Welcome

Martha Meacham, NNLM Project Director
Martha.Meacham@nih.gov
240.506.2413
Welcome

What is one thing you are looking forward to this summer?
1. Support a workforce for biomedical and health info resources & data

2. Improve health literacy

3. Advance health equity through Information
NNLM’s Mission

The mission of the NNLM is to provide U.S. researchers, health professionals, public health workforce, educators, and the public with equal access to biomedical and health information resources and data.

NNLM’s main goals are to work through libraries and other members to support a highly trained workforce for biomedical and health information resources and data, improve health literacy, and advance health equity through information.
NNLM as NLM’s Field Force

- Offers Funding
- Increases Engagement
- Expands professional knowledge
- Supports outreach
- Promotes NLM products and services
NNLM Structure

**NIH**
- National Institutes of Health
- The nation’s medical research agency, comprised of 27 Institutes and Centers

**NLM**
- National Library of Medicine
- An NIH Institute and the world’s largest biomedical library

**NNLM**
- Network of the National Library of Medicine
- Comprised of 7 Regional Medical Libraries (RMLs) and 6 Offices/Center

**ROC**
- Region, Office, Center
- The core units of the NNLM housed at academic medical center libraries across the country

**NNLM Staff**
- Principle Investigators, Associate/Executive Directors, Coordinators, Financial/Business Management

**The Network**
- The organizations served by the NNLM
- Examples include, libraries of all types, community-based organizations, schools, public health, etc.
NNLM Structure

Regions

Coordinating Offices / Centers

- NNLM Web Services Office (NWSO)
- NNLM Public Health Coordination Office (NPHCO)
- NNLM Training Office (NTO)
- NNLM Evaluation Center (NEC)
- NNLM All of Us Program Center (NAPC)
- NNLM Center for Data Services (NCDS)
## Network Staff
- Librarians
- Educators
- Public Health
- Communications
- Health Care
- Finance
- Data Science
- IT
- Others

## Network Communities
- Librarians
- Educators
- Public Health
- Communications
- Health Care
- Finance
- Data Science
- IT
- Others

- Identifying and meeting a need → Service Mindset
From Around the Network

The numbers from one year:

• 8,800+ members
• 342 projects funded
• $5,107,369 funding awarded for projects
• 560 cities or towns reached
• 7,500 participants in activities monthly
NNLM Engagement

How do you define engagement?
For the purposes of this toolkit, community engagement includes, but is not limited to, the following ideas:

- It is an **intentional, mutual exchange** between a community and an organization that can inform, consult, involve and empower community members.
- It promotes **diversity, equity and inclusion**, which improves discourse and strengthens consensus and decision-making.
- It recognizes that communities should have **ownership** of their own resources, solutions, and projects, which makes results more effective and increases the likelihood of success.
- It recognizes that engaging establishes **trust** in organizations and can lead to lasting partnerships and networks of multiple communities and organizations.
- It provides a way for members to **have their voices heard**, and for organizations to **learn and grow by listening**.
- It **builds capacity**. When implemented to its greatest potential, it can empower groups of people and create lasting change.

The first step of community engagement is to define the community with which you hope to engage. For NLM and NNLM, this community can include healthcare workers, scientists and researchers, members of the public, teachers, librarians and more. Communities can exist in physical and virtual spaces. They can include people linked by location, interest, beliefs, or common goals. They are not static or passive. Understanding the community you serve, and the communities you could serve, is vital to beginning the engagement process.
NNLM Engagement

Outreach

Training

Funding
NNLM Training

TIPS AND TOOLS FOR CLOSING THE DIGITAL HEALTH DIVIDE

Digital Literacy, Health Literacy, and Tools Developed for Program Implementation

4/19/2021

Mental Health Awareness During COVID-19

Community-Based Participatory Research and Outreach: Increasing Environmental Health Literacy in a Native American Community (or “Guardians of the Living Water”)

Presenter: Dr. Vanessa Simmons

Thursday, October 28th, 2021 1 PM – 2 PM PT

Obtain a Specialization

NNLM offers free classes that support specialization for several programs. Click the green tabs below to find out more about our classes and the specialization programs they support.

