

National Network of Libraries of Medicine South Central Region

Year 1 (May 1, 2011 – April 30, 2012) Program Narrative

The stated mission of the National Network of Libraries of Medicine (NN/LM) is to “advance the progress of medicine and improve the public health by providing all U.S. health professionals with equal access to biomedical information and improving the public’s access to information to enable them to make informed decisions about their health.” The NN/LM SCR’s programming is heavily influenced by long-standing relationships with Network members that have been nurtured throughout the years as well as new partnerships recently formed.

The South Central Region is by all accounts an extremely cohesive Region and these relationships and collaborations form the foundation of all outreach services provided to Network member institutions. Numerous formal and informal networks have been in place for a very long time and these relationships have strong roots. This environment serves as the foundation for NN/LM SCR programming. All activities will be based on the philosophy of “Promoting Access through Collaboration and Training,” also known as the “PACT.”



The NN/LM SCR program can be separated into four essential services:

1. **P**romote

- a. Promoting NLM databases to health professionals, public health workers and consumers;
- b. Promoting funding opportunities to Network members in order to increase access to health information resources;
- c. Advocating the role of libraries in hospitals, institutions of higher education as well as the entire community;
- d. Exhibiting at national, regional, and local meetings and conferences to increase awareness of quality health information resources.

2. **A**ccess

- a. Increasing access to information necessary for consumers to make informed healthcare decisions;
- b. Assisting underconnected communities to gain access to health information;
- c. Increasing access to information necessary for health professionals, researchers and librarians to fulfill their missions;
- d. Assisting with the negotiation of e-licensing so that libraries can provide health information resources to their patrons;
- e. Facilitating document delivery to provide easier access to articles, books and audiovisual materials to unaffiliated health professionals;
- f. Promoting access to resources for emergency preparedness and response.

3. **C**ollaborate

- a. Collaborating with Network members to provide outreach services on a local level;
- b. Providing funding for Network members to accomplish their goals of reaching out to their communities;
- c. Networking with libraries, health departments, hospitals, emergency responders and other organizations in need of health information;
- d. Partnering with Regional Advisory Committees and Councils to best serve the needs of the Region;
- e. Encouraging others to partner through funding opportunities.

4. **T**rain

- a. Teaching librarians, health providers, researchers and the general public on how to efficiently locate reliable health information;
- b. Training individuals to write proposals for funding so that they have increased confidence in their ability to compete for funding opportunities offered by NLM and the NN/LM SCR;
- c. Conducting presentations at national conferences to train targeted groups on a larger level;

- d. Conducting technology training to librarians, health providers and other health professionals into the digital future;
- e. Training librarians on emerging initiatives such as e-science and their role in CTSA-funded institutions.

In year 1, the NN/LM SCR plans to apply the principles inherent in the “PACT” to a variety of programming that will target a wide-range of populations including, but not limited to, health sciences librarians, healthcare providers, researchers, public librarians, library students, and members of the general public.

Network Membership (Essential Services: Promote, Access and Train)

In the summer of 2011, the NN/LM SCR will conduct a membership renewal campaign. All Network members will be contacted to ensure that their organizational information, as listed in the membership directory, is up-to-date. Certificates for the 2011 – 2016 contract will be sent to members upon completion of the renewal drive. The NN/LM SCR will continue to recruit new Network members from eligible libraries and information centers. In year 1, membership campaigns will target community colleges and Louisiana hospitals.

Regional Advisory Committee (Essential Services: Promote and Collaborate)

Collaboration with, and feedback from, a variety of groups remain a key objective of the NN/LM SCR program. It is difficult, if not impossible, to provide effective outreach services without direct input and guidance from members of the target population. To ensure that all groups have the opportunity to provide input in a valuable manner, the NN/LM SCR will implement a Regional Advisory Board consisting of field-specific councils or committees.

The NN/LM SCR Regional Advisory Board will be comprised of eight advisory councils and three committees. Each council and committee will have, at its core, the responsibilities described in the NN/LM Statement of Work: advising the RML on ways to develop programming; providing assistance in establishing regional priorities; developing plans to encourage health professionals and health sciences librarians to take part in regional and national programs; and providing assistance in identifying underconnected health professionals.

