

**Maternal and Child Health Library Services
(CFDA #93.110 AL)**

**Final Report:
January 1, 2002 — December 31, 2004**

March 28, 2005

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Department of Health and Human Services
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MCH Library Services Cooperative Agreement

Final Report

This report includes a Final Report for the MCH Library Cooperative Agreement for the three year project period January 1, 2002–December 31, 2004 (Part I) and a progress report for Year 3, January 1, 2004–December 31, 2004 (Part II).

Part I. Final Report of Accomplishments: January 2002–December 2004

The goal of the MCH Library Services cooperative agreement is to meet the changing needs of the maternal and child health (MCH) community by providing access to information through a national information and education resource library. The MCH Library Services record of accomplishment for the three year project period January 1, 2004 through December 31, 2004 includes an impressive array of information resources and services designed to meet project objectives. MCH Library staff launched and upgraded the MCH Library Web site, winning three awards over the course of the project period. These included, the APEX Award of Excellence in the category of New Web and Intranet Sites sponsored by Communications Concepts, Inc.; a World Wide Web Health Merit Award sponsored by the Health Information Resource Center, which recognizes the best health-related Web sites for consumers and professionals with the goal of providing a “seal of quality” for electronic health information; and a Macromedia Accessibility Showcase selection for serving as a model site for compliance with the accessibility requirements of Section 508 of the Americans with Disabilities Act.

In addition, MCH library staff maintained MCH historical materials; expanded the MCH Library collection and databases; produced information resources on a wide range of MCH topics; published the MCH Alert weekly; exhibited at MCH conferences; and engaged in other outreach and marketing activities. During the 3 year project period, the MCH Library developed or updated 18 knowledge paths, 41 annotated bibliographies, and 27 organization resource lists (see Appendix C).

The MCH Library goal of increasing access to state-of-the art knowledge and quality information is captured in Chart 1: MCH Library Access Statistics, page 3. Since 2002 there has been a 142% increase in annual visits to the MCH Library Web site; a 41% increase in subscribers to the MCH Alert, a 792% increase in the number of MCHB final reports downloaded, and a 182% increase in the number of Knowledge Paths accessed. A detailed report of accomplishments for Years 1, 2 and 3 of the project period is provided in Appendix B.

Throughout the project period, the capacity of the MCH Library to achieve project objectives and produce outstanding work reflects the capability of a seasoned and stable staff, the commitment of the MCHB Project Officer, the involvement of an MCHB Advisory Committee; and the establishment of an external MCH Library Expert Panel (see Attachment E).



