

Project Abstract

As part of the 'Healthy Community' movement in Newtown, and as an agent of community cooperation and collaboration, the C.H. Booth Library's **All of Us Newtown** project is a program of outreach involving public education about the [All of Us Research Program](#) and health information literacy using resources available from the [National Institutes of Health](#) (NIH).

The primary goal of this project is to assist in the delivery of improved health information to residents, focusing primarily on women, youth, and seniors and their caregivers. Funding will enable a health information center to be located primarily in the C.H. Booth Library and which can be also be deployed at programs in and around the community.

Outreach will be undertaken to multiple community groups in and outside of Newtown to teach the public and health professionals about health information and raise health literacy. This effort will initially target 30 total outreach events and the professionals and individual consumers who attend them. Patrons who come to the library will be served on an as-needed basis and with scheduled one-on-one appointments and small group sessions. Each of the community groups was selected in part because they host or offer health and wellness programs to their constituents and have a relationship with the library.

The staff at the library and those deployed with the center will provide information from the NLM's medical databases on such topical health issues that have been shown to be important to the community such as diet and exercise, and mental health.

The project's primary aims are to broaden access to and awareness of health information resources, with an emphasis on those resources related to the *All of Us* Research Program, resources provided by the [National Library of Medicine](#) (NLM), and to increase health literacy for the general public, teachers, and member organizations involved in the Newtown Healthy Community Initiative, a town-wide organizational collaborative focused on promoting optimal health and wellness for all residents spearheaded by an agency in Newtown named the Center for Support and Wellness.

Project Goals and Objectives

Broad goals of **All of Us Newtown** will be for consumers and agencies to adopt and utilize the health resources made available by the NLM and learn about All of Us. To accomplish this **All of Us Newtown** will provide a suite of health information courses and instruction on health resources emphasizing NLM products for end consumers and health and wellness professionals practicing in Newtown. The goals of this project are to strengthen existing and build new partnerships between community organizations including the C.H. Booth Library and dozens of volunteer organizations and community- and faith-based organizations; focus on underserved health communities (older adults) and underrepresented populations (women, seniors, children); educate the public about personalized medicine; and raise awareness of the *All of Us* Research Program.

Specific objectives for the 4 instructional months of **All of Us Newtown** are:

1. Conduct 30 instructional outreach visits to 15 different partner agencies/stakeholders. At the beginning and end of these sessions brief print surveys will be distributed concerning participant knowledge of NLM resources and the national *All of Us* project. Participants will self-assess their degree of awareness and learning in the post survey; the target is that 75% of participants will rate their post-training degree of learning as ‘considerably’ higher on a scale of 1 to 5. Sessions will collect email addresses; two to four weeks post-session, participants will be sent a second survey in an attempt to determine the frequency and extent to which resources were used and to what effect (quality, quantity); the target is that 50% of participants will report using NLM resources to benefit a consumer who approached them with a health topic of concern and that the participant was able to assist the consumer using these resources.
2. Provide instructional training sessions focusing on NLM resources and the national *All of Us* for 100 consumers in one-on-one or small-group settings. At the beginning and end of these training sessions brief print surveys will be distributed concerning the level of confidence that participants have concerning their ability to find high-quality health information on the internet. Users will self-assess their degree of learning in the post survey; the target is that 75% of participants will rate their post-training degree of learning as ‘considerably’ higher on a scale of 1 to 5. Sessions will collect email addresses; two to four weeks post-session, participants will be sent a second survey in an attempt to determine the frequency and extent to which resources were used and to what effect (quality, quantity); the target is that 50% of participants will report using NLM resources at least once and that their learning about a health topic of importance to them was raised by at least 50% on a scale of 1 to 4.

All of Us Newtown will track the progress of the sessions, make any necessary mid-course corrections and changes, and identify lessons learned.

Project Timeline

November through December of 2018 will consist of ‘preparation’ time in which project staff and library will learn about the NNLM resources by taking online and on-the-ground classes and thoroughly familiarizing themselves with these resources. This time frame will also provide the time needed for the necessary equipment to be ordered and tested and for outcomes-based objectives and planning to be reworked as needed. Computer equipment, signage and printed materials will be ordered and received, and sessions with partner agencies will be scheduled.

The free training and educational materials available at the NNLM site (<https://nnlm.gov/ner/training-education-materials>) as well as other resources from the NNLM NER website (e.g., Consumer Health, Genetics Home Reference, Good Health Information on the World Wide Web) will be explored, learned, and downloaded.

During project preparation, **All of Us Newtown** will train a variety of staff members on resources from expert to beginner levels as needed for effective rollout of the plan. Librarians

and support staff responsible for performing the outreach visits will become very familiar with all the resources.

A NNLM NER's 'Beyond An Apple A Day' training session will be scheduled for all relevant staff.

January 2019 sees the project moving to the 'outreach' phase of the project while keeping abreast of developments with online resources. January, 2019 will roll out the project with 4 outreach events; February, 2019 will see 6 outreach events; March of 2019 will accomplish 8 events and April will accomplish 12 events.