In year 1, meetings will be held with the following groups:

- Resource Library Directors
- Hospital Library Committee
- Outreach Committee
- Public Library Committee
- Technology Committee

These groups will help the NN/LM SCR to better meet the needs of existing and potential members throughout the five-state Region.

Outreach to Health Professionals (Essential Services: Promote, Access, Collaborate and Train)

The NN/LM SCR continues to strongly support the overall mission of the NN/LM to provide all U.S. health professionals with equal access to biomedical information. A variety of outreach services will be provided to health professionals and the public health workforce, with special emphasis on unaffiliated health providers located in rural, inner city, Medically Underserved Areas (MUA), and those who serve minority populations.

The development of CNE and CPE has been a significant and far-reaching accomplishment of the NN/LM SCR. The CNE and CPE classes will be renewed following the schedule required by the accrediting organizations. In order to better serve health professionals serving in rural, inner city and MUAs, the NN/LM SCR will begin the accreditation process for instructor-led online versions of all of the CNE and CPE classes in year 1. The current classes are *PubMed for Nurses* (CNE), *Health Websites for Your Patients* (CNE), *Health Websites for Nurses* (CNE), *Drug Information Portal from NLM* (CPE), and *Medical Websites for Pharmacists* (CPE). The face-to-face classes are deliberately structured to allow approved instructors to modify the classes to their training styles and audiences' needs. At the same time the instructor must meet all of the class objectives and other accreditation agency requirements. Future online classes will be created to offer this same flexibility within the required guidelines.

Another important method of providing outreach services to health professionals is through funding opportunities. While many of the existing successful awards will continue to be offered, the NN/LM SCR will provide additional funding opportunities to reach more health professional groups. In year 1, the Outreach to Health Providers Award will assist members in connecting to unaffiliated health professionals. The solicitation will focus on projects designed to improve access to electronic health information for such groups and organizations as: unaffiliated healthcare providers located in rural, inner city, and MUAs, public health workers, minority health practitioners, and those who serve minority populations. Although not specifically targeted to health professionals, an existing award, the Express Outreach Award often reaches these groups.

An existing award that will continue to be offered, the Regional Symposium, will allow Network members to convene a symposium. Potential symposium topics might include health information literacy, outreach to CBOs, assessment, and hospital advocacy. During the current contract, funded symposium topics have included health disparities and evidence-based practice. The symposiums are an excellent way to connect libraries with the health professionals in their areas.

Additionally, the HAM-TMC Library will serve as a host site for a regional symposium on the role of libraries in institutions which engage in e-science initiatives. This topic has recently risen to the forefront of discussions in academic and research circles, but is yet unfamiliar to most librarians, even those in academic settings. The symposium will be targeted to librarians, but presenters will include healthcare researchers and academicians as well as librarians who have been involved in e-science initiatives in their institutions. An expected outcome of the symposium would be the establishment of a synergistic relationship between librarians and researchers, as well as providing a forum for the creation of collaborative relationships for future endeavors.

Consumer Health Information Services (Essential Services: Promote, Access, Collaborate and Train)

The NN/LM SCR will continue to promote PubMed and MedlinePlus in public libraries. Public libraries that do not link to these NLM resources will be contacted to encourage them to link to these NLM resources on their websites. Targeted populations for consumer health outreach are organizations that serve rural populations, public libraries, CBOs, FBOs, tribal organizations, government documents librarians, correctional health educators, K-12 educators, and libraries that are affiliated with CTSA-funded institutions. To reach these organizations, the NN/LM SCR will encourage partnerships among Network members and potential members; provide consultation to members in planning and funding projects; develop and promote culturally and linguistically appropriate training and resources; and develop pilot projects to encourage members to try innovative approaches to reaching new audiences.

Another area of focus in the 2011 – 2016 contract is refugee health. Refugees suffer from many health concerns including communicable diseases, hypertension, diabetes, post-traumatic stress disorder and other mental health problems. Language and cultural barriers impact the ability of these individuals to access and utilize health information to lead lives of improved health. The *Refugee and Immigrant Health Information Resources* class will be offered throughout the Region in the year 1 of the contract. This hands-on class will provide background information on refugee and immigrant health issues, including demographics, an overview of refugee health status, and needs of refugee healthcare providers. Print and online resources for refugee and immigrant health information, including the Refugee Health Information Network (RHIN) <http://rhin.org> will be covered. Portions of this class may be adapted for shorter conference presentations.

