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Focused Outreach Final Report: Downeast District, Maine and Holyoke, Massachusetts, (May 1, 2011 - April 30, 2012)

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FOCUSED OUTREACH FINAL REPORT

DOWNEAST MAINE AND HOLYOKE, MASSACHUSETTS

May 1, 2011 – April 30, 2012

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Submitted: January 2013

EXECUTIVE SUMMARY

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 with equal access to biomedical information and improving the public's access to information to enable them to make informed decisions about their health.

With the goal to reach special populations more effectively, to respond to health disparities in New England, and track results of health information outreach, the NN/LM NER developed a new model for outreach. NER staff connects with local libraries, health information providers and community groups before entering the community to offer training, funding and exhibit. This model is more effective than NER's traditional model to reach deeper into a community; to build the capacity of local libraries and community groups to provide health information collaboratively; and help NER track outcomes and outputs.

SUMMARY

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. Specific geographic areas in New England; one urban, one rural; are selected based on health disparities; socioeconomic need; and access to health information. For year one (May 1, 2011 – May 1, 2012), NER selected Holyoke, Massachusetts and the Downeast Public Health District in Maine. Staff conducted Key Informant Interviews in the summer of 2011 and early fall. Implementation included exhibiting, training, and funding. Evaluation was central to the project. Pre/post and follow-up evaluations were used for most 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 public library, public health, adult basic education, K-12 educators, community colleges, and teen health groups. NER initially planned to teach both MedlinePlus (<http://medlineplus.gov>) and PubMed (<http://pubmed.gov>). Due to the community based focus of the project, MedlinePlus was primarily taught. Focused Outreach helped NER directly improve health information access for populations experiencing health disparities in the Downeast District Maine and Holyoke, MA. By capturing feedback before, immediately after, and a few weeks following training sessions, NN/LM NER demonstrated the effectiveness of trainings to get participants to use MedlinePlus and to tell their colleagues, family and friends about MedlinePlus and other National Library of Medicine resources and services. Results from trainings for health information providers showed that 91.3% were very likely to use MedlinePlus in the future; and 83.3% of participants told others about the Web sites taught in the class. 93% of health information provider participants said the class improved their ability to find information they could trust on the internet.

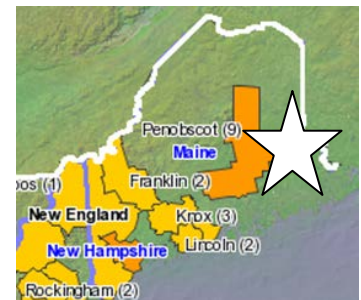
COMMUNITY ASSESSMENT

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's approach began with a thorough literature search of public health issues, local health inequities and disparities, and an environmental scan of potential partners. Then, using a Key Informant Interview Guide created by Sabrina Kurtz-Rossi, consultant for the pilot year, NER staff interviewed stakeholders to learn more about health information seeking skills; opportunities for outreach; and potential barriers in each community. NER staff drafted an assessment of themes identified from the Key Informant Interviews.

NN/LM NER conducted nineteen total Key Informant Interviews: nine in Maine and ten in Holyoke. In the Downeast District, Key Informants Interviews were conducted with the two Healthy Maine Partnerships (HMPs), the Tribal Health Liaison, the Maine State Library, the Maine CDC, a school health coordinator, and local community based organizations. In Holyoke, NN/LM NER interviewed the Holyoke Public Library, Holyoke Community College, Western Massachusetts Center for Healthy Communities, Holyoke Council on Aging, Picknelly Adult and Family Learning Center, Holyoke Medical Center, Holyoke VNA, Springfield Technical Community College, and former board members of the Holyoke Consumer Health Library (a NN/LM NER funded project from contact two).

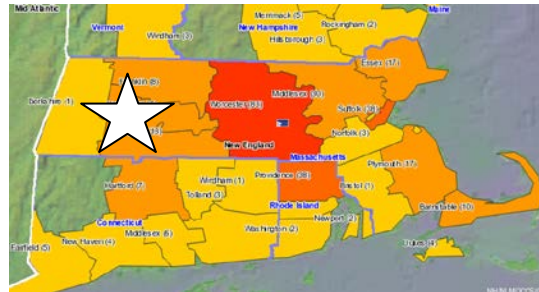
DOWNEAST MAINE HEALTH DISTRICT

- The two counties contrast. Hancock County ranks #1 in county health rankings. Washington County ranks #15 out of 16 counties. Hancock County is a coastal, summer vacation spot with high population, wealthy seasonal residents, lots of employment in the summer, and poverty and limited employment in the winter. In both counties, poverty, unemployment, and low levels of education are top community concerns.
- The Passamaquoddy Tribe resides in the watershed region of the St Croix River on the border of Canada at Pleasant Point and Indian Township. Tribal members face extreme health disparities, with an average life expectancy of 54 years.
- There are 42 public libraries in the Downeast Health District, with 23 in Hancock County and 19 in Washington County. The Maine State Library received BTOP ARRA funding with an outreach component to improve services for health, older adults and employment at public libraries. Nine public libraries in Hancock County and seven in Washington County received BTOP funding. Less than half of the libraries in Washington County have a website. In contrast, most of the libraries in Hancock have a website and already link to MedlinePlus.
- The local public health infrastructure is in a major transition with consolidation of the Healthy Maine Partnerships. NER collaborated with the Department of Public Health and the Maine State Library on the Public Health Information Access project and consumer health classes for the regional library districts.
- Internet access is limited. Limited broadband and limited skills are barriers to access. Kids, baby boomers, and the islanders use the internet. NER learned the "Region moves at a slower pace."



