

**NATIONAL NETWORK OF LIBRARIES OF
MEDICINE**

MidContinental Region

**Outreach Narrative
Year 05**

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Outreach to Rural Health Professionals

The RML has a new focus for Year 05: to explore and develop a model to meet the special needs of rural health providers. All states in the region have health providers working in rural or frontier designated areas. We have decided to work with the Area Health Education Centers (AHEC), with the Kansas and Wyoming liaisons developing the strategies that will be used in other states. The CD-ROM project will continue helping nurses who are living in rural areas, where there is generally poor communications infrastructure, to learn about using health information resources without actually connecting to the Internet. Stephanie Weldon, Consumer Health and Colorado Liaison, has developed a web site of free health information resources that is useful to clinicians practicing in rural facilities that may not have a medical librarian (<http://nmlm.gov/mcr/resources/consumer/healthprof.html>).

Rural Outreach

Rationale

In Kansas all continuing education for health professionals is structured and provided through three AHECs. One of the main goals of the AHEC is cooperation and coordination among communities, health care providers, educators and health organizations. Janet Ashwell, Kansas Liaison, met Mary Beth Warren, the new director of the three AHECs, and discussed NN/LM involvement in teaching on the continuing education curriculum and also exhibiting at the annual spring conference. A partnership has already developed through this initial meeting and the AHECs are distributing NN/LM pamphlets and literature. Plans are underway for the Kansas Liaison to visit the AHECs in January.

As in Kansas, programs and services offered through Wyoming's AHEC are community-based and focus on community/academic partnerships. Educational interventions are intended to promote health improvement and disease prevention, encourage interdisciplinary primary care services and enhance health care cost containment. NN/LM services and information products provided through the MCR are a natural fit for the Wyoming AHEC and offer a starting point for the Wyoming Liaison to initiate a working relationship with local AHEC personnel.

Methodology

For Year 05, the Kansas Liaison will keep in contact with Mary Beth Warren and build on the partnership established throughout Year 04. The liaison will contribute to the AHEC's curriculum by developing and delivering a literature retrieval module for all their courses. We also plan to be a presence at their annual conference by presenting and/or exhibiting.

Building on the Kansas model of communication and cooperation with local AHECs, the Wyoming Liaison will contact key personnel at the Wyoming AHEC in Year 05 with the

goal of becoming involved as an information resource. Specifically, the Wyoming Liaison will endeavor to work with staff and patients at the Laramie Downtown Clinic to offer training and assistance with MEDLINE and MedlinePlus as needed by the clinic. The Downtown Clinic is a volunteer-based primary care facility serving low income people and families who currently do not have health insurance coverage. It is operated as one of the AHEC activities conducted through the University of Wyoming.

Evaluation

The Kansas Liaison plans to informally contact Mary Beth Warren from time to time to get feedback and advice on our input and anecdotal stories from the exhibits. Evaluation forms will be handed out to determine if the learning objectives of the class were achieved.

The Wyoming Liaison will document contacts with Wyoming AHEC staff as well as visits to local offices and the Laramie Downtown Clinic. An invitation to participate in the Downtown Clinic's Wednesday evening sessions will be an important indicator in the success of the outreach effort.

“Search Strategies” CD

Rationale

Due to connectivity issues when using dial-up connections (both rural and urban), the MidContinental Regional Medical Library (MCRML) decided to explore additional delivery methods for providing instruction on the use of health information resources. Marty Magee, Education and Nebraska Liaison, created a CD to demonstrate various NLM and other Internet resources. The first audience for this distributed learning product was students of the University of Wyoming School of Nursing Distance Education Program, who were sent the product in July 2004. The CD was created using Camtasia, which allows for PowerPoint presentations to be coupled with animation of web resources and accompanying audio commentary. The CD, entitled “Search Strategies,” contains 12 modules, each about 2-3 minutes long covering PubMed, MedlinePlus, other health information resources and evaluating web sites.

Reception of the product has been good and more than 40 copies have been sent out at the request of individuals wishing to view the information on the CD. It has also been used in a Master's level academic class as an example of marketing via a different media.

A working group has been formed to evaluate the CD. The working group includes not only medical librarians, but librarians from public, school, academic, non-profit and public health settings. Each was queried for content, ease of use and suggestions for future products. Commentary included opening the program, levels of audiences to which this may be directed, ease of access, technical considerations such as screen resolution and audio requirements.

Methodology

Based on the evaluation of the “Search Strategies” CD, some changes will be made to the content in the next version of the CD.

In Year 05, one copy of the product will be distributed to at least twenty additional nursing schools of the 46 identified in the six-state regional area.

Evaluation

In Year 05, a working group will again be asked to evaluate the product(s) for content, ease of use and suggestions for future products. In addition, at least one nursing school in each state will be queried to determine the CD’s usefulness.

Public Health Outreach

Working with the public health workforce in Year 04 has contributed to the NN/LM MCR’s overall goal of expanding knowledge of and access to current and reliable health information for those in the field of public health. Through exhibiting, classes and demonstrations, site visits and special projects liaisons have learned more about how to approach public health workers and how to tailor services to meet their information needs. From the public health workers’ perspective, interactions with the NN/LM MCR have had benefits as well. Beyond a greater understanding of quality health information resources, public health workers have increased their interest in what is possible with information access and what that may mean for their every day work. Because of this greater awareness, public health workers are more able to voice their particular information needs and to emphasize where they feel their access to quality health information is lacking.

Access to and Knowledge of NLM Resources

Rationale

Our discussions with advisors in public health indicate that the theme of providing knowledge of and access to NLM resources will remain constant in Year 05. Activities currently in place, such as exhibiting, presentations and promotion of NLM resources from state public health web sites, have proven beneficial for both the public health workforce and the NN/LM MCR. These activities, to be continued in Year 05, support the documented need of public health workers for evidence-based, reliable health information.

Methodology

The NN/LM MCR will continue to provide “hands-on” classes and presentations of NLM products and services to interested groups of public health workers. These classes follow

the standard design expected of NLM and NN/LM courses. The creation of any demonstration considers the information focus of the attendees, considers the time available for instruction and hands-on exercises, incorporates any new NLM materials of interest to the particular participants and evaluates the responses of the teaching and the class materials. A model for a class of two or more hours, with “hands-on” exercises is available for use by all liaisons and can be modified to meet their teaching needs. This model is based on the work done by the NN/LM Public Health Training Workgroup and the resulting teaching materials found in *Public Health Information and Data: A Training Manual*. Similar to Year 04, each state liaison will provide two distinct classes to two different public health groups on how to access quality health information. Classes providing information to presenters of public health Leadership Training Institutes or classes providing information to public health workers as a part of a Leadership Training Institute will fall within this activity and will be evaluated similarly. Existing computer labs within state public health departments or teaching classrooms from other academic institutions will serve as possible sites for online instruction. When offering training opportunities in rural areas, other interested individuals, such as public librarians, will be encouraged to attend the training. Team teaching with Network members or public health workers will be encouraged. Whenever possible, input from interested public health workers with ties to the liaison will be incorporated into the training.

