

National Network of Libraries of Medicine
Pacific Southwest Region
Louise M. Darling Biomedical Library
Program Overview: Year 1
May 1, 2011 – April 30, 2012

Introduction

As a Regional Medical Library, it is our responsibility each year to communicate to Network members our objectives and activities. We have developed this document to provide this information and to seek comments and suggestions.

We have developed three overarching objectives for the year which are described below. Following those objectives, we have itemized the activities that we plan to accomplish. These activities have been derived from the contract proposal we submitted to the National Library of Medicine.

Objectives

1. Extending our reach by strengthening our communications strategies

Successful communication is critical to achieving the mission of the NN/LM. During this year, we plan to evaluate the content of our website, conduct a needs assessment of our members, expand Midday offerings, and update member information through our membership renewal drive.

2. Augment RML staff outreach efforts by encouraging outreach activities of Network members

Our training and funding programs are designed to support Network member engagement in a variety of outreach activities. We do this by supporting MLA webcasts, developing and offering training programs, providing promotional materials, providing funding support, and promoting grants from NLM and other funding agencies.

3. Enhancing the librarian's role with electronic health records

The health care area is experiencing revolutionary change due to the adoption of electronic health records. The librarian who is involved with EHRs will need to increase expertise in evidence based information resources, increase technological skills, and understand NLM's role in health information technology and health data standards. We will provide programming in these and other areas relating to EHRs and health information exchange. As part of this, we will actively promote MedlinePlus Connect and will work with Network members to promote MedlinePlus Connect in their hospitals.

Schedule of Activities¹

Network Programs

A.1 Health Professionals' Access to Health Information Materials and Services

1. Develop a membership solicitation packet for local and public health departments
2. Solicit new members from public health departments, primary care practice settings, and community based organizations
4. Promote the NIH Public Access Policy
5. Provide training in Loansome Doc, LinkOut, and Outside Tool
6. Refer health professionals to libraries that can offer service
7. Encourage the development of electronic collections
8. Include funding for document delivery in subcontracts where appropriate.

A.2 Needs of Health Science Libraries

1. Formally assess the needs of Network members
2. Attend one local meeting of each of the MLA chapters in the Pacific Southwest Region
4. Serve on appropriate MLA chapter committees to develop appropriate workshops and programs for regional library staff
5. Attend and/or exhibit at two state library association meetings or conferences
6. Visit two Resource Libraries
7. Visit five Primary Access Libraries in order to assess needs & promote NLM products/services
8. Offer 12 training opportunities to meet the needs of health sciences library staff each year of the contract
9. Develop and teach a teaching with technology class through Moodle
10. Develop introductory & advanced MedlinePlus classes as distance learning opportunities
11. Develop other distance and in person classes as needed
13. Solicit and fund up to 10 MLA Webcast host sites, twice a year
14. Provide promotional items for NLM resources and products to the extent funding is available

A.3 NN/LM Network Membership

1. Conduct membership drive during the first six months of Year 1 using new membership category definitions for 2011-2016
2. Reassign membership categories, update membership data in DOCLINE, and issue new membership certificates for 2011-2016
4. Recruit new members as mentioned above
5. Process new membership applications within 72 hours of receipt
6. Update membership information as necessary

¹ Item numbering conforms to the Schedule in the NN/LM Services Final Technical Proposal, Region 7: Pacific Southwest Region, 2011-2016. Listed here are activities scheduled for Year 1 of the 2011-2016 contract and cover May 1, 2011 – April 30, 2012. Not all activities occur in Year 1; hence the non-sequential numbering.

7. Review DOCLINE Report 2-19, "Institution Records not updated within 1 Year" once annually to verify if changes to institutional records are needed
8. Participate in DOCLINE teleconferences and participate in DOCLINE system enhancement and testing

A.4 Resource Sharing and Document Delivery

1. Post the *NN/LM Resource Sharing Plan* and regional policies on the PSR web site and distribute to libraries as needed
2. Provide DOCLINE training and assistance to the Region's libraries
3. Create a DOCLINE Library Group for TCM libraries
5. Assist PSR libraries who want to join FreeShare by explaining responsibilities and adding them to the FreeShare library group
6. Encourage participation in EFTS through all communication mechanisms
7. Publish a list of new EFTS participants twice yearly
9. Meet all requirements for RMLs as specified in the *NN/LM Resource Sharing Plan*
10. Communicate about DOCLINE in *Latitudes*, *NewsBits* and through participation in *Midday at the Oasis*
11. Maintain the *Need an Article?* web page
12. Provide support to NLM and the Greater Midwest Region in the event of a disaster

