

# Reflections on 3Ns: Networks, NTKN, and the NNLM

Presentation to the Transportation Librarians Roundtable  
13 August 2020

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National Library of Medicine

# Some questions for the afternoon

1. How do transportation professionals value scientific knowledge?
2. Information communications?
3. Is there user understanding of the cost of literature and access to literature?
4. How are cooperative reference services accomplished in health and medicine?
5. Applied & engineering perspective vs basic research perspective
6. How can information professionals come to a better understanding of their intellectual capital and help their higher ups to understand it as well? (Bob Sweet, 30 July 2020 TLR)



Network of the  
National Library of Medicine

**FROM:**

*NATIONAL NETWORK OF  
LIBRARIES OF MEDICINE*

**TO:**

*NETWORK OF THE NATIONAL LIBRARY  
OF MEDICINE*



# Regional Medical Library beginnings

In early 1964 President Lyndon B. Johnson appointed the President's Commission on Heart Disease, Cancer and Stroke, chaired by Michael E. DeBakey, M.D. The commission was appointed to develop a "battle plan" for the defeat of these three diseases. In noting the importance of communicating to practicing health professionals the results of scientific research in the conquest of disease, the commission cited the poor condition of the nation's medical libraries and stated that

**"...unless major attention is directed to improvement of our national medical library base, the continued and accelerated generation of scientific knowledge will become increasingly an exercise in futility" [2:25].** (Alison Bunting, 1987, p. 2)

# NNLM ANNUAL REPORT FOR 2019-20

## Year in Review

- 8,200+ members
- 342 projects funded
- \$5,107,369 funding awarded for projects
- 560 cities or towns reached
- 7,500 participants in activities monthly

### National Network of Libraries of Medicine

Annual Report: 1 May 2019 – 30 April 2020 (UG4 Year 4)

#### Year by the Numbers

- 8,261 member organizations
- 4,061 activities reaching 1,535,665 participants
- 563 projects conducted by 306 lead organizations
- 342 projects and 1,513 activities funded
- Class with highest registration: *Putting the Self back in Self-Care: Wellness in the Time of COVID-19* (699 registrants)

#### NNLM.gov Website Data

(1 May 2019 - 30 April 2020 compared to 1 May 2018 - 30 April 2019)

- A 41% increase in pageviews and user sessions from the previous year (1.5 million pageviews and 658,000 sessions during reporting period)
- Total users increased 67% (499,872 vs. 299,416 users)
- New users increased 68% (495,365 vs. 295,571 users)
- Numbers of sessions increased 54% (658,262 vs. 427,465 sessions)
- Among 10 most viewed pages:
  - Health Literacy
  - Discover NNLM Training Opportunities
  - Free Materials
  - Class Catalog
  - Evaluating Health Websites
- Most watched video: *Providing Virtual Programming in a Health Crisis* (over 3,000 views in a 6-week period)

As the field force of the National Library of Medicine across the U.S., the National Network of Libraries of Medicine (NNLM) performs various types of activities in the regions and communities served.

- Engagement: NNLM reaches health care professionals and consumers to promote the biomedical resources of NLM, facilitates biomedical and health research through data management; and communicates research results to the public.
- Training: NNLM offers online learning and in-person classes to support the effective use of NLM information products and services by librarians, health professionals, researchers, and the public.
- Funding: NNLM funding awarded for outreach and engagement projects supports partnerships and activities that provide training, presentations, demonstrations, technology improvements, and exhibits.

#### Key Program Accomplishments:

NNLM Community Engagement Network accomplishments:

874  
BOOK-TALK PROGRAMS

1,100  
NEW MEMBERS  
REGISTERED  
TO THE NETWORK

195  
VIRAL ACTIVITIES

853  
IN-PERSON ACTIVITIES

87,813  
NETWORK

**All of Us Training and Education Center accomplishments:**

7  
NEW COURSES

1,355  
NEW USERS

2,207  
COURSE COMPLETIONS

**All of Us RESEARCH PROGRAM**

Partnership with the NNLM: Program goals are to increase awareness about the All of Us Research Program through public libraries and operate and maintain the All of Us Training and Education Center.

