

Appendix E: Implementation Process Map

Phase 2: Implement Health Information Outreach

Process Steps	Action Items	Notes
Step 1: Develop tailored outreach approach	Tailor outreach approach to meet community needs	To tailor is to make adjustments to how we do our outreach work (trainings, exhibits, and materials) based on what we learn from the community assessment. Team members review and discuss community assessment findings and decide what these adjustments will be. These adjustments are based on community needs and strengths. The best way to explain is through example. In Maine, for example, we learned from our key informants that seniors were a special population and about the role the Healthy Maine Partnerships (HMPs). We tailored our efforts to target seniors and to work in collaboration with the HMPs. In Providence we learned about the Welcome Back Center and the opportunity to train participants, many of whom are Spanish speaking, who would then teach others in the Latino community. We decided on a train-the-trainer model and tailored our efforts in this way.
	Develop implementation table and timeline	Once we decide on the outreach approach, an implementation table spells out the tasks that need to be accomplished to implement the outreach approach. The table lists tasks, who is responsible for each task, and when the task is to be accomplished. It is a useful tool for keeping the project team on track and for identifying when and where challenges arise.
	Develop evaluation plan and tools	Discuss and decide on how the effort will be evaluated before outreach begins. Adapt and use previously developed tools, (e.g. training pre- and post-evaluation and follow up survey), and refer to NN/LM Outreach Evaluation Resource Center materials and staff for guidance.
Step 2: Work with community partner(s)	Meet with potential partners	Refer to the key informant contact list developed during the community assessment. Call and/or email potential partners to set up a time meet in person. The purpose of the meeting is to explain the goal of NN/LM NER outreach efforts, the tailored approach based on the community assessment, and explore the possibilities for working together. It's important to be open and flexible to potential partner's interests and capacity.

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	Identify mutual health information objectives	It's especially important to identify how increasing awareness and use of NLM resources can help potential partners achieve their own programmatic goals and objectives. At these first meetings with potential partners brainstorm opportunities for NLM trainings and exhibits that can take place as part of their already existing activities. That NLM and NN/LM NER are potential funders (now and/or in the future) also helps partners generate ideas for and commitment to collaboration.
	Develop agreement document	Draft an agreement document based on the ideas discussed during the initial meeting. Emphasize that the document is a draft and can and will be adjusted based on partner feedback. This is an important document that helps clarify expectations. The document should clearly state what the community partner will do (e.g. trainings and exhibits they will schedule and/or conduct, target audience and numbers of people they will reach, materials they will distribute, evaluation activities they will conduct.). It should also clearly state what NN/LM NER will do (e.g. service provider and community trainings we will conduct, materials we will provide, train-the-trainer and other technical assistance we can provide). Project start and end dates and payment schedule if any. If NN/LM NER offers any payment or stipend, formal UMass Medical Center documents must be signed and processed.
	Conduct trainings and exhibit at local events	Once the agreement is reviewed, edited and signed by both NN/LM NER and Community Partner representatives outreach efforts may begin. Maintaining regular contact with community partners via email and phone regarding training and exhibit locations and dates. NN/LM NER Coordinators will conduct trainings and attend local exhibit events as needed.
	Provide materials and training support	Identify NLM materials and the number of materials that may be useful to community partners and mail them to community partners. This may include MedlinePlus and NIHSeniorHealth bookmarks and brochures, and other promotional items. Conduct a train-the-trainer (one-on-one, at a staff meeting, or other) for each community partner. Being available to conduct, attend, and support training and exhibit efforts in any way is critical to a community partner's success.

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	Distribute and collect evaluation tools	Distribute and collect training evaluations and complete exhibit and materials reports for all events conducted by NN/LM NER Coordinators. Provide community partners with evaluation tools (pre-/post-training evaluations, story-based evaluation, exit interview guidelines, etc) and make evaluation expectations clear in the agreement document.
Step 3: Outreach to local libraries, k-12, adult education, state DPH, other	Present project to local librarians	Inform members, who may also be able to engage state leaders, of focused outreach in their areas. This can be done via in person meeting or webinar. Be sure to engage public librarians in the effort. Some public libraries can offer computer lab space for trainings. Invite local librarians to trainings as participants and/or as presenters. Be sure local libraries have NLM materials for distribution and display.
	Identify and meet with program leaders in education and health	Refer to key informant contact list developed during the community assessment. Call and/or email community leaders to set up phone meetings. Tell them about the project and explore training and exhibit opportunities. Educational settings, k-12 and adult education, may offer computer lab space for local trainings.
	Conduct trainings and exhibit at local events	All coordinators should be available to conduct service provider and community outreach trainings, and attend exhibits. A focused outreach coordinator should be attentive to partner activities and needs and keep the team informed and engaged in trainings and exhibits activities when needed.
Step 4: Outreach via local media channels	Identify and contact local media channels	Newspaper, newsletters, radio, and other publications. Inquire about advertisements, editorials, PSAs, and other. Inquire about submission dates and costs
	Develop and submit articles and PSAs	It's best to have community partners take the lead with this, so include this type of outreach in their agreement documents. Provide community partners with PSA content and materials.
	Collect copies for evaluation / documentation	Be sure to collect copies of any published articles and PSA or pod cast recordings for evaluation / documentation purposes.