HOLYOKE, MASSACHUSETTS

- Holyoke, the country's first planned industrial city, was once described by the New Yorker Magazine as a "dilapidated Venice." The town's canals once dug by immigrants to power mills at the turn of the century are not surrounded by deserted warehouses. Holyoke, Massachusetts is located just north of Springfield, Massachusetts in the western part of the state. Exiting from route 91, drivers view the "Birthplace of Volleyball" sign. (Tzivvia Glover, Learning in Mrs. Towne's House, 2011)



- The population is dwindling from 60,000 to 40,000; while the Latino population is growing. Over half of the city's residents are Puerto Rican. One in three adults does not have a high school degree. One in four families lives in poverty.
- According the 2000 census, of 678 births in the last 12 months, 564 mothers were unmarried. The city has the highest teenage pregnancy rate in the state. (US Census Bureau, American Fact Finder)
- Holyoke has a rich network of community based organizations including: the Picknelly Adult Education Center, the Holyoke Public Library, the Care Center, the YEAH network, and the Holyoke Food and Fitness Policy Group. NN/LM NER network members include: Holyoke Medical Center, the Holyoke Public Library, and the Holyoke Community College.
- In 2011, the Holyoke Public Library was relocated to the city hall for a major renovation at the library. This transition delayed MedlinePlus training for the library staff. NER staff kept in close communication with the library director, building a close relationship.
- Key informants offered conflicting information about internet confidence and technology access. Several key informants said internet confidence skills are high, people have computers at home, but people don't understand the dangers of the internet. NER also heard, "Most people in Holyoke don't have computers, don't know how to do research. It is easier to give them a book. Start with books". Public housing provides computers in community rooms, but they are scarcely used. Barriers to health information access related to language, education level, and literacy.

FOCUSED HEALTH INFORMATION OUTREACH IMPLEMENTATION

NN/LM NER tailored outreach efforts in Holyoke, Massachusetts and the Downeast District, Maine based on information acquired from the community assessments. Outreach efforts responded directly to community needs identified by Key Informant Interviews. NN/LM built relationships with community groups before offering our services. NER raised awareness, use and knowledge of National Library of Medicine resources and services through site visits, consultations, training, exhibits and funding.

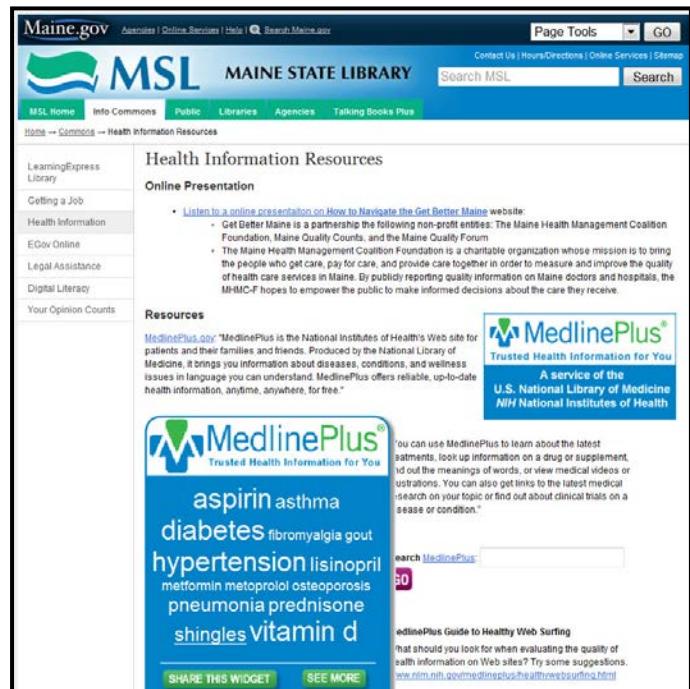
DOWNEAST HEALTH DISTRICT, MAINE

In Maine, NER worked closely with the Maine State Library and the Healthy Maine Partnerships. NN/LM NER funded and trained the Healthy Maine Partnerships to serve as intermediaries to teach MedlinePlus to health information providers and consumers. Outreach in Maine included eight MedlinePlus trainings to 88 health information providers at eight trainings and 61 consumers in the Downeast District.

Maine State Library

Vingette

The Maine State Library BTOP (Broadband Technology from the American Reinvestments and Recovery Act) funding provided a natural partner for NN/LM NER's Focused Outreach. In addition to enhancing technology for many public libraries, the BTOP funded a trainer for libraries to improve services for health, older adults and employment. NER cultivated a relationship with the Director of Development in the pilot year. She connected NER with the Maine State Library BTOP trainer. NER sent the BTOP trainer information how to link to MedlinePlus. The MSL BTOP trainer taught MedlinePlus at all of his site visits. The MSL prominently featured MedlinePlus on their Information Commons. The Maine State Library asked NER to create an online tutorial for MedlinePlus to highlight on the Information Commons. NER created a MedlinePlus online tutorial. The National Library of Medicine added the NER's MedlinePlus online tutorial to the MedlinePlus Trainer's Page. <http://nnlm.gov/ner/training/videotraining.html>



With the Maine State Library's assistance, NER connected with the Washington County Library Consortia. NER provided the 12 librarians attending the presentation with educational materials including MedlinePlus bookmarks, NIHSeniorHealth bookmarks, and the MedlinePlus Poster with tear-off. After the Washington County Library Consortia's MedlinePlus presentation, three libraries joined as Affiliate Members and six libraries subscribed to the MedlinePlus Magazine.

HEALTHY ACADIA, HEALTHY MAINE PARTNERSHIP

Vingette

NER developed relationships with the Healthy Maine Partnerships in each county early in the project. The HMPs were enthusiastic about National Library of Medicine resources, especially MedlinePlus and PHPartners.org. Due to decreased staffing, NER decided to fund the HMPs to offer trainings on MedlinePlus direct to their community. NER staff taught MedlinePlus to both of the HMPs, and provided consultation to each HMP to implement and develop presentations and publicity.

