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## Focused Outreach Final Report: Vermont (May 1, 2013 - April 30, 2014)

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## Keywords

Health information outreach, community engagement, National Library of Medicine, MedlinePlus

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# Focused Outreach Final Report

## *Vermont*

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**May 1, 2013 - April 30, 2014**

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**Submitted: December 2014**

# FOCUSED OUTREACH

VERMONT

2013-2014

National Network of Libraries of Medicine  
New England Region

## What was most helpful?

“I learned a new website that can help me with projects or any questions I have.”

“Knowing that the library is so handy.”

Our Mission: Provide equal access to health information



**325**

People learned about  
NLM at local exhibits



**100%**

Health providers attending trainings will use  
NLM resources in the future!



15  
Community  
TV Episodes



12  
New  
Members



17  
Trainings

## Introduction

The National Network of Libraries of Medicine, New England Region (NN/LM NER) seeks to further the mission of the NN/LM, while increasing use of National Library of Medicine (<http://nlm.nih.gov>) resources and services; and expanding 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.<sup>i</sup>

Focused Health Information Outreach targets specific geographic areas in New England facing high rates of health disparities, socioeconomic challenges, and health care shortages.<sup>ii</sup> 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.”<sup>iii</sup>

## 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. Typically, a rural and an urban geographic location are selected based on health disparities; socioeconomic need; and limited access to healthcare services. For year three (May 1, 2013 – April 30, 2014), NER selected one area rather than two. NER chose to focus on the entire state of Vermont, which included both rural and urban locations. Staff conducted Key Informant Interviews throughout the summer 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.

NN/LM NER initiated partnerships through Key Informant Interviews. Initial partnerships developed and branched out quickly, connecting NER with health information providers from organizations including the Vermont Agency for Education, Vermont Higher Education Collaborative, a community TV station, a local physician, a university, the Vermont Department of Libraries, a community college, professional associations, and a regional hospital.

A train-the-trainer approach was used with some 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 (Health Literacy and Community Engagement Coordinator, Outreach and Technology Coordinator, and Education and Outreach Coordinator) were assigned projects across Vermont. The Health Literacy and Community Engagement Coordinator drafted a logic model and implementation plan to coordinate efforts. Coordinators charted progress on an implementation chart. Regularly scheduled Focused Outreach meetings ensured the project moved smoothly.

## Executive Summary

The Focused Outreach Project connected underserved communities in Vermont with the resources and services of the National Library of Medicine. NER partnered with local libraries, public health agencies, school nurses, the state library, health education students, and community television. This year, the project transitioned to a train-the-trainer model. Project partners were identified following the Key Informant Interviews. NER staff worked with project partners to guide them through the project planning, proposal writing process, and initial NLM education. Project partners included:

- Vermont State Library
- Dana Medical Library
- Middlebury Community TV
- Vermont Agency of Education
- Castleton State College Health Education Department
- Northeastern Vermont Regional Hospital Medical Library
- Vermont School Nurse Health Information Access Project

This year, the Focused Outreach expanded to some new approaches. NER staff was featured on local television stations. Also, for the first time, the project led to a health information access project for school nurses, connecting Vermont school nurses with access to interlibrary loans/articles from the Dana Medical Library. The Dana Medical Library recommended collaborating with the Vermont State Library to create a health information portal and offer trainings on the portal for Vermont librarians. The Vermont State Library added MedlinePlus to their website. NN/LM NER conducted a formal membership drive via listserv and mail. Twelve libraries joined the Network as a result of the membership drive.

Staff and project partners exhibited at four local exhibits in Vermont. The staff at the Dana Medical Library exhibited at multiple conferences on behalf of NER. The Director of the Dana Medical Library at the University of Vermont also played an important role in helping NER connect with project partners. Through exhibits, NER talked with over 325 people about National Library of Medicine resources.

During this Focused Outreach cycle, 220 providers and 92 consumers attended presentations that used pre/post evaluations. Results showed that 100% of providers and 64% of consumers were likely to use National Library of Medicine resources in the future. 61% of providers and 57% of consumers reported that they were likely to tell others about NLM resources. The number of pre/post evaluations this year is significantly lower than the 2420 people reached last year due to several projects not using the evaluations.

