

NATIONAL LIBRARY
OF
MEDICINE

Design and Delivery of an Outreach Strategy to Increase Awareness of Disaster Information Resources

A Directed Fieldwork with the National Library of Medicine Disaster Information Research Management Center
by Sarah Carnes

NJ Public Libraries' Response to Hurricane Sandy

Initial and Continuing Efforts

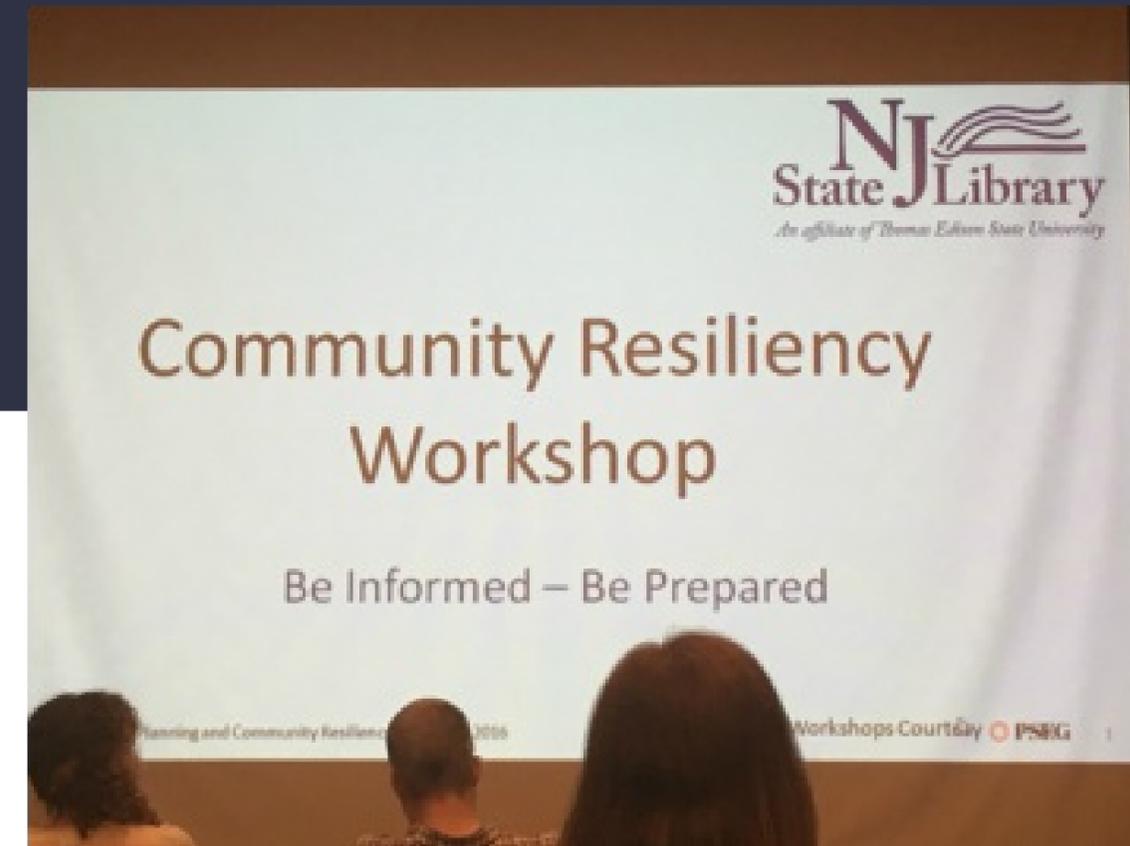


Some of the effects of Hurricane Sandy, November 5, 2012



PPL Post Sandy / Princeton Public Library / CC BY-NC

NJ public libraries were filled with community members seeking various services



NJ State Library Community Resiliency Workshop in 2016

Public Libraries and Crises



Image from Queens Library Foundation, via Arlington Public Library, <http://library.arlingtonva.us/2013/05/29/help-rebuild-the-queens-library-summer-reading-2013/>

A librarian held story book time for children whose parents were choosing donated clothing next to the Book Bus at Queens Library at Peninsula after Hurricane Sandy