Exhibiting at state public health association conferences continues to provide another opportunity to introduce NLM products and services to public health workers. Indeed, exhibiting at the Utah Association of Public Health in Salt Lake City in May 2004 provided a public health contact that then led to four distinct public health classes in Utah. Each state liaison will either exhibit at their state’s public health annual conference or will provide an NLM demonstration at the conference or both. Liaisons will be encouraged to include Network members in exhibiting and presenting at public health conferences.

One important source of information for public health workers is their state public health department’s web site. Currently, the state public health departments of Utah, Wyoming and Colorado have links from their web sites to NLM products. Some of these links are fairly well buried, however. In Year 05, the state public health department web sites will be monitored and suggestions for more visible linkages and additional linkages to NLM products, such as to SIS’s WISER, will be offered to the state public health web developer. These linkages will serve as a “talking point” in any class, demonstration or exhibit offered to public health workers so that they become familiar with the availability of this information from their own web sites.

Evaluation

Success of public health classes will be measured by incorporating an evaluation post test, to be developed in Year 04, in conjunction with the Assessment and Evaluation Liaison and the Education Liaison. In Year 05, an indication of seventy-five percent of public health workers demonstrating increased knowledge of NLM resources and services on the post test following the class will indicate successful transmission of class information. If, during the class, a class participant suggests a new web “link” for a useful

public health resource that can be presented to the developers of the Partners in Information Access for the Public Health Workforce web site, this will indicate further success of the class. It will be proof that public health workers understand our (NN/LM, NLM) interest in the tools they use and that we want them to think of us and make suggestions to us when they discover unique web sites that can benefit all public health workers.

Similarly, a simple evaluation card will be developed in Year 04 and used in Year 05 to evaluate the benefit of an exhibit booth visit to participants at a public health conference. If seventy-five percent of the returned evaluation cards indicate that a booth visit or attendance at a conference presentation provides useful information to the public health workers, then this will be stronger evidence of the benefit of a NN/LM presence at state public health association meetings. It is intended that exhibiting and/or conference presentations will occur during six state public health association conferences in Year 05.

In Year 05, an indicator of a successful interaction between liaisons and web developers of state health departments is if suggested links are successfully incorporated into the state's public health web site at the recommended level. It is intended that three state liaisons will suggest at least two additional health resources to be added to their state public health department's web page.

Online Public Health Library (OPHL) Project

Rationale

The Online Public Health Library (OPHL) project continues to be a program undertaken by the Spencer S. Eccles Health Sciences Library, the Utah State Library Division and the Utah Department of Health (UDOH). The initial impetus for the project came when the UDOH began seeking a way to provide control and better access to the electronic documents that are generated by various departments within Utah's state health department. The OPHL working group created a process where links to these electronic documents reside in the Eccles Library online catalog and a search engine was created and placed on the UDOH web site. This particular search engine searches only those public health documents that have been identified by the OPHL process. Any public health worker, health professional, student, member of the state legislature, the media or the general public looking for information on a particular public health topic can search the Eccles Library or the UDOH web sites and find these links to the full-text of the documents. Currently, there are 232 public health documents linked from the Eccles Library online catalog. In Year 04, the OPHL process was promoted to the UDOH's PRIMO (Public Relations, Information, Marketing and Outreach) group, the individuals responsible for creating electronic public health documents within the state health department. The presentation was geared to highlight the benefits of providing better access to these documents and to emphasize the importance of properly reporting the creation of these electronic documents so that they could be identified. As a first step in gaining awareness for the OPHL process outside of Utah, the Spencer S. Eccles Technical Services Librarian and Molly Youngkin, Public Health and Utah Liaison, created a poster on the OPHL process. This poster can be used by any liaison to explain

the OPHL process to interested parties in their state. During the September 2004 NN/LM MCR Advisory Board meeting, there was an informal discussion about moving the OPHL process to Wyoming. In Year 04, the NN/LM MCR will be discussing what is currently in place in Wyoming and what type of OPHL program can be established through the University of Wyoming Libraries in Laramie. There has also been interest in creating a similar project in Missouri.

Methodology

In Utah, the OPHL group will continue to meet regularly either through face-to-face meetings or through email to discuss any enhancements to the process. One possible discussion point will be the importance of the DSpace initiative of the Utah State Library Division to control public health and other governmental documents. The OPHL group will discuss these advancements with our contact at the Utah State Library. A further step will be to create a promotional tool, in easy-to-read language, which can be marketed to public health workers and can be used to highlight the OPHL project and its advantages. Currently, the promotional tool is envisioned as a short brochure listing the state's requirement of reporting new electronic documents and how this has resulted in a search engine to help them access electronic public health documents more easily.

The Public Health Liaison and the Wyoming Liaison will continue to determine what facets of the project currently exist in Wyoming. In Missouri, the Public Health Liaison will initially discuss the project with the Missouri Liaison and provide her with materials that she can use to discuss the project with the Director of the University of Missouri-Columbia Health Sciences Library. The Missouri Liaison, with assistance from the Director, will identify and form a working group of individuals that have the expertise to initiate such a project in the state. Initial discussions will focus on the existence of processes in place currently to control access to public health documents in Missouri and identification of issues, people and resources that are available for such a project. It is envisioned that the working group will be formed fairly early in Year 05, so that regular meetings can be set up to begin the discussion of these issues.

Evaluation

The creation of a document or brochure for promotional purposes of the OPHL project will be an indication of one more success of the Utah OPHL project. Documentation of the OPHL process will be organized and distributed to the NN/LM MCR liaisons. Implementation of the OPHL project will continue in Wyoming and will begin in Missouri. This will initially involve the formation of one working group per state to discuss issues such as key players, key institutions, processes currently in place and desired outcomes of the process.

Partnering with Other Public Health Groups

Rationale

NN/LM and MLA Ms. Youngkin has membership in MLA's Public Health/Health Administration (PH/HA) Section. It is believed that several of the following activities can more widely benefit our membership or those in public health by incorporating the input and expertise of the members of this MLA section. Forming stronger ties with this library community will help advance collaborative public health projects and will help the NN/LM more quickly identify possible future public health endeavors.

One very active subgroup within the PH/HA Section is the Client Relations Committee that awards the Win Sewell stipend. This award provides funds for librarians to attend the annual American Public Health Association (APHA) conference. Applicants are asked to describe their current and future interactions and projects with public health workers.

State Public Health Libraries The NN/LM MCR liaisons have often heard public health workers express an interest in having access to the full-text of public health and the health sciences literature. Public health workers view the costs of access as fairly prohibitive given the state of their budgets. Certainly with services such as PubMed Central and other scholarly initiatives to open access, this will help to provide desired free access to information resources for those in public health. The NN/LM MCR proposes an alternative to public health workers seeking this needed information. If a public health library is established at the state public health department level, it could serve the information needs of all public health workers in the state.