NN/LM presented for the staff of Healthy Acadia HMP in Bar Harbor, Maine. The staff was enthusiastic about NLM resources. PHPartners was particularly helpful for their work. Their Community Health Coordinator said, "MedlinePlus would be great to teach at her local programs." The staff meeting was also attended by the Director of the Bar Harbor Public Library. Healthy Acadia asked for a list of all the public libraries in their county. Healthy Acadia was provided with information how to link to MedlinePlus.

NER presented a hands-on MedlinePlus demo in the computer lab at the Mt Desert High School for the district school health coordinator and other health teachers. The School Health Coordinator published a brief article by NER in her Back to School Newsletter. NER provided the Lesson Plans Handout and MedlinePlus tri-fold, and, mailed educational materials for her to share with her teachers. Healthy Acadia's positive relationship with NER resulted in a funded project for the following year.

To support Focused Outreach project partners, NER staff created MedlinePlus Train-the-Trainer resources, including an outline for a live demo, a PowerPoint, and tips for presenting on MedlinePlus. These resources are available online at: <http://nmlm.gov/ner/training/resources.html#Customize>

WASHINGTON COUNTY: ONE COMMUNITY, HEALTHY MAINE PARTNERSHIP

Vingette

NER taught a webinar for the Washington County: One Community Healthy Maine Partnership in December 2011. The webinar was attended by Washington County: One Community Staff and members of their wellness committee. Following the webinar, a school nurse for the Calais Elementary School requested NLM handouts for teachers. Washington County: One Community partnered with NN/LM to offer MedlinePlus trainings for a variety of local health information providers and consumers including the local fire department, Downeast EMS, the Regional Medical Center in Lubec, and a local chapter of TOPs (Taking off Pounds).

PASSAMAQUODDY OUTREACH

NER funded a Passamaquoddy hospital librarian at the Maine Medical Center, who is pursuing a MLS with a scholarship to reach out to the Tribe. NER's Passamaquoddy Outreach Coordinator contacted the Directors of the Passamaquoddy Health Centers in Princeton and Pleasant Point. Publicity for presentations was posted at the Health Department and in the tribal newsletter. Educational materials, including pens, brochures and bookmarks, were distributed at both the Passamaquoddy Health

Department in Princeton and Perry. A session was taught at the Princeton Health Department. In June, she exhibited for the Wellness for Native Americans Conference: Walking a Path Toward Healing, hosted by the Wabanaki Mental Health Association. In August 2011, NER staff exhibited at the Pleasant Point Passamaquoddy Tribal Celebration Day. In August 2012, the Passamaquoddy Coordinator exhibited for this same event.

HOSPITAL ASSESSMENT

NER funded an academic librarian from Maine to conduct assessments of the health information needs of hospitals in the Downeast District unaffiliated with a health sciences library. The Hospital Library Assessment Coordinator interviewed staff at five local hospitals. She introduced hospital staff to PubMed and helped three of the hospitals register for Loansome Doc. NER intended for the project to help connect the unaffiliated hospitals with a medical library at a major hospital in Maine. The Hospital Library Assessment Coordinator provided NER with a report of each of her site visits.

DOWNEAST MAINE SUMMARY

NER successfully increased usage, knowledge and sharing of National Library of Medicine websites and database by community groups; strengthened the capacity of our network members to use National Library of Medicine resources. NER's collaboration with the Maine State Library increased awareness of NLM at the state-wide level, with their trainer teaching MedlinePlus at site visits, and the addition of the MedlinePlus widget, search box and links to the Information Commons. NER reached all the public libraries in Washington County, by presenting at the Washington County Library Consortia. NER built the capacity of the local public health agencies to teach MedlinePlus by partnering with the Healthy Maine Partnerships. This helped NER reach to a variety of health information providers and patients and families. Outreach in Maine generated NER's development of MedlinePlus train-the-trainer resources, which will facilitate the implementation of future programming.



Above: Posters on bulletin boards at a grocery store.

On left: MedlinePlus posters at Helen's Restaurants, a popular destination in Machias, Maine.

HOLYOKE, MASSACHUSETTS

In Holyoke, NER staff worked more directly with the community. Key partners included the Holyoke Public Library, the Holyoke Community Colleges, the Holyoke Housing Authority, and the Holyoke Public Schools. In Holyoke, NER taught nine MedlinePlus trainings to 112 health information providers and nine MedlinePlus trainings for 95 consumers. NER's existing relationships in Holyoke strengthened the success of this project. Many board members of the Holyoke Consumer Health Library, a NN/LM NER funded project from contract two, took interest, helped build relationships, and opened doors to community partnerships. Existing relationships with the Holyoke Consumer Health Library's partners, including the Director of the Holyoke Public Library and the Director of the Holyoke Community College Library, led to training opportunities. NER learned, as expected, that Holyoke residents get their health information from friends, doctors, clinics, churches. People also seek health information from health centers, and school nurses. However, NER also heard that people still like flyers and mailings, particularly at public housing. To respond, NER provided the Holyoke Housing Authority with MedlinePlus and NIH Senior Health bookmarks for their mailing. During our project, Holyoke elected the youngest mayor in Massachusetts, Alex Morse. NER contacted him with information about the project, and spoke with him at the public library's groundbreaking ceremony. The following vignettes present NER's work with key partners including the Holyoke Community College HOSA, the Holyoke Public Schools, the Holyoke Housing Authority, the Holyoke Public Library, and the Care Center.