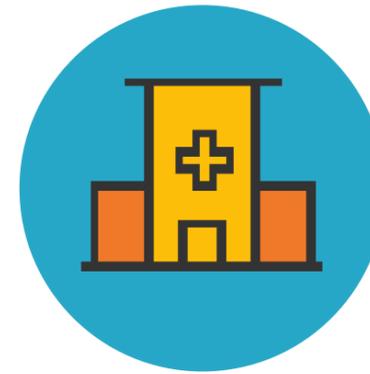
Sarah Carnes

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Medical Service Corps Officer, US Army

Deployments to Bosnia, Albania
Managed Command Center at
Landstuhl in response to the USS
Cole Bombing



Emergency Management Program Manager

Health System in Northern New
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Adjunct Instructor and Planner

National Emergency Response and
Rescue Training Center



MLIS Student

Researcher, Oso Mudslide
Directed Fieldwork, DIMRC

Three Phases

to the Directed Fieldwork



Assessment

Awareness and use of resources; factors affecting outreach



Design

Training strategy incorporating multiple outreach methods



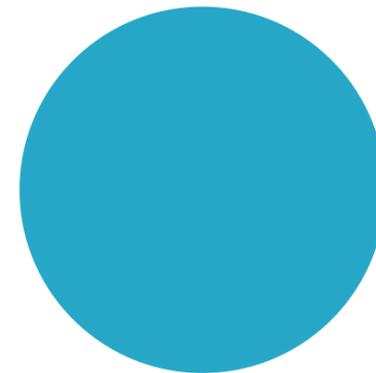
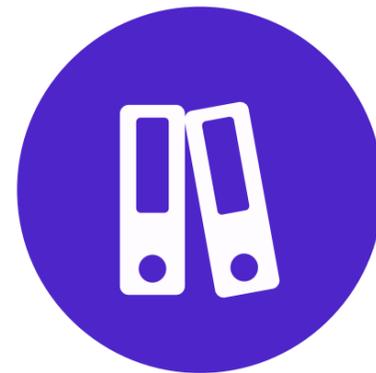
Delivery

Evaluation of reception and recommendations for further action

These phases were adapted from the NN/LM outreach project guides

Phase One: Community Assessment

Ensures the relevance of recommendations and improves the likelihood of acceptance of information.



Get Organized

Gather Information

Assemble, Interpret and Act on Findings

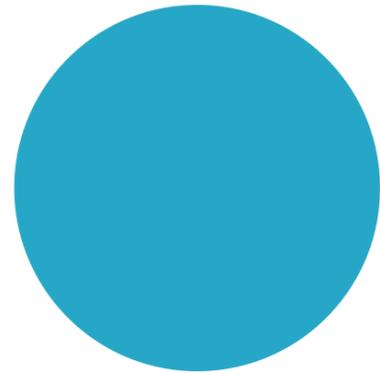
Defined the target community, spoke with stakeholders, drafted surveys

Literature review, training observations, distributed surveys (two different means)

Evaluated data, analyzed information from first two steps

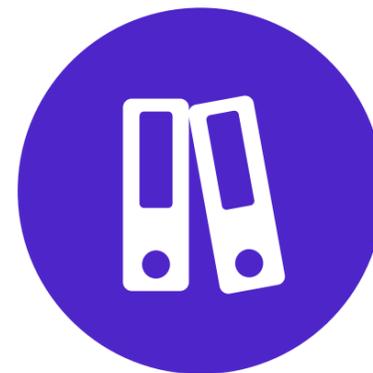
Sources of Information

Multiple sources led to a more comprehensive assessment



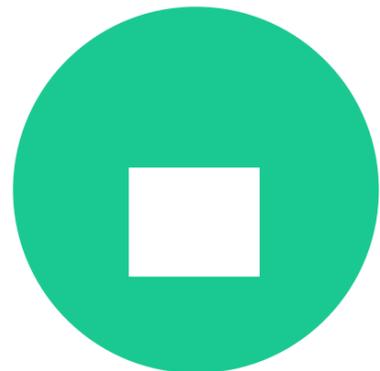
Interviews

Conducted throughout the phase.



Literature Review

Multiple types of literature.



Training Observation

In person and virtually.



Surveys

Baseline data as well as a clearer picture.

