

PART VI: PROJECT DESIGN

Provide the following information (15-23) concerning the project, and attach it to your application. Begin each section on a separate page, and type the applicant's last name in the upper right-hand corner of each page.

Title: Exploring models of library-based consumer health and community outreach: services, staffing, and funding.

15. Rationale and Assessment of Needs

Explain fully the needs, problems, deficiencies, or other stimuli that promoted this grant request. Discuss the results of any feasibility studies, surveys, or questionnaires that influenced the decision to submit this grant application.

This project will examine four academic medical libraries that are actively engaged in consumer health and community outreach programs, specifically to discover each library's role and involvement in:

- Health literacy education for both students and community professionals,
- Support of patient education resource centers, particularly cancer diagnosis and treatment,
- CTSA community engagement activities, and
- Provision of web-based consumer health information.

Over the last year the University of Florida Health Sciences Center Libraries (UFHSCL) has restructured and established a new position dedicated to consumer health and community engagement. Starting on April 1, 2010, I began the transition to this new role as Consumer Health and Community Outreach Librarian. While I had been providing information services to support the activities of the University of Florida Area Health Education Center program in 37 counties of North Florida, this dedicated position was a new endeavor for me and the UF HSCL. To develop new programs in this area I have interviewed faculty at the Health Science Center to 1) identify existing consumer health and community activities in which students and faculty were involved and 2) identify resources which would be useful to support their education and community outreach efforts.

In addition to the HSCL's restructuring, there are numerous changes taking place in the HSC that provide opportunities for the library to participate in consumer health and community engagement. In July 2009 the University of Florida received a Clinical and Translational Science Institute Award which requires the development of community engagement activities. In fall 2010, the University of Florida's College of Medicine began reviewing its medical school curriculum. In the next year there is an opportunity to re-formulate the libraries' role and to include health literacy, consumer health and community engagement. In November 2009, Shands Hospital, the teaching hospital affiliated with the University of Florida, has opened the Criser Cancer Resource Center, an information center for cancer patients. The space and services they designed are based on three model programs: Smith Farm in Washington, DC, Duke University Cancer Patient Education Resource Center in Durham, NC and Moffitt Cancer Center in Tampa, FL. In May and October 2010 I made the opportunity to visit Smith Farm and Duke. These visits have given me a broader perspective of what the Criser Center wants to become and have enabled me to assist CCRC faculty in preparing a grant proposal for developing a whole-person health and literature collection.

In addition to identifying resources for the CCRC collection, visiting the physical space and talking with staff and volunteers provided me with insights into a wider range of services than I had

anticipated. Note: At Duke's Patient Resource Center, there is a wig closet and at Smith Farm, there are pilates and yoga classes as well as an art gallery. Smith Farm has an extensive program to train patient navigators, a service Shands hospital wants to start. While email, phone conversations and reading journal articles can provide a great deal of information, these visits allowed me to establish relationships with organizations and the people. I was able not only to better understand the vision of UF's CCRC faculty. but to apply the information that I obtained to enhance my relationships and work here at UF.

Building on these experiences at Duke and Smith Farm, I decided to pursue the Kronick fellowship to explore the roles and opportunities academic medical libraries can have in community outreach and consumer health. I will use the information I gather to determine the libraries' roles and involvement in projects here at the University of Florida.

16. Methodology

Describe the general strategies to be employed in implementing this project. Consider such factors as integration of project objectives with educational, research, or patient care programs of the institution.

The library directors at the following libraries have agreed to host site visits by the applicant for the completion of the proposed project:

- Medical University of South Carolina (MUSC) Library, Charleston SC
- University of Alabama Birmingham (UAB) Lister Hill Library, Birmingham, AL
- University of Maryland (UMB) Health and Human Services Library, Baltimore, MD
- Virginia Commonwealth University (VCU) Tompkins McCaw Library, Richmond, VA

During the two- to three-day visits to the above institutions, the applicant will conduct interviews with librarians who are engaged in consumer health activities, library leadership and other individuals who the library being visited deems appropriate.

