

**NATIONAL LIBRARY OF MEDICINE
REQUEST FOR PROPOSALS**

**MEDLINEPLUS GO LOCAL
Utah Go Local Project**

**Spencer S. Eccles Health Sciences Library
University of Utah
Salt Lake City, UT**

**Hope Fox Eccles Clinical Library
University of Utah
Salt Lake City, UT**

**Health Round Table
Utah Library Association**

Utah Health Sciences Library Consortium

Utah Cares Project

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Abstract

There is a need among Utah residents to have online access to human services within their communities. The Spencer S. Eccles Health Sciences Library and its partners have come together to propose a project that will make use of existing data as well as assemble new information so that Utah residents can find information on human services in their communities through MedlinePlus Go Local. Through this collaborative partnership, the project will have access to a regularly updated database of over 2000 regional human services entries and will also gather additional entries that will be exported to the MedlinePlus Go Local System. The marketing strategy will consist of utilizing the University of Utah Office of Public Affairs, incorporating Go Local into the Spencer S. Eccles Health Sciences Library's Community Outreach program, printed literature (brochures and bookmarks), and promotion via the project's partners.

Introduction

As in all of the United States, there is a constant need to connect Utah residents with human services information, and increasingly more citizens are using the Internet to find information regarding their health. Libraries are taking advantage of this trend and are developing partnerships and tools to match quality information with the Internet information seeker. When MedlinePlus and The University of North Carolina at Chapel Hill introduced the first Go Local site, *NC Health Info*, librarians everywhere marveled at this seamless, common sense tool that immediately connected Internet users in North Carolina with the information they needed to find services in their communities. Utah residents and librarians would benefit by having the same service available to them. There are several organizations that are committed to working with the Spencer S. Eccles Health Sciences Library toward developing Go Local services for Utah. This collaboration will take available data, enhance it, make it available through MedlinePlus, and promote its access to Utah citizens.

Project Partners

The Go Local project partners are the Spencer S. Eccles Health Sciences Library, Hope Fox Eccles Library, Utah Cares, Utah Library Association Heart Round Table (HEART), and the Utah Health Sciences Library Consortium (UHSLC).

The Spencer S. Eccles Health Sciences Library is the principal health sciences library in Utah and serves the state's health professionals, consumers, and other 2.2 million inhabitants. The Spencer S. Eccles Health Sciences Library has a strong philosophy of creating collaborations and developing effective partnership with government agencies, public and private organizations, and professional associations. The library also has a long tradition of maximizing new technologies to better serve patrons. Here are examples of the library's collaborative projects in applying technology:

- The 24 Languages Project (<http://medlib.med.utah.edu/24languages>) was founded in 2000 as a joint endeavor of the Spencer S. Eccles Health Sciences Library and the Utah Department of Health, to digitize translated consumer health brochures for online access. The 24 Languages Project now provides information in audio formats as well as pdf documents. Through a grant from the

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National Network of Libraries of Medicine, most of the materials are also available as sound recordings for downloading or immediate listening.

- The Neuro-Ophthalmology Virtual Education Library (NOVEL) is a Web accessible collection of images, videos, lectures and other digital media for use by neuro-ophthalmology professionals, educators, students and patients. NOVEL is funded by a grant from the National Library of Medicine, and is a collaboration between the Eccles Library and the North American Neuro-Ophthalmology Society (NANOS).
- Utahealthnet is a new project that will benefit all state residents. The Spencer S. Eccles Health Sciences Library provides the nucleus for the provision of consumer health information throughout Utah. For nearly fifteen years, state and federal funding has been received to expand this outreach role to enhance the health information utilized by Utah citizens. Support from the National Library of Medicine is in place to further fund a health information infrastructure project. Initial partners for the project include the Eccles Library, the Utah State Library Division, the Utah Telehealth Network and the Utah Department of Health. The goal is to develop statewide collaborations and communication pathways in order to provide greater access to high quality health information resources, services and programs for all Utah citizens. "Utahealthnet" is the human and technological network formed through this project.
- The Spencer S. Eccles Health Sciences Library also hosts the National Networks of Libraries of Medicine MidContinental Region. The MidContinental Regional Medical Library collaborates with Resource Libraries to maximize services for patrons throughout its six-state region.