Comments from participants demonstrated the value of the project:

- “Really great resources for my health classes and I will also tell our science teachers!”
- “I learned a new website that can help me with projects or any questions I have.”
- “Knowing that the library is so handy.”

## 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 Vermont. 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 list of organizations interviewed and major findings from our assessment.

| Key Informant Interviews:   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Albany College of Pharmacy and Health Sciences</li><li>• Area Health Education Center</li><li>• Bryan Alexander</li><li>• Castleton State College</li><li>• Community College of Vermont</li><li>• Copley Hospital Medical Library</li><li>• Fletcher Allen Health Care Community Health Resource Center</li><li>• Jessamyn West</li><li>• Northeastern Vermont Regional Hospital Medical Library</li></ul> | <ul style="list-style-type: none"><li>• Rutland Regional Medical Center Medical Library</li><li>• Southwest Vermont Medical Center</li><li>• University of Vermont, Dana Medical Library</li><li>• Vermont AHPERD, Association for Health, Physical Education, Recreation and Dance</li><li>• Vermont Department of Health</li><li>• Vermont State Library</li><li>• Vermont Technical College</li></ul> |

## Major Factors identified by Key Informant Interviews

### Primary health issues:

- Chronic disease
- Substance abuse
- Mental health
- Domestic violence
- Access to care
- Senior health
- Complementary and alternative medicine
- Food insufficiency

### Community concerns:

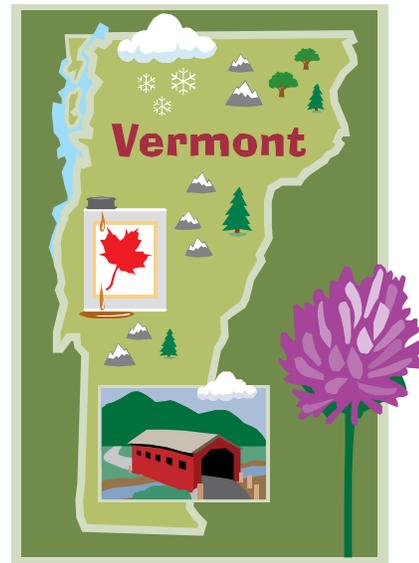
- Rural poverty
- Health insurance literacy
- Refugee health
- “Vermont is progressive with children, but not adults.”

### Barriers:

- Connectivity issues (limited broadband)
- Digital divide / need for computer literacy
- Libraries need more resources.

### Supports:

- Public libraries
- Dana Medical Library
- Vermont State Library
- FQHCs
- AHECs
- Vermont Library Association
- Local TV



## Key informants identified the following primary health concerns in Vermont:

- Chronic disease is prevalent. Particularly diabetes, high blood pressure, asthma, and obesity.
- Rural poverty and unemployment contribute to health issues. Burlington, the largest city in the state, has only 40,000 residents.
- Substance abuse including alcohol abuse and prescription drug abuse are major issues.
- Many residents have mental health issues, but do not get treatment.
- Domestic violence is common.
- A lot is happening with healthcare reform with exchange implementation and the governor's desire to move to a single payer system.
- There is a huge digital literacy need.
- Rural poverty contributes to nutrition and food insufficiency.
- New moms need information on how to keep baby healthy.
- Seniors need health information, and surgery information. "Vermont is progressive with children, but not adults."
- Complementary and Alternative Medicine and Naturopathy are popular.
- There is a strong refugee resettlement program: Milltown, next to Burlington, 40 languages, Bosnian, African

## Where do people look for health information?

- The Dana Medical Library
- Websites like PubMed, MedlinePlus, Mayo Clinic, CDC, NIH
- Databases like Micromedex, Natural Standard, Up-to-Date, MD Consult
- The nurse line at health insurance company
- The Public Library
- Castleton State College Library
- Community Connections at the Northeastern Vermont Regional Hospital

## Where do people in your community find their health information?

- Health insurance or a good doctor
- Some consumers rely on providers, some rely on internet – difficult to know if it's a good source or evidence based, gets very complicated for them to flesh out, most websites geared to sell something rather than provide evidence based information.
- Google. Public Libraries. Hospital Libraries. The Consumer Health Librarian at UVM.
- Legacy media, family, peers, print, old-style media: TV, Vermont Public Radio
- "College students are lousy at research." Work with library staff. Get students to use peer reviewed resources. Get faculty to be more aware of what it is, librarians do a good job updating resources.
- If people can't find something in one quick search, having a good search tool like PubMed, MedlinePlus.

