

**National Network of Libraries of Medicine  
Southeastern/Atlantic Region  
Year 05 Activities/Objectives**

**A. Network Infrastructure**

**A.1. Membership**

1. Establish relationships with public libraries, academic libraries, consumer health libraries, faith and community organizations and specific population organizations to promote affiliate membership and to involve them in Network activities.

- Continue to recruit new full and affiliate Network members.
- Contact the libraries at Historically Black College and Universities (HBCUs) and Hispanic Association of Colleges and Universities (HACU) that have health programs to encourage Network membership.
- Distribute membership certificates to new members.
- Develop and distribute a promotional flyer to generate interest in membership. Distribute to targeted community colleges with nursing and allied health programs.

2. Maintain institutions in DOCLINE as the Network membership database.

3. Maintain memberships in all state library associations and all health sciences library associations in order to obtain subscriptions to association publications; receive privileges to post information about membership, funding opportunities and more to electronic discussion lists; and serve on committees and learn about local programs.

4. Attend state association or consortium meetings of information professionals in order to recruit members, promote NLM and NN/LM products and services, exhibit, provide training sessions, and provide NLM and NN/LM updates. Planned locations include:

- a. National and regional meetings: Medical Library Association, Washington, DC; Mid-Atlantic Chapter/MLA, Chapel Hill, NC; Southern Chapter/MLA, St. Petersburg, FL; American Library Association, Washington, DC
- b. State library associations: Florida Library Association, Mississippi Library Association, Virginia Library Association
- c. State or local health science library associations: Florida Health Sciences Library Association, North Carolina Health Info Steering Committee, GaIN, military librarians, Mississippi Biomedical Library Consortium, Maryland Association of Health Sciences Libraries, Alabama Health Libraries Association, District of Columbia Area Health Science Librarians, and Miami Health Sciences Librarians

5. Participate in local career days and curriculums at library schools to increase the visibility of medical librarians, ensure a continued health sciences librarian labor force and promote NLM and NN/LM products and services. Planned locations: University of Maryland, College Park, MD, and South Carolina AHEC Health Careers Summer Institute, Charleston, SC.

6. Visit local libraries and organizations while exhibiting or training to promote membership, develop contacts with potential affiliate members, and visit with local members to learn about programs and needs. Planned locations: PR and MS.

7. Attend regional events such as library dedications, retirements, exhibit openings, Go Local launches and others, upon request of Network members and per available funding.

8. Maintain a regional referral service: continue to recruit libraries that provide Loansome Doc services, promote the service regionally, and refer callers to participating Network libraries in a timely fashion.

## **A.2. Document Delivery**

1. Continue to recruit new DOCLINE libraries. Assist current members with questions, train/assist members to update Institutions (DOCLINE) records as needed to ensure proper routing of requests, and assist with routing table creation and changes.

2. Inform members of DOCLINE system changes in a timely manner through *SEA Currents*.

3. Review DOCLINE statistics to monitor regional resource libraries' performance. Assist libraries that have not met performance standards.

4. Conduct three DOCLINE classes in the Region to Network members. Planned locations include: GA, DC and WV.

5. Utilize chat services and Adobe Connect for online one-on-one training sessions.

6. Cooperate with NLM, NNO, and other NN/LM regions in maintaining interlibrary loan, document delivery or resource sharing information on the NN/LM website.

7. Promote and recruit regional libraries to join the Electronic Funds Transfer System (EFTS).

8. Update regional document delivery, EFTS and ESEA materials on the SE/A web site.

9. Continue to recruit new Serials Holdings reporting libraries. Assist members with questions concerning the use of and input of records into Serials Holdings.

10. Monitor trends in interlibrary loan and inform Network members through articles in *SEA Currents* and at meetings.

11. Promote LinkOut to Network libraries. Assist with questions concerning adding holdings to and accessing LinkOut. Hold web-conferencing sessions on starting a LinkOut service when requested.

