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Focused Outreach Final Report: Hartford, Connecticut and North Central Massachusetts (May 1, 2012 - April 30, 2013)

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Keywords

Focused Outreach, Community Engagement, National Library of Medicine, Health Information Resources, Assessment and Evaluation

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Focused Outreach Final Report

**Hartford, Connecticut and
North Central Massachusetts**

May 1, 2012 – April 30, 2013

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Introduction

The National Network of Libraries of Medicine, New England Region (NN/LM NER) at the University of Massachusetts Medical seeks to further the mission of the NN/LM, while raising awareness, use and knowledge of National Library of Medicine (<http://nlm.nih.gov>) resources and services; and increasing collaboration with libraries through a Focused Health Information Outreach model. The mission of the National Network of Libraries of Medicine (NN/LM) is to advance the progress of medicine and improve the public health by providing all U.S. health professionals equal access to biomedical information and by improving the public's access to information to enable them to make informed decisions about their health.ⁱ

Focused Health Information Outreach targets specific geographic areas in New England facing high rates of health disparities, socioeconomic challenges, and health care shortages.ⁱⁱ NER reaches out to libraries, public health agencies, schools, and other stakeholders in the provision of health information to connect them with the “goldmine of good health information from the world’s largest medical library, the National Library of Medicine.”ⁱⁱⁱ

Process

The National Network of Libraries of Medicine, New England Region’s (NN/LM NER) Focused Health Information Outreach model is carried out in three phases: community assessment; implementation; and evaluation. A rural and an urban geographic location are selected based on health disparities; socioeconomic need; and limited access to healthcare services. For year two (May 1, 2012 – April 30, 2013), NER selected Hartford, CT and Northern Worcester County, Massachusetts. Staff conducted Key Informant Interviews in the fall of 2013. Implementation included exhibits, training, and funding. Evaluation was central to the project. Pre/post and follow-up evaluations were used for training sessions. NER kept close communications with project partners. Project partners consulted with NER staff to learn National Library of Medicine resources, to use NN/LM training materials, get tips to connect with community partners, and integrate evaluations into trainings.

In each geographic area, NN/LM NER initiated partnerships through Key Informant Interviews. Initial partnerships in each area developed and branched out quickly, connecting NER with health information providers from organizations including hospital libraries, high schools, a university, a community college, and a community action agency.

A train-the-trainer approach was used with all project partners. Project partners were trained how to teach MedlinePlus, PubMed and other NLM resources, and provided with presentation materials. NER coordinators taught an initial training and consulted with project leaders. The three coordinators (Consumer Health Coordinator, Network Coordinator, and Outreach Coordinator) were assigned projects in each geographic area. The Consumer Health Coordinator drafted a logic model and implementation plan to coordinate efforts. Coordinators charted progress on an implementation chart. Regularly scheduled staff meetings ensured the project moved smoothly even with major staff changes.

Executive Summary

The National Network of Libraries of Medicine, New England Region's Focused Outreach Project connected underserved communities with the resources and services of the National Library of Medicine. NER's Coordinators partnered with a university, a medical library, three high schools and a community action agency to bring the National Library of Medicine's resources to each community.

In North Central Massachusetts, the New England Region partnered with three high school HOSA chapters. Students promoted National Library of Medicine resources through trainings, HOSA awareness week, and enabled chapter members to attend the HOSA Annual Conference. The program was a success with feedback from the chapter advisors that students are using our resources for homework assignments and even to aid them in career track planning.

NER connected with the Montachusett Opportunity Council's Peer Health Educators. Via a MedlinePlus Train-the-Trainer, the MOC's Peer Health Educators reached over 350 teens at the Leominster and Fitchburg High Schools; Fitchburg Alternative High School; Green Acres after-school program; the Cleghorn Neighborhood Center; Yo Tengo program and the Leominster/Fitchburg Boys and Girls club. MedlinePlus is now a part of the Peer Health Educator outreach log to track what the leaders share with their peers. At trainings and events, the Peer Health Educators asked teens to take out their smart phones and bookmark MedlinePlus Mobile. MOC's community education program will continue to incorporate MedlinePlus into education and outreach to underserved youth.

In Hartford, NER taught MedlinePlus to Social Work students at the University of St. Joseph. The students introduced MedlinePlus to their colleagues and clients at their field placements. NER funded the Hartford Hospital Medical Library to increase use of National Library of Medicine emergency preparedness resources for emergency responders.

During this Focused Outreach cycle, 2420 consumers learned about MedlinePlus. One hundred and fifteen health information providers learned about MedlinePlus. Over one thousand people learned about National Library of Medicine resources at exhibits. Eighty eight percent of providers said the class improved their ability to find information they could trust on the internet. Ninety six percent were likely to use MedlinePlus in the future. Eighty eight percent of consumers reported that the trainings improved their ability to find information they could trust on the internet. Participants shared how helpful they found the class. A provider shared what he found most helpful about the presentation: "Useful materials at our fingertips, very user friendly, hands on presentation very informative." A consumer remarked, "It gave us helpful information that could help us in life."

Geographic areas from previous cycles of Focused Outreach were sustained through funding. Organizations continuing Focused Outreach included: the Dorcas Place in Providence, Rhode Island; the Baystate Medical Center in Springfield, Massachusetts; a Passamaquoddy Librarian in the Downeast District of Maine; and the Healthy Acadia, Healthy Maine Partnership. The Dorcas Place taught MedlinePlus to 630 adult basic education students in Providence. The Baystate Medical Center taught National Library of Medicine resources to 170 consumers at 5 trainings. Healthy Acadia continued outreach in rural Hancock County, Maine. NER's

Passamaquoddy Trainer connected with the Passamaquoddy Tribal Health Centers to teach the providers MedlinePlus. A consumer attending one of Healthy Acadia’s trainings said what she liked most about the training, “Amazed at what a useful tool, was right under my nose.” Another consumer shared, “That it introduced me to something new that I’m excited to share with family and friends.”

Community Assessment

National Network of Libraries of Medicine, New England Region conducted Key Informant Interviews to: build relationships; provide the groundwork for the project; and gather baseline data. NER reviewed the Community Health Needs Assessments (CHNAs) for Hartford, Connecticut and North Central Massachusetts. Then, using a Key Informant Interview Guide, NER staff interviewed librarians and community leaders to learn about the specific issues facing each community and cultivate partnerships. The following is a summary of organizations interviewed and major findings from our assessment.

Summary of Organizations Included in Key Informant Interviews

North Central Massachusetts	Hartford, Connecticut
<ul style="list-style-type: none"> • Health Alliance Hospital • Heywood Hospital • Joint Commission on Health • Leominster Public Library • Mt Wachusett Community College • Central MA AHEC • Ayer Public Library • Lancaster Public Library • Worcester Department of Public Health 	<ul style="list-style-type: none"> • Hartford Hospital • UCONN Healthnet • National Association of Social Workers, CT Chapter • Central CT AHEC • Goodwin College • University of St. Joseph • Hispanic Health Center

North Central Massachusetts

North Central Massachusetts was greatly affected by the collapse of the stock market in 2008, resulting in unemployment, loss of social services due to funding cuts, and the housing crisis. The repercussions of the recession resulted in higher depression and suicide rates, increased substance abuse, domestic and child abuse, higher rates of crime, and stress related to job loss. Minorities also faced cultural and social isolation.^{iv}

Key Informants echoed the findings of the Community Health Needs Assessment^v:

- Health disparities and social determinants of health are very real issues and concerns for the North Central MA region: racial and ethnic minorities (and other populations) face extraordinary challenges, poorer health status and quality of life.

- The economy has exacerbated many issues associated with health and access to care – affecting everything from housing, food and healthcare to the stressors of job loss, reductions in hours and a sense of hopelessness that all contribute to poor mental and physical health and a risk for substance abuse and domestic violence.
- Depression, mental health and suicide are significant concerns. There is a lack of access to mental health services for teens.
- Youth are at high risk for suicide and substance abuse. There is a high rate of suicide in Gardner and surrounding towns.
- Barriers to optimal health status include among others: social and cultural isolation; lack of adequate transportation resources; difficulty navigating the complexities of the healthcare and health insurance systems; difficulty affording the out of pocket costs of healthcare; and language/cultural barriers.

Hartford, Connecticut

“Connecticut data mirrors national statistics that show that racial and ethnic minorities as well as low-income groups are likely to die considerably younger than their white or more affluent counterparts. The Commission approved the recommendations of the Data Committee identifying cancer, cardiovascular disease, HIV/AIDS, infant mortality/low birth weight, diabetes and asthma as the most salient health issues requiring urgent efforts to improve racial and ethnic health equity.”^{vi} (Connecticut Commission on Health Equity) The Hartford Community Health Needs Assessment identifies the following: ^{vii}

- Poverty, job opportunities, education, quality of housing, and neighborhood safety are quality of life measures that were most often mentioned by the Key Informants.
- The ethnic composition of Hartford is mostly a mix between Hispanic/Latino of any race and Black/African American, and white. 78% of Latinos report to be Puerto Rican. The percentage of Hartford’s population who speak only English is 52%. Approximately, 35% of Hartford residents speak a language other than English. Health indicators for heart disease are worse for Blacks and Hispanics, and those who live below the poverty threshold; diabetes rates in Hartford have been increasing in recent years.
- Hartford has a notably larger percentage of people who have never been married when compared to the nation.
- Hartford accounts for more than a third of all murders in the state, and experiences a higher percentage of assaults.
- There is a much younger population in Hartford when compared to the state and nation, yet the much higher age-adjusted rate suggests that the elderly population, albeit small, is dying at a very high rate. Hartford also has a considerably higher rate of infectious/communicable disease.
- The top four barriers to care are: lack of knowledge about existing services, lack of available services, inability to pay, and lack of transportation.
- Compared to other CT cities, the overall environmental quality in Hartford is poor.