The NN/LM SCR will continue to offer both large and small awards to Network members to encourage consumer health outreach. The Electronic Consumer Health Outreach (ECHO) Award will be offered beginning in year 1. The goal of this award is to ensure that health professionals, their patients and the general public are connected to the health information resources they need to make informed health care decisions. Also in year 1, the NN/LM SCR will offer a Disaster Preparedness Award. The purpose of this award is to assist libraries in becoming active partners in their community's emergency preparedness, response and recovery planning. The disaster preparedness projects

might take the form of a community event, or it might take another form, such as wireless access, computer equipment, or a website. Potential projects could include community preparedness day events, technology to improve Internet accessibility in an emergency, and projects to increase continuity of operations during a disaster.

Exhibits and Presentations at Meetings (Essential Services: Promote, Collaborate and Train)

The NN/LM SCR will exhibit, or provide funding for outreach subcontractors to exhibit, at a minimum of three national and four regional, state, or local meetings. The NN/LM SCR will exhibit at national conferences to which it is assigned by the NLM, while the majority of regional conferences will be subcontracted to network members. An exhibit backdrop is available to network members upon request.

In addition to those meetings assigned by NLM, exhibits will be conducted by either the NN/LM SCR or its subcontractors at regional, state, and local meetings of health professionals, librarians, community-based organizations, and consumer groups. Each year, the NN/LM SCR will attend one state library meeting and one state public health association meeting.

Information Technology and Policy Awareness Program (Essential Services: Promote and Access)

As Network members begin to work with mobile devices and as the demand for mobile access to information continues to grow, the NN/LM SCR will provide funding opportunities for these technologies, such as the Mobile Applications Project (MAP) Award. This award is designed to encourage the development and use of handheld solutions for information access. The MAP Award will be promoted to Network members and provide funding for the creation of mobile websites and applications, the purchase of devices, or other similar projects that would encourage the use of mobile technologies for health information access in the Region.

The Technology Improvement Award (TIA) will be offered to Network members in the SCR interested in implementing large-scale technology applications to enhance access to high quality health information. Emphasis will be placed on implementing or upgrading technology based solutions in Medically Underserved Areas in the Region as well as locations identified as “underconnected” including rural and inner city parts of the Region. The purpose of the TIA is to improve health information services delivered to organization or institution staff as well as consumers.

In year 1, the Technology Coordinator will create the class *Mobile Devices: Resources in your Hands, Information at your Fingertips*. The class is designed to provide an overview of the most popular mobile options used by healthcare and information professionals including the iPad and e-readers. The focus will be on understanding the capabilities of mobile devices, providing information in mobile format as well as training on NLM mobile resources such as mobile MedlinePlus, PubMed for handhelds,

Radiation Event Medical Management (REMM) resources, and additional mobile resources which may be developed by NLM. To ensure that participants have hands-on experience with mobile technologies, the NN/LM SCR will purchase several of the devices for use in the class. Through training Network members will become more confident with mobile devices and develop a stronger understanding of the role these devices play in transforming the way health information is accessed and delivered.

Training to Support Electronic Access to Health Information (Essential Services: Promote, Access, Collaborate and Train)

Six new classes will be created by NN/LM SCR staff in year 1: *Advanced Geeks: New Geeky Gifts*, *American Indian Health*, *Mobile Devices: Resources in your Hands*, *Information at your Fingertips*, *Refugee and Immigrant Health Information Resource*, *That's a Wrap! Creating and Editing Video*, *Web Presence on a Shoestring*

The following training opportunities will be offered in year 1:

- *A 10-Step Approach to Service Continuity Planning*

One *A 10-Step Approach to Service Continuity Planning* class will be taught in the Region, and one at the RML. The focus of this class is on enabling libraries and other organizations to maintain their information services to their patrons in the event of an emergency or disaster. The class also includes information about developing basic personal safety procedures as well as how to get help to mitigate the damage to collections after a disaster.

