

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

**Quarterly Report
November 1, 2001 – January 31, 2002**

Contract No. N01-LM-1-3514

Spencer S. Eccles Health Sciences Library

University of Utah

Submitted, 2002

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National Network of Libraries of Medicine
Region 4 -- Midcontinental Region
Quarterly Report November 1, 2001 – January 31, 2002

Administration

Three liaisons were hired at Resource Libraries:

Stephanie Weldon, Consumer Health/Colorado Liaison at Denison Memorial Library, CO December 3, 2001

Whitney Davison-Turley Technology/Kansas Liaison position at the University of Kansas January 28, 2002.

Betsy Kelly, Assessment & Evaluation Liaison, at Washington University January 3, 2002.

Liaisons who are new to their institution, state, or region are continuing their orientation by joining library organizations, becoming integrated in the organizational structure of their institution, and familiarizing themselves with the processes of the NN/LM.

Audrey Newcomer, Assessment & Evaluation Liaison, at Washington University, MO left on November 30, 2001 to work for the Archdiocese of St. Louis.

The Director and Associate Director participated in the interviews of the Library Improvement /Missouri Liaison candidates for the University of Missouri-Columbia.

RML staff and liaisons attended the following conferences and workshops as participants:

AMIA Symposium November 5-6, 2001 / Claire Hamasu

Red Cross HIV/AIDS Facts Course January 7, 2002 /Dennis Haack, Inner City Services Liaison

Introduction to Web-Based Searching: Using PubMed, the NLM Gateway and ClinicalTrials.gov January 14-15, 2002 /Dennis Haack

The Salt Lake City employees started planning for telecommuting during the Olympics. Because the Olympic Village is across the street from the library, security is expected to make it difficult to get to work.

Liaisons remained an extra day in Salt Lake City on November 9, 2001 following the Regional Advisory Board meeting, to discuss goals and determine the baseline data that we would collect from Network members. During January we used technology to produce objectives, an outreach narrative, and a budget for year two.

Network Programs

Document Delivery Services

To prepare for the time when the 800# calls are directed to the liaison responsible for each state and when liaisons would take on the responsibility for DOCLINE support, id/passwords for administration rights to DOCLINE were obtained from NLM.

Resource Libraries

The Resource Library Directors teleconference was held on December 10, 2001. Wayne Peay, Director and Claire Hamasu, Associate Director provided updates on the virtual reference effort, the Year02 budget, plans to offer awards, and opened a discussion on the possibility of Access Grid nodes at Resource Library institutions.

The Associate Director is visiting each of the Resource Libraries in the region in order to explain the new model to staff, who are essential participants, and to orient herself to the region. Her first visit was to Creighton University on December 12-13, 2001. Mr. Haack; Ms. Hartman, Education/Nebraska Liaison; and Ms. Hamasu jointly described the NN/LM, state liaison responsibilities, and special project responsibilities to the Creighton Health Sciences Library staff.

The Virtual Reference Project, under the leadership of Sandi Parker, Head of Reference was awarded funding in December. (See Appendix A for Statement of Work)

Communications

Staff and liaisons participated in the NLM sponsored teleconferences.

In January administrative staff met with Jeanne LeBer, editor for the Eccles Health Sciences Library newsletter, for advice on publishing the RML newsletter. Ms. Hartman coordinated the effort to name the newsletter by soliciting suggestions from Network librarians and "Plains to Peaks Post" was judged by the liaisons as their favorite.

Ms. Weldon, developed a consumer health listserv for Colorado librarians. She will gain experience with a small group before developing a regional consumer health information listserv.

Ms. McCloskey, Public Health Liaison, began forwarding emails from the RML to the Utah Public Health Association listserv and to the Utah Health Sciences Library Consortium.

The Regional Advisory Board meeting was video-broadcast on November 8, 2001. Approximately 80 logins were recorded during the day. (See Appendix B for feedback from Network members)

Liaison articles on RML efforts appeared in institutions' newsletters:

Dennis Haack on inner city project in *BIC (Bio-Information Center) Informer*

Kathleen McCloskey on Jacque Lynne Schulman's work with library and public health staff in *IAIMS*

<http://medstat.med.utah.edu/library/edumaterials/iaims/sp2002ia.pdf>
(See Appendix C for articles)

Regional Advisory Board

(See Appendix D for minutes of the meeting and photo)

The Regional Advisory Board meeting was held on November 8, 2001.

Evaluation and Assessment/Feedback

Audrey Newcomer, Evaluation & Assessment Liaison, reviewed the RML contract in light of her responsibility for mainstreaming evaluation as an integral part of the program. She reviewed the *Draft Public Library Initiative, Virtual Reference Proposal, and Public Health Initiative*.

In mid-November Ms. Newcomer discussed potential coordination with Cathy Burroughs, from the Regional Evaluation Center, and prepared a preliminary draft of the questions to produce a baseline assessment of Network members. This draft will be reviewed by liaisons and pretested before being used as a data gathering instrument.

Ms. Kelly began her orientation to the NN/LM organization. She observed that the baseline assessment was not being used as liaisons do outreach and encouraged its use.

As Ms. Weldon followed up on hospitals without member libraries she found that many hospitals are too small to be DOCLINE libraries. She is encouraging them to become Affiliate members.

Health Professionals Access to Information

Ms. Weldon emailed Colorado representatives at the National Health Services Corp about working together on outreach to the health professionals they place in the field. She will follow up to determine if there have been placements on the Ute Indian reservation.

Network Members

(See Appendix E for Outreach Report Forms)

The Associate Director wrote a letter, at the request of the departing librarian, to the administrator of North Suburban Medical Center in Thornton, CO to encourage reopening the library.