Focused Health Information Outreach: North Central Massachusetts

Based on Key Informant Interviews and analysis of the Community Health Needs Assessment, NER chose youth as our target group. Project partners were chosen from Key Informants who expressed interest in our work and capacity to increase access to health information for youth in North Central Massachusetts. NER further focused our project to include primarily examples of mental health resources in our MedlinePlus presentations, including topics like healthy living, depression, suicide and substance abuse prevention. Project partners included the Montachusett Opportunity Council, several high school HOSA chapters, and the Leominster Public Library.

Peer Health Educator Training Project

The Montachusett Opportunity Council (MOC) sponsors a Peer Health Educator program. NER connected with MOC via a contact at the Joint Coalition on Health. NER trained six teen Peer Health Educators and they reached out to underserved, low-income and minority youth ages 13-18 in Fitchburg and Leominster, MA. The Peer Educators developed their own strategies to educate peers around MedlinePlus. Pre/post tests were used at trainings.

Over 350 youth in Fitchburg and Leominster were introduced to MedlinePlus. Peer Educators highlighted how to find information on: teen pregnancy, STDs, diabetes, cancer, heart disease, stroke and many others. The Peer Health Educators taught MedlinePlus to teens at Leominster and Fitchburg High Schools; Fitchburg Alternative High School; Green Acres after-school program; the Cleghorn Neighborhood Center; Yo Tengo program and the Leominster/Fitchburg Boys and Girls Club. MedlinePlus is now a part of the peer leader outreach log to track what the leaders share with their peers.

At trainings and events, the Peer Educators asked teens to take out their smart phones and bookmark MedlinePlus Mobile. MOC's community education program will continue to incorporate MedlinePlus into education and outreach to underserved youth. To sustain the project, MOC's Community Education Health Coordinator will use their nutrition and wellness division's monthly management team meeting which includes staff from CARE HIV/AIDS; Healthy Homes and Environmental Services; Elder Nutrition, WIC and Community Education; as well as share results with the Joint Coalition of Health which includes staff from healthcare, schools, public policy and community organizations in North Central Massachusetts.

High School HOSA Project

HOSA is a national student organization whose mission is to promote career opportunities in the health care industry and to enhance the delivery of quality health care to all people. HOSA's goal is to encourage all health occupations instructors and students to join and be actively involved in the HSE-HOSA Partnership. HOSA's mission and goals link to our Focused Outreach goal to expand student knowledge of health care work through exposure to NLM resources. That goal was achieved by working with the three HOSA chapters in North Central Massachusetts at Fitchburg High School, Quabbin Regional High School, and Wachusett Regional High School. Attendance at trainings exceeded 50 students at seven trainings.

The NN/LM NER provided total funding of \$3,000 distributed equally between the three HOSA chapters. The funding enabled students to promote our resources through trainings, HOSA awareness week, and enabled chapter members to attend the HOSA Annual Conference. The program was a success with feedback from the chapter advisors that students are using our resources for homework assignments and even to aid them in career track planning.

Library Outreach

North Central Massachusetts includes two hospital libraries and three academic libraries. All are NN/LM NER Network Members and include a link to MedlinePlus on their websites. NER reached out to the librarians early in the project via Key Informant Interviews. NER met with the Medical Librarian and Director of Interpreter Services at Health Alliance Hospital to help them develop a MedlinePlus presentation for the Spanish American Center. The Heywood Hospital Library requested NLM materials for an Open House. NER presented at the Mount Wachusett Community College Library for Free College Day.

NER informed the Massachusetts Library System of this project at the start of the year. The Massachusetts Library System identified a librarian at the Leominster Public Library as “the mover and shaker” in the area. NER interviewed the Director and Head of Reference at the Leominster Public Library. The library hosted a MedlinePlus presentation/breakfast meeting in the end of February. The intended audience for this presentation was public librarians. The breakfast meeting ended up attended primarily by Council on Aging Directors. Serendipitously, NER reached another audience. A public librarian from the Levi Heywood Memorial Library in Gardner attended. She added MedlinePlus to the library’s database list following the class. <http://www.leviheywoodmemlib.org/onlinedatabases.html> Gardner is one of the three largest cities in North Central Massachusetts. The Ayer Public Library also added MedlinePlus to their list of databases. <http://www.ayerlibrary.org/ayer/databases.asp> At one of our training sessions, a librarian shared, “I liked the demo about finding drug and supplement info. Also it was great being shown exactly where to find the links to add to my own website and share this info/site with my patrons.”

Of 28 public libraries in the district, only one, the Fitchburg Public Library, is a Network Member. Four public libraries link to MedlinePlus on their sites. Two added MedlinePlus to their sites following the project. Over half of the libraries do not have a website with the potential to link to MedlinePlus. NER mailed the public libraries an invitation to join the Network, information about our services, the MedlinePlus tri-fold, and how to link to MedlinePlus. Following the mailing, NER asked the Massachusetts Library System to forward an email to their listserv with information how to link to MedlinePlus.

Media Outreach

NER developed a newsletter article to distribute to Northern Central Massachusetts community newspapers and community-based organizations’ newsletters. The article was sent to the Gardner News, Sentinel and Enterprise, Action Unlimited, Nashoba Publishing, as well as five church newsletters.

Focused Health Information Outreach: Hartford, Connecticut

The Community Health Needs Assessment identified poverty, job opportunities, education, quality of housing, and neighborhood safety as major issues facing Hartford. Also, there is a much younger population in Hartford when compared to the state and nation. NER decided to focus our efforts for health profession students, which resulted in the collaboration with the University of St. Joseph's Department of Social Work Department. The Hartford Hospital Medical Library was interested to collaborate, and had an Emergency Preparedness project in mind. The hospital library taught usage of NLM resources including WISER, CHEMM, and REMM to EMS students and instructors. A third project was to connect with college and community college librarians.

University Of Saint Joseph Department Of Social Work

The New England Region taught MedlinePlus to the University of Saint Joseph Department of Social Work through two trainings. The Department of Social Work appointed two student leaders who recruited other Social Work students to conduct MedlinePlus trainings at their field placements and to reach out to community groups and campus populations to conduct additional trainings themselves. The NER's initial trainings reached 40 USJ social work students. In addition, trainings were conducted at some community sites. Feedback from the students and providers was positive. Most of the trainees were unfamiliar with MedlinePlus and found the site helpful for their practice. Many trainees commented on the usefulness of the Spanish materials and videos in working with their client populations. The university plans to continue to integrate MedlinePlus training into the Social Policy course and other Social Work Department courses. Also, MedlinePlus will be added to the web resources list for the Field Practice course. The cohort of social work students who finished their BSW in May 2013 are now familiar with MedlinePlus.

According to Professor Madden, "these students will face many circumstances in their practice where clients are facing a new medical diagnosis or medical challenge. Their knowledge will certainly lead to increased usage of MedlinePlus services. In addition, we were able to provide the training to a large Hispanic serving agency so that the Spanish language health resources utilization would be likely to increase at this site."

Hartford Hospital Medical Library

Increasingly "disasters" of many kinds are becoming part of the EMS response services throughout the United States. It has become important that EMS personnel become familiar with information "tools" that assist with the management of people affected by disasters. These "tools" are best utilized when they can be accessed via mobile devices using the WISER, CHEMM & REMM applications – "Apps". The primary goal of the Hartford Hospital part of the project was to aid EMS educators and their students with awareness of WISER, CHEMM & REMM and their possible applications in the field. They were also taught MedlinePlus in the classes. Hartford Hospital taught seven classes during the project period. Students were enthusiastic about the the apps and gave feedback that the apps were useful.

National Association Of Social Workers, Ct Chapter

A site visit with the Executive Director of NASW-CT resulted in an invitation to exhibit at their fall conference. The Consumer Health Coordinator and Outreach Coordinator exhibited for the conference. Most of the Social Workers visiting the booth were unfamiliar with MedlinePlus and PubMed and very excited to learn about them. NASW-CT asked NER to submit brief summaries of NLM resources for their monthly e-blasts. NER compiled a list of catchy descriptions of NLM resources that are helpful for social workers for the NASW-CT e-blasts including: MedlinePlus, PH Partners, PubMed, NIHSeniorHealth, and Lactmed. (See Appendix)

Library Outreach

Library outreach in the Hartford area was initiated and assigned to the NER's Network Coordinator, who resigned mid-project. The Network Coordinator was working on scheduling a session for a consortia of college librarians in the Hartford area. This opportunity fell through. NER's new Outreach Coordinator is following up to explore this opportunity.

