacts-50. Not successful-the physical location of the exhibits in the convention center was not convenient to conference attendees.
- WSDA/ODA Conference: April 27, 2009, Vancouver, WA. Estimated number of contacts-200. Very successful
- HSS Conference: May 28, 2009, Seattle, WA. Estimated number of contacts-125-Very successful

For each of these exhibits, the three-panel table top display for the Healthy Schools, Successful Students website was used, along with a separate panel that was designed to showcase the Quality Health Information web-based toolkit. A computer was also available for participants to use to experience and view the website and toolkit first-hand.

7. Resource materials: Provide a brief description of any materials that were developed for training or for promotion/marketing (include newspaper announcements, brochures, etc.). Include copies of materials developed. If web-based resources were developed, please provide the URL for the site where the materials are located. URLs for all web-based training materials should also be sent the National Training Center and Clearinghouse (NTCC) for inclusion in the Educational Clearinghouse (<http://nmlm.gov/train/>). Provide verification that this has been done or provide a date by which it is expected that URLs of web-based training materials will be sent to the NTCC's Educational Clearinghouse.

- Web-based Toolkit on finding quality health information - http://depts.washington.edu/waschool/data_tools/qhi_toolkit/index.html
- Healthy Schools, Successful Students website promotional brochure (*attached*)
- Quality Health Information Toolkit display panel (*artwork attached*)
- Promotional brochure for dietitians at WSDA/OSDA conference (*attached*)

Updates to the listserv were distributed 7/08; 11/08 and 3/09 Current listserv membership is approximately 250.

8. Web sites: Detail the current status of web sites created as part of the project. Include URL, plans for future maintenance, and impact.

The Quality Health Information Toolkit, located at http://depts.washington.edu/waschool/data_tools/qhi_toolkit/index.html, was launched in October of 2008. The viewing of the toolkit, which has it's own button on the front page and is included as part of the Data and Tools section of the Healthy Schools, Successful Students website, has increased over time (*see attached webstats report*). As plans for the overall website evolve, the toolkit will be considered within those plans and ideas for increasing its visibility and use, and for further development, will be considered.

9. Document delivery and reference services: If document delivery services and reference services were provided, please provide appropriate statistics.

N/A

10. Approaches and interventions used: Describe the specific steps or activities used in the following areas: identifying and scheduling sessions; promotion/marketing; training; personnel/staffing; web site development.

Opportunities for exhibiting and presenting were explored by: visiting websites of organizations known to have membership working in areas of school health and seeking out conference and workshop dates; responding to calls for presentation and for exhibits received through listserv notices and other email and through communication with colleagues and leaders working in school health.

The toolkit website work was done by a staff member at the Center for Public Health Nutrition who has extensive web development experience and knowledge of programs and resources related to coordinated school health.

Promotion and marketing of the site occurred through distribution of the website brochures, presentations and exhibits at conferences, listserv updates and links to websites from advisory member organizations.

11. Evaluation: How was the project evaluated? What results were achieved based on the objectives of the project?

The project was evaluated in five ways:

1.) A link to an online survey was developed and integrated into the toolkit. Viewers were asked to submit a voluntary, confidential survey that addresses usefulness of the toolkit in teaching them to access and identify quality health information. The evaluation also provided an opportunity to suggest additional information and resources.*

2.) A link to the online evaluation survey was sent to all listserv members in the Winter of 2009. *

3.) Workshop participants completed an evaluation to assess their increase in knowledge and skill in identifying and locating quality health information. (*results attached with November report*).**

4.) Toolkit evaluation forms were completed by exhibit booth visitors. (*specific evaluation results are attached to exhibit reports*)

5.) Website statistics were reviewed quarterly.

*The online survey proved to be ineffective and did not generate any responses from listserve members or other non-listserv viewers.

**While two workshops were planned, only one was attended (JCH) and evaluated

Our original plans to measure objectives through listserve evaluation responses and workshop evaluations proved to be difficult. We decided, in consultation with NLM staff, to change our approach away from workshops and more toward interactive exhibits and opportunities for distribution of materials, and we developed survey tools specific for that venue. (*see attached exhibit reports for form and detailed results*).

Joint Conference on Health-Evaluation Questions and Responses:

- How likely are you to use the Healthy Schools, Successful Students website?

60% were very likely or likely

40% were unsure

- How likely are you to use the Quality Health Information toolkit on the website?

60% were very likely or likely

30% were not sure

10% were unlikely

- How likely are you to refer teachers, parents, administrators, health professionals or others working in coordinated school health to the website?

