

**Response to Request for Quotation –  
Outreach State Planning and Evaluation Teams**

**Alabama Health Libraries Association**

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**Contact:**

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## Statement of Work

### A. *Overall Goals and Specific Objectives*

**Goal 1: Increase awareness of scope of information outreach projects that are possible**

Objectives:

1. Familiarize participants with the structure and purpose of the NN/LM, including funding opportunities available to members
2. Gather and collate information on a broad variety of information outreach projects prior to the meeting
3. Present information on projects that have been successful in other areas

**Goal 2: Identify current outreach projects underway in the state**

Objectives:

1. Contact relevant individuals throughout the state in order to gather input on projects in which they are involved
2. Summarize current projects at the meeting
3. Gather additional input on current projects from the participants during the meeting

**Goal 3: Discuss and analyze effectiveness of current and past information outreach efforts (what has worked well, what hasn't, and why)**

Objectives:

1. Hear input during the meeting on successes and failures from individuals that have been involved in information outreach projects
2. Solicit comments and suggestions in response from participants
3. Identify and list for future planning successful strategies and pitfalls to avoid

**Goal 4: Build awareness of resources available amongst participants to encourage future collaborations**

Objectives:

1. Familiarize participants with resources available in the state through presentations and discussion with colleagues
2. Develop a resource guide to information resources, individuals, and areas of interest and expertise for future reference and collaboration

**Goal 5: Identify needs and populations to be targeted with outreach efforts**

Objectives:

1. Discuss as a group the needs and populations with which participants are familiar through their experience
2. Develop a plan for determining other unidentified needs and populations

**B. *Draft Meeting Agenda***

1. Introductions
2. Purpose
3. Objectives for the Meeting
4. Overview of NN/LM structure, information outreach, and a sample of the variety of programs that have been implemented in various places-  
Janice Kelly
5. Presentations on resources to participants
6. Overview of current outreach projects in Alabama
7. Discussion of effectiveness of various outreach projects in Alabama, past and present
8. Identification of specific needs and populations to be targeted with outreach efforts
9. Small group brainstorming on collaboration projects
10. Discussion of effective methods and collaborations to reach targeted needs and populations
11. Planning for further needs analysis and information gathering regarding information outreach
12. Formulation of concrete goals and conclusions resulting from the meeting

**C. *Composition of the Team***

1. Representatives from the state's 2 academic health sciences libraries, at the University of South Alabama and the University of Alabama at

- Birmingham. These libraries are both NLM Resource Libraries and serve as major resources of biomedical information for the state and region. (2)
2. Representatives from the Alabama Health Libraries Association. (2)
  3. Representative from primary access libraries and/or AHECS, to include Rural Alabama AHEC, Tuskegee AHEC. (1)
  4. Representatives from the Alabama Public Library Service and from the Network of Alabama Academic Libraries. Each of these entities works with library-related issues on a statewide level, and therefore can represent a broad constituency. (2)
  5. Representatives from Birmingham Public Library and Mobile Public Library, preferably those involved in health sciences/ medical reference. These library systems serve large metropolitan areas in the state in very different geographic regions. (2)
  6. Representatives from the Alabama Department of Public Health, the State Health Planning and Development Agency, and the Alabama Department of Mental Health and Mental Retardation. The purpose of the Alabama Department of Public Health is to provide caring, high quality and professional services for the improvement and protection of the public's health through disease prevention and the assurance of public health services to resident and transient populations of the state regardless of social circumstances or the ability to pay. The State Health Planning and Development Agency's mission is to ensure that quality health care facilities, services, and equipment are available and accessible to the citizens of Alabama in a manner which assures continuity of care at a reasonable cost. The Alabama Department of Mental Health and Mental Retardation is the state agency responsible for serving Alabama citizens with mental illness, mental retardation and substance abuse problems. Each of these agencies could provide valuable insight into the information needs of health care providers and the public. (2)
  7. Representatives from health professions and related organizations. Among the organizations, we would include the Alabama Hospital Association, the Medical Association of the State of Alabama, and the Alabama State Nurses Association. Representatives from these organizations would bring statewide insight to the discussion. Additional input regarding the information needs of practicing physicians in the field would come from the Continuing Medical Education program at the University of Alabama. Ideally we would also include a practicing physician and/or nurse from a rural area to assure that viewpoint is well-represented. (3)
  8. Representatives from community-based organizations, to include Health InfoNet of Alabama, a consumer health information service for the residents of Alabama, which represents a cooperative effort of the public libraries of Jefferson and Shelby counties and the Lister Hill Library of the Health Sciences of the University of Alabama at Birmingham, and local branches of organizations such as the American Cancer Society or the American Heart Association. (2)