- **Citizen Science:** Citizen Science allows scientists and the public to collaborate on projects to answer scientific questions and expand scientific knowledge. During NNLM's Citizen Science Month social media takeover March 8-14, 2020, the @SciStarter and @SciSciMonth Twitter pages gained 74 new followers, had 79.5K impressions, 1.4K engagements, and 154 link clicks. In April 2020, more than 200 citizen science month events were held.
- **HIV/AIDS Information Outreach:** Founded in 2019-2020, the NNLM HIV/AIDS Coordination Center's (NACC) goal is to enhance communication with current, past, and potential NLM HIV/AIDS Community Information Outreach Project (ACOP) awardees and community based organizations working on HIV initiatives to improve their access to trusted HIV/AIDS information resources. The *Continue the Conversation* blog was launched in October 2019, and a Twitter account was launched in November 2019 to share information and resources.
- **Wikipedia Edit-a-Thon:** The Network's #citeNLM Wikipedia Edit-a-thons are held bi-annually to increase access to NLM's trusted, high-quality health information. Spring 2020 Edit-a-thon resulted in 3 virtual events, including 49 editors and 160 new citations to 77 preventive health and wellness articles on Wikipedia that received 1.97 million views.

**NIH National Library of Medicine**

- NNLM Evaluation Office (NEO)
- NNLM Public Health Coordination Office (NPHCO)
- NNLM Training Office (NTO)
- NNLM Web Services Office (NWSO)
- NNLM HIV/AIDS Coordination Center (NACC)
- NNLM All of Us Community Engagement Network (GEN)

#### COVID-19 SPOTLIGHT

The COVID-19 pandemic had significant impacts on the NNLM program beginning in March 2020. NNLM's activities in response to the pandemic are a key component of the National Library of Medicine's (NLM) activities. A majority of NNLM's staff transitioned to working from home and supported Network members' staff in their responses, from providing training to convert to virtual programming while accelerated learning plans to aid capacity-building while library spaces are closed. Some highlights are as follows:

- 32% increase in class registrations from March 15 to April 15, 2020.
- National Training Office (NTO) produced an accelerated learning plan for the Consumer Health Information Specialization (CHIS), providing librarians an easy-to-follow guide to obtaining their CHIS credentials.
- NTO with NLM OET staff tripled their live PubMed classes this spring, in preparation for the May 2020 launch of the new PubMed.
- Increased Moodle and webinar attendance. The Diversity, Equity, and Inclusion *webinar series* and GMR Kernel of Knowledge *webinars* in response to the pandemic have been extremely popular.
- 42 projects with subawardees granted a no-cost extension to complete the project, 48 projects not completed due to COVID-19 out of 157 total NNLM projects in Year 4.

