

NAHEC MEMBERS

- Peg Allen, Library Consultant
- Amery Regional Medical Center
- Baldwin Area Medical Center
- Barron Co. Health Department
- Bay Area Medical Center
- Burnett Co. Health Department
- Burnett Medical Center
- Cumberland Memorial Hospital
- Michael Dallman, WI Valley Health Network
- Great Lakes Inter-Tribal Council
- Howard Young Health Care
- Krohn Clinic, LTD
- Lac Courte Oreilles Ojibwa Community College
- Lac Courte Oreilles Health Center
- Lakeview Medical Center
- Langlade Co. Health Dept.
- Marinette Co. Hlth & Hum Serv.
- Marshfield Clinic
- Memorial Medical Center
- Mid-State Technical College
- MIRA Health Team -- Marshfield Clinic-Ladysmith Ctr
- N.E.W. Community Clinic, LTD
- The Neighbor's Place
- Northwoods Community Health Ctr
- Osceola Medical Center
- Peter Christiansen Health Center
- Polk Co. Health Department
- Sokaogon Chippewa Hlth Clinic
- The Source (Health & Wellness Resource Center)
- St. Croix Co. Dept. of Health & Human Services
- St. Croix Regional Medical Center
- St. Croix Tribal Clinic
- Mary Lou Thoune, Bay Area Medical Center
- Donna Warzynski, St. Michael's Hospital
- UW-Center - Barron County
- University of WI System
- WI Indianhead Technical College

Hmong Health Information Promotion: Wausau, Wisconsin, and Beyond

Early last summer we learned of an opportunity to develop a proposal for National Library of Medicine (NLM) consumer health projects for minorities. This was a timely opportunity because we had identified unique Hmong health information needs while working on the Healthier Northwoods People project.

A proposal was developed in collaboration with several local partners. In October, we learned that the project was funded for two-years, for a total of \$50,000.

The Hmong Health Information Promotion (Hmong HIP) project will focus on the health information needs of the Hmong population in Wisconsin, beginning with a focused effort in the Wausau area and expanding to include other Wisconsin communities serving the Hmong. It will provide information resources in several formats, including Hmong women's health conferences, health information videos, and bilingual electronic documents suitable for reproduction. We will also develop a health information literacy program for the Wausau area Hmong population, working with the public library and community service agencies to train Hmong youth and bilingual health workers to work as coaches with their families and others in the community.



We are beginning by designing the *HmongHealth* website at www.hmonghealth.org. Jan Kraus, Wausau Hospital Librarian, has volunteered to serve as Webmaster. As the site evolves, we need your comments, suggestions and contributions. We are looking for basic (low literacy) health information materials to translate. In particular, we are looking for materials on high blood pressure, diabetes, family planning, sexually transmitted diseases, and summer safety (fishing, gardening, sunscreen).

NAHEC Board member Me Lee Thao, RN from UW Family Practice – Wausau is the content advisor for this project. Local Hmong HIP partners include: Community Health Care/Wausau Hospital; the Marathon County Public Library; the Marathon County Health Department; the Marshfield Clinic; the Neighbor's Place; UW Family Medicine Clinics and UW health sciences programs at Eau Claire and Stevens Point; the Wausau Area Hmong Mutual Assistance Association; the Wausau School District and the Wisconsin Children's Service Society Northern Region/Hmong Mental Health Institute.

-- submitted by Peg Allen, Library Consultant, Hmong HIP Coordinator, pegallen@tznet.com



Healthier Northwoods People

There have been many changes in our National Library of Medicine grant since the last newsletter. One of the most exciting is the change to the consumer health information web pages. These pages are increasing their focus to be more statewide so we have registered a more descriptive domain name. Look for the new URL of the Healthy Wisconsin People at www.healthywisconsin.org before the end of the March 2002. We would welcome your feedback on this change and please e-mail us if you have any sites that you use frequently and would like to see on our page.

One of the main obstacles to use of our website was the fact that people just didn't know it was out there. We are trying to overcome that obstacle by increasing our marketing of the site. We now have available website marketing kits that include a desktop display holder with full-color poster and pocket for bookmarks. These marketing kits are meant to be put in high traffic areas of your institution so they will catch the patient's eye. The order form for these kits is included below. The price for these kits will be \$20.00 for members and \$25.00 for non-members, which in-

cludes a supply of 100 bookmarks and shipping and handling. A pack of 100 replacement bookmarks costs \$12.75 for members and \$15.00 for non-members.

