

**TECHNOLOGY IMPROVEMENT AWARDS
FINAL REPORT OUTLINE**

COVER SHEET

1.	Title of the Project	Health Info to Go!
2.	Period of Performance (project start and end dates)	March 2010-October 2010
3.	Library Name (if applicable)	Missoula Public Library University of Montana Mansfield Library
4.	Name of Organization	Missoula Public Library University of Montana Mansfield Library
5.	Organization Address	301 East Main St., Missoula MT 59802 32 Campus Drive, Missoula MT 59812
6.	Name, Mailing and E-Mail Addresses, Voice and Fax Numbers, of Person Submitting Report	Cara Cadena carac@missoula.lib.mt.us 301 E Main Missoula MT 59802 406.721.2665 406.721.5900 (fax) Kim Granath Kim.granath@mso.umt.edu 32 Campus Drive Missoula MT 59812 406.243.6017 406.243.4067 (fax)
7.	Date Submitted	7/27/10

NARRATIVE DESCRIPTION

1. Executive Summary (200-500 words):

Provide a summary about how funding from this award was used. Include an overview of the new or improved health information service or program that was implemented. Identify the hardware and/or software purchased to support this project.

Funds from the Technology Improvement Award were used to buy the following equipment: laptop, 27-inch display monitor, wireless keyboard and mouse, wireless internet card, Adobe Captivate 4, USB headset with microphone, wireless printer, USB hub, and an outdoor canopy for sun/rain protection.

Health Info to Go! began indoors as an hour-long instructional class provided in Missoula Public Library's computer classroom. We taught a total of four classes, offered during the lunch hour with one evening class. We have two additional classes scheduled for September and October. Each participant receives a folder of materials with the following handouts inside: the information listed on our website, NLM brochures and handouts, surveys unique to the class, a guide to evaluating websites, a list of questions to ask a physician, and our contact information.

The second phase of our project takes place outdoors at the Clark Fork River Market in the heart of downtown Missoula. Missoula Public Library's Bookmobile travels to the market, bringing a mini library complete with books available for checkout and library card registration. Health Info to Go! complements the Bookmobile by providing demonstrations of health information resources provided by the library and the National Library of Medicine. We also offer informational handouts, NLM pens and bookmarks, and Missoula Public Library magnets.

Visitors stopped to test health databases like Infotrac's Health and Wellness, Medline Plus, and Tox Town. They especially enjoyed taking health assessment quizzes and obtaining instant results! Each visitor walked away with our contact information and our website in case they had further questions. One frequent question we received was how to find the health assessment tools from our Health Info to Go! website. Since it was not very clear, we created two online tutorials—using Adobe Captivate—which demonstrate how to find these tools from the Health Info to Go! webpage.

To lure visitors to our booth, we displayed health questions such as “what is your body mass index?” And “what is your stress level?” on our large display monitor. Each question (there are a total of six) displayed for three seconds before moving to the next slide. Generally, visitors to the farmer's market are concerned about their health and the health of their loved ones, so people were receptive to our mission.

2. Information needs:

Identify the main audience(s) that were intended to benefit from the proposed technology improvements. Did this project help to meet their information needs?

We chose the Baby Boomer Generation as our main audience, and judging from our survey results, our project went beyond meeting their information needs, as well as going beyond our target audience.

We encouraged participants to become more active and involved library users. On more than a couple of occasions, we noticed those who attended our classroom sessions using the public computer lab immediately after class to practice what they had learned. We also gave users the opportunity for hands-on experience. By providing a wireless keyboard and mouse, users could navigate their way to our databases and websites with our instruction.

Allowing users to “drive” rather than simply watch makes a mark; users are more likely to return to these resources when they have visited them before. This was also apparent in our classroom sessions: while one of us was explaining a database or website, the other could walk around to provide assistance. This way, everyone was literally on the same page.

3. Training:

If training was conducted to new audiences (not already affiliated with the organization), complete the Outreach Activity Data Collection Form for each training event and attach the form(s) to this Final Report. A copy of the form is available at <http://nnlm.gov/pnr/funding/toolkit.html>.

Below, provide a summary of all training events and participants:

Total number of sessions conducted as part of the project	8
Total number of sessions in which half or more than half of participants were from minority populations	0
Total number of participants in the project’s sessions	31
Breakdown of participants by role Health care or service provider, with a subtotal for public health personnel: ___0___ / ___0___ public health Health sciences library staff member: _n/a____ Public/other library staff member: ___1___ Member of the general public: ___30___	

4. Training sites:

Provide a brief description of the locations where you provided training.

