

**National Network of Libraries of Medicine
Pacific Southwest Region
UCLA Louise M. Darling Biomedical Library**

Program Overview and Objectives

Year 2: May 1, 2012 – April 30, 2013

Helping Communities Achieve Healthy People 2020 Goals

The central theme of the RML program during the second year of the 2011 – 2016 contract will be to encourage communities to reach Healthy People 2020 goals through the effective use of health information. This will be a focus for both our Network and Outreach Programs and will actively involve all RML staff.

In carrying out this theme, we will work with community- and faith-based organizations, local health agencies and clinics, social workers, community health workers, public libraries, schools, community colleges, and CTSA institutions¹ with community engagement programs. Each of these entities is in a position to make a material difference in the health and lifestyle of individuals and enable them to make informed health decisions and utilize available health services efficiently and effectively. Our goal is to provide advice and training in the use of appropriate health information resources, to reduce barriers to their use, and to do so in a manner that fits the lifestyle and workstyle of the individuals involved.

Health information literacy is an important component of this endeavor, as is the identification, creation, and promotion of culturally and linguistically appropriate materials. Throughout this year, we will strive to reach representative sample populations throughout our region, including Asian-Americans, African-Americans, Hispanic-Americans, Native Americans, and Pacific Islanders as well as those underserved by current healthcare systems. As we proceed through the year, we will foster collaborations with Network members and encourage outreach partnerships.

This focus does not preclude our engagement with other RML activities. We will continue to engage in the following:

- Assessment of Network member needs
- Advocacy on behalf of Network members
- E-Science programming
- Evidence-based practice programming
- Development and delivery of distance training courses
- Promotion of MedlinePlus Connect

We will also strive to improve the promotion of RML services, strengthen our communication messages, and collect better metrics describing our impact.

¹ Institutions who have received Clinical and Translational Science Awards (CTSA).

The following activities, derived and updated from the Schedules presented in our Technical Proposal to the National Library of Medicine, itemize the specific tasks and objectives we plan to accomplish during this year.

A. Network Infrastructure

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

- Solicit new members from public health departments, primary care practice settings, and community based organizations
- Promote the NIH Public Access Policy
- Provide training in Loansome Doc, LinkOut, and Outside Tool
- Refer health professionals to libraries that can offer service
- Encourage the development of electronic collections
- Include funding for document delivery in subcontracts where appropriate

A.2 Needs of Health Sciences Libraries

- Formally assess the needs of Network members
- Attend one local meeting of each of the MLA chapters in the Pacific Southwest Region
- Collaborate with MLA chapter committees to develop appropriate workshops and programs for regional library staff
- Attend and/or exhibit at two state library associations, the Arizona Library Association and the Pacific Islands Association of Libraries, Archives, and Museums conferences
- Visit two resource libraries, the University of Nevada, Reno, and the University of California, San Diego
- Visit a minimum of five Primary Access Libraries (the minimum will include Phoenix, Tucson, Reno, San Diego, and the Monterey peninsula) in order to assess needs & promote NLM products/services
- Offer 12 training opportunities to meet the needs of health sciences library staff
- Develop introductory and advanced MedlinePlus classes as distance learning opportunities
- Develop other distance and in person classes as needed
- Solicit and fund up to 10 MLA Webcast host sites, twice during the year
- Provide educational materials and printed items for NLM resources and products

A.3 NN/LM Network Membership

- Resolve any anomalies that occurred during the membership drive
- Recruit new members as mentioned above
- Process new membership applications within 72 hours of receipt
- Update membership information as necessary

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

A.4 Resource Sharing and Document Delivery

- Provide DOCLINE training and assistance to the Region’s libraries
- Update the national FreeShare web page
- Assist PSR libraries who want to join FreeShare by explaining responsibilities and adding them to the FreeShare library group
- Encourage participation in EFTS through all communication mechanisms
- Publish a list of new EFTS participants twice yearly
- Update RML “buddy” procedures
- Meet all requirements for RMLs as specified in the NN/LM Resource Sharing Plan
- Communicate about DOCLINE in Latitudes, NewsBits and through participation in Midday at the Oasis
- Provide support to NLM and the Greater Midwest Region in the event of a disaster