NN/LM NER network members in Hartford, CT include the following:

Full Members	Affiliate Members
Hartford Hospital Health Sciences Library	Hartford Public Library
CT Children's Medical Center	Renssalaer at Hartford, Cole Library
MidState Medical Center *Website links to MedlinePlus	St. Joseph College Schools of Pharmacy *Website links to PubMed
St. Francis Hospital and Medical Center	Goodwin College *Website includes MedlinePlus widget on Nursing LibGuide
	Trinity College, Raether Library and Information Technology Center *Website links to PubMed
	Capital Community College *Joined as an Affiliate Member in June 2013

Capital Community College links to PubMed on their website. NER mailed Capital Community College an invitation to join the NN/LM Network and information how to link to MedlinePlus. Capital Community College joined as a NN/LM NER Affiliate Member in June 2013. NER sent an email membership invitation to Doug Lord at the Connecticut State Library and he forwarded it to the Conn-Tech listserv, which most public libraries belong to. (See Appendix)

Evaluation Data

The NN/LM New England Region integrated assessment and evaluation into the project right from the start. Outreach was initiated with Key Informant Interviews, review of Community Health Needs Assessments, and writing a needs assessment summary. Staff documented activities in an implementation chart. Staff developed and used a logic model, implementation table and process map to guide the progress of the project. Pre/post evaluations were used at training sessions. Though, follow-up surveys had a low response rate. NER needs to determine the value of continuing with follow-up surveys, in light of the low response each year. Two project partners from previous years, who competed for and were awarded continued funding, continued to use the pre/post. The majority of pre/posts were from the Montachusett Opportunity Council's Peer Health Educator project. The majority of provider pre/posts were from NER's train-the-trainer classes and the University of St. Joseph Department of Social Work's project.

As a result of this project:

- 2420 consumers learned about MedlinePlus
- 115 health information providers learned about MedlinePlus
- 1171 visitors at exhibits/health fairs learned more about the National Library of Medicine

Consumer post-evaluations showed that:

- 87% reported that the trainings improved their ability to find information they could trust on the internet
- 68% were likely to use MedlinePlus in the future
- 19% were likely to tell others about websites discussed in the class
- 41% were somewhat likely to tell others about websites discussed in the class

Provider post-evaluations showed that:

- 95% used NLM resources since the training
- 88% said the class improved their ability to find information they could trust on the internet
- 96% were likely to use MedlinePlus in the future
- Three out of four providers were likely to tell others about the NLM resources they learned

Providers shared what they liked most about the trainings:

- "MedlinePlus had so much information, such as medicine, videos, and how you can click on parts of the body like heart and find things that way. I liked the quizzes and virtual doctor."
- "Loved the site. How it had easy explanation of medical information."
- "Learning about a trusted site that can further my knowledge when it comes to medical concerns/topics, etc."
- "Introduction to this website and intro to navigate it (MedlinePlus). Very useful tool."
- "Useful to enhance my own knowledge, different languages offered."

- “I learned about a new site that can provide me with a lot of information and I can share with clients.”
- “Be able to help others providing their health info and websites that they will trust.”
- “I liked the demo about finding drug and supplement info. also it was great being shown exactly where to find the links to add to my own website and share this info/site with my patrons.”
- “Useful materials at our fingertips, very user friendly, hands on presentation very informative.”
- “How to use RSS feed. Website has no related sales sponsors. How to find multilingual health resources for clients.”
- “Michelle was an informative presenter and did a fantastic job answering all of the questions. She is knowledgeable and passionate about what she does!”
- “To learn about this amazing program.”
- “A wealth of information.”

Consumers shared what they liked most about the trainings:

- “Exposure to accurate on-line medical information.”
- “It taught me useful things I could use for family/school conditions.”
- “It gave us helpful information that could help us in life.”
- “That we are going to be able to learn a lot more.”
- “I like how I know that the information on this site are facts, I know I won't be getting false information.”
- “The safe-sex tools.”
- “The vast amount of information.”
- “It taught us about how we can improve our health.”
- “It’s fun.”
- “I know better of where to search for certain things.”
- “You can use it for school.”
- “How friendly the teacher was.”
- “Everything.”
- “I didn’t know there was health websites.”
- “I’m glad that I can find a trusted source for health question.”
- “It is very useful for any research I may need and it has trustful health information.”
- “Up-to-date information. Videos and cool tools make teaching health super interesting!”
- “Great presentation, very thorough, very interesting site and very nice to be offered such a reliable site!”

The following table includes data from NER’s and project partners’ outreach, as well as, continued outreach from previous years. At the time of publication of this report, one project partner did not submit all reports.

ACTIVITY OUTPUTS	NER and Project Partners	Healthy Acadia	Dorcas Place	Holyoke	TOTAL
NEEDS ASSESSMENT					
# Key Informant Interviews	16	n/a	n/a	n/a	16
# Community partnerships	7	17	2	9	33
NLM TRAINING					
# NLM resources covered	6	2	2	4	6
# Public libraries involved	5	2	n/a	n/a	7
# Organizations hosting trainings	14	11	29	9	63
CONSUMERS					
# Consumer training	33	6	n/a	5	78
# Consumers trained	431	28	2000	170	1259
# Pre received from consumers	396	28	630	n/a	1054
# Posts received from consumers	394	28	n/a	n/a	422
# Follow-up surveys received from consumers	10	n/a	n/a	n/a	26
PROVIDERS					
# Train-the-trainer partnerships	6	n/a	1	n/a	7
# Trainers trained	32	1	10	1	44
# Provider trainings	18	6	n/a	2	26
# Providers trained	115	46	n/a	87	248
# Pre received from health information providers	83	46	n/a	n/a	129
# Posts received from health information providers	79	46	n/a	n/a	125
# Follow-up surveys received from health information providers	4	n/a	n/a	n/a	4
EXHIBITS					
# Exhibits conducted in community	2	5	n/a	3	10
# Visits at conference exhibit	193	200	n/a	n/a	393
PUBLICITY and MEDIA					
# Media publicity on radio	0	1	1	n/a	2
# Media publicity in newsletters, newspapers		12		n/a	
# Social Media Publicity	yes	yes	yes	n/a	
# MedlinePlus, PubMed or other NLM links added to websites	2	1	n/a	n/a	3
# Organizations provided educational materials	8	8	n/a	n/a	83
n/a = data not applicable or not reported					

OUTCOME MEASURES	NER and Project Partners	Healthy Acadia	Dorcas Place	Holyoke	TOTAL
CONSUMERS					
Likelihood of consumer future use of resources	68%	81%	n/a	n/a	
Likelihood of consumers telling others about NLM resources due to training	59%	67%	n/a	n/a	
Increased consumer confidence in use of NLM resources to find trusted health info due to training	34%	39%	n/a	n/a	
Reported that the class improved their ability to find trustworthy information on the internet	88%	81%	n/a	n/a	
Increased consumer ability in use of NLM resources to find trusted health info at 2-months post training	80%	n/a	n/a	n/a	
PROVIDERS					
Likelihood of provider future use of resources	96%	97%	n/a	n/a	
Likelihood of providers telling others about NLM resources due to training	76%	74%	n/a	n/a	
Increased provider confidence in use of NLM resources to find trusted health info due to training	49%	50%	n/a	n/a	
Provider use of NLM resources due to training	95%	0%	n/a	n/a	
Reported that the class improved their ability to find trustworthy information on the internet	87%	95%	n/a	n/a	
MEDLINEPLUS MAGAZINE					
# New subscriptions to Medline Plus magazine	22	n/a	n/a	n/a	22
MEMBERSHIP					
# New affiliate members in NN/LM NER as a result of this focused outreach project	2	n/a	n/a	n/a	2
PROJECT DISSEMINATION/PUBLICATION					
# Presentations/poster sessions disseminating Focused Outreach	2	1	1	1	5
n/a = data not applicable or not reported					

Continuation Of Previous Years Of Focused Outreach

This year, NN/LM NER started to look more closely at sustainability and to provide consultation and support to past partners with continued funding. NER is exploring ways to better support continued projects beyond funding. Below is an evolution of previously funded projects.

Pilot Year Projects

Providence, Rhode Island, Dorcas Place Welcome Back Center

Pilot Year: NER worked closely with the Dorcas Place to train 5 students fluent in Spanish at the Welcome Back Center to teach MedlinePlus for the Dorcas Place's Adult Basic Education classes. They taught hands-on MedlinePlus classes to over 800 students. The Welcome Back Center's Director spoke about the project and MedlinePlus on the local Latino Public Radio Station.

Year One: Dorcas Place prepared a subcontract proposal for funding.

