Statewide Meeting on Health Information Outreach

March 11 and 12, 2004
The Wynfrey Hotel, Birmingham, AL

Minutes

1. <u>Introduction and Purpose</u>—Tracy Powell welcomed the participants and delineated the goals for the meeting: Increase awareness of scope of information outreach projects that are possible**;** Identify current outreach projects underway in the state; Discuss and analyze effectiveness of current and past information outreach efforts; Build awareness of resources available amongst participants to encourage future collaborations; and Identify needs and populations to be targeted with outreach efforts. She then went over the objectives to be followed in order to determine what outreach services are currently available, identify needs that need to be addressed, and develop a proposal for meeting identified needs.

2. <u>Introductions of Attendees, description of work</u>—Attendees introduced themselves, telling what agency/institution they represented, and what the agency consumed or produced as far as medical information is concerned.

    a. **Paul May, State Planning and Development Agency.**

        Responsible for writing the Alabama State Health Plan and approving Certificates of Need. He provided participants with the 1996-1999 (latest) Alabama State Health Plan, the 2003 Alabama Certificated of Need Program Rules and Regulations, and the March 2004 issue of the SHPDA Review, the agency's newsletter. SHPDA publishes and offers fro sale a large number of reports on Alabama's hospitals, nursing homes and home health agencies as well a series of reports from the patient origin survey.

    b. **Catherine Hogan Smith, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham, representing Health InfoNet of Alabama**

        Reference librarian responsible for library outreach. Developed and continues to work with Health InfoNet of Alabama, a consumer health information service of the Jefferson and Shelby County public libraries and the Lister Hill Library of the Health Sciences of the University of Alabama at Birmingham. The group has developed a web site that assists consumers by: answering health questions, connecting them with support groups, connecting them with local and national associations, and keeping consumers informed with health events in Jefferson and Shelby County.

c.   **Janice Kelly, National Network of Libraries of Medicine, Southeastern/Atlantic Region.**

Administers programs of the National Library of Medicine in Alabama, District of Columbia, Florida, Georgia, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, U.S.Virgin Islands, Virginia and West Virginia. Exhibits at meetings of librarians and healthcare professionals and teaches classes on access to and use of databases produced by the National Library of Medicine.

d.   **Judy Burnham, Charles M. Baugh Biomedical Library, University of South Alabama.**

The University of South Alabama supports the mission of the Colleges of Medicine, Nursing and Allied Health Professions and the University Hospitals by providing faculty, staff and students with access to information in the areas of research, teaching and patient care. The Library also serves as a health science resource library for the surrounding Gulf Coast area.

e.   **Geneva Staggs, (Charles M. Baugh Biomedical Library, University of South Alabama) representing the Alabama Health Libraries Association.**

The objectives of ALHeLA are: To promote the sharing of health science information resources and services in Alabama. To provide consultant services to developing Alabama health science libraries; To promote the interests of Alabama health science libraries and library personnel; To strengthen the professional skills of Alabama health information personnel by providing opportunities for continuing education; To facilitate communication among Alabama health library personnel through a program of publications; and To convene an annual conference and business meeting of the members of the Association. With grants from the NN/LM-SE/A, members exhibit at meetings of health care providers. The group has also produced a manual on Medical Informatics for the Medical Association of the State of Alabama.

f.   **Cindy Mitchell, (Charles A. Cary Veterinary Medical Library, Auburn University) representing the Network of Alabama Academic Libraries (NAAL).**

NAAL was established in 1984 by the presidents of Alabama's academic institutions and the Alabama Commission on Higher Education. NAAL's purpose is to coordinate a statewide program to strengthen and share library resources supporting graduate education and research. Its efforts help make academic library information resources available to all citizens of Alabama, correct deficiencies in collections, acquire needed research materials, and strengthen the abilities of library staff members to support research services. By encouraging academic libraries to share, NAAL facilitates the efficient, effective use of Alabama's limited resources.

g. **Cindy Reed, Harrison Regional Library System.**

The Harrison Regional Library serves as a centralized resource center, a centralized distribution center and a centralized technical service center for the public libraries of Shelby County. As headquarters library for the cooperative library system, Harrison Regional Library also serves as an administrative hub to disperse state funds, administer federal funds of a county wide nature, and coordinate the activities of the member libraries. The Harrison Regional Library also serves some unique functions as provider of services for specialized clientele such as the homebound.

h. **Rebecca Mitchell, Alabama Pubic Library Service.**

The mandated function of the Alabama Public Library Service is to develop "a cooperative system of providing books and library services for the various municipalities and counties of the state" (Code of Alabama, Section 41-8-1). APLS is responsible for coordinating the activities for the Alabama Virtual Library (AVL). Beginning in 2000, APLS started, in cooperation with the Alabama Department of Education, Alabama Commission on Higher Education, Alabama Department of Postsecondary Education, and Alabama Supercomputer Authority, to implement and provide free online databases (known as the Alabama Virtual Library) through the Internet to public school systems, colleges, and public libraries. APLS staff members function as the fiscal agent for the AVL.

i. **Sarah Lee, Mobile Public Library**.