The liaisons created a database of hospitals in the state and compared it to libraries in *Find a Library* on the NN/LM intranet. This process identified organizations that should be invited to join the network. Ms. Weldon called and emailed non-member hospitals noting the various services offered by the NN/LM and the NLM and suggesting Affiliate membership.

Ms. Hartman taught PubMed, MEDLINEplus, and Gateway to the Lincoln Area Health Science Libraries group on January 22, at the Nebraska Library Commission in Lincoln, NE. The audience was made up of librarians and library workers from pharmaceutical laboratories, junior colleges, and hospitals.

Ms. Weldon attended the CCML (Colorado Council of Medical Librarians) meeting where she asked for information on public libraries offering consumer health information services and offered training on NLM databases. Hospital librarians requested information on EFTS. She provided information about starting a consumer health library for the librarian at the Wyoming Medical Center Medical Library.

Planning began for the funding of regional projects to be announced in January. Criteria was established for offering two levels of awards: a smaller award targeting members without grant writing or grant management experience and a larger award using an edited PHS-398 form to prepare members to apply for NLM grants.

Network libraries visited:

Alegent Health Bergan Mercy Medical Center Hartigan Medical Library, Omaha NB
November 13, 2001/ Claire Hamasu, Dennis Haack

Poudre Valley Hospital Medical Library, Fort Collins, CO January 11, 2002/Stephanie Weldon

Outreach Programs

(See Appendix E for Outreach Report Forms)

The alpha version of the Outreach Report form that Bryan Vogh, NN/LM-SEA, is developing was tested by Ms. Hamasu and suggestions were made to improve usability.

Ms. Hartman presented an overview of NLM resources and the NN/LM to Rural Health Occupations Program undergraduate students during the first day of their week-long program at the University of Nebraska Medical Center on January 7, 2002.

Consumer Health Information Services

Several public libraries contacted the RML to write support letters to bring NLM's Frankenstein exhibit to their library.

Ms. Weldon attended Virtual Reference training with reference staff. She compiled a list of public libraries and library systems in Colorado for outreach and consumer health purposes and volunteered to work on Colorado Virtual Library's Consumer Health Web Site: <http://health.aclin.org>. She reviewed the Public Library Initiative Action Plan developed by Sally Patrick, Public Library Consultant.

Ms. Hartman was invited to conduct training on MEDLINEplus and web literacy at the next Nebraska Library Association meeting.

Public and Consumer Health Libraries Visited:

Fort Collins Public Library, Fort Collins, CO January 11, 2002/Stephanie Weldon
Patient Education Library at Fitzsimmons, Denver, CO January 11, 2002/Stephanie Weldon

Shelly Limon, Librarian, has agreed to become part of the Colorado consumer health initiative.

Denver Public Library, Denver, CO January 15, 2002/Stephanie Weldon

La Vista Public Library, La Vista, NE January 11, 2002/Teresa Hartman

Rose Schinker, Director, agreed to carry information on MEDLINEplus to the next meeting of regional library directors.

Public Health

Kathleen McCloskey, Public Health Liaison, began a project to determine the need for and suggest new public health MeSH headings to NLM. This grew out of the Online Public Health Library project where the library is cataloging Utah Department of Health electronic documents. Ms. Lee Anne Wessol, a PH graduate student was hired to work on the MeSH project. Jacque Lynne Schulman from NLM's MeSH Division visited Eccles Health Sciences Library in November to provide background and instruction on MeSH for library, RML, and public health staff. Ms. McCloskey then formed a team of public health professionals, librarians, and Ms. Wessol to develop the procedures for this project.

In December, Ms. McCloskey coordinated the videotaping and digitization of "Barriers to Health Care: The Enemy May Be Us" a presentation on financing health care by Dr. Joe Jarvis for the Physicians for a National Health Program, a non-profit group.
http://medlib.med.utah.edu/RML_MCR/public_health/phvideo.htm

Ms. Hartman and Mr. Haack met with the Division of Family Health at the Nebraska Health and Human Services System in Lincoln, NE on January 29. They presented an NN/LM overview on RML outreach programs for Nebraska and minority populations to an audience of nurses, registered dieticians, educators, and health program administrators.

Ms. Weldon has begun collecting migrant health web sites for the RML's public health web page.

Inner City and Minority Outreach

In January, the RML responded to an NLM request for current and future activities targeting Native American communities.

The RML submitted a letter supporting the Youth Without Borders proposal to the Utah Department of Health, Bureau of Communicable Disease Control, HIV Prevention for funding for a series of video productions targeting the Hispanic community.

As part of Year 02 planning, the RML liaisons decided to build on the public school efforts of the Inner City and Special Populations Liaison and incorporate all the other special projects. This would enable the liaisons to work together and develop a community based project that can then be replicated or modified for other cities in the region.

Mr. Haack, introduced himself to outreach program personnel at Creighton University to explore collaborating with their efforts.

- Creighton Health Sciences Library's Learning Resources Center participates in "Focus on Medicine" a program co-sponsored by Creighton University and the Omaha Public Schools to encourage minority students to explore careers in the health professions. As a result of this meeting Mr. Haack was invited in January 2002, to present MEDLINEplus to a group of 59 minority students from the Omaha Public Schools.
- The liaison met with Dr. Bob Sandstrum and Dr. Gail Jensen in the Department of Physical Therapy who work at clinics on the Winnebago and Omaha Indian Reservations and Dr. Bill Wilwerding and Gary Westerman of the School of Dentistry who provide dental screening at an Indian-Chicano center. Both physical therapy and dentistry are interested in developing a learning module that will acquaint students with cultural sensitivity resources. Mr. Haack will help produce this module.
- MarySue Wydeven, Assistant Professor of the School of Nursing, expressed a need for training to assist visiting nurses to locate and use electronic resources for themselves and their patients.
- From Father Tom Manahan, Professor of Business, the liaison learned about the off-campus technology centers in Omaha that provide community access to electronic resources in a classroom setting.
- In January the liaison met with Dr. Sade Kosoko, the Vice President of Health Sciences, who will assist the liaison with further contacts within the Omaha Public Schools.

