

All of Us Proposal Durham County Library

Applying Agency: Durham County

Title: “All of Us Durham”

Contact Information:

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Financial Information:

- Award payable to Durham County Government 200 East Main, Durham, NC 27701
- EIN: 56-6000297
- DUNS: 08-856-4075-2511

Congressional District Served:

- Durham’s 4th congressional district, Congressman David Price

Project Timeline:

- Phase III – continue and expand activities and programs

Description of Project:

Durham County Library (DCL) will continue to collaborate with the Durham County Public Health Department, Duke University Medical Center Library, and other community partners over the next year. The project will create additional programs as well as expand on a current series of Self-Management Programs that relate to the focus areas of the *All of Us* Project. Duke Medical Center Library staff will serve as a resource for training to increase health information literacy among library staff. The training that staff receive will equip them to better serve the public by providing access to on-line health resources, adding materials to the library collection, and implementing health related programs in the Durham community.

Project Objectives:

The overall project objective for “All of Us Durham” is to create awareness for the national database project. Durham County Library is an award-winning library with seven libraries and a Community Engagement Department. Our objective is to promote the project in alignment with the Durham County Strategic Plan. The library falls under the county’s Health and Well-being Goal, which is managed by the Public Health Director. The project will work to create awareness at each of the seven libraries for the national *All of Us* Project. In addition to our libraries, we have a strong Community Engagement Department that provides programs and services within the community primarily for the audience targeted by the *All of Us* project.

One objective will be to continue creating awareness for the *All of Us Project* through our website and other virtual channels. In addition to the website, we intend to include information about the *All of Us* project in ongoing communications with customers. The program coordinator’s duties include programming and outreach with various non-library agencies, Durham County Public Health, and others that serve the targeted population. An additional objective will be to connect and partner with non-profit organizations to raise awareness of the library’s health information resources and the *All of Us* project. Finally, the program coordinator will continue to work with area experts to plan and host programs about genetics topics and information about the *All of Us* project.

Project Plan:

As outlined above, the program coordinator will establish and measure goals for providing information to library customers in library branches, through online channels and virtual communications, and through outreach programs.

The Durham County Public Health Department houses our program coordinator who is a shared part-time contract employee with the Durham County Public Health Department. She is responsible for overseeing the operation of Durham County’s fitness facilities and is responsible for conducting outreach for health education for the Health Department and Library. With continued funding, the position will serve as a liaison between the Library and the Public Health Department. Working for both departments (Public Health & Library) she serves as the expert for programming and works to incorporate other organization’s offerings.

The scope of the work will consist of continuing and expanding the current series of health programs that are currently offered and increase knowledge and accessibility to authoritative health information resources. Health programs will be offered at the library's seven locations and the mobile technology unit. The mobile technology unit is a 37' bus that contains an eight-seat computer lab with technology purchased by the grant. The unit will travel throughout the City of Durham and Durham County and will be used for programming and a technology access point for citizens to access health information and interact with the *All of Us* project.

The project coordinator will report to Stephanie Fennell, Manager of the North Regional Library.

Program Collections:

Durham County Library collections will be enhanced by funds provided by the *All of Us* project. The goal of the collections component of the program will be to increase the capacity of public library staff to improve health literacy. These library materials, accessible in all Durham County Library locations, will increase the community's knowledge of the health issues addressed by *All of Us* and support the goal of increasing health information literacy among library staff.

Durham County Library Collection Development Librarians will select books for community members of all ages and education levels to increase their understanding of diabetes, liver disease and cholesterol. The information in these resources will help *All of Us* participants and Durham community members understand their hemoglobin, hepatitis C and lipid panel results.

The budget for these material purchases will be \$3,000 in the third year of the project. These funds will allow collection development staff to purchase approximately 75 new collection items that will be distributed over seven locations. These materials will be identified as part of the *All of Us* collection by stickers with the program logo and housed in each location's specially designated *All of Us* program areas. Items will display no age designation, simply the *All of Us* sticker, to encourage patrons of all reading levels to find the materials which best fit their needs.

Target Populations:

Durham County Library has a very diverse customer base. All seven libraries serve people of every age, income level, race, and gender affiliation. For example, North Regional Library serves a more rural population compared to other parts of the county. Southwest Regional Library has a high number of seniors and families with stay at

home moms. East Regional Library has the highest concentration of Spanish speaking customers. In 2020 our Main Library will reopen after a renovation and that library serves a community that consists of customers who live in low-income housing, homeless shelters, as well as luxury condominiums and apartments.

Promotion Plan:

As a part of the promotions plan, we will create printed material for distribution, including informational flyers about the initiative. We also intend to create printed pieces for specific informational programs and events. In addition to print promotion, we will utilize digital communication channels, including social media. For outreach purposes, we will produce a logo-branded tablecloth and pop up display banner. We will use the library's position within Durham County Government and extensive list of partners to promote the initiative. The new mobile technology unit will include the *All of Us* branding on each side to advertise the program and show recognition for the technology that will be purchased with program funds. The unit will be able to visit areas within the community that consist of residents who may not be able to easily visit a library.

Evaluation Plan:

With creating awareness for the *All of Us* project as the goal, we will evaluate our efforts based on numbers of materials distributed, number of programs held, attendance at programs, and number of purchased materials circulated. The project coordinator will set goals for these items, and their performance will be reviewed quarterly based on tracking. We will seek guidance from NNLM on additional evaluation methods, as well as opportunities to learn from other public libraries involved in the project. We will cooperate with NNLM and the *All of Us* Research Program to conduct necessary evaluation.

Personnel Qualifications:

We are seeking funding through the project to retain our program coordinator. The part-time project coordinator will be tasked with implementing the work plan, including interfacing with NNLM and program personnel, conducting outreach and promotion, and working with library staff to raise awareness for the project.

Institutional Support:

The Durham Public Health Department will provide a work space for the project coordinator. Basic office supplies and network access will also be available. With over 250 public computers throughout the library system, interested customers can easily enroll in the program on-site. DCL staff will assist with enrollment as needed and DCL

will provide further support for the *All of Us* initiative through its website, and social media channels.

Partners:

Durham County Library is fortunate to work with several community partners, including Durham County Public Health, the Duke University Health Center Library, Lincoln Community Health Center, Blue Cross/Blue Shield North Carolina.

Training:

The project coordinator will receive training on the scope and use of DCL resources and will also participate in any training offered by Duke Medical Center Library and NNML or the *All of Us* Research Program.

Professional Development:

The project participants will continue their professional development in the area of health literacy by attending workshops and conferences.