- *Advanced Geeks: New Geeky Gifts*

Two *Advanced Geeks: New Geeky Gifts* classes will be taught in the Region, and one at the RML. This class, to be created by the Technology Coordinator in year 1, will introduce participants to new and advanced emerging technology topics relevant to health science librarianship and information management. This class is designed to include intermediate and advanced topics not covered in other technology classes. Learning modules and activities will be created around topics including cloud computing, back channel communication, video streaming, videocasting and augmented reality.

- *Advanced Proposal Writing*

One *Advanced Proposal Writing* class will be taught in the Region. The *Advanced Proposal Writing* class provides more and in-depth information and instruction on proposal writing. Attendees will be encouraged to bring project ideas for in-class proposal writing.

- *American Indian Health*

One *American Indian Health* class will be taught in the Region, and one at the RML. In year 1, the NN/LM SCR Consumer Health Coordinator will collaborate with the NN/LM MAR Community Outreach Coordinator to develop the *American Indian Health* class. This class will highlight health topics and statistical resources of interest to American Indian populations, including NLM's American Indian Health website <http://americanindianhealth.nlm.nih.gov/>. In addition, it will cover information on cultural competency issues when working with American Indians. This class will be targeted to health sciences, public and government documents librarians.

- *Beyond an Apple a Day: Providing Consumer Health Information in a Public Library*

One *Beyond an Apple a Day* classes will be taught in the Region, and one at the RML. This class is designed for public librarians and will cover the information seeking behaviors of consumers, address a recommended core reference collection, cover the reference interview, disclaimers, privacy, and discuss ways to network with medical librarians. The class will describe possible ways to market this service in a community and introduce the students to the Medical Library Association and its local chapters.

- *Caring for the Mind: Providing Reference Services for Mental Health Information*

One *Caring for the Mind: Providing Reference Services for Mental Health Information* class will be taught in the Region, and one at the RML. *Caring for the Mind: Providing Reference Services for Mental Health Information* is designed for librarians. Attendees learn how to effectively provide reference services on mental health information for the public, including locating best websites, databases and collection development materials. Handling the reference interview with care and sensitivity is explored.

- *Community Assessment*

One *Community Assessment* class will be taught in the Region. This class will help librarians and others involved in health information outreach to design quality programs and garner support for those programs by taking the right first step: collecting community and needs assessment information about the groups of people who will be involved. Topics include collection of data to create a picture of a target community, including its needs, assets, resources, and potential obstacles that may affect the success of health information outreach efforts.

- *Finding Information in Numbers and Words: Data Analysis for Health Information Outreach*

One *Finding Information in Numbers and Words: Data Analysis for Health Information Outreach* class will be taught in the Region. This class will cover basic methods for compiling and analyzing qualitative and quantitative evaluation data to maximize their usefulness in project improvement and decision-making. Discussion, presentations, and exercises will cover compiling and analyzing evaluation data. For quantitative data, participants will learn to use descriptive statistics and graphs to make sense of their data. For qualitative methods, participants will learn to organize and code text-based data, and then analyze it. Topics will include analyzing qualitative data (e.g., developing and using codes, summarizing, interpreting); compiling and graphing descriptive statistics; and exploring the validity of evaluation findings.

- *From A(norexia) to Z(its): Health Information Teens Will Use*

Two *From A(norexia) to Z(its): Health Information Teens Will Use* classes will be taught in the Region, and one at the RML. This class is created for secondary school in-service days. The purpose of the class is to inform school teachers, nurses, counselors, and librarians about health information needs of teenagers, their information seeking behaviors, and authoritative health information resources that they will use and that are safe to recommend. This is designed to be an MLA CE train-the-trainer class as well as a tool for medical librarians to provide outreach services in school settings.

- *From Snake Oil to Penicillin: Evaluating Consumer Health Information on the Internet*

One *From Snake Oil to Penicillin* class will be taught in the Region, and one at the RML. This course teaches how to evaluate health information found on the Internet. Participants will be able to evaluate health websites based on specific qualifications, explain to library patrons the reasons for evaluating health websites, and teach library patrons how to evaluate health websites found on the Internet. This class also discusses how to evaluate the relevancy of medical research in the news.

