

University of Massachusetts Medical School

eScholarship@UMMS

---

National Network of Libraries of Medicine New  
England Region (NNLM NER) Repository

National Network of Libraries of Medicine New  
England Region

---

2013-04-30

## NN/LM NER Healthy Community, Community of Interest Final Report (May 1, 2011 - April 30, 2013)

Michelle L. Eberle

*University of Massachusetts Medical School*

*Et al.*

### Let us know how access to this document benefits you.

Follow this and additional works at: <https://escholarship.umassmed.edu/ner>



Part of the [Library and Information Science Commons](#), and the [Public Health Commons](#)

---

#### Repository Citation

Eberle ML, Clark D. (2013). NN/LM NER Healthy Community, Community of Interest Final Report (May 1, 2011 - April 30, 2013). National Network of Libraries of Medicine New England Region (NNLM NER) Repository. <https://doi.org/10.13028/k4pk-ab70>. Retrieved from <https://escholarship.umassmed.edu/ner/22>

Creative Commons License



This work is licensed under a [Creative Commons Attribution-NonCommercial-Share Alike 3.0 License](#).

This material is brought to you by eScholarship@UMMS. It has been accepted for inclusion in National Network of Libraries of Medicine New England Region (NNLM NER) Repository by an authorized administrator of eScholarship@UMMS. For more information, please contact [Lisa.Palmer@umassmed.edu](mailto:Lisa.Palmer@umassmed.edu).

**NN/LM NER**  
**Healthy Communities, Community of Interest**  
**Final Report**  
May 1, 2011- April 30, 2013

Submitted by:

Michelle Eberle, Consumer Health Information Coordinator, NN/LM  
Deborah Clark, Librarian, Stephens Memorial Hospital, Norway, Maine

April 2013

**Introduction**

The NN/LM New England Region's Communities of Interest (COI) foster emerging roles for librarians in dynamic themes in the provision of health information. Members of Communities of Interests share ideas, knowledge, and experiences to help each other improve their library's services. The Communities of Interest focus on six themes: eScience, Healthcare Workforce, Health Literacy, Healthy Communities, HealthIT, and Knowledge Management. These themes were identified by the NN/LM New England Region at a Town Hall Meeting as priorities for professional development and collaboration. The Communities of Interest host e-learning programs to keep Network Members up-to-date with trends in the profession.

The Healthy Communities COI explores issues related to health information and education outreach to the public in general as well as underserved populations. Topics include planning, implementing, and evaluating community outreach activities, communicating health information to patients and the public, and contributing to your institution to provide community benefit. The COI's are facilitated by NER staff and led by a Network Member. The Healthy Communities COI is facilitated by Michelle Eberle, Consumer Health Information Coordinator, and led by Deborah Clark, Librarian at Stephens Memorial Hospital. Deborah served as the Leader for Year One and Two.

### **Program Planning**

To kick off the Community of Interest, Michelle and Deb planned a webinar with an overview of healthy communities and ways libraries can contribute to healthy communities. Three guest speakers from health information outreach projects shared their stories: Gayle Kadlik from the Heywood Hospital, Peter Droese from Critical Mass, and Margot Malachowski from the Baystate Medical Center.

To plan educational offerings, in June 2011, NER's Healthy Communities COI leader, Deborah Clark, surveyed the group at a teleconference on what outreach topics were of the most interest to the members. The most popular topics were (in order)

- Marketing and publicity of outreach activities
- Project planning and implementation
- Data collection
- Developing partnerships

In year 2, NER asked COI participants to fill out an online survey assessing their outreach interests. The Healthy Communities COI Leader and Facilitator used the survey results to plan programs for the coming year. The most popular topics selected were (in order)

- Creative approaches to health information outreach
- Creating effective health information handouts
- Communicating with impact
- Funding your outreach project

### **Healthy Communities COI Webinars**

The Community of Interest planned a series of webinar on the topics identified through our needs assessments. The webinars included the following:

### **Community Outreach Program Planning**

In October 2011, Sabrina Kurtz-Rossi, from the Clear Language Group, presented on planning and implementing a community outreach project. She covered all the steps from needs assessment and planning, through implementation, and evaluation.