## What are the barriers and supports to using the internet to find health information?

### *Barriers:*

- Connectivity issues: Huge area of state without broadband. Lots of areas in state still only have dial-up. Lack of broadband access. Bans on cell towers. Many seniors without computers.
- Computer literacy issue: Many digital illiterate. Some marginally. Due to economy.
- Younger patients are finding their own information and doing their own research. Some schools have iPads for all students. The younger generation is in tune to internet but might be leaving out segments of population. Not necessarily older, some might not have access or know how to use a computer, so they might be left out.
- People are not savvy with the internet or don't use it at all. They use Readers Digest Health. They ask someone they know. Bad Googling.
- Libraries in the state need more resources. Many libraries do not have websites. Libraries may not have fast communications. Librarians are really good at helping people find health information.
- The Affordable Care Act has increased the urgency of health insurance literacy.

### *Supports:*

- Public libraries need more reliable sources of health information. More training on MedlinePlus. Many libraries have no website. The State Library subscribes to Gale databases. It would be interesting to do an assessment of how many public libraries actually have a website.
- FQHC – Federally Qualified Health Centers and AHECs would be great partners.
- The Health Research Associate Program at UVM's serves unaffiliated providers. HRA provides Loansome Doc, literature searches, reference services to 30 customers including 4 hospitals, 4 state agencies, the Dept of Public Health and small practices. HRA includes education and outreach. Marianne is interested to reach out to FQHC or Medical Society, with onsite classes or online tutorial/webinar. UVM needs technology (wireless anywhere)
- The Vermont State Library is interested to build connections between public librarians who need health information and health sciences librarians who can help with difficult reference interviews.
- The State Library is collaborating on the ACA outreach. The State Library also now offers videoconferencing at 14 libraries throughout the state.
- Vermont Library Association Conference in the spring.
- Vermont AHPERD Conference in the Fall.
- The local television stations are popular and may be a potential venue for training.

## Vermont Focused Health Information Outreach Project Partners

Following Key Informant Interviews, the NN/LM New England Region staff identified potential project partners and reached out to them to inquire about collaborating with NER on the project. The following organizations expressed interest to partner with NER and applied for small awards to implement health information outreach projects: Vermont State Library, Vermont Department of Education, Castleton State College, and the Northeastern Vermont Regional Hospital Medical Library. In addition, NER staff collaborated with the Department of Health to reach school nurses, was featured on several local TV stations, and conducted a state-wide membership campaign.

### Vermont State Library

The Director of the UVM Dana Medical Library recommended connecting with the Vermont State Library to create a statewide health information portal. NN/LM NER awarded funds to the Vermont State Library to create a Health Information Portal and teach public librarians about how to access NLM resources. The Vermont State Library had a major staff change related to this project. The project was delayed. The Vermont State Library added National Library of Medicine resources to their site.

### Community TV Project

NER seeks to take advantage of local media outlets as part of our Focused Outreach effort to promote NLM products and services. Through our Key Informant Interviews we learned that community TV viewing is widespread in Vermont. Our goal was to reach consumers through community TV and inform them of MedlinePlus and teach them how to use it. A program was recorded at the Middlebury Community TV studios located in the Ilsley Public Library. The program highlighted MedlinePlus and featured a discussion with a local physician and a librarian from the Vermont Department of Libraries. The interviewees promoted the use of MedlinePlus and discussed its effective use and accessibility. The program was aired about 10 times in the month of April and continues to be broadcast one to two times weekly through the Spring and Summer. It is also available for broadcasting upon request, indefinitely, throughout the state on VMX, a repository of all public TV recorded programs.