HOLYOKE COMMUNITY COLLEGE HOSA MEDLINEPLUS TRAIN-THE-TRAINER

Vignette

The Manager of Workforce Development for the Massachusetts Area Health Education Center's (AHEC) introduced NER to the Springfield Technical Community College Workforce Stat Coordinator, which later resulted in the Holyoke Community College HOSA MedlinePlus Train-the-Trainer. NER met several times with the Workforce STAT coordinator to consider ways to work together.



NER provided two MedlinePlus trainings for the Holyoke Community College HOSA, an association for students interested in health occupations. The first training was a hands-on tour of MedlinePlus. NER created an outline for the HOSA students to teach their own hands-on MedlinePlus presentations. At the second training, NER walked the HOSA students through the outline, and HOSA students had the opportunity to practice presenting parts of the presentation.

HOSA students presented in pairs for five separate Medical Day Encounters attended by local high school students interested in pursuing a health degree at the community college. Five HOSA students were trained by NER. And, the HOSA students taught MedlinePlus to 48 high school students. The outline, which NER provided, included all examples on diabetes, which was the theme for the Medical Encounters.

In the post-assessment, 95% of the high school students said the class improved their ability to find information they could trust on the internet. Seventy nine percent said they would be likely to use MedlinePlus in the future. Eighty percent of students were very likely or somewhat likely to tell others about the Web sites discussed in the class.

HOSA students expressed their appreciation for the opportunity to be part of the MedlinePlus Train-the-Trainer in the wrap up assessments. One student wrote, "I learned a lot about the reliability of MedlinePlus, which I am definitely able to use for school and everyday life. It was a great experience teaching others how to use MedlinePlus." Another student wrote, "I benefitted from participating in the HOSA MedlinePlus Train-the-Trainer, because I was able to work through my fear of public speaking. Also, teaching the students helped me to reinforce what I learned from the training I received from Michelle."

HOLYOKE PUBLIC SCHOOLS IN-SERVICE FOR HEALTH AND INFORMATION TECHNOLOGY TEACHERS

Vingette

NN/LM NER contacted the Superintendent's Office to inquire about opportunities for NLM training. The Superintendent provided the Director of Health, Science, Physical Education and Technology's number. The Consumer Health Coordinator met with the Director of Health, Science, Physical Education and Technology and provided her with a one-on-one overview of MedlinePlus and other NLM resources for teachers. The NN/LM NER provided copies of the Resources for Teachers and the Lesson Plans from NLM handouts for the Director to give to all of her teachers.

On Jan 6, 2012, the NER's Consumer Health Information Coordinator and Network Coordinator taught an in-service at Holyoke High School for the Health and Information Technology Services (ITS) teachers working for Holyoke Public Schools. Most of the twelve teachers in attendance taught health K-8. About five teachers taught information technology. NER taught MedlinePlus, ToxTown, ToxMystery, and NIH LifeWorks. The teachers searched NLM resources hands-on at computers in the High School Library. The teachers were particularly interested in the games and health check tools on MedlinePlus. Teachers were provided time to play around with them. At the end of the class, presenters asked what resources were most helpful. Teachers expressed much interest in both ToxTown and ToxMystery. Also, NIH Life Works was a big hit. NN/LM NER will continue to present NIH LifeWorks for teachers to help support the healthcare workforce pipeline.

NER presented the NLM Resources for Teachers handout and provided time for the teachers to explore the sites hands-on. The most popular site from this handout was the Visible Proofs exhibit which provided forensic views of the body. One of the health teachers said she would like presentations for her classes. She was interested in a NN/LM NER presentation for the High School's Health Professions Club. NN/LM NER highly recommends continuing to offer in-services for teachers in districts of our Focused Health Information Outreach. Contacting the Superintendent was a great way to open the door for this opportunity. It was well worth the effort to make an initial site visit for the Director. The Director also agreed to provide support for the collaboration between the NN/LM NER and the HOSA chapter at the Springfield Technical Community College.

HOLYOKE HOUSING AUTHORITY

Vingette

On September 7, 2011, the Consumer Health Coordinator presented two programs for the Holyoke Housing Authority. The morning class was presented during a free lunch for seniors provided by the Holyoke Senior Center. Most participants spoke Spanish. An interpreter was provided. The Consumer Health Coordinator presented a half an hour presentation on MedlinePlus and NIH Senior Health. The program was well received. Twelve participants attended. They had a computer in the lunch room for residents. But, staff and participants said no one uses the computer. Staff asked for copies of the tri-folds from the computer. They will display the MedlinePlus tri-folds in both English and Spanish. NER provided them with the Information Rx tear off poster. HHA provided NER with addresses for all participants to get a subscription to the MedlinePlus Magazine. All participants agreed they would like the MedlinePlus Salud Magazine.



The afternoon program was held in the basement of the Coughlin elderly housing. The air quality in the basement was poor. There was limited access to electrical outlets for the presentation. So, the Consumer Health Coordinator had to set the projector up in a corner of the room which wasn't ideal. The program was part of a Resident Association Meeting. Before the presentation, the supervisor of the building addressed security issues in the building. NER presented MedlinePlus presentation following the resident meeting. The participants were interested in the program. However, when asked if they use the computer or the library, all participants except one, replied no. This presentation was also attended primarily by Spanish speakers. HHA provided a Spanish interpreter for the presentation. HHA requested subscriptions to the MedlinePlus Magazine for all participants.

The Consumer Health Coordinator discussed future opportunities for training with the interpreter. He recommended presenting at the two multi-family housing. NER did not see the elderly housing as an effective venue for future MedlinePlus presentations. Most participants at classes do not use the internet or the library. And, when encouraged to use the public library, were not interested. In response to the lack of access to technology, NER requested free health information pamphlets from the MA Clearinghouse and other agencies, and delivered boxes of pamphlets on health issues facing Holyoke Housing Authority residents for distribution by staff and in meeting rooms.