I have found little in the literature which describes the academic medical library's role in consumer health when there is not a patient education resource center and affiliated hospital involved. The majority of articles were written in the mid 1990's to early 2000's. Reports of community outreach projects conducted by academic medical libraries found in the literature will be used to identify challenges, successes and evaluation methods. A selection of project descriptions is included in Section 20 on page 17. These, in addition to the article by Kronenfeld, will be used to develop a preliminary questionnaire to be distributed before the visits as well as in preparing interview questions to be used during the visits.

Prior to each visit, a survey will be sent to each library director to identify the consumer health and community outreach services provided at each institution and to assist the library directors in identifying individuals with whom the applicant should meet.

The questions will include:

1. What is the library's involvement in education of health science students regarding consumer health resources and health literacy?
2. What is the library's role in supporting a patient education resource center? Support can include financial support, staffing, materials. If there is a cancer resource center, a visit to that facility and interviews with staff will be requested.
3. What is the library's role in supporting the community engagement aspects of the CTSA?
4. Does the library have community based projects? How have they been integrated in the CTSA activities?
5. What services does the library have to support consumer health activities? Is there a physical consumer health collection? Has the library developed a web presence for consumer health? What is the perceived use of the site by students, faculty, and consumers and value to the library?
6. Who are the community partners with which the library has engaged in the provision of consumer health service, including public libraries, community agencies, etc and what are the activities the library has engaged in? What are the funding sources for these activities – library budget, university support, external grants or other? What lessons have been learned and pitfalls to be avoided?

In early summer 2011 survey and interview questions will be finalized for each type of activity i.e. role in health professional education, role with patient education resource center, role with CTSA community engagement and community consumer health activities and approval of UF's Institutional Review Board will be obtained.

During the site visit interviews with librarians, library leadership and other individuals working on consumer health and community engagement activities will be conducted. Tape recordings will be made with the interviewee's agreement. Transcripts will be made and summaries shared with each institution.

The four libraries proposed for visits were chosen based on the quality of their current consumer health and community outreach projects.

Health literacy education -

At the University of Alabama Birmingham, Kay Hogan Smith, instructor for MLA's CE "Health Literacy and Librarians", teaches about health literacy and provider patient communication in the medical school curriculum. According to clerkship directors here at UF, health literacy and consumer health concerns could be better addressed in our curriculum. Visiting UAB will give me an opportunity to see how health literacy has been integrated into the curriculum and will offer me ideas to explore here at UF. Inquiries about curriculum integration of consumer health will be posed to the other three libraries' faculty.

Patient education resource centers-

University of Alabama Birmingham (UAB) and Virginia Commonwealth University (VCU) each support a patient education center located outside the library, including support for staffing. The application will seek to identify if there are patient education resource centers at MUSC and UMB.

CTSA & community engagement-

Three of the four libraries are at institutions which have received CTSA awards and have a community engagement component: Medical University of South Carolina (MUSC), University of Alabama Birmingham and Virginia Commonwealth University. Additionally the libraries at these institutions have received NNLM subcontracts to provide community outreach services as has the University of Maryland Health and Human Services Library.

Web support for consumer health-

The experiences of UAB with the Jefferson Project, MUSC with Hands on Health, University of Maryland with their Maryland resources and HealthyMe@UMB U and VCU's COIN: Community Outreach Information Service will provide useful direction and information regarding challenges and opportunities. Both UAB and MUSC have been involved with Go Local projects. While Go Local is no longer sponsored project of the National Library of Medicine, these efforts are being sustained. Learning about the methods and partnerships involved will be useful as I continue developing LibGuides in consumer and health literacy to support education and community engagement.

Funding opportunities

While visiting the University of Maryland Health and Services Library, the applicant will meet with the NNLM Southeast Region outreach staff regarding possible funding proposals for consumer health and community outreach activities which may be generated as a result of the information obtained during the fellowship.

17. Project Evaluation

Describe how the project will be monitored to determine whether or not the objectives are being met.

Once the visits are concluded, the information gathered will be analyzed thematically. Additional follow-up questions that arise during data analysis will be addressed via e-mail or phone calls.

Information will be put to use at the UFHSCCL as soon as analysis is complete. Information collected from each individual institution will be shared with that institution for their own use in program planning and evaluation.

Data from these four institutions, in combination with data from the UFHSCCL, will serve as a benchmark for library-based consumer health and community outreach services at the University of Florida. At this time, no benchmark data exist for these types of services, although the published articles on consumer health information services and reports of NNLM outreach grants at conferences provide a wealth of information on their individual activities.