View here: <http://middleburycommunitytv.org/sites/default/files/videos/original/medline040214.mp4>

A future goal is to continue to have local municipalities request the program be aired across the state. Local librarians and members of the public can submit requests.

### Vermont Agency of Education, Nutrition Course

The Vermont Higher Education Collaborative worked in collaboration with the Vermont Agency of Education to design a 2 credit Food & Nutrition Education Course for the Vermont K-12 educational community. The course content was aligned with the Vermont licensure competencies for school-based health education, physical education, family and consumer science, school counseling, school nursing, plus school food service providers and has been uploaded into the online learning platform. The course ran from August 11 – October 20, 2014 at Castleton State College. As of July 31<sup>st</sup>, there were 21

registered students, plus 3 on a waiting list. The primary goal for this project was to improve Vermont teacher/school staff preparation in the content areas of nutrition and food education. The course will build health literacy within a public health perspective. Professionals in the course will use NN/LM NER resources and available learning modules (e.g. MedlinePlus nutrition, cholesterol tutorial) to develop K-12 classroom lessons and assessments. The target audience includes, but is not limited to, K-12, school-based educators in the following content areas:

- Health education
- Physical education
- Family and consumer sciences
- School counseling
- School nursing
- School food service providers

The Nutrition and Food Education course description and registration page is available here:

<http://www.vthec.org/newly-developed-nutrition-and-food-education-course-coming-in-august/>.

This course will continue to be offered as part of the 2-year cycle of the 16 credit sequence of graduate level courses offered for licensure in health education by the Vermont Higher Education Collaborative.

## **Castleton State College Health Education Department**

While exhibiting at the Vermont AHPERD (Association of Health, Physical Education, Recreation and Dance) Conference in Stowe, Vermont, the Health Literacy Coordinator connected with the Head of the Health Education Department of Castleton State College, who presented two presentations on how to use Common Core and National Health Education Standards to create lesson plans.

Castleton applied for funding to train 20 pre-service health education students and Physical Education faculty to use MedlinePlus in their field placements. The AOD (Alcohol and Other Drugs) class attended an initial hands-on MedlinePlus training by NER's Health Literacy Coordinator in the Castleton State College Library's computer lab. NER also presented a hands-on training for faculty, which was taped for local PEGtv. It aired 5 times in April.

Following the training, the students developed middle school and high school lesson plans aligned with the National Health Education Standards that utilized MedlinePlus. The lesson plans were taught at three middle school classes and one high school class. The project exposed 55 students and 3 health education teachers to MedlinePlus. As a result of the project, the students learned how to integrate MedlinePlus training into National Health Education Standard #3, to access valid health information. The project used NER's pre and post assessments.

The project was disseminated at the VT AHPERD Annual Conference in a presentation titled, "Using MedlinePlus to Teach NHES 3 Accessing Information Skills." The conference proceedings feature this program description: "Four Castleton College students share their experiences creating and implementing a lesson plan focused on using MedlinePlus to access valid health information. The students will also share and reflect on their experiences teaching their lessons to middle school and high school students." <sup>iv</sup>

## Northeastern Vermont Regional Hospital Medical Library

Northeastern Vermont Regional Hospital is located in Vermont's Northeast Kingdom. The Medical Librarian at the Marilyn L. Moulton Library at the Northeastern Vermont Regional Hospital collaborated with the NVRH's Community Connections and the Diabetes Education team to offer consumer health classes for support groups. The goal of the project was to increase awareness of reliable health information, especially NLM resources. The project used NER's pre and post assessments. The goal of the series of activities was to increase awareness of reliable websites that provide authoritative information about general and chronic health issues such as chronic pain management and diabetes. All participants were invited to use the resources of the Health Sciences Library and Community Health Resource Center. Activities were designed to be interactive with hands-on activity and exploration following introductory presentation and discussion.

The project was designed to support ongoing community education efforts based around chronic health conditions in the tri-county area of Vermont's Northeast Kingdom. Three trainings were conducted: Chronic Pain Self-Management Program; Diabetes Support Group; and Healthier Living Workshop. MedlinePlus was introduced with a demonstration and opportunity for hands-on exploration. When applicable, PubMed was demonstrated as a source of articles and book titles. Pre- and Post-evaluations were used to compare increased knowledge and confidence levels in health information seeking.

