

*Public Libraries
and Community
Partners:
Working
Together to
Provide Health
Information*

Michele Mason-Coles
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Project Sponsors:
Angela Ruffin, PhD - National Network Office
Lisa Boyd, MA, MLS – National Network Office

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Abstract

Objective: The purpose of this project was to conduct an evaluation of the NN/LM Web based resource, *Public Libraries Community Partners: Working Together to Provide Health Information* <http://nlm.gov/outreach/community> on the National Network of Libraries of Medicine (NN/LM) Web site. The Web resource originated as a result of the 1998-1999 NLM Public Libraries Pilot Project and was established during the 2001 – 2006 national initiative to reach out to public libraries and has not undergone a formal evaluation since its 2004 inception.

Methods: Two evaluation methods were employed. The quantitative assessment of annual resource usage was conducted using Google Analytics from 2008-2011. Google Analytics data was supplied by the NN/LM Web Services Technology Operations Center (Web-STOC) and was not available until 2008. In consultation with the NN/LM Outreach Evaluation Resource Center (OERC), the qualitative assessment using the Appreciative Inquiry (AI) method of interview was conducted with eleven Consumer Health Coordinators by way of five interviews. Interviews were conducted and recorded via Adobe Connect and detailed notes were taken during the call. The interviews were transcribed and coded using a hybrid of pre-determined and open coding. Interview data was analyzed for common major and minor themes and recommendations for the Web resource.

Results: Interview analysis resulted in data that can inform the manner in which resources for national initiatives as well as specific populations are provided in the future. The consensus from the interview data indicate that the Web resource is outdated, not widely used and would not be missed should it be put to rest. Contrarily, Web trends showed an increase in unique visits to the resource as a whole, but further analysis revealed that about half the links carried the increased traffic.

Conclusion: While the current Web resource is not widely used, it is clear from the interview data that certain sections have a significant amount of traffic. In addition, according to the interviews, resource gaps exist and are not currently being filled by any single NN/LM resource. The Coordinators continue to provide information to the Public Libraries and Community Based Organizations however, it occurs without the use of the Web resource although it specifically designed for that population. Coordinators have developed individual arsenals of resources from which they fill information needs for their populations. It is recommended that Consumer Health Coordinators discuss the various suggestions that were made to determine the resources needed, the optimal method of access and delivery now as well as in the future when new national initiatives are introduced.

Introduction

In 1998-1999 the National Network of Libraries of Medicine (NN/LM) launched a Public Libraries Pilot Project which coincided with an early introduction of MedlinePlus, the National Library of Medicine's consumer health Web site. The pilot was designed to help NLM decide how to best work with public libraries to promote consumer access to health information (Wood FB). The pilot project had the following 3 objectives with the intent of helping public librarians meet the health information needs of consumers:

1. Increase links to NLM resources on public health agency Web sites.
2. Improve skills in use of NLM resources by public health professionals.
3. Increase relationships and collaboration among public health agencies and health science libraries.

A national initiative was launched during the 2001–2006 NN/LM contract which involved all of the NN/LM Regional Medical Libraries participating in outreach to public libraries. During this national initiative, Public Libraries and Community Partners: Working Together to Provide Health Information, a Web resource was developed as a guide to encourage health information partnerships between public libraries, health sciences libraries and community-based organizations <http://nnlm.gov/outreach/community/>.

The resource is divided into five sections:

- The Growing Demand for Health Information: Defines consumer health information and provides articles supporting the fact that Americans are using the internet for health information.
- Providing Health Information Services: Provides places to locate consumer health information such as MedlinePlus, cancer.gov, and clinical trials.gov.
- Guides for Developing a Community-based Health Information Program: A set of 6 links (Guides 1- 6) to content that provides information on how to proceed with creating a successful health information programs with a large emphasis on evaluation.
- Funding Opportunities for Partnerships: Lists funding opportunities from the NN/LM, NLM and other funding sources.
- Resource List: Also called a Webliography and is a list of print and internet resources.

The Web resource has not undergone a formal evaluation since its 2004 inception and implementation. In the absence of a formal evaluation it has been difficult to determine the use and usefulness of the Web resource which was developed as a result of such a significant pilot

project. The role of the Associate Fellow was to conduct a comprehensive evaluation of the resource.

The idea behind the Web resource was to help public libraries and community based organizations meet health information needs of consumers. Having access to credible, understandable, reliable health information enables a person to understand his or her own health issues, consider questions to ask his or her doctor and make informed health decisions. Public libraries and community organizations are natural allies in the campaign to improve health literacy and eliminate health disparities.

