

Appendix J: Logic Model

NN/LM NER Focused Outreach LOGIC MODEL

Project Goal: Increase awareness and use of 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"> • Focused outreach consultant • NER Coordinator/Trainer • NN/LM NER Funding • NLM Resources • Contacts in targeted communities • Tufts applied learning student • OERC • NN/LM NER members in targeted communities 	<ul style="list-style-type: none"> • Inventory outreach awards • Print list of members • Identify known contacts • Identify core questions • Draft interview protocol • Draft other materials as needed • Email or call contacts • Contact recommended key informants • Identify and contact other key informants • Add to key informant contact list • Schedule the interview • Conduct the interview • Transcribe the interview • Send thank you • Identify themes and patterns • Codes units of text • Organize and analyze 	<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 • Community assessment process map • Final community assessment report 	<ul style="list-style-type: none"> • Health information outreach efforts tailored to the needs of the community • Support for project among key agencies / community leaders

Appendix J: Logic Model

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"> • Focused outreach consultant • NER Coordinator/Trainers • NN/LM NER Funding • NLM Resources • Contacts within targeted communities • Tufts applied learning student (possible) • UNE practicum student (possible) • Established relationship with HCC (MA) • Spanish language speaker and services (RI) • OERC • NN/LM NER members in targeted communities 	<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 training sessions held • 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 promotional 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 • Community experts to help others find resources

Appendix J: Logic Model

Phase 3: Evaluate tailored health information outreach strategy (trainings, promotional activities)			
Resources	Activities	Outputs	Outcomes
<ul style="list-style-type: none"> • Focused outreach consultant • NER Coordinator/Trainers • NN/LM NER Funding • NLM Resources • Contacts within targeted communities • Tufts applied learning student (possible) • UNE practicum student (possible) • OERC • 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

Appendix J: Logic Model

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	Project consultant and 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 / community leaders	Key agencies will demonstrate support for the project by hosting trainings and distributing promotional materials
<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">• Community experts to help others find resources	Identified innovators will indicate on story based evaluation forms that they helped others use MedlinePlus to find health information
<ul style="list-style-type: none">• Better data on health information outreach efforts	Project consultant and NER coordinators will present findings at professional meetings

Appendix J: Logic Model

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, the project consultant will identify in project reports at least 5 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, 5 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">• More community experts to help others find resources	Three months after the training, 25% of identified innovators will submit story based evaluation forms describing how they helped others in their community use MedlinePlus to find health information
<ul style="list-style-type: none">• Better data on health information outreach efforts	Project consultant and NER coordinators will submit abstracts to two professional conferences