The project reached a 33 people at hands-on online health information trainings. 100% of participants indicated in the post-evaluation that they are more likely to use the resources learned in the class and 79% indicated that they were more comfortable (confident) in the ability to do so. The Northeastern Vermont Regional Hospital serves a population with a high risk of low literacy and computer literacy, and is a rural area faced with the digital divide. The project equipped rural patients coping with chronic disease with the resources of the local Medical Library, as well as the National Library of Medicine.

## Vermont School Nurses

The NN/LM Health Literacy Coordinator presented a webinar for school nurses in Vermont. The webinar was hosted by the Vermont Department of Health's State School Nurse Consultant. The webinar was held on March 12, 2014 and was attended by 15 school nurses. 35 nurses originally registered, but there was a major snow storm the day of the webinar which resulted in limited attendance. The webinar was recorded and distributed to all participants registered. Following the webinar, the State School Nurse Consultant emailed this comment to the Health Literacy Coordinator: "Your presentation was crisp, robust, enlightening and enticed nurses to return and learn more. .... This activity specifically targets one of our goals which is to increase leadership skills in VT school nurses. The instructions for how to access evidence informed literature in the hands of providers at the local level is such an example of appropriate activity."

## Vermont School Nurse Health Information Access Project

Following the school nurse webinar, the State School Nurse Consultant shared with NN/LM NER that "school nurses often have the need to confirm health data in the journal literature, but do not have ready access to full text." In response, NER awarded \$2,400 to the Vermont Higher Education Collaborative to register with the Dana Medical Library as HRA member. The project will provide up to

100 interlibrary loans/articles to school nurses in Vermont. The Vermont Higher Education Collaborative will report usage of the service to NER every three months. The State School Nurse Consultant thanked NER “for making access to important health information that will guide the care and health management provided to students.”

## Exhibits

As part of our Focused Outreach effort, we exhibited at four local conferences with the goal of increasing awareness of our resources to the entire state of Vermont. The four exhibits chosen were selected to maximize awareness to consumers, physical education teachers, health teachers, and health care professionals.

NER exhibited at the 2013 VT Association for Health, Physical Education, Recreation, and Dance Conference on 11/19/13. Forty-five teachers visited the booth and were given the Resources for Teachers handout and other information on resources available. Michelle Eberle also presented “MedlinePlus: Trusted Health Information for You” at the conference.

We collaborated with librarians from the Dana Medical Library at UVM to exhibit for us at three more conferences in the spring of 2014. They were: Vermont Family Network, Vermont Geriatrics, and Blueprint for Health. They had 150, 30, and 100 visitors to the booth, respectively. We met our goal and had over 300 conversations with visitors to the booth.

## Library Outreach

The Focused Health Information Outreach Project helped strengthen NER’s relationship with the Vermont State Library and local libraries. As a result of the project, the Vermont State Library attended the NER’s biannual teleconference for the State Libraries. The Vermont State Library played an active role in engaging public libraries with Affordable Care Act outreach, and shared news of their activities with other states. The Vermont State Library was very helpful and shared National Library of Medicine and NN/LM announcements via the Vermont Library Association and other statewide listservs. NN/LM NER conducted a membership campaign via the Vermont Library Association listserv and postal mail. Twelve new members joined the network.

NER purchased a license to the MLA Webinar, “Making the Case: Using Assessment to Show Value and Make Decisions.” The University of Vermont, Dana Medical Library hosted the webinar for Vermont libraries. The Vermont Focused Outreach Project helped build new relationships for NER with member libraries. As a result of this project, the Health Literacy Coordinator presented “Evidence Based Practice: What Every Librarian Needs to Know about Health Information” at the Vermont Library Association with Librarians from Castleton State College, and Vermont Tech and the Community College of Vermont.