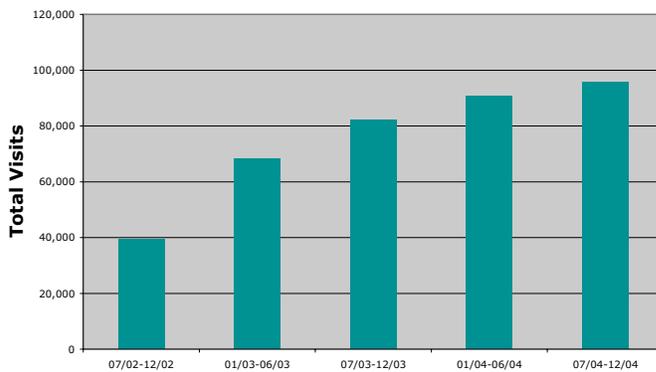
MCH Library Access Statistics

www.mchlibrary.info

As of January, 2005

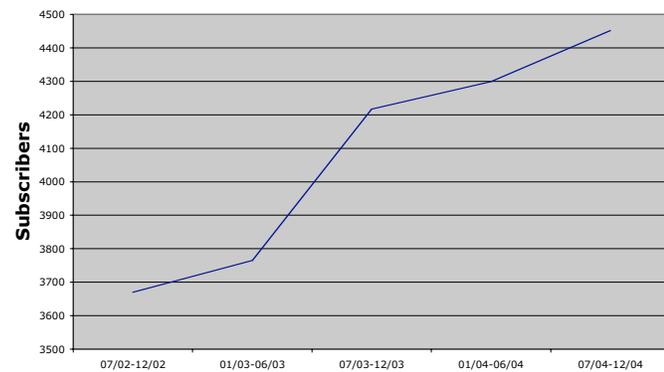
As part of the MCH Library's evaluation plan, staff track access statistics for the MCH Library Web site and individual products and subscribership for the MCH Alert. These data help assess the library's success in meeting its goal of increasing access to state-of-the-art knowledge and quality information, which in turn contributes to better MCH programs and services and better family and consumer health behaviors, and thus to long-term improved MCH status.

Web Access



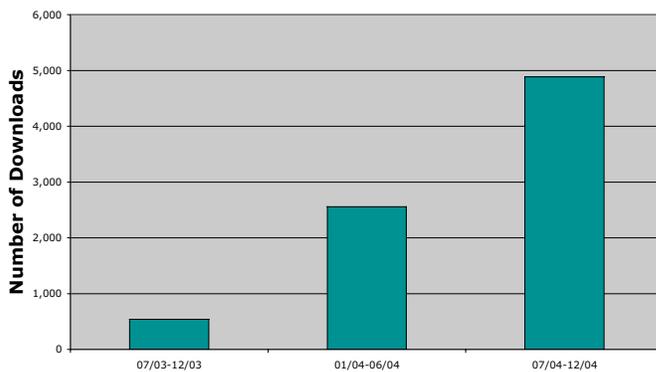
- Additional Statistics:** Since July, 2002 there have been...
- 376,060 total visits to the Web site
 - 37,429 repeat visits to the Web site within the same month

MCH Alert Subscribers



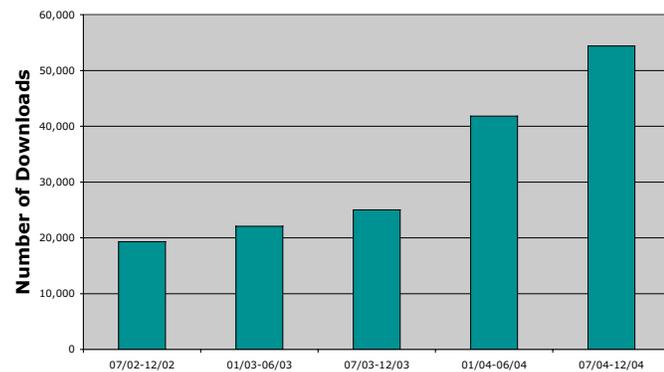
- Additional Statistics:** In 2004 there were...
- 226 subscribers from HRSA
 - 614 subscribers from State governments
 - 237 subscribers from county governments
 - 851 subscribers from universities

Final Reports Access



- Additional Statistics:**
- MCHB full-text final reports were posted beginning in June, 2003
 - There have been 8,385 downloads of reports since June, 2003
 - There are 29 reports as of 03/31/2005

Knowledge Path Access



- Additional Statistics:** most accessed knowledge paths (since July, 2002)...
- Child and Adolescent Nutrition (29,416)
 - Physical Activity (19,052)
 - Adolescent Pregnancy Prevention (14,493)
 - Infant Mortality (13,865)
 - Overweight (13,671)

Pat II. Progress Report for Year 3: January 1, 2004–December 31, 2004.