Methodology

Historical Interview

At the start of the project, the Associate acquainted herself with the history of the Web resource by conducting a historical interview with Gail Kouame, Consumer Health Coordinator, Regional Medical Library of the Pacific Northwest Region.

Ms. Kouame was selected as the person to provide the historical content due to her involvement in the initial development of the Web resource. The Associate also conducted a review of the literature, program logic model and notes from the planning activities from the Public Libraries outreach initiative to reach project goals in the development of this resource

http://nnlm.gov/evaluation/outreach/publiclibraries/public_libraries_logic_model_5-23.pdf.

During the historical interview, it was suggested that the resource be retired due to presumed low site usage and the belief that it is no longer filling its intended purpose. The Associate evaluation of the Web resource would help to determine the outcome of this national resource. The project goal was to provide information to address whether or not the Web resource should be retired as well as to determine whether or not the resource continues to fulfill its intended purpose.

To comprehensively evaluate this resource, a mixed method approach of both qualitative and quantitative data collection was employed. The qualitative method was to gather information on the Web resource's usefulness. The quantitative method was employed to gather information on the actual use of the resource.

Qualitative

In consultation with the NN/LM Outreach Evaluation Resource Center (OERC), the Appreciative Inquiry method (Cooperrider DL, Srivastva S) was determined to be the most effective method of interview based on the circumstances and presumptions surrounding the Web resource.

Appreciative Inquiry begins with a bias that there is something that can be appreciated about everything. Appreciative Inquiry focuses on getting participants to think about what is best about

something, and then getting them to articulate their vision of how to make that something optimal. It is a process that builds on past successes and peak experiences in an effort to design and implement future actions by asking for information about what is valued most. Appreciative Inquiry is a methodology for positive change and allows for imagination and innovation, instead of negativity and criticism (Cooperrider DL, Whitney D).

Figure 1: Standard Approach compared to Appreciative Inquiry

Standard Approach	Appreciative Approach
Identification of problem	Appreciating and valuing the best of “ what is ”
Analysis of causes	Envisioning “ what might be ”
Analysis of causes	Dialoguing “ what should be ”
Action planning to treat problem	Innovating “ what will be ”

*Adapted from Cooperrider and Srivista (1987)

Quantitative

The quantitative assessment of the Web resource was conducted using Google Analytics data from 2008-2011. “Page views can help you understand if people are finding what they want, easily and efficiently, and if the content on your Web site is relevant to your users” (Gonnsen). The category of Unique Page Views “represents the number of sessions during which that page was viewed one or more times” (Google Analytics). In consultation with project Sponsors and NN/LM Web Services Technology Operations Center (Web-STOC), it was determined that unique page views would best suit our evaluation need.

Web-STOC supplied Google analytics data which first became available in 2008. This limited our range of analysis to 4 years of data. Calendar years were used from 2008 – 2011. The year 2012 was omitted, since at the time it would have provided data from only half the year.

Results

Qualitative

A total of 5 interviews with eleven Consumer Health Coordinators (CHCs) were conducted representing each region of the NN/LM with experience ranging from less than 1 year to 10 years in tenure. Hour-long interviews were conducted remotely via Adobe Connect, with 2-3 coordinators per session. Notes were taken during the call by the Associate. Technical assistance for Adobe Connect was provided by the Program Assistant for the Associate Fellowship Program.

The Associate developed the first set of questions to establish focus questions for the interviews and conducted the first interview as a pilot. At the conclusion of the pilot, interviewees were asked to provide suggestions on ways to improve the interview process for groups that will follow. The unanimous response from all 3 Consumer Health Coordinators (CHCs) was to provide questions to CHCs prior to the session to allow for more thoughtfulness in their responses. Interview questions were then revised to better reflect the Appreciative Inquiry approach for the second through fifth interviews (Appendix B) and sent prior to the actual call. There were distinct differences in the depth and in the length and energy of the subsequent interviews. The responses were more conversational, and several stories were shared of previous experiences with this or other resources.

The recordings of each interview were transcribed by the Associate and sent to each interviewee for validation. Once validated, a hybrid of both pre-determined and open codes was applied. The pre-determined codes consisted of:

- Uses/Strength of the Website**
- Weakness of the Website**
- Recommendations for the Future of the Resource**

There were 5 open codes that were developed from the data and consisted of:

- Resource Gaps**
- Other resources Used**
- Target Audience/Populations Served**
- Don't use site - Unaware of Info in Site**
- Use same resources - but not from this site**

Once coded, the interview data were aggregated by coding category. Once coded, each of the categories were then aggregated by color. All coded categories were aggregated and a second round of open coding was completed in order to determine the frequency of any given idea represented.