Some other initiatives that we are working on for the next six months include training of medical assistants in quality health information (see insert), more training of librarians and health professionals and evaluation of the grant for final reporting.



NAHEC FACELIFT

The NAHEC website has a new and improved look --

Navigational Buttons!

Mouse Hovers!

Clear Links!

Regular Updates!

www.nahec-wi.org

Also available:



Website Displays		Item	Quantity	Cost
Name _____	Position _____	Poster, stand & bookmarks		
Organization _____		@ \$20 members or		
Mailing Address _____		\$25 non-members		
City _____	State _____ Zip _____	Health Information	_____	_____
Phone: _____	(daytime) Fax _____	Health Careers	_____	_____
Email address: _____		Bookmarks (100)		
		@ \$12.75 members or		
		\$15.00 non-members		
		Health Information	_____	_____
		Health Careers	_____	_____
Send this order form and payment (checks payable to Northern WI AHEC) to: Northern WI AHEC, 719 N. Third Ave., Wausau, WI 54401.		TOTAL		\$ _____

3rd Annual Cultural Diversity & Health Care Workshop
Thursday, May 23, 2002
10:00 a.m. – 3:00 p.m.
Westwood Conference Center
Wausau, WI

The Cultural Diversity and Health Care workshop will be at the Westwood Conference Center in Wausau this year on Thursday, May 23 from 10:00 a.m. – 3:00 p.m. A nationally-known speaker from the Seattle area will conduct the workshop, thanks to a HRSA program for cultural competency, called “Bridging Cultures & Enhancing Care.”

The Health Resources and Services Administration’s Managed Care Technical Assistance Center (MCTAC) and Bureau of Health Professions (BHP) now offer AHECs and Health Education Training Centers (HETCs) the opportunity to cosponsor cultural competence workshops. MCTAC designed these workshops to help health care professionals develop special skills to respond to the needs of diverse patient populations and develop clinically and linguistically appropriate services. This cultural competence program is perfect for health care providers, administrators, clinicians, and support staff.

Ira SenGupta, the Cultural Competency Training Team Manager for Cross Cultural Health Care Program in Seattle, will speak about integrating cultural competence into clinical care. At the conclusion of the workshop, participants will be able to:

- Enhance cultural awareness, sensitivity, and competence of their organization to provide health care to and improve outcomes for patients of diverse cultural and ethnic groups.
- Identify belief systems, language needs, and practices related to health that may be inconsistent with those of the health care provider.
- Access patients’ values and beliefs about health and illness and integrate those values and beliefs into a comprehensive health care strategy.

Registration fees will be \$30 for NAHEC members and \$40 for non-members. Mark your calendar for May 24. Look for a brochure and registration form by the end of March/early April.

A Healthy Dessert for Your Organization:

Preparation * Information * Evaluation

Friday, June 7, 2002

at Westwood Conference Center
in Wausau

Northern Wisconsin AHEC, Inc. is offering this educational event for its members and all others. The day will start off with our keynote speaker, Robert Jeffers of Lindsey & Jeffers of Iola, who will give participants the opportunity to learn about the characteristics of a changing industry and work environment, including how to approach change in systematic ways and develop strategies for coping with times of stress, uncertainty and transition. A session on Grantwriting will follow. After lunch, participants will be able to choose between two sessions: “Consumer Health Information” (presented by Mark Scully, NAHEC’s Outreach Librarian) and “MEDLINE/PubMed Training” (presented by Heidi Marleau of the Wisconsin Health Science Library). “Program Evaluation,” presented by Cathy Burroughs, the Outreach Director of Outreach Evaluation Resource Center at the University of Washington at Seattle) will be the final session. The day will conclude at 4:00 p.m.

The fee for the event will be \$20 members and \$25 non-members. Look for a brochure in the mail in early to mid April.

Wisconsin Express

The Wisconsin Express program, an annual statewide AHEC project, is a week-long opportunity for students in health professions academic programs to learn more about Wisconsin’s many diverse communities. The week begins this year with a workshop on Monday, May 20 in Madison which explores the understanding of the interdisciplinary concept. The students then spend the rest of the week — May 21-24 — at a community-based site with other students of various disciplines, forming an interdisciplinary team. Sites offered this year include: HoChunk Nation in Black River Falls (Native American), Wausau (Hmong), Prairie du Chien (rural), Eau Claire (Hmong), Shawano area (rural and Native American), Green Bay (Hispanic), Door County (rural), Beloit (variety of cultures in urban setting), and Milwaukee (inner-city).

