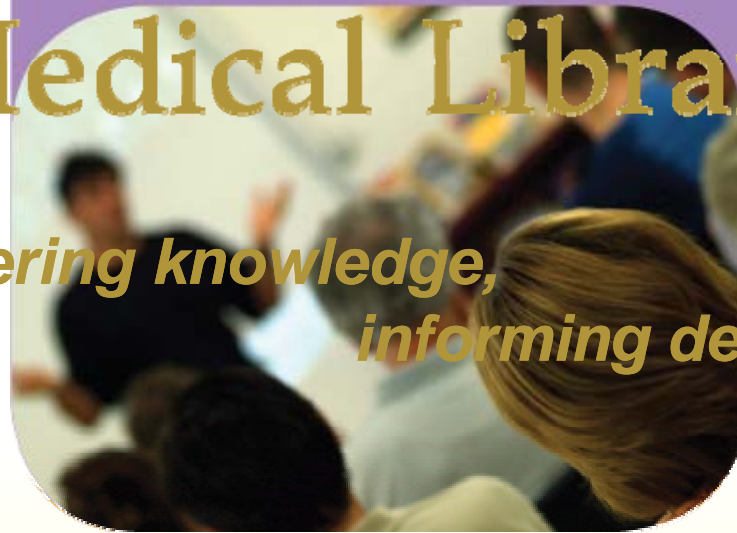


# BECKER Medical Library

*Delivering knowledge,  
informing decisions*



 Washington University in St. Louis  
SCHOOL OF MEDICINE

# MOSHI

Mobile School Health  
Information Initiative

*Creating health information champions  
among K-12 librarians in St. Louis*

Will Olmstadt, MSLS, MPH, AHIP

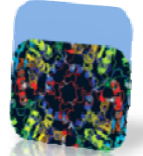
Judy Hansen, MLIS, MAEd

Robert Engeszer, MLS, AHIP

Principal Investigators

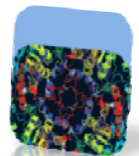
# Origins

- Success of October 2009 pilot course
  - 18 K-12 librarians and health educators
  - Average course satisfaction 4.625 of 5
  - Multiple requests for materials to use
  - Requests to deliver the course elsewhere
- Prompted application for funding
  - Continuity of Health Information Award



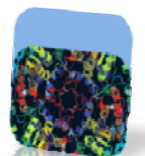
# Project MoSHI

- Began January/February 2010
- Goals
  - Create health information champions among K-12 librarians, building their capacity to be health information leaders within their own organizations
  - Come away from the course with ideas about integrating health information across the K-12 curriculum
  - Provide the confidence to foster collaboration with school administrators, counselors, and school nurses
  - Develop critical thinking skills to *evaluate* health messages through the lens of media literacy, consistent with grade-level expectations in Missouri schools



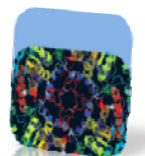
# Award structure

- 90 hours of part-time employee wages
- New laptop and projector
- Mileage and some travel
- Workbook reproduction
- Marketing premiums
- Minimum of 3 classes in metro area



# Promoting the project

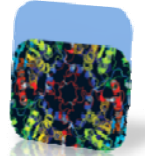
- Word-of-mouth
- Previous participants
- List-servs
- Newsletters
- American Public Health Association
- Medical Public Affairs on campus





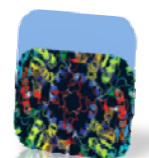
# Revised curriculum

- MedinePlus
- KidsHealth.org
- Additional NLM products (if time)
- Curriculum Connections
- Evaluating messages
  - National Association for Media Literacy Education
- Hands-on practice (if available)
- Trimmed to 1 – 1 ½ hours





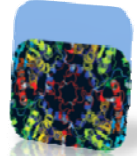
# Sessions and participants



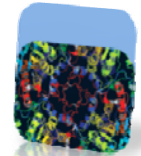
Session	Location	Participants
Kirkwood district	Kirkwood, MO	9
St. Louis Regional Library Network Tech EXPO 5	St. Louis, MO	16
Missouri Association of School Librarians	Osage Beach, MO	5
Archdiocese of St. Louis librarians & teachers	Richmond Heights, MO	17
Mary Institute & St. Louis Country Day School	St. Louis, MO	Nov. 2010
Parkway district	St. Louis, MO	Dec. 2010
Total as of October 2010		47

