

Virginia Health Information Outreach Planning (VHIOP) Follow-up Planning Meeting



April 23, 2004

**Tompkins-McCaw Library for the Health Sciences
Richmond, VA**

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**VIRGINIA HEALTH INFORMATION OUTREACH PLANNING (VHIOP)
FOLLOW-UP PLANNING MEETING**

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Desired Meeting Outcomes

1. Build upon October 3, 2003 meeting and identify projects that will achieve the needs identified in the Findings from the meeting
2. Develop action plans that address the chosen projects

Goals Identified in the October 3, 2003 Meeting

1. Further/foster collaboration that improves awareness of and access to healthcare information for Virginians
2. Establish plans to implement projects that promote awareness and access to healthcare information
3. Establish plans to train healthcare information providers in Virginia
4. Establish plans to overcome the lack of baseline data that is necessary to plan effectively and to deliver healthcare information throughout Virginia

Overview of Current Status of Health Care Information Activities

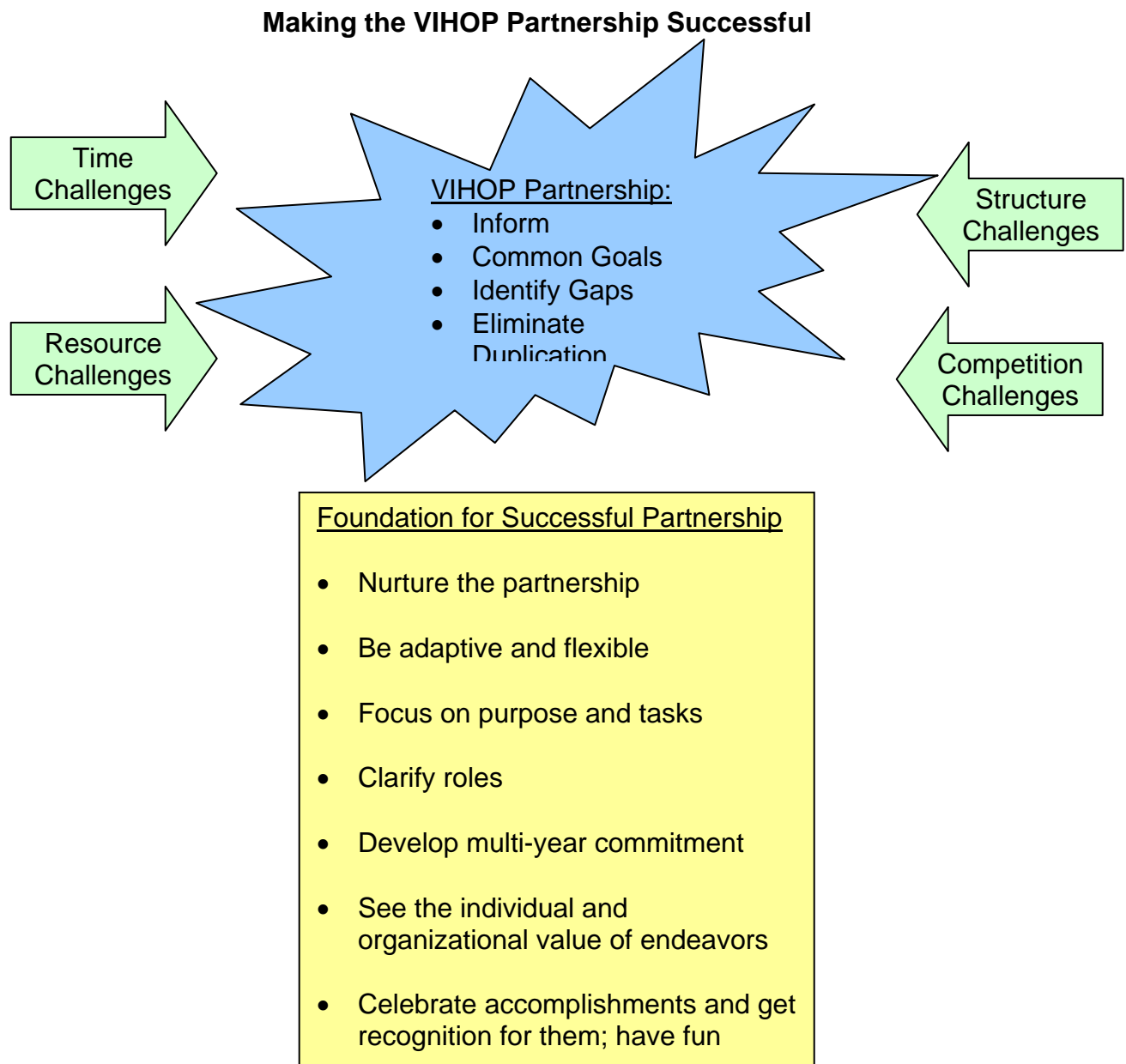
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|-------------------------------|-----------------------------|
| • VHIOP Overview & Findings | Karen Dillon |
| • ACPF / NLM Project in VA | Shannon Jones, Jean Shipman |
| • Outreach Projects | Resource Library Directors |
| • NNLM Update | Janice Kelly |
| • Senior Navigator | Katie Roeper |
| • Tidewater Survey/Assessment | Judith Robinson |
| • State Infrastructures | Janice Kelly |
| • Recognizing Our Potential | Jane Pellegrino |