Survey Results



Interest in Planning Assistance



Awareness & Use of Most NN/LM Resources



Interested in Video Training



Interested in Research Guide

Community Assessment



S



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Strengths

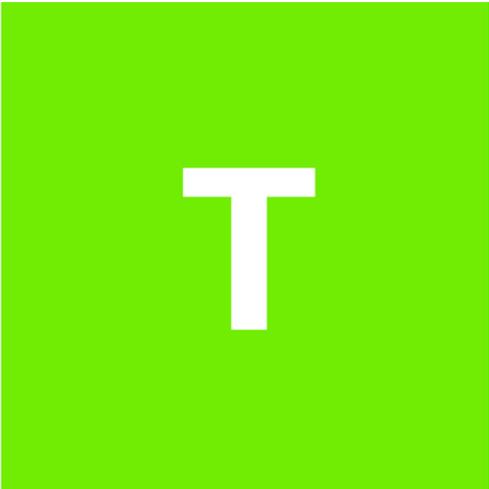
Existing organizations like COSTEP MA, MEMA, MLS, MBLC; high level of interest, involvement, collaboration, experience

Weaknesses

No regional systems; EMDs and libraries are town and city based. Results in variety/disparity in budgets, staffing, resources, involvement



O



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Opportunities

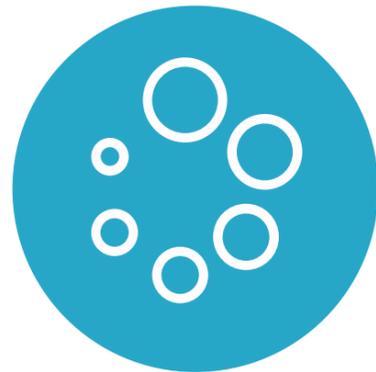
Partnerships and collaboration, variety of well-attended meetings, training; regional professional organizations

Threats

Other priorities; variety of risks; budget changes

Second Phase: Training Recommendations

for a Program of Outreach Activities



Logic Model and Schedule

Process Assessment Methods

Outcomes Assessment Plan

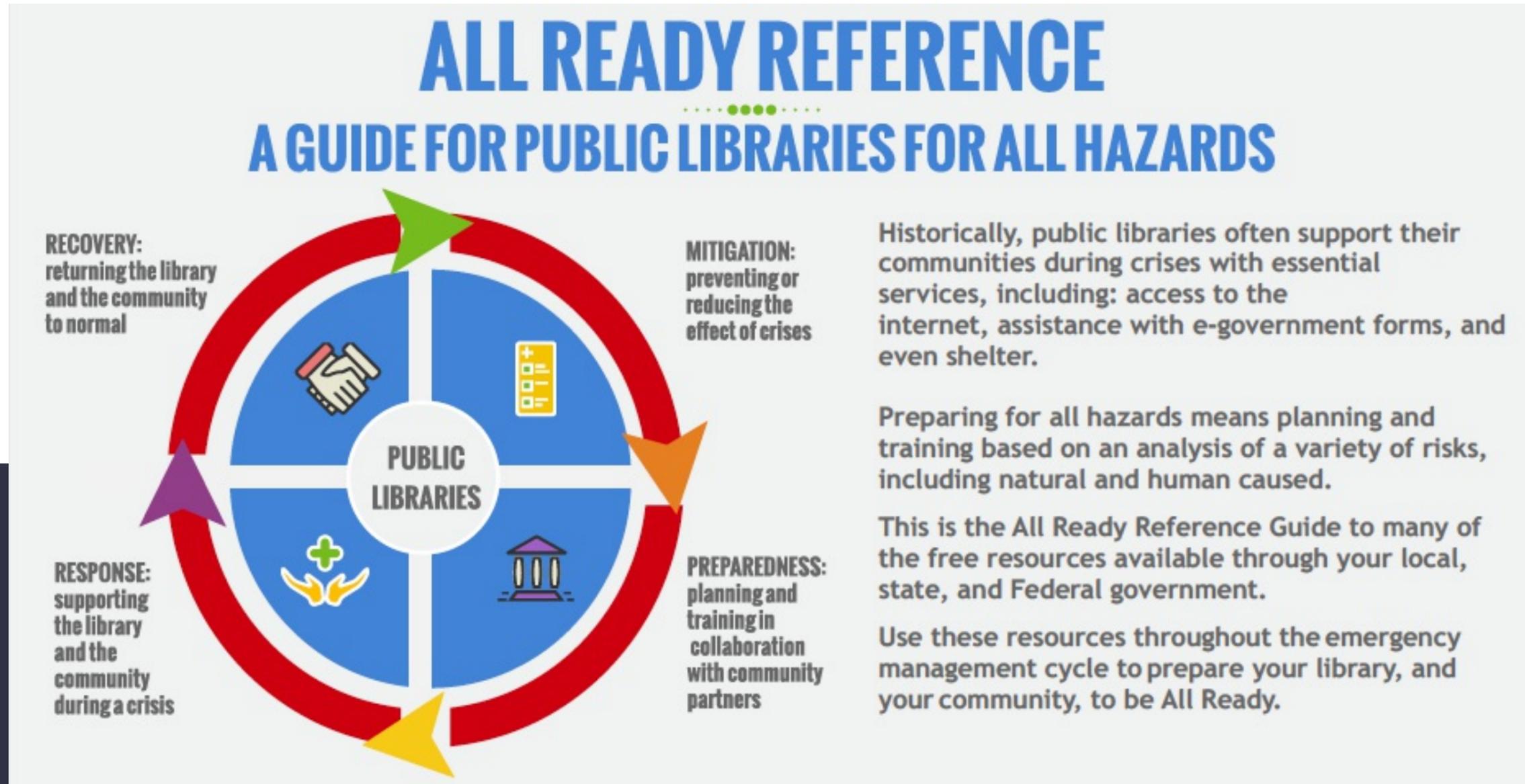
Align activities to outcomes; design a schedule for implementation

