

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION
Region 7**

Pacific Southwest Regional Medical Library
Annual Report

May 2000-April 2001
Including subcontracts ending July 2001

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PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY

The report that follows covers the period May 2000 through April 2001, which corresponds to Year 5 of the PSRML contract. Also included are outreach subcontract reports for projects that concluded in June and July 2001. Appendix A-1 presents statistics on network and outreach activities from the entire 1996-2001 contract. Personnel changes during the year included the departure of Clair Kuykendall, Health Information Services Specialist, in September 2000; appointment of Julie Kwan, PSRML Library Network Coordinator, effective March 1, 2001; and appointment of Kay Deeney, PSRML Education and Exhibit Coordinator, effective May 1, 2001.

In June 2000, the proposal for National Network of Libraries of Medicine (NN/LM) services for May 2001 – April 2006 was submitted to the National Library of Medicine (NLM). Responses to questions were submitted in October 2000, and the final proposal revisions were requested in mid-April 2001. While our contract negotiations were relatively uncomplicated, competitive negotiations throughout the national Network delayed the contract award until late April 2001. The new contract period began May 1, 2001. NLM also extended the existing 1996-2001 contract through July 31, 2001, for completion of outreach subcontracts.

The mission of the National Network of Libraries of Medicine is to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and, 2) improving the public's access to information to enable them to make informed decisions about their health. The Program is coordinated by the National Library of Medicine and carried out through a nationwide network of health science libraries and information centers.

BASIC NETWORK PROGRAMS

Access to Health Information Services by Health Professionals

- PSRML provided referrals for health professionals and members of the public inquiring about Loansome Doc. We maintained a regional Web page with information on Loansome Doc provider libraries; the national NN/LM Web site also provided a library search feature for various information services. Telephone inquiries on Loansome Doc continue to be answered daily.
- In October 2000, PSRML mailed a copy of the National Guideline Clearinghouse (NGC) Tutorial CD-ROM to all regional Network members.

- Cathy Brown, a UCLA librarian, was employed on a temporary basis to update the BioSites Web site in fall 2000. She reviewed the entire contents of BioSites to verify the accuracy of the descriptions and to evaluate the appropriateness of listing the sites. Staff at the University of California, San Francisco, Library and Center for Knowledge Management, which hosts the site, quickly processed the numerous changes.

Assessment of and Response to Health Information Needs

- PSRML gathered feedback on health information needs at meetings with groups and individuals, through electronic discussions, visits to libraries, and attendance at professional meetings.
- Continuing education materials were purchased and made available on loan to regional library staff:

MLA annual meeting tapes - 90

The NLM Joseph Leiter Lecture - Quality Communication: The Path to Ideal Health - 4

"Copyright in the New Millennium: The Impact of Recent Changes to U.S. Copyright Law" - 3

"Libraries, Copyright and the Internet" - 17

MLA: The Effects of E-Journals on Your Library - 10

NLM: Health Services Research - A Historical Perspective - 6

- PSRML sponsored a course taught by NLM Technical Information Specialist Philip Wexler, *Toxicology Web Resources at the NLM and Beyond*, September 19, 2000, in Phoenix, AZ, and September 20, 2000, in San Diego, CA. The two half-day sessions drew 39 participants.
- PSRML publicized continuing education opportunities available to Network library staff, including those sponsored by the NN/LM as well as by other organizations. The *Latitudes* calendar listings included links to program descriptions and registration information on the Web whenever possible.
- The final report of results of the survey sent to regional hospital libraries in late 1999 was delayed. The questionnaire responses, originally tabulated with Excel, were transferred to SAS for analysis. The survey questions were mapped to corresponding standards for hospital libraries published by the Medical Library Association, and responses for those questions were tabulated.

Coordination of the NN/LM Membership Program

- At the end of Year 04, the Pacific Southwest Region had 625 members.
- Two levels of membership, Member and Affiliate, were designated by NLM in spring 2000 and subsequently renamed Full Member and Affiliate Member. PSRML will implement the two-tiered membership program during the membership renewal and recruitment drive to be conducted in fall 2001.

- PSRML continued participation in planning activities for the Library of California (LOC), a multitype library network within the state. A number of health sciences libraries have joined one of the seven regional library networks established early in 2001.
- As a member benefit, PSRML offered NN/LM and NLM promotional items for use in library public relations and health information outreach activities. A Web page was mounted in March 2001 to display available items. The Web request form requires a brief statement of the intended use, and the scope of outreach activities described in the requests is impressive. We were able to fill the majority of requests as submitted for 97 Network members during March and April 2001.
- As part of the PSRML promotional items program, over 1100 *Health Hotlines* booklets (produced in October 2000 from NLM's DIRLINE) were distributed to Network members to give to their patrons and outreach contacts. This very popular edition lists organizations with a toll-free number and indicates where services and publications are available in Spanish as well as English. PSRML distributed additional copies at exhibits and presentations throughout the year.
- Professional Development Awards were made to:
 - Barbara Bibel, Oakland Public Library, Oakland, CA
 - Jane Barnwell, Palau Community College, Koror Republic of Palau, PW
 - Nancy Crossfield, Saint Agnes Medical Center, Fresno, CA
 - Pat Auflick, Rural Health Office, University of Arizona, Tucson
 - Eris Weaver, Redwood Health Library, Petaluma, CA
 - Marilyn Schwartz, Naval Medical Center, San Diego, CA

Resource Libraries

- The Resource Library Directors met on October 16, 2000 at UCLA. The meeting included a presentation by Kathi Canese, Technical Information Specialist, National Library of Medicine, on the new LinkOut for Libraries feature of PubMed.