The Hope Fox Eccles Clinical Library, a branch institution of the Spencer S. Eccles Health Sciences Library, is located in University Hospital, on the University of Utah campus. The Clinical Library provides specialized services to patients, as well as serving the library needs of all other patrons, which include hospital staff, university faculty, staff and students, and visitors. The Clinical Library is opened and staffed everyday of the year, from 6:00 am to midnight.

Utah Cares is a collaborative endeavor that brings together the Utah Department of Health, Department of Human Services, Utah Workforce Services, and Utah's Community Services Council 211 service. Utah Cares provides a single site for Internet users to link to over 2000 service providers. This service is a free and confidential tool that helps Utah citizens find state and community services, such as, housing, food, childcare, transportation, financial assistance information and much more.

The Utah Library Association's Health Round Table (HEART) supports and promotes the mission, goals and focus of the Utah Library Association (ULA) within the area of health and medical librarianship. HEART aims to improve medical and health related information delivery for Utah library patrons to the over 140 library branches in Utah. HEART also strives to promote healthy lifestyles through presentations and healthful activities.

The Utah Health Sciences Library Consortium (UHSLC) was founded in 1974 and includes 18 library institutions and 32 individual members. The mission of UHSLC is to improve health care through the development and fostering of a cooperative network of health sciences libraries in Utah. UHSLC librarians serve a wide variety of patrons, and contribute to the library community by conducting workshops and presentations at library association conferences and consortium meetings.

Institutional Support

The Spencer S. Eccles Health Sciences Library, the Hope Fox Eccles Clinical Library, Utah Cares, Utah Library Association Heart Round Table (HEART), and the Utah Health Sciences Library Consortium (UHSLC) are committed to providing the needed institutional support for this project.

The Spencer S. Eccles Health Sciences Library views coordinating Go Local implementation in Utah as part of its mission to serve the citizens of the state. The library is well equipped to provide reliable, high-speed online access to patrons with approximately 85 workstations available for public access to the Internet and 50 workstations for staff use. The library also maintains 20 wirelessly enabled laptop computers that are used by library patrons with in the library as well as a portable classroom. The portable classroom is used on and off-campus to add a hands-on experience to library classes. Additionally, the Hope Fox Eccles Clinical Library provides access to four public computers and three staff workstations.

Both the Spencer S. Eccles Health Sciences Library and the Hope Fox Eccles Clinical Library possess substantial information resources and focus on exceptional customer service to provide quality health information to patients, consumers, the community, and to healthcare professionals. The Eccles Health Sciences Library collection includes 57,985 monograph titles, 118,614 journal volumes, 2,332 journal subscriptions, 1,800 audiovisual volumes, 108 computer software volumes and a substantial consumer health print collection. The Hope Fox Eccles Clinical Library owns and maintains a collection of 5,802 journal volumes and 741 monograph volumes, and its own consumer health information collection.

Utah Cares maintains a database of over 2,000 human services provider entries. Many of these entries also include Websites for individual services. The Community Service Council 211 regularly verifies the accuracy of the data and provides updated data to the Utah Cares project. Utah Cares has agreed to provide scheduled updates to maintain the Utah Go Local component of the partnership. An example of this data can be found at <http://utahcares.utah.gov>. This information includes most types of data cited in the participation guidelines:

- State and local health departments
- Medical centers and clinics
- Practitioners
- Local voluntary health agency chapters
- Support groups

The Spencer S. Eccles Health Sciences Library, Hope Fox Clinical Library, Utah Cares, UHSLC and HEART have experience in performing outreach to Utah communities, promoting information on human services, and are also committed to supporting Go Local users in the state.

All partners will participate in data collection. Utah Cares will provide the initial data for the Utah Go Local project. Members of HEART and UHSLC will volunteer time to gather and process data on human health services not covered in the Utah Care's data. All partners have committed to the ongoing maintenance of the Utah Go Local project.