The Mobile Public Library is a public service agency. Our mission is to provide the resources and services needed to open doors to life-long learning, to fulfill citizens' information needs, and to offer and support cultural and recreational activities. MPL provides a wide array of educational classes on research and use of information resources.

j. **Dale Quinney, (Office Primary Care and Rural Health) representing the Alabama Department of Public Health.**

Available from the department's multiple websites are statistics on health care facilities and disease surveillance. He provided a handout of "Useful Data/Information Web Sites" for participants.

k. **Juanzetta Flowers, Alabama State Nurses Association.**

ASNA is committed to promoting excellence in nursing by: Providing leadership for health policy and legislative activities, being the voice of Alabama Nurses for advocating professional practice, providing for the continuing professional development of nurses and advocating for an adequate nursing workforce.

l.   **Clara Chappell, Sickle Cell Disease Foundation of America, Central Alabama Chapter.**

The mission of the association is to reduce the incidence and prevalence of sickle cell disease and its associated complications by educating the general public, health care and social service provider about the sickle cell disease, the encourage the at risk population to be tested, to offer counseling to individuals with sickle cell disease or trait and to provide psychosocial and socioeconomic support to individuals the sickle cell disease.

m.   **Benjamin P. Rackley, Tuskegee AHEC.**

In partnership with Central Alabama Veterans Health Care System, TAHEC is a non-profit corporation serving as a mechanism to consolidate health educational efforts through its Manpower Training and Development activities. TAHEC is involved in the education of students in health professions programs ranging from medicine to allied health. TAHEC's mission is to enhance the quality and accessibility of medical, health and community education and promote the delivery of health care services in rural and medically underserved areas of Alabama. TAHEC provides opportunities for health care professionals to enhance and improve their skills via education, to achieve a portion of their required or recommended continuing education, and participate in education encounters that bring to focus the latest information and technology regarding issues that impact on the health of their clientele. TAHEC targets educational activities toward the general community in an effort to provide information on issues that impact the health of the general public and to create a general climate of wellness, health promotion and disease prevention.

n.   **T. Scott Plutchak, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham.**

The Lister Hill Library of the Health Sciences, established in 1945, is the largest biomedical library in Alabama and one of the leading such libraries in the South. It serves as a Resource Library in the National Network of Libraries of Medicine for the Southeast/Atlantic region. Its collections span seven centuries of knowledge beginning with the 30 incunabula within the thirteen thousand old and rare books to approximately 1500 current print journal subscriptions and several hundred additional electronic subscriptions. The volumes of books, bound journals, microforms, and other media currently held total approximately 348,000 volumes.

o.   **Tracy E. Powell, Meeting Moderator, past president of the Alabama Health Libraries Association and Clinical Services Librarian, Lister Hill Library of the Health Sciences, University of Alabama at Birmingham.**

3.   Presentations on resources to participants – Geneva Staggs, Cindy Mitchell, Kay Hogan Smith, Judy Burnham

    a.   Geneva Staggs demonstrated MedlinePlus and PubMed from the National Library of Medicine and provided handouts on the MLAnet "Top Ten" must useful websites and the www.safemedication.com sites.

    b.   Cindy Mitchell demonstrated the Alabama Virtual Library (AVL) health related databases and talked about how to get an AVL card from a local public library.

    c.   Kay Hogan Smith showed the website for Health InfoNet of Alabama (www.healthinfonet.org) including consumer information for the UA Clinical Digital Library, needymeds.com and pharma.org, helpingpatients.org.

    d.   Judy Burnham showed some of the free information available on the University of South Alabama, Biomedical Library homepage (Evidence Based Medicine, Chat, PDA resources, PubMed-USA's links).

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 explained how the National Network of Libraries of Medicine is set up to coordinate the sharing of resources and making sure that people have access to medical information. She talked about services like LoansomeDoc and training provided by the regional library staff. She talked about the administration and distribution of $1.5 million per year in project funding, stressing outreach and community connections. She then demonstrated "Go Local."

5.   Discussion of current outreach projects in Alabama.

    In 5 years everything will be available electronically. We need to find effective ways to teach the available.

    a.   Kay Smith – "Healthy Spirit Jefferson County"

        $15,000 subcontract from the National Network of Libraries of Medicine, Southeastern/Atlantic Region, targets African American males through the cooperation of the Jefferson County Health Department, the Jefferson County Committee for Community Reform and local churches. Computer equipment has been placed in local churches and a "community health liaison" volunteer from that church has been trained to assist residents in using the equipment to research health questions. Another initiative will be a series of diabetes-focused community workshops led by local medical experts.

b. Sarah Lee- Mobile Public Library.