### **A.3. Resource Libraries**

1. Maintain communications with our 31 resource libraries throughout the year. Visit new resource library directors to explain network services as well as to offer support as needed. Locations planned: MS and PR.
2. Monitor compliance with resource library agreement.
3. Continue to encourage the remaining four resource libraries to join the EFTS system.

### **A.4. Disaster/Emergency Preparedness Planning**

1. Continue to promote the national emergency plan in the region and participate in its implementation across the Network.
2. Update and maintain the SE/A disaster planning/emergency preparedness web page.
3. Conduct in-person and online continuity of service training in the region. Locations of in-person training planned: MD, FL, DC, and MS.
4. Promote the emergency preparedness toolkit in *SEA Currents*, on the SE/A web site, in training classes and via the state representatives to the Emergency Preparedness Regional Advisory Committee.
5. Encourage emergency preparedness/disaster recovery classes throughout the region through the provision of training awards.
6. Offer the Express Planning and Assessment Award to allow for meetings to develop statewide cooperative disaster plans. Upon request, assist with the planning and development of meetings and statewide plans and attend planning sessions in locations where meetings have not been held previously. Potential locations of meetings include: MD, FL, DC, MS, WV and PR.
7. Offer a minimum of three Disaster Recovery Awards to assist full member Network members that have lost equipment and connectivity due to natural or manmade disasters.
8. Encourage Go Local projects to link to state disaster/emergency planning and recovery resources.
9. Continue to work with the NN/LM Pacific Northwest Region office to refine “buddy library” arrangements for continuity of services. Conduct a tabletop exercise with PNR staff to test procedures from the SE/A-PNR backup plans.
10. Encourage SE/A Network members to buddy with libraries to ensure continuity of service for emergencies.

11. Fund three “community day” projects with public libraries to assist the library in becoming active partners in their communities’ emergency preparedness, response, and recovery planning as well as faith and community groups to promote family preparedness. Participate in the planning and day’s activities at the request of selected organizations.

12. Hold a meeting of the SE/A Emergency Preparedness Regional Advisory Committee to evaluate progress made towards goals and plan next steps.

#### **A.5. Historical and Unique Collections**

1. Recruit Network member libraries with historical or unique collections to add their records to NLM’s historical materials database.

2. Fund a minimum of three Express Digitization Awards to those wishing to digitize special or unique collections. Collections must be made publically available.

#### **A.6. Communications**

1. Maintain, promote and publish a regional blog/newsletter, *SEA Currents*, to communicate information about regional and national programs, policies and procedures, NLM grants, and other important Network-related information.

2. Host and maintain state association and other specialty electronic discussion lists as requested to facilitate statewide communications, planning, and evaluation activities.

3. Update SE/A information and resources on the NN/LM website.

4. Maintain state resource pages on the SE/A website.

5. Participate in monthly NN/LM teleconferences.

6. Attend the RML directors meeting in May in Washington, DC and the mid-year meeting if held.

7. Attend new staff orientation at NLM. Location: MD.

8. Moderate the NN/LM outreach electronic discussion list.

9. Provide “chat” services, available from the SE/A website, during business hours.

#### **A.7. Regional Advisory Committees (RAC)**

1. Hold RAC program committee meetings virtually at least twice during the year to discuss regional issues and plans. Hold one in-person meeting of the Oversight Committee to discuss regional plans. Location: MD.

2. Maintain electronic discussion lists for each of the RAC program committees to conduct business and for communication.
3. Enlist RAC members as needed to review outreach proposals or new publications and to help plan the evaluation of NN/LM SE/A services.
4. Complete the work of and follow-up on the recommendations of the Task Force on the Future of Print Collection Retention and Access in the SE/A.
5. Complete the work of and follow-up on the recommendations of the Hospital Library Advocacy Task Force.

#### **A.8. Monitoring and evaluating regional programs**

1. Consult with the Outreach Evaluation Resource Center (OERC) as needed for assistance with evaluation of subcontract proposals or SE/A services and programs.
2. Provide NLM with feedback on products, services, Network member concerns, and more through timely quarterly and annual reports.
3. Consult with RAC committees for input on services and programs.
4. Provide five evaluation classes in the Region. Locations planned: SC, NC, MS, TN, and WV.