A.5 Resource Libraries

1. Obtain signed MOUs from each Resource Library
2. Schedule and conduct annual Resource Library Directors meeting with additional teleconferences as necessary
3. Discuss possibilities for subcontracts with Resource Libraries and issue subcontracts as needed

A.6 Emergency Preparedness and Response

1. Assess level of Network preparedness via regional questionnaire
2. Conduct PSR-GMR preparedness review and discussion, including updating buddy information
3. Provide service continuity training
4. Conduct regional drill
6. Communicate "preparedness" regularly
7. Solicit proposals for community preparedness events or EP&R projects
8. Encourage participation in National Preparedness Month

A.7 Communication

1. Continue using existing communication tools, such as *Latitudes*, *NewsBits*, *PSR-News*, and *Midday at the Oasis*
2. Continue communication with other RMLs, NLM, Network members, and other organizations
3. Obtain ongoing feedback with users
4. Investigate new communication and collaboration technologies
5. Maintain the PSR web site; create and maintain PSR social networking pages
7. Adopt the mobile device style sheet when it becomes available

8. Monitor the web site for Section 508 compliance

A.8 Regional Advisory Committee

1. Appoint RAC members
4. Appoint subcommittees as needed
5. Maintain personal contact with each RAC member
6. Seek RAC input on assessments

A.9 Evaluation and Assessment

1. Conduct membership renewal drive and gather baseline data
2. Provide feedback to NLM on NLM and NN/LM programs and services
3. Continue to collect evaluation data for training sessions and collect statistics and feedback for all exhibits
4. Collect other evaluation data on a periodic basis throughout the contract
6. Participate in NN/LM Evaluation Liaisons teleconferences
7. Assist Network members with evaluation component of outreach subcontract proposals

A.10 Testing NLM and NN/LM Products and Services

1. Participate in testing new or improved NLM products and services
2. Conduct or participate in usability studies of NLM and NN/LM products and services
3. Provide feedback to NLM in a timely manner

A.11 E-licensing

1. Continue to work with SCELC to develop new offers with vendors and promote them to Network members
2. Update e-licensing information on the PSR web site
3. Promote collaboration with other consortia
6. Communicate the results of the NN/LM E-Licensing Program through *Latitudes* and *Midday at the Oasis*

A.12 Project Proposal Preparation

2. Update and publicize funding resources available from the PSR web site
3. Provide proposal writing consultations and referrals as requested

A.13 Promoting NLM Grants

1. Post announcements of funding availability and deadlines on the regional electronic announcement list, *Latitudes* blog, and social networking site(s)
2. Promote NLM funding opportunities and resources at regional meetings, exhibits and training sessions
3. Provide grant writing consultation and referrals, and provide letters of support to Network members as needed
4. Monitor PSR Funding web page for revisions, updates, and other modifications
5. Follow up with successful NLM grant applicants in the Region to monitor progress and to provide assistance as needed

A.14 Promoting Evidence Based Health Information

1. Monitor trends on the role of the librarian in evidence based medicine and on the role of the librarian within the institution
2. Promote training in evidence based medicine, patient safety, Magnet status, and electronic health records
3. Offer an award for a project to support innovative ideas on new roles for the information professional in the health care setting
4. Create web page on advocacy and link with links to resources on marketing and networking
5. Update the web page, use *Latitudes*, *NewsBits*, and *Midday at the Oasis* to promote the role of the librarian

A.15 Historical and Unique Materials

1. Survey Network members about collections of historical and unique materials
2. Identify non-members with collections of historical and unique materials
3. Follow up with libraries listed in the *Directory*

A.16 Training Facility

3. Assess hardware and software in order to make upgrades and ensure that all equipment is operating effectively
4. Gather feedback from instructors and class participants to make needed improvements
5. Purchase and install additional hardware and software as needed

B. Outreach Programs

B.1. Outreach to Health Professionals and Public Health Workers

B.1.a Develop programs that reach practicing health professionals, including but not limited to: physicians, physician assistants, nurses, pharmacists, complementary and alternative medicine and allied health professionals, veterinarians, public health workers, and health educators.

1. Solicit proposals for outreach awards targeting health professionals, including Express Outreach Awards and Major Outreach Awards
3. Minimum of 8 training sessions for health professionals, including public health workers
4. Conference presentations or newsletter articles targeting health professionals

B.1.b Develop programs that reach minority health practitioners and students

1. Minimum of 2 "Nursing on the Net" or other training sessions at community colleges
2. Solicit proposals for subcontracts targeting minority health practitioners or Native Hawaiians

3. Conduct regional exhibit or presentation for minority population
4. Conduct focus group meeting with community college librarians
5. Recruit new community college or minority-serving Network members

B.1.c Develop pilot projects, which may include professional schools and organizations, to identify and promote the roles of libraries in institutions that have e-science initiatives.