## NER Focused Outreach Project Partnerships:

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Vermont Department of Health School Nurse Liaison (SharonLee Trefry)</li><li>• Vermont Department of Education (Lindsay Simpson)</li><li>• Amy Howlett from the VT Department of Libraries and Dr. Wulfman from the Mountain Health Center in Bristol</li><li>• Middlebury Community TV</li><li>• Rutland PegTV</li><li>• Castleton State College (Katy Culp, Director of Health Education)</li><li>• Northeastern Vermont Regional Hospital Medical Library (Betsy Merrill)</li></ul> | <ul style="list-style-type: none"><li>• University of Vermont, Dana Medical Library (Marianne Burke)</li><li>• Vermont State Library (Marty Reid and Christine Friese)</li><li>• VLA Health Information Roundtable (HIRT)</li><li>• Vermont Library Association (NER presented with Jane Kearns and Lauren Olwenick)</li><li>• VT AHPERD (Annual Conference)</li></ul> |
|--|--|

## Evaluation

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. Pre/post evaluations were used by two project partners' training sessions and at several NER trainings. NER decided not to use follow-up surveys this year.

Pre and post-evaluations showed that as a result of this project:

- 92 consumers learned about MedlinePlus
- 220 health information providers learned about MedlinePlus
- 325 visitors at exhibits/health fairs learned more about the National Library of Medicine

Consumer post-evaluations showed that:

- 79% reported that the trainings improved their ability to find information they could trust on the internet
- 64% were likely to use MedlinePlus in the future
- 29% were likely to tell others about websites discussed in the class
- 27.5% were somewhat likely to tell others about websites discussed in the class

Provider post-evaluations showed that:

- 97% said the class improved their ability to find information they could trust on the internet
- 100% were likely to use MedlinePlus in the future
- 62% were very likely to tell others about the NLM resources they learned
- 35% were somewhat likely to tell others about the NLM resources they learned

Providers shared what they liked most about the trainings:

- “I like the interaction and use of the iPads, simplicity.”
- “Very Informative.”
- “Demonstration, Discussion, I saw a whole new set of available info!”
- “MedlinePlus was very easy to navigate and understand.”
- “Finding cool videos.”
- “Made it easy to find good resources.”
- “Step by step directions with visuals.”
- “Loved the webinar aspect – the bad weather didn’t matter. Really liked the slide show, shared computer & phone dialogue.”
- “Tools for kids/games and videos.”
- “Really great resources for my health classes and I will also tell our science teachers!”

Consumers shared what they liked most about the trainings:

- “It helped me find new websites to find stuff about health.”
- “That we got to find the answers online we could search them.”
- “I learned a new site to learn about my work-out supplements.”
- “That we were using iPads and went through the website ourselves.”
- “I learned a new website that can help me with projects or any questions I have.”
- “That we now have reliable sources.”
- “The games.”
- “Excellent information.”
- “Knowing that the library is so handy.”

## Evaluation Data

| Activity Outputs           | Vermont |
|----------------------------|---------|
| <b>Needs assessment</b>    |         |
| # Key Informant Interviews | 16      |
| <b>Consumer</b>            |         |
| # Consumer trainings       | 7       |
| # Consumers trained        | 92      |

|   |                |
|---|----------------|
| # Pre-evaluations received from consumers   | 83             |
| # Post-evaluations received from consumers  | 83             |
| <b>Providers</b>  | <b>Vermont</b> |
| # Train-the-trainer partnerships  | 5              |
| # Provider trainings  | 9              |
| # Providers trained   | 220            |
| # Pre-evaluations received from health information providers                                      | 47             |
| # Post-evaluations received from health information providers                                     | 35             |
| <b>Exhibits</b>   |                |
| # Exhibits conducted in community   | 4              |
| # Visits at conference exhibit  | 325            |
| <b>Consumers</b>  |                |
| Likelihood of consumer future use of resources  | 64%            |
| Likelihood of consumers telling others about NLM resources due to training                        | 57%            |
| Increased consumer confidence in use of NLM resources to find trusted health info due to training | 32%            |
| Reported that the class improved their ability to find trustworthy information on the internet    | 79%            |
| <b>Providers</b>  |                |
| Likelihood of provider future use of resources  | 100%           |
| Likelihood of providers telling others about NLM resources due to training                        | 61%            |
| Increased provider confidence in use of NLM resources to find trusted health info due to training | 45%            |
| Reported that the class improved their ability to find trustworthy information on the internet    | 97%            |
| <b>MEMBERSHIP</b>   |                |
| # New Vermont Affiliate Members   | 12             |
| <b>PROJECT DISSEMINATION/PUBLICATION</b>  |                |
| # Presentations/poster sessions disseminating Focused Outreach                                    | 5              |