In January, while in Washington, D.C. for a PubMed class, Mr. Haack met with staff of the Council of Great City Schools (<http://www.cgcs.org/>) and the National League of Cities. The Council of Great City Schools is an organization comprised of the nation's largest urban school districts. These districts have high minority student populations making the organization a potentially valuable partner. The liaison has been added to their database for future reference and for their mailings.

The Inner City Liaison continued to work with staff at the Omaha South Public School to schedule MEDLINEplus lessons in the second semester of the school year.

Ms. Weldon contacted Molly McGetrick, of PNR's Tribal Health Connections, about coordinating efforts with the Ute tribe in Colorado. She has also joined the American Indian Library Association.

Technology Awareness and Integration

Ms. Hartman's effort to establish a collection of e-books on management and technology was put on hold when NetLibrary announced that they were seeking a buyer.

Ms. Hartman was part of the McGoogan Library of Medicine PDA Committee that organized a PDA Expo, drawing 420 health professionals and students from UNMC, Nebraska Health System, and Creighton University campuses. The library faculty at McGoogan is evaluating handhelds being solicited from six different vendors. Ms. Hartman shared the solicitation letter with other liaisons whose institutions may be interested in a similar project.

Education

Pam Scott, Continuing Education Coordinator for the Nebraska Library Commission, contacted the Education Liaison for PubMed and MEDLINEplus training in January for the Lincoln Area Health Science Group.

The Liaison received the MCMLA education needs assessment survey results. Unfortunately, there were a small number of respondents – only 14 MCMLA members responded to the survey. The Liaison will review the results to see where RML programming can be created to better serve the needs of the Network members. Workshop topics that were suggested include administrative skills, electronic journal management, and PDA's.

Ms. Hartman met with the Head of Education and the new Distance Education librarian at McGoogan Library of Medicine on January 15 to discuss the future plans for education of health professions students and professionals in Nebraska.

In January, Ms. Weldon presented MEDLINEplus and PubMed to group of twenty-three medical, public and school librarians in Colorado Springs. These librarians, many of whom had never heard of MEDLINEplus, became MEDLINEplus fans.

The NNO asked Ms. Weldon to attend HRSA's grant writing workshop February 20 and 21. This will help determine whether NLM should sponsor similar sessions. She will also use the workshop to set up programs to work with migrant farm workers, as well as learn more about how NLM and the RML can collaborate with HRSA.

Exhibits and Presentations at Meetings

(See Appendix F for complete exhibit reports)

The RML exhibited at the following meetings:

American Academy of Ophthalmology in New Orleans, November 10-14, 2002

ALA Midwinter Conference in New Orleans, January 18-21, 2002

The RML submitted meeting suggestions for year 2002/2003 to the NNO in January.

APPENDIX A

STATEMENT OF WORK

Virtual Reference Cooperative Pilot Statement of Work

The intention of this project is to utilize virtual reference software (24/7 Reference) to develop a cooperative region-wide network to respond quickly to requests to support reference services of network members throughout the region. Through 24/7 Reference, Network members in smaller institutions will benefit from the experience that the academic librarian has to answer some of their reference questions with web and electronic resources. The reference session will also be used as a teaching mechanism taking the inquiring librarian through the decision-making steps leading to the answering resource.

The Virtual Reference Cooperative Pilot is a one-year project. Promotion of the project was presented to resource libraries at the Triple Chapter Meeting for resource libraries and at the Regional Advisory Board Meeting. Staff from Denison Memorial Library also attended the annual Virtual Reference Desk Conference in order to learn from and network with librarians offering virtual reference services.

Denison will start by purchasing one seat on 24/7 Reference and arranging for training for Denison librarians.

In the first three months of the project, Denison will:

- Receive training from 24/7 Reference,
- Recruit Network members (hospital libraries) in Colorado with which to practice, Develop skills,
- Evaluate system use (see Evaluation below)
- Refine the virtual communication process.

In the next nine months of the project, Denison will:

- Promote the service to hospital librarians throughout the region,
- Enlist and train staff from Resource libraries to offer 24/7 service to the region,
- Offer 4 hours of reference service a day, Monday through Friday,
- Conduct on going evaluation of the pilot (See Evaluation below)

Evaluation

A two-part project evaluation will determine the degree to which objectives for the project are accomplished, as well as providing input for planning and development of future service. It will assist in the design of staff training, and will collect data to be used to inform administrators and funding agencies about the nature and success of the project. Additionally, it will identify those aspects of virtual reference that are successful and those that need to be refined.

Part one: Evaluation of system use

At the end of each session users will be asked to complete a six-question pop-up questionnaire (copy attached). The questionnaire is designed to assess:

- ❑ User demographics
- ❑ Frequency and type of use
- ❑ Comprehensiveness of our responses
- ❑ Timeliness of our responses
- ❑ Access by people who had not used other Reference services

The questionnaire will be revised as other libraries join to accommodate the regional nature of the project.

Part two: Evaluation of regional Virtual Reference project

To assess how well the anticipated benefits of the cooperative region-wide network have been met, telephone interviews will be conducted with the librarians in participating resource libraries during the month of November 2002. Results of those interviews will be tabulated and reported to the RML in its final report. Specific questions will be designed to:

- Review staffing and scheduling issues
- Resolve any inter-institutional coordination or procedural issues
- Evaluate satisfaction with the collaborative nature of the project
- Assess the adequacy and satisfaction with training efforts—online and in person.
- Identify and resolve technological problems or difficulties, especially dealing with database restrictions
- Create and expand publicity efforts
- Discuss the potential and pitfalls of virtual reference as a regional service.
- Develop collaborative resources and tools to facilitate the project
- Explore economic and cost issues

Deliverables

Deliverables to be submitted to the NN/LM-Midcontinental Region in Salt Lake City, Utah:

- Quarterly reports
- A final report including the final evaluation
- Promotional materials developed for the project
- Training materials developed for the project

ATTACHMENT:

Pop-up questionnaire for Virtual Reference Evaluation at Denison Library

Thank you for using the Denison Memorial Library LIVE Reference Service. Please take a few moments to let us know what you think about the service, and how we can improve it. Your responses will be kept confidential.