50% were very likely or likely

40% were not sure

10% were unlikely

- How helpful was the training in providing you with the following?
 - New knowledge about finding reliable health information
 - 100% very helpful or somewhat helpful
 - Increased awareness of resources available from the toolkit?
 - 100% very helpful or somewhat helpful
 - Increased awareness of resources available from NLM?
 - 80% helpful or somewhat helpful
 - 10% not sure
 - 10% not helpful (already knew a lot about NLM resources)

Exhibit Survey Questions and Responses:

- How likely are you to use the Healthy Schools, Successful Students Website?
 - 76% were either very likely or likely to use the HSSS website
 - 23% were not sure
 - 1% were unlikely
- How likely are you to use the Quality Health Information toolkit on the website?
 - 56% were either very likely or likely to use the toolkit
 - 23% were not sure
 - 1% were unlikely
- How likely are you to refer teachers, parents, administrators, health professionals or others working in coordinated school health to the website?
 - 74% were either very likely or likely to refer others to the website
 - 18% were not sure
 - 8% were unlikely
- How helpful is the HSSS website and Quality Health Information toolkit in helping you locate the following?
 - New knowledge about finding reliable health information:
 - 76% very helpful or somewhat helpful
 - 14% not sure
 - 10% no response
 - Increased awareness of resources available from the toolkit
 - 70% very helpful or somewhat helpful
 - 19% not sure
 - 11% no response
 - Increased awareness of resources available from NLM
 - 65% very helpful or somewhat helpful
 - 24% not sure
 - 11% no response

Review of web site statistics showed an increase in usage from the time of launch through June, 2009.

Two primary objectives were increasing knowledge about NLM resources and sharing information about the website and toolkit to colleagues. Evaluation responses indicate success in both of these areas.

12. Problems or barriers encountered: Provide details on problems encountered in the areas of promotion/marketing; training; equipment/telecommunications; personnel/staffing; and web site development.

Poor attendance at workshops was a primary barrier to carrying out the project as initially planned. Exhibits proved to be the best venue for introducing individuals to the website and toolkit. There were no other problems or barriers encountered-the project was very successful.

13. Continuation plans: Report on how you plan to continue the project. Will all or some of the project's activities continue? Who will provide the funding and staffing to do so?

The toolkit will continue to be an integral component of the Healthy Schools, Successful Students website and will be promoted at exhibits. For now, the UW Center for Public Health Nutrition staff will maintain and promote the site. Future funding opportunities will be explored.

14. Impact: Include information on the perceived and actual impact of the project on the library, institution, or consortium. This can include the effect of the project on the library's image, increased utilization of the library, etc.

The Quality Information Toolkit was easily navigated and presented viewers with multiple methods of utilizing Medline Plus resources to find information about the key threats to success. The majority of those responding to surveys about the website indicated that their knowledge of resources available through NLM increased. Hopefully, this has translated into a positive image of NLM and increased utilization.

15. Recommendations for improvement: Include suggestions for alternative methods, training materials, promotional materials, etc.

Providing more opportunities for hands-on training and practice using the site and toolkit might be beneficial if appropriate venues were identified and willing to provide facilities and time for this activity.

FOLLOW-UP QUESTIONS

If answers to the follow-up questions are contained elsewhere in your report, indicate where they are located.

1. Were your original project goals and objectives met? If not, why not?

The original goals, listed below, were met:

- Website users will be able to identify and locate quality health information
- Increase capacity of individuals in the school community to access quality health information
- More school-based staff with experience and expertise to provide information on NLM resources.

Our original objectives were based on activities that were proven early on to be ineffective. As a result, a shift in approach was taken to focus on exhibits and hands-on opportunities for exhibit visitors to experience the toolkit and learn about its contents. Two primary objectives were increasing knowledge about NLM resources and sharing information about the website and toolkit to colleagues. Evaluation responses indicate success in both of these areas.

2. What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?

This was a successful partnership with NLM. The support and flexibility from staff facilitated the development and implementation of this important toolkit. We would encourage others to work with NLM on an outreach project! The most effective strategies we utilized were integrating the toolkit into the existing format of the site and tailoring it to our specific audience. The development of the toolkit exhibit panel, and providing opportunities at the exhibits for hands-on experience were effective promotional methods.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?

We would build our objectives based on opportunities to present the toolkit at exhibits and survey those who visited, rather than using an online evaluation and workshop evaluations.

4. What advice or recommendations would you give to anyone considering a similar outreach effort?

We would encourage them to think creatively about other ways to expose people to the website, and if possible, develop promotional materials that target specific audiences or groups-like we did for the WSDA/ODA conference.

5. Please describe plans for disseminating lessons learned and other information about the project, such as through a conference presentation or publication. In accordance with the NIH Public Access Policy (<http://publicaccess.nih.gov>), project directors are asked to submit voluntarily to the NIH manuscript submission (NIHMS) system (<http://www.nihms.nih.gov>) at PubMed Central (PMC) final manuscripts upon acceptance for publication.

We will consult with NN/LM/PNR staff about submission of an article to the Dragonfly, and/or other appropriate publications.