## Project Sustainability

The Focused Health Information Outreach Model helped NER cultivate new relationships. The Focused Outreach Model has supported other NER initiatives such as the Communities of Interest. For example, the Health Literacy Coordinator’s presentation with librarians from Castleton State College and the VT Technical Institute resulted in the librarians applying to participate in the NER’s Healthy Communities COI – Health Statistics Book Discussion Group. The librarians from Castleton and the VT Technical Institute plan to host the book discussion for the Vermont Library Association HIRT (Health Information Roundtable). The Head of the Health Education Department at Castleton State College was inspired to

submit a proposal to present about the project at the Vermont AHPERD (Association of Health Physical Education Recreation and Dance) Conference in the fall of 2014.

Project dissemination plays an important role in sustaining the project and helping to build future partnerships. This past year, NER presented updates on the Focused Outreach Project at the Mid-contract Review, the Resource Library Directors Meeting and the Regional Advisory Committee. NER's Health Literacy Coordinator presented "Connecting Underserved Communities with the National Library of Medicine" at the Dartmouth Biomedical Libraries October Conference in 2013.

One of the most effective ways to continue to increase access and use of National Library of Medicine resources in each specific geographic area following the project is to get project partners to add links to MedlinePlus, PubMed and other NLM resources to their websites.

Another effective approach to sustainability is to get new members and have them join our Weekly Update e-Newsletter. Vermont was the first area of Focused Outreach where we conducted a formal membership drive. The membership drive resulted in 12 new members.

## Lessons Learned

The Focused Health Information Outreach project has gradually evolved to a train-the-trainer and funded project model. This year, only a couple of the projects used the pre/post evaluations. Follow-up evaluations were not used this year. NER needs to decide what evaluation data is most important. Are Final Reports from project partners sufficient for evaluation data? Overall, NER needs to consider what data is most important to capture. Another aspect of the project that needs to be explored is whether to continue with a state or local approach. In early years of the Focused Outreach Project, NER targeted specific cities and counties. Recently the project transitioned to a state-wide approach. NER needs to compare the approaches to determine the best model for the future.

The Focused Outreach Model helped the NN/LM New England Region reconnect with the State Libraries. In the last contract, NER had relationships with the staff at each state library responsible for scheduling continuing education programs. The Focused Outreach Model helped NER build stronger relationships with State Library Administrators. The NER now offers a bi-annual teleconference for representatives from the state libraries to hear about NER activities, provide feedback and share updates from their states. Also as a result of the project, the Connecticut State Library, the Maine State Library, the Vermont State Library and the New Hampshire State Library added PubMed and MedlinePlus to their database lists. In the long-term, this will result in a significant increase in use of NLM resources by librarians and the public in New England. The relationships developed with the State Libraries will improve communication of National Library of Medicine and NN/LM NER updates to public, academic, and special libraries throughout the region.