# Evaluation

- Two-pronged
  - In-person evaluation in workbook
    - Managed with Access database
  - Follow-up evaluation either 3 or 5 months via Survey Monkey
    - Managed with Survey Monkey's analysis
    - One reminder to non-respondents
  - Human Research Protection Office

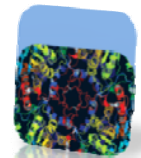


# Evaluation



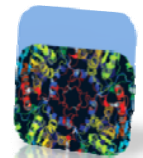
Timeframe	Responses	Did we meet?
Overall	80% response rate	
Short-term	40 in-class evaluations (85%)	✓
Near-term	51%	✗

# Short-term results



Objective	Results	Did we meet?
1a. 80% of participants have at least one idea	Nearly 100%	✓
1b. 80% of participants report at least one resource they learned	Nearly 100%	✓

# Near-term results



Objective	Results	Did we meet?
1c. 50% of participants report increased confidence	66.7% report increased confidence	✓
1d. 50% of participants report continued use of MoSHI or NLM products	Chart on next slide	✓

# Near-term use of curriculum

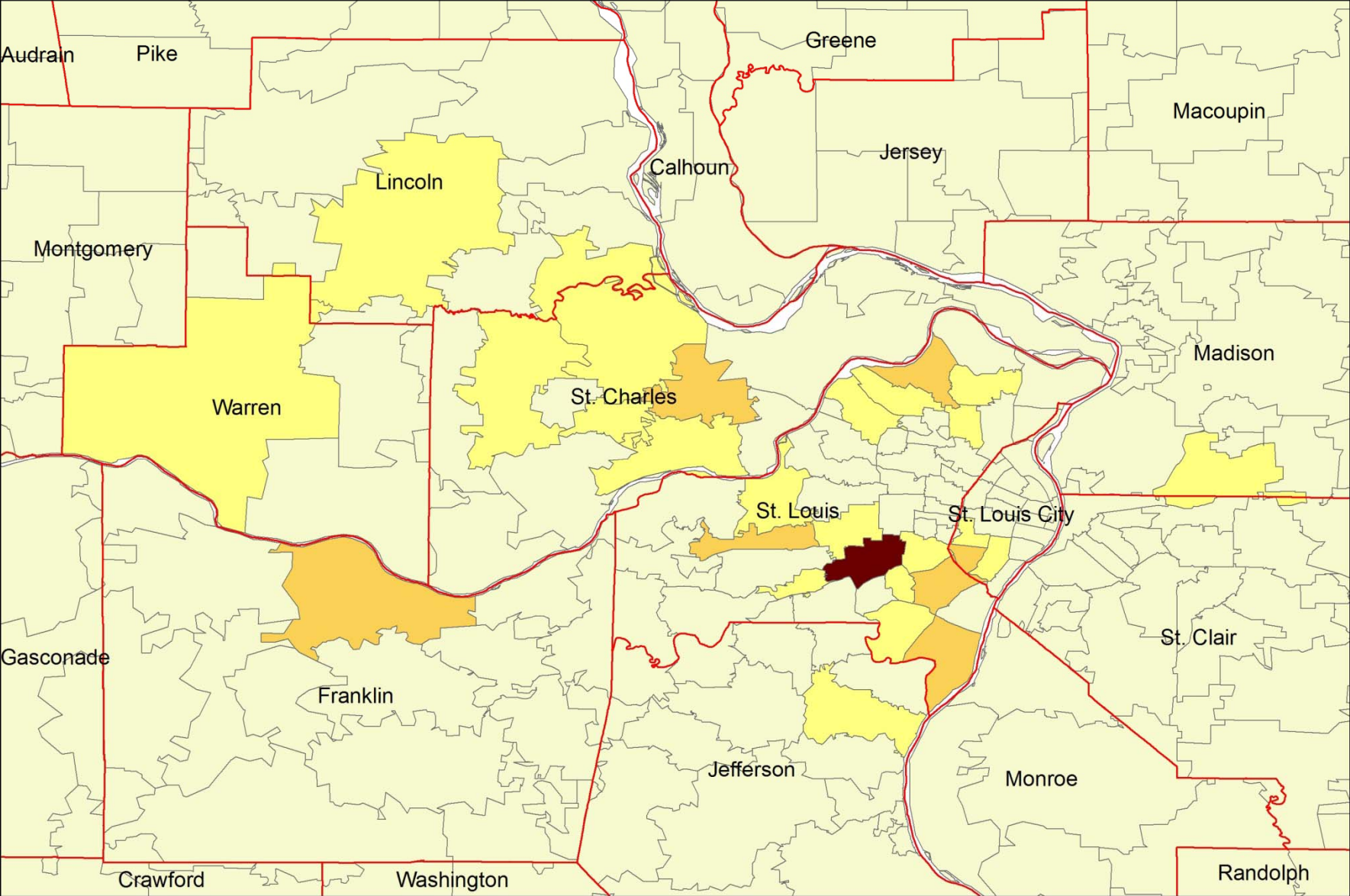
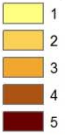
Since the MoSHI presentation, which of the following credible health information web sites have you continued to use, and for what purpose have you used them?