- Consumer Health Information Specialization
- Data Services Specialization
- Disaster Information Specialization
- Certified Health Education Specialist
- Consumer Health for Library Students

HTTPS://NNLM.GOV/TRAINING
NNLM Training

HTTPS://WWW.YOUTUBE.COM/CHANNEL/C/NnlmGov
Funding Opportunities from NNLM

https://nnlm.gov/funding/

$1,500 < x < $50,000*

Funding Category Examples

• Community Engagement
• Data Science/Data Management
• Expert Speaker
• Health Information Outreach
• Professional Development
• Technology
• TechQuity

*funding award amount and categories vary by NNLM region
Funding Opportunities from NNLM

Chloe wants to help her family and friends be their best selves, too!
Outreach to the Network

Listening Sessions - Region 5

Join us for our NNLN Region 5 Listens Session: Lifelong Learning: NNLN Education Programs (Q & A followed by regional discussion on community partnerships)

Tuesday, November 16, 2021
10:00 a.m. - 1:00 p.m. PST
10:00 a.m. - 1:00 p.m. MST
10:00 a.m. - 1:00 p.m. CDT
11:00 a.m. - 2:00 p.m. EDT
November 17, 9:00 a.m. - 12:00 p.m. CDT

Public Libraries
Virtual Town Halls
NNLM Region 6

October 19, 2021, 11:00 AM - 12:00 PM CDT
October 20, 2021, 4:00 PM - 5:00 PM CDT
October 21, 2021, 12:00 PM - 1:00 PM CDT

Join us!

Region 2 Kick Off
Wednesday
November 17, 2021
4pm-5pm est.

All Region 2 members are invited to join us for our first annual membership meeting to:

- Meet the Team
- Learn more about upcoming programs, funding, and service opportunities.
- Provide informal feedback about programs and initiatives for the region.

Advisory Groups

Region 2
AL, FL, GA, MS, SC, TN, PR, USA

Member Spotlights
Chloe Rotman
Region 7

Site Visits
NNLM Tackling Misinformation

Combatting COVID-19 Misinformation with Health Literacy Microcontent

The COVID-19 pandemic is disproportionately impacting underserved and underrepresented minority communities, highlighting the public health effects of deeply-rooted institutional distrust. This campaign provides easily accessible, culturally appropriate information to vulnerable populations through a multimedia campaign conducted through means compatible with social distancing guidelines. During February, March, and April of 2021, this campaign will work within predominantly minority communities to develop and disseminate relevant content aimed at dispelling misinformation around COVID-19 and vaccines. To reach new audiences in their homes, Grapevine Health will produce and market video microcontent based on NNLM materials primarily through organic social media connections. Additionally, to drive community interest and engagement, Grapevine Health will collaborate with subject matter experts and individuals who have personally struggled with addiction to create a series of varied podcast experiences. Audience engagement and retention will be driven through regular analysis and adjustment of outreach strategy based on community response, as well as in accordance with shifting COVID-19 guidelines.

Project Details
Organization Name: Grapevine Health
Organization Type: Community-based organization
Project Lead: Lisa Fitzpatrick
Location: District of Columbia
Start Date: January 25, 2021
End Date: April 30, 2021

Understanding vaccine hesitancy & social media’s role in spreading vaccine misinformation

Kolina Koltai, PhD - Postdoctoral Fellow
@KolinaKoltai

Addressing Health Misinformation at the Scale of the Internet

Identifying & Combating Health Misinformation Webinar Series

Mitigating Misinformation
Trusted Health Information Resources for Rural Practitioners

Michele Spatz, M.S., Community Engagement Coordinator
Network of the National Library of Medicine, Pacific Northwest Region
University of Washington
Seattle, WA

https://nnlm.gov/training/recordings
NNLM and NAHH presenta

Regreso a la escuela: Hablemos de salud mental en tiempos de COVID-19

Un programa virtual de salud

24 AGOSTO 2021
8 PM ET | 7 PM CT | 6 PM MT | 5 PM PT
45 minutos

https://www.oclc.org/realm/home.html
https://community.astc.org/communitiesforimmunity/home
NNLM Climate & Environmental Health

Connecting Climate Change, Mosquitoes, and Community Health

Class Details
Date(s): December 8, 2021
Time: 11:00 AM - 12:00 PM EST
Platform: Zoom
CE Credits: 1.00
Class Experience Level: Beginner, Intermediate
This class is sponsored by Region 3.