Year Two: The Rhode Island Welcome Back Center applied for funding and was awarded \$25,000 to improve health literacy and awareness of reliable online health information among Rhode Island's minority populations, with an emphasis on the Hispanic/Latino community. The Welcome Back Center partnered with the Rhode Island Community Health Workers Association and incorporated the curriculum on NLM resources developed during the Focused Outreach project into the Community Health Worker Training Program. The project aimed to reach 2,000 adults and increase awareness of NLM resources by 80% of participants. The Dorcas Place partnered with Rhode Island Latino Public Radio and spread word of the project and NLM resources on the radio and their social media network. The project coordinator presented at the NN/LM NER's Healthy Communities, Community of Interest's January webinar, Creative Approaches to Health Information Outreach.

Western Maine Health District, Seniors Plus

Pilot Year: NER funded three of the Healthy Maine Partnerships to reach out to older adults in the Western Maine Health District. With a train-the-trainer approach, NER supported the Healthy Maine Partnership to increase use of MedlinePlus and NIHSeniorHealth. NER also presented for the Area Agency on Aging and at public libraries, and exhibited at several health fairs and conferences for older adults.

Year Two: The SeniorsPlus Area Agency on Aging contacted NER to request a health information workshop. NER connected them with a network member in their area to explore future opportunities for training. The network member was not able to connect with them. NER plans to reach out to them in Year 3. NER was invited to attend an exhibit for older adults sponsored by a local radio station.

Year One Projects

Downeast Maine Health District, Healthy Acadia

Year One: The Downeast District includes two counties: Hancock and Washington. NER taught a class to the Healthy Acadia, Healthy Maine Partnership staff. The staff found National Library of Medicine resource useful for their community outreach. NER awarded \$3,000 to Healthy Acadia to connect with their community partners to teach MedlinePlus and NIHSeniorHealth. The Washington County One Community, Healthy Maine Partnership, was also awarded \$3,000 to increase use of NLM resources in Washington County.

Year Two: Healthy Acadia applied for funding. NER awarded \$8,000 for a Community Engagement project. Healthy Acadia is a comprehensive community health coalition dedicated to making lasting improvements to the health of Hancock county communities by building partnership, coordinating education and prevention services, and improving policies and environments. Healthy Acadia coordinated multiple trainings on National Library of Medicine resources for service providers and the general public. They continued to use training and evaluation materials developed during the Focused Outreach presentations. Their project coordinator presented for the NN/LM NER's Healthy Communities, Community of Interest's January webinar, Creative Approaches to Health Information Outreach. NER exhibited in June 2013 at the Annual Maine Geriatrics Conference in Bar Harbor.

Downeast Maine Health District, Passamaquoddy Outreach

Year One: NER connected with Amy Moore, librarian at the Maine Medical Center, of Passamaquoddy heritage. She was enrolled in Graduate School for Library Science and on a scholarship which required outreach. NER funded Amy to reach out to the Passamaquoddy Tribal Health Center.

Year Two: Amy Moore, a librarian at the Maine Medical Center, of Passamaquoddy heritage, was funded to continue reaching out to the Passamaquoddy Tribe in the Downeast District. Amy's activities included a table top presentation at the Second Wellness for Native Americans Conference: Walking a Path Toward Healing sponsored by the Wabanaki Mental Health Association. On August 10, 2012, Amy attended the Pleasant Point Passamaquoddy Community Health Fair. Fifty people were provided with National Library of Medicine educational materials.

Holyoke, Massachusetts, Baystate Medical Center Trainer

Year One: NER targeted youth for outreach in Holyoke. NER taught MedlinePlus for many community groups including: the Care Center, the Picknelly Adult and Basic Education Center, the Holyoke Public Library, Girls Inc, the Holyoke Public Schools, and the Holyoke Community College. Exhibits included the Block Party and SeniorFest.

Year Two: Margot Malachowski, a librarian at the Baystate Medical Center, was funded to continue training in the Holyoke area. Margot previously collaborated with Michelle Eberle on a

project at the Baystate Centro de Salud to teach health information searching skills to community health workers and teenagers in Springfield. Margot partnered with the following agencies: School Nurses for the City of Springfield, Springfield City Libraries, Mt Zion Baptist Church, Springfield Parent Academy, Van Sickle Middle School, Mason Square Health Task Force, Holyoke High School, Holyoke Pediatrics, and Girls Incorporated of Holyoke. Results of this project were disseminated in poster sessions at the Medical Library Association National Conference, the National Health Promotion Summit, the NAHSL Lightning Rounds, as well as articles in the Journal of Hospital Librarianship, and Journal of Consumer Health on the Internet.

Project Dissemination

This past January, the Healthy Communities, Community of Interest (COI) offered a webinar for Network Members highlighting Creative Approaches for Health Information Outreach. Several of NER's Focused Health Information Outreach project partners presented, including the Dorcas Place and Healthy Acadia, Healthy Maine Partnership. The webinar was attended by 40 Network Members. Both members and the presenters said they found the webinar helpful and left with new ideas and tips for their projects.

NN/LM NER staff presented updates on the Focused Outreach Project at the North Atlantic Health Sciences Libraries Conference, the Regional Advisory Board, the Resource Library Directors Meeting, and several state health sciences libraries consortia. The Consumer Health Coordinator presented on the project at the Medical Library Association Conference in May 2012. Her proposal to present at the Dartmouth Biomedical Libraries October conference was just accepted. The topic for the presentation is "Connecting Underserved Communities with the National Library of Medicine."

LESSONS LEARNED

This report provides NN/LM NER with the opportunity to reflect on what went well and what could go better, based on data collected during the three years the focused outreach program has been in existence, including the pilot year. Key lessons learned over the lifespan of the focused outreach program to date include:

- Targeting specific geographic areas with known disparities helps NN/LM NER focus more intensive efforts where they are most needed.
- Working with community-based organizations (CBOs) on focused outreach is essential since their connectedness to and established relationships with community members and other local organizations extend the reach of the project beyond that which the NN/LM NER staff alone could achieve; however, this requires flexibility on the part of the staff to meet the needs of their partners.
- The key informant interview methodology has been effective in designing each project to meet the needs of the targeted community. Conducting these interviews in person is critical to getting to know the community and building relationships with community

partners. Accurate capturing of key informant interview data has been vital to the success of outreach efforts throughout the program.

- Lessons learned during trainings and exhibits and existing public health statistics also help to shape efforts.
- Agreement documents between NN/LM NER and community-based organizations have been useful for clarifying expectations and funding for these partners has been a powerful motivator for community-based organizations to partner with NN/LM NER on these projects and give them the needed priority to complete them.
- A variety of project management and evaluation tools have been adopted by the NN/LM NER to manage/evaluate the projects in the program including the project logic model, process map, agreement document, implementation table, training pre- and post-evaluations for providers and consumers and data summary tables. These tools are continuously being evaluated and enhanced.
- While follow up questions work fairly well with providers, they work considerably less well with consumers and an effective follow up strategy still needs to be determined.
- Collecting story-based evaluation data has proven difficult when asking for written stories of usage of NLM resources to address real life health information needs. An effective strategy to capture distal outcomes has not yet been identified
- Focused outreach requires a team approach from the NN/LM NER staff to coordinate activities and attend to community partner needs.
- It is useful and necessary to engage NN/LM NER Network Members in focused outreach in their geographical areas. Engaging public libraries in outreach efforts may also lead them to become network members.
- Communications strategies need to be tailored to the needs of CBOs, providers, and consumers and take language/cultural considerations into account when determining the most appropriate way to reach the intended target audience.
- Focused outreach projects have facilitated the creation of new MedlinePlus training materials including the train-the-trainer outlines, Powerpoints, the MedlinePlus online tutorial, and the NIHSeniorHealth tutorial.
- Productivity was increased with a primary focus on MedlinePlus, versus the former consumer health classes which covered a variety of different health topics since the MedlinePlus presentation was always “ready to go.”
- Bi-monthly staff meetings have been essential to keeping all NN/LM NER staff on the same page.
- Enhanced focus on both evaluation methods and sustainability of focused outreach projects will be key to continued success of the multi-year program.

The following is a list of recommendations for Year Three (actually year 4 when you include the pilot year) based on staff observations and recommendations from project partners.

Assessment:

- Continue to use local Community Needs Health Assessments to identify Key Informants and learn about the community.
- Update documentation to track the team’s progress with interviews.

- This year (Year Two), NER identified a specific health topic in the Northern Worcester County in addition to the population. There is no way to directly correlate health outcomes related to our project. Though, there is value to use relevant examples at classes. Several project partners were surprised to learn we selected a specific health topic for our project and recommended a broader approach. This approach was adopted mid-year and should be considered for Year Three.

Implementation:

- Explore ways to further integrate PubMed and other NLM resources into the project.
- Start assessment of local libraries earlier in the year. Target libraries to add NLM links. Provide membership application and handouts for unaffiliated libraries at start of year.
- Start communications planning and media outreach earlier.

Communications:

- Update project documentation forms for staff communications.
- Assign a NER Coordinator to each project partner.
- Continue to hold regular bi-monthly staff meetings to help staff stay on track and communicate with each other regarding partnerships.