B.1.d Develop programs with DHHS regional extension centers (RECs) to assist health professionals with implementing and using health information technology.

1. Develop a resource packet for Network members
3. Continue to educate ourselves and monitor new developments and advancements on the implementation and use of electronic health records
4. Contact EHR vendors about NLM resources

B.1.e Develop culturally and linguistically appropriate resources and provide training in the effective use of electronic health information resources.

1. Develop one to two resources each year of the contract
2. Teach at least two workshops or classes that focus on culturally and linguistically appropriate resources for health professionals
4. Submit materials to the MLA Continuing Education Clearinghouse

B.2 Outreach to Consumers

B.2.a Develop programs that reach special populations, focus on special topics, and promote NLM resources to consumers

1. Solicit proposals for programming or training materials for a target population
2. Provide a minimum of six training sessions per year on resources for special populations
3. Provide for two conference presentations or articles targeting public libraries and organizations
4. Develop online course, webinar or tutorial
5. Design and publish easy-to-read promotional item

B.2.b Foster collaborations and encourage outreach partnerships among Network members, community, faith-based, and volunteer organizations including those serving minority and underserved populations, and other types of organizations, to improve access to electronic consumer health information at the local, state, and regional levels

1. Exhibit or participate in meetings and conferences of target intermediaries
2. Recruit at least four new Network members
3. Include new members in the consumer health advisory group that serve special populations
4. Convene teleconferences with advisory group

B.2.c Provide consultation for Network members in project planning, preparation, writing, and evaluation

1. Assess technical assistance needs
2. Provide consultation as requested
3. Offer training
4. Update and enhance Funding Opportunities page

B.2.d Develop culturally and linguistically appropriate resources and provide training in the effective use of electronic health information resources. Training should include, but not be limited to PubMed, MedlinePlus, and other NLM resources.

1. Develop at least one culturally competent/ linguistically appropriate resource
4. Provide at least 2 training sessions per year that include culturally and linguistically appropriate resources

B.2.e Develop pilot projects to identify and promote the roles of libraries in institutions that have received or are seeking NIH Clinical and Translational Science Awards (CTSA) with a focus on community engagement

1. Create a web page about CTSA
2. Promote the purpose and role of CTSA through a variety of communications media
3. Assessment of Network member libraries to identify institutions with grants in progress

B.3 Exhibits and Presentations at Meetings

1. Exhibit at American Academy of Physician Assistants, American Diabetes Association, and AARP
2. Submit presentation proposal to American Academy of Physician Assistants
5. Exhibit and/or present at Nevada Library Association and California Library Association
8. Monitor meeting information sources and enter exhibit suggestions in NLM's Exhibits Database
9. Submit exhibit and program reports to NLM including actionable feedback
10. Submit presentation proposals whenever feasible
11. Evaluate the effectiveness of the exhibits and presentation program using both qualitative and quantitative measures

B.4 Information Technology and Policy Awareness

B.4.a Develop regional forums that focus on e-science initiatives

B.4.b Monitor current technological and policy developments and trends to identify those that will improve access to biomedical information

4. Monitor technology policies and trends
7. Publish 4 *Latitudes* articles and 4 *NewsBits* submissions on technology trends each year

8. Poll members each year on their adoption of new technology as a result of our activities
10. Include technology segments as a regular part of Midday at the Oasis

B.5 Technology Improvement

Objective 1: Assist Network members with improving connectivity

1. Review barriers to health information by Network members on an annual basis.
2. Provide consultations and assist Network members in gaining access to blocked resources to improve their connectivity to biomedical health information resources.
4. Disseminate information about connectivity solutions proposed by the Technology Advisory Group

Objective 2: Develop a technology improvement program for underconnected inner city and rural health organizations

1. Work with Network members, inner-city and rural health organizations to improve their connectivity to biomedical health information resources
2. Report on the process and results of working with the community organizations to improve connectivity and access to reliable biomedical health information resources
3. Identify Network members and organizations within the PSR to fund partnerships
4. Provide training on NLM resources to identified organizations
5. Conduct informal needs assessment of targeted organizations [Are you familiar with available NLM resources? Do you need a personal computer device to help you provide up-to-date and reliable information to your service population?]

B.6 Project Funding and Administration

1. Funding opportunities are announced
2. Funding opportunities are awarded
3. Funding opportunities are recorded in databases and reported formally through quarterly reports
4. Results are announced through *Latitudes* and other sources

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