### **Contributing to your Hospital's Community Benefit**

In January 2012, COI leader Deb Clark and Michelle Eberle co-presented a session on how hospital librarians could help their institutions demonstrate increased "community benefit" for the IRS. Deb explained the concept of "community benefit," including what types of outreach activities qualified as CB and how libraries could develop a form to track and report annually to hospital administrators on how library outreach efforts contributed to the hospital's overall community benefit. Michelle presented examples of community benefit reports including library's outreach, and shared resources for further information.

### **Clever Evaluation**

In March 2012, NER hosted the NN/LM Outreach Evaluation Resource Center's Cindy Olney to present "Clever Evaluation." The program featured quick, resourceful and useful evaluation methods. Cindy highlighted strategies including using existing data, combining evaluation with other project activities, and enlisting the help of others in data collection.

### **Creating Effective Health Information Handouts**

In October 2012 and December 2013, COI leader Deb Clark, led two sessions to instruct on how to create effective health information handouts for community health promotion outreach. In the first session, she explained how using the concepts of plain language and clear document design could help convey important written health information more successfully to people who have low levels of literacy. Deb showed several examples of effective handouts which attendees could use as models or templates for their own education materials. In the second session, Deb highlighted two newly created participant handouts, noting what was effective and showing how some sections could be improved. (October session: 39 participants; January session 27 participants) The October sessions was attended by a cross-disciplinary audience: 11 hospital librarians, 18 public health staff from state departments of public health, AHEC and community groups; 5 academic librarians, and two staff from Health Information Exchanges.

### **Creative Approaches to Health Information Outreach**

In January 2013, NER highlighted the work of three outstanding health information outreach projects at a webinar, "Creative Approaches to Health Information Outreach." Projects highlighted included: Massachusetts College of Pharmacy and Health Science, Healthy Acadia, Welcome Back Center at Dorcas Place, and Baystate Medical Center. Each project shared lessons learned from the whole process of conducting an outreach project – from planning, applying for funding, identifying community partners, fostering collaborations, including assessment and evaluation into your project, implementing

the project, barriers and supports for the project, and sustaining the project. At the end of the webinar, presenters expressed how helpful the webinar was to get helpful ideas for their outreach. Several presenters asked MCPHS to borrow their "Medical Mystery case." Forty participants registered for the webinar including: 15 hospital librarians, 11 academic librarians, 5 public librarians, 8 public health staff, and a librarian from NLM.

### **Once upon a time, there was an evaluation report that people actually read**

On February 14, 2013, Cindy Olney, from OERC, presented this webinar for the Healthy Communities and Health Literacy COI. The program's publicity: Sound like a fairy tale? Exactly! A report format that follows a typical story-telling structure can help you communicate your project's story so that stakeholders may actually pay attention. In this format, you use evaluation data to complement, not overpower, the most important messages you want to convey. The OERC's, Cindy Olney will describe how to use a story format to report evaluation findings. This format can be adapted for written reports, presentations, and even elevator speeches. Sixty eight participants registered for the event, primarily hospital librarians and public health staff.

On February 28, 2013, a Network Member informed NER of her proposal for LibGuides for her hospital library, in the Spark Lines format described in the webinar. She presented for three individuals, her boss (Senior VP of Medical Affairs) and two people from the Communications Office. She covered the points in the paper, gave each a printed copy and used two PowerPoint slides with visuals of LibGuides. Her proposal was approved. She volunteered to share her proposal with others interested to write a proposal or report with the Spark Lines format.