The Uses/Strengths of the Web resource, Weaknesses and Suggestions were the pre-determined codes and an overwhelming majority of CHCs responded similarly for each of these. A majority of CHCs have used or consider the funding section of the Web resource as a strength. Each of the CHCs agreed that the resource is out of date and that other resources exist that better suit the purposes of this Web resource. Lastly, a majority of CHCs indicated that the resource needs updating.

In the category of open codes, the one category that held a majority in response was in “Non-use of Web resource”. 8 of the 11 CHCs indicated that they would not miss this Web resource should it no longer be available.

Interview Results (Figure 2) provides information regarding the highest 2 or 3 responses per category as well as the number of Consumer Health Coordinators with the same idea.

Figure 2: Interview Results

Category	Responses			
Uses/Strengths	Funding (8)	multilingual resources (3)	Developing Partnerships/programs (3)	
Weaknesses	Out of date (11)	other resources are better (11)		
Suggestions	Needs updating (9)	Model it after an orientation/instruction page (4)	Retire the page (2)	
Resource Gaps	Health Literacy (3)	Health disparities (2)		
Other Resources Used	*Other places on NN/LM and NLM (6)	Bringing Health Information to the Community (BHIC) Blog (3)	MLA CE courses through Moodle (3)	
Target Audience/Population Served	Public Libraries (5)	Allied health professionals (4)	Community Colleges (3)	
Non-use of site	Don't use site - would not miss site if retired (8)	Regrets exist for not using the Web resource (4)		
Same resources – not from this Web based resource	Many sections listed on this Web resource are accessed, just not accessed from here (4)			

*With the exception of the BHIC blog, other places on NN/LM or NLM were grouped together since there were a number of resources CHCs used to gather information: The NN/LM projects database, NN/LM or individual RML funding pages, OERC and MedlinePlus.

In addition to the 4 questions, the Associate asked each group if there was anything else that they wanted to share during the course of the interview. This was helpful as it brought out responses that were not part of the interview, but provided an avenue to express any thoughts the CHCs may have not had the place to express them during the interview.

Quantitative

The Google Analytics data contained all of the pages with the term “community” in the URL. The data were then drilled down by Web-STOC leaving only the data that was relevant to the Public Libraries Community Partners resource being evaluated. That data was represented by a

total of 11 URLs. By including the index page, there were a total of 12 URLs for the Web resource (Figure 3).

Google Analytics data was converted into Excel spreadsheets and graphs were created by the Associate to reflect each one of the Public Libraries Community Partners URLs to view the Web trends for each section of the resource over the 4 year time frame.

Upward Trends

The quantitative data analysis revealed an overall upward trend in usage of Public Libraries Community Partners: Working Together to Provide Health Information Web resource. At further analysis, five of the pages showed an upward trend in significant usage. These were:

- Guide 1: Set the Direction with a Community Assessment
- Guide 3: Define Measurable Goals, Outputs and Outcomes
- Guide 4: Plan Activities to Reach Project Goals
- Guide 5: Define How a Program Will Work - The Logic Model
- Guide 6: Define an Evaluation Plan Up Front

Significant usage was defined by Web-STOC as having greater than 500 unique page views. These 5 pages coincide with the content available in the comprehensive OERC planning and evaluation resources on NN/LM.gov <http://nnlm.gov/evaluation/>.

There were 2 additional pages which indicated an upward trend; however, these pages were each below the 500 mark. These were:

- Providing Health Information Services
- Funding Opportunities for Partnerships

Downward Trends

It is important to note that although downward trends were obvious, the numbers for 2 of these sections were well over the mark for significant usage. Although these were a downward trend, some of the numbers were higher than those sections with upward trends:

- Index section (Cover page for the resource)
- Guide 2: Define Stakeholders and Partners

The final analysis showed 2 categories with a downward trend in addition to having numbers of less than 500. These were:

- The Growing Demand for Health Information
- Webliography of Print and Internet Resources

Usage Trends (Figure 3) shows the overall quantitative findings of the Web resource.