The MCH Library Services record of accomplishment for Year 3 includes an array of activities to meet six project objectives, as summarized in Table 1, pages 5-10. The capacity of the MCH Library to achieve project objectives and produce outstanding work reflects the following:

- Capability of a Seasoned and Stable Staff. We continue to benefit from the work of an exceptionally able and experienced staff with an outstanding track record for implementing library services and developing information resources for the MCH community. In Year 3 there has been one staff departure—the Systems Administrator. This position was filled with Matt Singerman, with no interruption in services. Mr. Singerman has a B.A. in history with a minor in computer science. A biographical sketch is provided in Attachment D.
- Commitment and Involvement of Project Officer. The MCHB Project Officer has been instrumental in supporting the work of the MCH Library. In Year 3, Jaime Resnick convened quarterly meetings of the MCHB Advisory Committee, with representatives from across the bureau, to increase awareness of our resources and to provide guidance on the development of our information products and services. He has facilitated MCHB input on the selection of topics for new information products and has helped identify experts to review our Knowledge Paths. He has encouraged closer working relationships with each of the MCHB divisions and coordinated an opportunity for MCH Library staff to present a Webcast to state MCH directors.

During Year 3, the MCH Library continued to serve as a critical resource to the MCH community for the advancement of child and family health.

TABLE 1
Maternal and Child Health Library Services Accomplishments
FY 2004

Objective 1: Develop an electronic library.

- The MCH Library Web site was maintained and expanded to include new information resources and database records developed in Year 3. The average number of visitor sessions per month for January through December 2004 is 15,534 an increase of 24 percent over the average per month for January through December 2003. The average number of repeat visitors per month has risen from 1,288 to 1,527 during the same periods, a 19 percent increase. Several usability testing sessions were conducted, using individuals outside of the library staff.

- The bibliographic database, MCHLine®, was maintained and expanded to include 1,649 new records during Year 3. MCHLine® currently has a total of 21,348 records.

- Records in the Organizations database were updated, and 220 new records were added during Year 3. The Organizations database currently has a total of 5,944 records.

- The MCH Web Links page was updated, and three new links added during Year 3. The Links page currently lists 199 of the highest-quality electronic resources that are of most relevance to MCH audiences. 24 sites have been deleted from the Web Links page because they are either no longer available or because their content has changed so they are no longer as useful as they were when selected for the links page. A list of criteria used for selecting links has been posted on the Web site.

- Bibliographies on 35 MCH topics and organization resource lists on 21 MCH topics were updated. Additional new resources developed during 2004 include: bibliographies on bullying, prematurity, and terrorism; ,and organization resource lists on child safety and

maternal morbidity and mortality. Topics for new information products were selected in collaboration with MCHB.

- Library staff have posted final reports received from MCHB in electronic format on the Web site. These final reports are also cataloged into MCHLine®. Through the end of 2004, 24 reports have been posted.
- The MCH Library expanded with the acquisition of new materials. Materials were received in response to a call for materials to MCHB grantees, and through purchases. The MCH Library currently contains 21,348 items and 149 periodical titles.
- MCH Library staff responded to 648 inquiries from the MCH community, health professionals, families, and the public during Year 3. Standard letters are used to reply to e-mail and written correspondence. Library staff continue to respond to inquiries about the Healthy Start program and the Bright Futures program and about copyright issues. Evaluation of reference services is conducted via evaluation forms provided with individual information request responses.

Objective 2: Serve as a national resource on MCH issues of national and regional significance.

- The *MCH Alert* electronic newsletter was published each week to disseminate timely MCH research and findings, policy developments, and information about recently released publications. Subscriptions increased from 4,217 in January 2004 to 4,452 as of December 31, 2004, a 5.6 percent increase. An evaluation of the *MCH Alert* was conducted in Year 3. Among the 1,129 respondents, 88 percent felt that the information provided in the article summaries was "just right." Almost 80% of the respondents forward the MCH Alert to colleagues or constituents, thus broadening the readership base considerably.
- In Year 3, a new Knowledge Path on mental health in children and adolescents was published and a new path on preconception and pregnancy was drafted. Final versions of

five paths were posted; the paths focus on the following topics: adolescent pregnancy prevention, adolescent violence prevention, asthma in children and adolescents, child and adolescent nutrition, and oral health in children and adolescents. Knowledge paths were submitted for review to outside experts. Criteria for evaluating resources were posted on the Web site. Marketing announcements were sent out to MCH audiences and featured on the MCH Library Web site and in the *MCH Alert*. Knowledge paths were evaluated using feedback forms included in each path. Between January and December 2004, knowledge paths were accessed 96,107 times.

