



Objectives:

As an academic health sciences library in an urban area, the Himmelfarb Library is challenged to provide outreach services to a diverse user population and to the surrounding community. To respond to this challenge the librarians provide outreach services and programs to accomplish the following goals:

- Provide additional education to user groups within the medical center
- Provide focused services at the point of need within the curricula and the hospital
- Reach out to the surrounding health care community, offering medical information and consumer education
- Promote consumer resources to underserved populations

These goals help fulfill the Medical Center's mission to:

- Value a diverse and dynamic community that encourages life-long learning
- Enhance the delivery of compassionate and high-quality healthcare through our education and research activities
- Improve the health and well-being of our local, national and international communities



METHODS:

To achieve our objectives, the library has had to increase program offerings, expand delivery locations and create partnerships.

Among the programs expanded or initiated are:

- The Medical School's Problem-Based Learning (PBL) Curriculum
- The School of Public Health Research Skills sessions
- The School of Public Health departmental resource orientation sessions
- The Nurse Practitioner Program's Information Literacy classes
- The Physician Assistant Program's Evidenced Based Medicine curriculum
- Inter-departmental library project to revamp the serials collection development policy to make serials more accessible to all our varied delivery locations
- The School Nurse Information Outreach Project to provide training in using and accessing to health information resources
- The Clinical Informationist program for the Departments of Medicine and Emergency Medicine at the GW University hospital where our faculty and students are involved in patient care

Reaching Out to All: Medical Informatics as Service to Diverse Populations in an Academic Medical Center

Patricia Wilson MIS, Associate Director, Public Services, Himmelfarb Health Sciences Library;
Richard Billingsley RN, MSLS, Information & Instruction Coordinator;
The George Washington University, 2300 Eye Street, NW, Washington, DC, 20037

Librarians have filled a variety of roles:

- Librarians serve as instructors in the Catholic University of America's courses in Health Sciences Reference and Health Sciences Librarianship
- Librarians serve the community through our PARTNERS program for underserved populations at non-profit health clinics within the District of Columbia.
- Librarians provide a variety of classes for the GW University hospital staff
- Librarians serve on the GW University hospital's Patient Education Committee
- Librarians serve on the Health Information Partners (HIPS) initiative

Classes have been held in many locations:

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| <ul style="list-style-type: none"> • Himmelfarb Library • The School of Medicine • The School of Public Health • The GW School of Law • Faculty offices around the University | <ul style="list-style-type: none"> • The George Washington University Hospital • Physician offices and clinics • Non-profit clinics • Public libraries |
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Topics covered in these classes include:

MEDLINE and PubMed Searching	Evidenced-Based Medicine skills and techniques
HIPAA	Selecting Appropriate Information Resources
Copyright and Fair Use	Confidentiality and Electronic communications
Research Tips for Public Health students	Patient/Consumer Education Resources
Free Internet Medical Resources for Foreign Physicians and Nurses	Medical Reference Sources for Library School Students
The Master Teacher Program for Health Sciences faculty	Health Sciences Librarianship
Microsoft Office computer applications	Anatomy for Kids
Basic Computer Skills for Hospital Employees	Specialized Resources for Public Health Programs
Oliver Mann – Orientation to Medical School	Blackboard Course Management System for Faculty and Students
Alumni Weekend Continuing Education Class – “Mining the Web: Finding Quality Clinical Information”	Understanding Medical Resources used in the Practice of Law
AHEC Summer Camp for high school students	

Results:

- The library has provided services to 18 constituencies outside of the library
- 10 areas within the University, ranging from Medical and Public Health faculty and students to the School of Law have received information and instruction
- 5 areas within the hospital have received a variety of services.
- Himmelfarb has educated and provided information in our local community through the Washington DC non-profit clinics
- The school nurses project trains 35 school health nurses to integrate health information into their practice
- 42 sessions in Himmelfarb Library with library school students from the Catholic University of America over three semesters

	# of Sessions	Attendance	Contact Hours
Educational (E)	406	4856	809
Orientation (O)	13	829	15

Total sessions, attendance and contact hours with faculty, students and the community for FY 2004-2005

How to develop the program:

- Contact everyone who arranged a class the previous year
- Word of mouth; one successful class led to several others within the same department
- Take every opportunity to discuss the education services available from the library
- Have ideas that fit the faculty member's agenda
- Take advantage of changes in personnel and administration; it does make a difference
- Ask for a few minutes in departmental meetings; find out what is needed and design a program that works for them
- Call directors when new programs are added (in sales these are cold calls)
- Be aware of grant opportunities and apply
- Never take no for an answer; try again next year
- NETWORK, NETWORK, NETWORK

Conclusions:

- We have successfully networked with constituencies in the Medical Center, the university and the community to provide instruction and services
- The librarians have moved instruction to the point of need within the curricula and in patient care services
- It is a continuing challenge to move staff out of the library to pursue these innovative initiatives while maintaining traditional services within the library
- Because of the librarians' expanding roles, the demands on staff and time have increased, necessitating a reevaluation of the roles and responsibilities of all staff members.