Figure 3: Usage Trends

Name of Content Page	URL	Usage Trend from 2008-2011
Index	http://nnlm.gov/outreach/community/index	Downward 1443 ▼ 1194
The Growing Demand For Health Information	http://nnlm.gov/outreach/community/community.html	Downward 165 ▼ 130
Providing Health Information Services	http://nnlm.gov/outreach/community/onsite.html	Upward 208 ▲ 234 (under 500)
Overview of Community Health Information Programs	http://nnlm.gov/outreach/community/overview.html	Downward 189 ▼ 161
Guide 1: Set the Direction with a Community Assessment	http://nnlm.gov/outreach/community/planning.html	Upward 868 ▲ 4611
Guide 2: Define Stakeholders and Partners	http://nnlm.gov/outreach/community/stakeholders.html	Downward 1831 ▼ 918
Guide 3: Define Measurable Goals, Outputs and Outcomes	http://nnlm.gov/outreach/community/goals.html	Upward 1520 ▲ 6024
Guide 4: Plan Activities to Reach Project Goals	http://nnlm.gov/outreach/community/services.html	Upward 591 ▲ 867
Guide 5: Define How a Program Will Work - The Logic Model	http://nnlm.gov/outreach/community/logicmodel.html	Upward 993 ▲ 1451
Guide 6: Define an Evaluation Plan Up Front	http://nnlm.gov/outreach/community/evaluation.html	Upward 667 ▲ 1820
Funding Opportunities for Partnerships	http://nnlm.gov/outreach/community/funding.html	Upward 195 ▲ 268 (under 500)
Webliography of Print and Internet Resources	http://nnlm.gov/outreach/community/weblio.html	Downward 208 ▼ 168

Discussion

The Web resource, Public Libraries Community Partners: Working Together to Provide Health Information and the fact that it was developed as a guide to encourage health information partnerships between public libraries, health sciences libraries and community-based organizations.

From the interview data, only 3 CHCs referred to the development of partnerships as a use or strength of this resource. In addition, while CHCs self-reported not actively promoting the Web resource or teaching with an emphasis on it, there is significant usage (greater than 500 unique page views) in 7 out of the 12 sections linked in this Web resource. Irrelevant of whether there is an upward or downward trend, analysis of the Web trends for each of the 6 of the guides contained within the section entitled, “Developing a Community-based Health Information Program” reveal significant usage. The programming and evaluation content in the Web based resource still proves itself as valuable - even though the Coordinators self-reported not actively promoting it or teaching with an emphasis on it. These resources preceded the OERC publications which are now available on the OERC portal of NN/LM,
<http://nnlm.gov/evaluation/>.

While a majority of CHCs have used the funding section of the Web resource as a present or past strength, the data reveal a small upward trend of the funding section with numbers below the 500 mark.

Web-STOC also provided information indicating that although several of the sections have less than 500 unique page views, it cannot be entirely ruled out that the resource needs of a small subset of users are actually being met by the Web resource. Further analysis at the very least of length of time on page and bounce rates would be required to better determine whether or not this is indeed the case.

Overall, from the interviews, it is clear that the RMLs continue to work with the public libraries and with community organizations; however, the majority of the CHCs indicated that they do so without the current use of this Web resource.

The Appreciative Inquiry method of interview brought about refreshing ideas from the CHCs. This methodology helped to prove that there is indeed something useful about the Web resource and brought about ways to create future resources that may also be useful in learning from this example.

Since the CHCs are in the field, they were able to easily identify the resources that were still needed to make them more efficient in their roles and to fulfill the information resource needs of their communities for the good of public health. The coordinators came to the interviews with high energy and many ideas for what a useful resource would look like to them.

Recommendations

Based on the qualitative and quantitative data analysis, recommendations for next steps are suggested in 3 categories: Repackage, Retire and Revisit.

Repackage

Re-package and re-introduce the most used resources for a broader audience.

The programming and evaluation section showed the largest increase in use statistically. However, when the resource is delved into more deeply, the Associate found the content linked to on each Guide contained several broken links. It seems appropriate to question and ponder why the usage numbers are so high when more comprehensive program and evaluation content is present on the OERC section of the NNLM with resources that have fully functional links. Perhaps the users of this Web resource are not aware that more comprehensive resources exist. It may also be accurate to wonder as mentioned by one of the CHCs if the format for these Guides is more user friendly than that of the current PDF files available for planning and evaluation for the audience. We may wish to explore additional ways to promote the more comprehensive OERC resources for the broader audience once they have been repackaged.