#### **A.9. Grants**

1. Inform Network member libraries about NLM and other grant opportunities in *SEA Currents* and on the SE/A website. Assist with grant questions.
2. Consult with full and affiliate members on funding proposals for NLM or the SE/A. Provide letters of support when requested.
3. Encourage those receiving grants, subcontracts or awards to provide articles for *SEA Currents* on lessons learned.
4. Offer three *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations: MD, MS, and TN.

#### **A.10. E-Licensing**

1. Monitor trends in e-licensing and inform Network members through articles in *SEA Currents* and at meetings.
2. Maintain frequently asked questions (FAQ) documents about e-licensing content, contracts, processing, pricing, classes, and more on the Access page of the SE/A web site.

3. Encourage the use of training awards for e-licensing classes in the Region.
4. Discuss regional e-licensing issues and encourage the growth and strengthening of consortia and library groups at all levels for purchasing, training and camaraderie with assistance of Access RAC.

## **B. Outreach Programs**

1. Input and maintain records for all outreach projects in NLM's Outreach Projects Database. Make records available on the SE/A website.
2. Use outreach database to track activities and to ensure effective distribution of services in the Region.

### **B.1. Outreach to Health Professionals**

1. Develop a minimum of two subcontracts that focus on the information access needs of health professionals. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including the public health workforce, minority or unaffiliated health professionals, health professionals serving at risk or minority populations or those working in rural, inner city or minority-serving health clinics.
2. Provide funding for "express awards" for projects assisting health professionals. Express awards include:
  - A minimum of eight Outreach Awards to improve access to information for unaffiliated health professionals, the public health workforce, minority health professionals, or those serving minority or at risk populations
  - A minimum of three Planning and Assessment awards to plan or determine the feasibility for future outreach projects
  - Two Welcome Awards to promote or enhance connectivity of urban or rural health clinics or consumer groups that promote health information or work to eliminate health disparities.
3. Conduct site visits to select funded projects concluding in year 05. Planned location includes East Tennessee State University, Johnson City, TN.
4. Provide consultations on NLM products and services, online searching, technology and connections to health professionals and the public health workforce as needed. Utilize Adobe Connect and instant messaging for one-on-one consultations as appropriate.
5. Continue outreach to the public health workforce. Visit and provide training to county health departments in Alabama and Maryland. Promote PHpartners.org website and submit suggestions for new links to PHpartners.org. Encourage local and state health departments to link to NLM websites and databases.

6. Present at national or regional meetings of health professionals upon request or when proposals are accepted. Potential locations include: GA and AL for national meeting/exhibits, and MD, MS, VA, FL, and PR for regional meetings (budgeted under exhibit objectives B.5.1 and B.5.2).

7. Follow-up with state associations that participated in the focus interviews conducted in year 04 to provide exhibits, training classes and more. Potential locations include: VI (x2), PR, VA, NC, WV (budgeted under training objective B.4.16) and MD, MS, VA, FL and PR (budgeted under exhibit objective B.5.2)

8. Use of Instant Messaging to hold “chats” with health sciences librarians who do outreach to health professionals. Utilize Adobe Connect for one-on-one consultations as appropriate.

## **B.2. Consumer Health Information Services**

1. Develop a minimum of three subcontracts that seek to improve access to health information resources at the regional, state, and local level. Provide funds for projects that provide training, presentations, demonstrations, technology improvements and exhibits to targeted populations including: community and faith organizations, vulnerable and at-risk populations, public librarians, and more.

2. Provide funding for “express awards” for the following:

- A minimum of two Follow-up Awards to evaluate an outreach project in which an affiliate member has participated or was funded to lead, to assume services offered under contract from funded agency or to develop plans for next steps to expand or sustain a project.
- A minimum of eight Outreach Awards that assist community groups; faith groups; specific consumer populations, such as seniors, teens, etc.; minority groups; at risk groups; or a specific group in the community in need of health information.
- A minimum of three Planning and Assessment Awards to plan or determine the feasibility for future outreach projects.
- Two Welcome Awards that provide affiliate members with equipment or services that allow them to participate in the Network.