MEDLINE Hedges A recent request made to Ms. Youngkin from the Utah Department of Health is to formulate "hedges" or PubMed literature searches of common public health topics. Sharon Talboys, Bioterrorism Training and Education Project Director UDOH, works in an advisory capacity with the NN/LM MCR. She also coordinates the Utah Department of Health's Education Advisory Board, of which Ms. Youngkin is a member. The Utah Department of Health is establishing a new "learning management system" which will serve to organize all training opportunities from all UDOH departments. In order to be more proactive, Ms. Talboys suggested that the NN/LM MCR investigate creating literature searches of common public health issues that correspond to and link from the training opportunities that will be taking place. These literature searches would be similar to the pre-formulated searches found in the Healthy People 2010 Information Access Project. A general literature search or "hedge" on a basic public health issue will have benefits for any public health worker.

Public Health MeSH In this contract, the NN/LM MCR working with the Online Public Health Library (OPHL) work group, established a process for identifying public health concepts that could be added as new public health MeSH. The terms that were identified through the OPHL MeSH project were later incorporated into MeSH and are now searchable terms in PubMed. In Year 05, the NN/LM MCR will share this process with the members of MLA's Public Health/Health Administration Section to determine interest in repeating the steps to formulate new public health MeSH.

Methodology

NN/LM and MLA The chair of the MLA PH/HA Client Relations Committee will be informed of the NN/LM MCR interest in the activities of the Win Sewell applicants. In Year 04, Ms. Youngkin was a member of this committee and reviewed award applications. The Public Health Liaison will discuss the continuation of this relationship with the chair and determine the parameters for reading applicant submissions to identify unique project ideas. Win Sewell applicants originating from MCR states will be contacted by the Public Health Liaison and given information on the NN/LM MCR. More importantly, the applicants will be interviewed about their public health activities to determine if collaboration between the applicant and/or the applicant's library, and the NN/LM MCR is feasible. The resulting paper written from the experiences of the Win Sewell applicants after the APHA conference will be shared with all NN/LM MCR state liaisons.

State Public Health Libraries In Year 05, the Public Health Liaison and the Colorado Liaison will collaborate on a draft of a brochure discussing the advantages, costs, issues and processes for creating a public health library. This draft will be used as a template and provided to MLA's PH/HA Section as well as the NN/LM MCR Advisory Board for further comment and review. The brochure will be designed as a "discussion point" that public health workers can use with their administrations. This document could also highlight and familiarize public health workers with the current status of open access initiatives. The document, once discussed, reviewed and approved, can then be promoted to public health workers either through personal contacts, classes or exhibits.

MEDLINE Hedges In Year 05, the Public Health Liaison will study the process in place and determine the feasibility of creating "hedges" of other public health topics. Since the question was originally posed by Sharon Talboys of the UDOH, the Public Health Liaison will study with Ms. Talboys three possible public health topics that would be of benefit for her project. The Public Health Liaison will also discuss with the UDOH's learning management system coordinator the process for linking the UDOH's new future training calendar to sets of pre-formulated searches. The Public Health Liaison will also take the information about how the Healthy People 2010 "hedges" are formed and query MLA's PH/HA Section to see if there is interest among its members in a project where other pre-formulated searches are formed. This information will also be shared with the NN/LM MCR Advisory Board for their input. This discussion will entail a decision about where these pre-formulated searches will reside, i.e. on what computer server, and who will maintain the literature search integrity. Possible placement of these "hedges" on the Partners in Information Access for the Public Health Workforce web site will be discussed. This information and the progress of any potential project here will be shared with appropriate groups at NLM.

Public Health MeSH The process arising from the OPHL MeSH project designed to formulate public health terms that more appropriately encompass the scope of public health will be documented and then shared with the MLA PH/HA Section to determine if

they are interested in continuing such a project to help public health workers better access the literature. This information and any progress on this project will be shared with NLM.

Evaluation

The interactions between NN/LM MCR liaisons and Win Sewell stipend awardees will be documented in the liaisons' monthly reports.

The Public Health Liaison and the Consumer Health Liaison will create one draft document explaining the advantages of establishing a public health library in a state public health department.

The process for creating new public health MeSH terms and the concept of creating new public health "hedges" or pre-formulated literature searches will be discussed during one executive meeting of the MLA PH/HA Section. If approved by the executive committee as topics for discussion, the concepts will be discussed at one full membership meeting of the MLA PH/HA Section.

Communication

Rationale

As with any type of health or information professional, public health workers have a variety of communication methods they use to keep informed of advancements in their field. The NN/LM MCR can positively impact the knowledge seeking behavior of those in public health by using already established public health communication frameworks and delivering information in a format that is familiar and useful to them. Providing public health information for those in our Network who may serve public health officials is also an important responsibility of the NN/LM MCR and helps to enhance communication on all levels.

The public health associations of Utah, Kansas, Nebraska and Wyoming all use listservs to communicate with their membership. In Year 04, the Public Health Liaison will regularly send a compilation of NLM/NN/LM informational items to the Utah Public Health Association listserv and to the state liaisons who already have access to their public health association listserv. In Missouri, there is not a state public health department listserv or a listserv of the Missouri Public Health Association. They disseminate information through their web sites and through the state public health association newsletter. There are, however, listservs for smaller groups such as the Missouri Public Health Nurses. The Colorado Department of Public Health and Environment does not have a listserv but does use fax broadcasts to send information to local health agencies. There is also an internal email broadcast system that disseminates information to 1,200 staff members of this department. These Colorado communication systems are highly monitored, however, and it will be necessary to have several discussions about the benefits of health news briefs before such information is allowed into this pipeline.

Methodology

In Year 05, the Public Health Liaison will continue to regularly send a compilation of NLM/NN/LM informational items to the Utah Public Health Association listserv and to the state liaisons to disseminate to similar listservs or other public health groups within their own states. The Colorado Liaison has a list of public health workers she has interacted with and will provide information to them on a regular basis.

In Year 05, the Public Health Liaison, with input from the Advisory Board and the state liaisons, will also continue to update the NN/LM MCR public health web page with information of importance to public health workers and librarians interested in public health issues. Enhancements to the public health web page may include a section for Network members devoted to explaining the language of public health, public health trends and highlighting the important “players” in the field of public health. The public health web page may also include links to city or county health data from agencies that have ties to public health. This information is often difficult to find for public health workers.

As the state liaisons continue to have useful interactions with public health workers, they will submit the contact information to the ACT database of contact names and information. The resulting contact information can be used as the basis for future collaborative projects. The state liaisons will check once a year to make sure the contact information in the database is accurate.

Beyond these activities that serve to provide information to public health workers and the information professionals who support them, the NN/LM MCR will explore two methods to “acquire” public health information. One method will be to monitor state public health department or state public health association newsletters. These newsletters may provide public health information that will be useful for the NN/LM MCR in program planning. In Year 05, ideas generated from scanning the newsletters will be shared with the state liaisons, the Advisory Board and NLM.

Another method to “acquire” public health information that will contribute to program planning is participation in the Utah Department of Health’s Education and Training Advisory Workgroup. This workgroup, created by the UDOH Training and Education Center involves many Utah individuals interested in public health education, training and distance learning. In Year 05, the Public Health Liaison will continue to attend meetings, share information about NLM resources and garner information that may prove useful in public health program planning for our region.