When repackaging, a next step would entail creating a maintenance schedule for all pages on the NNLM Web site. This could help to avoid the broken links that are inevitable with Web resources.

Retire

Retire the page that is specific to Public Libraries and Community Partners

Unanimously, the CHCs have indicated that the Web resource is *out of date*, that *other resources are better* and a majority has indicated that they *don't use site - would not miss site if retired*. With that said, while there is some usage on the Web resource, it is not heavily promoted by the CHCs.

In addition, the Web resource was created as a result of an extremely significant NN/LM pilot project during a national initiative. It would be appropriate to question whether or not all new initiatives require a dedicated page. If so, it would be essential to visit the reasons for non-use of the Public Libraries Community Partners resource in order to not duplicate the same concerns that are currently being experienced.

Revisit

Follow-up conversations and continued Appreciative Inquiry sessions with Consumer Health Coordinators to revisit bountiful suggestions.

To maintain the momentum of this project, a next step would be to continue conversations with the Consumer Health Coordinators. While considering next steps, we have to keep in mind that we have not yet heard from the public libraries or community organizations except for in the

statistical data. We may wish to consider Appreciative Inquiry interviews for public libraries, community organizations as well as other groups that are identified in national initiatives to fully understand their resource needs in both content and format.

Consider Appreciative Inquiry interviews with the actual groups that are currently using the Web resource or will be subsequently using NNLM resources to create programs or partnerships, evaluation projects, and to seek out funding.

In doing so, we can ensure the continuation of the use and promotion of NN/LM and NLM resources to meet the health information needs of every group with which we seek to establish relationships.

Appendix A: Project Proposal

PROJECT TITLE: Redesigning the Public Libraries and Community Partners: Working Together to Provide Health Information Web Resource

SUBMITTED BY: NNO

BRIEF DESCRIPTION:

The Public Libraries and Community Partners Project addresses the need for an up-to-date Web-based information resource that assists public libraries, community-based, faith-based and local health organizations in forming partnerships with NN/LM members and collaborations with each other.

Recognizing the importance of the role of public libraries in providing consumer health information a Task Force on NN/LM Public Libraries Outreach was convened in 2002. The Task Force investigated the future needs and planning for RML interaction with public libraries in each region of the NN/LM. One of the recommendations was to develop a Web guide to encourage the formation of information partnerships among public libraries, the NN/LM members and local health and/or community-based organizations. The present Web site was launched in August 2004. The site contains resources in consumer health information resources and health reference, guides for developing and evaluating community-based health information programs and funding opportunities for health information partnerships. <http://nnlm.gov/outreach/community/index.html>

This project proposes redesigning the Public Libraries and Community Partners Web Guide. The redesign should make the site a current and useful resource that will assist not only public libraries but community-based, faith-based and local health organizations in providing their customers with quality, timely health information. It will also support the outreach mission of NLM and the NN/LM. In addition to redesigning the Web site the project includes developing strategies for marketing and promoting the resource among public libraries, NN/LM members, community-based, faith-based and local health organizations. The project will also involve developing evaluation methods for determining the usefulness of the Web guide amongst its intended audience.

DURATION (Months): 3-4 months

FULL-TIME EQUIVALENT (Weeks): 10 weeks

EXTERNAL SCHEDULES/DEADLINES: None

PRIMARY LEARNING OBJECTIVES FOR ASSOCIATE:

Develop an understanding of the consumer health outreach mission of NLM and the NN/LM.

Gain insight into the crucial outreach partnership among the NN/LM and the public libraries, community-based, faith-based and local health organizations.

Develop skills in designing a Web-based resource.

Develop skills in marketing and promotion.

Develop skills in evaluation methods.

Assessing what worked well and what was problematic in the NN/LM's strategies to collaborate with public libraries, community-based, faith-based and local health organizations in outreach.

Gain insight into the consumer health information needs of public libraries, community-based, faith-based and health organizations and their clientele.

Collaborate with other outreach professionals such as NLM and NN/LM staffs, librarians from a variety of libraries and members of community organizations.

EXPECTED PROJECT EXPERIENCES

Determine some of the barriers or problems in reaching NN/LM outreach partners.

Develop ways to overcome these barriers or problems.

Recommend outreach strategies and “best practices.”
Gain insight into the information needs of public libraries, community-based, faith-based and health organizations.
Network with outreach professionals who represent many organizations.
Develop and apply skills in Web design and Web content.
Develop and apply skills in marketing and promotion.
Develop and apply skills in evaluation methods and techniques.
Experience working with the NN/LM.
Be responsible and accountable for a discrete product that will be used by a variety of organizations.
Become familiar with 508 Compliance.