18. Post-Award Continuation

Describe how the project will be continued in the future. Describe any long-range goals of the applicant's library that will have impact on the project.

The UF HSCL has had the long-term goal of providing consumer health information services. With the restructured library organization and a new position dedicated to consumer health and community outreach, this commitment is clearly being supported in a sustainable way. With the receipt of the CTSA and revamping of the HSC curricula, the HSC demonstrated commitments to greater involvement with the community. The nascent consumer health and community outreach activities of the UF HSCL are already being well received. The consumer health LibGuide has been included in Community Nursing and the Interdisciplinary Family Health course syllabi.

The information gained through site visits will be used immediately at the University of Florida to identify strategies to develop sustainable projects and plan for securing funding for additional community outreach and consumer health activities. It is expected that information gathered including CTSA community engagement activities will assist the UFHSCL developing partnerships within and outside the University to partner with and plan an expansion of existing library-based consumer health and outreach programs.

In the longer term, the information gathered from the visits will be written up for the library community at large, with the hope of being published in the *Journal of the Medical Library Association*. Copies of the final report and any resulting publications will be placed in the University of Florida's Institutional Repository.

19. Budget

Provide a budgetary breakdown for all expenses related to the project. Indicate those expenses for which you are seeking assistance from MLA. If you are seeking other funding, list all sources and indicate which funds have been received.

Visit to the Medical Library, Medical University of South Carolina

Round trip drive from Gainesville, FL to Charleston, SC	\$ 300.00
Two nights hotel in Charleston @ \$125.00 each	\$ 250.00

Visit to the Lister Hill Library, University of Alabama Birmingham

Round trip flight from Gainesville, FL to Birmingham AL	\$ 300.00
Two nights hotel in Birmingham AL @125.00	\$ 250.00
Round trip ground transportation: airport to hotel/hotel to University	\$ 100.00

Visit to the Tompkins-McCaw Library Virginia Commonwealth University

Round trip flight from Gainesville, FL to Richmond VA	\$ 300.00
Two nights hotel in Richmond VA @125.00	\$ 250.00
Round trip ground transportation: airport to hotel/hotel to University	\$ 100.00

Visit to the Health Sciences and Human Services Library, University of Maryland

Round trip flight from Gainesville, FL to Baltimore MD	\$ 300.00
Two nights hotel in Baltimore MD @150.00	\$ 300.00
Round trip ground transportation: airport to hotel/hotel to University	\$ 100.00

Total estimated costs of project: \$ 2550.00

Costs above \$2000 will be covered by the applicant's personal funds and continuing education travel allowance (\$500) from the UF Health Science Center Libraries.
 The applicant's time will be provided through the University of Florida; no wages are requested.
 All associated costs (photocopying, phone costs, etc) will be covered by the UFHSCL.

20. Appendices

Attach samples of any questionnaires or user surveys. Attach a bibliography of publications or reports relevant to the proposed project and any discussion pertinent to the proposed project.

BIBLIOGRAPHY:

Bowden VM, Wood FB, Warner DG, Olney CA, Olivier ER, Siegel ER. Health information Hispanic outreach in the Texas Lower Rio Grande Valley. *J Med Libr Assoc.* 2006 Apr;94(2):180-9

Brown HL, Kaste AM. Side-by-side, but from different worlds: service and resource provision by academic health sciences libraries to their affiliated hospitals. *J Med Libr Assoc.* 2009 Oct;97(4):315-7.

Fama J, Berryman D, Harger N, Julian P, Peterson N, Spinner M, Varney J. Inside outreach: a challenge for health sciences librarians. *J Med Libr Assoc.* 2005 Jul;93(3):327-37.

Kronenfeld MR. 2005 Trends in academic health sciences libraries and their emergence as the "knowledge nexus" for their academic health centers. *J Med Libr Assoc.* Jan; 93(1):32-9.

La Rocco A. The role of the medical school-based consumer health information service. *Bull Med Libr Assoc.* 1994 Jan;82(1):46-51.

McKeehan N, Trettin L, May J. Improving access to health information in rural South Carolina. *J Health Care Poor Underserved.* 2008 May; 19(2):484-92.