3. Promote Go Local to ensure consumers have access to information about local health services.

4. Provide consultations for libraries and community groups desiring to build consumer health information services. In addition, hold “chats” or utilize Adobe Connect, Skype video or audio calls for one-on-one consultations as appropriate.

5. Continue to update and promote the health information literacy kit, available for download at the SE/A web site.

6. Conduct site visits to select funded projects concluding in year 05. Planned locations include: Life University, Atlanta, GA; Morehouse School of Medicine Library, Atlanta, GA; Mountain AHEC, Asheville, NC; Baptist Medical Center, Nashville, TN; Tuskegee University, AL;

University of South Alabama, Mobile, AL; Delta State University, Cleveland, MS; Rural Medical Services Inc, Parrottsville, TN; Medical University of South Carolina, Charleston, SC; and Chesterfield Public Library, Chesterfield, VA; University of Miami, Miami, FL.

7. Promote the four part Wishing Well Series tutorials to community organization members.
8. Support the “community day” projects funded in the region by participating in the planning and day’s activities at the request of selected organizations. Three awards are planned in year 05.
9. Attend the Annual Health Literacy Conference in Irvine, CA, to gather information for the development of a new health literacy class and to network with literacy experts to better inform our consumer health program.
10. Provide presentations on NN/LM SE/A projects at two state library association meetings. Planned locations include: MS and FL.

### **B.3. Collaborating with Network Members and Other Organizations**

1. Continue to contact the state library personnel in the Region to discuss and assess health information programs available and to develop partnerships for training and projects when possible.
2. Work with the MLA regional chapters to hold training or special sessions to assist Network members in staying current with trends and products.
3. Assist state health sciences library associations in the development of emergency preparedness plan activities.
4. Continue to build partnerships with public libraries, community organizations, faith organizations, and minority groups including Florida Consumer Health Information Network (FCHIN), Mississippi Library Commission, Mississippi Institute for Improvement of Geographic Minority Health, and Neighborhood Networks. Planned locations: FL, MS (x 3), and DC.

### **B.4. Training to Support Electronic Access to Health Information**

1. Provide a suite of online and in-person consumer health classes for public librarians to include: Prescription for Success, Beyond an Apple a Day, Looking in all the Wrong Places, Will Duct Tape Cure my Warts?, Combatting Information Fatigue, Canny Consumer and ABCs of DNA. Encourage and promote online access to the From Snake Oil to Penicillin. Hold four in-person classes. Planned locations include: MS (in partnership with the Mississippi Library Commission,) NC, SC, and FL (in partnership with FCHIN.)
2. Provide six online sessions from the following suite of consumer health courses: *Beyond an Apple a Day*, *From Snake Oil to Penicillin*, *Prescription for Success*, *Combatting Information Fatigue*, and the *Canny Consumer* for Network members.