#### Projects Funded

45

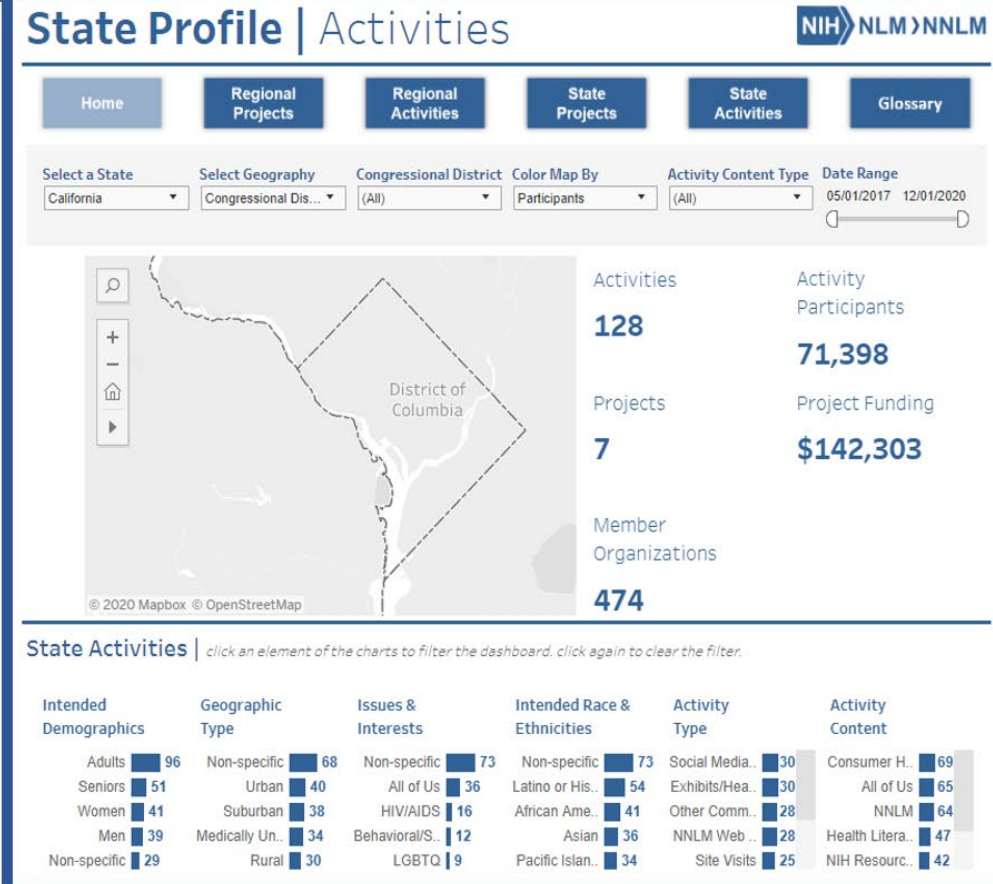
- Data
- Exhibit
- Improvement
- Outreach
- Professional Development

#### Offices & Centers