Concomitant with the outreach phase will be the beginning of collection of data from end users and local professionals concerned with health. Initial results will be shared with NNLM NER to receive guidance in working the best possible evaluation plan to ensure appropriate data for outcomes. **All of Us Newtown** will track the progress of the sessions, make any necessary mid-course corrections and changes, and identify lessons learned.

Public relations efforts will commence in late December with an awareness campaign on social media and in local news sources and will amplify through April to advertise outreach efforts.

January through April (and beyond) will also see the beginning of the project's rollout within the library; the Reference Department will offer one-on-one sessions by appointment beginning in January, and biweekly information programs will be scheduled to present online health information at a variety of times of day and night.

Project Publicity

The C.H. Booth plans to use and amplify its already robust public relations tools in order to maximize community exposure for and attract participation in **All of Us Newtown**. The Booth has a strong presence on the three major social media platforms (Facebook has 1,747 follows, Instagram with 958 followers and Twitter with 376 followers) and also has a constant contact list of 2,557 addresses, regularly updated. Newtown is fortunate to have one of the few remaining independent local weekly newspapers in the state, *The Newtown Bee* (<https://www.newtownbee.com/>) with which it shares a special relationship that has for many years offered much free publicity to library programs and services.

In *The Bee*, the Booth's weekly column will make mention **All of Us Newtown** events, and the project will place attractive, NNLM-and Booth-branded advertising in *The Bee* related to the project and its events.

If needed, advertising will be placed in newspapers in nearby communities.

Project Implementation

Overall grant administration will be completed by the director of the C.H. Booth Library, Douglas Lord training and outreach tasks will be coordinated by Amy Schumann, Reference

Head with the help and assistance of outside allied agencies. Lord and Schumann will handle monthly reporting and respond to the NER concerning the needs for specific data, informational markers, or other information.

Outreach visits and instruction will be provided by the C.H. Booth's staff of MLS library professionals with the assistance of support staff. Fiscal administration will be performed by the library's bookkeeper.

Project tasks will consist of scheduling offsite information and learning presentations with liaison agencies to be conducted by a librarian at partner locations and will consist of training on the NIH resources and websites with a focus on *All of Us*, resources of topical interest to that partner's constituencies, and provision of information packets and handouts. Sessions will focus on teaching consumers and local providers how to find and evaluate reliable and user-appropriate health information and health information resources.

All project outreach and outreach training will be accomplished by staff contracted to do so, some of whom will be drawn from existing personnel, others who will be hired specifically to perform these duties. Three hours is allotted for each event to include preparation, travel, packing and unpacking, performing instruction using grant-funded equipment and supplies, and coordination of any other arrangements. MLS professionals will provide the actual training, support staff's involvement will be in supporting roles.

Informational packets containing information for consumers will be created and distributed; printing of these materials will be contracted to third party companies.

Follow-up with agency staff and end consumers to obtain data via online surveys will consist of emailed solicitations that reinforce use of NNLM resources discussed.

The resources developed for outreach will also provide service to target populations within the library during regular service hours and during the robust slate of programs that the library hosts (750 programs in 2017-1018). Follow-up with in-house patrons will mirror that of outreach visits.

Project Evaluation Plan

Pre- and post-surveys will measure learning gains from participants, both end users and wellness professionals. The C.H. Booth Library is open to alternative measurement techniques.

Objective 1: At least 75% of wellness professionals trained by **All of Us Newtown** staff will report a learning gain of at least 3 points (on a scale of 1 to 5) about NNLM resources after receiving training immediately after the session.

Measurable Indicator: % of trained wellness professionals who report an increase in knowledge about NNLM resources

Target: 75% will report a gain in knowledge about NNLM resources that they can use to assist

constituents

Time frame: Immediately after training

Objective 2: At least 50% of wellness professionals trained by **All of Us Newtown** staff will report using an NNLM resource to assist at least one constituent within one month of receiving training.

Measurable Indicator: % of trained wellness professionals who report using an NNLM resource to assist a client

Target: 50% will report that they used an NNLM resource to assist a constituent

Time frame: Within one month of receiving training

Objective 3: At least 75% of constituent patrons trained by **All of Us Newtown** staff will report a learning gain of at least 3 points (on a scale of 1 to 5) about NNLM resources after receiving training immediately after the session.

Measurable Indicator: % of attendees reporting using NNLM resources

Target: 75% will report using an NNLM resources to learn about a topic of concern to themselves or a loved one

Time frame: Immediately after training

Objective 4: At least 50% of constituent patrons trained by **All of Us Newtown** staff will report that they used an NNLM resource to independently learn about a topic of concern to themselves or a loved one within one month of receiving training.

Measurable Indicator: % of attendees reporting using NNLM resources

Target: 50% will report using an NNLM resources to learn about a topic of concern to themselves or a loved one

Time frame: Within one month of receiving training

Continuation plan

Continuation will be straightforward; personnel costs for outreach can be absorbed into the library's annual budget in the Reference Department. The lifespan of the display products is at least 3 years which allows for many more outreach visits and much more usage.