Geographic Coverage

A Go Local program is already underway in the rural Four Corners Region of Utah and is being managed by the Tribal Connections Four Corners (TC4C) project. The Go Local project proposed in this document will provide needed human services information for the remaining residents within the state through MedlinePlus. Both TC4C and the Utah Go Local project will coordinate their work with the National Library of Medicine so that the final product minimizes duplication of data input and provides a patron-centered solution to finding service information that overlaps the two geographic areas.

The MedlinePlus Go Local project will provide information to users throughout Utah via a robust Internet infrastructure created by a project headed by the state's Governor in the 1990's. The Governor's project brought high-speed Internet access to the urban and rural public school systems and to the 72 public library jurisdictions. Many of Utah's 2.2 million residents access this infrastructure on a daily basis.

Technical Issues

Utah Go Local proposes to use the NLM-hosted system and will take advantage of the one time option of exporting the over 2000 records in the Utah Cares database, which utilizes the AIRS taxonomy. We will use NLM's Go Local template for importing records into the NLM-hosted system by mapping the required geographic data for each attribute. Once the Utah Cares data has been imported into the NLM-hosted system, project staff and volunteers will check each entry for accuracy and add the appropriate Go Local Topics. Subsequent contributions will be generated manually and processed directly into the NLM-hosted system by project staff and volunteers. On a regular basis, Utah Cares will provide an updated list of human services that will be used by Utah Go Local project staff and volunteers to check for accuracy with the information in the NLM-hosted system. Utah Go Local project staff will use the report supplied by NLM to rectify links that are broken or otherwise problematic. Staff from the Spencer S. Eccles Health Sciences Library will supply systems and network support.

Selection Guidelines

Utah Go Local proposes to use a selection system that combines selection criteria used by the Community Services Council's 211 service with guidelines that will expand the scope of human health services in order to better serve Utah Go Local users. The

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selection process used by the Community Services Council's 211 service, which gathers data for the Utah Cares database, overlooks many services that could be useful for a user. For example, a for-profit company that sells wigs would be a service that is overlooked, but the services provided by the wig company would have tremendous relevance to a Utahn under going cancer treatment where wearing a wig would aid in maintaining appearance. The Community Services Council's 211 service uses the following selection criteria for inclusion:

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- Nonprofit 501 (c) agencies that provide social, educational, health and human services.
- Organizations that offer a service to the community at large. For example, a religious group offering a service to the entire general population.
- Self-help support groups, grass roots, collaborative and neighborhood organizations that have not obtained a 501(c) status but have an identified contact point. Neighborhood organizations are groups whose members reside in a defined geographic area, and whose primary mission is to improve the living conditions of all residents within that area.
- For-profit, full service hospitals.
- Agencies or organizations not eligible for 501(c) status but provide health or human services not currently available through other organizations.
- Agencies or organizations that have provided a service for at least six months.

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The proposed expanded selection criteria would include non-proprietary services that have direct or indirect links to health services relevance. Examples of non-proprietary services would be pharmacies (grocery stores or dime-stores with pharmacies), medical products and equipment, health education services, public libraries, etc.

Utah Go Local project partners will utilize these criteria in the selection process. Because members of the partner organizations are located throughout the state, they can easily gather information on human services in their regions. Project partners will also collect Websites of local services, as requested in the participation guidelines.

Indexing

Utah Go Local intends on using the NLM-hosted system and the one time option of exporting the over 2000 human services records in the Utah Cares database, which utilizes the AIRS taxonomy. We will use NLM's Go Local template for the initial importing of records to the NLM-hosted system by mapping the required geographic attributes. Once the Utah Cares data has been imported into the NLM-hosted system, project staff and volunteers will check each entry for accuracy and add the appropriate topic for that entity. Utah Go Local staff and volunteers will be responsible for future additions to Utah Go Local using the NLM-hosted system.

Staffing

Spencer S. Eccles Health Sciences Library faculty members Liz Workman, Reference Librarian, and John Bramble, Outreach Librarian, will act as co-directors, with each committing 25% of their time, thus fulfilling the .5 FTE requirement. Ms. Workman will oversee the process of data preparation and export as well as maintenance of the data

submission process through the life of the project, and assign information collection responsibilities. This includes generally overseeing the initial export of the Utah Cares database. Mr. Bramble will oversee the process of promotion and outreach.

