

NNLM ALL OF US COMMUNITY ENGAGEMENT NETWORK ANNUAL REPORT

1 MAY 2019 – 30 APRIL 2020
UG4 - YEAR 4

Year by the Numbers

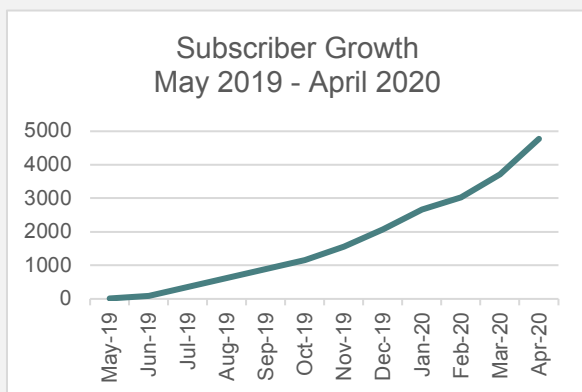
- **654 NNLM members** across the United States have provided awareness of *All of Us* and supported health literacy in their communities.

CEN Website

- Over **15,087 people** visited the CEN website. Of those, **12,511 were first time visitors**
- The top three most viewed web pages were
 - **NNLM Reading Club** (5,900 views),
 - **National Health Observances** (4,600 views), and
 - **About the NNLM Human Genetics Film Kits** (1,300 views).

CEN Newsletter

- **4,774** subscribers (overall subscriber growth)
- **19** bulletins
- **18.40%** open rate
- **10.25%** Click rate



CEC Goals for Year 4

- **Enhance the knowledge of librarians** of health information and programming, including on precision medicine, grounded on cultural humility
- **Coordinate and support community engagement and programming activities** across NNLM regions including activities to raise awareness of *All of Us*
- **Coordinate partnerships** between public libraries and medical libraries and other NNLM members in the area
- **Support *All of Us* community engagement activities** by leveraging public libraries as community conveners where the public can find help locating information meeting spaces, and access to technology

Key Accomplishments

Consumer Health Information Specialization (CHIS) National Sponsorship

- **94 library staff** were funded to receive their CHIS.
- **4 CHIS recipients** were highlighted in the CEN newsletter through the *CHIS Spotlight* feature

Updated NNLM Training

- Collaborated with the NNLM National Training Office (NTO) to update the following NNLM Courses:
 - **Health in the Headlines**
 - **From A(norexia) to Z(its)**

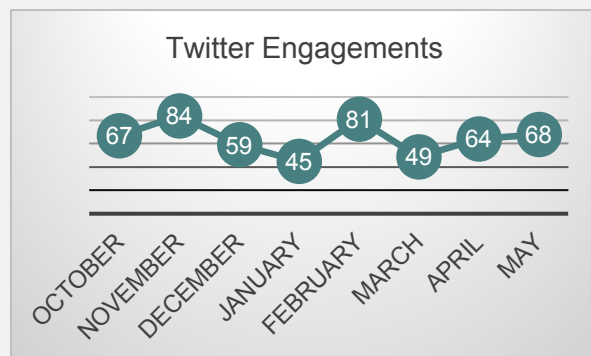
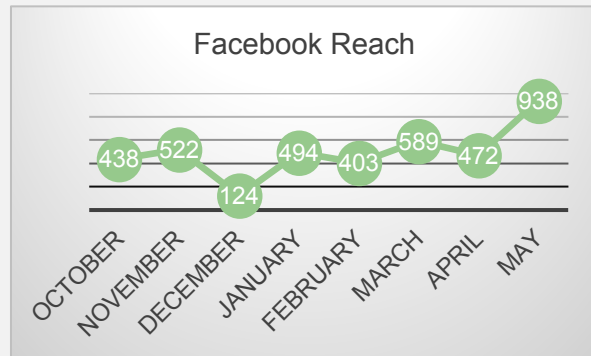
Presentations, Exhibits, & Manuscripts

Presentations

- Multi-Site and Multi Level Evaluation of the NNLM *All of Us* National Program (AEA; November 2019)
- Leveraging Technology to Conduct Usability Evaluation of an Online Toolkit (AEA; November 2019)
- Impact of a CHIS Sponsorship Program on the Capacity of Public Library Staff to Provide Health Information to their Community (MLA; May 2020)