Document Delivery Services

- By the year's end, the number of DOCLINE participants had increased to 400, including 28 small libraries with a collection of less than 25 serial titles ("borrow-only" libraries that do not contribute holdings to SERHOLD); there are 372 SERHOLD contributors. Of the 217 DOCLINE libraries that offered Loansome Doc service, 90 offer services to unaffiliated health professionals. We are pleased to note that in addition to the increased number of DOCLINE participants, the number of Loansome Doc provider libraries has also increased over the year:

Participation	April 2000	April 2001	Change
DOCLINE	358	400	+12%
SERHOLD	332	372	+12%
Loansome Doc	156	217	+39%
Loansome Doc Service for Unaffiliated Health Professionals	80	90	+13%

- In preparation for the planned release of the Web-based DOCLINE, PSRML attended National Library of Medicine (NLM) teleconferences in which NetMeeting was used to demonstrate beta versions of the DOCLINE software. PSRML staff provided frequent feedback on system development and encouraged Network members to participate in testing beta versions of DOCLINE. The new DOCLINE was released on July 17, 2000.
- During June and July 2000, Clair Kuykendall, Andrea Lynch, and Elaine Graham conducted a total of 23 training sessions on the new Web-based DOCLINE system. Sessions were held in 12 locations throughout the region, and over 350 network librarians attended. An additional DOCLINE workshop was presented in February 2001, prior to the Joint Meeting of Northern California and Nevada Medical Library Group (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA).
- Some Resource Libraries experienced increases in document delivery requests originating from out-of-region libraries after the release of the new DOCLINE system. Requests not filled by libraries on a DOCLINE participant's routing table (that included our own regional Resource Libraries) were often being routed to a selection of Resource Libraries across the nation before being routed to the National Library of Medicine. Publicity was sent via the regional listserv about the various DOCLINE routing instruction options, so that borrowers could avoid inadvertent routing to out-of-region libraries, if desired. While the out-of-region requests did not cause any major problems, the increase in out-of-region requests required that affected Resource Libraries make workload adjustments to establish new billing accounts for out-of-region borrowers.
- PSRML developed a Web-based form for DOCLINE participants to request temporary deactivation of the DOCLINE account for vacation or other extended period when the library would be unable to receive DOCLINE requests. The Web form and procedures were reviewed and approved by all NN/LM regional offices, and the new service was announced on November 21, 2000.
- PSRML coordinated establishment and maintenance of FreeShare, a cross-regional DOCLINE group. This free reciprocal interlibrary loan group was

suggested by Arlene Cohen at the University of Guam, Mangilao, and Tonia Harris at Premier, Inc., Charlotte, North Carolina, as a result of DOCLINE-L communications regarding the need for a mechanism to facilitate "back-to-basics" resource sharing. By electing to participate, libraries in the FreeShare group agree to fill document delivery requests free of charge on a reciprocal basis. Any DOCLINE library with holdings in SERHOLD can request to be added to this group by contacting the DOCLINE Coordinator for that library's NN/LM region. Participation in this group and/or withdrawal from the group is by self selection; there is no agreement form, regional affiliation, or institutional affiliation required. The group membership has grown to 746 (as of August 2001), including 71 members in the Pacific Southwest Region.

- Assistance with DOCLINE access and use was provided to individual Network Members as needed. Requests for assistance were handled by telephone and e-mail and during site visits to regional libraries. PSRML Network Assistant Andrea Lynch conducted numerous one-to-one tutorials for many of the new DOCLINE participants, and assisted groups in generating SERHOLD reports for production of serials union lists.
- The PSRML Web site provided updated information on document delivery issues, with links to appropriate NLM and NN/LM sites.

Microcomputer Training Facility

- The facility continued to be used for online training classes offered by the NN/LM National Online Training Center, for PSRML presentations, and for classes sponsored by other groups.
- The Microcomputer Training Facility was upgraded from token-ring to Ethernet connectivity. In April 2001, PSRML ordered replacement workstations, which feature flat screen monitors to provide optimum video display and maximize the physical desktop area, along with individual audio headsets for use of tutorials (such as the National Guideline Clearinghouse CD-ROM). The Windows NT operating system will be replaced with Windows 2000, which offers continued security and stability for training room operations. An upgrade of NetOp School training support software will also be installed.

Communication

- Six bi-monthly issues of *Latitudes* were published on the Web.
- Staff presented the PSRML Update on February 8, 2001, at the Joint Meeting of Northern California and Nevada Medical Library Group (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA). The session was designed in keeping with the intent of the conference planners to provide a time both educational and enjoyable. The session began with a staff report highlighting recent PSRML activities and program plans for the coming

year. Following the PSRML report, audience members were recruited for two "game show" teams to test the participants' knowledge of NLM and NN/LM information resources and services. PSRML hosts were Elaine Graham, Claire Hamasu, and Heidi Sandstrom, with Julie Kwan enlisted as scorekeeper and Andrea Lynch as stage manager. PSRML Regional Advisory Committee members Mary White, MLGSCA representative, and Janie Grossman, NCNMLG representative, were on hand to offer encouragement to their teams. Players were challenged to answer the quiz questions posed by PSRML staff, with clues found on the session handouts.

- The regional listserv continues to be another successful way of reaching Network library staff. New members were added and email addresses were updated throughout the year.
- PSRML implemented an internal Web-based equipment management form to streamline reservations and maintenance for equipment used in outreach activities.
- PSRML staff participated in monthly teleconferences convened by the National Network Office, NLM.
- PSRML staff attended the RML Directors meeting held prior to the Medical Library Association conference in Vancouver, B.C., in May 2000. All PSRML librarians attended the MLA Annual Meeting and Exhibit, and met with NLM and other NN/LM staff on NN/LM Web development, DOCLINE and SERHOLD, and consumer health information services.
- Elaine Graham attended the NLM orientation program for new NN/LM staff from all regions, September 14-15, 2000.
- The PSRML holiday greeting card was distributed electronically to Network members and colleagues.