Quantitative and qualitative measures about the delivery of activities

Measure short, intermediate, and long-term outcomes to ensure quality and efficacy

All Ready Reference

A Comprehensive Outreach Program Combining Existing Resources, Strategies, and Goals from Local, State and Federal Organizations.



The program is a "living document" intended to be shared and refined in a collaborative effort.

Training Methods

Based on best practices and survey analysis



Infographics/Research Guide
A map to the various resources.



Videos
Short videos, 2-10 minutes long



Training Modules
Short modules that libraries can use to train themselves.



Workshops
Conducted separately or in conjunction with other events



Webinars
Through NN/LM, MLS, COSTEP

Logic Model

Aligning activities to inputs and outcomes. Considers assumptions and external factors.

Program: NLM DIMRC & NN/LM NER Outreach: Massachusetts Pilot					
Goal: Improve public librarians' awareness of and access to NLM DIMRC & NN/LM Resources					
Inputs	Activities		Outcomes		
What we invest and require	What we do	Who we reach	Short-term results	Intermediate results	Long-term results
Staff	Produce infographics/ research guides	Library Directors	<i>Learning</i>	<i>Action</i>	<i>Conditions</i>
Time	Produce short video tutorials	Trustees	Improved awareness	Increased access of resources	Preparedness
Research	Develop training modules for self and staff training	Library Staff	Satisfaction with training	Increased use of resources	Resilience

Infographic

Linked for online use, suitable for hard copy distribution for publicity measures.

MITIGATION

- Connect with organizations who have information about risks, resources, and roles:
 - Start first with your town or city emergency management director (EMD)
 - Learn about COSTEP MA (Coordinated Statewide Emergency Preparedness)
- Determine your library's available resources and potential crisis roles and services, such as expanded hours and space for counseling or FEMA assistance.
 - Check out the Disaster Information Management Research Center's (DIMRC) Librarians and Libraries Respond to Disasters page
- Identify risks to your building and collection, such as flooding, and mitigate if possible with actions such as building improvement.