Investigating Weather and Climate Q&A with San Benito County Free Library

AUGUST 4 @ 2 PM PT:
Join us online. Register at bit.ly/SeeChangeCA

https://nnlm.gov/nnlm-reading-club/environmental-health
NNLM Emergency and Disaster Preparedness

- Disaster Information Specialization certification
- Public Health Webinar Series
- Additional training and educational offerings

NNLM Reading Club: Environmental Health, including
  - *Amity and Prosperity* by Eliza Griswold
  - *Plastic: A Toxic Love Story* by Susan Freinkel

Funded projects, for example
RESILIENT Workshops: REady Steady In the Library: taking Initiative before an Emergency, Natural disaster, or Trauma
NNLM Student Engagement

2021 Graduate Interns

Renée A. Torres
San Jose State University
Project Title: Graphic Medicine and Medical Libraries

Nicole Greer
University of Wisconsin – Milwaukee
Project Title: School Librarians Supporting Teens with Health Information

Mayra Fuentes
San Jose State University
Project Title: Raising Our Voices: Speech Therapy Services for Spanish-Speaking Youth

Alejandra Reyes
San Jose State University
Project Title: Mental health in Spanish-speaking communities

Kate Pham
University of California, Los Angeles
Project Title: Academic librarianship and Student Outreach, Organizing, and Coalition Building
NNLM: Reaching out to the Public Health Workforce

The Network of the National Library of Medicine’s Public Health Collaborative (PHC) grew out of a small, informal working group in 2019. The group’s goal was to expand NNLM programming and outreach to the public health workforce. In 2021, the group evolved into the Public Health Collaborative (PHC), a working group of the NNLM and the NPHCO’s Public Health Coordination Office. Today, the PHC...

LEARN MORE ABOUT THE PHC
From Around the Network

https://youtu.be/bQK_i3QLxIU
What is one program, activity, or topic you would like to see the Network take on?
Connect with the NNLM

Region 1 - nnlm@hshsl.umd.edu  
https://twitter.com/nnlmregion1 - @NNLMREGION1

Region 2 - Region2RML@musc.edu  
https://twitter.com/nnlmregion2 - @NNLMREGION2

Region 3 - nnlmregion3@unthsc.edu  
https://twitter.com/nnlmregion3 - @NNLMREGION3

Region 4 - rml4@rml4.utah.edu  
https://twitter.com/nnlmregion4 - @NNLMREGION4

Region 5 - nnlm@uw.edu  
https://twitter.com/nnlmregion5 - @NNLMREGION5

Region 6 - Region6-RML@uiowa.edu  
https://twitter.com/nnlmregion6 - @NNLMREGION6

Region 7 - nnlm-region7@umassmed.edu  
https://twitter.com/nnlmregion7 - @NNLMREGION7

Evaluation Office (NEC) - nec@northwestern.edu  
https://twitter.com/NNLM_NEC - @NNLM_NEC

Training Office (NTO) - nto@utah.edu  
https://twitter.com/nnlmnto - @NNLMNTO

Web Services Office (NWSO) - nwso@hshsl.umd.edu

Center for Data Services (NCDC) - nnlm-ncds@nyulangone.org  
https://twitter.com/nnlmncds - @NNLMNCDS

Public Health Coordination Office (NPHCO) - phdl@umassmed.edu  
https://twitter.com/NNphco - @NNPHCO

All of Us Community Engagement Center (CEC) - LIB-nnlmallofus@uiowa.edu  
https://twitter.com/nnlmAoU - @NLMAOU

All of Us Training and Education Center (TEC) - aoutec@pitt.edu