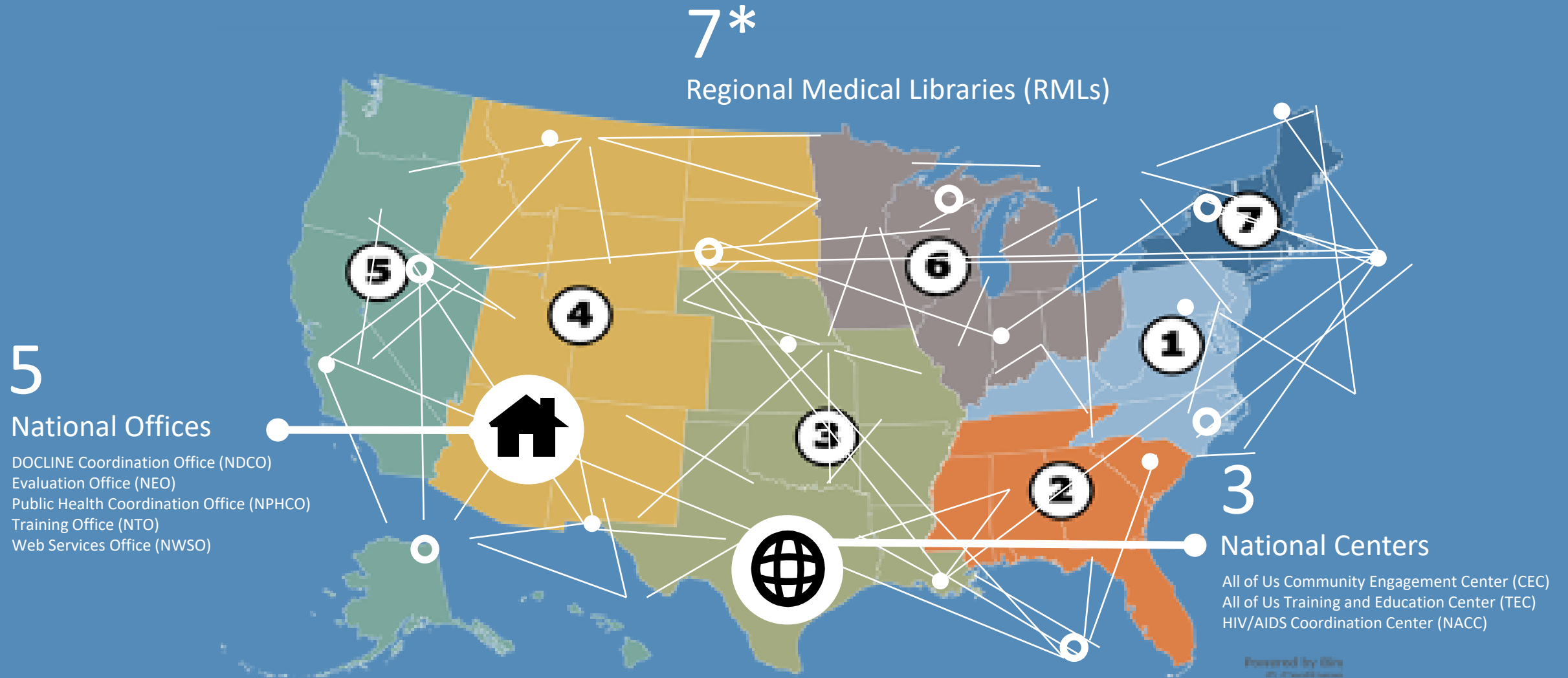
Offices, and Centers are the infrastructure that makes NLM's outreach successful, 20 accomplishments of each RML, Office, and Center.

