Connecting Underserved Communities with the National Library of Medicine

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Agenda

- National Network of Libraries of Medicine
- National Library of Medicine
- Experience
- Focused Outreach
- Tips for Connecting with Your Community and Cultivating Relationships
National Network of Libraries of Medicine

http://nnlm.gov/ner
National Library of Medicine

Experience

- Celebrating 10 years at NN/LM NER.
- Facilitate Communities of Interest (COI) for Health Literacy and Healthy Communities.
- Host and present COI webinars.
- Exhibit at local, regional and national conferences.
- Teach consumer health classes on NLM resources, grant and proposal writing, and health literacy.
- Review proposals for funding.
- Mentor funded projects.

- Taught over 300 trainings to public libraries, health professionals, and community organizations.
- Lead the Focused Outreach Project.
Collaborations

- Libraries (Health sciences, Public, Academic)
- Public Health
- Older adults
- K-12 educators
- Area Health Education Centers

- Workforce development (HOSA)
- Social Workers
- Adult Basic Education
- Community college
- Emergency responders
- Tribal health
About the NN/LM NER
Focused Health Information Outreach
Focused Outreach Goals

• Tailor health information outreach to the needs of the community.
• Increase confidence, knowledge, use, and sharing of NLM resources.
• Create more community experts to help others find resources.
• Gather better data on outreach efforts.
Process

1. Identify Specific Geographic Areas
   • Key Informant Interviews
   • Needs Assessment

2. Implementation
   • Site visits, Classes, Exhibits, Funding

3. Evaluation
   • Use Pre/Post and Follow-up Surveys
   • Process Assessments with Project Partners
<table>
<thead>
<tr>
<th>Date</th>
<th>Locations</th>
<th>Focus</th>
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<tbody>
<tr>
<td>2010-2011</td>
<td>Providence, RI Western Maine</td>
<td>Immigrants Older Adults</td>
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<td>2011-2012</td>
<td>Holyoke, MA Downeast Maine</td>
<td>Teens Winter Residents</td>
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<tr>
<td>2012-2013</td>
<td>Hartford, CT No. Central Worcester, MA</td>
<td>Health Care Professionals Mental Health</td>
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<td>2013-2014</td>
<td>Vermont</td>
<td>Library Professionals &amp; Consumers</td>
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<td>Output Measures</td>
<td>Outcome Measures</td>
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<td>------------------------------------------------------</td>
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<tr>
<td>- 54 Key Informant Interviews</td>
<td>- 9 out of 10 providers and 7 out of 10 of consumers likely to use NLM resources following training</td>
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<td>- 111 consumer trainings</td>
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<td>- 3790 consumers trained</td>
<td>- 9 out of 10 of providers and 8 out of 10 of consumers reported that the class improved their ability to find trustworthy health information on the internet.</td>
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<td>- 53 provider trainings</td>
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<td>- 644 providers trained</td>
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<td>- 17 exhibits</td>
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<td>- 1171 visitors at exhibits</td>
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<td>- 74 new MedlinePlus Magazine subscriptions</td>
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Tips for Connecting with Your Community and Cultivating Relationships
Be thoughtful

- Get to know each other.
- Engage with your community.
- Be respectful of time and energy.
Be collaborative

- Cultivate partnerships.
- Forward helpful news and opportunities.
- Know building relationships takes time.
Be organized

- Use effective project management skills.
- Hold regular staff meetings.
- Be prepared to apply for funding.
Be effective

- Communicate effectively.
- Integrate assessment and evaluation.
- Align your project with relevant initiatives.
Be persistent

- Be patient.
- Schedule events ASAP.
- Provide the kind of support needed.
Be flexible

- Think outside of the box.
- Have a media strategy.
- Go with the flow.
Be creative

- Create upon request.
- Learn from challenges.
- Adapt quickly.
Tips to make connections:

- Be thoughtful.
- Be collaborative.
- Be organized.
- Be effective.
- Be persistent
- Be flexible.
- Be creative.

Video: [MOC]
Resources

National Network of Libraries of Medicine, New England Region  http://nnlm.gov/ner
Funding:  http://nnlm.gov/ner/funding/


Focused Health Information Outreach Final Reports  http://nnlm.gov/ner/initiatives/focusedoutreach.html

Planning and Evaluating Health Information Outreach Projects  http://nnlm.gov/evaluation/
Thank you

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