The project will apply for Go Local funding to hire a project staff member who will be responsible for data entry, verification, and quality control of information going into the NLM-hosted database. This person will also be responsible for the preparation and delivery of materials that will be distributed to on and off-campus destinations. The Spencer S. Eccles Health Sciences Library will furnish the computer support for needs outside of those met by the National Library of Medicine's Go Local System. All data entry will be executed at the Eccles Library. Ms. Workman will train specific staff members of the Hope Fox Eccles Clinical Library to enter the data into the NLM Go Local System. Ms. Workman will use the training documentation provided by MedlinePlus Go Local in the hands-on training she will provide. Data indexing and quality will be high and consistent, because specific, specially trained individuals will process the data at a central location.

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As stated earlier, members of HEART and UHSLC will contribute data on human services within Utah to supplement the Utah Cares database. The initial focus of this work will be on areas outside of Salt Lake, Summit, and Tooele counties, since the Utah Cares data contains less information for the communities outside of these counties. The project directors will divide the remaining counties into defined geographic sections. Project directors will also identify service gaps within the Utah Cares data. HEART members will volunteer to find data for the geographic areas and service gaps that they choose. At their request, UHSLC members will be assigned the remaining geographic areas and service gaps. The project directors will facilitate this process by establishing a Website that lists what areas and gaps are assigned to which individuals, plus tools that will assist in finding human services in Utah.

Promotion and Outreach

The Spencer S. Eccles Health Sciences Library will promote the Go Local resource in several areas: on-campus and off-campus promotion, printed materials, and mass communication methods.

The Spencer S. Eccles Health Sciences Library works with the schools and colleges at the University of Utah Health Sciences Center (School of Medicine, College of Nursing, College of Pharmacy, and College of Health) where the Library has a significant and well-established role in each of these programs' curriculum. Special focus will be applied to courses that have off-campus curricula, such as preceptorships, internship programs, community projects, etc. The Library also offers on-campus classes not only to University of Utah affiliated members but to the general public as well. Go Local will be integrated into courses and training sessions that discuss high quality and authoritative Internet resources.

Off-campus promotion of Go Local resources will be added as an additional quality Web resource that is used by the Spencer S. Eccles Health Sciences Library's Community Outreach Program. This program consists of on-site training to health departments, health clinics, hospitals, public libraries, universities, public and private schools,

professional organizations and associations, church organizations, town meetings, and community senior centers. The Outreach Program also participates in professional association meetings as guest presenters and exhibitors. Some of these are: the Utah Library Association (ULA), Utah Academic Library Consortium (UALC), Utah Health Sciences Library Consortium (UHSLC), Utah Medical Association (UMA), Utah Nurses Association (UNA), Utah School Nurse Association (USNA), Utah Rural Health Association (URHA), Utah Area Health Education Center (UAHEC), and Diabetes Educator Association of Utah (DEAU).

The Spencer S. Eccles Health Sciences Library will design descriptive bookmarks and brochures to promote the Utah Go Local resource. For on-campus distribution, these materials will be placed in information kiosks at the Spencer S. Eccles Health Sciences Library and Hope Fox Eccles Library. For off-campus distribution, materials will be used in mailings for people requesting information on library services and used in the Spencer S. Eccles Community Outreach Program. As part of our partnership agreement with Utah Cares, HEART, and UHSLC, printed Utah Go Local material will be distributed to their facilities.

The Spencer S. Eccles Health Sciences Library has access to a variety of methods of promoting library programs and services. The University of Utah Office of Public Affairs will promote the Utah Go Local project through press releases to Utah's news media. The project directors will also publish articles about Utah Go Local in the IAIMS Newsletters, a quarterly published newsletter that circulates to over 880 subscribers. The Spencer S. Eccles Health Sciences Library is an institutional member to several library organizations, such as the Utah Academic Library Consortium. Go Local will be promoted through the meetings and discussion lists of these organizations. The Spencer S. Eccles Health Sciences Library has also partnered with the Utah State Library Division to provide health information to state residents through the Division's Public Pioneer Project (<http://pioneer.utah.gov>). Utah Go Local will also be promoted through this portal.