D. *Date and Site for the Meeting*

One and one-half days in early to mid-March 2004 in Birmingham, Alabama

E. *Methods to Achieve Objectives Set for the Meeting*

The work of the meeting will be accomplished through:

1. Informational presentations
2. Group brainstorming and discussion
3. Group formulation of goals and conclusions
4. A discussion list and a web site developed prior to the meeting for information sharing before and after the meeting.

F. *Plans for Evaluating the Success of the Meeting*

1. Follow-through on any action items identified in the meeting
2. Evaluation forms for the participants
3. Products of the discussions during the meeting

G. *Anticipated Follow-Up Activities*

1. Development of a resource guide for attendees
2. Sharing of written products of the meeting (guides, lists, minutes, etc.)
3. Completion of any action items identified in the meeting
4. Development of a needs assessment tool to gather additional information
5. Completion of a formal plan

H. *Institutional and/or Personnel Experience*

Tracy E. Powell

- Facilitated a series of focus groups on information needs at UAB and produced a report on the project
- Experience working with health professionals in rural settings via the North Carolina Eastern Area Health Education Center (including training, equipment installation and support)
- Multiple years' experience with training faculty, students, and health professionals in the use of information resources

Judy Burnham

- Recipient of and participant in outreach grants aimed at providing information and training to health care professionals, especially those in rural settings
- Experience working with a variety of health care disciplines in a variety of settings to provide information

T. Scott Plutchak

- Fifteen years experience in strategic planning for libraries
- Served for seven years on the special emphasis panel reviewing Internet Connection grants

Geneva Staggs

- Multiple years experience with training faculty, students and health professionals in the use of information resources

I. *Facility where the Meeting will be Held*

A hotel in the Birmingham, AL metro area, with conference facilities, ease of access, and available parking

## **Cost Proposal (revised 1/04)**

Please refer to the attached spreadsheet for detailed budget items. Items that are being provided or subsidized by Lister Hill Library of the Health Sciences are so indicated. In addition, the Alabama Health Libraries Association (ALHeLA) will provide limited financial support, beyond that provided by the grant, should it be necessary. Descriptions for each line item appear below.

### **1. Personnel**

No costs will be incurred for personnel. Administrative support is being provided by Lister Hill Library of the Health Sciences.

### **2. Publicity/Reproduction**

Publicity and reproduction costs will be subsidized by Lister Hill Library of the Health Sciences. The requested budget includes \$200 in this line item for non-routine copying and publicity costs, such as color photocopies, binding, or signs and banners.

### **3. Supplies**

The requested budget includes \$150 for supplies, to include special items such as binders, name tags, and writing paper. Routine supplies for meeting preparation and the meeting itself will be provided by Lister Hill Library of the Health Sciences.

### **4. Communications**

Postage and long-distance phone charges will be subsidized by Lister Hill Library of the Health Sciences. The budget includes a charge of \$100/day for Internet access in the desired conference hotel.

### **5. Facility Rental**

A sum of \$400 is included for room rental at the desired conference hotel for 1 ½ days.

### **6. Computer/Equipment Rental**

No funds are requested for equipment rental, as Lister Hill Library of the Health Sciences will provide necessary equipment.

### **7. Travel for participants**

Of the sixteen anticipated participants in the meeting, 6 are located in Birmingham, 5 in the midsection of the state, and 5 in the southern portion of the state. All participants will be provided with a per diem for travel expenses. Mileage will be calculated at the approved state rate, currently approximately \$0.36/mile. Either one or

two nights' stay at the conference hotel will be included in the per diem, depending on the distance traveled by the attendee.