# Network Performance Measures

1. Continually **build an inclusive, diverse Network** through membership management;
2. **Engage Network members** in carrying out the mission of NNLM;
3. Employ **multiple methods and bidirectional communications** channels to inform regional activities;
4. Maintain a **robust outreach and education program** reaching the region's communities and responsive to their needs;
5. Contribute to the development and implementation of **national and multiregional initiatives** – originating from national or local levels – that align with NLM's scope;
6. Where possible, appropriate, and reasonable, **leverage non-Network partners** in the accomplishment of #1-5 above;
7. **Regularly assess** program and project performance in accomplishing aims #1-6 above.

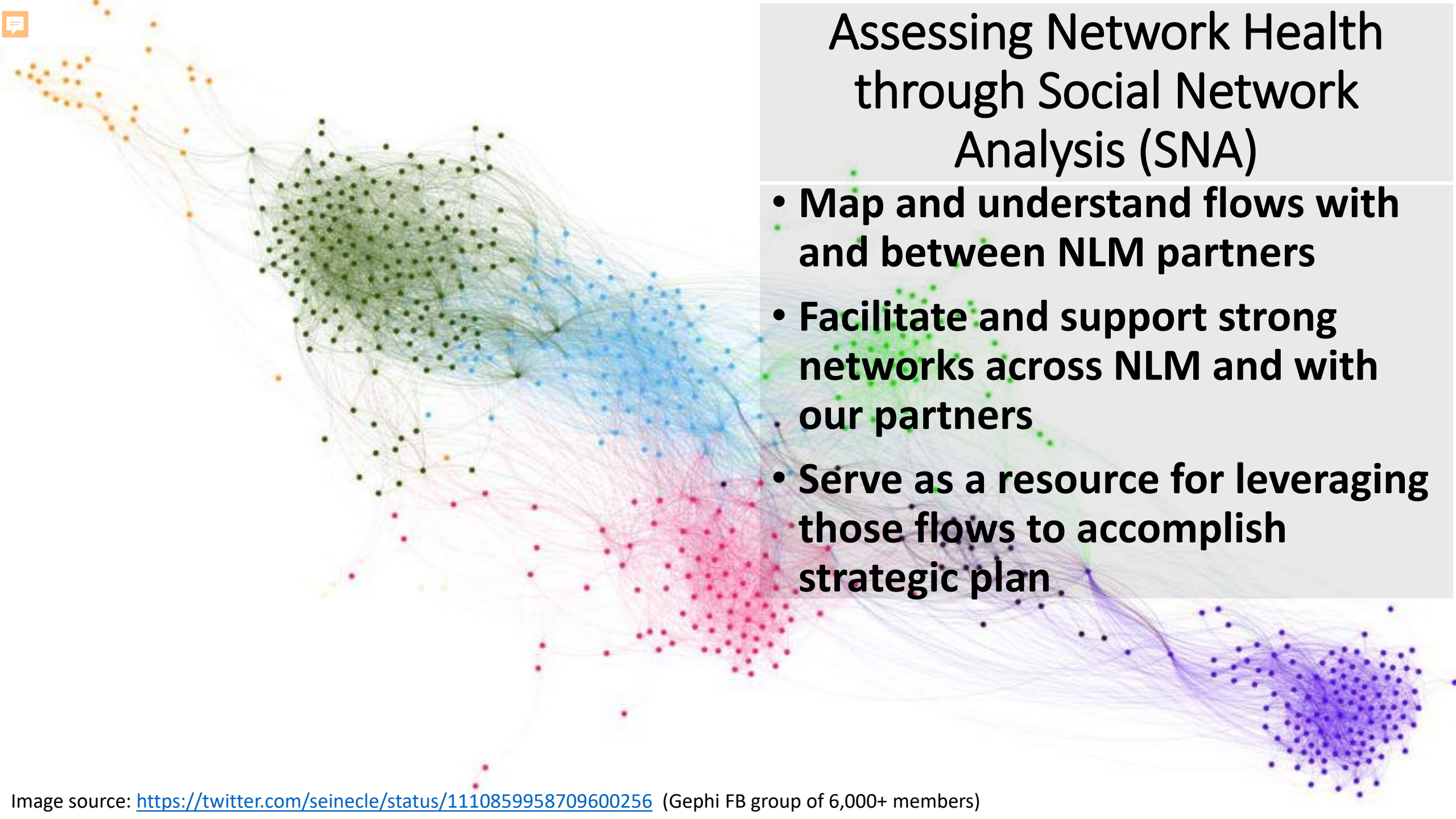


# Network of the National Library of Medicine



# Assessing Network Health through Social Network Analysis (SNA)

- Map and understand flows with and between NLM partners
- Facilitate and support strong networks across NLM and with our partners
- Serve as a resource for leveraging those flows to accomplish strategic plan







# Hospital Libraries: Answering the Call

“The groundbreaking 1992 Rochester study (Marshall) and the 2013 follow up (Marshall) showed the vast majority of physicians changed the course of patient treatment based on library-provided information—80% in 1992, 75% in 2013.”

- assess the information needs;
- make info available
- specialized skills and knowledge of how information is organized are needed to answer complex clinical questions



### About the Public Health Coordination Office

The NNLM's Public Health Coordination Office (NPHCO) provides access to journals, e-books, databases and research through the Public Health Digital Library ... [see more](#)

### What's New!



#### Remote Access to PHDL

Visit the [PHDL me this! blog](#) for lists of new journals, ebooks and databases.

### Education

NPHCO offers classes and webinars on best practices for using the Public Health Digital Library.

Classes focus on

- Search Tools
- Personalizing PubMed
- Using STAT!Ref to locate e-Books
- How to order articles not in the PHDL collection
- Public Health Classes from the

# Public Health Digital Library

PHDL e-Resources: search for items in your holdings

All Journals Books Databases

Search:  Search

[Back to the classic search](#) | [Advanced Search](#)

Browse by letter:

0-9	A	B	C	D	E	F	G	H	I
J	L	M	N	O	P	R	S	T	V
W	Z	All							



PubMed

The Public Health Digital Library has many databases that you can use to search for subject specific information. See [PHDL e-Resources](#) databases for a complete list.