- *Getting Started with Information Outreach in Minority Communities*

Two *Getting Started with Information Outreach in Minority Communities* class will be taught in the Region, and one at the RML. The goal of this 4-hour course is to offer concrete ideas which will enable librarians to initiate outreach programs with minority communities. Topics to be covered include: the importance of developing relationships, the basics of building and developing community-based partnerships, recognition and acceptance of cultural differences, and the importance of cultural competency. Some basic concepts of program planning

and evaluation within a culturally diverse environment will be covered. Participants will engage in group discussions to explore models for developing their own programs.

- *Grants and Proposal Writing*

One *Grants and Proposal Writing* class will be taught in the Region. This class is intended for beginning grant proposal writers. Attendees will gain a general overview of the grant and funding processes, as well as the level of detail required in preparing a successful proposal. Each component of the writing process will be addressed including: documenting the need, identifying the target population, writing measurable objectives, and developing a work plan, evaluation plan and dissemination plan.

- *Healthy Aging at Your Library: Connecting Older Adults to Health Information*

Two *Healthy Aging at Your Library: Connecting Older Adults to Health Information* classes will be taught in the Region, and one at the RML. This class is designed to help librarians assist their senior patrons to find health resources on the Internet. Attendees will discover techniques for teaching seniors, locate good resources for teaching them to use computers and finding health information, learn how you can help seniors with Medicare forms, and learn about other senior health information resources.

- *Health Statistics on the Web: It's as Easy as... 1,2,3!*

One *Health Statistics on the Web: It's as Easy as... 1,2,3!* class will be taught in the Region, and one at the RML. This hands-on course focuses on the location, selection, and effective use of online health statistics on the local, state, national, and international levels. Participants will learn to find online statistical information from a wide variety of sources including the Centers for Disease Control and Prevention, Substance Abuse and Mental Health Services Administration, Kaiser State Health Facts and the National Library of Medicine. Attendees will be encouraged to use the Partners in Information Access for the Public Health Workforce as the starting point for locating relevant data and statistics.

- *Keeping Up with NLM's PubMed*

One *Keeping Up with NLM's PubMed* class will be taught in the Region. This class is designed to instruct participants on how to use PubMed features effectively. Attendees will be able to describe the contents of PubMed; formulate basic search strategies; display, print, and save results in various formats; revise and refine searches; and use special features such as Related Articles, Link to journals, and Clinical Queries.

- *Measuring Your Impact: Using Evaluation for Library Advocacy*

One *Measuring Your Impact: Using Evaluation for Library Advocacy* class will be taught in the Region. The class is designed for librarians interested in getting their library users and stakeholders to recognize and value the importance of their library's services and of the librarian to the organization, and ultimately, for librarians to be able to show the value of their library's services. Participants will become familiar with an evaluation process and will use and take away methods and tools for assessment, evaluation planning, creating logic models, data collection, data analysis and reporting. The class will feature group exercises that move participants through the steps of an evaluation process.

- *Mobile Devices: Resources in your Hands, Information at your Fingertips*

Three *Mobile Devices: Resources in your Hands, Information at your Fingertips* classes will be taught in the Region, and one at the RML. This class, to be created by the Technology Coordinator in year 1, is designed to provide participants with a hands-on learning opportunity with some of the most popular mobile devices including the iPod Touch, iPad and e-readers. It will provide an overview of the most popular mobile options used by health care and information professionals. Time will be allotted for discussion and hands-on activities, including mobile searching.

- *Patient Safety Resource Seminar: Librarians on the Front Lines*

One *Patient Safety Resource Seminar: Librarians on the Front Lines* class will be taught in the Region, and one at the RML. This interactive seminar focuses on ways librarians can become more involved in patient safety processes and activities - both within their institutions and organizations and in providing patient safety resources for health professionals, for administration and staff, and for patients and families. Topics include understanding the definitions and issues of patient safety; locating where patient safety practices and contacts exist within an institution; identifying appropriate resources; and library advocacy in the area of patient safety.