1. How well did we answer your question(s)?
 - I got all the information I needed.
 - My question was partially answered.
 - My question was not answered at all.

2. Did any technical problems interfere with the LIVE Reference Service
 - Yes *(Dropdown box which presents these choices)*
 - I could not connect
 - I was disconnected
 - I received error messages
 - I was unable to see Web pages being sent
 - Other (Please explain)
 - No

3. How did you hear about this LIVE Reference Service?

Provide textbox for their answer

4. What other Denison Library reference services have you used?
 - _____ Ask a Librarian email service
 - _____ Called the Reference Desk
 - _____ Asked a question at the Reference Desk
 - _____ I have not used Denison Reference Services before

5. How timely was this service?
 - I got a quick answer.
 - Answer was too slow.

6. Please indicate your status
Dropdown Box with these choices:

| | |
|--------------|-------------------|
| School/Other | Status |
| CCML | Campus Student |
| SOD | Distance Student |
| SOM | Fellow/Housestaff |
| SON | Librarian |
| SOP | Primary Faculty |
| Grad | UCH Staff |
| UCH | UCHSC Staff |
| UCHSC | |

APPENDIX B

REGIONAL ADVISORY BOARD BROADCAST NETWORK MEMBERS FEEDBACK

Regional Advisory Board Broadcast--Feedback

I was able to catch about an hour and a half this morning and a few minutes this afternoon and LOVED being able to do it. Ain't technology grand--and ain't the RML grand for enabling it. Thank you!

Enjoyed 'eavesdropping' on the part of the RML meeting this morning. Sounds as if you are off to a good start. Congratulations again on using the technology to foster a feeling of inclusiveness, which is especially important during this transition.

I watched a small portion of the board meeting...congratulations on pulling together a great group that will represent all of the region's interests well. Mainly, I wanted to write to thank you for making this and the other broadcasts available. These resources are much needed and truly help us feel connected.

APPENDIX C

LIAISON ARTICLES



IAIMS NEWSLETTER

A publication of the Spencer S. Eccles Health Sciences Library at the University of Utah

Spring 2002

Volume 17 Number 2

Library and Information Technology Forum Spring Schedule

The Spencer S. Eccles Health Sciences Library sponsors a series of brown bag seminars related to libraries and information technologies. The Library and Information Technology Forum is generally held the second Wednesday of the month in Classroom C in the School of Medicine from 12:05 until 1:00 P.M. Sessions provide an opportunity for faculty, staff and students to learn about new computer technologies and electronic information sources. See <http://medlib.med.utah.edu/library/edumaterials/lift/lift.html> for full program descriptions and a look at past Library and Information Technology Forums.

The January 16 LIFT Forum features Joseph Andrade who will speak about *Utah's New Interactive Science Center at Library Square*. The Utah Science Center will open in late 2003 in the existing Salt Lake City Public Library building. The objective of the Utah Science Center is to enhance each visitor's imagination, motivation, education and citizenship, and to foster creativity, critical and objective thinking and problem-solving skills. Dr. Andrade is a Distinguished Professor of Bioengineering, Materials Science and Pharmaceuticals and serves as the Acting Director of the Utah Science Center.

Forum Schedule: Classroom C from 12:05 to 1:00 P.M.

- January—Joseph Andrade; *Utah's New Interactive Science Center at Library Square*
- February—No meeting due to Olympics
- March 13—Sharon Dennis; *HEAL*
- April 10—to be announced
- May 15—Liz Joy; *Taking a Musculoskeletal Teaching Tool From the Classroom to the Web*

RML Occasional Column: Public Health Project Attracts MeSH Expert

The Spencer S. Eccles Health Sciences Library has begun cataloging Utah Department of Health electronic publications as a project of the Midcontinental Regional Medical Library (RML) program. To provide background resources for this public health project, the National Library of Medicine (NLM) sent Jacque-Lynne Schulman, Senior Technical Information Specialist, to the Eccles Library on November 28, 29, and 30. Ms. Schulman reviewed the use of Medical Subject Headings (MeSH), the vocabulary used to index medical and public health publications in the NLM catalog Locator, and databases such as MEDLINE. Participants included Joan Gregory from the Eccles Library; Claire Hamasu and Kathleen McCloskey, RML staff; Linda Lange, Daryl Snyder, Lois Haggard and Steven Trockman from the Utah Department of Health; and Lee Anne Wessol, University of Utah public health graduate student.

Librarians working in public health have identified a need for enhancement of the MeSH vocabulary to better reflect public health concepts. This process is not taken lightly. New MeSH terms are added on a yearly basis and must undergo scrutiny to assure they reflect the indexing policy of NLM and that there is a need for the term. Outcomes of the project will be to outline a process for identifying documents from the state health department to include in the Eccles Library catalog and to develop a model for identifying concepts not reflected in the list of current Medical Subject Headings. NLM would like to add about 25-50 new Public Health related terms in the 2003 revisions. This project provides an exciting opportunity for the RML to participate in enhancing access to information for public health professionals.

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Improving Inner City Health Care Through Community Efforts

In the often disheartening inner-city environment, the provision of health care to under-served populations presents many challenges: financial constraints, overwhelming need, limited human resources, cultural and linguistic barriers, and an over-reliance by consumers on emergency rather than preventive care, to name a few. To improve the quality of health care for the under-served in these areas will require a multi-faceted community effort resulting in additional resources, more minority and culturally-sensitive health professionals, and increased access to health care and consumer health information by inner city residents.