EXPECTED OUTPUTS/PRODUCTS

The launch of a newly designed Public Libraries and Community Partners Web Guide that will assist and encourage NN/LM members, public libraries, community-based, faith-based and local health organizations to collaborate in consumer health information outreach partnerships. Develop marketing and promotional strategies for the Web resource. Also develop evaluation methods for determining the usefulness of the Web Guide for its intended audience.

SUGGESTED METHODOLOGIES

Review Public Libraries and Community Partners Web site and determine its usefulness, problems, etc.
Discuss the Web site and outreach issues with the NN/LM Consumer Health Coordinators.
Consult the NN/LM Consumer Health Manual (a collaborative effort of medical librarians and consumer health librarians on topics that are useful in organizing consumer health information).
Consult the wide array of outreach resources of the NN/LM.
Arrange interviews with librarians and other outreach professionals on consumer health information issues (the NN/LM Coordinators can suggest a wide network of people).
Consult Office of Communications and Public Liaison (OCPL) on marketing and promotional strategies.
Consult the staff of the Web Services Technology Operations Center (Web-STOC) for assistance with NN/LM Web design.
Consult the staff of the Outreach Evaluation Resource Center (OERC) for assistance with developing evaluation methods. Also use the OERC’s online resources.
Become familiar with 508 Compliance.

BENEFITS TO NLM

The redesigned Public Libraries and Community Partners Project will support the crucial outreach mission of the NLM and the NN/LM. The completion of the project will fulfill the need for an up-to-date Web-based information resource that assists public libraries, community-based, faith-based and local health organizations in forming partnerships with NN/LM members and collaborations with each other.

The redesign will also create a useful and important resource that will assist not only public libraries but community-based, faith-based and local health organizations in providing their customers with quality, timely health information.

Strategies for marketing and promoting the resource among public libraries, NN/LM members, community-based, faith-based and local health organizations will be developed. Evaluation methods and techniques for determining the usefulness of the Web Guide amongst its intended audience will be developed for use in the future by NLM and the NN/LM.

PROJECT LEADERS

Angela Ruffin, NNO
Lisa M. Boyd, NNO

Appendix B: Interview Questions

Original Question	REVISED Appreciate Inquiry Question
1. Have you used this resource during your RML tenure? If yes, how has it been helpful for you? Can you provide an example of your use of this resource? If no, why haven't you?	<p>Think about a time that the Public Libraries and Community Partners Website was particularly useful to you. Describe that experience.</p> <ul style="list-style-type: none"> • What information were you seeking? • How did you use the information you found at the Website? • What made this Website particularly suited to answering your question or solving your problem?
2. Do you go to other resources for the type of information provided on the resource? Can you provide an example of when and why this occurred?	<p>Now I want you to think about other resources you use to get information of the type provided by the Public Libraries and Community Partners Website. Describe those resources and the features that make them so useful to you.</p> <ul style="list-style-type: none"> • Are there features about those resources that you wish could be incorporated into the Public Libraries and Community Partners Web site?
3. Are you currently working with populations for which few resources exist? Or for which more resources are needed? Can you give an example?	<p>What populations do you serve that you wish had better access to health information?</p> <ul style="list-style-type: none"> • What are the populations? • What information do they need?
4. If you had 3 wishes for a resource to use in your role: <ul style="list-style-type: none"> • What would it look like? • What population(s) would be the focus? • What information resources would it contain? • What changes (if any) would you suggest to this resource? 	<p>What do you wish you could change about the Public Libraries and Community Partners Website?</p> <ul style="list-style-type: none"> • What information could be added to address needs of specific populations? (This may be redundant.) • What information source do you wish you could find at this Website? • What do you wish could be changed about the Website to make it more useful to you?
5. Is there anything else that you would like to share with me today?	

Appendix C: Google Analytics



http://nnlm.gov - http://nnlm.gov
NNLM [DEFAULT]

Pages

Jan 1, 2008 - Dec 31, 2008

100.00% of total pageviews

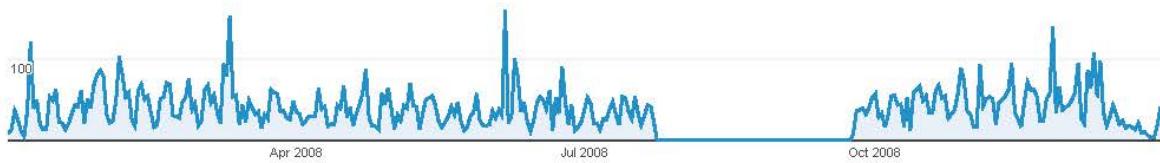
Explorer

Site Usage

Search constraints on metrics can not be applied to this graph.

