

Publicity/Evaluation Subcommittee Minutes
Sept. 11, 2007

The Publicity/Evaluation subcommittee had a brief half-hour discussion on 9/11, and only 3 members (Sohail, Susan, and Jeanette) were able to attend. Here is a summary of our discussion:

In the last Outreach Connections Steering Committee call we learned that our subcommittee's responsibilities will include recruitment of participants in the Outreach Connections site. Our understanding is that participants would be those who have conducted health information outreach projects with tribes, and we are looking for information about the projects and what worked or did not work. One recruitment mechanism would be to emphasize in all of our publicity that the site is interactive and participatory. We should also include in our publicity one or two examples of entries/case studies to illustrate the purpose and contents of the site. It will be important to present publicity in a way that makes it relevant to those we want to contribute to the site and use the site. It will also be important to make it clear that we are looking for health information projects; health care projects that have an informational/educational component would probably also be welcome but straight health care projects would not be appropriate (but that needs to be clarified with the Steering Committee). Jeanette mentioned that her library is working to partner with their university's researchers whose project goals are medical; the librarians would bring a health information component to the projects.

Initial thoughts on where to send publicity: we could begin with the list of attendees to the Native American health information meeting in Albuquerque in July '06. Sohail has access to a mailing list with addresses from all tribes and native populations served by IHS, including tribal leaders, medical administrators, health care staff--there are 3 lists with from one thousand to fifteen hundred names. Permission would be needed for using that list, but Sohail could take care of obtaining that.

A key question is whether we have a budget for publicity, since mass-mailings are costly--not just the actual mailing but also design and production of materials to mail.

Susan Barnes