Evaluation

Feedback from the public health workers that have benefited from messages sent out over the public health listservs will be noted in the monthly liaison reports. Special note will be made of any requests, activities or collaborations generated by these messages. Similarly, comments received about the NN/LM MCR public health web page, either from public health workers or Network members, will be noted and reported. The public

health web page's content will be reviewed once in Year 05 by the Advisory Board and state liaisons. Each liaison will be asked to submit two significant contact names to the ACT database in Year 05. One new public health project or training opportunity arising from monitoring the newsletters or from the workgroup participation will be an indication of success for these activities.

Public Health Graduate Programs

Rationale

One way to positively impact the information seeking behavior of those in public health is to incorporate knowledge skills into curriculums of public health graduate programs. Public health informatics or medical informatics is becoming more widely recognized as important components of public health training. Several lectures during the 2004 APHA annual conference had public health informatics as a theme. *Public Health Knowledge: Acquisition, Management and Generation*, a class taught at the annual conference, provided a framework for using health information resources and information search strategies and demonstrated possible topic areas that could be incorporated into a public health informatics class or program. The information provided within these materials, along with an understanding of public health guidelines, such as the Council on Linkages Between Academia and Public Health Practice core list of public health competencies and the list of Ten Essential Public Health Services, assist health sciences librarians to strengthen the knowledge skills of their public health clients.

Methodology

The NN/LM MCR has opened dialog with two programs of public health in our region. The Kansas Liaison is currently working with the head of the Masters in Public Health program and the head of the Department of Preventive Medicine and Public Health from Kansas University Medical Center in Kansas City, Kansas, to plan a two credit hour course on topics related to public health informatics. This course, taught over several public health class lecture periods, would be implemented in the fall of 2005. The Utah Liaison has been invited by the director of the University of Utah public health program to give periodic presentations on library and health information services to the public health graduates in that program. The Utah Liaison plans on working with the Spencer S. Eccles Health Sciences Library Education Librarian as well as the Eccles Health Sciences Library Outreach Librarian to organize these presentations and to monitor their progress. The Utah Department of Health's Education and Advisory Workgroup also has an interest in the content of public health education in Utah. The Public Health Liaison, a member of this workgroup, will share ideas and information from this committee with the creators of the public health program in Utah. Information and project progress will be shared with all state liaisons, the advisory board and NLM.

Evaluation

Presenting two classes or demonstrations on library services or health information services to public health graduates in each of the programs in Utah and Kansas will be an indication of the success of this activity.

Community Outreach

The MidContinental Region (MCR) has a three-year history of focusing on providing access to health information for underserved and vulnerable populations. Over the three years, they have realized that developing relationships with community groups, including those that involve health care providers and/or members of the general public, is the most effective and efficient means of reaching these groups of people. In Year 04, the title of the Inner City and Minority Services Outreach Liaison was changed to Community Outreach Liaison to reflect the MCR's awareness of the importance of community; however, the focus of the projects is still toward vulnerable populations that face health disparities due to race or ethnicity and the living conditions of inner city environments.

National Association of Community Health Centers (NACHC)

Rationale

In Year 04, the MCR determined that providing training to the National Association of Community Health Centers (NACHC) clinics was an excellent way to provide outreach to health care providers who serve vulnerable populations. The NACHC mission includes the provision of high quality health care that is culturally and linguistically competent for underserved populations (<http://www.nachc.org/about/mission.asp>). Several activities were planned for Year 04, many of which have been carried out.

Liaisons exhibited at the meetings of the NACHC, the Association for Utah Community Health and the Wyoming Primary Care Association. In addition, Ms. Weldon attended the 7th National Community Health Workers Conference where she met with the *promotores* in Denver. All of these conferences resulted in increased visibility for the NLM and the NN/LM, and allowed MCR liaisons to begin networking with the staff at the NACHC clinics.

Letters of introduction and brochures about the MCR will be sent in the early winter of 2005 to NACHC clinics in the geographic boundaries of the MCR. Liaisons will provide training at one clinic in each state in the MCR during the spring of 2005. Follow up at the clinics that received training in Year 04 will provide feedback on the value of the training. The Community Outreach Liaison will provide liaisons with a report on the work done in Year 04.

Methodology

An additional clinic will be chosen in each state to receive basic training in NLM resources, with changes made to Year 04 training based on evaluation of classes and feedback provided through the follow up contact.

Evaluation

The training provided at the NACHC clinics will include pre-and post-tests that will determine if the participants are increasing their knowledge of health information resources relevant to their work. A three month follow up will take place at each of the six clinics that received training to learn if the staff is making use of the resources presented to them at the initial training session. Each liaison will determine whether the follow up will be face-to-face, by telephone or by email; contact type will be determined by location of the clinic and clinic staff availability. A question set will be developed to ensure that all liaisons collect the same kind of information regardless of follow-up method.

Minority Health Conferences and Presentations

Rationale

The Symposium on Community Based Health Information Outreach held at NLM in December 2004 allowed community based organizations (CBO) working with vulnerable populations to provide feedback to the NN/LM about how to best reach out to underserved communities. Two points were made that support the work the MCR plans to do in Year 05. First, face-to-face contact is still vital to building trusting relationships. And second, the NN/LM needs to find ways to identify who is working on health information issues in the communities that they serve. Exhibiting and presenting at state and local minority health conferences and workshops across the region is one way to provide direct contact with constituents and to also determine who is working in the area of health outreach within our states.

In Year 04, liaisons promoted NLM resources at the conferences listed below. The MCR has made great inroads with CBOs in the region: two of the conferences conflicted with liaisons ability to exhibit, and the organizers requested that NLM materials be provided so that NLM and NN/LM resources were still available. These conferences focused on minority populations, their health care providers or public librarians who serve minority patrons.

ORGANIZATION	DATE	EXHIBIT	PRESENT	POPULATION
Wyoming Primary Care Association, Sheridan, WY	May 5-7, 2004	X		Health Care Providers
Maio Cinco Argentine Public Library Kansas City, KS	May 5, 2004	X		Public Librarians
Sisters Together	May 15, 2004	X		Minority

Omaha, NE				Populations
Missouri Institute on Minority Aging Conference Jefferson City, MO	May 2005	Provided materials		Health Care Providers
Binational Health Week Kansas City, MO & KS	October 10-17, 2004	X		Minority Populations
Early Health Start Omaha, NE	July 2004	Provided materials		Minority Populations
Nebraska Association of Translators & Interpreters Grand Island, NE	August 12-14, 2004		X	Health Care Providers
CARE Fair Salt Lake City, UT	August 6-7, 2004	X		Minority Populations
Wyoming Health Council's Data Sharing: Building Partnerships and Relationships Riverton, WY	August 18, 2004	X		Health Care Providers
Society for the Advancement of Chicanos and Native Americans in Science Austin, TX	October 21-22, 2004	X		Teachers, Students in Medical Field
American Indian Symposium Kansas City, MO	November 16-17, 2004	X		General Public
National Center for Farmworker Health Denver, CO	November 18, 2004	X	X	Health Care Providers

The liaisons found that their presence at these conferences and workshops led to other exciting ventures.