Evaluation:

- Evaluate and consolidate what data we really need to collect.
- Find ways to track additional outputs and outcomes related to goals in a methodical way.
- Provide more consultation and documentation to help new NER staff and funded project partners comply with conducting pre/posts and follow-ups.
- Consult with an Evaluation Specialist to explore whether or not to continue conducting follow-up surveys or identify a more effective method to gather follow-up data.
- Continue to evaluate the Focused Outreach as a process and method of outreach.
- Methods for evaluating the sustainability of all projects that have been part of the program should be developed

Sustainability of Outreach Efforts:

- Strategies for sustaining the focused outreach projects (with or without continued funding) should be discussed from the very beginning
- Take proactive steps to remain in contact with past partners.
- Continue relationship with partners.
- Explore new ways to maintain relationships with project partners post-funding
- Brainstorm new ways to assess impact.

Year Three

The NN/LM NER is currently initiating the new Focused Outreach area (May 1, 2013 - April 30, 2014) in Vermont. Staff is planning Key Informant Interviews and reviewing Community Health Needs Assessments. NER looks forward to continue the Focused Outreach Project in Vermont.

Appendices

NN/LM NER Focused Outreach Year Two

Hartford, CT and MA CHNA 9

LOGIC MODEL

Project Goal: Increase awareness, use, and sharing of National Library of Medicine health information resources by targeted population and their health care providers by working with community-based agencies and organizations in a specified community or population over an extended period of time.

Phase 1: Conduct community assessment (literature/ demographics review, key informant interviews, inventory of resources/services)

Resources	Activities	Outputs	Outcomes
<ul style="list-style-type: none"> • Associate Director • NER Coordinators • NER funding • NLM resources • NN/LM NER members in targeted communities • Contacts in targeted communities • Outreach Evaluation Resource Center 	<ul style="list-style-type: none"> • Inventory outreach awards • Identify network members • Identify known contacts • Update Key Informant Guide and create chart for documentation of interview/contacts • Email or call contacts • Schedule the interview • Conduct the interview • Document contacts and key informant interviews • Offer NLM/MedlinePlus demo • Send thank you and follow up email with more information about NLM • Identify themes and patterns • Codes units of text • Organize and analyze • Write assessment 	<ul style="list-style-type: none"> • Number of local agencies contacted • Number of key informants interviewed • Types of community health information needs identified • Types of health information outreach efforts identified • Final community assessment report 	<ul style="list-style-type: none"> • NER staff knowledgeable about major public health issues in each geographic area • Health information outreach efforts tailored to the needs of the community • Support for project among key agencies and community leaders

Phase 2: Implement health information outreach plan with community input (adapt existing materials, develop new materials)

Resources	Activities	Outputs	Outcomes
<ul style="list-style-type: none"> • Associate Director • NER Coordinators • NER consultants • NN/LM NER funding • NLM resources • NN/LM NER members in targeted communities • Agency contacts • Established relationships with NASW-CT, Heywood Hospital Library, Central MA AHEC, Health Alliance Leominster Library, Hartford Hospital Medical Library, UCONN Healthnet, MA Library System • Outreach Evaluation Resource Center 	<ul style="list-style-type: none"> • See implementation table 	<ul style="list-style-type: none"> • Number of partnerships, collaborations created • Number of local trainers trained • Number of trainings and site visit demos conducted • Number of health professionals trained • Number of community members trained • Number of exhibits attended • Number of people reached through exhibits • Types of training and promotional materials developed • Number of training and educational materials distributed • Focused outreach process map 	<ul style="list-style-type: none"> • Increased knowledge of NLM resources • Increased confidence in NLM resources • Increased use of NLM resources • Participants shared NLM resources • Community experts to help others find resources

Phase 3: Evaluate tailored health information outreach strategy (trainings, exhibits, funding, promotional activities)

Resources	Activities	Outputs	Outcomes
<ul style="list-style-type: none"> • Associate Director • NER Coordinators • NN/LM NER funding • NLM Resources • Contacts within targeted communities • Outreach Evaluation Resource Center • NN/LM NER members in targeted communities 	<ul style="list-style-type: none"> • See Outcomes and Indicators table • See Measurable Objectives table 	<ul style="list-style-type: none"> • Types of evaluation tools and methods developed • Types of data summary tables created • Numbers of data (pre-/post-survey, interview, follow up, story) collected • Types of health information outreach efforts recommended • Focused outreach evaluation process map • Final focused outreach evaluation report 	<ul style="list-style-type: none"> • Better data on health information outreach efforts

**NN/LM NER Focused Outreach
OUTCOMES and INDICATORS**

Outcome	Indicator
<ul style="list-style-type: none"> • Health information outreach efforts tailored to the needs of the community 	NER coordinators will identify in project reports community needs and specific efforts to meet those needs
<ul style="list-style-type: none"> • Support for project among key agencies and community leaders 	Key agencies will demonstrate support for the project by hosting trainings, distributing promotional materials, and adding MedlinePlus and other NLM resources to their websites.
<ul style="list-style-type: none"> • Increased confidence in internet-based health information resources 	Participants will indicate on training evaluations increased confidence in internet-based health information resources
<ul style="list-style-type: none"> • Increased knowledge of NLM resources 	Participant will demonstrate on training evaluations increased knowledge of NLM resources
<ul style="list-style-type: none"> • Increased use of NLM resources 	Participants will show on follow up surveys increased use of NLM resources
<ul style="list-style-type: none"> • Increased sharing of MedlinePlus 	Participants and partners will share MedlinePlus
<ul style="list-style-type: none"> • Better data on health information outreach efforts 	NER coordinators will write a final report to add to eScholarship, and disseminate results at conferences, meetings, publications.

**NN/LM NER Focused Outreach
MEASURABLE OBJECTIVES**

Outcome	Measurable Objective
<ul style="list-style-type: none"> • Health information outreach efforts tailored to the needs of the community 	Prior to implementation of the outreach plan, NER will identify in project reports at least 3 community needs and specific efforts to meet those needs
<ul style="list-style-type: none"> • Support for project among key agencies / community leaders 	During implementation of the outreach plan, 3 community-based agencies will demonstrate support for the project by hosting at least one training and distributing promotional materials
<ul style="list-style-type: none"> • Increased confidence in internet-based health information resources 	Immediately after training sessions, 75% of participants will indicate on training evaluations increased confidence in internet-based health information resources
<ul style="list-style-type: none"> • Increased knowledge of NLM resources 	Immediately after training sessions, 75% of participants will demonstrate on training evaluations increased knowledge of NLM resources
<ul style="list-style-type: none"> • Increased use of NLM resources 	At 2 weeks and 12 weeks after training sessions, 25% of participants will report on follow up surveys increased use of NLM resources
<ul style="list-style-type: none"> • Increased sharing of MedlinePlus 	
<ul style="list-style-type: none"> • More community experts to help others find resources 	Outreach will be continued in each location by continued funding for partners or contract work for network members.
<ul style="list-style-type: none"> • Better data on health information outreach efforts 	NER coordinators will submit abstracts to two professional conferences, and/or publications.

Massachusetts CHNA District 9	Person Responsible	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Population: Youth and mental health/substance abuse Approach: Work with network members and local agencies. Collaborate with the Joint Commission on Health, high school HOSA chapter(s), and public libraries to increase access and use of NLM resources. Publicize NLM resources in local media (newspapers, newsletters, cable access TV, radio).	Team							
Task								
Work with the Joint Commission on Health:	Michelle							
• Schedule meeting with Joint Commission on Health		X						
• Meet with Coordinator for Joint Commission		X						
• Provide NLM resource demo for Coordinator		X	X					
• Schedule training for membership meeting for Joint Commission		X	X	X	X	X	X	X
• Explore funding opportunity for school based health center mental health /substance abuse project		X	X	X	X	X	X	X
• Present for Joint Commission on Health meeting			X	X				
• Use evaluations			X	X				
• Gather evaluations and enter in Survey Monkey				X				
• Capture video clips post-training				X	X	X	X	X
• Provide attendees with packet of NLM educational materials and how to link to MedlinePlus				X	X	X	X	X
• Have Joint Commission on Health complete post-project Appreciative Inquiry report								X

MA CHNA District 9	Person Responsible	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Task								
Work with HOSA Chapters:	Stephanie							
<ul style="list-style-type: none"> SUMMARY: Increase NLM resource use through training and increased awareness. Possible projects: fund membership dues, train the trainer. 								
<ul style="list-style-type: none"> Contact Sharon Grundel 		X		X				
<ul style="list-style-type: none"> Explore opportunities for training and schedule dates 				X	X			
<ul style="list-style-type: none"> Site visits or remote demos for HOSA staff 					X	X	X	X
<ul style="list-style-type: none"> Offer training for HOSA students 					X	X	X	X
<ul style="list-style-type: none"> Capture video clips post-training 					X	X	X	X
<ul style="list-style-type: none"> Use pre/post evaluations at training and follow up survey 4-6 weeks later 					X	X	X	X
<ul style="list-style-type: none"> Enter evaluations in Survey Monkey 								X
Work with public libraries:	Michelle							
<ul style="list-style-type: none"> Contact the MA Regional Library System 		X						
<ul style="list-style-type: none"> Meet with several public libraries to identify needs 		X	X					
<ul style="list-style-type: none"> Identify a public library leader to host a training for all libraries in the district 		X						
<ul style="list-style-type: none"> Work with the host library to plan, promote and prepare program. 				X	X	X		
<ul style="list-style-type: none"> Provide membership application to public libraries 						X		
<ul style="list-style-type: none"> Share information regarding funding. 						X		
<ul style="list-style-type: none"> Offer training, distribute education materials 						X	X	X
<ul style="list-style-type: none"> Provide information how to link to MedlinePlus 						X	X	X
<ul style="list-style-type: none"> Use pre/post evaluations at training and follow up survey 4-6 weeks later 						X	X	X
<ul style="list-style-type: none"> Collect evaluations and enter evaluations in Survey Monkey 								