Missoula Public Library's computer classroom: Located on the first floor of the library, the computer classroom houses six computer stations plus one instructor station. Each computer is equipped with widescreen monitors and the Windows 7 operating system. The instructor's screen is projected onto a wall so participants can easily participate in the lesson.

Missoula's Clark Fork River Market: A popular Saturday morning festivity, the market downtown runs from 8 am to 1 pm every week. Visitors enjoy live music, fresh produce, local meats and cheeses, arts and crafts, and local promotions from businesses like Montana River Guides. The Missoula Public Library brings the bookmobile once a month to check out books and sign folks up for library cards. Health Info to Go! sets up adjacent to the bookmobile and demos health resources on a large high-definition monitor, while also handing out brochures and freebies.

5. Exhibits:

If applicable, list all the exhibits, poster sessions, and/or professional presentations connected with this project. Include the meeting name, dates, location, estimated number of contacts made, demonstrations given and general impressions of success.

A poster will be presented at the 2010 meeting of the Pacific Northwest Chapter of the Medical Library Association. We plan to submit a proposal for the 2011 Medical Library Association in Minneapolis. We also plan to write a contributed paper for the 2011 Montana Library Association meeting, and will submit this paper to a journal yet to be selected.

6. Evaluation :

Describe whether and how the new or enhanced service accomplished the desired outcomes originally proposed. Or, if the originally proposed outcomes were not observed, what happened, instead? Include specific data that supports the evaluation results described, and how the data was collected.

Objective one: Create more confident, knowledgeable searchers. We distributed pre and post-class surveys in our computer classes. These tests asked the same questions, helping us to determine how well our information was conveyed. The post-class scores showed improvement in their knowledge of health information resources.

Objective two: Foster PR for libraries. While manning our booth at the farmer's market, we repeatedly heard from visitors that having the library at the farmer's market is "such a great idea!" People were very excited and interested in the services we provide.

Objective three: Bring more people into the library, both virtually and physically.

After our first in-house computer class, we started tracking the number of visits to our webpage. These statistics have steadily risen, resulting in increased visits to the library website overall.

In addition, we handed out postcards with our website and contact information, sending each person home with ways to find further information.

Objective four: Create simple online tutorials.

At this point we have created two online tutorials which reside on our Health Info to Go! webpage. These tutorials are short, easy-to-follow demonstrations of how to find health assessment tools from our page. We plan to create additional tutorials based on the feedback we receive from patrons.

7. Problems or barriers encountered:

Provide details on problems encountered. If you were to start all over again, what, if anything, would you change about the project?

Participation in our in-house classes was low. If we were to start over, we would sign folks up for classes during our outreach efforts at the market. We are saving two classes for after the market outings (to be held in September and October), but ideally we would like to conduct all classes after our public outings.

Another approach we should have taken was to collaborate with the local medical library. We advertised through Missoula Public Library's standard PR outlets, but did not include the medical library. We feel this would have helped to increase our participation numbers.

Based on our market outings, we are coming up with different venues for Health Info to Go! We're considering the Health Fair at Missoula's Southgate Shopping Mall (an indoor venue) this winter and the all women's 5k Diva Day race in the fall.

We believe our attendance will increase when we're at venues and events specific to health information. Plus, the outdoor venue at the market—while incredibly enjoyable for us—is not the ideal setting for demonstrating computer resources (lots of distractions).

8. Impact:

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

Fortunately, the perceived and actual impacts of this project were very similar. When we began brainstorming ideas for this award, we envisioned the bookmobile and Health Info to Go! traveling to several locations around Missoula. While this did not happen this year, we have thought of other appropriate, offsite locations for future Health Info to Go! outings.

As mentioned earlier, several of our computer class participants came into the library to use the public internet lab and practice what they had learned. In addition, visits to our

webpage (www.missoulapubliclibrary.org/HealthInformation.htm) increased largely after our outreach efforts. These statistics were gathered using Google Analytics tracking tools.

Health Info to Go! is a highly technological project. More than once during our outings we heard about how “high tech” the library has become. The equipment purchased with funds from this award is quite impressive. Not only is it wireless, it is also easy to use and a snap to set up. The large, high definition monitor literally turns heads. Our high tech equipment and knowledgeable staff not only makes the library look progressive, it showcases our savvy and outgoing librarians.