A local lawyer leads sessions on how to advise aging parents on legal issues such as advance directives and living wills.

c. Geneva Staggs, ALHeLA.

Reported on plans to exhibit at the April 21-22 Alabama Library Association meeting where databases and resources of the National Library of Medicine will be demonstrated with the goal of spreading the word about quality medical information available on the Web.

d. Clara Chappell – Sickle Cell Disease Association of America, Central Alabama Chapter.

Reported on services and educational programs provided, mostly in area schools.

e. Paul May, State Planning and Development Agency.

Provide all State Health Plans to all public libraries. Provides health care data to students fro no charge. Publishes a monthly newsletter.

f. Tracy Powell-Lister Hill Library of the Health Sciences.

Health Libraries Access for Alabama Early Intervention funded by the National Library of Medicine. 15 program sites awarded a computer, a printer, and high speed Internet service provider fees for one year. Goals to identify or rate web-based platform(s) that provide easy access to high quality health-related information to professionals and families served by Alabama Early Intervention Systems (AEIS) and to train professionals, families, and related others how to utilize the libraries access system. Website: www.knowkidding.org.

g. Judy Burnham – Charles M. Baugh Biomedical Library.

SOUTHmed Information Network, a managed information system assisting non-University of South Alabama affiliates (hospitals, health care professionals, biomedical corporations and law firms in southwest Alabama northwest Florida, and southeast Mississippi) in locating needed medical information. SAMnet, South Alabama Medical Network Digital Library funded by a National Library of Medicine Internet Access for Digital Library grant, to provide information resources and training to 9 rural hospitals and 2 clinics in South Alabama.

6. Discussion of effectiveness of various outreach projects in Alabama, past and present

    - As an example, the Medtrain project (UAB) had problems getting a foot in the door because the health care professionals did not understand the benefit for the output.
    - This model has proven not to work in other locations also.
    - USA has found that you not only have to provide equipment, but also ongoing supplies and support.
    - HIPPA has added a security issue that IT staffs tend to use as a shield against new efforts in hospitals.
    - You can't tell a community what they need. First ask them what is needed and then work to provide the answer, this creates buy-in.
    - Knowing key people and having up-to-date contact information, including mailing lists, is important.
    - Providing effective translations based on correctly understanding cultural issues of sub-populations in essential.
    - One size does not fit all.
    - Have a gimmick, get out of the box, have a catchy title, provide giveaways from vendors.
    - Keep it simple-brief info leads to more information.
    - Bookmarks.

    See Attachment A, Issues in Outreach

7. Identification of specific needs and populations to be targeted with outreach efforts (small group work and presentations of suggestions)

    - Nurses and other health care professionals
    - Public libraries
    - Public
    - Public health officials
    - Social workers
    - Hispanic population
    - Faith-based populations
    - Health fairs
    - Powwows
    - Consumers in rural areas

    See Attachment B, Needs and Populations

8. Small group brainstorming on collaboration projects

    - ALHeLA can "coordinate the collaboration"
    - APLS quarterly meeting training days with directors and then set up workshops for other library staff in Montgomery, Birmingham, Dothan, Gadsden, and

Huntsville with hands on training. Piggy-back sessions for HCPs. Provide lists of materials for library collections.

- Distribution points for articles or survey forms: Bartenders, Beauticians, and Barbers.
- Information racks for pamphlets in health department waiting rooms
- Newspaper articles on health information resources
- Newsletter articles for health care providers
- Exhibit at health care provider meetings
- Programs at health care provider meetings
- Training librarians on resources available
- Digitizing documents available in print
- Website of quality health information links that hcp website can link to

9. <u>Discussion of effective methods and collaborations to reach targeted needs and populations (people, agencies, funding, skill sets, what resources needed to reach group)</u>

- Health Fairs: When and Where? Need one contact person who can then call on others to do the sessions. Need laptop with internet connection or capture the sites to be used. Funding from NN/LM. Consider cultural issues.
- Training on resources: Can be in HCP office or at state HCP meetings. Can do exhibits and programs, even pre-conferences. Funding NN/LM.
- Information in teacher packets: school nurses, school librarians, science teachers, hospital staff, allied health practitioners, rural health care providers. Brochures for school students.
- State Mental Health workers: CME. Do needs assessments, surveys. Create training videos (VHS, DVD, Web) on resources. Funding NN/LM, local community groups, and APLS.
- APLS quarterly meeting training days with directors and then set up workshops for other library staff in Montgomery, Birmingham, Dothan, Gadsden, and Huntsville with hands on training. Piggy-back sessions for HCPs. Provide lists of materials for library collections.

