

MIDDLE ATLANTIC REGION ANNUAL REPORT

1 MAY 2019 – 30 APRIL 2020
UG4 - YEAR 4

Year by the Numbers

- **1,173** total members at end of Year 4
- **123** new members
- **44** projects + **7** professional development awards
- **215** total staff outreach activities
- **280** total subaward outreach activities
- **109** Reading Club Kits distributed across the region
- **74%** active member rate

Website Data

- Top classes:
 - [Health Programming for Summer Reading & Virtual Engagement](#) (586 registrants)
 - [ECRI Guidelines Trust](#) (383 registrations)
 - [Health Statistics on the Web](#) (368 registrations)
- Top blog post: [Health Programming for Summer Reading!](#) (443 views)
- Most viewed video: [Caring for the Mind: Providing Mental Health Information At Your Library](#) (833 views)

Overview of the Middle Atlantic Region

As the newly renamed Network of the National Library of Medicine, Middle Atlantic Region (NNLM MAR), the University of Pittsburgh, Health Sciences Library System, serves as the Regional Medical Library (RML) for Pennsylvania, New York, New Jersey and Delaware. NNLM MAR promotes the access and use of high quality health information in our four state region and collaborates with the other regions, offices and centers on national initiatives. NNLM MAR has additional funding to promote health literacy initiatives in public libraries through a community engagement Administrative Supplement with the *All of Us* Research Program.

Key Accomplishments

- MAR staff conducted 215 outreach activities for an audience of 7,174 total participants.
- MAR subawardees conducted 280 outreach activities for an audience of 14,240 participants.
- MAR staff served on 18 cross-NNLM committees/initiatives and working groups.
- A program-in-a-box to coincide with summer library programming was offered that engaged 297 members. This was particularly well received amongst small public libraries without large programming budgets.
- MAR received acceptance from the National Commission for Health Education Credentialing, Inc. to be a continuing provider of Certified Health Education Specialist (CHES) CE and led CHES instruction across the Network.
- Through strategic member management and new methods of engagement, MAR increased the percentage of active members to 74%, up from 40% the previous year.
- Not including class registrations, 54% of member organizations participated in MAR activities this year, up from 36% the previous year.

Program Highlight

Clinical Conversations

Clinical Conversations is a clinician-focused training. This train-the-trainer style program consists of brief modules about health literacy and related concepts such as cultural humility, social determinants of health and motivational interviewing. Clinical trainers can embed modules into existing onsite meetings as a way to offer education in a time sensitive manner. MAR piloted this program in ten clinical settings and more than 550 clinicians across the ten sites participated in the pilot test. The entire program is now freely available [online](#).

Funding

- Funding was provided to 51 subawards, totaling over \$659K to member organizations.
- NNLM MAR received a total of 60 funding applications, 40 of which were from new applicants.