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
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:

- Himmelfarb Library
- The School of Medicine
- The School of Public Health
- The GW School of Law
- Faculty offices around the University
- The George Washington University Hospital
- Physician offices and clinics
- Non-profit clinics
- Public libraries

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

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<tr>
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<th># of Sessions</th>
<th>Attendance</th>
<th>Contact Hours</th>
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<td>809</td>
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<tr>
<td>Orientation (O)</td>
<td>13</td>
<td>829</td>
<td>15</td>
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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.