

Outreach Connections: Tribal Health Information  
Publicity/Evaluation Subcommittee  
8/6/08 meeting notes

Present: Susan Barnes, Claire Hamasu, Barbara Nail-Chiwetalu, Angela Ruffin, Sohail Khan  
Absent: Jeanette Ryan

### **Recent Accomplishments**

Claire Hamasu drafted a general message announcing the Outreach Connections wiki to the NativeHI email list, which is composed of the people who attended the 2006 Native American Health Information Services conference in Albuquerque. The subcommittee provided input and then Claire sent the final version to the list on July 18. The purpose of this message was to announce that the Outreach Connections wiki is available and include information from the site's front page about whom the site is for, why it has been made available, and how to participate. The message received some enthusiastic replies from a few list subscribers. This message is attached.

Barbara Nail-Chiwetalu then drafted an individual email messages to be sent directly to the list subscribers, with more details about how to participate in and contribute to the wiki. After receiving input from the subcommittee, she sent the message out to each individual on August 6. This second message was intended to reinforce the first message and provide directions to make participation even easier. Sohail has offered to forward this to some of his IHS colleagues. This second message is also attached.

### **Additional Publicity**

Subcommittee members discussed the bookmark that will be created with the assistance of Barbara's colleague at the University of New Mexico, Cathy Brandenburg. The bookmark will be sized to fit four on a standard 8 ½ by 11 inch page, landscape. Therefore, it will be approximately 8 ½ inches long and 2 ¾ inches wide, given that some room needs to be left at the margins. This bookmark is intended to be an awareness-raising piece that will inform people of the wiki's existence and motivate them to visit it, so there will be minimal text. It will feature the Outreach Connections Native Health Information logo and the URL on each side. On one side there will be a brief statement describing the purpose of the wiki, and on the other side will be a brief invitation to participate. Angela reminded us that this, and all other publicity items, must contain wording about contractual support provided by NLM. Claire suggested that the bookmark be created using some software application that is commonly-enough used that eventual updating could be done at sites that have access to fairly standard office packages. Barbara will take information about the bookmark's dimensions and purpose to Kathy, along with text from Claire's and Barbara's messages and the wiki's front page. She will also ask Scott Horlbeck if the logo is available in high-resolution form suitable for printing.

The group decided to create a simple 8 ½ by 11 flyer that could be produced quickly, in time for Sohail or his assistant to distribute at the 20th Annual Native Health Research Conference in Portland, OR from Monday, August 25, 2008 through Thursday, August 28, 2008. Susan will draft this flyer, using text from Claire's and Barbara's messages plus the Outreach Connections Native Health Information logo. The flyer will also include information about subscribing to the

NativeHI email discussion list. The subcommittee will provide input, and Sohail will then share the final version with administrators at the Indian Health Service who could make announcements about the wiki at the Portland meeting and later facilitate further publicity to tribal leaders and health directors. Claire will print 400 copies of the final version and will send these to the hotel in Portland where Sohail and/or his assistant will be staying for the conference, so that they can be distributed to attendees.

The group also agreed that we should create a poster that could be taken to various meetings. We will identify upcoming meetings and submit proposals for displaying our poster.

Susan will draft a publicity plan that can be shared with the Steering Committee and others, and posted on the wiki with links to promotional materials that our subcommittee develops. The draft will be based on the subcommittee's discussions in previous meetings and on these upcoming opportunities and activities that the group worked through in this meeting:

- Indian Health Service administrators, tribal leaders, health directors—Sohail will share the publicity flyer with two HIS administrators who could help publicize the wiki at the Native Health Research Conference this month. As the wiki grows and has more content, these administrators are good potential channels to IHS email lists of tribal leaders and health directors.
- Association of American Indian Physicians meeting in Washington in 2009—Sohail will check with his medical director to see whether he plans to attend this meeting.
- Powwows—NLM maintains a list of the gatherings that are attended/staffed by the library; Angela will find out about access to this list, which could be used as a way for distribution of publicity materials. Barbara will look for information about the Gathering of Nations to see whether that might be a good publicity target for us.
- American Public Health Association's Native American Caucus—the full name of this is the American Indian, Alaska Native and Native Hawaiian Caucus, and there is a separate Asian Pacific Islander Caucus. APHA meets in San Diego this coming October and there will be an NLM booth as part of its exhibits, so at the very least we could distribute publicity there. Claire said that Sharon Dennis might be doing something related to Web 2.0 in conjunction with the November APHA meeting and Claire will suggest that Sharon use the Outreach Connections wiki as an example. Sohail will find out whether he knows anyone who is a member of this caucus, to see whether there is some pathway into that group for publicity and wiki participation.
- 2009 National Conference of Tribal Archives, Libraries, and Museums, organized by the American Indian Library Association. After Claire's message went out to the NativeHI list, Susan was contacted by Susan Hanks, the Vice President/President Elect of the American Indian Library Association, about whether we might want to make a presentation or have a poster about the wiki at that 2009 meeting, which will be in Portland, OR. She also mentioned that they have an email discussion list that could be

used for publicity purposes. Susan Hanks has added Susan (Barnes) to her list of people to keep informed about meeting plans and calls for participation.