HOLYOKE PUBLIC LIBRARY


Vingette



NER's Consumer Health Information Coordinator and the Director of the Holyoke Public Library knew each other from NER's consultation on the Holyoke Consumer Health Library project. The Director was eager to get involved with the Focused Health Information Outreach project. However, the public library was in a year of major transition. In November, the library was relocated to the top floor of city hall for a three year renovation (picture on right). NER met several times with the Director when in Holyoke for other site visits and trainings to stay in touch. The Picknelly Center for Adult and Basic Education had offered their computer lab for staff training for the library. In mid-winter, the library staff needed to learn a new library catalog and circulation system. It did not work out for NER to present for a staff meeting. The Consumer Health Coordinator asked if she could sit at a public computer for the day, and library staff and patrons could come over throughout the day for one-on-one guided tours of MedlinePlus. The Director set a schedule for staff to come over in pairs for guided tours. All of the staff learned MedlinePlus with hands-on experience. The Consumer Health Coordinator became friendly with a Reference Librarian who attended her class at the Picknelly Center. The Reference Librarian came to NER's class at the Care Center, a school for pregnant teens and new moms, and provided an overview of the public library's services following the MedlinePlus presentation.




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NER displayed MedlinePlus and NIHSeniorHealth posters at two Bodegas, the Social Security Administration, the National Farm workers Council, and Picknelly Center. NER created a NIHSeniorHealth poster with tear-offs. It is available online at:
http://nml.gov/ner/training/material/NIHSeniorHealth_Poster.pdf

CARE CENTER

Vingette

NN/LM NER reached out to youth, their educators, and health care providers. The Care Center is an alternative education provider for pregnant teens and new moms who dropped out of high school. The NER's Associate Director met Tzivia Glover, author of the book, *Learning in Mrs. Towne's House: A Teacher, Her Students, and the Woman Who Inspired Them*, at the Holyoke Block Party. NER staff read the book, and contacted the Director of Education at the Care Center to set up MedlinePlus training. The Director of Education was eager to host a MedlinePlus training with a focus on Spanish, pregnancy and parenting information. The MedlinePlus presentation was attended by 15 students as well as three staff members. Reading Tzivia Glover's book helped NER staff better understand the socio-economic issues faced by teens and their families in Holyoke, as well as the historical significance of the Care Center as former residence for a leader in the New Thought Movement.



Pictured above: Ana Rodriguez, Director of Education

HOLYOKE, MASSACHUSETTS SUMMARY

NER's Key Informant Interviews and observations at initial outreach events clearly identified limited resources for youth, the extreme health disparities for youth and the high rate of teen pregnancy. According the 2000 census, of 678 births in the last 12 months, 564 mothers were unmarried. The city has the highest teenage pregnancy rate in the state. (US Census Bureau, American Fact Finder) In response, NER tailored outreach efforts to reach youth and their educators and care providers, and include health topics of interest to youth, especially sexual health and resources for parenting as appropriate. NER's efforts to reach youth resulted in trainings for the high school health and science teachers, the HOSA train-the-trainer for local high school students, a hands-on class for teen pregnancy coordinators at Girls Inc, and a presentation for the Care Center, which is a school for pregnant teens and new moms.

NER further cultivated staff's MedlinePlus train-the-trainer skills by collaborating with the Holyoke Community College HOSA. The project in Holyoke strengthened existing ties with community groups known previously through the NER's funded Holyoke Consumer Health Library project. NER had to get creative to reach the public library staff due to their relocation and renovation. By spending a full day at the library's public computers, NER staff was able to teach MedlinePlus to all of the Holyoke Public Library staff.

In Holyoke, NER taught MedlinePlus to at nine trainings to 112 health information providers at and at nine trainings for 95 consumers. NER's relationship building resulted in partnerships with over ten different community agencies providing health information services for youth in Holyoke. Site visits with individual demos of National Library of Medicine resources opened the doors to opportunities for training sessions.

EVALUATION

Evaluation is central to the NN/LM NER's Focused Health Information Outreach. The NN/LM NER developed pre/post and follow-up evaluations in the pilot year with NER's Consultant, Sabrina Kurtz-Rossi. For year one, with the help of the Outreach Evaluation Resource Center (OERC), NER adapted the evaluations from the pilot year. OERC provided support to plan, strategize, design and administer the pre/post and follow-up evaluations.

Following an initial assessment providing baseline data to inform the project, the NER conducted pre/post and follow-up evaluations for most classes. Print pre/post evaluations were distributed and collected at classes. Follow-up evaluations were conducted via email. Contacts were requested at classes. Follow-up evaluations were emailed two to six weeks following the classes. Rate of response for follow-up evaluations was significantly higher for health information providers than consumers. The NER disseminated the results of the Focused Health Information Outreach Project at the MAHSLIN Annual Meeting, Medical Library Association Conference in Seattle, WA, the NN/LM NER Resource Library Directors Meeting, the North Atlantic Health Sciences Libraries Annual Conference, and the NER Regional Advisory Council.

In the Downeast District Maine, NER trained 88 health information providers and 61 consumers. In Holyoke, NER trained 112 health information providers and 95 consumers. In both areas, NER reached a total of 200 health information providers and 156 consumers. NER conducted pre/post evaluations for 97 health information providers and 123 consumers. One of the partners did not return pre/post and follow up evaluations in advance of the report. Twenty four health information providers completed the follow-up evaluations. Consumer follow-up evaluations did not have a significant response for data analysis.

