

Go Local for Nebraska Advisory Meeting

Minutes - February 17, 2005

Attendees:

Angela Arner, Jim Bothmer, Kathy Tooker, Kit Keller, Dave Palm, Ted Smith, Stacey Aldrich, Ira Coombs, Marie Reidelbach, Roxanne Cox, Lisa Anderson, Teri Hartman, Nancy Woelfl, Marty Magee

Minutes:

After a brief introduction by Nancy Woelfl, Library Director and a few housekeeping details by Marie Reidelbach, Project Director the meeting began following the agenda listed below.

- History of CHIRS and HealthHQ
 - Roxanne Cox provided a brief history of both the CHIRS and healthHQ.org projects. Significant facts included:
 - CHIRS began in 1985 with LSCA Title III funding
 - Project emphasized cooperation among Nebraska Library Commission and public libraries and McGoogan
 - Public libraries were supported as the first point of contact for consumers with health related questions
 - Overall goal was to provide health information for all consumers in Nebraska no matter their location
 - CHIRS has been in existence for 20+ years.
 - ◆ 8700 requests have been submitted and addressed
 - ◆ Since 2005 the CHIRS program has begun sending out an evaluation form with each filled request.
 - ◆ Received a 31% return from the evaluation forms
 - ◆ 83% found quantity of material received just right; not too technical
 - ◆ 88% felt material helped to understand diagnosis and their options
 - ◆ 68% felt helped communication with physician
 - ◆ 49% said information affected health care decisions
 - ◆ Received the NCLIS award in 2005
 - healthHQ.org began as an ICON project
 - Goal was to provide a listing of Nebraska health related support groups
 - Received grant funding for two years from NNLM/MR
 - Dollars supported the creation of a searchable web database and funded four mini-grants to public libraries
 - Nebraska Library Commission funded healthHQ.org for one additional year.
 - Over 800 support groups are now included

- McGoogan Library has assumed financial responsibility and maintenance for the database
- Overview of the GoLocal Project
 - Marie Reidelbach provided a demonstration of GoLocal
 - GoLocal is a web-based resource which corresponds with the information provided through MedlinePlus
 - The GoLocal Nebraska database will identify local health services, healthcare providers, and health related programs
 - The information will encompass the state of Nebraska
 - The full content of healthHQ.org has been entered into GoLocal Nebraska.
 - Users will eventually be able to access GoLocal Nebraska through Medline Plus or directly from www.medlineplus.gov/nebraska
 - Users will be presented with a list of options to search by location, topic, health facilities, providers, or services.
 - When searching by location users will be presented with a map of Nebraska listing all the counties of the state
- Statement of Work
 - Marie Reidelbach shared a brief summary of the statement of work for the \$25,000 funding award received from the NN/LM. The dollars need to be expended by April 20, 2006.
 - Objectives include:
 - ◆ Provide a presence in Medline Plus for health-related services and information for consumers in Nebraska
 - ◆ Promote statewide partnerships of health-related services for consumers
 - ◆ Improve access to state, local, and community health resources
 - Role of the Advisory Committee
 - ◆ Provide advice on what health agencies and services are included in GoLocal
 - ◆ Identifying specific areas for training to public librarians and how they can assist in gathering information for the Go Local initiative
 - ◆ Suggesting mechanisms for promoting and marketing Go Local
 - ◆ Facilitating communication with potential partners, agencies, and organizations

The following includes a brief overview of four critical areas of the GoLocal Nebraska project. After the overview a brainstorming session with the Advisory Committee took place. Brainstorming for Importing Data and Contacts was combined. All of the suggestions presented by the committee are listed.

Importing Data into GoLocal Nebraska (Lisa Anderson) and Contacts (Marie Reidelbach)

- Gathering Data from the following sources:
 - Health Professions Tracking Center (waiting for a projected cost)
 - Nebraska Health and Human Services System (will go forward and purchase what we can)
 - Searching the Internet
 - News Clippings for Nebraska newspapers (prime source for updating the support groups)
 - Aggregated print sources available in the library
- Format of the data gathered will be inserted into a spreadsheet for easy updating.
 - Field restrictions (field size, naming conventions, required status)
 - Information will be grouped by service term before importing into GoLocal Nebraska
- Information will be validated:
 - Check for comprehensiveness and accuracy
 - American Hospital Association
 - Medicare.com
 - Medline plus “Find a Hospital”
 - Add appropriate contact information and specialty and indexing terms
- Collection areas gathered as first priorities
 - Support groups (already included)
 - Nursing home facilities; Adult day care services; Assisted living facilities; Long-term acute care facilities; Retirement facilities
 - Child day care services; Child care resource/referral
 - Hospitals
 - Clinics
 - Dentistry clinics
 - Disability programs
 - Drug abuse treatment centers/programs
 - Emergency medical services
 - Home health care services; Hospice care services
 - Massage/bodywork therapists
 - Mental health clinics/programs
 - Pharmacies
 - Physical rehabilitation programs; Physical therapy clinics
 - Public health services
- Contacts which have initially been made
 - Nebraska Library Commission
 - Six Public Library Systems
 - Public Libraries
 - Health Professional Tracking System
 - ICON
 - Health and Human Services
- ***Ideas on who to contact for data or additional information***
 - Public libraries – through NLC’s annual survey
 - Follow other state Go Local sources – ask listserv or in teleconference
 - Social workers