## Appendix

| NER Staff Vermont Focused Outreach Trainings |  |   |  |                         |             |
|--|--|---|--|-------------------------|-------------|
| Date   | Host   | Presenter                                   | Presentation   | Provider/Consumer       | # Attendees |
| 10/18/2014                                   | Dartmouth Biomedical Libraries Conference                                | Michelle Eberle                             | Connecting Underserved Communities with the National Library of Medicine             | Provider                | 74          |
| 11/7/2014                                    | VT AHPERD Conference   | Michelle Eberle                             | MedlinePlus: Trusted Health Information for You                                      | Provider                | 8           |
| 12/11/2014                                   | VLA HIRT (Health Information Roundtable)                                 | Stephanie Friree                            | NLM Resources and Health Literacy  | Provider                | 20          |
| 2/11/2014                                    | VT and MA State Library  | Margot Malachowski                          | The Medical Reference Interview  | Provider                | 30          |
| 2/18/2014                                    | VT and MA State Library Webinar  | Stephanie Friree                            | PubMed Basics  | Provider                | 23          |
| 3/12/2014                                    | VT School Nurses Webinar   | Michelle Eberle                             | MedlinePlus and PubMed   | Provider                | 15          |
| 3/10/2014                                    | Castleton State College (Alcohol and Other Drugs Health Education Class) | Michelle Eberle                             | MedlinePlus: Trusted Health Information for You                                      | Provider                | 15          |
| 3/10/2014                                    | Castleton State College Professors                                       | Michelle Eberle                             | MedlinePlus: Trusted Health Information for You                                      | Provider                | 5           |
| 5/20/2014                                    | Vermont Library Association Conference                                   | Eberle with Jean Kearns and Lauren Olewnick | Evidence Based Practice: What Every Librarian Needs to Know about Health Information | Provider                | 30          |
|  |  |   |  | <b>Total Attendees:</b> | <b>220</b>  |
|  |  |   |  | <b>Total trainings:</b> | <b>9</b>    |

| NER Funded Project Focused Outreach Trainings |  |   |  |                                      |             |
|---|--|---|--|--------------------------------------|-------------|
| Date  | Host   | Presenter                                       | Presentation   | Provider/Consumer                    | # Attendees |
| 2/8/2014                                      | Northeastern VT Regional Hospital  | Betsy Merrill                                   | Finding Reliable Pain Management Information on the Internet         | Consumer                             | 2           |
| 2/18/2014                                     | Northeastern VT Regional Hospital  | Betsy Merrill                                   | The Help You Didn't Know You Had: Finding Information about Diabetes | Consumer                             | 20          |
| 5/15/2014                                     | Northeastern VT Regional Hospital  | Betsy Merrill                                   | You and Your Health: Finding Reliable Internet Information           | Consumer                             | 11          |
| 5/6/2014                                      | Castleton State College Health Education Dept. at Fair Haven Grade School  | Katy Culp and Health Education Students         | MedlinePlus  | Consumer (13 students and 1 teacher) | 14          |
| 5/6/2014                                      | Castleton State College Health Education Dept. at Fair Haven Grade School  | Katy Culp and Health Education Students         | MedlinePlus  | Consumer (14 students and 1 teacher) | 15          |
| 5/5/2014                                      | Castleton State College Health Education Dept. at Fair Haven Grade School  | Courtney Chadburn and Health Education Students | MedlinePlus  | Consumer (14 students and 1 teacher) | 15          |
| 5/6/2014                                      | Castleton State College Health Education Dept. at Mill River Middle School | Courtney Chadburn and Health Education Students | MedlinePlus  | Consumer (14 students and 1 teacher) | 15          |
|   |  |   |  | <b>Total Attendees:</b>              | <b>92</b>   |
|   |  |   |  | <b>Total Trainings:</b>              | <b>7</b>    |

## Year Four

New Hampshire was selected as the geographic area of focus for Year 4. By September 2014, Key Informant Interviews were completed and project partners submitted proposals for funding.

## **References**

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<sup>i</sup> NN/LM NER, <http://nnlm.gov/ner/about/index.html>, accessed July 23, 2013.

<sup>ii</sup> NN/LM NER Focused Health Information Outreach, <http://nnlm.gov/ner/initiatives/focusedoutreach.html>, accessed July 23, 2013.

<sup>iii</sup> MedlinePlus, A Message from the Director, Dr. Donald A.B. Lindberg, Director, National Library of Medicine, <http://www.nlm.nih.gov/medlineplus/aboutmedlineplus.html>, accessed July 23, 2013.

<sup>iii</sup> VT AHPERD Annual Conference Program (Killington, Vermont) November 13 & 14, 2014.

[http://www.vtahperd.org/VTAHPERD%20Print%20Program%202014%20\(1\).pdf](http://www.vtahperd.org/VTAHPERD%20Print%20Program%202014%20(1).pdf), accessed December 31, 2014.



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