- Working on the Binational Health Week conference in the planning stages allowed Ms. Ashwell and Barbara Jones, Network Membership and Missouri Liaison, to meet many of the staff of the CBOs who work with the Latino population in Kansas and Missouri. The NN/LM is now considered an important member participant for 2005. Ms. Ashwell and Ms. Jones also had a chance to meet Captain Edward Galan, Regional Minority Health Consultant of the Office of Minority Health Region VI office.
- Siobhan Champ-Blackwell, Community Outreach Liaison, exhibited at the Nebraska Minority Health Conference, where she also met Capt. Galan. As a result of these meetings the MCR has been asked to exhibit at the first annual Regional Office of Minority Health Conference, tentatively set for late August in Kansas City.
- After attending the “Data Sharing” conference held in Wyoming, Mary Henning, Wyoming Liaison, said, “This conference is now on my must-attend

list. Next year, I have been invited attend the Wyoming Minority Health Committee meeting that follows the conference and I will plan to do so.”

Methodology

Each state liaison will continue to work with the groups with which she is currently engaged and will expand her outreach. Again, the community outreach symposium stressed the need for time and commitment as necessary elements in working with community based groups. Each liaison will exhibit for at least one minority health conference in her state and will submit a presentation if there is a call for papers. Liaisons will present at three of the conferences.

The following table lists the tentative schedule of conferences for Year 05

ORGANIZATION	DATE	PRESENTATION	EXHIBIT
Missouri Institute on Minority Aging Conference ~location TBD	May 2005	X	X
Health Ministries Association Omaha, NE	June 2005	X	X
Refugee/Migrant/ESOL Wichita, KS	June 2005		X
Nebraska Association of Translators & Interpreters (Regional Meeting); Omaha	Summer 2005	X	X
Wyoming Health Council Conference and Minority Health Committee Meeting ~location TBD	August 2005	X	X
Bluff Navajo Fair and Rodeo, Bluff, UT	September 2005		X
Society for the Advancement of Chicanos and Native Americans in Science, Denver, CO	September 29- October 2, 2005	Submitted in January	Suggested as National Exhibit
Nebraska Minority Health Conference ~ location TBD	October 26-27, 2005	X	X
Binational Health Week in Kansas & Missouri	October 2005		X
American Indian Symposium, ~location TBD	November 2005	X	
Wyoming Primary Care Association ~location TBD	April 2006		X

Evaluation

Liaisons will file conference reports as part of their monthly reports. They will include anecdotal stories about the people they meet and the future networking and training that resulted from this exhibit. This will allow the liaisons to evaluate the meeting importance and to determine if this conference is one that should remain on the regional exhibit schedule. Liaisons will include an evaluation component with their presentation and share the results of the evaluation with the Community Outreach Liaison, so she can see a larger picture of the training that is going on in the MCR.

Coalition of Hispanic Women Against Cancer

Rationale

The Coalition of Hispanic Women Against Cancer is a Kansas City-based group of organizations that have joined together to focus on providing breast and cervical cancer information in English and Spanish to local communities. The coalition works closely with other groups such as Minority Cancer Awareness Coalition; American Indian Heartland Cancer Network; African American Women's Breast Cancer Support Group; The Front Porch Alliance Free Health Clinic; Missouri Comprehensive Cancer Control Coalitions; Kansas City Cancer Control Coalition.

The MCR is a member of the coalition. Ms. Ashwell introduced the group to MedlinePlus and the Spanish interactive tutorials and Hispanic resources, including MCR's Latino American health information resources brochure.

Methodology

The Kansas Liaison will continue to work with the coalition providing cancer health information. The liaison will be involved in all outreach activities such as health fairs and exhibits. The Kansas Liaison will continue to attend the monthly meetings of the Education and Outreach Committee of the coalition and update them on RML activities. The Kansas Liaison plans to contact the director of each of the other groups named above to inform them of MCR's resources and services.

Evaluation

The coalition activities will include their own evaluation, such as numbers attending health fairs or other events. The Kansas Liaison will gather the evaluation results from the coalition and include those items in the report submitted. She will also document when members recommend using NLM resources in their newsletters and minutes, and when coalition members distribute promotional materials to their affiliated organizations. This will be evidence that coalition members realize the importance of health information resources from NLM and NN/LM.

Regional Minority Health Offices

Rationale

The Cultural Competence Training session provided by the Georgetown University National Center for Cultural Competence promoted the concept of cultural brokers. One of the definitions they provide for cultural brokers is “a go-between, one who advocates on behalf of another individual or group.”

(http://gucchd.georgetown.edu/nccc/documents/Cultural_Broker_Guide_English.pdf)

The MCR feels it is important to find cultural brokers within the region to advocate for and promote the National Library of Medicine and the NN/LM.

As mentioned above, a relationship has developed between several MCR liaisons and Capt. Galan of the Office of Minority Health Region VI, which covers the states of Nebraska, Kansas, Iowa and Missouri. Capt. Galan travels the four states of his region, and is in communication with policy makers as well as community activists in those states. He is able to spread the word of the resources of the NLM and the MCR to a broad range of constituents. In addition, the MCR is able to support the work that Capt. Galan does. For example, he recently emailed Ms. Champ-Blackwell regarding translators in Kansas City who were looking for health information. She was able to send him resources, including the Minority Health pages on the MCR web site, and suggest he have the translators contact Ms. Ashwell and Ms. Jones for ongoing assistance.

Methodology

The Community Outreach Liaison will continue to build and strengthen the relationship with Captain Galan and the Office of Minority Health Region VI office through ongoing contact. The Community Outreach Liaison will make contact with the Region VIII office, located in Denver, Colorado, which covers the states of Colorado, Wyoming, Utah, Montana and South Dakota, with the idea of having Region VIII Regional Minority Health Consultant begin to act in the role of cultural broker.

Evaluation

The Community Outreach Liaison will keep anecdotal notes in monthly reports, demonstrating the kind of work done with Region VI and Region VIII offices. By the end of Year 05, the Region VI office will look upon the MCR as an equal partner and will involve them in ongoing events and initiate contact with the MCR to share and seek information. At the end of Year 05, the liaison will be able to evaluate the partnering efforts and will contact both offices to ask for feedback on how effective they feel the partnership was.

Computer Technology Center Network (CTCnet)

Rationale

The underserved populations who face health disparities are often the same people who face digital divide issues; they lack access to computers and the Internet, except through public libraries and community based organizations that work to bridge the divide. CTCnet is a national organization committed to equality in technology. They have over 1,000 member organizations whose primary goal is to bridge the digital divide. In their mission statement, they comment:

“CTCNet brings together agencies and programs that provide opportunities whereby people of all ages who typically lack access to computers and related technologies can learn to use these technologies in an environment that encourages exploration and discovery and, through this experience, develop personal skills and self-confidence” (available at: <http://www.ctcnet.org/about/index.htm>).

During the last several years, the MCR has exhibited at and presented to CTCnet organizations to take advantage of the infrastructure this group provides. We have been at the Ohio Computer Community Network Conference, the CTCnet National Conference, and the NTAC center in East St. Louis, which serves CBOs in Illinois and Missouri. From our experiences with these groups, we have found that CTCnet members are seeking improved access to health information and would be interested in tools to help them assist their clients in this topic. During Year 04, Whitney Davison-Turley, Technology Liaison, has been working with Ms. Champ-Blackwell to build targeted online instruction modules that CTCnet members can use to teach how to search and evaluate online health information and how to use NLM online resources, especially MedlinePlus, as they teach members how to use computers and access the Internet.

