

**Go Local Final Report**  
**Submitted by Marie Reidelbach, Project Director**  
**Compiled May 30, 2006**

The NN/LM awarded \$25,000 to the McGoogan Library of Medicine to launch a Go Local initiative for the state of Nebraska. Funding was appropriated in December 2005 with all dollars to be expended by April 30, 2006. This final report encompasses the project accomplishments during that funding period. Go Local Nebraska will not be launched until December 2006. Therefore, evaluative summaries or a description of impact of the project is not available at the time of this report's writing.

**Project Accomplishments**

- Formation of the Advisory Committee
  - Fourteen members make up the Advisory Committee including five members from the McGoogan Library. The committee includes representation from two public libraries (urban and rural), Creighton Health Sciences Library, Nebraska Library Commission, ICON consortium, Human and Health Services, Nebraska Library System, and a health professional. A complete list of the names and contact information is linked from <http://www.unmc.edu/library/golocal/advisoryroster.pdf>
  - The initial meeting of the Advisory Committee was held on February 17, 2006. The minutes of the meeting is linked from: <http://www.unmc.edu/library/golocal/minutesfeb2006.pdf>
  
- Budget
  - Of the original \$25,000 awarded, all but \$563.42 was expended. A table of expenses is provided on pages 6-7.
  
- Documentation
  - A selection guide of the records to be included in Go Local Nebraska was prepared for the initial Advisory Committee meeting. It is in draft form pending any changes that arise as data is imported into the program. The selection guide is linked from <http://www.unmc.edu/library/golocal/selectioncriteria.pdf>
  - A style manual was developed to ensure consistency of field formats across all Go Local Nebraska records. This manual can be viewed at <http://www.unmc.edu/library/golocal/stylemanual.pdf>.
  
- Travel
  - During the month of April four librarians from the McGoogan Library of Medicine traveled in teams of two around the state of Nebraska, visiting local public libraries. Of the 270 public libraries in the state, the Go Local Nebraska team visited over 150 libraries, leaving promotional materials about the CHIRS program, Medline Plus, and healthHQ (our locally created and maintained support group database). Additionally, an

introduction to the GoLocal Nebraska initiative was presented in preparation of our December 2006 launch. The team documented their travels in an online travel log, which can be viewed at:

<http://www.unmc.edu/apps/library/travelog/log.cfm>

- Promotional materials
  - Discussion of a December 2006 launch during the initial Advisory Committee meeting generated many ideas for promotional materials. Devising a logo for the project was the first step. This logo is available at <http://www.unmc.edu/library/golocal/logos.html>
  - Promotional materials purchased with grant monies include the following items: acrylic trays, bags, magnets, brochures, baseball cards, and t-shirts for the advisory committee members all display institutional or Go Local Nebraska brands. Materials were also purchased to facilitate in-house production of posters, flyers, and brochures.
  
- Displays
  - A traveling display was developed. This display is intended to be mailed out to public libraries for a two week period. A library may order the display online at <http://app1.unmc.edu/forms/library/displayform.cfm>. Round trip postage for the display is paid for by the McGoogan Library of Medicine. The display will be revised in the future to promote Go Local Nebraska. This display will begin circulation with the launch of Go Local Nebraska in December 2006.
  
- Contacts Made
  - Contact was made with the Health and Professions Tracking Service to investigate the purchase of data detailing health-related services and agencies across Nebraska. Although the initial contact was positive, the team determined licensure of HPTC data to be a poor investment of grant dollars. A similar investigative contact was then made with the Nebraska Health and Human Services. An overview of this contact and the resulting purchase decision is presented in the section, “Observations on problems or barriers encountered” on page 4.
  
- Created a Go Local Website
  - A Go Local Nebraska website was created to serve as a central repository for project documents and to act as a communication vehicle, connecting the Go Local Nebraska team and the Advisory Committee. Several links from that website have been included within this report. More information is available at <http://www.unmc.edu/library/golocal/>.
  
- Data entered
  - All of the contents of healthHQ, a database of health related support groups in Nebraska, have been imported into Go Local Nebraska. This record set alone includes over 900 records. Support group data is

continually updated using information gathered from community based newspapers.