See Attachment C, Collaborations

10. <u>Planning for further needs analysis and information gathering regarding information outreach</u>

- AHEC – expand to other parts of the state after some very quiet investigation of issues.
- Focus groups (PTA meetings, Faculty meetings)
- Target decision makers not end users
- Have contacts in cultural groups
- Check out people who do professional needs assessments-check out costs
- Needs assessment is hard to do, but needs to be done right to get results that can be used.

- Identify surveys/assessments which have already been done. Public health departments, schools

See Attachment D, Analyzing Needs

11. <u>Formulation of concrete goals and conclusions resulting from the meeting</u>

- ALHeLA publicity committee to do newsletter articles for HCP groups in Alabama
- Public library training program
- State-wide needs assessment
- Target association meetings for exhibiting and programs

See Attachment E, Moving Forward

12. <u>Wrap-up and methods for follow-up</u>.

Tracy reported that the website for the meeting would be updated with items that had come up in the meeting. She will have a report on the meeting for the NN/LM.

ATTACHMENT A: Issues in Outreach

- One size doesn't fit all

- Demonstrating tangible benefits

- Lack of equipment, has to be available, permanent

- Equipment maintenance, support, ongoing costs

- Overcoming local information technology issues

- Effective needs assessment➔buy in

- Finding contact information, key people

- Effective translation, understanding cultural issues

- Demographics

- Have a gimmick

- Vendor support

- Brief, effective communication

- Finding hands-on training sites

- Reliable internet access at sites

- Tailor presentations to audience

- Cost/benefit for the target population

ATTACHMENT B: Needs and Populations

- Expanding InfoNet and SouthMED into other counties via APLS

- Finding/Developing literature for different ethnic/cultural groups

- Providing activities to reach out to community, especially ethnic groups in public libraries

- Community activity referral/collection point

- Training library staff; increasing awareness of resources

- In-service workshops for community health organizations

- Training for health professionals in specific health conditions identified as problem areas (eg sickle cell)

- Explore AHEC for northern part of the state

- Nurses, other health care professionals
  - Newsletter articles, exhibits, website links

- Public librarians
  - Training on resources

- Public
  - Newspaper articles on resources

- Public health departments
  - Information racks, brochures

- Public library directors' quarterly meeting
  - Informational sessions

- Regional training workshops

- Library staff identify needs of local health care professionals or public

- Funding (travel, copying)

- Build on AHEC

- Digitize documents for access

ATTACHMENT C: Collaborations

- Potential collaborators: health departments, state licensing boards, state library service (APLS), CME boards, community health organizations, members of target groups (consultants), ALHeLA, Health InfoNet, neighborhood associations

- Activities: needs assessments (surveys, focus groups, meetings), training (by workshop, online, video/DVD)

- Funding sources: APLS, NLM, local foundations, vendors, community health groups

- ALHeLA/public libraries
  - Training of librarians
  - Training of public
  - Information about web sites
  - Articles in ALLA newsletter re: health care sites

- ALHeLA/agencies
  - Training at meetings, grants from NN/LM
  - Exhibits at meetings
  - Contact information for ADPH, SHPDA
  - Web site for scholarships for health care professionals

- Specific populations
  - Health fairs, pow wows

- Rural Areas
  - Publicity to let consumers know about resources

- Health fairs
  - Find out when, build contacts in agencies, churches, etc.
  - Who to staff: academic health sciences librarians, public librarians, hospital librarians, school librarians
  - Help with promotional items and fees from NNLM
  - Laptop and internet connection
  - Need local coordinator
  - Problems might arise in dealing with other cultures and languages

- Training-agencies
  - In-office
  - When meeting
  - Where meeting
  - Contact person
  - Information in teachers packets

- Who: school nurses, science teachers, hospital health educators, social workers, nurses, allied health groups, public health, rural health, community based health agencies, public librarians, DHR
- School librarians have traveling LAMP meetings, could exhibit, do pre-conference
- Funding: public librarians, NNLM

ATTACHMENT D: Analyzing Needs

- Focus groups

- Gather input to tailor a presentation to a specific group (parameters)

- Target decision-makers rather than end-users

- Networking with contacts to get buy-in

- Use target group member as a consultant

- Get on staff meeting agenda

- Talk to PTOs, school faculty meetings

- Short-term web-based survey

- Hire the pros to do your needs assessment

- Get professional assistance interpreting the results

- Done as a student project

ATTACHMENT E: Moving Forward

Getting the Word Out

- Website

- Newsletters

- Presentations at meetings

- Spreading the word

- Professional conferences

- Link to meetings on the website

Goals to Move Forward

- ALHeLA publicity committee

- Public library training programs

- Statewide needs assessment

- Talk/make contacts at meetings of health professionals

- Get incorporated into programs as well as doing exhibits at meeting

- Use local library resources

- Build statewide network of individuals to help get information out

- Identify needs assessments that have done/existing data

- Identify/target specific subpopulations of consumers