### E-Books by STAT!Ref



### Finding Resources

- See a complete list of resources in the [Public Health Digital Library](#)
- Using [Searchable Databases](#) to locate articles
- Using [STAT!Ref](#) to search for e-Books
- Search [PubMed](#) for access to journal articles



### Using the Library

Tips and tricks on using the digital library

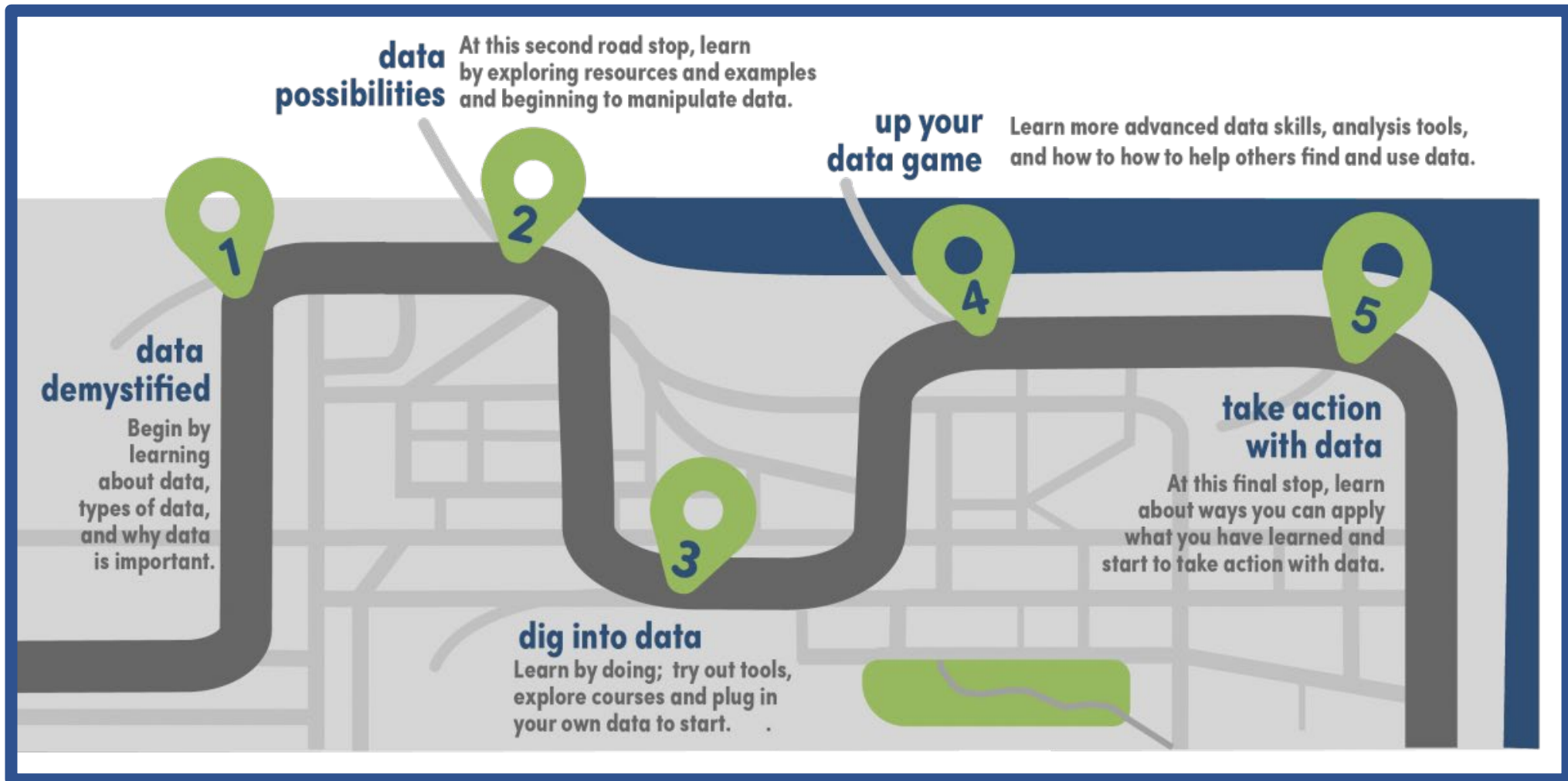
# Supporting the Public Health Workforce