Methodology

In Year 05, the Community Outreach Liaison will travel to national and regional conferences to promote the online instruction modules. She will submit papers to the Mountain Plains Library Association/Wyoming Library Association conference, the MCMLA chapter meeting and the CTCnet national conference (in conjunction with the staff of the GMR) in Cleveland, Ohio. Ms. Champ-Blackwell and Ms. Davison-Turley have submitted abstracts for poster presentations at ALA and MLA 2005 conferences and are awaiting approval. In addition, the Community Outreach Liaison will promote the tutorials on the Bringing Health Information to the Community Blog and the Digital Divide Listserv.

Evaluation

Classes given at conferences will include an evaluation that will ask if participants plan to use the web site to teach a class at their computer lab. The goal is that 50% of the participants will indicate that they plan to do so.

Reflect Cultural Competency Principles

Rationale

Prior to the NN/LM staff meeting during MLA '04, the NNO office held a cultural competency training for all staff to attend. The MCR attended this session in full force. Many of the items talked about dealt with issues at a policy level, reminding us that we ourselves need to reflect cultural competency principles in our own offices.

Methodology

The Associate Director and the Community Outreach Liaison will meet to implement changes that reflect cultural competency. They will review policies and wording on documents and make changes as needed.

Evaluation

Upon review by the Special Populations Outreach Coordinators (SPOC), MCRML publications and policies will accurately reflect the cultural and linguistic makeup of the region.

Bringing Health Information to the Community BLOG (BHIC)

Rationale

As Ms. Champ-Blackwell traveled the region, she wanted to find ways to stay in touch with community gatekeepers she met. First she set up an informal email distribution list. She discovered that the emails she was sending to people were being forwarded on to people they knew. She learned that CBOs really did need to hear about the latest health information, about grants and about web sites that were developed to provide specific kinds of health information. The blog serves as a way to collate and organize information that is of value to CBOs and to communicate with readers about the latest in health information news. At the end of 2004, there were 58 subscribers to the blog, 107 members of a distribution email list that receive a daily digest and 13 subscribers through Bloglines.

Method

The Community Outreach Liaison will continue to subscribe to electronic discussion lists that provide her with the information that is helpful to community groups. These include lists such as REFORMANET, the Black Young Professionals' Public Health Network, Inc., and the Digital Divide Listserv. The BHIC blog will be promoted by all MCR liaisons at conferences and other events throughout the region.

Evaluation

Three times a year a post will be made to the blog asking how subscribers use the information. This data will be compiled in that month's report. Over the course of the year, 25% of the subscribers to the blog will respond with specific statements on how the information is used. Also, as anecdotal information is received by the Community Outreach Liaison, she will report it in the monthly report.

Native American Outreach

Tribal Connections Four Corners (TC4C)

Rationale

The MidContinental Region (MCR) has been involved in the TC4C project since its inception. Two of the four states are located within the geographic boundaries of the MCR and the resource libraries within those states are also members of TC4C. The MCR staff in the four corners states and Ms. Champ-Blackwell are members of TC4C committees.

Ms. Weldon is an active member of the Go Local work group, coordinating efforts to provide a Go Local Four Corners link on MedlinePlus. She is an excellent resource to the group due to her work in the MCR as the lead liaison on the MCR Go Local projects. The goal is to have the Go Local link ready when Go Local is publicly available in April 2005. She is also a member of the needs assessment work group. Currently, they are interviewing staff at Four Corners hospitals and clinics to determine the health information needs of the Four Corners health professionals.

In addition, Claire Hamasu, Associate Director, and Ms. Champ-Blackwell are members of the Effective Practices Committee. They determined that the National Services Resource Center, part of the Corporation for National and Community Service that also funds Americorps, Seniorcorps, and Learn and Serve America, had an existing online Effective Practices database that would serve as a home to the TC4C lessons learned compilation that came out of the 2003 working meeting in Arizona. The committee developed criteria of what should be included in the entry and entered the overview (<http://www.nationalserviceresources.org/epicenter/submit/faq.php>).

Methodology

The TC4C group is pursuing a Translational Informatics Grant in order to support ongoing work of the project in Year 05. With that funding, the group will implement the recommendations of the ongoing needs assessment. It is expected that training needs will be identified and the MCR liaisons will be involved in providing that training. In addition, the Go Local team will begin to promote MedlinePlus and the Four Corners Go

Local links to the American Indian population in the Four Corners region. Maintenance and growth of the data will also be a responsibility of the Go Local group.

Evaluation

Built into the project funding is an outside evaluator for each of the major objectives of TC4C. The evaluation plans are being developed and MCRML will contribute to the evaluation of the TC4C project.

State Outreach

Nebraska

Rationale

Creighton University has a history of providing outreach to the Winnebago and Omaha Tribes of Nebraska. Ms. Magee and Ms. Champ-Blackwell made a site visit with the Creighton University Allied Health Liaison to the Four Hills of Life Wellness Center in Macy, Nebraska and attended the Grand Opening of the Winnebago Tribal College Library in September 2004. Ms. Champ-Blackwell is in email contact with two of the tribal college librarians at Winnebago, and both are members of the BHIC blog and Nebraska information distribution email list. The clinicians at the Carl T. Curtis Health Center that serves the Omaha Tribe in Macy are also members of both lists.

In Year 04, Ms. Champ-Blackwell was asked to join a team with an occupational and physical therapist from Creighton to develop an eHealth program for the Omaha Tribe. The team went to Thomas Jefferson University where they received a week of training in eHealth theory, including web site development and health literacy issues. The team has focused on setting up a bare structure for the web site, with the goal that the members of the community will add to and change the web site to reflect the needs of their community. In the spring, the team will work with high school teachers to identify students who can work with community health liaisons to develop the web site. The Community Outreach Liaison will provide training to the students in use of FrontPage.

The Four Hills of Life Wellness Center is the health education arm of the Omaha Tribe. It is centrally located in Macy, Nebraska. The center is currently expanding and plans to include a small computer lab in their new space. This new lab will improve access to online health information for tribal members, who often do not have computers or Internet connectivity in their homes.

Methodology

In Year 05, it is hoped that the ownership of the eHealth web site will be taken on fully by the members of the tribe who are involved in health care and education programs. Ongoing support by the Community Outreach Liaison will be in the form of providing additional training to high school students as needed and adding relevant health related web sites to the health topics pages. In addition, the tribe is planning on training

Community Health Advocates (CHAs) and the Community Outreach Liaison will provide training on NLM resources for the CHAs. The CHAs will present the eHealth web site at powwows and other tribal events, as well as be available at the center lab for additional support to the community.

Evaluation

Dr. Brian Jimenez, eHealth team member, is working on creating an online survey that will be part of the eHealth web site. The eHealth team will be able to use this survey to determine possible health information training needs of the tribal members who are developing the web site. The CHAs will also have an evaluation component to the training they provide.