The provider pre-evaluations identified:

- 64.1% never used MedlinePlus.gov
- 26% felt very confident and 51% felt somewhat confident in their ability to find health information they could trust

The provider post-evaluations showed:

- 93% said the class improved their ability to find information they could trust on the internet
- 91.3% very likely to use MedlinePlus in the future.
- 77.3 % of participants are very likely to tell others about the websites discussed in the class.
- 64.4% felt very confident and 33.3% felt somewhat confident in their ability to find health information they could trust

The provider follow-up evaluations showed:

- 83.3% of participants told others about the Web sites taught in the class.

The consumer pre-evaluations showed:

- 71.4% never used MedlinePlus before.
- 16.3% were not sure if they ever used MedlinePlus.
- 16.3% felt very confident and 52% felt somewhat confident in their ability to find health information they could trust

The consumer post-evaluations showed:

- 52% felt very confident and 42.7% felt somewhat confident in their ability to find health information they could trust
- 83% were very likely or somewhat likely to tell others about the websites learned in the class.
- 79.6% very likely to use MedlinePlus.

The NER received positive feedback from trainings, including the following:

- The website, MedlinePlus, had amazing information and offers the info in a diverse way. Michelle was a great presenter and interacted so well with the group.
- The presenters were easy to understand and presented a lot of information that will be useful for us.
- All cool teaching tools.
- Explanation of the various parts of the site
- Clear & concise. Educates about new sources for reliable information.
- Myriad Websites, Tools and Information are great! Lots of great info and fun!
- Learning how to use & find information at MedlinePlus, Lifeworks, CareerFinder
- Being able to interact w/ the web + websites
- Walking through the resources and having them become less overwhelming.
- Great information. A lot of information. Great knowledge & info & energy from the trainer.

An unanticipated outcome, a local community health center may pursue NN/LM funding, and possible implement MedlinePlus Connect. Another unanticipated outcome was that NER developed a relationship the NIHLifeWorks. NIHLifeWorks is a website to help cultivate the health career pipeline. The site includes an e-mentoring program as well as an assessment tool to help students discover a health career with a good fit based on their education, skills and interests. The site fit in well with NER's outreach to youth and educators in Holyoke, MA. NER taught NIHlifeworks as appropriate at presentations. NER contacted NIHLifeWorks to get some educational materials to share at events. NIHLifeWorks was thrilled to learn about NER's efforts and requested a list of our events which involved sharing information about their site.

LESSONS LEARNED

NN/LM NER learned in our pilot year (2010-2011) to "expect the unexpected." This lesson helped coordinators be flexible to the specific needs of our partners for both train-the-trainer technical support and project management consultations in Year One (2011-2012). It was necessary to be creative to reach key partners. For example, a class at the Picknelly Center for the Holyoke Public Library staff could not be scheduled. So, NER staff spent the day at the public computers in the library's relocated space at Town Hall, which provided opportunity for training for the entire staff. In Holyoke, NER responded to the immediate health concerns and lack of access to computers for the residents of public housing by obtaining and delivering free print patient education materials in multiple languages on topics of concern identified a the Key Informant Interview. Key Informant Interviews guide NER's initial work. Lessons learned during trainings and exhibits help to shape efforts. NER was told at several Key Informant Interviews that people get information on bulletin boards. In response, staff posted the MedlinePlus Information Rx posters with the tear off, and created a NIHSeniorHealth poster with tear-offs. A comment from another exhibitor at the Holyoke Senior Fest guided NER in the direction to focus our efforts for youth and their care providers due to the highest rate of teenage pregnancy in the state.

NER created a MedlinePlus 508 compliant video tutorial at the request of the Maine State Library for their Information Commons site. The National Library of Medicine linked the NER's video tutorial on the MedlinePlus Training Materials Page.

For Year Two, it will be important to improve the coordination of staff collaboration. A NER contact person is recommended for each partner. Once relationships are established, the contact person can be passed to the trainer assigned to that event, to coordinate dates, publicity, and details. New documents should be developed to enhance communication during the assessment time, and accurate provision and capturing of Key Informant Interviews. Meeting regularly on a weekly or bi-weekly with the Associate Director guided the directions for the project and mentored strengths of project staff. Overall, NER's new approach increased collaboration and communication between staff; helped NER reach new community groups and diverse populations; improved NER's train-the-trainer approach; and the creation of new MedlinePlus training resources and materials.

Originally, PubMed was planned to be taught. However, in both the pilot year and year one, all but one of NER's sessions taught MedlinePlus. For Year Two, NER needs to consider the role of PubMed training in the Focused Outreach. With such a limited role in the first two years of Focused Outreach, perhaps another approach may work. A PubMed CME/CNE project with NN/LM NER staff co-presenting with hospital librarians in the Focused Outreach areas, might be an effective way to get word out about PubMed and also support our Full members.

Building outcomes evaluation into the trainings provided feedback on the effectiveness and importance of NER's community engagement approach. The results showed that 91.3% of providers trained are very likely to use MedlinePlus in the future, and 83.3% of participants told others about the Web sites taught in the class. NER analyzed SurveyMonkey data separately for health information providers and consumers, but not geographic area. The response rate for follow up assessments from providers was high; while the response rate for the consumer follow-ups was a challenge. NER consider alternative ways to gather and analyze data for Year Two.

Community engagement requires NN/LM NER staff to be quick to adapt to new ways to cultivate relationships with partners, to teach National Library of Medicine resources to diverse audiences; to support technical and project management skills of project partners. NER learned that initial site visits, more than phone interviews, are vital to relationship building with community partners. Focused Outreach facilitated creation of new MedlinePlus training materials including the train-the-trainer outlines, PowerPoints, the MedlinePlus Online Tutorial, and even the NIHSeniorHealth tutorial. Productivity was increased with a primary focus on MedlinePlus, versus the former consumer health classes, which taught consumer health on a variety of different health topics. Staff was able to offer presentations with minimum notice, as the presentation was always "ready to go."