	Used for my school (teachers, students, administrators, parents)	Used for myself	Response Count
MedlinePlus.gov	90.0% (18)	75.0% (15)	20
KidsHealth.org	87.5% (14)	50.0% (8)	16
AIDS Info	0.0% (0)	0.0% (0)	0
Genetics Home Reference	100.0% (1)	0.0% (0)	1
Household Products Database	83.3% (5)	50.0% (3)	6
NIH Senior Health	100.0% (4)	25.0% (1)	4
Partners in Information Access to Public Health	50.0% (1)	50.0% (1)	2
ToxMystery	100.0% (2)	50.0% (1)	2
ToxTown	100.0% (6)	16.7% (1)	6
		Other (please specify)	2
		<i>answered question</i>	20
		<i>skipped question</i>	3

# Project MoSHI Metropolitan Impact by ZIP Code

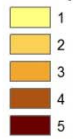
July 2010

Participants



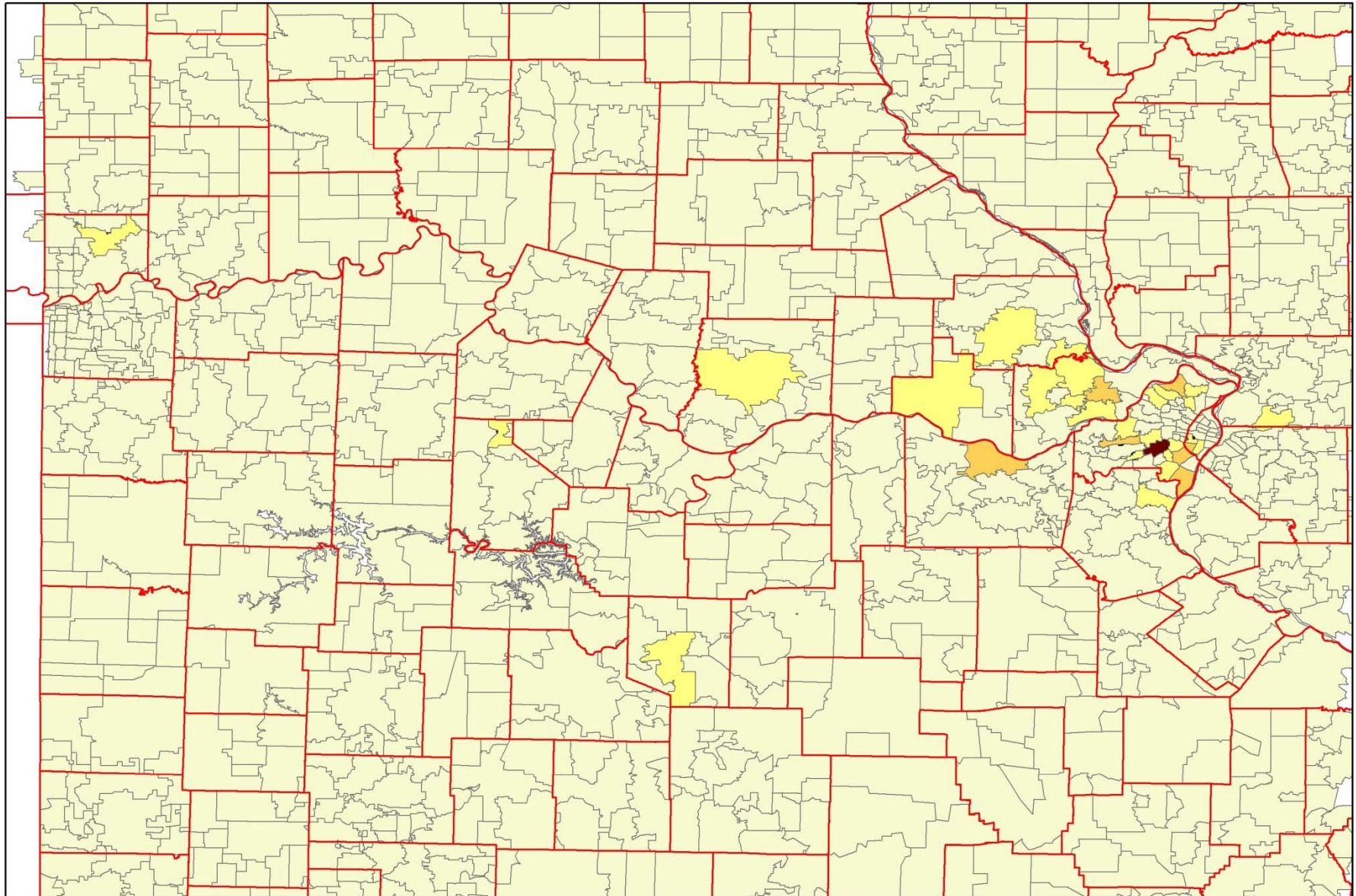


Participants



# Project MoSHI State Impact by ZIP Code

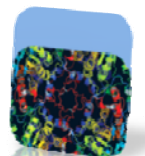
July 2010





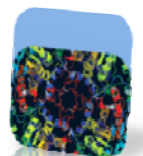
# Impact

- Pilot curriculum used at Soldan HS
- Curriculum materials used for
  - “Web sites of the week”
  - AP Anatomy, AP Forensics, AP Chemistry
  - List-serv reaching 288 parents
  - Gifted & Talented unit on brain function
  - Middle school unit on heart health



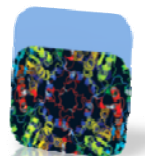
# Lessons Learned

- School librarians may become scarce
- Targeting school librarians is difficult
- Revising pilot class
- Unanticipated redesign of MedlinePlus
- Emerging threats (K2 marijuana substitute) not well-covered



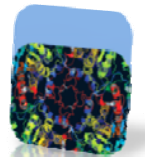
# Lessons Learned

- More granular evaluation
- Great interest from our faculty
  - Model for working with patients & providers
- Right mix of people
  - Former school librarian
  - 2 experienced health science librarians



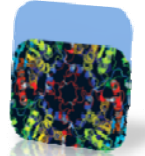
# Limitations

- No linked evaluations
- No control measures
  - Not causal relationship
- Summer break interruption