Regional Advisory Committee

- To assist PSRML during the year, members reviewed outreach subcontract proposals from regional libraries and provided comments as requested in response to e-mail discussion items.

Monitoring and Assessing Regional Programs

- Visits were made to Primary Access Libraries and Resource Libraries in Arizona, California, Hawaii, and Nevada.
- PSRML staff attended meetings of MLA chapters and consortia in the region and made presentations on health professional and consumer outreach programs at the state library association meetings in California and Hawaii.

Obtaining Feedback on Information Needs

- An independent consulting agreement was established with Zoe Stavri, Ph.D., to conduct an assessment of the usefulness of MEDLINEplus to health information consumers. Structured interviews were conducted with participants drawn from the Pacific Southwest Region subcontract projects on Access to Electronic Health Information for the Public. The final report of this MEDLINEplus evaluation project appears in Appendix B.
- Health professionals have expressed interest in Spanish language information available through MEDLINEplus. Non-Spanish language speakers often ask if there is a translation of the material, so in cases where one exists, it would be useful to create a link between the two versions.

NLM and NN/LM Products and Services

- PSRML continued to maintain the regional Web site and contributed to new pages and updates on the national NN/LM site as well. Work began on a re-design of the regional Web site.

Consortia

- The Pacific Southwest Region has a total of 25 library groups that are recognized in the DOCLINE system.
- Visits were made to consortia to provide information on resource sharing issues and NLM electronic information resources. Presentations on NLM and NN/LM services were made to the Inland Empire Medical Library Cooperative (California), the Nevada Medical Librarians, and the Arizona Health Information Network.

GRANT APPLICATIONS

- PSRML co-sponsored with regional MLA chapters the "Grant Writer's Toolbox: Strategies for Developing Competitive Proposals" on June 7, 2000, in Southern California and on June 8, 2000, in Northern California. The one-day workshop focused on NLM and NN/LM grants, subcontracts, and purchase orders. Michelle Kreidler and Alison Bunting were the instructors. A total of 23 participants attended the workshops.
- PSRML publicized grants offered by NLM Extramural Programs and NLM Office of Outreach to Special Populations. PSRML staff consulted with prospective applicants on interpretation of application guidelines and project eligibility.

OUTREACH PROGRAMS

Summary listings of all training and demonstration sessions done under PSRML auspices appear in Appendix A-2 (PSRML) and Appendix A-3 (outreach subcontractors).

APPLIED TECHNOLOGY

Internet

- PSRML concluded the following projects in the Internet Connectivity Support Program (ICSP) begun during the previous year:
 - East Los Angeles Doctors Hospital, Los Angeles, California
 - ALTA Hollywood Community Hospital, Inc., Hollywood Branch, California
 - ALTA Hollywood Community Hospital, Inc., Van Nuys Branch, California
 - Los Alamitos Medical Center, Los Alamitos, California
- As part of the ICSP, institutions were provided with either a computer or an upgrade for an existing computer, coverage of ICSP fees for a year, and training and support for Internet searching. Beginning level and advanced courses in searching the Internet and locating health information resources were taught. A prototype "home page" with links to clinical Web sites was developed for the ICSP.
- While we identified additional potential ICSP sites, we were unsuccessful in obtaining commitments for participation from institutional contacts. In some instances, we were not able to contact anyone interested in working on improvement in health information access. In other instances, where there was initial expression of interest, either competing demands on time or staff turnover prevented establishment of an enduring partnership.
- Two Internet Connectivity subcontracts were completed (see Appendix C-1 for the final reports):
 - Arizona Internet Connectivity Program, Arizona Rural Health Office, University of Arizona, Tucson
 - CAMIL3 (Computer Assisted Medical Information Link), Savitt Medical Library, University of Nevada School of Medicine, Reno

Technology Awareness

- In May 2000, PSRML introduced a Web page, MLA Brandon/Hill Journal Links,¹ that links electronic versions of the Brandon/Hill titles (Hill DR, Stickell HN. The Brandon/Hill selected list of print books and journals for the small medical library. *Bull Med Libr Assoc* 2001 Apr;89(2):131-53). The Web page provides information on the type of access (free, pay-per-view, etc.) and

¹ <http://nmlm.gov/libinfo/ejournals/branhill.html>

years of coverage. We have received positive feedback on the usefulness of this page, and continue to update it on a regular basis. Data on the titles and their availability is maintained in a database to facilitate Web site searching and updating.

- PSRML sponsored sites throughout the region for the Medical Library Association (MLA) satellite teleconference on November 15, 2000, "Myth and Reality of Electronic Publishing." Technical difficulties were encountered at several sites, and PSRML followed up with MLA and its technical support contractor to determine how to avoid such problems in the future. For sites that were unable to receive the live broadcast, a videotape of the conference was made available for subsequent viewing. Approximately 145 Network librarians participated in the conference sessions. The following libraries served as host sites:
 - Health Sciences Library, Kaiser Permanente Medical Center, Bellflower, CA
 - Grigg Medical Library, John C. Lincoln Health Network, Phoenix, AZ
 - Library, Tripler Army Medical Center, Tripler, AMC HI*
 - Arizona Health Sciences Library, University of Arizona, Tucson
 - Biomedical Library/PSRML, University of California, Los Angeles*
 - Geisel Library/Biomedical Library, University of California, San Diego, La Jolla
 - Library and Center for Knowledge Management, University of California, San Francisco
 - Savitt Medical Library, University of Nevada School of Medicine, Reno*
 - Facility Education Library, VA Southern Nevada Healthcare System, Las Vegas(*not able to receive signal)

DIRECT OUTREACH TO HEALTH PROFESSIONALS

Outreach Subcontracts

- Two successful regional subcontracts were implemented as part of the NLM *Partners in Information Access Projects*:
 - Savitt Medical Library, University of Nevada School of Medicine, Reno, implemented the Public Health Information Link (P.H.I.L.) for Nevada. In addition to developing a Web site for public health professionals, P.H.I.L. offered training in PubMed and other public health, nursing, toxicology, and environmental health information resources on the Internet. The final report of this project appears in Appendix C-2.
 - Hawaii Medical Library, Honolulu, Hawaii, implemented HiPHIVE, Hawaii Public Health Information Virtual Education. This outreach project included development of a Web site to link information sources, including statistics, for public health professionals. The training

component of the outreach project was carried out with a portable LAN, a technology application that proved very successful. (The final report of this project was previously submitted.)