CONCLUSION

The NN/LM NER's Focused Health Information Outreach proved an effective approach to improve health information outreach by NN/LM NER. By organizing the project into assessment, implementation and evaluation, NER used public health statistics as well as the insights of community stakeholders to inform outreach efforts. The pre/post and follow up evaluations helped NER identify, demonstrate and capture the value of trainings. Most importantly, by targeting specific geographic areas, NER directly responded to health disparities identified by public health statistics and key informants. With a tailored approach,

the National Network of Libraries of Medicine, New England Region increased awareness, use and sharing of MedlinePlus and improved the NER's capacity for health information outreach.

DOWNEAST MAINE STATISTICS

DOWNEAST MAINE MEDLINEPLUS PROVIDER TRAININGS			
Date	For	Presented by:	# participants
10/17/2011	Washington County Library Consortia at the Hillsboro Community Center in Whitneyville, Maine	NN/LM NER	12
11/15/2011	Healthy Acadia Healthy Maine Partnership	NN/LM NER *Also PubMed and PHPartners Training	7
11/15/2011	Mt Desert School District for school health coordinator and staff	NN/LM NER *Also NLM Resources for Teachers	3
12/1/2011	Washington County One Community Healthy Maine Partnership for staff and wellness committee (webinar)	NN/LM NER	15
3/13/2012	Friends in Action – Senior Transportation Program	Healthy Acadia	8
4/19/2012	Passamaquoddy Tribal Health Center, Princeton, Maine	Passamaquoddy Trainer	3
4/26/2012	NLM Online Resources Training for SHLT-MDIHS	Healthy Acadia	7
June 18	Down East EMS - 8 participants	Washington County: One Community	8
June 19	Lubec Fire Department and guests	Washington County: One Community	14
June	HealthWays, Regional Medical Center in Lubec	Washington County: One Community	11
TOTAL		9 classes	88

DOWNEAST MAINE MEDLINEPLUS CONSUMER TRAININGS			
Date	For	Presented by:	# participants
4/10/2012	Caregivers Support Group at the Ellsworth Public Library	Healthy Acadia	12
4/11/2012	Elderly, low income housing in Melven-Belmont	Healthy Acadia	10
4/25/2012	Healthy Aging week, hosted by Friends in Action	Healthy Acadia	2
5/17/2012	MedlinePlus presentation	Healthy Acadia	12
3/13/2012	Friends in Action – Senior Transportation Program	Healthy Acadia	3
5/31/2012	Tops of Maine, Jonesport Division 0384	Washington County: One Community	7
6/5/2012	Community all-call in Lubec	Washington County One Community	15
TOTAL:		7 classes	61

NN/LM NER DOWNEAST MAINE SITE VISITS, EXHIBITS AND CONSULTATIONS		
Date	Organization	Notes
8/12/1011	Passamaquoddy Tribe	Exhibited at Pleasant Point Reservation Celebration
10/17/2011	Millbridge Women's Health Center Library	Delivered membership application, MedlinePlus and Information Rx Educational Materials
10/20/2011	Downeast Hospital, Machias, ME	Provided a MedlinePlus demo for Community Relations and Marketing Coordinator. She expressed interest to learn more about our project. The DECH is redesigning their Web site. She will share the information with her CNO and CMO. She will also ask about a newsletter article, training opportunities and display of NLM brochures in the hospital.
11/17/2011	Downeast Hospital, Machias, ME	Met with Director of Volunteers. Provided MedlinePlus Magazine subscriptions and educational materials for waiting rooms. Sent newsletter article and provided link to NLM handouts.
10/18/2012	Maine State Library	Met with Maine State Library BTOP funding
11/18/2012	Passamaquoddy trainer	Provided Passamaquoddy Trainer with MedlinePlus PowerPoint and educational materials
8/12/2011	Peavey Library	Site visit
11/14/2011	Maine Medical Center	Met with Passamaquoddy trainer to discuss collaborating to reach Passamaquoddy tribe
1/19/2012	Healthy Acadia	Consultation provided to Healthy Acadia MedlinePlus Trainer
1/19/2012	Passamaquoddy Trainer	Consultation provided to Passamaquoddy Trainer
2/6/2012	Hospital Outreach	Contacted six librarians to locate Hospital Assessment Assistant
2/2012	Passamaquoddy trainer	Consultation provided to Passamaquoddy Trainer – how to reach tribal health centers
3/9/2012	Hospital Outreach	Consultation provided to Hospital Assessment Assistant
3/21/2012	Hospital Outreach	Consultation provided to Hospital Assessment Assistant
3/30/2012	MidCoast Community Hospital	Site visit by Hospital Assessment Assistant
4/5/2012	MaineCoast Memorial Hospital	Site visit by Hospital Assessment Assistant
4/6/2012	Calais Regional Hospital	Site visit by Hospital Assessment Assistant
4/6/2012	Downeast Hospital	Site visit by Hospital Assessment Assistant
4/10/2012	Hospital Outreach	Created a <i>How to Link to MedlinePlus Handout</i> for hospital outreach
4/2012	Hospital Outreach	Sent Hospital Assessment Assistant folders for her interviews with hospital staff including the PubMed Basic, PubMed MyNCBI, PubMed MeSH, PubMed FullText and NN/LM NER trifolds
5/2 /2012	Hospital Outreach	Provided Hospital Assessment Assistant with information how to create a PubMed widget.