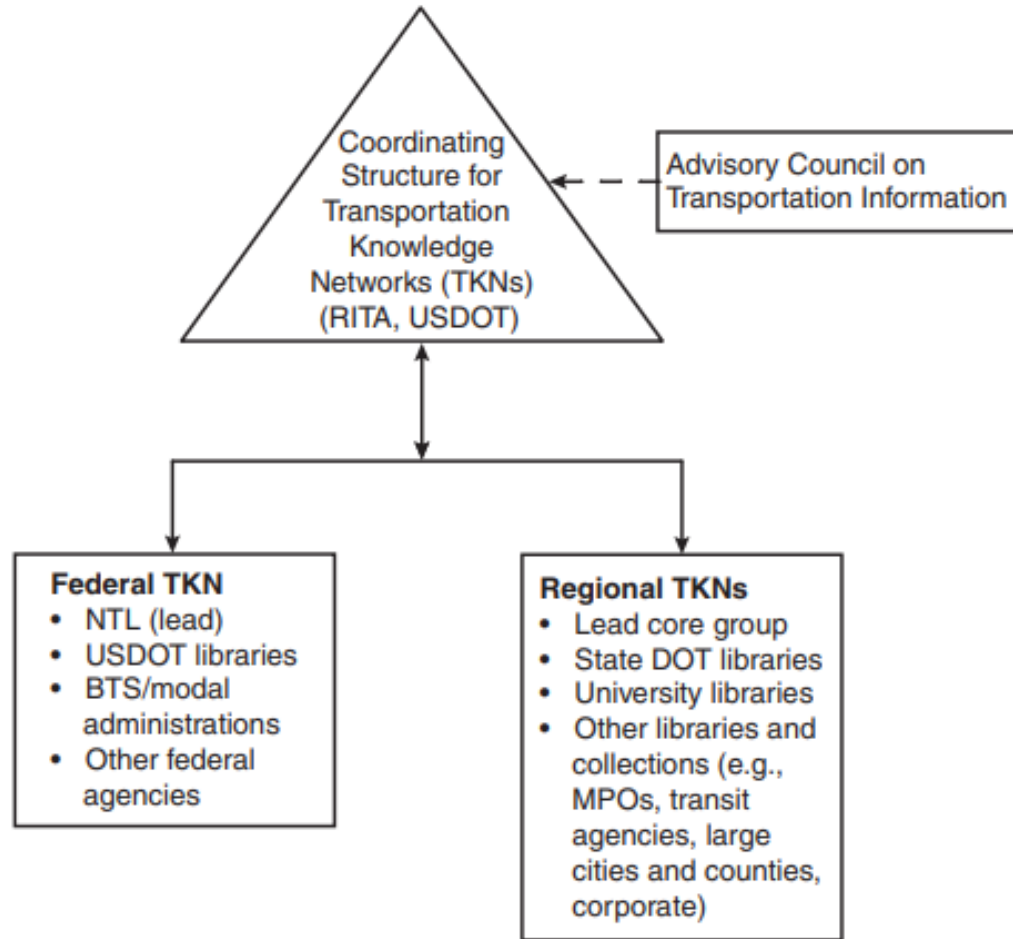
unique custom functionality, and highlighting specific datasets.