In May 2001, the National Library of Medicine and the Regional Medical Library serving the Midcontinental Region (including Nebraska) contracted with the Creighton University Health Sciences Library to develop a model of information access, delivery, and training for inner city health practitioners and populations to address these challenges. While Omaha is serving as a proving ground for programs and innovations, the project is global in its perspective. Successful programs will be identified and replicated in other cities across the region and the nation.

Dennis Haack, project coordinator, (dwhaack@creighton.edu / 280-4156) is meeting with educators and health practitioners within the Creighton community, as well as Greater Omaha, in order to identify existing service programs and possible partnerships with schools, clinics, health centers, community and faith-based organizations through which health information services can be disseminated. While Omaha may be small in comparison to New York City, Chicago or Los Angeles, the city represents a microcosm of inner city problems, thereby providing an excellent stage for this project.

APPENDIX D

REGIONAL ADVISORY BOARD MINUTES/PHOTO

National Network of Libraries of Medicine/MidContinental Region
Regional Advisory Board Meeting Minutes
Spencer S. Eccles Health Sciences Library
November 8, 2001
8:15 am – 3:00 pm

The RML -- Wayne Peay, Director

Wayne Peay, thanked the members for their willingness to be part of this new venture of the MidContinental RML. He described the strengths of each of the states and resource libraries in the region on which his vision of providing RML services is based.

Introduction to Goals and Responsibilities of the Liaisons -- RML Liaisons

Audrey Newcomer - Assessment and Evaluation Liaison

Described the five goals for her project area.

1. To establish a profile of Network Members to identify and promote collaborative efforts that are already in place.
2. To document member needs and concerns and the Network's response to them.
3. To track and help measure the impact of technology being incorporated to favorably affect RML goals.
4. To keep apprised of NN/LM activities, products and services and sharing this information with Network members as appropriate.
5. To make myself essential to my home institution, the Becker Library at Washington University in St. Louis

Dennis Haack - Inner City Liaison

This project area is aimed at identifying, enhancing and promoting programs that serve health professionals and minority populations in inner city environments. The Inner City Liaison based at Creighton University in Omaha, Nebraska, has initiated a dialogue with a public high school located in a largely Latino and African-American neighborhood of Omaha. The project addresses NN/LM outreach goals by providing a point of contact for increasing consumer health awareness among urban minority students. By interacting with ESL students, making them aware of the resources available to them in their home language and encouraging them to share this knowledge with their non-English speaking family members, NN/LM would be indirectly reaching a significant and often difficult to reach segment of the population.

Increasing the awareness of the resources available, however, is only a portion of the message. The students will also have to take home the knowledge of where to locate Internet access beyond school. While students have frequent access to the Internet at school, they often do not at home. The Inner City Liaison is looking forward to initiating this project, which he hopes will serve as a gateway to other projects, involving community centers, faith-based and other community organizations.

Wyoming Liaison—Mary Henning

Wyoming is a state of wide open spaces with small population centers. Its citizens prefer having face to face contact with each other rather than depending on technology for communication. However, they have adopted technology such as desktop videoconferencing as way to overcome long distances. Mary Henning will be traveling the state to deliver RML services to its health professionals and librarians.

Consumer Health—Sally Patrick , Public Library Consultant

Stephanie Weldon, Consumer Health Liaison, attended the meeting but had not yet started her position. Sally Patrick talked about her proposal on how public libraries can be incorporated into the NN/LM.

Regional Advisory Board – Claire Hamasu, Associate Director

Claire Hamasu reviewed the selection criteria that brought the members to the Board and the responsibilities of the Advisory Board:

1. Contribute ideas, advice, assistance to liaisons implementation of their project
2. Provide opinions on new projects being developed by the RML
3. Participate in the evaluation of the RML
4. Act as a contact for their group of peers for the RML

SAMETIME Demonstration --Michael Carr, Technology Director and Mary Niedringhaus, Lotus Notes Support Analyst at Bernard Becker Medical Library, St. Louis MO

An effort was made to demonstrate the videoconferencing software that the RML uses to conduct weekly meetings, but the technology did not work well and the demo was terminated before showing all of the features.

Introduction to Quickplace -- Michael Carr, Technology Director, and RML Liaisons

The RML uses a virtual office space, Quickplace, as part of its communication tool collaborate with each other. Board members were introduced to the features of this office and had the experience of adding themselves as members, using the calendar, and creating a page.

Photosession of RML and Advisory Board

Project Awards in the Region – Claire Hamasu, Associate Director

Board members were asked and accepted the role of reviewers for awards distributed by the RML. Conflict of interest was raised if the reviewer were from the same state originating the proposal. On the other hand, a reviewer who knows the state may be able to add context to the proposal. Reviewers could excuse themselves from participating in the review of a proposal if they felt prejudiced for or against it.

Claire Hamasu reviewed with the board the distribution of the year 2000 NLM awards in the region. She noted that it was primarily academic libraries that received the few awards received by region 4. Regional grants have been more popular. Consortia have been successful in their grant applications to the RML. ICON (Omaha/Iowa/South Dakota consortia and Colorado were examples.) Ms. Hamasu would like the RML to

support grant writers successful at the regional level, especially hospital librarians, to apply for larger grants such as those offered by NLM.

Discussion then focused on what would foster grant writing. Mentoring to increase skills was suggested. This could be accomplished within a consortia or within an institution. It would be good to have someone to help applicants complete the application. To be successful in grant writing, librarians need the support of their home institution this has been a problem in the past. They need work with the hospitals' grants offices. For hospitals that don't have grants offices, mentorship might be very helpful from others in the hospital who have successfully applied for grants, example: IT, nursing, medical staff, administration.

