Application for Go Local Funding
J. Otto Lottes Health Sciences Library
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Introduction

In 2004, Missouri became the second state to offer Go Local links from MedlinePlus. The Missouri Model uses an existing database, Community Connection http://www.communityconnection.org , which contains information on community resources in Missouri and surrounding counties. Community Connection is maintained by information professionals at the University of Missouri Extension Office. The Community Connection database contains information about 15,000 organizations, including both public and private, non-profit and for profit resources such as agencies, organizations, government units, clubs, associations, schools, churches, businesses, libraries and others. Approximately 5,000 of these are for health related organizations. Each record in the database is indexed using the AIRS *(*Alliance of Information and Referral Systems) Taxonomy. The MedlinePlus topics have been mapped to corresponding AIRS terms to facilitate retrieval.

While the Community Connection database is an excellent source for links to organizations, agencies and government units, to date no systematic attempt has been made to identify health related support groups. Since support groups are one of the most important reasons why a health consumer might want to "Go local", funding is sought to develop this aspect of the database in two ways: 1) by hiring a half-time graduate library student devoted to identifying and recommending resources to add to the community connection database; 2) by enlisting the help of "mavens"; contact people around the state who can recommend nearby organizations and support groups from their part of the state.

Community Connection is "a central source but with decentralized control", meaning that each organization is responsible for entering and editing their own records in the database. With so many individuals entering data, indexing consistency can be compromised. Funding is sought for a half-time graduate library student to review existing database records to ensure that all organizations of a given type, e.g. nursing homes, are similarly indexed to ensure consistent retrieval.

Objectives:

1. Actively engage in collection development activities to identify and add resources to the Community Connection database which would be helpful to MedlinePlus users, with an emphasis on local support groups and organizations.

2. Improve the consistency of indexing of Go Local resources already in the database, and review newly added records to insure that Go Local presented results are relevant.

3. Promote awareness of MedlinePlus & Go Local to encourage usage & organizational participation.

To accomplish these objectives, funds are requested to hire two graduate library school students at 20 hours per week in fall semester preceded by one 40 hour training block in summer. One student would focus on collection development and resource discovery, and the other student would focus on reviewing existing records in the database. A tuition waiver is requested, since this will help to attract and retain two high quality students.

Funds are also requested to assist in identifying and nurturing "mavens" around the state. These would be key individuals, such as public librarians, who are familiar with local agencies, support groups, and health needs in their area. We hope that these people would assist in two ways: by identifying support groups, organizations & other local resources nearby for inclusion in the Community Connection database; and by encouraging MedlinePlus/Go Local usage in their part of Missouri. As part of her normal outreach activities, NN/LM Liaison Barbara Jones will identify potential mavens and provide them with orientation, promotion and training materials. She will provide Amanda McConnell, Health Sciences Library Information Services Librarian with the names of potential mavens who have received the packet. Amanda would follow up via email, telephone and mail to see if they've had a chance to review the packet, to ask if they have questions about the project, and to gauge their interest in serving as a maven for their area.

Funds are requested to develop and distribute the maven packets, which would include:
- a CD-ROM tutorial the mavens can use to introduce people in their area to Medline Plus Go Local
- instructions showing how to suggest a resource for the Community Connection database or obtain a Community Connection network account to manage resource records in their area
- promotional materials for MedlinePlus/Go Local
- cloth book bags to hold the maven materials

Budget: Total Costs $19,018.50 (see appendix)

Personnel =$14,768:
2 graduate library school students with tuition waivers to work 20 hr/week each in fall semester, plus 40 hours each of training in summer. . A tuition waiver is requested to ensure that we can attract and retain two high quality students.

Supplies = $1390:

- 1 copy of AIRS (Alliance of Information and Referral Systems) Taxonomy (the thesaurus used in the Community Connection database) for use by the student workers = $150 http://www.airs.org/pub/pub_publications.asp

- Photocopying/ printing manuals for student workers = $40

- Cost of maven packets = $1000 (Maximum 100 packets @ about $10/ea)

    - Preparation & duplication of CD-ROM tutorial to distribute in maven packets

    - Duplication costs for promotional materials for maven packets

    - Bags for maven packets

- Long distance & postage costs incurred during maven contacts = $40/month for 5 months, November – March.