Wyoming

Rationale

The Eastern Shoshone and Northern Arapaho Tribes live on the Wind River Indian Reservation in Wyoming. Ms. Henning has spent the last two years meeting tribal leaders and health personnel from Wind River. In Year 04, Ms. Henning attended the annual Big Wind Powwow in Crowheart, Wyoming on the Wind River Indian Reservation. Ms. Henning and Ms. Champ-Blackwell attended a tribal relations workshop in Cheyenne. The second day of the workshop was presented by leaders from both tribes. Ms. Henning was able to speak to leaders during breaks, as she already was a familiar face to them. This was the second time Ms. Henning has attended this workshop and her attendance has increased her visibility to the tribe. She made site visits to the Wind River Tribal College Library and provided tribal librarian Helen Knudsen with training in MedlinePlus and MEDLINE, as well with promotional materials.

Methodology

The Wyoming Liaison plans to attend powwows throughout out Year 05. Although exhibiting is not appropriate at these powwows, Ms. Henning sees this as a way to become more intimately involved in the Wind River community and as a way to build social relationships.

She also plans to make four site visits during year 05:

- Wind River Tribal College Library
- Wind River Tribal College Nursing Department
- Shoshone Community Center's Community Library
- Wind River High School Library

The result of the site visits will be training sessions on MedlinePlus, MEDLINE, and other relevant NLM resources.

Evaluation

The Wyoming Liaison is expanding her network with the tribes of the Wind River Indian Reservation. One measure of success in her outreach efforts would be an invitation to return to the reservation with the expectation that she will be able to offer more classes in MedlinePlus and PubMed.

Kansas

Rationale

Haskell Health Center in Lawrence, Kansas is a clinic located on the campus of the Haskell Indian Nations University. Ms. Ashwell initiated contact with Randy Barnowski, head of the clinic, which resulted in a training session for all the clinical staff on NLM resources. Since that training took place, she has received ongoing contact from clinicians with requests for assistance in searches. Ms. Ashwell plans to talk with Gale Dutcher of NLM's SIS branch to learn what outreach has been done at Haskell Indian Nations University, to see how she can collaborate with SIS on their project.

Mr. Barnowski was awarded a grant to research smoking issues among Native Americans and has called on Ms. Ashwell to help with the research. The University of Kansas' Preventative Medicine Department and Archie Dykes Library have joined together to develop a "Stop Smoking" campaign with Haskell Health Center. Ms. Ashwell sat in on the initial meeting to discuss this program.

In November 2004, Hope Krebill, Partnership Program Coordinator for the Cancer Information Service, suggested that Ms. Ashwell exhibit at the American Indian Council of Kansas, Missouri and Iowa. Ms. Krebill is involved in partnerships with Latinos and American Indians in the state. Ms. Ashwell handed out 200 MCR Native American Consumer Health on the Internet brochures, along with other NLM material.

Methodology

The Kansas Liaison will become an integral member of the "Stop Smoking" team. She will provide health information resources developed by NLM and the MCR to the team and will exhibit and present at health fairs and events along with the team members. She will also develop collaborative efforts with SIS and be considered an on-site support person for the SIS project. The Kansas Liaison plans to exhibit again at the 2005 American Indian Council conference.

Evaluation

The Kansas Liaison will work with any evaluation method that SIS has developed for their project at Haskell. She will keep tally of numbers of people she reaches at exhibits, conferences and health fairs through the No Smoking Campaign and the American Indian Council conference, and submit those numbers in monthly reports.

Consumer Health Information Outreach

Rationale

In Year 04 of the contract much progress was made in consumer health information outreach. All of the state liaisons exhibited and presented at state and regional meetings. They also met regularly with public librarians within their respective states, making full use of the distributed model.

Ms. Weldon worked with MLA to establish the ground work for a journal club for continuing education credit. She continued work on the Consumer Health Resource Directory (<http://nmlm.gov/mcr/chid>), which is a compilation of postings from the CAPHIS listserv. The directory was streamlined for better searching and many more postings were added, resulting in a more robust directory.

Ms. Jones worked on Go Local issues and was part of the committee that organized the press conference for its public release in December 2004. Wyoming Go Local will go live in Year 04 and this will serve to provide more consumer health information to the state. Also in Year 04, Colorado, Nebraska, Utah and Missouri are applying for funding available to Go Local projects.

RML staff continued to promote health sciences library/public library collaboration. Colorado continued with its Colorado Consumer Health Information Librarians (CCHILL) group encouraging relationships between public and medical librarians. Ms. Weldon was elected Secretary for the Colorado Association of Libraries. This position allowed her to make more contacts with a variety of libraries throughout the state, spreading the word about the free databases offered by the National Library of Medicine. At the annual Nebraska Library Association convention, Ms. Magee partnered with a public librarian to present applicable sources for that audience. Ms. Henning has had success with the Wyoming symposium comprised of public and medical librarians. The first Missouri consumer health symposium for public and health sciences librarians was held at the University of Missouri-Columbia with great success.

Ms. Ashwell worked to build relationships between public and medical librarians; in particular, working with the Kansas City Metropolitan Library and Information Network (KCMLIN). She achieved this by meeting with Susan Burton, executive director for KCMLIN, joining the organization and volunteering for the CE committee. In December, Ms. Ashwell presented a class on finding health information that brought together librarians from hospitals and public libraries.

The Health Round Table (HeaRT), a section of the Utah Library Association, regularly brings together public and medical librarians to ensure a creative flow of ideas. Currently a small group, HeaRT leadership has been actively pursuing new members among public librarians. The members are very aware of NLM services and products.

Articles have been successfully submitted and published in state newsletters in Nebraska and Kansas.

Several new web sites were created by Ms. Weldon in Year 04.

- “Public Librarians” (<http://nmlm.gov/mcr/resources/publib.html>) provides public librarians a designated site for continuing education materials, PowerPoints, collection development and many more resources.
- “Health Information for the Public” (<http://nmlm.gov/mcr/resources/consumer/>) was created for health professionals and the public alike.
- The Colorado Consumer Health Information Librarians site was revamped and a speaker’s bureau was added (<http://nmlm.gov/mcr/states/mtgs.html>).

The liaisons would like to build on their success in the final year of the contract. Year 05 will result in the following outcomes occurring:

- Medical and public librarians will collaborate in providing consumer health information.
- Medical and public librarians will know about and use the MCR consumer health web sites as resources.
- Public librarians whose institutions add Medline Plus to their web sites will be aware of health information opportunities and resources.
- Public librarians whose institutions become Affiliate members will be aware of health information opportunities and resources.
- Public libraries will become Affiliate members.
- Significant progress will be made in ensuring that services in the MidContinental Region will be available through Go Local.
- The public will be aware of and use NLM resources.