Training would be helpful to raise the skill level of librarians in grant writing although it was felt that a general course does not prepare a grant writer adequately. Suggested that a workshop where mentors could be matched with grant-hopefuls to provide post-workshop assistance (like MLA research did one year). An online course was suggested, with resource people supporting it. An incentive for attendance would be the chance to win guaranteed funding for a project.

Under Valerie Florence, of NLM's Extramurals Program, NLM is expanding its definition of who can apply for an Internet Connection. They are encouraging applications from a wide range of organizations. The RML will distribute to the region the information on the Internet Connection grant.

Need to consolidate opportunities in one place. The Board was informed that the NN/LM has a funding and grants page. The region could offer state-specific resources, useful to have a page that lists or links to awardees

Recommended that liaisons know what grants are coming to their states, so that they would have examples of funded proposals and to act as a clearinghouse. Having samples of successful proposals raised the problem of plagiarizing and examples were related. To the instructions it was recommended that we add the proviso to not 'cut and paste'.

Two viewpoints were of awards to be offered in the region were promoted. One less formal than the other would allow inexperienced applicants to learn the kind of information required for a proposal and to have the experience of writing reports and evaluating a short term project. Network member institutions could send their proposals in any form. The Virtual Reference Project is an example where the idea was explored with the RML and the proposal was written based on this discussion. This less formal award would encourage librarians without grant writing experience to get their ideas out.

Another view supports the RML objective of teaching Network members to become proficient in completing formal applications such as PHS398 used for all NIH grants. The hurdle is completing the first one. Valerie Florence, of NLM's Extramural Services is working on the 398EZ. Another argument for a more formal form is that one page proposals lack sufficient rationale and background for reviewers to evaluate them.

The Board saw the benefit of both viewpoints. Having both types of awards would allow a library to get a small grant one year, and a larger grant the next. It would be a way to gain Administrative support if the library could be seen as a department that brought in ever larger awards.

Many of these grants do not allow enough time for planning. Sometimes it is not more money that is needed, but more time. If not enough time is allowed, it requires that the needs assessment be completed without funding or that the project is not completed within the timeline. Planning grants would be useful and awards for more than one year. Offering support to a second phase of an existing project might be useful.

24/7 Demonstration and Discussion – Sandi Parker

Sandi Parker described the Virtual Reference Cooperative Pilot (See attachment) being funded by the RML and demonstrated the 24/7 software.

Claire Hamasu thanked everyone for their hard work and contributions and adjourned the meeting.

NN/LM-MCR Regional Advisory Board Meeting, November 8, 2001



Seated Left to Right: Carolyn Anderson, Mary Beth Stepans, Claire Hamasu, Wayne Peay, Margaret Bandy, Sally Patrick
Standing Left to Right: Mary Henning, Dennis Haack, Sharon Clark, Audrey Newcomer, Cathy Perly, Nancy Woelfl, Kathleen McCloskey, Stephanie Weldon, Sandi Parker, Ken Oyer, David Brunell, Michael Carr, Carolyn Osterman, Teresa Hartman

Missing: Susan Centner, Deborah Ward

APPENDIX E

OUTREACH REPORT FORMS

OUTREACH REPORTING FORM FEBRUARY 2000

(Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: Jan 7, 02

2. TYPE OF ACTIVITY : NLM SYSTEM SESSION TECHNOLOGY AWARENESS **OTHER** (PLEASE SPECIFY)
 OTHER INTERNET SESSION TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING
 ACTIVITY: University of Nebraska Med Center

4. ASSOCIATION/INSTITUTION CONDUCTING
 ACTIVITY: NN/LM-MCR

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY Omaha

B. STATE NE

C. ZIP CODE 68198-6706

D. COUNTY Douglas

E. CONG DISTRICT 2

7. LENGTH OF ACTIVITY (HOURS): 3/4

8. HANDS ON PRACTICE YES NO

9. CEU CME YES NO NOT APPLICABLE

10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) YES NO

11. NUMBER OF PERSONS WHO ATTENDED:

| CATEGORY | AFFILIATED | UNAFFILIATED ¹ | UNKNOWN |
|-------------------------------------------------------------------------|------------|---------------------------|---------|
| PHYSICIANS | | | |
| NURSES | | | |
| DENTISTS | | | |
| ADMINISTRATORS (Hospital) | | | |
| PHARMACISTS | | | |
| ALLIED HEALTH PROFESSIONALS | | | |
| LIBRARIANS | | | |
| CONSUMERS | | | |
| OTHERS (PLEASE SPECIFY) Health Profession Undergraduate Students | | 30 | |
| UNIDENTIFIED HEALTH PROFESSIONALS | | | |
| TOTAL | | 30 | |

¹Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school. **12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:** _Teresa Hartman, 402-559-7076__

OUTREACH REPORTING FORM FEBRUARY 2000
 (Reporting forms should be included with Quarterly Reports)

1. DATE OF ACTIVITY: Jan 29, 02

2. TYPE OF ACTIVITY : NLM SYSTEM SESSION TECHNOLOGY AWARENESS OTHER (PLEASE SPECIFY):
 OTHER INTERNET SESSION TRAIN THE TRAINER