- All state health related organizations
- Support for incarcerated – correctional facilities and prison ministries
- ADA – league for human dignity
- Domestic violence support – shelters, YWCA
- Grief support groups through the Internet
- Counseling professionals
- State NATI, interpreter group
- Sign language support
- Talking book and Braille service – also has groups across Nebraska
- Public housing groups – they support other programs
- Churches
- Health ministry
- Funeral homes
- Schools – for parent groups
- School nurses
- Alternative medicine – ask health food stores and yoga centers
- Food banks
- Homeless shelters
- Red Cross
- Salvation Army
- Veterans organizations – American Legion, VFW
- State and national senators, representatives – would they have a list?
- Faith-based organizations
- National Public Radio and community radio stations – ask for information and provide public service announcements
- Public health departments – ask for list they give United Way 211
- Community action agencies
- Area agencies on aging
- AHECs – for clinic locations health profession student groups
- Senior centers
- Meals on wheels
- Coop. extension
- Community health centers
- Hope medical (Omaha) – for un- and under insured
- Public health services – WIC, family planning, etc.
- Medical and dental Nebraska associations
- Chambers of commerce
- Economic development
- 211 United Way

Training and Exhibits (Roxanne Cox)

- Current training has been conducted through the following groups:
 - Initiatives thru CHIRS
 - Initiatives thru NLC and system administrators
 - Initiatives thru ICON
 - Presentations at conferences like Nebraska Library Association

- Scheduled training
 - Survey conducted in January 2006 to ascertain public librarian's interest for a class and what they would like to see covered. Results included:
 - Prefer a 4 hour class
 - Spring is the best time to attend a class
 - Like to have a hands-on section
 - Most interested in: collection development, reference interview, searching Pub Med and MedlinePlus, legal issues, evaluating web sites
 - Classes scheduled to date include the Eastern Library System and the Panhandle Library System
- Proposed training
 - Travel the state in April 2006 contacting as many libraries as possible
 - Revise training video and notebook
 - Schedule visits to health fairs and conferences
- ***Ideas on training***
 - Develop a class aimed at health professionals – doctors and medical assistants – clinic staff during training time – contact nurse manager
 - Class through M.O.M.S.
 - Offer training and demos when contacting contacts
 - Public libraries – consumer health training “fair” – use scenarios
 - Online training – brief
 - Use telehealth network
 - Nebraska Hospital Association – do training session and exhibit
 - Send out information/content for association newsletters
 - Nebraska League of Municipalities meeting – good for contacts too

Promotion (Teri Hartman)

- Audiences will include:
 - Nebraska citizens
 - Public, academic, and special librarians
 - Health care clinicians, professional students
 - Health non-profit and support group officials
- Communication methods
 - Nebraska news media releases
 - Professional news media releases
 - Conference exhibits and presentations
 - Promote during training events
 - Stories in support group/nonprofit news
 - Statewide library visits
 - Special events
- Promotional materials
 - Posters (displayed in the room)
 - Baseball cards (distributed CHIRS cards)
 - Magnets (distributed and well received)
 - Literature holders (provided an example)

- Traveling exhibit booth (displayed on the 6th floor by the elevator)
- Multimedia CD/DVD
- ***Ideas on promotion***
 - New baby bag
 - Summer reading program (bags)
 - NLC workshops for summer reading
 - Royals baseball
 - Car magnet for traveling the state
 - Radio – public service announcements
 - Channel 22 (TV)
 - Health fairs
 - Home shows
 - Magnets
 - Governor/legislature declare Go Local Day at launch date
 - Candy (Greenwood, NE) Bakers
 - Bus/Billboard (\$600?)
 - Advertisement in NOAH
 - Pharmacies
 - Grocery sack inserts
 - Local corporations
 - Utility bills/put flyers
 - Public affairs list o contacts
 - Go Local @ your library

Wrap-Up – Responses to questions presented to the Advisory Committee prior to lunch.

1. How do you perceive your role on the Advisory Committee after the meeting this morning?

- To be your contact with public libraries in the Eastern Library System and the other regional library systems. To help promote your services.
- Serve as a liaison with the Dept of HHS, local health depts., and other health organizations. Provide information and contacts with state and local public health organizations
- Act as advocate for program among constituents; help prioritize actions to carry out Go Local project by McGoogan staff
- be contact with minority community and disadvantaged in Nebraska.
- offer public library data and contacts
- promoting CHIRS, Go Local, and MedlinePlus in tandem
- write articles about CHIRS and Go Local project in public library newsletter. Add link to healthHQ in Nebraska Access database web page.

Other suggestions:

- Ira: North Omaha Care Council contact: Wayne Houston; South Omaha Care Council contact: Aura Whitney Jackson
- Stacey: promote this service in the movie theaters (Kit Keller has list of theater owners and Kathy also had information related to the theatres); CHIRS should be in all phone books in Nebraska.

2. How would you measure success on this project?

- Number of people who use the service, satisfaction surveys of people who use the service.
- number of hits on database; comments; when I am visiting in a community and a resident tells me about the service
- word of mouth
- number of agencies that contact us to be listed on the service, surveying the libraries for levels of use.

Other suggestions:

- Kit: use support groups to market CHIRS, healthHQ, and Go Local to their members; we need to make a mechanism to keep data current.
- Kathy: health professional students need this information

3. What is the best way to communicate with you about this project?

- email with common subject line: [GoLocal] texttexttext

Other suggestions:

- Kathy: present CHIRS and this project at the regular public library directors' meetings, Castle meeting, managers meeting, Nebraska State Advisory Group.
- Jim: get it listed on Siobhan's BHIC blog; lunch & learn with Jeanne Burke
- Ira: tell nempha.org about the project and CHIRS; Carol Thomas is the contact for UNMC clinics.

Meeting adjourned at 1:00 p.m.