- Using a Web-based, streamlined application process, PSRML made Year 2000 Outreach Awards (\$3500) for the following 12-month projects that were completed June 30, 2001. Final reports for these projects appear in Appendix C-4.
 - Health Information Resources on the World Wide Web, California Pacific Medical Center, San Francisco, CA
 - Los Banos House Calls, Memorial Hospital Association, Modesto, CA
 - Medicine on the Net, Sutter Resource Center, Sacramento, CA
 - Redwood Health Library's Internet HealthQuest, Petaluma Health Care District, Petaluma, CA
 - Valley Care Outreach, Olive View/UCLA Medical Center, Sylmar, CA

Special Populations/Subjects Outreach

- Clair Kuykendall presented a training session on HIV information resources on the Internet at the HIV Prevention College, a colloquium for HIV prevention providers from a variety of clinics and agencies, in San Diego, CA, in May 2000. Claire Hamasu taught an additional session in December 2000 at the next event sponsored by the Council of Community Clinics.
- Claire Hamasu presented *Resources Supporting Evidence Based Care*, which included demonstrations of PubMed, and Heidi Sandstrom presented *The Internet Rx: Treating Patient Information Deficiencies*, highlighting MEDLINEplus.gov and ClinicalTrials.gov, at the Association of American Indian Physicians 29th Annual Conference in Tucson, AZ, on August 7, 2000.
- Elaine Graham and Claire Hamasu met with Russell Toth, Director, and Antonio Le Mons, Health Education Coordinator, California AIDS Clearinghouse (CAC), to develop plans for the AIDS Information Summit. The summit, to be co-sponsored by PSRML and CAC, will be a forum for participants to share ideas on improving access and delivery of AIDS information.
- In November 2000, Claire Hamasu was a guest speaker along with Network librarians Alice Hadley and Arlene Cohen on the radio talk show, Island Doctor, which is broadcast throughout Guam. The librarians talked about National Library of Medicine resources and access to health information from the Naval Hospital library and the University of Guam library. Claire also met with representatives from the University of Guam and Pacific Resources for Education and Learning (PREL) to discuss the technological and human infrastructure necessary to improve information access for health professionals in the Pacific Basin. Claire and Arlene met with division heads of the Guam public health department to talk about their access to the Internet and familiarity with NLM resources.

- Claire Hamasu was an invited speaker at the UCLA Center for Vulnerable Populations Research Colloquium. Her talk, "Health Information for All: National Library of Medicine Initiatives," described projects NLM sponsors to support health information for vulnerable populations. She also demonstrated PubMed and MEDLINEplus.
- Two projects in the Pacific Southwest Region were awarded funding under the expansion of the Pacific Northwest Region Tribal Connections. Projects were awarded to the Colorado River Indian Tribes in Arizona, and to the Shoshone-Paiute in Nevada. PSRML has committed to assist with training, as needed and in coordination with the area Resource Libraries, for the projects to be implemented in the Pacific Southwest states.
- Joan Zenan, Director of the Savitt Medical Library, University of Nevada School of Medicine, Reno, served on the planning committee for the "Public Health Outreach Forum: What Do We Know?" held at NLM on April 4-5, 2001. The forum was organized to share outcomes from the Partners in Information Access for Public Health Professionals outreach subcontracts. Joan, along with Terry Henner, attended the forum representing the Public Health Information Links for Nevada (PHIL) project. Virginia Tanji represented the Hawaii Public Health Virtual Emporium (HiPHIVE) project, and Claire Hamasu represented PSRML.

Underserved Health Professionals

- PSRML piloted an "Underserved County" outreach project, with a Network member providing the "insider" connections to facilities and agencies in the county, and PSRML providing the training experience and technology that may be needed for workshops. Yavapai County, AZ, was selected based on the county's rural location, diversity of population, and lack of health information resources. Claire Hamasu worked in partnership with Karen Fanning, Library Associate/CME Coordinator at the Verde Valley Medical Center, Cottonwood, AZ. Karen arranged planning meetings and subsequent training sessions at area health institutions in Verde Valley and in Prescott (on the other side of Mingus Mountain). Karen and Claire co-taught sessions on NLM and other electronic resources in Cottonwood in October 2000, and Claire taught additional sessions in Prescott in January 2001.

PubMed and other NLM Resources

- Training and presentations on PubMed, Toxnet, MEDLINEplus, ClinicalTrials, and other NLM resources were provided to health sciences and public librarians and to health professionals in a variety of institutions, including those participating in the PSRML Internet Connectivity Support Program.
- Claire Hamasu was invited as faculty to teach *Evidence-Based Health Care* and *PubMed Basics* for the 43rd annual Postgraduate Refresher Course held on

Maui, Hawaii, in July 2000. Sponsored by the University of Southern California, this course attracts pharmacists, nurses, and physicians. The workshops were enthusiastically received, filling up on the first day. Adding to the popularity of the sessions was the computer hands-on time using the PSRML portable LAN.