3. ASSOCIATION/INSTITUTION SPONSORING
 ACTIVITY:Nebraska Health and Human Services System

4. ASSOCIATION/INSTITUTION CONDUCTING
 ACTIVITY:NNLM-MCR

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

6. LOCATION WHERE ACTIVITY OCCURRED:

A. CITY Lincoln

B. STATE NE

C. ZIP CODE 68588

D. COUNTY Lancaster

E. CONG DISTRICT 1

7. LENGTH OF ACTIVITY (HOURS):3/4

8. HANDS ON PRACTICE YES NO

9. CEU YES NO
 CME YES NOT APPLICABLE

10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) YES NO

11. NUMBER OF PERSONS WHO ATTENDED:

| CATEGORY | AFFILIATED | UNAFFILIATED ¹ | UNKNOWN |
|-----------------------------------|------------|---------------------------|---------|
| PHYSICIANS | | | |
| NURSES | | 4 | |
| DENTISTS | | | |
| ADMINISTRATORS (Hospital) | | | |
| PHARMACISTS | | | |
| ALLIED HEALTH PROFESSIONALS | | 13 | |
| LIBRARIANS | | | |
| CONSUMERS | | | |
| OTHERS (PLEASE SPECIFY) | | | |
| UNIDENTIFIED HEALTH PROFESSIONALS | | | |
| TOTAL | | 17 | |

¹Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM:___Teresa Hartman 402-559-7076_____

OUTREACH REPORTING FORM (February, 2000)

(Reporting forms should be included with Quarterly Reports)

| | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------|
| 1. DATE OF ACTIVITY: Wednesday, January 30, 2002 | | | |
| 2. TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM SYSTEM SESSION <input checked="" type="checkbox"/> TECHNOLOGY AWARENESS | | | |
| <input type="checkbox"/> OTHER INTERNET SESSION <input type="checkbox"/> TRAIN THE TRAINER | | | |
| <input type="checkbox"/> OTHER (PLEASE SPECIFY): | | | |
| 3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Omaha Public Schools | | | |
| 4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Creighton University | | | |
| 5. OTHER COLLABORATING (OR COOPERATING INSTITUTION: Creighton Health Sciences Library | | | |
| 6. LOCATION WHERE ACTIVITY OCCURRED Creighton Health Sciences Library | | | |
| A. CITY: Omaha | | B.STATE: NE | C. ZIP CODE: 68178 |
| D. COUNTY: Douglas | | E. CONGRESSIONAL DISTRICT: NE Congressional District 2 | |
| 7. LENGTH OF ACTIVITY (HOURS): 0.25 | | 8. HANDS ON PRACTICE: <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO | |
| 9. CEU <input type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input type="checkbox"/> NO <input checked="" type="checkbox"/> NOT APPLICABLE | | 10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO | |
| 11. NUMBER OF PERSONS WHO ATTENDED | | | |
| CATEGORY | AFFILIATED | UNAFFILIATED ¹ | UNKNOWN |
| PHYSICIANS | | | |
| NURSES | | | |
| DENTISTS | | | |
| ADMINISTRATORS (Hospital) | | | |
| PHARMACISTS | | | |
| ALLIED HEALTH PROFESSIONALS | | | |
| LIBRARIANS | | | |
| CONSUMERS | | | 59 |
| OTHERS (Please specify) | | | |
| UNIDENTIFIED HEALTH PROFESSIONS | | | |
| TOTAL | | | |
| 12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: Dennis Haack (402) 280-4256 | | | |

¹ Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

APPENDIX F

EXHIBIT REPORTS

EXHIBIT REPORT

- I. DATE OF REPORT: December 31, 2001
- II. NAME OF PERSON SUBMITTING REPORT: Claire Hamasu
- III. EXHIBIT SPECIFICS:

- Name of Meeting: American Academy of Ophthalmology
- Location: Ernest Morial Convention Center, New Orleans LA
- Dates: November 11-14, 2001
- Staff: Kathleen McCloskey, Claire Hamasu
- Number of Registrants: 9,240 MD's
 - 1,887 Allied Health Professionals
 - 2,206 International Attendees
 - 10,776 Others
 - 24,109 Total
- Number of Exhibitors (Companies): 496 Merck was promoting Merck Medicus and also doing MEDLINE searches on PubMed.

| Week Days | Exhibit Hours | Number of Visits to Booth | NLM System Demonstrations | Internet Demonstrations |
|------------------|----------------------|----------------------------------|----------------------------------|--------------------------------|
| Sunday, 11/11 | 9am-5pm | 88 | 54 | 0 |
| Monday, 11/12 | 9am-5pm | 56 | 24 | 0 |
| Tuesday, 11/13 | 9am-5pm | 57 | 32 | 0 |
| Wednesday, 11/14 | 9am-5pm | 49 | 20 | 0 |
| Thursday | | | | |
| Friday | | | | |
| TOTAL | | 250 | 130 | 0 |

IV. EXHIBIT SUMMARY:

There were no pre-exhibit meetings or marketing efforts. Because of September 11th, the attendance at this meeting was lower than projected. The booth was located close to publishers which produced a constant flow of attendees, although all vendors were remarking on the smaller crowd. Most ophthalmologists were aware of PubMed but we captured their interest with advanced features, such as cubbies and linkout, or with

MEDLINEplus. We did several “real” searches and emailed the much appreciated results to the doctors’ accounts.

Recommendations: This group is ready to learn to be more sophisticated searchers of PubMed. Getting on the program and doing a hands-on workshop for both novices and experienced users would be more productive use of RML time.

V. BUDGET SHEET

BUDGET FORM

| | | | |
|------------------------------|-----------------------------------|---------------|---------------|
| <i>Meeting:</i> | American Academy of Ophthalmology | <i>Dates:</i> | 11/11-14/01 |
| <i>City:</i> | New Orleans, LA | | Amount |
| SPACE RENTAL | | | \$2,800.00 |
| FREIGHT | | | 1,022.10 |
| DRAYAGE | | | |
| LABOR | | | 131.58 |
| ELECTRICITY | | | 174.00 |
| PHONES | | | 290.00 |
| TABLES | | | 83.20 |
| CHAIRS | | | 124.80 |
| CARPETS | | | 214.50 |
| TRASH CANS | | | 13.65 |
| COMPUTER RENTALS | | | 342.50 |
| DESIGN & PRINTING | | | |
| MAILING COSTS | | | |
| ADVERTISING | | | |
| MISCELLANEOUS | | | |
| TOTAL | | | \$5,196.33 |
| AIR TRAVEL | | | 1,720.00 |
| GROUND TRANSPORT. | | | |
| ACCOMMODATIONS | | | 1,280.64 |
| MEALS | | | 588.00 |
| OTHER | | | 90.13 |
| TOTAL | | | \$3,678.77 |
| GRAND TOTAL | | | \$8,875.10 |

