

Outreach Connections: Tribal Health Information
Publicity/Evaluation Subcommittee
10/8/08 meeting notes

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

All-RML Teleconference/NARCH Teleconference

Barbara, Claire, Scott, and Angela will participate in an all-RML teleconference to introduce Outreach Connections to RML staff and get their ideas about publicity. This will take place in early December, probably on 12/10, 12/11, or 12/12 at 2:30 ET and will feature background from Claire, demo from Scott, and current activities/future plans from Barbara. Angela will then lead the discussion with RML staff to gather their ideas about publicizing the wiki and how they might help, given the absence of publicity budget after this year. For example, we want to get their ideas about what web sites might link to the wiki, particularly whether it would fit into any of theirs.

Sohail mentioned that the NARCH group has monthly teleconferences also and that we might be able to get on the agenda for one of them to introduce Outreach Connections to this group of researchers. After the all-RML teleconference in December, we will compile a brief proposal that Sohail could submit to Dr. Trachtenberg, the director of research at IHS.

Poster for the ARL/CNI Fall Forum

The poster proposal was accepted, and Susan and Barbara have created a poster for the upcoming ARL/CNI (Association of Research Libraries/Coalition for Networked Information) Fall Forum in Virginia. Susan will send it to the committee members, asking for feedback by the end of today, so that the poster can be produced in time to be sent to Virginia for the 10/16 poster session.

Paper for the MLA annual meeting in Hawaii in 2009

This paper has been proposed by the TC4C Effective Practices group and will feature lessons learned about collaboration during the TC4C and Outreach Connections collaboration. The Steering Committee has agreed to participate in a group discussion about what has worked about the Outreach Connections collaboration and what has been learned. This discussion will probably be facilitated by one of the TC4C Effective Practices group members (excluding Claire and Susan). In our next subcommittee meeting, we will develop questions to guide this discussion and subsequently will obtain feedback from the Steering Committee. We hope to be able to devote the January, 2009 Steering Committee meeting to this discussion.

Bookmark

The bookmark was completed and printed and has now been distributed via NLM exhibits at three meetings:

- Sixth National Conference on Quality Health Care for Culturally Diverse Populations in Minneapolis, MN (September 21-24, 2008) Holly Burt from the NN/LM Greater Midwest Region staffed the exhibit for this meeting. Ellen Howard also distributed

bookmarks at a presentation about the “Improving Health Access and Outcomes in Native American Communities: What Can Tribes Do?” research project and had an enthusiastic response about the wiki as a potential vehicle for tribes’ communicating about relevant health care issues.

- National Indian Health Board Annual Consumer Conference at Pechanga Casino & Resort in Temecula, CA (September 23-25, 2008) Pat Auflick from the University of Arizona staffed the exhibit for this meeting.
- National Diversity in Libraries Conference, "Spectrum of the Future," Louisville Marriott Downtown in Louisville, KY (October 1-4, 2008) Charniel McDaniels of the NN/LM Greater Midwest Region staffed the exhibit for this meeting.

An issue with printing the bookmark has arisen—sometimes the images of the bookmark are not aligned on the front and the back of the page. This seems to be a feature of different printers, because the front and back images are perfectly centered in the MS Publisher file and in the pdf file onscreen. With some printers, the bookmark image is shifted approximately 1/8 in to the left. Subsequent experimentation has shown that use of printer settings to shift the image back to the right 0.06 in resolves the problem. It is also important to know, when printing double-sided, that the printer setting for flipping/binding on the short edge should be selected. We’ll need to provide this information with the pdf.

We have some publicity funds remaining that need to be spent by the end of December 2008. Susan will inform Barbara of costs related to poster production, and then Barbara will use the remaining funds to print additional copies of the bookmark for distribution at upcoming meetings.

Encouraging Participants in the 2006 Meeting to Place Information in the Wiki

In our last conference call we decided that personal one-to-one contacts via phone or in person should be made to encourage participants in the 2006 meeting to place their information in the wiki, and when this was raised in last month’s Steering Committee meeting, several members indicated that they would be happy to help. A first step is to identify which Steering Committee members have not yet contributed their projects to the wiki. Claire will do that, and then divide those individuals up amongst our subcommittee so that we can contact them to offer assistance. With more Steering Committee members having contributed content to the wiki, they’ll be able to speak knowledgably about the process when discussing it with the other participants in the 2006 meeting.

Publicity Plan

Susan has added several upcoming opportunities to the plan plus a link to the list of meetings at which NLM is scheduled to exhibit in 2008 and 2009. One of them, the “Indian Health Information Management Conference,” is coming up in mid-December with an October 20 deadline for poster proposal submissions and, if a poster is accepted, the meeting organizers require it to be staffed during the poster session. Jeanette has agreed to take care of Outreach Connections publicity at this meeting. The Oct 25-29 APHA meeting in San Diego is imminent and Alan Carr from NN/LM PSR will be staffing the NLM exhibit there. Claire will work with Barbara and Alan to get a supply of bookmarks to him to include in that exhibit. Sohail mentioned another new opportunity: the NIH-NARCH-PI/PD science meeting on November 5-6, 2008 on the NIH campus. He will be attending this meeting and can take bookmarks.

A “Community Portal” section of the wiki for committee use has been created. Susan will place the publicity plan here, so that we can all see it and add to it. She will also set the page to notify subcommittee members whenever the plan is changed. She will then notify subcommittee members that the plan is posted and request that each subcommittee member select two upcoming opportunities and take responsibility for having Outreach Connections publicity included.

November Meeting

This meeting, which would normally fall on the first Wednesday November 5, will be rescheduled because Susan will be unavailable that day.