

National Network of Libraries of Medicine Pacific Southwest Region

**Year 2
May 1, 2012 – April 30, 2013**

Program Overview and Outreach Narrative

Overview

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 manage our programs with the assistance of our valuable Resource Libraries and with the many members of our Network.

Our work spans two major areas, Network Programs and Outreach Programs. Network Programs includes a variety of functions, including Network membership, member needs assessment, resource sharing, emergency preparedness and response, e-licensing, promoting evidence based health information, and assisting the National Library of Medicine (NLM) with the identification of historical and unique materials. In addition, we provide support to Network members by providing assistance with project proposal preparation and advice on NLM and NN/LM funding opportunities.

A central theme for both our Network and Outreach programs will be to encourage communities to reach Healthy People 2020 goals through the effective use of health information, with particular focus on the smaller set of Leading Health Indicators. In addition to the general health status goals of Healthy People 2020, we will also focus on improving awareness and recognition of rare and uncommon diseases. These issues will guide us as we develop training, services, and programs in Year 2.

The remainder of this document focuses on our Outreach Programs, including activities provided by Regional Medical Library staff as well as Network member contributions. We provide a variety of services to both health professionals and consumers as described below.

Target Outreach Audiences

Our target outreach audiences for the year include:

1. Health professionals who serve special populations or subject disciplines identified as NLM priority initiatives,
2. Unaffiliated health professionals and health professionals in inner cities and rural areas,
3. Local public health departments,
4. Community health workers and social workers,
5. Community colleges with allied health and information technology training programs,

6. First responders and emergency preparedness groups, e.g., local fire department workers and EMTs,
7. Minority groups including the Spanish-speaking population, African Americans, Asian Americans, Native Hawaiians and other Pacific Islanders, and Native Americans,
8. Senior citizens throughout the region, and
9. Low income and other at-risk populations.

Outreach to Health Professionals and Public Health Workers

During Year 2, we will work with local health agencies and clinics, social workers, community health workers, community colleges, and other organizations. We will provide consultation and training in the use of key health information resources, particularly PubMed, MedlinePlus, and ClinicalTrials.gov.

We will identify and contact organizations and institutions seeking to improve information access, targeting underserved and unaffiliated health professionals, inner city and rural health practitioners, minority health practitioners, and health professionals serving Native Hawaiians. We will also follow up with referrals from NLM and Network members, calls received directly from institutions, and contacts made during training, conferences, exhibits, and related health professional outreach activities. We will also collaborate with health professional training networks, such as the National Public Health Training Centers and Federal Hemophilia Treatment Centers, to promote health information resources. Working with new and existing partners, we will provide a minimum of eight training sessions for health professionals. Distance training will be the preferred mode of training for small public health agencies and rural organizations. We will also conduct site visits and consultations in conjunction with other outreach activities, such as exhibits and conference presentations.

Community colleges play an essential role in the education of future nurses, allied health professionals, and health information technicians. Continuing with outreach efforts from the Base Year, we will conduct focus group meetings with community college librarians to determine the needs of this audience, and will provide a minimum of two training sessions at community colleges. Distance training will be the preferred mode of training for community colleges in Hawaii and the US Pacific Territories. We will also continue to recruit new community college Network members.

Within our Region, the subcontract mechanism is an effective method for leveraging and extending our outreach program efforts and meeting regional outreach goals. The Arizona Outreach Cooperative Agreement, with the Arizona Health Sciences Library, will continue providing training to health professionals that serve the Native American and Hispanic American communities in Arizona. Network members may also apply for several types of awards, which are publicized through our *Request for Proposals: Express Outreach / Training / Technology Awards*, which is mentioned below in the section on Subcontract Funding. These might include Community Awards or Express Outreach Awards. Past projects have included funding for a day-long meeting to disseminate the results of community health assessment data, a text-a-librarian collaboration with clinical hospital staff, and a statewide health literacy collaboration and training effort focusing on health professionals and social service personnel.

Outreach to Health Consumers

In today's healthcare environment, consumers are expected to make decisions about their health and the care they receive. In order to do this, they must be informed; they need quality information they can understand so they can take appropriate action. Our impact on individuals will be greatest by providing resources and services to those who serve individual consumers, patients, and caregivers. To do this effectively, we need to understand the communities in our region, including the demographic makeup and health status indicators, in addition to cultural and linguistic needs. We must also understand the groups that have direct contact and influence on these population groups. Our strength lies in combining all of these factors to build programs that tie the needs of our target audiences together with appropriate resources and services.

We will accomplish these objectives by a number of methods:

- Provide targeted training
- Develop new resources
- Deliver innovative programming
- Foster productive partnerships

Working with public librarians, community health workers, social workers, and many other groups that serve members of the public, we will develop and provide training and services that address the needs of their respective target audiences. Specifically, we will provide a minimum of eight training sessions on consumer health information resources and give presentations at two conferences targeted to public libraries or other health-related organizations. Additionally, we will develop courses, webinars, or distance training materials related to consumer health information services.

Improving the health literacy in individuals and entire communities will continue to be a priority. To accomplish this, we will strive to reach the following groups in our region: minority groups, seniors, low income, low literacy, and other underserved populations. We will design and publish at least one easy-to-understand resource for low literacy users, and we will incorporate content into our training sessions about easy-to-understand, multilingual and culturally relevant resources whenever appropriate. To build capacity for collaboration among organizations in our region, we will offer a partnership workshop.

