

Go Local Project Name: **Go Local Nebraska**

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Dates covered: January-March 2008

**B. For all projects:**

1. Major staff leaving or joining the project this quarter

- No change in staffing

2. Database Development & Maintenance

- Currently auditing records. A mailing was sent to all 2500+ clinics included in the database. Responses received primarily through the Go Local email address. Overall the mailing was an excellent way to promote the database and update the records. If no response was received the record was assumed to be updated. If the letter was returned a phone call was made to verify the information. Records were only deleted if a contact could not be made.
- Plans are underway to send a mailing to the 650+ dental clinics listed in the database in April. Letters will be similar to the mailings sent to the clinics including a brochure, baseball card, and a request to link to Go Local on their website.
- Added acupuncturists and chiropractors to the database based on information gathered through online phonebooks and directories for the state.

3. Website Development & Maintenance

- Changing the featured site on a monthly basis.
- Adding Spanish language to appropriate records.
- Using the global change option to update records with similar service/provider indexing terms.

4. Outreach and promotion efforts

- Both the Go Local Nebraska and the CHIRS programs have been featured recently in Nebraska newspapers:
  - Knowledge is Powerful Medicine - by Sandra Wendel  
[http://www.omaha.com/index.php?u\\_page=3189&u\\_sid=10245534](http://www.omaha.com/index.php?u_page=3189&u_sid=10245534)  
A photo is included in the print version of the story, showing key members of the Go Local Nebraska workforce.
  - Library News from the Baright Library in Ralston:  
[http://www.bellevueleader.com/site/tab7.cfm?newsid=19268153&BRD=2712&PAG=461&dept\\_id=557009&rfti=6](http://www.bellevueleader.com/site/tab7.cfm?newsid=19268153&BRD=2712&PAG=461&dept_id=557009&rfti=6)  
The Baright Library shared information about the CHIRS program, and encouraged all Nebraska libraries to follow their example and promote this free, high quality service to their patrons. This library is an advocate for the GoLocal initiative as well.
- Legislative Day –Marie Reidelbach, Teri Hartman, and two additional McGoogan staff attended the annual Nebraska Library Association's Legislative Day in Lincoln on February 12. Attendees visited each of the 49 Senators' offices, and distributed Go Local Nebraska information.

- March 7 - Go Local Nebraska marketing materials were distributed to 9 area libraries during an EBSCO meeting at McGoogan Library of Medicine.
- March 28 - Go Local Nebraska update was given during the ICON Spring Meeting at Creighton Health Sciences Library. 24 academic and hospital library representatives were present.
- March 24, noon to 7:00 PM Participated in the Washington County Health Fair held in Blair, NE.
- March 28, 4:00 – 5:15 PM Presenter along with four others at the Public Library Association conference in Minneapolis, MN. Topic: MedlinePlus Goes Local: Linking Quality Health Information to Local Health Services through Partnerships. 73 attendees were recorded as hearing all or part of the presentation.
- March 29, 7:00 AM – 1:00 PM Participated in the Black Family Wellness Association Health Fair, North High, Omaha, NE
- March 31, Participated in the Governor's Conference on Community Service, Omaha, NE
- Updated the CHIRS/Go Local Poster and redesigned the display.  
<http://app1.unmc.edu/forms/library/displayform.cfm>
- Marty Magee from the National Network/Libraries of Medicine demonstrated Go Local Nebraska as follows:
  - Urban AHEC meeting with Del Gines – January 2, 2008
  - Meeting with NE Library Commission/Health Human Services on Public Health in Lincoln, NE – January 22, 2008
  - Meeting with Ann Heimann at Bryan Hospital in Lincoln, NE – January 22, 2008
  - Training at the University of Nebraska-Kearney with Good Samaritan Hospital – March 13, 2008