- Brian Brown, graduate student intern, and Elaine Graham presented a hands-on workshop, *MEDLINE and Other NLM Resources on the Web* at the AMSUS 2000 All Services Information Technology Showcase, November 9, 2000, in Las Vegas, NV. Participants commented that they appreciated learning about a technologically based resource that they could apply immediately in their work environments.
- PSRML staff provided feedback on development versions of the NLM Gateway.
- PSRML worked with the Biomedical Library's Collection Development Division on a project to add electronic journal holdings data to PubMed's LinkOut for Libraries. Recommendations from Biomedical Library staff that were forwarded to NLM contributed to improvement of maintenance features in the LinkOut for Libraries interface.

Minority Institutions and Inner City Outreach

- While contacts were made and expressions of interest received, it proved difficult to identify institutions or agencies that were actually able to devote staff time to participating in outreach efforts. Our outreach partnership program was successful in reaching underserved health professionals (Yavapai County, AZ). We hope to continue this program to strengthen our outreach efforts in other areas where there are underserved health professionals and at inner city sites and minority institutions.

CONSUMER HEALTH INFORMATION OUTREACH

- PSRML, in conjunction with the California State Library, coordinated expansion of Consumer Health Information for California. The original pilot project was conducted by Loma Linda University, Del E. Webb Memorial Library with the Riverside Public Library. The expanded project resulted in enhancement of collection resources and training in electronic health information access throughout Library of California Region V (including the counties of Inyo, San Bernardino, Riverside, Imperial, and San Diego). Heidi Sandstrom taught the sessions at Palo Verde District Library, Blythe; San Diego County Library Headquarters; and Inyo County Free Library, Bishop. She used the PSRML portable LAN equipment to do hands-on training at sites that lacked computer training facilities.
- PSRML updated information from the consumer health information services questionnaire previously distributed to California Network member libraries

and public libraries in collaboration with the California State Library. The information collected was organized for publication of a Web directory to help with referrals from consumers seeking health information.²

- The PSRML promotional flyer, "Be Well. Be Informed." was translated into Spanish. Both the English and Spanish versions were made available in PDF format for downloading and printing from the PSRML Web site.
- Claire Hamasu attended the Pacific Island Association of Libraries and Archives in November and presented a session for academic and public librarians on NLM and NN/LM consumer health information services.
- Heidi Sandstrom participated on an advisory panel convened by Janice McPeak, NLM Associate, on development of a ClinicalTrials.gov training module.
- At NLM's invitation, Heidi Sandstrom presented a general session, "Consumer Health Information Overview: What is It? What Drives It? And Why is It Important to Public Libraries?" at the consumer health conference, *The Public Library and Consumer Health: Meeting Community Needs through Resource Identification and Collaboration*, held January 10-11, 2001, in Washington, D.C. The conference was jointly sponsored by the National Library of Medicine, the Public Library Association, and the Medical Library Association.

Outreach Subcontracts

- NLM awarded funds for six regional proposals for NLM's outreach subcontracts on Access to Electronic Health Information for the Public. The final reports of these projects appear in Appendix C-5. PSRML administered the subcontracts and provided consultation and assistance as needed for:
 - Health Information Resources for Southern Nevadans, Las Vegas-Clark County Library District/West Charleston Library
 - Hawaii Partnership for MEDLINE Training, Hawaii Medical Library
 - LINCIS (Linking Information for Children with Special Needs) Clearinghouse, ValleyCare Health Library
 - PlaneTree Health Resource Center, PlaneTree Health Library
 - Improving Access to Health Information for Consumers of Pima County (CHILÉ), Arizona Health Sciences Library
 - Health Information @ Preuss, University of California, San Diego Biomedical Libraries/The Preuss School

² <http://nmlm.gov/psr/chld.html>

EXHIBITS

Support for Health Professional and Consumer-Focused Exhibits

- Special handouts were designed for each exhibit, focusing on PubMed, MEDLINEplus, other NLM resources, and other Web information resources for the specialty area of those attending.
- Staff from Network member libraries frequently assisted us in exhibit booth staffing and meeting presentations. PSRML local, regional, and national exhibits for the year are listed in Appendix A-4.

OUTREACH RECOMMENDATIONS

The following outreach recommendations are based on PSRML staff and outreach subcontractor experiences:

- Obtain support from key people in the participating institutions, including administrators, supervisors, faculty, and those with allied missions (e.g., health educators). As one subcontractor commented, “Whatever can be done to engender their enthusiasm is critical.” Support from leaders at the outreach site provides encouragement and incentive for participation, and support from leaders at the home institution is important in negotiating release time, reassignments, and temporary replacements for project staff.
- Be flexible. An important characteristic for those involved in outreach is flexibility, i.e., the ability to change the project approach to achieve the objectives when faced with obstacles or unanticipated situations. An example of flexibility in implementation is changing the location of training from a central location with excellent equipment and support to a less well-equipped off site location that is nearer to people’s work or to a more familiar gathering place, in order to achieve a higher level of participation.
- Recognize that are cultures different from one outreach partner to another. Outreach commitments may be displaced by changing priorities of the partner organization. For example, a disease outbreak in a community will dramatically refocus priorities for the health professionals involved in an outreach project. In addition, the speed of development and implementation of project plans can vary greatly from one partner to another.
- Include local resources whenever possible in web site development. People identify with and perceive as more accessible resources in their own community.
- Be prepared to continue a project even when faced with turnover in staffing. Leaders who initially committed to a project or staff who were dedicated to a project may leave the organization. Leadership changes can result in organizational priority changes. Expert staff may be hard to replace quickly or

at all. “The qualities and experience needed to act as truly effective community based library personnel are not easily found.”