The staff of the Spencer S. Eccles Health Sciences Library will incorporate promotion and outreach of Utah Go Local in all their regular activities. The reference staff will integrate Utah Go Local into their one-on-one, point of need instruction for patrons. Utah Go Local will also be incorporated into every relevant class offered by the library. Jeanne Le Ber, the Spencer S. Eccles Health Sciences Library's Educational Services Librarian, will assist in this effort. The Hope Fox Eccles Clinical Library will develop specialized instructions for patients, hospital visitors and staff, in addition to conducting general promotional activities for the Utah Go Local project.

The Utah Health Sciences Library Consortium and the Utah Library Association's Health Round Table will also participate in promotion and outreach efforts. These partners will promote the new service to their clients and other relevant organizations. They will also perform outreach by training their clients to use MedlinePlus and Utah Go Local.

Customer Service

The Eccles Health Sciences Library will provide all customer services through the existing infrastructure in place at the Eccles Library. Some of these services include:

- In-state toll-free number
- Live virtual reference services
- Email support

The Library's toll-free number 866-581-5534 provides immediate access to library staff for anyone calling from within the state during library business hours. As a member of the NN/LM Ask-A-Medical Librarian Virtual Reference collaboration (instant online reference in a chat format Monday through Friday, 8AM to 8PM Mountain Time), the Spencer S. Eccles Health Sciences Library will direct Utah Go Local users to this service. Additionally, users will be encouraged to submit questions and concerns via email to project staff and to Spencer S. Eccles Health Sciences Library Reference Librarians.

As a part of their outreach efforts, Eccles Library faculty and HEART members will work with staff at public libraries to promote and answer questions from patrons on Utah Go Local.

UHSLC and HEART members will also promote and provide support for their patrons at their respective libraries.

Reporting

The project co-directors will submit progress reports each quarter, as indicated in the Participation Guidelines. Specifically, the following points will be addressed in the beginning phase:

- Progress in relation to timeline
- Current staff and their roles
- Work done to create the site
- Outreach and promotion efforts

The following areas will be highlighted in reports once the project is online and using the NLM Go Local System:

- Current staff and their roles
- Major changes or additions made to the database
- Outreach and promotion efforts

All reports will also include other information relevant to the project.

Timeline

Implementation of the Utah Go Local project will follow this timeline:

Timeline	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Migrate Utah Cares Data				
Identify Remaining				

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Gaps				
Prepare and Add Data to Fill Gaps				
Conduct Promotional Efforts				
Project Partners Meet				
Submit Quarterly Progress Report				

The first step in the project is to export the Utah Cares data to the MedlinePlus Go Local database. We estimate that this will be completed within the first quarter. As the data is being exported, project partners will identify gaps within the Utah Cares data and begin gathering information to address this need. The process of adding this additional data manually through the NLM Go Local System will begin by the second quarter. Project partners will collect and input such information on an ongoing-basis, to sustain the project in the long run. Once the project is online, project partners will begin to promote it. These efforts will also continue as partners build and sustain the Utah Go Local component throughout the future. Representatives from the partner organizations will meet at least quarterly to coordinate the project's work; partner meeting frequency will be determined by need and the project's progress. Progress reports will be submitted quarterly, as outlined in the Participation Guidelines document.

All the required activities will be completed within the 12-month time period.

Sustaining the Project

The project partners are committed to sustaining the Utah Go Local project so that it will be a viable component of MedlinePlus Go Local throughout the future. Utah Cares will continue to provide updated versions of their database. Eccles Health Sciences Library staff will update individual records as needed through the NLM Go Local System. HEART and UHSLC members will continue to gather additional human services data.

Conclusion

We feel the collective efforts of all of the Utah Go Local project partners will create an excellent Go Local component for the state. Our commitment addresses all of the needs specified by MedlinePlus. This new partnership will create opportunities for further collaboration on additional projects. We enthusiastically look forward to working

with the National Library of Medicine to enhance MedlinePlus Go Local with the Utah data.