- Response rates at follow-up
- Self-report



# The Unexpected

- “Some whacko parents don’t trust government web sites.”
- Curriculum too general
- Need to work through a lesson plan
- Imprinted items took longer than allotted



July 10, 2010

## Synthetic Marijuana Spurs State Bans

By MALCOLM GAY

ST. LOUIS — Seated at a hookah lounge in the Tower Grove district, Albert Kuo trained his lighter above a marbled glass pipe stuffed with synthetic marijuana. Inhaling deeply, Mr. Kuo, an art student at an area college, singed the pipe's leafy contents, emitting a musky cloud of smoke into the afternoon light.

Mr. Kuo, 25, had gathered here with a small cohort of friends for what could be the last time they legally get high in Missouri on a substance known popularly as K2, a blend of herbs treated with synthetic marijuana.

"I know it's not going to kill me," said Mr. Kuo, who likened the drug's effects to clove cigarettes. "It's a waste of time, effort and money to ban something like this."

On Tuesday, Gov. Jay Nixon, a Democrat, signed a bill prohibiting possession of K2. Missouri is the nation's eighth state this year to ban the substance, which has sent users to emergency rooms across the country complaining of everything from elevated heart rates and paranoia to vomiting and hallucinations.

Investigators blame the drug in at least one death, and this month, Gov. Mike Beebe of Arkansas, a Democrat, signed an emergency order banning the substance. Similar prohibitions are pending in at least six other states, including Illinois, Louisiana, Michigan, New Jersey, New York and Ohio, according to the National Conference of State Legislatures.

"It's like a tidal wave," said Ward Franz, the state representative who sponsored Missouri's legislation. "It's almost an epidemic. We're seeing middle-school kids walking into stores and buying it."