- Seek training in the processes of coalition building and collaborative programming.
- Assess (or re-assess) needs just prior to implementation. Knowledge levels of web technology and resources can vary tremendously within a population; individual skills and capabilities can change quickly. Pre-assessment of knowledge level is key to developing meaningful outreach training.
- Integrate information seeking skills instruction into the curriculum. When outreach training involves students, to be effective it must be integrated into the curriculum, with teachers mandating use of the information resources in completing projects.
- Pursue the potential of K-12 outreach. The response to outreach activities (training and exhibits) involving educators and school librarians has been extremely positive. An added benefit in programs to reach out to students is the involvement of parents, who become interested because their children are working on a health information project.
- Develop contacts with the target population before starting the outreach project, as developing the initial partnership can take time. Consider seeking partnership consultation assistance. Planning grants would allow for developing partnership relationships before projects are implemented.
- Validate links and screen shots prior to training and presentations to be aware of interface changes and to ensure examples work. This is the challenge of the web environment, where systems and content change overnight.
- Ensure publicity and training materials are professional and attractive to raise interest and communicate credibility.
- Create compelling messages. As one subcontractor commented, “Consumers and professionals alike are flooded with messages, materials, offers, etc. in hard copy, email, fax, flyer, and verbal formats. There are challenges in creating compelling messages to stand out from the rest.”
- Use local media (newspapers, TV, radio) in promotion of outreach training opportunities and information resources in the community.
- Seek to combine librarian expertise and language ability (from two or more individuals) to meet the increased demand for content, and interfaces, in non-English languages, especially Spanish.
- Seek solutions to the problem of getting the reading level of instructional materials to the lower grade reading levels needed.
- Cast a broad net in seeking outreach opportunities. Rather than focus on a few community organizations, make offers to work with many organizations, and

then follow-up with those that offer the best response and highest interest in working together.

- Offer continuing education credit to health professionals for training participation.

APPENDIX A
PSRML Attachments

APPENDIX A-1
Pacific Southwest Regional Medical Library Statistics, 1996-2001
(Including subcontracts ending July 31, 2001)

Number of Network Member Libraries:

639 Start of Contract
 625 End of Contract

Number of exhibits:

PSRML:

2 Local
 8 State
 17 Regional
 31 National

Subcontractor exhibits:

4 Local

Number of subcontracts/special projects funded:

2 Public health subcontracts
 8 Consumer health subcontracts
 9 (6 NLM awards and 2 regional awards)
 24 Connections projects
 7 Regional outreach purchase orders
 1 Technology awareness fair
 1 E-Resources symposium (technology awareness)
 4 Library improvement projects

PSRML Direct Training:

Number of training sessions:

62 for librarians
 128 for health professionals
 8 for consumers

Number of individuals trained, by categories:

1,086 librarians
 2,047 health professionals
 40 consumers

PSRML Subcontract Training:

Number of training sessions:

34 for librarians (health science and public)
 76 for health professionals
 48 for consumers

Number of individuals trained, by categories:

301 librarians
 673 health professionals
 935 consumers

**NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION
YEAR 05**

May 1, 2000 - April 30, 2001

APPENDIX A-2: PSRML TRAINING AND DEMONSTRATION SESSIONS

Date	PSRML Training Locations	Attendees
June 7, 2000	Grant Writers' Training Class, Irvine, CA	12
June 8, 2000	Grant Writers' Training Class, Fremont, CA	11
July-September 2000	"Using New DOCLINE" Training Sessions (23 total sessions in Northern and Southern California, Arizona, Hawaii, and Nevada)	350
June 21, 2000	Hollywood-Van Nuys Community Hospital, Van Nuys, California	8
August 14, 2000	Annual Post Graduate Refresher Course, Session 1 Kaanapali Beach, HI	12
August 15, 2000	Annual Post Graduate Refresher Course, Session 2, Kaanapali Beach, HI	8
August 16, 2000	Annual Post Graduate Refresher Course, Session 1, Kaanapali Beach, HI	3
August 16, 2000	Annual Post Graduate Refresher Course, Session 2, Kaanapali Beach, HI	9
August 17, 2000	Annual Post Graduate Refresher Course, Session 1, Kaanapali Beach, HI	8
August 18, 2000	Annual Post Graduate Refresher Course, Session 2, Kaanapali Beach, HI	12
October 21, 2000	Verde Valley, Medical Center, Session 1, Sedona, CA	14
October 21, 2000	Verde Valley Medical Center, Session 2, Sedona, CA	2
October 21, 2000	Verde Valley Medical Center, Session 3, Sedona, CA	10
October 23, 2000	Verde Valley Medical Center, Session 1, Sedona, CA	5
October 23, 2000	Verde Valley Medical Center, Session 2, Sedona, CA	9
October 24, 2000	Verde Valley Medical Center, Session 2, Sedona, CA	5
November 8, 2000	Guam Memorial Hospital, Session 1, Tumon, Guam	15
November 8, 2000	Guam Memorial Hospital, Session 2, Tumon, Guam	1

November 9, 2000	The Association of Military Surgeons of the United States (AMSUS), All Services Information Technology Showcase, Las Vegas, Nevada	65
November 10, 2000	Pacific Island Association of Libraries and Archives, Tumon, Guam	10
December 12, 2000	UCLA Center for Vulnerable Populations Research, Los Angeles, CA	8
December 20, 2000	Council of Community Clinics, Los Angeles, CA	16
January, 2001	Southwest Health Professions Education Center Inc., Northern Arizona VA Health Care System, Prescott, Arizona	45
January 18, 2001	Yavapai College Library, Prescott, Arizona	8
January 22, 2001	Yavapai College Library, Prescott, Arizona	11
January 23, 2001	Yavapai Prescott Indian Tribe, Prescott, Arizona	4
February 21-23, 2001	Palo Verde Valley District Library, Blythe, CA	4
March 14 -16, 2001	San Diego County Library Headquarters, San Diego, CA	16
April 12, 2001	UCLA Faculty Women's Club, UCLA Biomedical Library, Los Angeles, CA	10
April 24, 2001	Inyo County Free Library, Bishop Branch, Bishop, CA	8
TOTAL PSRML SESSIONS: 52		PARTICIPANTS: 699