Indirect Costs = $2860.50

Key Roles

Amanda McConnell, MLS. Recruit, hire, train and supervise graduate student assistants. Develop CD-ROM tutorial for inclusion in maven packets. Responsible for following up with potential mavens identified by Barb Jones.

E. Diane Johnson, MLS. Principal Investigator. Liaison with MU's Office of Sponsored Program Administration. Responsible for reporting as outlined below.

Reporting

Quarterly:

# of new resources recommended for addition to Community Connection

# of those resources actually added to Community Connection

# of records reviewed in the Community Connection database

# of Community Connection records edited/corrected

# of conferences attended & booth visitors; # of maven packets distributed

Brief reports on follow-up communications to mavens

Monthly:

Track usage month to month through the following metrics:
# of times somebody comes into Community Connection from MedlinePlus
Ranked list of the most frequent topic referrals from MedlinePlus
Breakdown of regions selected from the MedlinePlus Go Local Missouri page.
Total of consumers coming into UM HSC live reference

Requirements and Guidelines

Institutional support
MedlinePlus Go Local Missouri went live in March 2004, and a formal kickoff media event was held in December. Several University of Missouri departments have worked on the project: the Community Connection staff in the Office of Social and Economic Analysis, University of Missouri Extension; the staff of the J. Otto Lottes Health Sciences Library, and the Department of Health Management and Informatics. Founded in 1998 as a 4 county pilot project, the Community Connection website now links to a database containing 15,000 resources from every county in Missouri.

Community Connection funding supports a coordinator with at least .5 FTE as well as help desk support, web master and graphics designer, database and systems management, and community development-skilled staff.

The J. Otto Lottes Health Sciences Library is a Resource Library in the Midcontinental Region of NN/LM, and the subcontracting library for the Missouri Liaison to the NN/LM. Library staff assisted with the mapping from MedlinePlus to AIRS, and continue to staff the "Ask a Librarian"

service available from all Go Local results pages. The Department of Health Management & Informatics provided guidance and support on the original mapping from AIRS to MedlinePlus.

Geographic Coverage
Entire state of Missouri, divided into 20 regions, with some coverage of counties adjacent to Missouri.

Selection guidelines
Resources in the Community Connection database are subject to Community Connections' Acceptable Use Policy: http://www.communityconnection.org/Community Connectionver2/aup.jsp . Implementation of a Health and Human Service Selection Policy (see Appendix) is still in the very early stages due to lack of funding. Community Connection is working with the state Department of Health and Department of Mental Health to secure data dumps of licensing information.   In addition, a Resource Review Policy was approved last fall: http://www.communityconnection.org/Community Connectionver2/news_events.jsp These three policies will serve as the basis for reviewing and adding records for the proposed project.

Indexing
See sample Resource Data Entry record in Appendix.

Staffing
- Ted Gallion, Coordinator, Community Connection .5 FTE
- Cindy Martin, Community Connection – Systems Analyst/Programmer responsible for database structure, maintenance, and topic mapping
- Fred Raithel, Community Connection – Program Assistant/Support Desk
- Amanda McConnell, Health Sciences Library – Assisted with mapping between AIRS and MedlinePlus topics. Assists with resource review & adjusting indexing for some records. Promoted project at venues like the Missouri Public Library Directors' Annual Meeting, Unlocking the Mysteries of Consumer Health Information 2-day conference on the University of Missouri-Campus, Missouri Library Association, and Medical Library Association annual conference.   Will have a key role in the proposed project in recruiting, hiring, training and supervising graduate student assistants. Will develop CD-ROM tutorial for inclusion in maven packets. Will be responsible for following up with potential mavens identified by Barb Jones.
- Diana Hammond, Community Connection - Web Specialist
- Courtney Morris, Community Connection – Research Associate, assists with community development of Community Connection.
- Yinghui (Susan) Zeng, Community Connection – Database Manager/Programmer. Manages NLM updates and other database functions.
- Steve Meyer, Community Connection – Systems Administrator, maintains servers and other systems support.
- Chris Pfingsten, Community Connection – PC manager, maintains Community Connection server and updates.
- Caryn Scoville, Health Sciences Library – Made initial contact with Community Connection and worked on mapping between the AIRS taxonomy & MedlinePlus topics
- Barb Jones, NN/LM Liaison – Involved in outreach and promotional efforts for MedlinePlus & Go Local. Will be identifying potential mavens & distribute packets to them.
- As Library Director for J Otto Lottes Health Sciences Library, Deb Ward maintains the partnership agreement between the library and Community Connections, and sets priorities for the HSL. In that role, she has delegated oversight responsibility for this project to Diane Johnson.
- E. Diane Johnson – Principal investigator for the proposed project

