Piecing It Together with Outreach Evaluation Resource Center (OERC)'s Planning and Evaluating Health Information Projects Booklets

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The Outreach Evaluation Resource Center (OERC) provides support for health information outreach evaluation through the National Network of Libraries of Medicine (NN/LM). In 2013, OERC released the second edition of the Planning and Evaluating Health Information Outreach Projects booklets.

The Health Sciences Library at Baystate Health identified an objective to use these booklets to plan and evaluate a community engagement project done in collaboration with The Literacy Project, an adult literacy organization operating in Franklin County, Massachusetts.

Objective

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Objective

The structure of our community engagement project, guided by the OERC booklets:

Step 1: Discovered lack of library-initiated health information outreach to Franklin County, MA.

Step 2: Learned that nonprofit The Literacy Project had previously received hospital community benefits funding for health literacy project focusing on print materials.

Step 3: Confirmed the most prevalent diseases and social determinants of health in the 2013 Community Health Needs Assessment for Franklin County.

Step 4: Identified inputs, activities and outcomes for community engagement project with The Literacy Project to teach online health information resources.

Step 5: Based assessment questions on short-term desired outcomes (e.g. increased awareness of library resources, increased confidence in searching for health information).

Step 6: Designed a blend of opinion scale survey questions with open-ended survey questions.

Methods

Conclusions

The OERC booklets provide practical suggestions for planning and evaluating health information projects.

Lessons Learned: Choose the elements that best meet the circumstances of the project—no need to do everything listed in the booklets!

Impact: Writing the final report was simplified by adhering to the structure provided by the booklets.

The OECR booklets are available for download at https://nnlm.gov/evaluation

Additional resources are located at http://guides.nnlm.gov/oerc/tools

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