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**APPENDIX A-3: OUTREACH SUBCONTRACT
TRAINING AND DEMONSTRATION SESSIONS**

Date	Subcontract Training Locations	Attendees
May 17, 2000	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	4
May 19, 2000	Ke' Anuenu-Area Health Education Center and the Diabetes Network of East Hawaii, Session 1, Maui, HI (<i>PSRML Subcontract HiPhive-Hawaii Medical Library</i>)	5
May 19, 2000	Ke' Anuenu-Area Health Education Center and the Diabetes Network of East Hawaii, Session 2, Maui, HI (<i>PSRML Subcontract HiPhive-Hawaii Medical Library</i>)	2
May 26, 2000	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	2
June 2, 2000	Maui District Health Office, School of Public Health, Session 1, Maui, HI (<i>PSRML Subcontract HiPhive-Hawaii Medical Library</i>)	13
June 2, 2000	Maui District Health Office, School of Public Health, Session 2, Maui, HI (<i>PSRML Subcontract HiPhive-Hawaii Medical Library</i>)	14
July 25, 2000	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	7
July 25, 2000	Las Vegas Clark County Library District (<i>PSRML Subcontract Health Information Resources for Southern Nevadans</i>)	4
July 25, 2000	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	4
July 25, 2000	Rural Health Office Office/University of Arizona, Tucson, AZ (<i>PSRML Subcontract, Arizona Internet Connectivity Program</i>)	2
July 25, 2000	Las Vegas Clark County Library District/Nevada Brewing Company (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	45
August 3, 2000	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	11
August 10, 2000	Sutter Resource Library, Sacramento, CA (<i>PSRML Subcontract, Medicine on the Net</i>)	4

August 3, 17, 24, 2000	Planetree Health Library, San Jose, CA <i>(PSRML Subcontract; Access to Electronic Health Information for the Public)</i>	8
August 15, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	5
August 17, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	1
September 7, 2000	Planetree Health Library, San Jose, CA <i>(PSRML Subcontract; Access to Electronic Health Information for the Public)</i>	8
September 18, 2000	Olive View/UCLA Medical Center, Sylmar, CA <i>(PSRML Subcontract, Valley Care Outreach)</i>	5
September 22, 2000	Santa Rosa Junior College, Petaluma Campus, Senior Computer Users Group, Santa Rosa, CA <i>(PSRML Subcontract, Redwood Internet HealthQuest)</i>	17
September 22, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	5
September 22, 2000	Olive View/UCLA Medical Center, Sylmar, CA <i>(PSRML Subcontract, Valley Care Outreach)</i>	1
September 26, 2000	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	5
September 29, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	5
October 27, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	17
October 7, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	20
October 10, 2000	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	5
October 13, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	10
October 17, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	74
October 20, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	1
October 25, 2000	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	5
October 27, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	17
November 7, 2000	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	5
November 21, 2000	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	6
December 1, 2000	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	19
December 6, 2000	California Pacific Medical Center, San Francisco, CA <i>(PSRML Subcontract, Health Information on the WWW)</i>	38
December 6, 2000	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	3

December 13, 2000	California Pacific Medical Center, San Francisco, CA (<i>PSRML Subcontract, Health Information on the WWW</i>)	23
December 21, 2000	Olive View/UCLA Medical Center, Sylmar, CA (<i>PSRML Subcontract, Valley Care Outreach</i>)	5
December 22, 2000	Olive View/UCLA Medical Center, Sylmar, CA (<i>PSRML Subcontract, Valley Care Outreach</i>)	45
January-March 2001	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	44
January 1, 2001	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	4
January 8, 2001	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	14
January 10, 2001	Memorial Hospital, Modesto, CA Association, (<i>PSRML Subcontract, Internet HealthQuest</i>)	2
January 11, 2001	Sutter Resource Library, Sacramento, CA (<i>PSRML Subcontract, Medicine on the Net</i>)	4
January 13, 25, 31, 2001	Hawaii Medical Library, Honolulu, HI (<i>PSRML Subcontract, Hawaii Partnership for MEDLINE Training</i>)	41
January 15, 2001	Memorial Hospital Association, Modesto, CA, (<i>PSRML Subcontract, Internet HealthQuest</i>)	2
January 19, 2001	Arizona Health Sciences Library (<i>PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>)	6
February 20, 2001	Sutter Resource Library, Sacramento, CA (<i>PSRML Subcontract, Medicine on the Net</i>)	2
February 20, 22, 24; March 1, 2, 9, 17, 23; April 17, 2001	Hawaii Medical Library, Honolulu, HI (<i>PSRML Subcontract, Hawaii Partnership for MEDLINE Training</i>)	145
February 21, 2001	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	4
February 22, 2001	California Pacific Medical Center, San Francisco, CA (<i>PSRML Subcontract, Health Information on the WWW</i>)	9
March 20, 2001	California Pacific Medical Center, San Francisco, CA (<i>PSRML Subcontract, Health Information on the WWW</i>)	8
March 20, 2001	Olive View, UCLA Medical Center, Sylmar, CA (<i>PSRML Subcontract, ValleyCare Outreach</i>)	14
March 21, 2001	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	2
March 22, 2001	Sutter Resource Library, Sacramento, CA (<i>PSRML Subcontract, Medicine on the Net</i>)	3
March 27, 2001	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	34
March 27, 2001	Savitt Medical Library (<i>PSRML Subcontract, PHIL: Public Health Information Link for Nevada</i>)	2
March 28, 2001	Sutter Resource Library, Sacramento, CA (<i>PSRML Subcontract, Medicine on the Net</i>)	4
March 30, 2001	Olive View, UCLA Medical Center, Sylmar, CA (<i>PSRML Subcontract, Valley Care Outreach</i>)	9
April 3, 2001	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	25