Promotion and Outreach
- A Go Local kickoff event was held in December which gained the attention of local media. Streaming video of the program will be available on the Community Connection website. HSL director Deb Ward has been a guest on local radio and television programs to talk about the project.
- Barb Jones, our NN/LM Liaison, promotes Missouri Go Local as part of her normal outreach activities. She is currently collaborating with the Missouri State Library and the Missouri Library Association to provide consumer health training to public librarians throughout the state. These training sessions will offer the opportunity to meet with public librarians and public library directors in Missouri to promote Missouri Go Local, and also to recruit mavens in local communities to develop current content for the Missouri Go Local project.
- Amanda McConnell has promoted the project at librarian venues such as the Missouri Public Library Directors' Annual Meeting, the Unlocking the Mysteries of Consumer Health Information 2-day conference on the University of Missouri campus, and the Medical Library Association annual conference.

Customer Service
Since Go Local Missouri went live last spring, there has been an "Ask a Librarian" link on each results page. For the first several months, this linked to the J. Otto Lottes Health Sciences Library email reference desk account. Beginning in January 2005, when a user clicks on "Ask a Librarian", they are now connected to a live chat reference co-op, which is staffed by academic medical librarians in 7 states.

Requirements and Guidelines – Locally Supported System
The original mapping from MedlinePlus topics to the AIRS Taxonomy used by the Community Connection was begun by Cindy Martin, Caryn Scoville and Amanda McConnell in consultation with Dr. Timothy Patrick in the Department of Health Management & Informatics, University of Missouri – Columbia. It is maintained by Cindy Martin & Susan Zeng at Community Connection.

Technical
The Community Connection database, hardware, and software is maintained by University of Missouri Extension information technology professionals using Oracle 9i, and is available on the web at http://www.communityconnection.org . Community Connection also has a help desk to assist agencies in entering data for their records. All records in the database are indexed using the AIRS taxonomy which is mapped from MedlinePlus topics.
Each subject is on a separate page (see appendices for screenshots)
The public web site meets accessibility standards.
- The public web site meets the browser compatibility requirement. There are alt tags behind the graphics and image maps, framset descriptions (where frames are used). Both alt tags and alternate text-only navigation are available in lieu of graphical navigation. Pages should be compatible with reader software.
- Both text based & geographic links are available to users who wish to select a specific geographic area within Missouri.
- An automatic link checker, Xenu's Link Sleuth, has been selected, and will be implemented to identify broken links.

Reporting
Number of records in Community Connection database: 15,000
Scheduled down time is approximately 30 min/month plus about 5 minutes every night after 12 midnight to run filter software. Any unscheduled downtime will be manually recorded & reported quarterly.

Appendices

Budget breakdown

Project timeline

Sample screenshots

Sample indexing record: Resource Data Entry

Letters of support

Missouri Go Local 2004 statistics

Missouri Go Local 4th Quarter Report 2004

Selection Criteria from Community Connection Health and Human Service Selection Policy

The Evolution of Consumer Health Initiatives at the J. Otto Lottes Health Sciences Library