- Over 1500 records have been edited and are being imported into Go Local Nebraska. These records originated from the data purchased from Nebraska Health and Human Services.

- Future exhibits and training sessions are linked from <http://www.unmc.edu/library/golocal/calendar.html>

- Training

Training site:	Western Community College, Sidney, Nebraska (20 seat training room)
Date:	5/16/2006
Requested by:	Panhandle Library System
Audience:	Public librarians, school nurse, college librarian. A total of 20 attended either morning or afternoon session, or both. Reached an audience that had not had training or contact for over 6 years
Instructors:	Roxanne Cox, Head of Reference and Teresa Hartman Head of Education, McGoogan Library of Medicine, University of Nebraska Medical Center
Subject:	Full day, hands-on workshop on consumer health emphasizing MedlinePlus and new GoLocal/Nebraska initiative
Objectives:	Understanding of the role of the librarian in consumer health; skills required for medical reference interview; knowledge of collection development; awareness of print and electronic resources; hands-on practice using MedlinePlus; demonstration of GoLocal

- Exhibits

Exhibit or meeting:	Date & Location:	Exhibitor:	Description:
Black Family Health & Wellness Association Fair	March 25, 2006, North High School, Omaha, Nebraska	Teresa Hartman	Excellent community health fair offering about every screening possible from cholesterol to dental and kidney. Over 100 exhibitors were present and many participants as well as exhibitors learned about the MedlinePlus/GoLocal and CHIRS services. Over 5
UNMC health fair	March 25, 2006, Storz Pavillion, Nebraska Medical Center, Omaha, Nebraska	Heather Brown	This half-day health and wellness fair, open to the community, attracted approximately 500 people. The 30 exhibits included educational information about hospital and community services and health screenings ranging from blood pressure to cholesterol che
Family Health Conference	April 17-18, 2006, Kearney Nebraska	Teresa Hartman	This biennial conference, sponsored by the Office of Family Health at the Nebraska Department of Health and Human Services, is open to all Nebraska health and human services professionals. The group of 35 exhibitors included pharmaceutical and medical sup

**Observations on problems or barriers encountered** (Prepared by Lisa Anderson)

To begin work on the Go Local Nebraska initiative, we first needed to gather information on health resources and facilities in Nebraska. Our first instinct was to work with the Health Professions Tracking Center. This office is physically housed on our campus, but is considered an entirely independent business entity. Their product is a very comprehensive and current listing of health care professionals in the state of Nebraska. Through their tracking techniques they connect these professionals to points of service and to specialties. It was primarily these points of service, or facilities, and the specialties present at these facilities that we were interested in. Initially, it seemed that through cooperation between our organization and HPTC we would be able to pull this list together. However, after continued efforts, it became clear that this simply was not feasible in terms of both time and fiscal costs. As an alternative we began communications with Nebraska Health and Human Services. This organization maintains records of licensed healthcare providers and facilities in the state of Nebraska. This fit our information needs much more closely. After minimal negotiations we were able to purchase lists of health care facilities as shown in the table below:

**Facility lists purchased from  
Health and Human Services**

Roster	service terms	price
adult day service	Adult day care facilities	\$23
assisted-living facilities	Assisted living facilities	\$23
center for developmentally disabled	Disability programs	\$23
health clinics	Clinics	\$23
home health agency	Home health care services	\$23
hospice	Hospice care services	\$23
hospitals	Hospitals	\$23
intermediate care facilities for the mentally retarded	Disability programs	\$0
mental health centers	Mental health clinics/programs	\$23
nursing homes	Nursing home facilities	\$23
respite care services	Adult day care facilities Home health care services	\$0
rural health clinics	Clinics	\$23
substance abuse treatment centers - inpatient	Drug abuse treatment centers/programs	\$23
substance abuse treatment centers - outpatient	Drug abuse treatment centers/programs	\$23
family child care home I	Child day care services	\$25
family child care home II	Child day care services	\$23
child care centers	Child day care services	\$23
pre-schools		\$23
community pharmacy license	Pharmacies	\$23
body art facility		\$23
cosmetology salon		\$25
nail technology salon		\$23

funeral establishment		\$23
massage therapy establishment	Massage/bodywork therapists	\$23
<b>Total:</b>		<b>\$510</b>