CEN Social Media Analytics

- **174 Facebook** followers
- **195 Twitter** followers



JoinAllofUs.org/nlm Referrals

- **2,700 clicks** to joinallofus.org/nlm from
 - **184 clicks to Join Now**
 - **44 clicks to Get Started**

All of Us Partnerships

- The *All of Us* Journey visited **31 libraries** in **19 states**, enrolling **788 people** in the program
- NNLM established partnerships with **28 organizations** across the *All of Us* consortium resulting in collaborations on **14 joint activities**

Manuscripts Submitted

- National Health Observances Manuscript (submitted)
- Consumer Health Information Specialization Manuscript (R&R)
- Value of the Community Engagement Network Proposal (submitted)
- Community Engagement Toolkit Evaluation manuscript (in progress)

Exhibits

- Public Libraries Association Conference, 2020
- American Libraries Association Annual Conference, 2019
- American Libraries Association Midwinter Conference, 2020

Copycat Awards

- Copycat award developed for the Wash & Learn Initiative (WALI-Health)

Program Infrastructure Developed

- 1 carryover proposal written and funded: Building a Sustainable NNLM *All of Us* Community Engagement Network Infrastructure
 - 1 virtual infrastructure retreat held in March 2019.
- List of *All of Us* Priority Health Topics finalized
- NNLM *All of Us* National Program Communications Plan finalized
- Regional community engagement plans updated
- NNLM *All of Us* CEN Design Workspace developed

Reporting & Evaluation

- Program logic models updated
- NNLM *All of Us* National Program Evaluation Plan and Rubric finalized
- Network Ninja procedures finalized
- Standard evaluation instrument for program kits finalized

Cultural Humility

- Cultural Humility standards developed
- Cultural Humility Advisory Team established
- Cultural Humility training incorporated into NTO training

Human Genetics Film Kit

- **250 film kits** were awarded to public libraries

Precision Medicine Traveling Exhibit & The Future of Health Care

- Traveling exhibit and companion webpage designed

NNLM Speakers Bureau

- Speakers Bureau database developed

Digital Literacy Campaign

- Partnered with Wisconsin Health Literacy to
 - develop an on-demand course on digital health literacy;
 - develop curriculum material for library staff;
 - offered 1 webinar in which **285 NNLM members** registered and the recording has been viewed **668 times**
- Digital Literacy Curriculum Materials developed
 - Slide deck has been downloaded **140 times**
 - Program script has been downloaded **117 times**
 - Handout 1 has been downloaded **62 times**
 - Handout 2 has been downloaded **145 times**
 - Handout 3 has been downloaded **122 times**

StoryCorps Partnership

- **2 presentations** given by StoryCorps at the
- 1 webinar offered to PLA members:
 - **932 public library staff** registered
 - **407 public library staff** attended
 - recording was viewed **1,245 times** in **30 days**

National Health Observances (NHO) Material

- NHO materials downloaded **37,660 times**

Community Engagement Toolkit

- The Community Engagement Toolkit has been viewed **668 times** in the past year.
- Received funding for the CEN Strategic Projects Development Plan
 - **9 projects** funded by the NNLM were identified as successful examples of community engagement.

Libraries as Partners in Health: An NNLM Seminar on Consumer Health at ALA 2019

- **43 library staff** in attendance
- **14 out of 22 survey respondents** talked with someone about *All of Us*.

Association of Rural & Small Libraries

- **72 NNLM & ARSL members** registered for a joint-webinar promoting the ARSL & NNLM partners
- **99** of the 250 Human Genetics Film Kits went to ARSL members

Public Libraries Association

- Published a press release and advertised the NNLM digital literacy campaign to PLA members

Carryover Proposals

- **11 carryover proposals** written by CEC staff

Libraries Without Borders

- Began phase 1 on the WALI-Health National Model

NNLM Consumer Health Community of Practice

- Developed and launched a pilot Community of Practice for consumer health
- Hosted a workshop on cultural humility in public libraries in partnership with DeEtta Jones ahead of PLA 2020. **16 public library staff** attended.

COVID-19 SPOTLIGHT

Virtual Engagement

- Begun development of virtual engagement plan in partnership with TEC