Often marketed as incense, K2 — which is also known as Spice, Demon or Genie — is sold openly in gas stations, head shops and, of course, online. It can sell for as much as \$40 per gram. The substance is banned in many European countries, but by marketing it as incense and clearly stating that it is not for human consumption, domestic sellers have managed to evade federal regulation.

"Everybody knows it's not incense," said Barbara Carreno, a spokeswoman for the federal Drug Enforcement Administration. "That's done with a wink and a nod."

First developed in the lab of a Clemson University chemist, John W. Huffman, K2's active ingredients are synthetic cannabinoids — research-grade chemicals that were created for therapeutic purposes but can also mimic the narcotic effects of tetrahydrocannabinol, or THC, the active ingredient in marijuana.

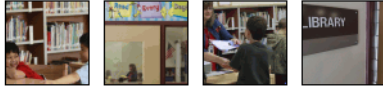
In a statement, Mr. Huffman said the chemicals were not intended for human use. He added that his lab had developed them for research purposes only, and that "their effects in humans have not been studied and they could very well have toxic effects."

Nevertheless, pure forms of the chemical are available online, and investigators believe that many sellers are buying bulk quantities, mixing them with a potpourri-like blend of herbs and labeling the substance K2.

"It's not like there's one K2 distributor — everybody is making their own stuff, calling it K2 and selling it, which is the most unnerving aspect," said Dr. Christopher Rosenbaum, an assistant professor of toxicology at the University of Massachusetts who is studying the effects of K2 in emergency room patients.

## Libraries fading as school budget crisis deepens

By DONNA GORDON BLANKINSHIP, Associated Press Writer  
Thursday, June 24, 2010



(06-24) 09:33 PDT Bellevue, Wash. (AP) --

Students who wished their school librarians a nice summer on the last day of school may be surprised this fall when they're no longer around to recommend a good book or help with homework.

As the school budget crisis deepens, administrators across the nation have started to view school libraries as luxuries that can be axed rather than places where kids learn to love reading and do research.

No one will know exactly how many jobs are lost until fall, but the American Association of School Administrators projects 19 percent of the nation's school districts will have fewer librarians next year, based on a survey this spring. Ten percent said they cut library staff for the 2009-2010 school year.

A trip to the school library may be a weekly highlight for children who love to read, but for kids from low-income families, it's more of the necessity than a treat, according to literacy experts and the librarians who help kids struggling in high school without a home computer.

Unlike the overflowing bookshelves of wealthier families, 61 percent of low-income families own no age-appropriate books, according to a 2009 study commissioned by Jumpstart on "America's Early Childhood Literacy Gap." They depend on libraries to keep them from falling behind in school.

While the American Association of School Librarians says some states like California, Michigan and Arizona have been hit especially hard, a map of cutbacks on the organization's website shows jobs are disappearing across the nation.

"We're doing a disservice to our kids, especially those in poverty, if we don't have the resources they need," said association president Cassandra Barnett, who is also the school librarian at the Fayetteville, Ark., High School library.

Since few state or federal laws mandate school libraries or librarians, and their job losses are small compared with classroom teacher layoffs, library layoffs may seem minor to some observers. But librarians say few administrators or parents understand how involved they are in classroom learning and school technology.

"We have really cut off our noses to spite our face because we are denying access to the very resources we say our kids need," Barnett said.

Rosemarie Bernier, president of the California School Library Association, says she doesn't know how students doing complex online research projects could complete their assignments without the guidance they get in school libraries.

"The people who control the purse strings are out of touch. They don't understand what the kids really need," said Bernier, who is the librarian at Hamilton High School in Los Angeles.

She spoke of a student with a first period English class who came to her in tears because she didn't have enough time to transfer and reformat the essay she had written on her cell phone. Since she doesn't have a computer at home, the student's cell phone is her only hope of completing assignments that need to be typed.

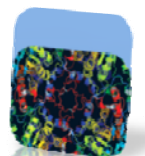
The number of California school libraries that won't have teacher librarians next year is changing daily, but she says many students will be surprised next fall when they find their school library closed or staffed by someone who can check out books but not help them with their school work.

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# Thanks

- Our community partners
- MidContinental Region
- Siobhan Champ-Blackwell
- Becker Library staff
- Bill Winston, WU GIS analyst





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Will Olmstadt  
Becker Medical Library  
Washington University School of Medicine  
660 S. Euclid Avenue, Campus Box 8132  
St. Louis, MO 63110  
314-362-4734  
olmstadt@wustl.edu