A.5 Resource Libraries

- Schedule and conduct annual Resource Library Directors teleconference
- Discuss possibilities for subcontracts with Resource Libraries and issue subcontracts as needed

A.6 Emergency Preparedness and Response

- Conduct PSR-GMR preparedness review and discussion, including updating buddy information
- Provide service continuity training
- Conduct PSR-GMR regional office drill
- Communicate “preparedness” regularly
- Solicit proposals for community preparedness events or EP&R projects
- Encourage participation in National Preparedness Month

A.7 Communication

- Continue using existing communication tools, such as Latitudes, NewsBits, PSR-News, Facebook, and Midday at the Oasis
- Continue communication with other RMLs, NLM, Network members, and other organizations
- Obtain ongoing feedback with users
- Investigate new communication and collaboration technologies
- Maintain the PSR web site
- Promote PSR social networking pages to encourage followers
- Collaborate on Drupal when it becomes available

- Monitor the web site for Section 508 compliance

A.8 Regional Advisory Committee

- Convene an in person meeting of the RAC to establish goals and priorities for the RAC
- Maintain personal contact with each RAC member
- Seek RAC input on needs and assessments

A.9 Evaluation and Assessment

- Provide feedback to NLM on NLM and NN/LM programs and services
- Continue to collect evaluation data for training sessions and collect statistics and feedback for all exhibits
- Collect other evaluation data on a periodic basis throughout the contract
- Participate in NN/LM Evaluation Liaisons teleconferences
- Assist Network members with evaluation component of outreach subcontract proposals

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

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

A.11 E-Licensing

- Continue to work with SCELCL by validating that libraries are NN/LM members and thus eligible for SCELCL Affiliate Member status
- Update e-licensing information on the PSR web site
- Communicate the results of the NN/LM E-Licensing Program through Latitudes and Midday at the Oasis

A.12 Project Proposal Preparation

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

A.13 Promoting NLM Grants

- Post announcements of funding availability and deadlines on the regional electronic announcement list, Latitudes blog, and social networking site(s)
- Promote NLM funding opportunities and resources at regional meetings, exhibits and training sessions

- Provide grant writing consultation and referrals, and provide letters of support to Network members as needed
- Monitor PSR Funding web page for revisions, updates, and other modifications
- 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

- Monitor trends on the role of the librarian in evidence based medicine and on the role of the librarian within the institution
- Promote training in evidence based medicine, patient safety, Magnet status, and/or electronic health records
- 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

- Identify non-members with collections of historical and unique materials

A.16 Training Facility

- Assess hardware and software in order to make upgrades and ensure that all equipment is operating effectively
- Gather feedback from instructors and class participants to make needed improvements

B. Outreach Programs

B.1 Outreach to Health Professionals and Public Health Workers

Objective 1: 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. (B.1.a)

- Solicit proposals for outreach awards targeting health professionals
- Provide up to 8 training sessions for health professionals, with a focus on community health workers, social workers, and/or public health workers
- Present at conferences or submit newsletter articles targeting health professionals

Objective 2: Develop programs that reach minority health practitioners and students. (B.1.b)

- Provide a minimum of 2 training sessions for community colleges
- Solicit proposals for subcontracts targeting minority health practitioners or Native Hawaiians
- Conduct regional exhibit or presentation for minority population
- Conduct focus group meeting with community college librarians

- Recruit new community college or minority-serving Network members

Objective 3: 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.c)

- Publicize resources from the E-Science Day symposium held during the Base Year of the contract (Year 01)

Objective 4: Develop programs with DHHS regional extension centers (RECs) to assist health professionals with implementing and using health information technology. (B.1.d)

