

## Region 1 Ambassadors Program

### Statement of Purpose

The purpose of the NNLM Region 1 Ambassador Program 2021-2026 is to establish and enhance a member-driven governance structure to guide and support Region 1 health information outreach toward achieving health equity throughout the region.

### Objectives for Ambassadors

- Provide health information resources and training to underserved and underrepresented groups that are priority populations of the National Library of Medicine (NLM). This training may be direct to community groups or train-the-trainer to equip community advocates to extend NLM's reach with more community trainings.
  - *During the first program year, underserved, underrepresented, and NNLM priority populations will be identified in 75% of all activities of Senate leads.*
- Act as ambassadors for NNLM services and resources, communicating health information needs to Region 1, and working with NNLM toward remediation of those needs.
  - *Ambassadors will engage with NNLM Members within their state.*
- Act as a field force in their state to identify potential partners for outreach and training.
  - *Ambassadors will engage with non-NNLM organizations in their health information outreach.*

The Ambassadors Program will consist of up to three Ambassadors in each of the states within Region 1. If no Ambassador is identified in a state within Year 1, the NNLM Regional Medical Library will continue to recruit for Ambassadors until that position is filled. Region 1 consists of Delaware, Kentucky, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia, West Virginia, and the District of Columbia. Ambassadors are individuals, affiliated with a Network Member organization, who possess expertise in community outreach and familiarity with NLM/NIH resources.

Ambassadors will perform outreach in their state to groups unaffiliated with their institutions thereby reaching populations previously unserved. Training sessions highlight NLM/NIH resources, such as MedlinePlus® and PubMed®, and include instruction of, at least, one full NNLM class. Targeted outreach efforts may include other resources such as regional resource guides as appropriate for specific audiences, inclusive of appropriate U.S. government sites, or quality organizational sites, such as nutrition.org, that align with NNLM priority topics or initiatives.

Ambassadors are encouraged to exhibit at health fairs or appropriate conferences. Based on projected attendance, additional Ambassadors, volunteers, or NNLM staff may also participate in the exhibit. For conference exhibitions, Ambassadors will collaborate with NNLM to plan accordingly.

Quarterly Ambassador meetings, convened by NNLM, will serve as a bi-directional communication vehicle between Ambassadors and NNLM as well as Ambassador to Ambassador. Community health information needs, resource development and training, and local opportunities for outreach will be common topics for discussion. 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
- Program development for community-based organizations, faith-based organizations, and libraries
- Creation of resource guides focusing on local health information needs
- Dissemination of pre-packaged NNLM training resources tailored to local needs
- Partnership cultivation with local health collaboratives or grass-roots organizations to produce age-appropriate health information content for community members throughout the lifespan
- Representation of NNLM at local/community health fairs and conferences

## Other Involvement

Ambassadors may wish to partner with other NNLM members to apply for larger outreach awards offered by NNLM. Examples include:

- Partner with a library in the development of a health information outreach award.
- Develop a successful Technology and Digital Divide project proposal that addresses the digital divide and makes meaningful gains toward health equity.

## Remuneration

Ambassadors will receive remuneration, training, and direction from Region 1, according to the Memorandum of Understanding (MOU). Within an annual budget of \$1500 per Ambassador, expenses related to outreach (travel, printing, etc.) and up to \$300 per community outreach event (training sessions, exhibitions) will be paid.