PREPAREDNESS

- Write or revise your library's emergency plans using templates and tools such as:
 - NN/LM Disaster Ready Initiative: One Page Service Continuity Plan
 - COSTEP MA Forms and Documents
 - COSTEP MA Guidance about Preparing for Recovery
- Discuss risks to your building and collection with your EMD and determine what support might be available during a crisis. Also become familiar with your insurance policy. Incorporate this information into planning and training.
- Conduct staff and community training using templates and tools such as:
 - NN/LM NER Training Opportunities and the Disaster Ready Initiative: Sample Table-Top Exercises
 - COSTEP MA Training Opportunities
 - Massachusetts Library System(MLS) training webinars and meetings

RESPONSE

- Activate your library's emergency plan
- Contact your local EMD to exchange information—and keep in contact
- Contact MBLG Disaster/Emergency Assistance for support if needed
- If your building and/or collection are affected, notify your insurance policy point of contact
- Provide modified services to patrons
- Employ the apps and tools available through DIMRC such as:
 - ERS: Emergency Response and Salvage
 - LibraryFloods

RECOVERY

- Activate continuity and recovery plans
- Use recovery resources such as those at COSTEP MA
- Employ National Library of Medicine tools, such as:
 - Health Hotlines
 - Help Kids Cope

SOURCES

<https://disaster.nlm.nih.gov>
<http://mblg.state.ma.us/costepma/>
<https://www.fema.gov>

<https://nmlm.gov/ner>
<http://www.mass.gov/eopss/agencies/mema/>

CREATED BY

Sarah Combs for the Disaster Information Management Research Center at the National Library of Medicine and the National Network of Libraries of Medicine, New England Region

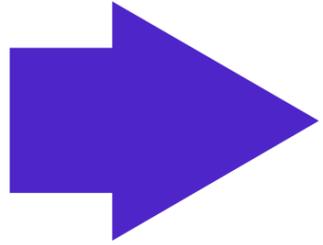
U.S. Department of Health & Human Services
www.hhs.gov

Disaster Information Management Research Center
IMPROVING ACCESS TO DISASTER HEALTH INFORMATION

National Library of Medicine
National Institutes of Health
BETTER ACCESS. BETTER INFORMATION. BETTER CARE.

For more information and access to the resources listed above, use a QR Code reader to visit our portal website. Alternatively, visit our site directly at: <http://www.nlm.nih.gov/information-science/all-readers-learn-portal.html>

Research Guide



Supports the Infographic, Provides Access to Additional Information, Easily Maintained

ALL READY REFERENCE RESEARCH GUIDE

Resources for Public Libraries to fit every stage of the Emergency Management Cycle:

Mitigation

This is the stage to identify and prevent or limit the risks your community faces. **The first step is to talk to your town or city [Emergency Management Director](#) (EMD).** They can explain the community risk assessment and emergency management plan and how it applies to your library.

Next, connect with [COSTEP MA](#)--the **Coordinated Statewide Emergency Preparedness organization for cultural institutions in Massachusetts.** Cultural institutions,

Preparation

Now you know what threats your community and your library might face--and you have a good idea how your library can help itself and others. **It's time to plan or revise your existing emergency plan.**

A great place to start is with the [NN/LM Disaster Ready Initiative One - Page Service Continuity Plan](#). This tested and user-friendly template contains all the essential elements for initial response to a disaster.

Response

When a disaster occurs in your community, you may recognize it for yourself or you could be notified by your EMD, Fire Department Chief, or Police Department Chief.

The first step is to activate your emergency plan.

Next, stay in contact with your EMD to stay informed and provide them information. Also, you can check the [MEMA website](#) and call [211](#) for the latest updates.