Network members may also apply for several types of awards which are publicized through our *Request for Proposals: Express Outreach / Training / Technology Awards*, which is mentioned below in the section on Subcontract Funding. Much of our prior subcontract funding to Network Members has included projects which target consumer audiences, including school programs, community and faith-based organizations, public library systems, and community-wide health fairs.

Exhibits and Presentations at Meetings

Our exhibit schedule will increase during this contract year and includes a variety of national and regional or state conferences.

National Exhibits

Exhibiting at national meetings offers us the opportunity to promote NLM resources and services; to evaluate attendee reaction to those products and services; to interact with our exhibit volunteers, other exhibitors, and members of the organization sponsoring the conference; and to develop contacts for future training and outreach opportunities.

Organization	Location	Dates
Institute for Healthcare Advancement Annual Health Literacy Conference	Irvine CA	5/9-11/2012
American Library Association Annual Conference	Anaheim CA	6/22-25/2012
National Association of County & City Health Officials Annual Conference	Los Angeles CA	7/11-13/2012
National Conference on Correctional Health Care	Las Vegas NV	10/20-24/2012
National Congress of American Indians Annual Convention	Sacramento CA	10/21-26/2012
American Association of Community Colleges Annual Convention	San Francisco CA	4/20-23/2013

Regional and State Exhibits

We exhibit, give presentations, or provide course offerings at two state library conferences each year; this gives us the opportunity to interact with librarians from a variety of settings, again to promote NLM resources and services. The Pri-Med West annual conference has proven to be an excellent avenue to reach primary care professionals, many of whom are not affiliated with a health sciences library. We will continue to seek to identify regional conferences in order to promote NLM resources and services to individuals who are members of or serving communities with health disparities.

Organization	Location	Dates
Arizona Library Association Annual Conference	Phoenix AZ	11/8 – 10/2012
Pacific Islands Libraries, Archives, and Museums (PIALA) Annual Conference	Guam	11/13-15/2012
Pri-Med West Annual Conference	Anaheim CA	April 2013

Information Technology and Policy Awareness

During the next year, the RML will participate in an NN/LM national initiative to promote MedlinePlus Connect. We will build on our experiences working with hospital clinical staff, IT departments, and libraries to explore MedlinePlus Connect in our region. We will provide training and consultation on MedlinePlus for hospital clinical and IT groups, with an overview of how MedlinePlus Connect can link MedlinePlus content from the patient portal of the hospital’s electronic health record system. We will continue our program of providing training for Network members on MedlinePlus Connect and advocate on their behalf.

During the next year, we will carry on our e-science work with the creation of an e-science web page and publicizing the resources from the *E-Science Day* event in December 2011. We will also continue our education and training programs on mobile devices and mobile communication.

Network members may also apply for Information Technology and Policy Awareness Conference Awards, which are publicized through our *Request for Proposals: Express Outreach / Training / Technology Awards*, mentioned below in the section on Subcontract Funding. Alternatively, Network members may wish to collaborate with RML staff on presenting symposia, such as last year’s *E-Science Day* (with the University of California, Davis) and *Information Treasure Hunt: Supporting Evidence-Based Practice @ Your Institution* (with the Medical Library Group of Southern California and Arizona).

Technology Improvement

At one time the greatest needs for technology improvement were having a computer or having access to the Internet. Today we find that there are needs for browser upgrades, greater bandwidth, or mobile devices from both small and large organizations. We believe that we can help by communicating with Network members about these improvements and providing information that they can use to justify infrastructure changes within their organizations. We do this by responding to individual questions, by teaching about technology, and by using our standard communications tools to promote greater understanding in this area.

Network members may also apply for Technology Improvement Awards which are publicized through our *Request for Proposals: Express Outreach / Training / Technology Awards*.

Subcontract Funding

To leverage our outreach efforts in the Pacific Southwest during Year 2, we increased the total award commitment compared to the Base Year of this contract. We posted the *Request for Proposals: Express Outreach / Training / Technology Awards* on our web site in March, 2012. Six funding proposals were received; five of which were funded. Each project was awarded approximately \$12,000 in funding.

In addition, we will continue to fund the Arizona Outreach Cooperative Agreement, with the Arizona Health Sciences Library, because that program has been so successful in reaching communities of Native Americans and Hispanic Americans and the health professionals who provide them with care. We will also fund a Nevada Outreach Cooperative Agreement with the Savitt Medical Library of the University of Nevada, Reno, to provide service to rural and frontier Nevada.

Advisory Mechanisms

We will continue to rely on our Resource Library Directors and our Regional Advisory Committee members for advice and support for our programs. We plan to have Resource Library Directors meetings twice a year by teleconference and to have a Regional Advisory Committee meeting in person once during Year 2. We will continue to consult with the NN/LM Outreach Evaluation Resource Center (OERC) to develop a comprehensive evaluation plan for our outreach program. We also welcome the input of Network members on what is needed to enhance health information access by their customers and community, and how various NN/LM and NLM programs and services can serve to meet their needs.

May 2, 2012