These lists included the facility name, street address, mailing address, city, state, zip code and, in some cases, phone number. In addition to this information, we needed to collect web addresses, missing phone numbers, and service or specialty information for each facility. Next, data was formatted in accordance with our style guide while reviewing the records for validity and duplication. Upon completion of these steps, records were gathered into groups based on service term and imported into the Go Local Nebraska system. This means that all hospitals are imported together, individually indexed and then approved as a record prepared for use in the live system. We are currently in the process of importing, indexing and approving final records. We project that we will have completed this by the end of July. Documentation on indexing practices is being carefully developed and maintained throughout database development in order to facilitate later maintenance.

We feel our progress over the term of the grant is very promising. We were able to locate a source for acquiring the content we needed, purchase the data, and clean and validate those records. As we reflect upon this process there are recommendations that we have developed for future projects. We would start with Health and Human Services as a data provider. Their resources are all licensed facilities and updated annually. We feel this lends extra authority. Furthermore, they are a state office and their pricing reflects the non-profit nature of their endeavor. Also, we would suggest future projects develop style manuals and conduct thorough training for those that will be validating and cleaning the data. Finally, we would suggest completing the de-duplication of records prior to validating and cleaning, since this would result in fewer records for which this work must be done. In the future, we hope to focus our efforts on meeting launch requirements and then, with the help of NLM staff, hope to develop export procedures for use in maintenance. We also hope that translation of this database into Spanish will be a possibility at some point in the future.

## Grant Expenditures

Vendor	Description	Amount
UNMC Printshop	CHIRS brochures	266.26
Comstock Images	Copyright charges for promotional images	869.55
Survey Monkey	Subscription to develop online surveys	200.00
Displayit, Inc	3 panel Table top Special Package	434.00
Branders, Inc	AD frame w/business card holder	2,089.10
Tradeshow Direct.com	Mini Display	164.10
Mint Cards	4,000 advertising business cards	392.90
Branders, Inc	Magnet business cards	1,306.90
Tradeshow Direct.com	Breeze Mini Display w/bag	614.13
Branders, Inc	Shopping bags	628.20
Dietary	Event 22257, Advisory Board Meeting 2/17/06	39.45
Dietary	Event 22257, Advisory Board Meeting 2/17/06	120.40
CDW Government	24 Epson print cartridges; 4 rolls Photo paper; Ink tank	2,875.04
CDW Government	Software: Adobe Illustrator & Photoshop for Mac	377.99
Enterprise Rent-A-Car	One month car rental (April 2006)	1,061.80
Mint Cards	4,000 Business cards	392.90
Office Depot	Mobile folding file cart	34.10
Office Depot	Case of HP Color Printer paper	58.60
	Booth, Black Family Health & Wellness Assn, 3/25	30.00
DHHS	Table, Family Hlth Conf, Kearney, 4/18-19	100.00
Dell	Laptop for presentations at exhibits	1,910.49
Universal Information	Clipping Service, 2-yr subscription	6,000.00
Ted Smith	Mileage reimbursement to attend Advisory Board Mtg	97.90
HHS Reg & Licensure	Listings	510.00
Mint Cards	10,000 business cards	794.75
NLA	Registration for Marie	375.00
Travel	Marie, wk of April 2-7	109.38
Travel	Lisa, wk of April 2-7	-
Travel	Teri, wk of April 10-14	

		492.62
Travel	Roxanne, wk of April 10-14	497.93
Travel	Lisa, wk, of April 17-19	212.06
Travel	Teri, wk of April 17-19	238.87
Travel	Marie, wk of April 24-26	145.96
Travel	Roxanne, wk of April 24-27	33.50
Lands End	Shirts	962.70
<b>GRAND TOTAL</b>		<b>24,436.58</b>