### PolicyMap Quick Start

# Supporting LIS Professionals in Data Science



# NTKN



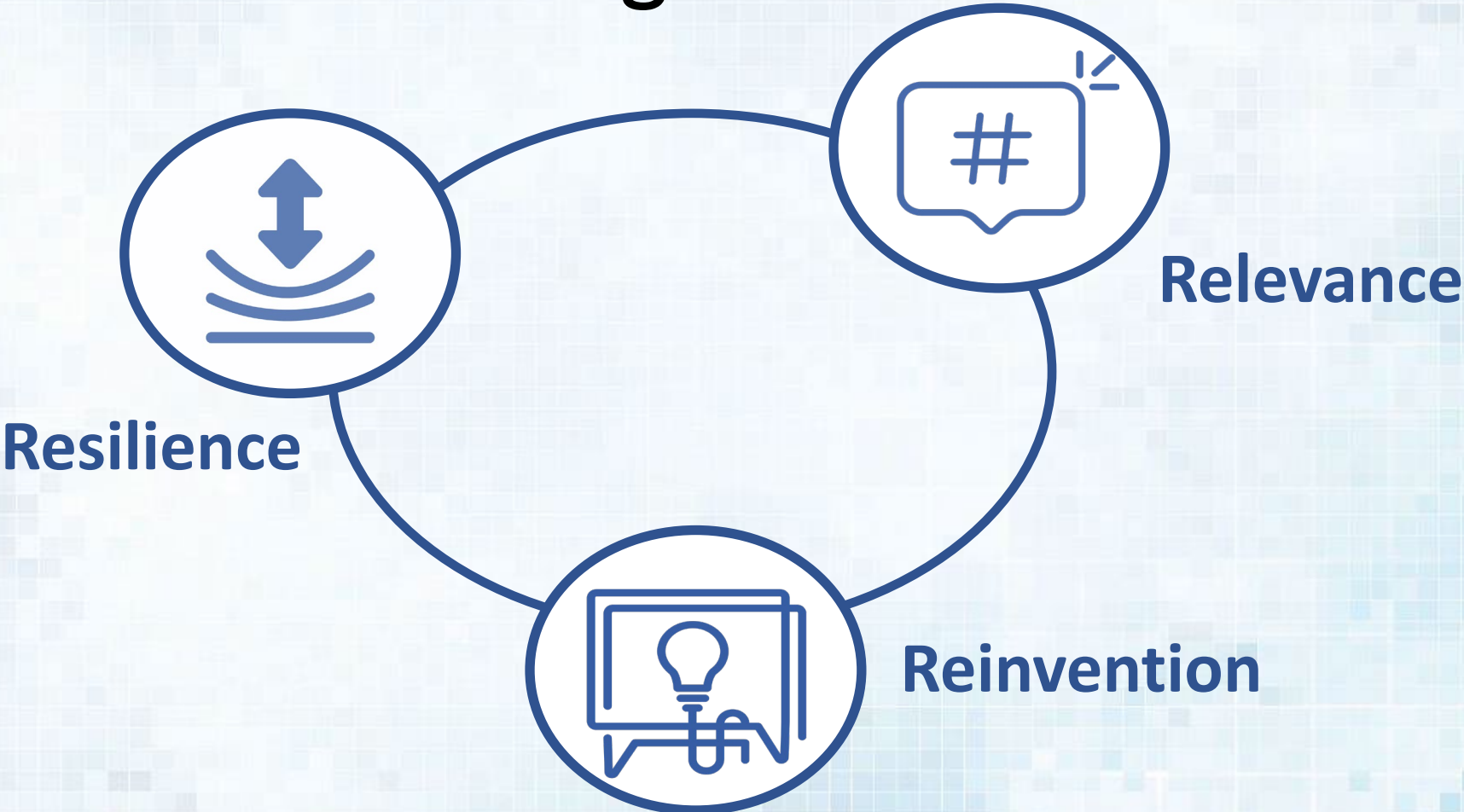
**FIGURE ES-1** Proposed nationwide system for transportation information management. (BTS = Bureau of Transportation Statistics; MPO = metropolitan planning organization; RITA = Research and Innovative Technology Administration.)

# NNLM





# Reflections: NTKN Leading NLM



# Reflections: Areas where NNLM activities may inspire NTKN

- Information Needs
- Workflows
- Making the Case for Our Value and Lane
- Identifying and Cultivating Champions
- Pilot activities

# Revisiting questions for the afternoon

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Thank you!