<ul style="list-style-type: none"> Have partners complete post-project appreciative inquiry report 								X
Work with local media:	Stephanie							
<ul style="list-style-type: none"> SUMMARY: Publicize NLM resources through media 								
<ul style="list-style-type: none"> Identify contacts at local newspapers and radio 					X			
<ul style="list-style-type: none"> Contact local newspapers and radio about advertisement, editorial, and PSAs submission dates and costs 					X	X	X	X
<ul style="list-style-type: none"> Develop and submit advertisements, editorials, PSAs and collect copies for evaluation purposes 					X	X	X	X
<ul style="list-style-type: none"> Co-host radio/cable TV with Heywood Hospital 	Michelle						X	X

Hartford, CT	Person Responsible	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Population: Health care professions students and their teachers Approach: Train the local college and community college librarians. Offer a train-the-trainer for social work interns to bring NLM resources to community groups in Hartford. Collaborate with Hartford Hospital Medical Library to bring NLM resources to allied health student interns at the hospital. Use evaluation tools.	Team							
Task								
Work with college and community college librarians:	Mark							
<ul style="list-style-type: none"> • Create a list of key contacts for all colleges and community colleges in Hartford, CT. 		X						
<ul style="list-style-type: none"> • Schedule meeting with local library consortia. 				X				
<ul style="list-style-type: none"> • Identify other possible training opportunities and opportunities for individual site visit / phone demos. • Mention UCONN Healthnet at sessions 				X	X	X	X	X
<ul style="list-style-type: none"> • Develop training materials 				X	X	X	X	X
<ul style="list-style-type: none"> • Offer training for college librarians 					X	X	X	X
<ul style="list-style-type: none"> • Use pre/post evaluations at training and follow up survey 4-6 weeks later 					X	X	X	X
<ul style="list-style-type: none"> • Enter evaluations in Survey Monkey 								
<ul style="list-style-type: none"> • Capture video clips post-training 					X	X	X	X
<ul style="list-style-type: none"> • Provide educational materials to libraries 				X	X	X	X	X
<ul style="list-style-type: none"> • Provide information how to link to NLM resources. 			X	X	X	X	X	X
<ul style="list-style-type: none"> • Increase network membership 				X	X	X	X	
<ul style="list-style-type: none"> • Have partners complete post-project appreciative inquiry report 								X

Hartford, CT	Person Responsible	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Tasks								
Work with St Joseph's University Social Work Dept:	Michelle							
• Schedule meeting with Chair of Social Work Dept.			X					
• Meet with Chair of Social Work Dept			X					
• Identify ways Social Work Dept and NER can collaborate				X				
• Provide stipends for students or funding for department				X	X			
• Identify other possible training and exhibit opportunities with social workers				X	X	X	X	X
• Offer train-the-trainer for student internships						X		
• Mention UCONN Healthnet at trainings						X		
• Provide materials and evaluations						X		
• Capture video clips post-project/training								
• Collect evaluations and provide materials as needed								X
• Collect evaluations and enter evaluations in Survey Monkey								
• Have partners complete post-project appreciative inquiry report.								X
Support a collaboration between Hartford Hospital Medical Library and Allied Health Students interning at hospital:	Mark and Stephanie							
• Schedule call with Director				X				
• Explore possibilities for collaboration					X			
• Provide project consultation including development of training materials and evaluations						X	X	X
• Supply Hartford Hospital Medical Library with NLM Educational Materials					X			

• Provide pre/post and follow up evals for trainings						X	X	
• Collect evaluations and enter evaluations in Survey Monkey								X
• Have Hartford Hospital Medical Library complete post-project appreciative inquiry report								X
Project Wrap Up								
• Confirm all pre/post and follow up evaluations are entered into SurveyMonkey	All							
• Create video of post-presentation stories	Myrna							
• Write final report	All							
• Create PowerPoint for presentation at RAC, RLD, NAHSL meetings.	Michelle							

Northern Worcester County, Massachusetts Activities

Organization	Activities
Leominster Health Alliance	Date: August 15, 2012 Staff: Michelle Eberle Site visit with Medical Librarians and Director of Interpreting to help prepare for classes at the Spanish American Center; provided educational materials for MedlinePlus and NIHSeniorHealth
Ayer Public Library	Date: August 31, 2012 Staff: Michelle Eberle Site visit with Assistant Director at the Ayer Public Library. Provided information on how to link to MedlinePlus. Ayer Public Library will add a button to MedlinePlus. Michelle showed her the MLA CAPHIS Collection Development Guides.
Heywood Hospital North Central Minorities Coalition	Date: Sept 18, 2012 Staff: Michelle Eberle Attended meeting and presented MedlinePlus. Attended by Directors of Interpreting for Heywood Hospital, Clinton Hospital, the Community Health Centers; as well as the Medical Librarian from Heywood Hospital. The Manager of Community Benefits at the Clinton Hospital asked to connect with Clinton Hospital library staff from Lamar Soutter Library. Michelle introduced them in an email.
Clinton Hospital, Manager/Community Benefits, Interpreter Services	Date: Sept 27, 2012 Staff: Michelle Eberle Interpreter Services at Clinton Hospital, called to get information how to add MedlinePlus to the patient computers at the hospital. Michelle provided information how to link to MedlinePlus, PubMed and NIHSeniorHealth; and sent information about MedlinePlus Connect and the XML Service. Michelle copied Lamar Soutter Library staff on the message as UMass Med offers library services for the hospital.
Joint Coalition on Health	Date: October 22, 2012 Staff: Michelle Eberle Visited Joint Coalition on Health Director in Gardner, MA. Follow up include mailing a folder with NLM capability brochures, handouts and information about funding. A MedlinePlus presentation is scheduled for January 15 th for the monthly membership meeting.
Heywood Hospital Medical Library	Date: November 19, 2012 Resource Center/CME Coordinator, at the Heywood Hospital, reported that 70 attendees including nurses, nursing students, nurse managers, and ancillary staff attended the Open House celebrating National Medical Librarian Month on October 26, 2012. She thanked us for sending educational materials.
Joint Coalition on Health	Date: December 4, 2012 Staff: Michelle Eberle and Cindy Olney, OERC

	<p>Cindy and Michelle met with the Joint Coalition on Health and the Montachusett Opportunity Council, to plan the Peer Mentoring project. Cindy recommended that kids really like to help plan a project and to do a needs assessment with the kids, then have a demo of NLM resources, talk with the students about how they might use them. Have two phases to the project: phase 1) teach students the resources and figure out how to apply them; phase 2) improve ability to find information and use it and incorporate it into activities. Cindy Olney was able to gather ways her peer tutoring project in Texas can reach out to new groups to offer their peer mentoring online toolkit.</p>
Montachusett Opportunity Council	<p>Date: December 7, 2012 Staff: Michelle Eberle</p> <p>Sent MOC's Director of Nutrition and Wellness Service ~ Energy and Housing Services (who operated the Peer Health Educator program within her division) a packet of NN/LM materials.</p> <p>Date: Dec 10, 2012</p> <p>MOC's Director of Nutrition and Wellness Service will attend the Joint Coalitions' January Meeting and invite us to present for the Joint Coalitions Board Meeting (on the first Wed of each month)</p>
Fitchburg H.S. HOSA chapter	<p>Date: January 8, 2013 Staff: Stephanie Friree</p> <p>Met at school with chapter advisors and officers and came up with planned use of funding and activities (pay for state registration and a 2 hour PubMed training and a 1 hour MedlinePlus training).</p>
Wachusett Regional H.S. HOSA chapter	<p>Date: January 8, 2013 Staff: Stephanie Friree</p> <p>Met at school with chapter advisors and officers and came up with planned use of funding and activities (pay for state registration for 10 members, materials and supplies for a HOSA awareness week and a social at the end of the week to interest new members and a 1 hour MedlinePlus training).</p>
Joint Coalition on Health	<p>Date: January 15, 2013 Staff: Michelle Eberle</p> <p>Presented MedlinePlus for Joint Coalition on Health Board Meeting, in Westminister, MA.</p>
HealthAlliance Home Health and Hospice	<p>Date: January 16, 2013 Staff: Michelle Eberle</p> <p>Home Health and Hospice participant at Joint Coalition on Health Board Meeting signed up for NER newsletter.</p>
Mount Wachusett Community College Library	<p>Date: January 18, 2013 Staff: Michelle Eberle</p> <p>Mailed the Mount Wachusett Community College Library package of</p>