3. Provide all four classes in the Wishing Well series via web tutorial for Network members.
4. Develop a new health literacy class for Network members, outreach partners or health professionals and provide two sessions of the new class. Planned locations include: TN and MS.
5. Provide two *African American Community Health* class to Network members, public libraries, in partnership with the Mississippi Institute for Improvement of Geographic Minority Health and community or faith organizations. Planned locations include: MS and VA.
6. Revise and provide two *Finding Native Health Information Online* class to tribes, in partnership with the Mississippi Institute for Improvement of Geographic Minority Health in MS and in FL.
7. Provide three *¿No Comprendo? Spanish Health Information Resources for English Speaking Librarians* classes to librarians and community organizations and in partnership with Neighborhood Networks. Planned locations for in-person training include: DC, GA and AL. Offer two online sessions of the class for librarians and health professionals, including public health workforce.
8. Provide two MedlinePlus or consumer health resources classes to underserved populations and/or communities. Planned locations include: WV and MD.
9. Offer three *Grant Proposal Writing* classes to librarians, health professionals (including public health workforce), and community groups. Planned locations include: MD, MS, and TN.
10. Enhance or improve access to health information in inner city areas in an effort to lessen health disparities. Offer two *Evidence Based Practice* classes to health professionals in DC and TN.
11. Conduct one online session of *Nursing on the Net* for nursing students, faculty and librarians who support nursing programs, as well as members of state nurses associations.
12. Develop *Evidence Based Practice in a Magnetic World* as an online course. Offer one online session for nursing students, faculty, and librarians who support nursing programs, as well as members of state nursing associations.
13. Provide training on NLM system resources to unaffiliated health professionals, especially those who serve groups potentially not linked to information access systems, such as seniors and at-risk populations. Locations include: AL and TN.
14. Work with institutions that train minority health practitioners or organizations serving minority populations. Offer three NLM system training sessions and two *Nursing on the Net* sessions at minority serving institutions with health related programs or health related organizations working with minorities. Planned locations include: FL and WV for *Nursing on the Net* and AL and MD (x2) for NLM system courses.

15. Offer one online session of the *Patient Safety Resource Seminar* to hospital and clinic personnel and health science librarians who support them. Conduct two in-person sessions of the seminar in MS and DC.
16. Provide training for health professionals in the effective use of electronic health information, especially NLM databases and resources. Conduct six PubMed and NLM system training classes for health sciences librarians, public health departments and state health professional associations. Planned locations include: VI (x2); PR, VA, NC and WV.
17. Provide training to the public health workforce in the effective use of electronic health information especially NLM databases. Conduct two sessions of *Introduction to PHPartners.org* classes for the public health departments and state associations. Planned locations include: AL(x2.)
18. Provide training to the public health workforce in emergency preparedness and disaster recovery resources from the NLM and other government organizations. Conduct two *Who You Gonna Call?* classes in MD and AL.
19. Provide 10 technology classes to Network members, state health professional associations and subcontractors to promote the use of technology within libraries and practice. Courses include: *Geeks Bearing Gifts*, *Super Searcher*, *Website Usability*, *Screencasting*, *The Ropes* and a new class on *Creating Online Tutorials*. Planned locations include: GA (x2), AL, VA, NC (2), TN, FL, PR and VI.
20. Provide five evaluation classes using the materials developed by the Outreach Evaluation and Resource Center (OERC). Planned locations include: SC, NC, MS, TN, and WV.
21. Develop and obtain accreditation for a continuing nursing education course on finding medical/health literature and research on ethnic minority populations. Offer the course twice in the region. Planned locations include: GA and FL.
22. Submit newly developed training courses for inclusion in the National Training Center and Clearinghouse.
23. Recommend Network members' training materials, available on the web, for inclusion in the National Training Center and Clearinghouse.
24. Keep all Medical Library Association (MLA) class certifications current.
25. Develop distance education options for classes currently offered where appropriate.
26. Promote the *Public Health Information and Data: A Training Manual* ([http://phpartners.org/phid\\_manual.html](http://phpartners.org/phid_manual.html)) for use by Network members.
27. Provide at minimum of eight Training Awards to Network members to provide NLM system, Internet/World Wide Web training, disaster planning or technology-related classes in the Region

or to hire experienced trainers to offer such classes for professional development at Network member libraries or regional associations.

### B.5. Exhibits and Presentations

1. Exhibit at five national health professionals meetings to include:

Association	Location	Date
Association of Physician Assistants	Atlanta, GA	May 29 – June 3, 2010
American Veterinary Medical Association	Atlanta, GA	July 31 – August 3, 2010
National Conference of African American Librarians	Birmingham, AL	August 4-8, 2010
AARP National Event & Expo	Orlando, FL	September 30 – October 2, 2010
Diversity Rx: 7 <sup>th</sup> National Conference on Quality Health Care on Culturally Diverse Populations	Baltimore, MD	October 18-21, 2010
Physician Assistant Education Association	Baltimore, MD	October 20-24, 2010