April 17, 24; May 9; June 16, 2001	Sutter Resource Library, Sacramento, CA <i>(PSRML Subcontract, Medicine on the Net)</i>	16
April 18, 2001	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	3
April 19, 2001	Santa Rosa Junior College, Petaluma Campus, Senior Computer Users Group, Santa Rosa, CA <i>(PSRML Subcontract, Redwood Internet HealthQuest)</i>	6
April 24, 2001	California Pacific Medical Center, San Francisco, CA <i>(PSRML Subcontract, Health Information on the WWW)</i>	11
April 25, 2001	Arizona Health Sciences Library Tucson, Arizona <i>(PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	10
April 25, 2001	California Pacific Medical Center, San Francisco, CA <i>(PSRML Subcontract, Health Information on the WWW)</i>	12
April 27 2001	Arizona Health Sciences Library Tucson, Arizona <i>(PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	12
April 30, 2001	Planetree Health Library, San Jose, CA <i>(PSRML Subcontract, Access to Electronic Health Information for the Public)</i>	7
April 30 - May 31, 2001	UCSD Medical Center Library/The Preuss School, La Jolla, CA <i>(PSRML Subcontract, Access to Electronic Health Information for the Public)</i>	275
April 30 - May 31, 2001	UCSD Medical Center Library/The Preuss School, La Jolla, CA <i>(PSRML Subcontract, Access to Electronic Health Information for the Public)</i>	50
May-July 2001	Planetree Health Library, San Jose, CA <i>(PSRML Subcontract, Access to Electronic Health Information for the Public)</i>	12
May 1, 2001	California Pacific Medical Center, San Francisco, CA <i>(PSRML Subcontract, Health Information on the WWW)</i>	5
May 1, 10, 17, 19, 2001	Hawaii Medical Library, Honolulu, HI <i>(PSRML Subcontract, Hawaii Partnership for MEDLINE Training)</i>	62
May 8, 2001	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	22
May 12, 2001	Santa Rosa Junior College, Petaluma Campus, Senior Computer Users Group, Santa Rosa, CA <i>(PSRML Subcontract, Redwood Internet HealthQuest)</i>	17
June 13, 2001	Olive View, UCLA Medical Center, Sylmar, CA <i>(PSRML Subcontract, Valley Care Outreach)</i>	9
June 18, 2001	Arizona Health Sciences Library Tucson, Arizona <i>(PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	18
June 20, 2001	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	9
June 20, 2001	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	3
June 27, 2001	Olive View, UCLA Medical Center, Sylmar, CA <i>(PSRML Subcontract, Valley Care Outreach)</i>	11
June 28, 2001	Olive View, UCLA Medical Center, Sylmar, CA <i>(PSRML Subcontract, Valley Care Outreach)</i>	11
June 28, 2001	Las Vegas Clark County Library District <i>(PSRML Subcontract, Health Information Resources for Southern Nevadans)</i>	5
June 29, 2001	Arizona Health Sciences Library <i>(PSRML Subcontract, (PSRML Subcontract, Consumer Health Information Links for Everyone)</i>	11

July 17, 2001	Planetree Health Library, San Jose, CA (<i>PSRML Subcontract, Access to Electronic Health Information for the Public</i>)	17
July 18, 2001	Las Vegas Clark County Library District (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	2
July 19, 2001	Las Vegas Clark County Library District, Session 1 (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	2
July 19, 2001	Las Vegas Clark County Library District, Session 2 (<i>PSRML Subcontract, Health Information Resources for Southern Nevadans</i>)	3
TOTAL OUTREACH SUBCONTRACT SESSIONS: 87		TOTAL ATTENDEES: 1, 469

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APPENDIX A-4: EXHIBITS

DATES	PSRML EXHIBITS
July 8-11, 2000	American Library Association, Chicago, IL (NLM exhibit)
July 19-21, 2000	Association of State and Territorial Health Officials (ASTHO) / National Association of County and City Health Officials (NACCHO), Anaheim, CA
August 10-13, 2000	American Association of Diabetes Educators, San Diego, CA
September 16-17, 2000	Los Angeles Times Festival of Health “A Weekend of Wellness”, Los Angeles, CA
October 11-13, 2000	Association of Rehabilitation Nurses Annual Conference, Reno, NV
November 3-4, 2000	Hawaii Library Association, Kauai, HI
November 10-13, 2000	California Library Association, Santa Clara, CA
November 15-18, 2000	California School Library Association, Santa Clara, CA
February 8-9, 2001	Joint Meeting of Northern California and Nevada Medical Library Group (NCNMLG) and Medical Library Group of Southern California and Arizona (MLGSCA), San Francisco, CA
February 15-17, 2001	Primary West Medicine 2001, Long Beach, CA
March 20-23, 2001	National AIDS Update, San Francisco, CA (with NLM/SIS)
DATES	PSRML SUBCONTRACTOR EXHIBITS: HEALTH INFORMATION RESOURCES FOR SOUTHERN NEVADANS, LAS VEGAS CLARK COUNTY LIBRARY DISTRICT
May 17, 2000	Nevada Beverage Company Health Fair
May 23-25, 2000	Clark County Health 2000 Health Fair
Oct. 17, 2000	San Remo Casino and Resort Health Fair
June 12-14, 2001	Clark County 2001 Health & Wellness Fair