	<p>educational materials for table for conference at MWCC with Boston Public Health Commissions' Janine Anzalota. She enjoyed her presentation at our Community of Interest Day, and invited her as a result.</p> <p>Date: February 27, 2013 Staff: Michelle Eberle</p> <p>Mount Wachusett Community College informed NER that the event would be attended by 200 people and requested additional MedlinePlus and NLM educational materials for the event.</p>
MWCC	<p>Date: January 22, 2013</p> <p>MWCC librarian signed up for NER e-newsletter</p>
Leominster Public Library	<p>Date: January 25, 2013</p> <p>Leominster Public Library sent publicity for Feb 26th session to Area Public Librarians (communities in our CHNA District 9), Fitchburg State University and Mount Wachusett Community College Librarians, School nurses, Fitchburg State University and Mount Wachusett Nursing Faculty, Senior Centers, Boards of Health.</p>
Fitchburg H.S. HOSA chapter	<p>Date: January 28, 2013 Staff: Stephanie Friree</p> <p>Held one hour MedlinePlus Training at school with two chapter advisors and four chapter officers.</p>
Quabbin H.S. HOSA chapter	<p>Date: January 29, 2013 Staff: Stephanie Friree</p> <p>Met at school with chapter advisors and officers and came up with planned use of funding and activities (pay for students to travel to increase exposure to health experiences outside their rural community experiences and technology for chapter use to use resources and a 1 hr MedlinePlus training).</p>
Wachusett Regional H.S. HOSA chapter	<p>Date: January 31, 2013 Staff: Stephanie Friree</p> <p>Held one hour MedlinePlus Training at school with one chapter advisors and three chapter officers.</p>
Montachusett Opportunity Council	<p>Date: February 6, 2013 Staff: Michelle Eberle</p> <p>Presented for Nutrition and Wellness Council. Met with the Supervisor of Community Education Program and the Supervisor of the Peer Leader project to coordinated funded project. MOC will use MedlinePlus content on their Facebook page and plans to link the MedlinePlus widget in English and Spanish on their site.</p> <p>Date: February 11, 2013</p> <p>MOC added MedlinePlus to their Peer Leaders Tracking log.</p>

MOC Peer Leadership Project	<p>Date: February 21, 2013 Staff: Michelle Eberle</p> <p>Attended the Peer Leadership Digital Storytelling and Social Media Strategy for the Fun in FITchburg Facebook page. Presented MedlinePlus for teen peer leaders. Discussed ways to use MedlinePlus.</p>
Leominster Public Library	<p>Date: February 26, 2013 Staff: Michelle Eberle</p> <p>Presented MedlinePlus at the Leominster Public Library for Directors of Councils on Aging from surrounding towns and library staff from the Gardner Public Library. Gardner Public Library will add MedlinePlus to their website. Four senior centers subscribed to the MedlinePlus Magazine and requested handouts for their centers. One director asked for more information about the InformationRx project.</p>
Fitchburg H.S. HOSA chapter	<p>Date: February 25, 2013 Staff: Stephanie Friree</p> <p>Held one hour PubMed Training at school with one chapter advisors and five chapter officers.</p>
Quabbin H.S. HOSA chapter	<p>Date: February 26, 2013 Staff: Stephanie Friree</p> <p>Held one hour MedlinePlus Training at school with one chapter advisors and six chapter officers.</p>
Fitchburg H.S. HOSA chapter	<p>Date: March 7, 2013 Staff: Stephanie Friree</p> <p>Mailed PubMed and MedlinePlus CB's and tri-folds (25 each) for the trainings they are offering Chapter members.</p>
Quabbin H.S. HOSA chapter	<p>Date: March 7, 2013 Staff: Stephanie Friree</p> <p>Mailed MedlinePlus CB's and tri-folds, sticky notepads, highlighters (25 each), 3 health career posters – all for Academic Interest Night to promote the HOSA chapter membership and for the MedlinePlus training for members they were offering.</p>
Public Library Inventory of Resources	<p>Date: March 7, 2013 Staff: Michelle Eberle</p> <p>Of 27 public libraries in northern Worcester county only four have a link to MedlinePlus on their websites. One of those also links to the NLM homepage. Only seven public libraries have a page on their website to add a link to MedlinePlus. Two public libraries do not have a website. Ten libraries have a Facebook page. Only one public library is an Affiliate Member (the Fitchburg Public Library)</p> <p>There are two full members: the Heywood Hospital Medical Library in Gardner and the Health Alliance Medical Library in Leominster. There are three affiliate members at colleges: Mt Wachusett Community College Library, Fitchburg State University and the Medical University of the Americas. NER has existing relationships with the two medical libraries and the Mt Wachusett Community College library.</p>

Regional School Health Coalition	Date: March 11, 2013 Staff: Michelle Eberle Stacy Auger invited Michelle to present for the Regional School Health Coalition fall meeting, on either the last Monday in September or the first in October.
MOC Peer Leadership project	Date: March 14, 2013 Staff: Michelle Eberle Provided Montachusett Opportunity Council with MedlinePlus PowerPoint to use for peer leadership training in the community.
MOC Peer Leadership project	Date: March 15, 2013 Staff: Michelle Eberle Emailed Montachusett Opportunity Council potential health topic posts for FITinFitchburg Facebook page: Exercise and Physical Fitness Information http://www.nlm.nih.gov/medlineplus/exerciseandphysicalfitness.html Nutrition http://www.nlm.nih.gov/medlineplus/nutrition.html Healthy Living http://www.nlm.nih.gov/medlineplus/healthyliving.html Evaluating Health Information http://www.nlm.nih.gov/medlineplus/evaluatinghealthinformation.html
MOC Peer Leadership project	Date: March 15, 2013 Staff: Michelle Eberle MOC Coordinator visited UMass Med to pick up flash drive with MedlinePlus PowerPoint and handouts. (observation: flash drives would be helpful for sharing resources with community based organizations with limited emails)
Fitchburg H.S. HOSA chapter	Date: March 18, 2013 Staff: Stephanie Frirree Emailed Follow-up survey for PubMed and MedlinePlus trainings
MOC Peer Leadership Project	Date: March 18, 2013 Staff: Michelle Eberle Emailed link to NER training materials page.
MOC Peer Leadership Project	Date: March 20, 2013 Staff: Michelle Eberle Posted Healthy Living Link to MOC's FunnFITchburg Facebook page.
Media	Date: March 27, 2013 Staff: Stephanie Frirree Emailed two article choices to Associate Director to submit to her church newsletter. Submitted article through online submission form to Gardner News. Michelle will work on submitting to Action Unlimited Left message for Nashoba Publishing. Emailed article to Sentinal and Enterprise (Fitchburg/Leominster)

All 26 public libraries in CHNA district 9	Date: April 8, 2013 Staff: Michelle Eberle Mailed letter with Membership application, Introduction to NN/LM and NLM resources for affiliate members handout, and How to link to MedlinePlus handout.
Gardner Public Library	Date: April 25, 2013 Staff: Michelle Eberle Gardner Public Library added MedlinePlus to databases: http://www.leviheywoodmemlib.org/onlinedatabases.html
All regions list	Date: April 25, 2013 Staff: Michelle Eberle Sent email to Massachusetts Library System to forward to All regions list with info for public libraries how to link to MedlinePlus and example of libraries with button and widget.

HARTFORD, CONNECTICUT ACTIVITIES

Organization	Activities
Here to Care Health Fair	Date: August 8, 2012 Staff: Michelle Eberle Exhibited at the CHS Here to Care, Community Health Center Health Fair
NASW-CT	Date: August 30, 2012 Staff: Michelle Eberle Visited the National Association of Social Workers, CT Chapter to meet with the Director. Michelle provided a demo of MedlinePlus, PubMed, NIHSeniorHealth and PHPartners. He was particularly interested in the legislative section on PHPartners. Potential exhibit for Nov 9 th conference in Cromwell, CT. Follow Up: Michelle to send brief snapshots of NLM resources for email blasts to the association from Steve. Ask how many members this will reach. Let SIS know.
NASW-CT	Date: October 15, 2012 Staff: Michelle Eberle Sent six descriptions of NLM resources for NASW-CT's monthly e~blasts to members.
University of St. Joseph	Date: October 23, 2012 Staff: Michelle Eberle Mailed educational materials and funding information to Chair Social Work Dept, new Associate Dean of University
Hartford Hospital	Date: January 14, 2013 Staff: Michelle Eberle Mailed a box of educational materials to Hartford Hospital Medical Library to support their emergency responder funded project
Hartford Hospital	Date: March 5, 2013 Staff: Stephanie Frirree

	Mailed a box of additional educational materials to Hartford Hospital Medical Library to support their emergency responder funded project
University of St. Joseph	Date: March 9, 2013 Staff: Michelle Eberle MedlinePlus train-the-trainer
University of St. Joseph	Date: March 21, 2013 Staff: Michelle Eberle MedlinePlus train-the-trainer and meeting with student project leaders
Membership campaign	Date: March 7, 2013 Staff: Michelle Eberle The Hartford area includes 5 full members: CT Children's Medical Center, Hartford Hospital, MidState Medical Center (Meriden), St Francis Hospital and Medical Center, and Trinity College. Affiliate members include: Hartford Public Library, Renssalaer at Hartford, St. Josephs College of Pharmacy, and Goodwin College.
Capital Community College	Date: April 8, 2013 Staff: Michelle Eberle Mailed letter with Membership Application, Introduction to NN/LM for Affiliate Members Handout, and How to Link to MedlinePlus Handout
Conn-tech listserv	Date: April 25, 2013 Staff: Michelle Eberle Sent email to Connecticut State Library email to forward to Conn-Tech listserv with info for public libraries how to link to MedlinePlus and example of libraries with MedlinePlus button and widget.