Pageviews

200



Pageviews

12,334

% of Total: 1.09% (1,128,877)

Unique Pageviews

8,890

% of Total: 1.18% (750,492)

Avg. Time on Page

00:01:45

Site Avg: 00:01:19 (33.45%)

Bounce Rate

77.64%

Site Avg: 59.43% (30.63%)

% Exit

54.28%

Site Avg: 33.88% (60.19%)

This data was filtered using an [advanced filter](#).

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /outreach/community/index.html	2,207	1,443	00:01:05	60.72%	30.68%
2. /outreach/community/goals.html	2,104	1,520	00:02:14	74.72%	66.54%
3. /outreach/community/stakeholders.html	2,000	1,831	00:01:51	94.44%	86.35%
4. /outreach/community/logicmodel.html	1,458	993	00:02:25	68.51%	61.32%
5. /outreach/community/planning.html	1,358	868	00:02:44	67.63%	54.05%
6. /outreach/community/evaluation.html	902	667	00:02:07	82.22%	61.09%
7. /outreach/community/services.html	784	591	00:01:43	87.93%	52.81%
8. /outreach/community/weblio.html	455	208	00:01:10	53.85%	17.14%
9. /outreach/community/onsite.html	416	266	00:02:11	65.79%	28.37%
10. /outreach/community/funding.html	253	195	00:01:14	62.96%	17.79%
11. /outreach/community/community.html	208	165	00:01:07	50.00%	18.75%
12. /outreach/community/overview.html	189	143	00:00:52	30.00%	9.52%

Rows 1 - 12 of 12

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http://nnlm.gov - http://nnlm.gov
NNLM [DEFAULT]

Pages

Jan 1, 2009 - Dec 31, 2009

100.00% of total pageviews

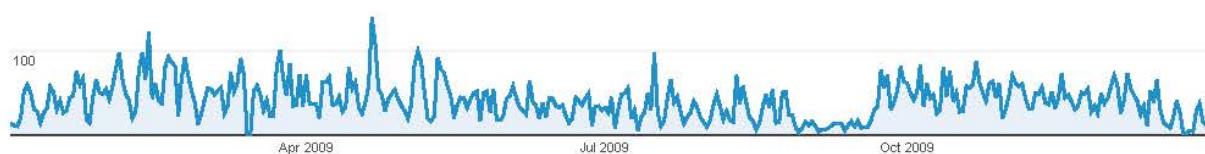
Explorer

Site Usage

Search constraints on metrics can not be applied to this graph.

Pageviews

200



Pageviews

14,713

% of Total: 1.01% (1,457,057)

Unique Pageviews

11,080

% of Total: 1.21% (918,226)

Avg. Time on Page

00:01:55

Site Avg: 00:01:14 (54.74%)

Bounce Rate

78.62%

Site Avg: 52.47% (49.83%)

% Exit

60.18%

Site Avg: 30.51% (37.26%)

This data was filtered using an advanced filter.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /outreach/community/goals.html	3,800	2,860	00:02:17	76.98%	71.50%
2. /outreach/community/planning.html	2,241	1,581	00:02:46	74.72%	65.46%
3. /outreach/community/index.html	1,995	1,367	00:00:58	67.14%	29.77%
4. /outreach/community/logicmodel.html	1,918	1,372	00:02:40	73.79%	65.69%
5. /outreach/community/evaluation.html	1,298	1,056	00:02:11	85.70%	70.96%
6. /outreach/community/stakeholders.html	1,172	1,089	00:01:22	93.90%	84.98%
7. /outreach/community/services.html	899	749	00:01:50	87.86%	61.40%
8. /outreach/community/onsite.html	387	264	00:02:30	60.32%	29.20%
9. /outreach/community/community.html	316	255	00:01:45	68.81%	34.18%
10. /outreach/community/weblio.html	294	163	00:01:43	70.00%	21.43%
11. /outreach/community/funding.html	237	193	00:01:03	67.57%	21.52%
12. /outreach/community/overview.html	156	131	00:01:22	50.00%	8.33%

