

Region 6

Partner Outreach Program Statement of Purpose

The purpose of the NNLM Region 6 Partner Outreach Program 2021-2026 is to support health equity by providing health information access throughout Region 6 by the formation and practice of the Partner Outreach Program (POP).

Objectives:

- Provide health information resources and training to underserved and underrepresented groups, including tribal communities and institutions, that are priority populations of the National Library of Medicine (NLM).
 - *During the first program year, underserved, underrepresented, and NNLM priority populations will be identified in 75% of all activities of POP leads.*
- Act as ambassadors for NNLM services and resources, communicating health information needs to the RML, and work with the RML in remediation of those needs, whether through direct training or utilizing a train-the-trainer model.
 - *During the first program year, POP outreach will engage at least seven new NNLM members for 2021-2022.*
- Act as a field force in their state to identify potential partners for outreach.
 - *POP activities will engage at least seven non-NNLM organizations with health information outreach for 2021-2022.*

The Partner Outreach Program (POP) will consist of up to three POP ambassadors in each of the seven states of NNLM Region 6: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin. POP ambassadors will be NNLM Network member organizations supporting a mission of health information access and health improvement of their constituents, with an expertise in community outreach, and familiarity with NLM/NIH resources.

POP leads will perform outreach in their state to groups unaffiliated with their institutions thereby reaching populations not already served. Training with NLM/NIH resources, such as MedlinePlus® and PubMed®, will be a priority; however, targeted outreach efforts may include other resources such as library guides created by or for their institutions, appropriate U.S. government sites, or quality organizational sites, such as nutrition.org, that align with NNLM priority topics or initiatives.

POP institutions are encouraged to apply for NLM exhibitions, providing programming of interest to their communities. POP institutions will be reimbursed for one national exhibition through the NLM Exhibition program when the exhibition is a collaboration with another NNLM Member organization.

Quarterly POP meetings, convened by the Network Coordinator, will serve as a communication vehicle not only from the RML to POP organization, but POP to the RML, and POP to POP. Health information needs, resource development and training, as well as a local opportunities for outreach, will be shared bidirectionally. Outreach populations and topics will be those of priority to NLM.

Examples of Types of Activities

- Virtual or in person NLM/NIH database training to community members, conference attendees, and organization staff
- Virtual or in person site visits to potential partners and newly added NNLM member institutions
- Develop programming for CBOs and public libraries in conjunction with the NLM Exhibition Program
- Creation of library guides focusing on local health care needs
- Utilize pre-packaged NNLM training resources tailored to local needs
- Partner with local health collaboratives/grass-roots organizations to produce health content for different community age groups
- Exhibiting at local/community health fairs.

Other Involvement

- POP organizations may wish to partner with other NNLM members to apply for larger outreach awards offered by the RML
- Examples:
 - Partner with a public library in the development of a Public Library Collaboration award
 - Develop a successful Digital Access award project that addresses the digital divide and makes meaningful gains in increasing health equity.

Remuneration

POP institutions will receive remuneration, training, and direction from the Region 6 office according to the Memorandum of Understanding (MOU). They will be reimbursed \$300 or the negotiated hourly wage per outreach activity or event; printing, travel, and incidental expenses will be covered for a total annual combined budget of \$1200.

Application

Application is available via the following link: https://uiowa.qualtrics.com/NNLMR6_POP.