Email to public library listservs for Connecticut and Massachusetts

Subject: Add MedlinePlus to your Library's Website

Did you know you can add MedlinePlus to your library's website? For free! MedlinePlus (<http://medlineplus.gov>) is the National Library of Medicine's website for patients and their families and friends. It provides information about diseases, conditions, and wellness issues. MedlinePlus offers reliable, up-to-date health information, anytime, anywhere for free. You can use MedlinePlus to learn about the latest treatments, look up information on a drug or supplement, find out the meanings of words or view medical videos or illustrations. You can also get links to the latest medical research on your topic and sign up for updates on health topics that matter to you.

Learn more at: <http://www.nlm.nih.gov/medlineplus/linking.html>

Discover three ways you can include MedlinePlus on your site: button, search box, and search cloud widget. <http://www.nlm.nih.gov/medlineplus/linking.html>
Get HTML code to link to MedlinePlus.

Use the NLM's descriptive paragraph to annotate MedlinePlus

Here are examples of libraries with MedlinePlus on their sites:

Gardner Public Library, <http://www.leviheywoodmemlib.org/onlinedatabases.html>

Ayer Public Library, <http://www.ayerlibrary.org/ayer/databases.asp>

Maine State Library, <http://www.maine.gov/msl/commons/health.shtml>

Please contact me if I can provide assistance or further information.

Thank you,

Michelle Eberle, Consumer Health Information Coordinator
National Network of Libraries of Medicine, New England Region
(508) 856-2435 | (800) 338-7657

MedlinePlus Press Release for Newsletters/Newspapers

Information for a Healthy You

How can you find information to help live a healthy life? The **National Library of Medicine** provides *free* health information websites and databases to equip you with tools to manage your health. Staying healthy is a lifelong endeavor. Virgil said, “The greatest wealth is health.” Read on to discover a Web site that will help you learn more about your health. You can consult National Library of Medicine resources anytime you need health information. Do you need day-to-day information to manage your health? Are you managing a chronic health condition? Or, are you looking for ways to improve your health with alternative medicine, nutrition, exercise or supplements? Of course, first consult your health professional for advice relating to a medical problem or condition. Then, the National Library of Medicine’s MedlinePlus.gov should be your first choice for online health information.

Need health information?

MedlinePlus

(<http://medlineplus.gov>) is the National Institutes of Health’s Web site for patients and their families and friends. It provides



information about diseases, conditions, and wellness issues. MedlinePlus offers reliable, up-to-date health information, anytime, anywhere for free. You can use MedlinePlus to learn about the latest treatments, look up information on a drug or supplement, find out the meanings of words or view medical videos or illustrations. You can also get links to the latest medical research on your topic or find out about clinical trials on a disease or condition.

MedlinePlus (<http://medlineplus.gov>) includes over 800 health topics. The site is also available in Spanish. The health topics pages provide extensive information including overviews, diagnosis, treatment, prevention, research, journal articles, clinical trials, and directories. Many health topic pages include information on Complementary and Alternative Medicine. Additionally, MedlinePlus includes drug information from the American Society of Health-System Pharmacists. You can learn why a medicine is prescribed and how the medicine should be used. Special precautions, dietary instructions, side effects and storage conditions for medicines are noted. MedlinePlus features videos including interactive tutorials, anatomy videos, surgery videos, health check tools and games.

Want information on herbs and supplements?

The National Library of Medicine provides you with herbal and supplement information from the **National Medicines Comprehensive Database**. You can find out the effectiveness, dosages and drug interactions for popular supplements. Learn about how supplements work, safety concerns, interactions with food, medicines or other herbs and supplements. References are provided for the sources of this information. For example, you can learn about what supplements like fish oil, Vitamin D or cinnamon are effective for, likely effective for and possibly effective for. Go to <http://medlineplus.gov> to find out!

Want health information on your smartphone?

MedlinePlus is mobile. You can access MedlinePlus on your smartphone at <http://m.medlineplus.gov>. **MedlinePlus Mobile** is a great resource to have at your fingertips when you need quick information on the go. How nice to have access to health information anywhere, anytime!



How about health information for older adults?

Finally, a website for grownups! Brought to you by the National Institute on Aging, the National Library of Medicine and the National Institutes of Health, **NIH SeniorHealth** (<http://nihseniorhealth.gov>) is customized for the older adult health information searcher. You will find reliable, easy to understand online health information for senior health. The site includes open-captioned videos, quizzes and exercise stories. Features include: 1) the ability to increase text contrast; and 2) an easy way to increase text size right on the web page.

Ok, so where should you start?

Start with **MedlinePlus** (<http://medlineplus.gov>). MedlinePlus is the first website you should explore to learn more about your health. The National Library of Medicine (<http://nlm.nih.gov>) has a complete list of databases and resources that are freely accessible to you on our homepage. Your local public library is also a great place to learn more about health information. If you don't already have a library card, go get one today! You are now equipped with information resources to help you live a healthier life.

Interested to learn more about National Library of Medicine resources?

The National Network of Libraries of Medicine, New England Region at the University of Massachusetts Medical School offers free presentations, exhibits at fairs and conferences, and funds health information outreach projects. Contact the National Network of Libraries of Medicine, New England Region at nnlm-ner@umassmed.edu or (800) 338-7657. Explore <http://nlm.nih.gov> to discover freely accessible health information resources brought to you by the National Library of Medicine

NASW e-blasts

Month one:

MedlinePlus is the National Library of Medicine's website for patients and their families and friends. It provides information about diseases, conditions, and wellness issues. MedlinePlus offers reliable, up-to-date health information, anytime, anywhere for free. You can use MedlinePlus to learn about the latest treatments, look up information on a drug or supplement, find out the meanings of words or view medical videos or illustrations. You can also get links to the latest medical research on your topic and sign up for updates on health topics that matter to you. MedlinePlus includes directories of health care providers, facilities and organizations. Make MedlinePlus your first choice for online health information:

<http://medlineplus.gov>

Month two:

Partners in Information Access for the Public Health Workforce is a collaboration of U.S. government agencies, public health organizations, and health sciences libraries which provides timely, convenient access to selected public health resources on the Internet. PHPartners.org includes information on health promotion and education, health data tools, grants and funding, legislation and funding, nutrition, obesity, and environmental health. You can find the latest literature on public health topics and opportunities for professional development. Structure Evidence Queries provide pre-formulated search strategies that find the latest research in PubMed.gov on Healthy People 2020 objectives. Search PHPartners at: <http://phpartners.org>

Month three:

PubMed is a bibliographic database of the biomedical literature that includes the fields of medicine, nursing, dentistry, veterinary medicine, the health care system, and preclinical sciences, as well linking to online books. PubMed is a good source for research papers and projects. On the home page, you will discover quick tours to help you learn the basics and explore advanced search features. All National Library of Medicine resources are free and can be accessed online, anywhere, anytime. Use PubMed at <http://pubmed.gov>.

Month four:

NIHSeniorHealth is customized for the senior searcher. With one click, searchers can increase the text size and turn on visual contrast. All topics are specific for senior health. Topics include: healthy aging, Medicare basics, falls, surviving cancers, sleep and aging, osteoarthritis, caring for someone with Alzheimer's Disease, and over 30 other topics. Information links to MedlinePlus.gov for further information. The site includes brief health education videos. Discover what NIHSeniorHealth offers at: <http://nihseniorhealth.gov>.

Month five:

Lactmed is a free, evidence-based, online database with information on drugs and lactation, from the National Library of Medicine's TOXNET system. TOXNET is a collection of resources covering toxicology, chemical safety, and environmental health. Lactmed helps pregnant women and new moms make decisions about taking medications while breastfeeding. Explore LactMed and TOXNET at: <http://toxnet.nlm.nih.gov>.

NN/LM NER Project Staff

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Michelle Eberle, Consumer Health Information Coordinator

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Nancy LaPelle, Evaluation Specialist

Cindy Olney, NN/LM OERC

Margot Malachowski, Holyoke/Springfield Massachusetts Trainer

Amy Moore, Maine Medical Center Library, Passamaquoddy Trainer

Key Informants

North Central MA	Harford, CT
Health Alliance Hospital	Hartford Hospital
Heywood Hospital	UConn Healthnet
Joint Commission on Health	National Association of Social Workers, CT
Leominster Public Library	Chapter
Mount Wachusett Community College	Central CT AHEC
Central MA AHEC	Goodwin College
Ayer Public Library	University of St. Joseph
Lancaster Public Library	Hispanic Health Center
Worcester Department of Public Health	

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