Methodology

Medical and public librarians will collaborate in providing consumer health information:

- For Year 05 of the contract each of the state liaisons will work to bring medical and public librarians together into partnerships. The Colorado Consumer Health Information Librarians (CCHILL) model used in Colorado will not be replicated in other states. Instead, each state liaison will attend at least 2 meetings a year where public and medical librarians are present. In some states these will be at the state librarian meetings in other states information will be provided at special meetings of public and medical librarians. The liaisons will use library listservs to announce these special meetings. In Kansas, the liaison will promote the KCHIL listserv that was set up to for public and health sciences librarians. Liaisons will work with their current public and medical librarian connections in the community to bring these meetings together where they will stress the importance of collaboration and partnership. The Colorado liaison will work to make the CCHILL group a stand alone body in Colorado by the end of Year 05.

- The NN/LM consumer health coordinators will adopt the CAPHIS Consumer Health Resource Directory and promote it in their regions. This directory is a searchable database of many of the ideas and resources that are shared on the CAPHIS listserv. The directory, once adopted by all of the regions, and then by consumer health librarians throughout the nation, will be a wonderful resource for collection development ideas.
- There will be a consumer health journal club in Year 05. This journal club will ensure that librarians seeking MLA consumer health certification have the opportunity to take classes towards that goal. The Consumer Health Liaison will evaluate other consumer health journal clubs and form a small committee made up of members of the consumer health working group to evaluate articles. This journal club will be held using distance technology to ensure that all have a chance to participate and earn their consumer health specialization.
- This coming year Wyoming will open its symposium to the region, which will serve to expand the symposium to reach more rural librarians from both public and health sciences libraries.
- In Nebraska, the state liaison has accepted a position on the Nebraska State Advisory Group, overseen by the Nebraska Library Commission. In addition, a project is being initiated to identify and implement three consumer health alliances in the state between public libraries and hospital libraries; in the Eastern, Central and Western parts of Nebraska. It is expected that these will be seeded by the Nebraska Library Commission.

Medical and public librarians will know about and use the MCR consumer health web sites as resources:

- When presenting, teaching and exhibiting, the liaisons will make a point of demonstrating the public librarian, health information for consumers and all of the specialty web sites that link from these pages to the librarians to whom they are reaching out. This will ensure that these librarians know there are resources to advance their service of the public.

Public libraries will become Affiliate members:

Public librarians whose institutions become Affiliate members will be aware of health information opportunities and resources:

Public librarians whose institutions add MedlinePlus to their web sites will be aware of health information opportunities and resources:

- The liaisons as a whole will contact approximately 60 public libraries about joining the Network. They will talk to public librarians through the following venues: meetings, presentations, exhibits, outreach visits and listserv communication. While meeting with public librarians, liaisons will

also suggest that MedlinePlus would be a good addition to their library web sites. State liaisons submit their NN/LM Affiliate contact names for addition to the MCMLA listserv. This submission ensures that public librarians whose institutions become Affiliate members will be aware of health information opportunities and resources shared on the MCR MCMLA list.

The public will be aware of and use NLM resources:

- Articles about NLM resources will continue to be submitted to state newsletters. The consumer health liaison will make available articles that state liaisons can send to the appropriate media outlets.
- Each state liaison will exhibit and attempt to get on the presentation schedule at state library meetings. The addition of MedlinePlus to library web sites will also be suggested to librarians at these conferences.
- State liaisons will use the modules developed by JoAnn Benedetti to give consumer health classes either an abbreviated class or a full class. This methodology is appropriate due to the fact that liaisons often only have one hour to present to public library staff.
- Utilizing Camtasia, the Education Liaison will produce a revised version of the "Search Strategies" CD initially created for nurses. This version will be directed toward public librarians. Content will include modules on:
 1. National Library of Medicine
 2. MedlinePlus
 3. PubMed
 4. Other Internet Resources
 5. SIS Consumer Health Resources
 6. MidContinental Region Web Site
 7. Evaluation

This CD will be distributed by state liaisons at their annual library conferences and the content will be added to the MCR education web site.

- Building on the contacts that have been made in each of the states in the MCR, the liaisons will reach out to public librarians and the public at large by exhibiting or presenting at the following conferences: Colorado Channel 9 Health Fairs, Colorado Technology in Education Conference (TIE), Wyoming Symposium, the Colorado Association of Libraries, Nebraska Library Association, Nebraska Library Association Colleges Universities Section Meeting, Kansas Public Library Association, the Utah Library Association, the Missouri Library Association and the Wyoming Library Association Annual Conference. The Kansas Liaison will also be part of the "Young Women's Health Initiative", involving health professionals, social workers, school nurses and public librarians. The Colorado Liaison will continue to work with Healthy People 2010 in

Denver to promote health information to community groups via public libraries.

Significant progress will be made in ensuring that services in the MidContinental Region will be available through Go Local:

- In Year 05, the liaisons will continue to work with NN/LM members within their states to answer questions about Go Local and promote collaboration to implement Go Local.
- The Missouri Liaison will help coordinate updating the Missouri Go Local data.

Evaluation

Medical and public librarians will collaborate in providing consumer health information:

- The Consumer Health Liaison will check quarterly with state liaisons to ensure that meetings are being held in their state where public and medical librarians are both present. Liaisons will work to be included on the agendas for at least 2 meetings of public and medical librarians a year.
- At the end of Year 05 it will be noted whether the responsibility for the CAPHIS database has been adopted by the other regional consumer health liaisons.
- By May of 2006 a journal club will be in place and active.

Medical and public librarians will know about and use the MCR consumer health web sites as resources:

- The Consumer Health Liaison will check quarterly with each of the state liaisons to ensure that they are promoting the consumer health web sites on the MCR pages. The Consumer Health Liaison will also check on the NN/LM intranet to determine if there is an increase in hits that consumer health web page receives per month. This will let us know if librarians and the public alike are using the consumer health web pages.

Public libraries will become Affiliate members of the NN/LM:

- The Consumer Health Liaison will review submissions from the state liaisons on a quarterly basis to track opportunities taken to talk to public librarians about joining the Network. Each state liaison will have added 4 new Affiliate members; this will be evaluated through the same quarterly review process.

The public will be aware of and use NLM resources:

- Liaisons will report that articles produced by the Consumer Health Liaison have been forwarded on to the appropriate media outlets, with the Consumer Health Liaison tabulating this activity on a quarterly basis.
- For the public library CD, at least five librarians from each state will be given an incentive, such as a MedlinePlus tote bag, to respond to an evaluation questionnaire.

Public librarians whose institutions add MedlinePlus to their web sites will be aware of health information opportunities and resources:

- The Consumer Health Liaison will track activity reports and talk with liaisons to substantiate that they are exhibiting and presenting at their state meetings and promoting links to MedlinePlus.

Public librarians whose institutions become Affiliate members will be aware of health information opportunities and resources:

- State liaisons will each give one consumer health class based on the modules developed by JoAnn Benedetti. State liaisons will distribute the modules to all class participants.
- The Consumer Health Liaison will check with each of the state liaisons quarterly to ensure that they are either presenting or advertising JoAnn Benedetti's modules at one of their presentations.

Significant progress will be made in ensuring that services in the MidContinental Region will be available through Go Local:

- At the end of Year 05 the Missouri Go Local services will map correctly due to reconfiguration of terminology. Utah, Colorado and Kansas will have approved Go Local projects and will be working to add data to their projects.