Infrastructure With Which We Must Work

• VaCOHSL	• VA regional consortiums and AHEC
• Medical School Resource Libraries & their outreach projects	• Public libraries
• Health Care Providers as a system	• Web/IT infrastructure

Task of the Planning Group Task

1. Find projects that work with our existing infrastructure or adapt it to meet our ends
2. Identify projects that address Findings from previous collaboration (10/3) which are:
 - Must promote awareness of available healthcare information and educate the information user (i.e. providers, public, library staff)
 - Must train information providers to that they are aware of and use available resources
 - Must further collaboration among today's participants and other stakeholders to increase awareness of and use of existing healthcare information resources



Action Plans for VHIO Partnership

<p>Project: INFO-Rx Jean Shipman, Jane Pellegrino, Linda Watson, Beth McTigue, Ruth Smith</p>	
<p>Goal: Expand ACPF/NLM project to more Virginia audiences, including:</p> <ul style="list-style-type: none"> • Health professionals • Consumers • Librarians in Virginia 	
<p>Success Measures:</p> <ol style="list-style-type: none"> 1. Number of people contacted; number of materials distributed 2. Types of contacts 3. Increase in use of MedlinePlus by Virginia users (possible) 4. Number of trained individuals 5. Number of training sessions conducted, outreach sessions, exhibits, fairs, etc 6. Publicity received 7. More individual institutional recognition for libraries 	
<p style="text-align: center;">Opportunities:</p> <ol style="list-style-type: none"> 1. Builds on health literacy projects/focus and Info-Rx/therapy concepts 2. Monitor COIN project for local (CHEC) Info-Rx beyond MedlinePlus 3. Celebrate by publicity opportunity with public libraries participating in project -“fun” 4. Possible research opportunities - to get more patient feedback 	<p style="text-align: center;">Challenges:</p> <ol style="list-style-type: none"> 1. Is ACPF flexible; will it permit expansion to other health provider services? 2. If not, work out alternative format and/or work more closely with State ACP chapter 3. Time and resources – funding, governance, less librarians to help
<p>Lead: Rotate leadership among Core Group after 6/04 Supporting Staff: Virginia librarians (volunteers) Structure:</p> <ul style="list-style-type: none"> • <u>Short-term</u> – Continue existing Core Group (Linda Watson, Jean Shipman, Karen Dillon, Judith Robinson, Beth McTigue), but expand it to include Southwest Virginia and a public library representative (i.e. Carol Adams, Ann Deusing, Elaine Powers) • <u>Long-term</u> – Seek additional funding from health literacy advocates (i.e. AMA, Pfizer) 	
<p style="text-align: center;">Strategies:</p> <ol style="list-style-type: none"> 1. Clarify expansion problems of existing ACPF/NLM (Linda Watson) 2. Develop communication plans for short and long term <ol style="list-style-type: none"> a. Core Group (Linda Watson until 6/04) b. Wider audiences 3. Provide training as part of other VHIO Partnership training efforts 4. Conduct local surveys and focus groups (interested parties) 5. Build on existing institutional outreach resources/people/projects (all) 6. Tap into Virginia’s military arenas (Jane Pellegrino) 7. Partner with other Virginia health provider associations (VA ACP/other) 8. Tap into multi-library type associations like SWING, school librarians, etc. 	

<p>Project: RESOURCE DIRECTORY Judith Robinson, Gigi Amateau, Karen Purcell, Terri Ottosen, Pat Hammond, Deborah Waite, Kathy Wibberly</p>	
<p>Goals: Develop electronic directory with current, accurate, relevant information about health providers</p> <ul style="list-style-type: none"> • Develop with the input of providers (What do they want? Successful focus groups?) • Serve as a clearinghouse or central point where I can get health information for me and for my patients/clients at the national, state, and local level • That provides information about what processes are needed to get information 	
<p>Success Measures: (based on marketing of clearinghouse so people know it exists)</p> <ol style="list-style-type: none"> 1. Web hits and time spent on line 2. Surveys/tracking 3. Feedback from consumers and providers 	
<p style="text-align: center;">Opportunities:</p> <ol style="list-style-type: none"> 1. Identified need 2. Administrative support for technology (right climate) 3. Existing software that can be expanded upon (doc line profile; go local) 4. Virginia Information Referral 5. Virginia as pilot state for 211 	<p style="text-align: center;">Challenges:</p> <ol style="list-style-type: none"> 1. Limited resources 2. Integration of so many different sources might not be possible 3. Tremendous amount of work 4. Measuring success on something that is never done, always evolving 5. Competition – who owns, what labels, barriers to sharing 6. Concerns are an opportunity to make the product effective, useful and strong 7. Keeping the buzz and excitement 8. Keeping the Directory up to date
<p>Lead: VHI Supporting Staff: Provider groups, VaCOHSL, THSL</p> <p>Structure: Planning Team – Develop long term vision with grant support and implement short-term “quick and dirty” directory using existing resources, with other roles</p> <ul style="list-style-type: none"> • Libraries – Data collection and indexing • VHI – Information dissemination • I & R – Data management 	
<p style="text-align: center;">Initial Strategies:</p> <ol style="list-style-type: none"> 1. Conduct survey of resources in the group (what is available, to whom, how to access, etc.) 2. Investigate what does exist in I & R and begin dialogue about possible partnership 3. Conduct focus groups with providers to find out what they want/need 4. Determine what can be done with existing resources 5. Apply for grant funds 6. Consider VHI as possible “home” for the directory 7. Need a team to make decisions about format, data to be collected, etc. 	
<p style="text-align: center;">Actions to Achieve the “Quick and Dirty” Directory:</p> <ol style="list-style-type: none"> 1. Use e-mail to brainstorm what information we want to have (Kathy Wibberly will collect in 2 weeks from this group and send to THSL) 2. THSL create regional directory as model for a state directory (library resources by 5/31) 3. Open dialogue with VA I & R (Gigi Amateau by 5/1) 4. Poll Health Department staff regarding needs (Kathy Wibberly will poll in 2 weeks) 5. VaCOHSL will ask NLM to ask VA members to update their records by 6/1 (Terri Ottosen) 	