2. Exhibit at five state health professional association meetings to include:

Association	Location	Date
Maryland Rural Health Summit	Cumberland, MD	Fall 2010
Mississippi Public Health Association	Bay St. Louis, MS	September 2010
Virginia Association of Science Teachers	Hampton Roads, VA	November 18-20, 2010
Florida Rural Health Summit	Gainesville, FL	December 2010
Puerto Rico Chapter of the American College of Physicians	San Juan, PR	February 2011

3. Exhibit at four state/regional library association meetings to include:

Association	Location	Date
Sociedad de Bibliotecarios de Puerto Rico	San Juan, PR	June 2010
Mid-Atlantic Chapter/MLA	Chapel Hill, NC	October 13-15, 2010
Southern Chapter/MLA	St. Petersburg, FL	November 2010
Virginia Library Association	Portsmouth, VA	October 28-29, 2010

4. Exhibit at four meetings of consumers to include:

Association	Location	Date
Women's Wellness Fair	Huntington, WV	June 12, 2010
Southern Conference of Veterans of Foreign Wars	Nashville, TN	November 11-14, 2010
South Carolina Pride	Columbia, SC	September 2010
Health Fiesta (Dia de la Mujer)	Washington, DC	March 2011

5. Provide funding for Network libraries to exhibit at state meetings of health professionals, public librarians and health consumers. A minimum of twelve awards is planned.

6. Provide courses, program presentations, posters and other offerings at meetings of health professionals, information professionals and health consumers. Potential locations include health professional meetings in GA, MD, MS, VA, FL and PR, health information professional meetings in PR, NC, FL and VA, and consumer meetings in WV, TN, SC and DC.

### **B.6. Technology and Policy Awareness**

1. Monitor the web and the literature to identify technological trends and current advances that improve access to biomedical information. Attend meetings to keep current with trends. Planned location: American Library Association (LITA) meeting, DC.

2. Fund up to five Technology/Electronic Health Information Awareness Awards for conferences in year 05. Upon request, attend, exhibit or present at funded technology showcases. Potential locations include: GA, VA, NC and AL.

3. Visit sites with technology-related subcontracts and project awards. Planned location includes St. Thomas Hospital, Nashville, TN.

4. Fund three Express Pilot Mobile Technology awards for projects to improve or showcase the use of hand-held devices to enhance information access, create new avenues to deliver information or introduce NLM mobile products to health professionals or consumers.

5. Provide funding for a minimum of three Express Library Technology Improvement awards that enable libraries to digitize or automate a hospital library service to increase its accessibility within or without the institution.

6. Participate in testing technology as requested by NLM or network member.

7. Continue to update and enhance state pages that include statistical information, library information, specific population information, key documents or studies about the state and more.

8. Participate as a member of the NN/LM Web-STOC Advisory Committee and web-developers team. Attend the NN/LM web-developers meeting in MD.

9. Continue to enhance the usability of the NN/LM SE/A web site (<http://n.nlm.gov/sea>).

## **B.7. Library Improvement**

1. Promote the Express Pilot Mobile Technology awards for projects to improve or showcase the use of hand-held devices to enhance information access, create new avenues to deliver information or introduce NLM mobile products to health professionals or fund a minimum of three awards.
2. Promote the Express Hospital Library Promotion award to strengthen the position of hospital librarians by demonstrating their value and skills as information professionals, creating institutional or public awareness about the library, and promoting their role in the provision of health information for patient care and patient safety and more. Fund a minimum of two awards.
3. Promote the Express Library Technology Improvement Award to ensure adequate connectivity or equipment to improve electronic services in hospital libraries. Fund a minimum of three awards.
4. Visit sites of library promotion awards or library technology improvement awardees.  
Location: TN
5. Facilitate quarterly web-conferences of interest to hospital librarians.

## **B.8. Connections**

1. Support connections through funding mechanisms such as subcontracts and express awards for outreach projects that target inner city or rural health practitioners, community agencies or libraries with inadequate connectivity.