Attachment One: Message Sent to NativeHI Email Discussion List, 7/18/08

Subject: Outreach Connections: Native Health Information Wiki

URL FOR WIKI: <http://Native.Outreachconnect.info>

Two summers ago in July 2006, you joined with others working to enhance health information access for native populations at the Native American Health Information Services in the United States Conference in Albuquerque, New Mexico. We learned a lot as we heard about each others' activities and projects. During the last session of the meeting we decided that the sharing should continue for those who are active in health information outreach and for others who wanted to begin. There was high excitement as we left the meeting!

The Outreach Connections Steering Committee has collaborated since the fall of 2006 to bring the intent of the meeting to reality. (For information on the work of the Steering Committee see: <http://hsc.unm.edu/library/nativeservices/2006Conference/outcomes.shtml>) These volunteers from the New Mexico meeting devoted time and effort to develop the format, content criteria, and design of the sharing portal. The result is the wiki: Outreach Connections: Native Health Information! We're very proud of our wiki. The front page describes those who we hope will use this site and the purpose of the portal.

"This wiki is designed to serve as a collaborative space:

- \*\*for those who work with health care providers serving Native peoples (American Indians, Alaska Natives, and Native Hawaiians).
- \*\*for those who work with Native health information consumers.
- \*\*to improve health information access for Native peoples.
- \*\*to exchange information from health information promotion and training experiences.
- \*\*to complement sites already focused on health information for Native peoples."

Steering Committee members have added their project descriptions. We invite you to:

- \*\*visit the portal <http://native.outreachconnect.info>
- \*\*add information about your own efforts with Native peoples to make this a robust site (education and training projects, resources you've developed, descriptions of research)
- \*\* promote the portal to others who are doing similar outreach.

From the Steering Committee PR/Evaluation Subcommittee

Attachment Two: Message Sent Individually to NativeHI Email List Subscribers, 8/5/08

Subject line: Contribute to the Native Health Information Wiki

URL FOR WIKI: <http://Native.Outreachconnect.info>

Recently, a message was sent to you introducing the Outreach Connections: Native Health Information Wiki and our interest in having you review it and contribute to it as well. The intention of this collaborative space is:

- for those who work with health care providers serving Native peoples (American Indians, Alaska Natives, and Native Hawaiians).
- for those who work with Native health information consumers.
- to improve health information access for Native peoples.
- to exchange information from health information promotion and training experiences.
- to complement sites already focused on health information for Native peoples.

The Steering Committee has added their project descriptions to this wiki. Please join us in adding your own projects related to Native health information. You may include outreach projects, education and training projects, resources you have developed, and descriptions of research you have conducted. We also encourage the sharing of training/teaching materials. Please keep in mind that all contributions are under the Creative Commons non-commercial share-alike license, meaning they are freely available to anyone visiting the wiki.

To get started, visit the portal at <http://native.outreachconnect.info> . From the main page, you will find links that allow you to browse by title to see the information has already been contributed. Click on the link to a project to see what type of information is included.

When you are ready to add your own project, gather the information about your project as found in the links to any of the existing projects. First, you will need to start by creating an account, which is easy.

- **Create an account.** At this time, while we are in the initial stages of populating the database, obtaining an account will not be automatic as it will be in the future when we open the wiki to the world. Send an e-mail to Scott at [SHorlbeck@salud.unm.edu](mailto:SHorlbeck@salud.unm.edu). He will set you up with an account and log in. Use the following:

**Copy and paste the following into the subject line:** Request for Wiki Account

**Copy and paste the following request into the body of your message:**

I was a participant in the 2006 Conference on Native American Health Information Services in the United States. Please create a wiki account for me. My name is

\_\_\_\_\_ and my e-mail address is \_\_\_\_\_.

- **Visit the tutorial.** If you have never used a wiki before, visit the tutorial link on the left side of the screen.
- **Add a project.** Click on this link found on the left side of the screen. Each screen will guide you through a step-by-step process to enter the information about your project.

- **Need Support?** Visit the help link on the left side of the screen.

We look forward to having you join our collaborative community by submitting your Native health information outreach resources. Help us to make this project successful by adding your information right away. Once your projects have been added, we will be ready to promote this resource on a more global scale, allowing people worldwide to share in this community of resources.