- To disseminate MCH information to a broader audience, MCH Library staff posted MCH records to the Combined Health Information Database (CHID). During Year 3 1,039 records were added, 247 records were modified, and 5 records were deleted. The total number of MCH records in CHID is 8,658. CHID online usage summaries show an average of over 82,500 searches per month.
- MCH Library staff completed the third edition of the MCH Thesaurus, a controlled vocabulary of MCH terminology used to enhance the effectiveness of database indexing and searching. The thesaurus is being prepared for posting on the MCH Library Web site.

Objective 3: Make available information on effective community programs.

- MCH Library staff used online searching, current-awareness services, and collaboration with other MCH projects to locate materials on effective community programs. During Year 3, 68 new documents about community programs were acquired for the collection.

Objective 4. Meet the changing information needs of the MCH field.

- To identify information needs, trends, and gaps in services among the MCH public health community, direct care providers, and families, MCH Library staff receive input from the MCHB Advisory Committee, conduct interviews with key informants, analyze data from customer satisfaction feedback forms, and receive guidance from members of

the MCH Library Services Expert Panel and from constituent group meetings. In Year 3 these sources were used to compile a list of suggested new topics for library products.

- Library staff solicited input from a multidisciplinary expert panel on an ongoing basis. Members of the expert panel include nationally recognized representatives from the MCH community (AMCHP), the professional community of librarians (National Network of Libraries of Medicine; Dahlgren Medical Center), training programs in pediatrics and nurse-midwifery at Georgetown University, the National Center for Cultural Competence, and Washington, DC-based MCH programs. See Attachment E for a list of the panel members.

Objective 5. Provide a special focus on information resources not readily available elsewhere.

- MCH Library staff continued to collect and catalog products developed with MCHB funding. During Year 3, 247 MCHB-funded titles were acquired.
- MCH Library staff continued to catalog and maintain special collections of historic materials, including the Vince Hutchins historic materials, the Hiscock Collection on the EPSDT program, and the microfilm collection of documentary sources about the U.S. Children's Bureau from the National Archives. During Year 3, 251 records of historic materials were upgraded, and 8 new records were added to the bibliographic database.
- MCH Library staff maintained contact with the HRSA Information Center (HIC) to ensure coordination of services between the two organizations. Coordination included use of HIC publications for information request responses and acquisition of HIC titles for the MCH Library.

Objective 6. Market the resources of the MCH Library Services project to targeted MCH audiences.

- Library staff promote the MCH Library through direct mailings, e-mail messages, exhibits, and personal contact. Audiences for marketing efforts include MCHB, MCH training programs, professional schools, and professional associations. MCH Library staff coordinate marketing efforts with MCHB staff.
- New information products developed by MCH Library staff were announced in the *MCH Alert*. Links to topic-specific MCH Library resources were included in the *MCH Alert* to enable subscribers to locate additional information on topics covered by feature articles and to access the MCH Library Web site.
- Each time a new information product was created or revised, MCH Library staff notified organizations listed in them and requested that they create a reciprocal link from their site to the product. MCH Library staff also notified other relevant organizations. Over 100 organizations link to our site.
- During Year 3, MCH Library staff exhibited at the DC MCH Citywide Coordinating Conference, the annual meeting of the Association of Maternal and Child Health Programs, MCHB's All Grantee Meeting, and the annual meeting of the American Public Health Association, and participated in a joint exhibit with Georgetown University at the Congressional Black Caucus' annual legislative conference. Library staff also supplied materials for exhibits at the National Institute for Health Care Management's Children's Mental Health Conference, the Communities of Excellence meeting, the National Health Care for the Homeless Conference, and the training institutes on Developing Local Systems of Care for Children and Adolescents with Emotional Disturbances and Their Families.