### **Top 10 Things Every Health Educator Needs to Know About People**

On March 6, 2013, Susan Weinschenk (author of How to Get People to Do Stuff, 100 Things Every Presenter Needs To Know About People, 100 Things Every Designer Needs To Know About People, and Neuro Web Design: What makes them click?) presented this webinar for both the Health Literacy and Healthy Communities COIs. The program's publicity: It seems reasonable to think that if you communicate clearly then people will understand and take appropriate action. But that's not how the human brain works. People filter information according to unconscious beliefs and expectations. From her book, 100 Things Every Designer Needs To Know About People, Dr. Susan Weinschenk has picked her top 10 "things" about people that you need to know in order to design clear, intuitive and engaging communications that match the way people think, work, and relate. Sixty participants registered for the webinar, primarily hospital librarians and public health staff.

### **Conducting Outreach with Immigrants in Your Area**

On April 10, 2013, guest speaker, Lorena Sprager, discussed ways to establish a relationship with immigrant communities as well as ways to partner with them to conduct outreach. She addressed how fear related to the current climate towards immigrants affects outreach and shared a new, free resource that supports people who conduct outreach with immigrants. Then we will learn about a specific outreach project and how it impacted the immigrant community it was intending to reach. This webinar was attended by a public librarians, medical librarians and public health staff. Thirty seven participants registered for the event, primarily public librarians and hospital librarians.

### **Webinar Statistics**

In Year One, Healthy Communities COI webinars were attended by a total of 134 unique participants, averaging about 40 people at each. Thirty participants attended two or more webinars. Seventeen of the participants attended three or more webinars. In Year Two, 271 participants registered to attend the Healthy Communities COI webinar. In year two, the webinars became attended by a diverse audience of professionals. In addition to hospital, academic, and public librarians, many webinars were attended by staff from state departments of public health, Area Health Education Centers, and community health agencies. The Facilitator managed all publicity, registration and technical support for webinars.

The Healthy Communities webinars were approved for MLA Consumer Health Information Specialization CE credits. Since the NER's work moved to a Focused Outreach and Community of Interest model, there were limited opportunities for MLA CHIS credits. Upon request of a Network Member from Vermont, the NER contacted MLA regarding CHIS credits for the Healthy Communities and Health Literacy COI's webinars. MLA agreed the programs were a good fit for the Consumer Health Information Specialization. Recordings of webinars from year two were captioned and are linked on our COI website.

### **Future Programs**

The Healthy Communities COI leadership identified the following topics for future programs:

- Marketing/publicity ideas for outreach projects
- Reaching diverse cultural and underserved populations
- Journal club
- How to teach people about clinical trials
- Motivational interviewing
- Shared decision-making/ health coaching
- Encouraging patient engagement
- E-patient online communities
- How HSL's can support ACO's and PCMH's
- Incentives for the adult learner /Teaching older adults

### **Communication and Collaboration**

At the beginning of each year, the Leader and Facilitator created a schedule outlining programs, blog posts and publicity. This helped keep the Community of Interest on track. Deb wrote brief articles for the blog on hot topics including: the IOM Report on the Value of Assessing Community Health Interventions, resources to create an effective health information handout, a book review of "Successful Community Outreach: a How-to-do-it Manual for Librarians," and interview with Kathy Brunjes on how to help Somali's successfully navigate the healthcare system. Michelle posted all blog entries. She also tagged NLM updates related to Healthy Communities, wrote posts such as Pew Internet's Tracking Health Report, and posted NLM resources updates related to healthy communities. Blog posts for the Healthy Communities COI are available at: <http://nnlm.gov/ner/blog/category/coi-healthy-communities/>

The Healthy Communities COI hosts an electronic discussion list at [healthycomm@list.umassmed.edu](mailto:healthycomm@list.umassmed.edu). Here, COI members could share outreach ideas and communicate with webinar presenters as well as receive links to relevant online outreach resources. The list currently has 57 subscribers. Though Michelle and Deb have repeatedly tried to stimulate discussion on the list, use has been sporadic, occurring mainly around webinar events.

Though response to the Healthy Communities COI has been positive and the webinars have been popular, there have been challenges. Deb and Michelle have worked to create a COI where all members share knowledge, skills, ideas, as well as ask for assistance. However, it appears that most of the participants are looking for quick learning opportunities where they can connect to a focused program conveying short “nuts and bolts” workshops while they go about their regular work. The webinar attendees have been mainly passive learners rather than active participants. It’s possible the technology of providing the program inhibits verbal participation but the fact that many of the participants are multitasking during the webinars could be the reason they are taking a more active role in the online conversations. It also could mean that the more experienced outreach providers do not believe the COI will benefit them.