Rows 1 - 12 of 12

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http://nnlm.gov - http://nnlm.gov
NN/LM [DEFAULT]

Pages

Jan 1, 2010 - Dec 31, 2010

● 100.00% of total pageviews

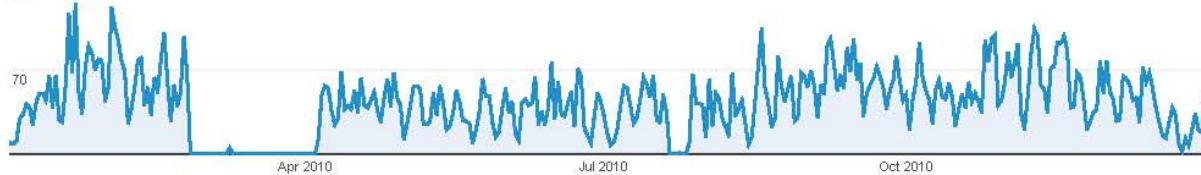
Explorer

Site Usage

Search constraints on metrics can not be applied to this graph.

● Pageviews

140



Pageviews

15,226

% of Total: 1.23% (1,234,301)

Unique Pageviews

11,545

% of Total: 1.46% (789,995)

Avg. Time on Page

00:02:12

Site Avg: 00:01:19 (66.17%)

Bounce Rate

78.12%

Site Avg: 53.69% (45.51%)

% Exit

61.26%

Site Avg: 31.77% (32.86%)

This data was filtered using an advanced filter.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /outreach/community/goals.html	4,401	3,396	00:02:13	78.34%	73.12%
2. /outreach/community/planning.html	3,747	2,755	00:03:07	76.70%	69.55%
3. /outreach/community/index.html	1,801	1,210	00:01:00	61.08%	27.98%
4. /outreach/community/evaluation.html	1,327	1,101	00:03:01	84.05%	72.04%
5. /outreach/community/logicmodel.html	1,171	841	00:04:10	75.49%	61.66%
6. /outreach/community/services.html	809	655	00:01:31	84.89%	55.38%
7. /outreach/community/stakeholders.html	678	622	00:01:49	94.71%	74.63%
8. /outreach/community/funding.html	404	334	00:01:16	76.06%	39.85%
9. /outreach/community/onsite.html	308	218	00:02:42	72.55%	27.92%
10. /outreach/community/weblio.html	262	163	00:01:36	52.63%	25.19%
11. /outreach/community/overview.html	167	132	00:01:07	52.00%	17.37%
12. /outreach/community/community.html	151	118	00:01:47	14.29%	17.22%

Rows 1 - 12 of 12

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http://nnlm.gov - http://nnlm.gov
NN/LM [DEFAULT]

Pages

Jan 1, 2011 - Dec 31, 2011

● 100.00% of total pageviews

Explorer

Site Usage

Search constraints on metrics can not be applied to this graph.

● Pageviews

200



Pageviews

22,678

% of Total: 1.59% (1,426,255)

Unique Pageviews

17,819

% of Total: 1.95% (912,598)

Avg. Time on Page

00:02:17

Site Avg: 00:01:17 (79.25%)

Bounce Rate

80.90%

Site Avg: 52.46% (54.20%)

% Exit

67.66%

Site Avg: 32.27% (109.68%)

▼ This data was filtered using an [advanced filter](#).

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /outreach/community/goals.html	7,513	6,024	00:02:26	81.00%	76.47%
2. /outreach/community/planning.html	6,035	4,611	00:03:25	79.91%	73.01%
3. /outreach/community/evaluation.html	2,160	1,820	00:03:44	86.10%	75.83%
4. /outreach/community/logicmodel.html	1,914	1,451	00:02:27	77.96%	68.08%
5. /outreach/community/index.html	1,731	1,194	00:00:55	64.65%	28.71%
6. /outreach/community/services.html	1,052	867	00:01:38	85.14%	57.60%
7. /outreach/community/stakeholders.html	1,017	918	00:01:35	92.99%	76.79%
8. /outreach/community/funding.html	345	268	00:01:12	67.35%	34.78%
9. /outreach/community/onsite.html	331	234	00:02:02	69.74%	34.74%
10. /outreach/community/weblio.html	251	168	00:01:21	75.00%	32.27%
11. /outreach/community/community.html	168	130	00:01:19	37.50%	16.07%
12. /outreach/community/overview.html	161	134	00:00:50	44.44%	15.53%

Rows 1 - 12 of 12

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