- Presentations of MCH Library Services were made to the students of the Georgetown University's Nurse Midwifery Leadership in Maternal and Child Health project in the spring and fall semesters, and to the MCH Title V directors via MCHCOM.com.

MATERNAL AND CHILD HEALTH LIBRARY SERVICES
COOPERATIVE AGREEMENT ABSTRACT

Project Title: Maternal and Child Health Library Services
Project Number: CFDA # 93.110 AL
Project Director: Rochelle Mayer, Ed.D.
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Fax Number: (202) 784-9777
E-mail address: mchlibrary@ncemch.org
Web address: <http://www.mchlibrary.info>
Project Period: 1/1/02–12/31/04

PROBLEM:

New knowledge and changing needs leave MCH professionals, families, and the general public in search of current, reliable information on the broad range of MCH topics. Acquiring useful information can be challenging; selecting the best sources from Internet searches and locating helpful, non-catalogued resources is difficult and time-consuming.

GOALS AND OBJECTIVES:

The goal of the MCH Library Services cooperative agreement is to meet the changing needs of the MCH community by providing access to information through a national information and education resource library. Objectives are to:

1. Function mainly as an electronic library.
2. Serve as a major national resource on MCH issues of national and regional significance.
3. Make available information on effective community programs.
4. Meet the changing information needs of the MCH field.
5. Provide a special focus on information resources not readily available elsewhere.
6. Market the resources of the MCH Library Services project to targeted MCH audiences.

METHODOLOGY:

Tasks and activities to meet project objectives include the following:

1. Establish an MCH library Web site that meets accessibility guidelines and provides current information, selected materials, and refereed lists of materials and resources by topic area.
2. Maintain a selected collection of fugitive literature and MCH historical materials.

MCH LIBRARY COOPERATIVE AGREEMENT ABSTRACT (con't)

3. Maintain and expand bibliographic and organization databases. Link databases to the MCH Library Web site to generate information products and to be available for searching; the link enables new information to be available in search results and products immediately after it is updated in a database.
4. Produce annotated bibliographies, knowledge paths, information reviews, and other information products on a wide range of MCH topics.
5. Deliver current-awareness updates through the *MCH Alert*, an electronic newsletter.
6. Solicit and assess materials from the MCH field, focusing particularly on MCHB grantees and resources; collect resources that identify effective community programs.
7. Analyze trends, needs, and resources, both in the MCH field and in technology, to remain on the leading edge of information provision to the MCH community.
8. Promote the MCH Library Web site and its resources by disseminating announcements, establishing reciprocal links with other Web sites, and exhibiting at conferences.

COORDINATION:

Solicit and provide information to organizations representing MCH administrators, the Title V community, researchers and academics, providers, culturally diverse constituents, policymakers, families, the private sector, university-based centers, and state and federal agencies.

EVALUATION:

Evaluation of MCH Library Services activities is used to identify needs, improve materials and services, and track performance. Data sources include Web statistics, product reviews, evaluation forms, subscription data, customer satisfaction surveys, and progress reports.

EXPERIENCE TO DATE:

Project accomplishments include launching and testing a new MCH Library Services Web site; maintaining MCH historical materials, expanding the MCH Library collection and bibliographic and organization databases; updating existing knowledge paths, bibliographies and resource lists and developing new information resources; publishing the MCH Alert newsletter weekly, and exhibiting at MCH conferences. An MCH Library Services Expert Panel and an MCHB Advisory Committee provide guidance on grant activities.

KEYWORDS:

Adolescent health; Adolescents; Child health; Children; Children with special health needs; Databases; Families; Health promotion; Infant health care; Infants; Information services; Information sources; Maternal health; National programs; Online databases; Online systems; Professional education in MCH; Referrals; State programs; Title V programs