### **Areas for Growth**

For year three, the Healthy Communities COI should strive to increase dialogue and opportunity for collaboration between members. The COI will need to further explore the best communication vehicles. Current communication is conducted via blog, listserv, e-newsletter, webinar and teleconference. The COI has found the webinar an effective tool for education, but challenging to encourage discussion. Some webinars lent themselves more to discussion. For example, the Community Benefit webinar included discussion throughout, however, for webinars with 40+ people managing the audio with open discussions throughout can be a challenge. So, questions are usually requested in the chat box, until the end when the lines are opened. Spending time reviewing interactive features of Adobe Connect with guest speakers increase interactivity at some webinars, especially the Outreach with Immigrants webinar.

The listserv did not prove the best way to encourage discussion. Though, the Leader and Facilitator sent probing questions to create conversation about hot topics with community outreach, the membership did not follow with dialogue.

New approaches should be explored, perhaps video conferencing. The COI should explore the possibilities of a MLA journal/book discussion club. Overall, the approach should move from sage on the stage to guide on the side.

### **Success**

The types of programs planned and the use of the e-newsletter expanded the NER’s reach to new audiences. The Healthy Communities COI webinars were primarily attended by hospital librarians. By the end of year two, half of the participants attending were from state departments of public health and other public health agencies. The newly created cross-disciplinary nature of the Healthy Communities COI is an excellent opportunity for health sciences libraries to network and collaborate with new partners in the public health community.

Michelle Eberle presented a poster on the Healthy Communities and Health Literacy COIs at the Medicine 2.0 World Congress on Social Media and Health at Harvard University in September of 2012. The poster is available at: [http://works.bepress.com/michelle\\_eberle/4/](http://works.bepress.com/michelle_eberle/4/) The Medicine 2.0 conference’s interdisciplinary nature introduced NER to a wider network of health professionals.

When asked “How did you use the information gained from our programs?” Of twenty two respondents, thirty percent planned an outreach project. Twenty one percent used the OERC booklets, “Planning and Managing a Health Information Outreach Project.” Eighteen percent implemented a project and eighteen percent integrated tips from the OERC’s webinar into a project. The learning needs assessment for year

two demonstrated that the Healthy Communities webinars provided practical skills. A couple members share their success stories.

One member shared:

“I am doing outreach programs and connecting with community partners, and I do track my activities as community benefits. These workshops helped me think through what I am doing. I know there are aspects to my work that I want to change. It is great to have a community of other medical librarians to learn from and bounce ideas off of. I really want to learn more about evaluation. I also would like to be able to have honest conversations with others about the complexities of working with community groups. It isn't always easy, but I know it is worth it in the long run.”

Another member shared:

“I did an hour and half presentation for a group of people over 60 years of age that are part of a social group that the hospital sponsors. I had over 50 people in attendance. The name of the program was “How to Find Quality Health Information on the Internet.” I also reviewed how to evaluate internet sites. I got very good questions from the group as well as good evaluations. I have gotten calls from many of the people since then.”

Health Communities, Community of Interest members took away practical skills and knowledge from programs, and also gained information to share with their colleagues and co-workers. Forty percent of the 23 respondents to our assessment from year one shared information learned at our programs. Members reported sharing what they learned with their office mate and manager, with the person who coordinates and develops health outreach classes, with the CMO, with various nurse educators and their supervisors.

### **Thank you to our Leader, Deb Clark**

NER would like to thank Deborah Clark, for her outstanding leadership for year one and two of the Healthy Communities COI. Her vision, prompt communication, and high level of energy contributed greatly to the COI's success.

### **Report by:**

Michelle Eberle, Healthy Communities, Community of Interest Facilitator  
Deb Clark, Healthy Communities, Community of Interest Leader