EXHIBIT REPORT

I. DATE OF REPORT: February 1, 2002

II. NAME OF PERSON SUBMITTING REPORT: Dennis Haack

III. EXHIBIT SPECIFICS:

Name of Meeting (Association): American Library Association Mid-Winter Meeting

Location: Ernest N. Morial Convention Center, New Orleans, LA

Dates: January 18-21

Staff: Stephanie Weldon, MLS; NN/LM/MCR
Dennis Haack, MLIS; NN/LM/MCR

No. of Attendees: 11,803

Members 8,240

Exhibitors 3,613

Number of Exhibitors (Companies): 484

Exhibit Hours, Booth Visits and Demos--

| Dates | Exhibit Hours | Contacts | NLM System Demonstrations | Total Number of Visits |
|----------------|----------------------|-----------------|----------------------------------|-------------------------------|
| Friday-10/14 | 5:15 PM – 7:30 PM | 28 | 29 | 57 |
| Saturday-10/15 | 9:00 AM - 5:00 PM | 175 | 81 | 256 |
| Sunday-10/16 | 9:00 AM – 5:00 PM | 187 | 94 | 281 |
| Monday-10/17 | 9:00 AM – 2:00 PM | 169 | 73 | 242 |
| | | | | |
| | | | GRAND TOTAL | 836 |

IV. EXHIBIT SUMMARY

1. **Pre-Exhibit Meetings** – none
2. **Distribution of Pre-mailers, Letters or Invitations** – none
3. **Booth Location** – The booth was located on in the first aisle of the exhibit area. (See map) It was located near a ceiling beam with gave the booth an open side. This provided ample space for attendees to approach the booth from the side as well as the front. We were located next to booths selling digital imaging equipment and lockers.
4. **Description of NLM System Program Presentations** – none. .
5. **Problems:** We did not experience any major problems.
6. **User Feedback:** Most of the comments from current users of MEDLINEplus were very favorable, no matter what type of library the person worked in. Received many thank you comments from attendees we stopped who were unfamiliar with MEDLINEplus. They were pleased that such a great resource was available to them for free. Had a fair number of attendees (mostly academic librarians) interested in PubMed. Some non-library personnel, for example a marine biologist married to a librarian in attendance, stopped by and was impressed with the search capabilities of PubMed. One PubMed user described it as "the Cadillac of Medical Information Search Tools."
7. **Suggestions/Comments:** It might be advantageous to be located near other government agency booths where we would be able to easily direct attendees to them and them to us. If it is not possible to plan for this kind of arrangement, it might be helpful for exhibit staff to locate other government agencies prior to the show and make a ready list of government agency booth numbers as an aid in directing attendees to the services of those agencies.

Give-away items distributed at the booth were the pens, screenswipes, MEDLINEplus brochures, Health Hotlines and the NNLM Capabilities Bookmarks. The screenswipes were a big hit once people knew what they were. The pens were a universal hit. The Health Hotlines Booklets were also a hit. Several public librarians commented that this appeared to be a great resource to take back to their library.. (Perhaps, a wallet-sized card or brochures describing or directing people to the Health Hotlines web address would make a nice, addition to our promotional items. It would inexpensive to produce and always the content on the website is easier to keep current.) One person ask if we had PDA-formatted items. He did not have his PDA. He was just curious to find out how technologically savy we were; but, this is something that will have to consider as PDA's become more and more widespread in their use.

Carolyn Osterman, the assistant at the RML, again did a great job in packing the materials needed for a successful exhibit.

8. **Recommendation:** *Should NLM continue to exhibit at this meeting?*

Yes .This is a great opportunities to make contact with public and school librarians, who have direct contact with consumer health users. This conference, as well as the ALA Conference in the summer, provides an unparalleled opportunity to make contact with a large swath of the library community. All types of libraries and consumers are represented—public, school, academic, and special. It would seem we would be missing a "golden opportunity" to promote NLM services if we did not attend this conference. While many librarians may choose to go to the larger convention in the summer, not all libraries can logistically send all their staff at the same time. Some library staff may only be able to attend the Midwinter Meeting. We would miss reaching this group if we did not attend MidWinter

BUDGET FORM

| | | | |
|------------------------------|----------------------------------------------------|---------------|------------|
| Meeting: | American Library Association- MidWinter Meeting | Dates: | 1/18-21/02 |
| City: | New Orleans, LA | Amount | |
| SPACE RENTAL | | \$1,550.00 | |
| FREIGHT | | 1,246.06 | |
| DRAYAGE | | | |
| LABOR | | 179.49 | |
| ELECTRICITY | | 170.00 | |
| PHONES | | 504.00 | |
| TABLES | | 68.25 | |
| CHAIRS | | 113.20 | |
| CARPETS | | 175.25 | |
| TRASH CANS | | 12.75 | |
| COMPUTER RENTALS | | 325.00 | |
| DESIGN & PRINTING | | | |
| MAILING COSTS | | | |
| ADVERTISING | | | |
| MISCELLANEOUS | | 26.00 | |
| TOTAL | | \$4,370.00 | |
| AIR TRAVEL | | 446.90 | |
| GROUND TRANSPORT. | | | |
| ACCOMMODATIONS | | 1,582.46 | |
| MEALS | | 462.00 | |
| OTHER | | 67.00 | |
| TOTAL | | \$2,558.36 | |
| GRAND TOTAL | | \$6,928.36 | |