Program Implementation Timeline



**Training
Recommendations:**
Completed



**Produce Short Video
Tutorials:** 1-2 months



**Publicize via blogs,
articles, emails:** 1-12
months



**Develop Training
Modules:** 6-8 months

**Produce
Infographics/Research
Guides:** 1-2 months



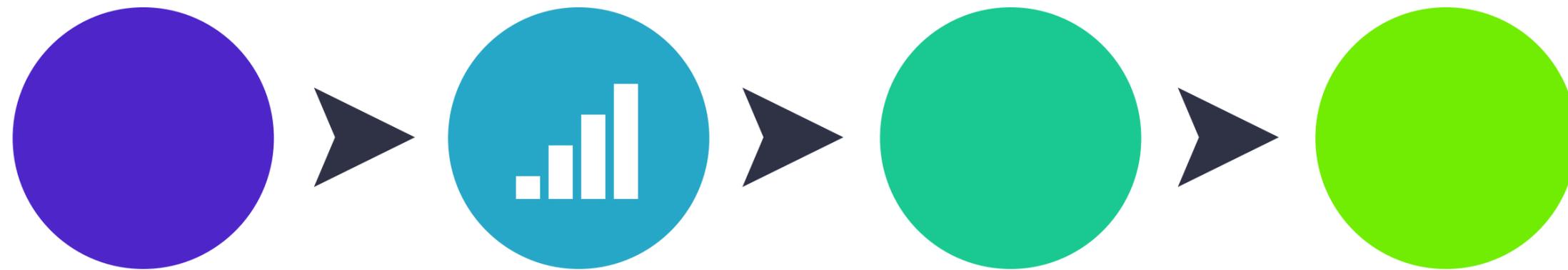
Conduct Workshops: 1-
12 months



Conduct Webinars: 2-
12 months



Third Phase: Summary Report



Delivery

Feedback

Revisions

Recommendations

To Stakeholders,
Library Directors

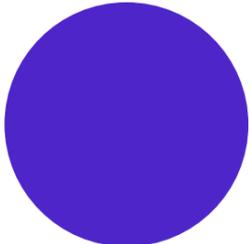
About Training and
Products

To Infographic,
Research Guide,
Recommendations

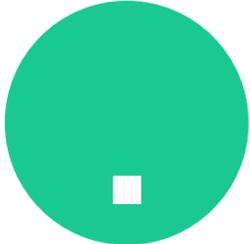
Future Actions and
Possibilities

Assessment Method and Outcome

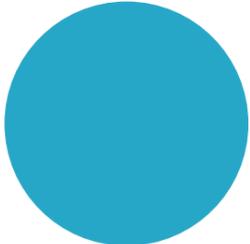
Evaluation focused on both process and outcome.



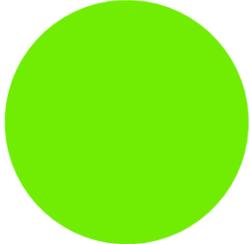
Questions focused on the quality of activities



Assessed a short-term result due to timeframe



Evaluation method was qualitative



Quantifiable indicators and objectives

Outcome	Indicator	Objective
Satisfaction with training	Post-activity survey questions about satisfaction with training and perceived usefulness	Surveys distributed immediately or within two days of activity/ delivery. 70% of participants indicate satisfaction with training.

Delivery

To Multiple Stakeholders, Library Directors, Potential Early Adopters and Champions



Positive

All recipients
were
impressed



Useful

Content,
Format



Improve

Some design
elements



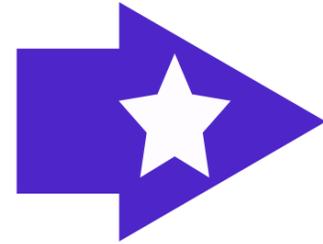
Requests

Presentation,
Training

Preliminary to a More Widespread Distribution

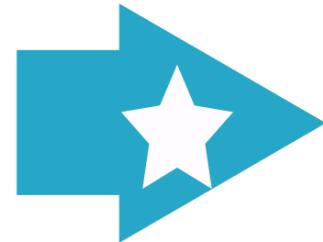
Recommendations

Near and Long-term



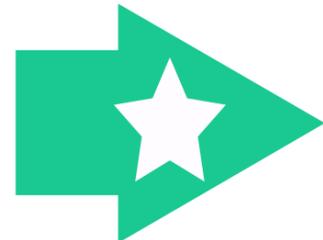
Hand-Off

Identify person or organization to own and maintain the materials



Distribution

Infographic and Research Guide



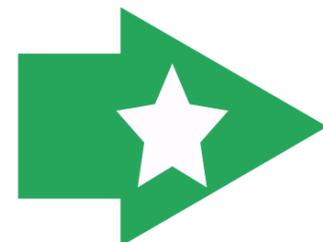
Meetings and Training

Presentations to local and regional organizations



Video Production

Create introductory video



This model is suitable for use by other states

Artifact Repository

Directed Fieldwork Deliverables and Current Home of Outreach Products

Phase 1: Community
Assessment Report



Phase 2: Training
Recommendations Report and
All Ready Reference Portal

Phase : Summary Report



Directed Fieldwork Blog

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THANK YOU



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