- *Prescription for Success: Consumer Health on the Web*

One *Prescription for Success* class will be taught in the Region, and one at the RML. This introduction to consumer health information will cover the information-seeking behaviors of consumers, the basics of MedlinePlus, DIRLINE, *ClinicalTrials.gov*, and other reliable web pages such as those from professional medical associations and advocacy groups. It will cover sites devoted to pharmaceutical information for consumers, drug-interaction databases, and herbal information.

- *Promoting Health Literacy through Easy-to-Read Materials*

Two *Promoting Health Literacy through Easy-to-Read Materials* classes will be taught in the Region. This hands-on introductory class will discuss some of the principles of teaching the adult learner, the elements of effective easy-to-read materials elements such as design and layout, and their practical applications. We will also give attention to the communication dynamics of providing understandable, easy-to-read health information to consumers, as well as learn to adapt or add resources useful for low-literate adults. Participants will learn more about how adults compensate for low literacy skills. The class will also include an overview of topics such as the “disconnect” between health information providers and health information seekers, the success of “plain language” initiatives and the importance of text, type, graphics, vocabulary, space and layout. The session covers published material, as well as tips for how to write your own material. Several opportunities for evaluating examples of materials will be included.

- *Public Health Information on the Web*

One *Public Health Information on the Web* class will be taught in the Region, and one at the RML. This class presents an overview of public health resources on the Internet. A wide array of sites on topics including bioterrorism, health statistics, epidemiology, HIV/AIDS, toxicology, environmental health, safety alerts and public health metasites will be presented. Sites covered include the NLM, Centers for Disease Control, Environmental Protection Agency, and National Information Center on Health Services Research and Health Care Technology.

- *PubMed for Experts*

One *PubMed for Experts* class will be taught in the Region. *PubMed for Experts* is an advanced class for experienced PubMed or Ovid users. It is designed especially for librarians who wish to learn how to use all of the PubMed features more efficiently.

- *Refugee and Immigrant Health Information Resources*

One *Refugee and Immigrant Health Information Resources* class will be taught in the Region, and one at the RML. This hands-on class, created in year 1, will provide background information on refugee and immigrant health issues, including demographics, an overview of refugee health status, and needs of refugee healthcare providers. Print and online resources for refugee and immigrant health information, including the Refugee Health Information Network (RHIN) <http://rhin.org> will also be covered.

- *Screencasting: Creating Online Tutorials*

Three *Screencasting: Creating Online Tutorials* classes will be taught in the Region, and one at the RML. The *Screencasting: Creating Online Tutorials* class provides an informative introduction to screencasting and how this technology can be used to expand a library's traditional information services. Students will practice creating a screencast using popular screencasting software.

- *Super Searcher*

Two *Super Searcher* classes will be taught in the Region. This class focuses on the advanced search features of web search engines and the cutting edge of searching. Participants examine various search engines, compare the features and utility of each and develop search strategies that will increase the precision and scope of their searching.

- *That's a Wrap! Creating and Editing Video*

One *That's a Wrap! Creating and Editing Video* class will be taught in the Region, and one at the RML. Making educational or promotional videos once cost thousands of dollars and meant investing in lots of equipment. Flip cameras, web cameras and low cost, easy to use software are making it easier for librarians to star in the videos publicizing their libraries. This class will provide an introduction to video creation methods and techniques. Low-cost and free software will be utilized. Hands-on activities will demonstrate easy-to-use Flip and mini camera use.

- *TOXNET: Toxicology & Environmental Information*

One *TOXNET* class will be taught in the Region. This is an introductory class on the TOXNET databases for new users. Participants will learn about the different databases available on TOXNET and the types of information in each database. In addition, attendees will learn the various ways to search the databases. All TOXNET databases will be covered including the Hazardous Substances Data Bank, TOXLINE, and ChemIDplus.

- *Web Presence on a Shoestring*

One *Web Presence on a Shoestring* class will be taught in the Region, and one at the RML. Designed with small libraries, non-profit organizations including community-based-organizations and other budget or staff restricted organizations in mind; this class will provide attendees with an introduction to basic website creation, evaluation and maintenance using free or low-cost options. The class will cover cost-effective ways to create websites as well as generate a web presence through existing online options. Attendees will gain valuable skills through hands-on activities and examples.