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

Objective 5: Develop culturally and linguistically appropriate resources and provide training in the effective use of electronic health information resources. (B.1.e)

- Develop at least one culturally and linguistically appropriate resource for health professionals
- Teach at least two workshops or classes that focus on culturally and linguistically appropriate resources for health professionals
- Solicit a proposal for a subcontract to develop culturally and linguistically appropriate resources for health professionals
- Submit materials to the MLA Continuing Education Clearinghouse

B.2 Outreach to Consumers

Objective 1: Develop programs that reach special populations, focus on special topics, and promote NLM resources to consumers (B.2.a)

- Solicit proposals for programming or training materials
- Provide a minimum of six training sessions per year on health information resources and/or their use
- Provide for two conference presentations or articles targeting public libraries and organizations
- Develop online course, webinar or tutorial about consumer health information practice
- Design and publish easy-to-read educational item

Objective 2: 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 (B.2.b)

- Exhibit or participate in meetings and conferences of target intermediaries
- Recruit at least four new Network members
- Offer one-day partnership workshop

Objective 3: Provide consultation for Network members in project planning, preparation, writing, and evaluation (B.2.c)

- Provide consultation as requested
- Offer training
- Update and enhance Funding Opportunities page
- Showcase successful proposal writers and proposals

Objective 4: 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. (B.2.d)

- Develop at least one culturally competent/ linguistically appropriate resource for consumers
- Solicit proposals for subcontracts to develop culturally competent and linguistically appropriate material
- Develop at least one training session on cultural competence in public libraries
- Provide at least 2 training sessions that include culturally and linguistically appropriate resources

Objective 5: 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 (B.2.e)

- Promote the purpose and role of CTSA through a variety of communications media
- Solicit proposals for outreach subcontracts with resulting research, symposia, etc.
- Publicize the CTSA program and RML efforts to support libraries engaged in CTSA community outreach

B.3 Exhibits and Presentations at Meetings

- Exhibit at American Association of Community Colleges, American Library Association, IHA Health Literacy conference, National Association of County and City Health Officials, National Conference on Correctional Health Care, and National Congress of American Indians
- Exhibit and/or present at Arizona Library Association and Pacific Islands Association of Libraries, Archives, and Museums
- Monitor meeting information sources and enter exhibit suggestions in NLM's Exhibits Database
- Submit exhibit and program reports to NLM including actionable feedback
- Submit presentation proposals whenever feasible
- Evaluate the effectiveness of the exhibits and presentation program using both qualitative and quantitative measures

B.4 Information Technology and Policy Awareness

Objective 1: Develop regional forums that focus on e-science initiatives (B.4.a)

- Publish 2 Latitudes articles and 4 NewsBits submissions on e-science

- Develop an e-science web page
- Offer three e-science Adobe Connect segments during Midday at the Oasis

Objective 2: Monitor current technological and policy developments and trends to identify those that will improve access to biomedical information (B.4.b)

- Monitor technology policies and trends
- Publish 4 Latitudes articles and 4 NewsBits submissions on technology trends
- Poll members each year on their adoption of new technology as a result of our activities

B.5 Technology Improvement

Objective 1: Assist Network members with improving connectivity

- Review barriers to health information by Network members
- Provide consultations and assist Network members in gaining access to blocked resources to improve their connectivity to biomedical health information resources.

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

- Work with Network members, inner-city and rural health organizations to improve their connectivity to biomedical health information resources
- Report on the process and results of working with the community organizations to improve connectivity and access to reliable biomedical health information resources
- Identify Network members and organizations within the PSR to fund partnerships
- Provide training on NLM resources to identified organizations

B.6 Project Funding and Administration

- Funding opportunities are announced
- Funding opportunities are awarded
- Funding opportunities are recorded in databases and reported formally through quarterly reports
- Results are announced through Latitudes and other sources

B.7 Enhancements

- Propose enhancements to NLM as identified