Scherrer CS. Outreach to community organizations: the next consumer health frontier. *J Med Libr Assoc.* 2002 Jul;90(3):285-9.

Smith KH. Health InfoNet of Jefferson County: collaboration in consumer health information service. *Med Ref Serv Q.* 2001 Fall; 20(3):13-21.

Trettin LD, May JC, McKeehan NC. Teaching teens to "Get Net Smart for Good Health": comparing interventions for an Internet training program. *J Med Libr Assoc.* 2008 Oct; 96(4):370-4.

Williams MD, Gish KW, Giuse NB, Sathe NA, Carrell DL. The Patient Informatics Consult Service (PICS): an approach for a patient-centered service. *Bull Med Libr Assoc.* 2001 Apr;89(2):185-93.

21. State for what period the award will be used and the expected date of completion.

Research will take place between July and December 2011. All travel to libraries will be accomplished during the summer and early fall– July-October. Data analysis will be completed by January 2012. It is expected that a manuscript will be completed for submission to the *Journal of the Medical Library Association* by the end of the Spring semester in 2012.

Although all four library directors have agreed to host the visits during the timeframe specified above, the exact date of visits has not yet been determined, as they will depend on the availability of the participating consumer health information specialists and library directors.

22. List the libraries that will be visited as part of the fellowship.

Medical University of South Carolina Library
171 Ashley Ave., Suite 300
MSC 403
Charleston SC 29425-4030
Thomas G. Basler, Director of Libraries
Nancy McKeehan, Assistant Director of Libraries for Systems and Project Director, Hands on Health-SC
<http://www.library.musc.edu/>

Lister Hill Library
University of Alabama Birmingham
1530 3rd Avenue South
Birmingham, AL 35294-0013
T. Scott Plutchak, Director
Kay Hogan Smith, Community Outreach Librarian
Gabe Rios, Deputy Director
Lee Vucoovich, Assistant Director for Reference Services
Tracy Powell, Clinical Services Librarian
Pat Higginbottom, Associate Director for Public Services
<http://www.uab.edu/lister/>

Health Sciences and Human Services Library
University of Maryland
601 W. Lombard Street
Baltimore, Maryland 21201-1512
M.J. Tooley, Associate Vice President, Academic Affairs and Executive Director, Health Sciences and Human Services Library
<http://www.hshsl.umaryland.edu/>

Tompkins-McCaw Library
Virginia Commonwealth University
509 North 12th Street
PO Box 980582
Richmond, VA 23298-0582
Teresa Knott, Director and Associate University Librarian, VCU Libraries
Shannon Jones, Associate Director, Research & Education
Dana Ladd, Community Health Education Center Librarian
<http://www.library.vcu.edu/tml/>

Letters/ email from these libraries supporting this application have been included following this page.

23. Describe why this project is important to you professionally (limit to 300 words).

In today's health care environment, there is a need for better communication between health care providers and consumers. Health care providers need assistance with providing information which is understandable and reliable. Consumers and patients need help to navigate the health care system and to understand the decisions they are being asked to make. They need to be armed with information to ask questions, understand the answers they are given, and make decisions. Libraries and librarians can bring our skills and abilities to help meet these needs.

In the newly created consumer health and community outreach position at UF HSCL, with development of CTSA community engagement activity, redesign of the medical curriculum and recent changes in the nursing curriculum to a community model, there are a myriad of collaborations and potential projects possible.

Exploring the successes and challenges which other academic medical libraries have faced and identifying the strategies which they have used to develop partnerships and sustain programs will prepare me for choosing the projects that can impact the education and community service efforts of UF HSCL and positively influence the health outcomes of our patients.

On a personal note, I receive the most satisfaction from having a network of colleagues to support my efforts and knowing that my efforts have made a difference in other people's lives whether it be introducing students to information sources or providing assistance to faculty to help with clinical decisions. I look forward to this experience, learning from others and giving back to the profession.

Please return nine copies of the completed application and nine copies of all related documents by December 1, to Medical Library Association, Professional Development Department, 65 E. Wacker Place, Suite 1900, Chicago, IL 60601-7246; 312.419.9094 x28; fax 312.419.8950; email, mlapd2@mlahq.org