HOLYOKE, MASSACHUSETTS STATISTICS

HOLYOKE HEALTH INFORMATION MEDLINEPLUS PROVIDER TRAININGS			
Date	For	Presented by:	# participants
11/30/2011	Western MA Eldercare	NN/LM NER	36
11/30/2011	Girls, Inc for two teen pregnancy coordinators and the program coordinator	NN/LM NER	3
1/6/2012	Holyoke Public Schools In-service for the district's health and information technology teachers	NN/LM NER *Also NLM Resources for Teachers	13
2/22/2012	HOSA Train-the-Trainer	NN/LM NER	6
2/29/2012	HOSA Train-the-Trainer	NN/LM NER	6
3/15/2012	Picknelly Adult and Family Education Center attended by staff from The Literacy Project, Pittsfield Adult Learning Center, Franklin County Sheriff's Office, the Valley Opportunity Council and The Holyoke Public Library. NER provided Picknelly with NIH Lifeworks Posters and handouts. The Director visited the classroom with staff from another local job center. NER also provided him with Lifeworks handouts.		5
3/20/2012	Holyoke Community College Library, for Foundations of Health Program	NN/LM NER	30
3/20/2012	Holyoke Community College Library Staff	NN/LM NER *Also, PubMed	3
4/12/2012	Holyoke Public Library Library Staff	NN/LM NER	10
TOTAL		9 classes	112

HOLYOKE MEDLINEPLUS CONSUMER TRAININGS			
Date	For	Presented by:	# participants
9/7/2011	Caughlin Apartment Association Meeting with Spanish Interpreter	NN/LM NER	12
9/7/2011	Falcetti Towers with Spanish Interpreter	NN/LM NER	13
11/19/2011	Lyman Terrace Family Housing with Spanish Interpreter	NN/LM NER	6
4/11/2012	Medical Encounters	Holyoke Community College HOSA	5
3/12/2012	Medical Encounters	Holyoke Community College HOSA	15
3/13/2012	Medical Encounters	Holyoke Community College HOSA	10
3/14/2012	Medical Encounters	Holyoke Community College HOSA	8
3/15/2012	Medical Encounters	Holyoke Community College HOSA	8
5/4/2012	Care Center	NER MedlinePlus	18
TOTAL		9 classes	95

NN/LM NER HOLYOKE SITE VISITS, EXHIBITS, AND CONSULTATIONS

Date	Organization	Notes
8/3/2011	Holyoke Housing Authority	Key informant interview with MedlinePlus Demo
8/4/2011	Holyoke Public Library	Key informant interview with library director
9/3/2011	Holyoke Block Party	Exhibited at the Block Party. NER Associate Director made contact with staff at the Care Center, and bought her book. Associate Director and Consumer Health Coordinator read her book, which helped them gain a greater understanding of Holyoke.
8/24/2011	Holyoke Senior Fest lunch	Exhibited at the Senior Fest. Resulted in several contacts with local health agencies. Network Coordinator was told by one agency that the seniors have lots of resources, and the teens need resources.
10/13/2011	Springfield Community College Workforce STAT	Planning meeting for HOSA project
11/17/2011	Holyoke Public Library	Ground breaking ceremony. NER met Holyoke's new Mayor Alex Morse and informed him of the Focused Health Information Outreach.
10/2011	Holyoke Public Library	Wrote/sent MedlinePlus newsletter article to Director of Holyoke Public Library for Press release to local newspapers
10/7/2011	Western Massachusetts Center for Healthy Communities	Met with Director and provided brief descriptions of MedlinePlus and PubMed. Center for Healthy Communities added the links to their site. http://www.westernmasshealthycommunities.org/library/other-library-resources.php
11/3/2011	Holyoke High School	NLM resources training at site visit for Director of Health, Sciences, Information Technology and Physical Education for Holyoke Public Schools
2/10/2011	Holyoke Public Library	Conference call with Director
3/28/2012	Holyoke Public Library	Press release for public library program day
8/31/2011	Holyoke Housing Authority	Provided 1000 MedlinePlus English/Spanish bookmarks to be included in mailing to residents.
2/10/2012	Holyoke Housing Authority	Inquired with HHA regarding digital divide issue. Asked about interest in print materials. Ordered free print materials on topics identified by HHA staff from MA Clearinghouse, and other agencies that provide free print brochures.
3/15/2012	Holyoke Housing Authority	Delivered three boxes of health brochures in English and Spanish
3/6/2012	YEAH Network	Conference call with staff at the YEAH network.
11/2012	Girls Inc	Mailed NLM educational materials.
2/1/2012	Care Center	Conference call with Director of Education

NN/LM NER Project Staff

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Javier Crespo, Associate Director
Michelle Eberle, Consumer Health Information Coordinator
Lauri Fennell, Outreach Coordinator
Mark Goldstein, Network Coordinator
Myrna Morales, Technology Coordinator
Martha Pearson, Administrative Assistant

Project Partners:

Cindy Olney, NN/LM OERC
Healthy Acadia Healthy Maine Partnership
Washington County: One Community Healthy Maine Partnership
Holyoke Community College HOSA
Alison Leonard, Hospital Need Assessment Assistant
Amy Moore, Maine Medical Center Library, Passamaquoddy Trainer

Key Informants

HOLYOKE

Holyoke Consumer Health Library
Holyoke Health Center
Holyoke Community College Library
Western Massachusetts Center for Healthy Communities
Holyoke Council on Aging
Picknelly Adult and Family Learning Center
Holyoke VNA
Springfield Technical Community College

DOWNEAST MAINE

BTOP, Maine State Library
Maine State Library
Downeast District Public Health Liaison
Healthy Acadia HMP Coalition Director
Washington County One HMP Director
Downeast Hospital, Machias, ME
Tribal Health Liaison, Maine HMP
HMP School Health Coordinator
Community Caring Coalition

NN/LM NER is funded by the National Library of Medicine under a contract (HHS-N-276-2011-00010-C) with the University of Massachusetts Medical School in Worcester.