<p>Project: TRAINING STRATEGY Carol Adams, Janice Kelly, Morel Fry, Shannon Jones, Andrea Brown, Barbara Wright</p>	
<p>Goals:</p> <ol style="list-style-type: none"> 1. Develop presentation/training session that can be delivered annually at conferences and paraprofessional forums such as VEMA, VLA, etc 2. Develop training of trainers program to increase capacity 3. Develop a clearinghouse of existing health related educational courses/materials in Virginia and feed into the NNLM clearinghouse 	
<p>Success Measures:</p> <ol style="list-style-type: none"> 1. Program evaluations by participants (ask needs also) 2. Number of training sessions; number of participants 3. Number of hits on Virginia resources (reflects awareness) 	
<p style="text-align: center;">Opportunities:</p> <ol style="list-style-type: none"> 1. Gates Training Centers 2. Library staff development days 3. Videoconferencing 4. Toolkit for delivering training 5. Potential trainers list 6. Partnerships for sponsorship 	<p style="text-align: center;">Challenges:</p> <ol style="list-style-type: none"> 1. "Money laundering" – AHEC as sponsor 2. Promotion/marketing – need a list (use list serve, directors, state library) 3. What's needed – literacy (computer, health, language, etc.)
<p>Lead: Individuals who are in the respective organizations in the short term VaCOHSL may consider developing an Education Task Force to coordinate the training strategy</p>	
<p>Supporting Staff:</p>	
<p>Strategies/Action Steps:</p>	
<ol style="list-style-type: none"> 1. Fill out form for presentation at VLA Conference in October 2004; plan to cover Info-Rx, NLM and NNLM and VHIOP (Carol Adams by 5/1/04) 2. Promote program, including "Weeding Program" to remove dated materials 3. Provide training at Paraprofessionals Meeting (Morel Fry) 4. Promote development and delivery of additional public library courses (NNLM; 6 regions; consider 1 per region at Gates Centers) 5. Identify trainers (NNLM, Morel Fry, Carol Adams, and regional libraries) 6. Investigate possibility of adding health information access issues to library directors' certification program 7. Promote NLMM membership, perhaps through VLA list-serve or 8. Explore having VaCOHSL form an Education/Continuing Education Task Force 9. Align with other projects (i.e. see "INFO-Rx") 	



But the bravest are surely those who have the clearest vision of what is before them, glory and danger alike, and yet not withstanding, go out and meet it.

Thucydides

Next Steps for the VIHOP Partnership

The following Next Steps were identified by the group members to provide some structure for their efforts, however, the list is not a comprehensive list.

Next Step	Lead	When
1. Facilitator will send meeting report to VaCOHSL President, who will distribute to participants and to VaCOHSL members	Tyler St.Clair Karen Dillon	By 4/28/04
2. Develop and implement a communication strategy regarding this effort for other pertinent stakeholders	Karen Dillon	Ongoing
3. Training Group will complete proposal forms for Virginia Library Association Conference	Carol Adams	By 5/1/04
4. Info-Rx Group will contact NLM and clarify issues that were identified in the meeting that relate to their plan.	Linda Watson	By 5/7/04
5. Directory Group will complete Pilot Resource Directory	Judith Robinson	By 5/31/04
6. Directory Group will provide Directory product to VHOP membership and THSL members for review (THSL meeting scheduled for July '04)	Judith Robinson	By 6/04 By 7/04
7. COIN Team will submit project proposal.	Linda Watson	By 7/31/04
8. VaCOHSL officers will meet to discuss VIHOP and other related issues.	Karen Dillon	6/04
9. Follow Up meeting of VIHOP Partnership to discuss projects	Karen Dillon	Fall '04