Thank you to our new Express partners in the north: Bellin College of Nursing in Green Bay which will focus on the recently expanded Hispanic population, and Sacred Heart Hospital in Eau Claire which will work with the Hmong population in that area as well as a nearby Amish population. The Wausau site will continue its success from the last three years by partnering with Wausau Family Practice, Bridge Community Clinic, and the Wausau Hmong Association.

This year all Wisconsin Express students in the northern region will be required to go to the Cultural Diversity & Health Care workshop in Wausau on May 23. The discussion at the workshop will directly tie their experiences together.

For more information and for a printable application (due March 22), go to www.nahec-wi.org/wisconsin_express.htm.

The Link is a quarterly publication of:

Northern Wisconsin AHEC, Inc.
719 North Third Avenue
Wausau, WI 54401

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MEMBERSHIP INFO

For information on becoming a
NAHEC member, call us at
715-675-7899
to receive a **membership packet**
filled with information
on how we can help you!

Northern WI AHEC, Inc.
719 North Third Avenue
Wausau, WI 54401





University of Wisconsin- Eau Claire

Evidence-Based Practice Through Nursing Informatics (2 Credits)

Summer Session 2002 -- June 10-July 19

Thinking of graduate school? Asking yourself if you are ready? Wondering about distance education? A new 2 credit on-line course is being offered this summer to help you answer these questions. The course is open to graduate nursing students who have 12 or fewer graduate credits and to newly admitted graduate students.

The course will help graduate nursing students to explore differences between undergraduate and graduate expectations in education and practice outcomes. The focus is on critical thinking skills and the use of professional resources for graduate education and evidence-based practice. Working knowledge of computer skills in the areas of Word, PowerPoint, Internet browsing, data and literature searching basics are needed for the two-credit course.

Other content includes:

- 1) development of a reflective approach to nursing education and practice with a focus on critical thinking skills and evidence-based practice;
- 2) development of proficiency in the use of traditional and on-line nursing knowledge resources; and
- 3) development of informatics skills and skills to document using standardized nursing language.

Questions?

Contact Dr. Winnie Morse (715-836-4834, morsewa@uwec.edu)

Interested?

The course size is limited; registration deadline is **May 30**. You can register by:

- 1) Blugold (UWEC enrolled students)
- 2) Go to the UWEC admissions page <http://www.uwec.edu/Admit/admit.htm>
- 3) Contact: UWEC Registration Services
Schofield 128, Box 4004
Eau Claire, WI 54702
(715-836-2425)

Northeast Wisconsin Outreach

Since joining NAHEC last August, outreach librarian Mark Scully has been dividing his time between Bay Area Medical Center (BAMC) and community activities. At BAMC the demand for literature searches and journal articles has surged following the series of presentations that Mark made at medical staff meetings late last year. And the questionnaires that he administered to medical staff members last year have yielded useful insights into unmet needs for library and information services in the hospital.

At The Source, Marinette-Menominee's consumer health information center, Mark has been involved as both part-time worker and consultant. He recently completed a written study of the facility, assessing its organization, operations, and services, and making recommendations for improvements there. Located in the area's busiest shopping mall, The Source opened its doors to the public in February 2001 and received 5,677 visitors by year's end.

Mark has also been active in the area of training, both as an instructor and as a student. During December and January he presented classes on "Internet medical resources" to public librarians in Ashland, to BAMC nurse-trainers, and to a group of Marinette County public health nurses. In February Mark attended a "virtual reference services" teleconference in Green Bay and a two-day PubMed training session in Chicago.

On the public relations front, Mark recently gave a recorded interview on the topic, "Consumer Health Information on the Internet," for later airing over local radio.

Wisconsin Breast Cancer Coalition (WBCC)

Peg Allen, NAHEC Library Consultant, has been awarded a \$500 scholarship from the Wisconsin Breast Cancer Coalition's Sherry Kohlenberg Scholarship Fund to attend the National Breast Cancer Coalition (<http://www.natlbcc.org/>) meeting April 27 – 30, 2002 in Washington, DC. She was encouraged to apply as a representative of northern Wisconsin women with breast cancer, because most of the WBCC action to date has been in the Madison and Milwaukee areas.

The Coalition is a grassroots effort in the fight against breast cancer, with one mission: to eradicate breast cancer through *action* and *advocacy*. This includes lobbying efforts for breast cancer research, as well as advocacy for improved access to the high quality screening and care. The conference includes training for local advocacy efforts, as well as the lobby day on Capitol Hill. When Peg returns, she will be prepared to work with northern Wisconsin groups wishing to join this effort. For more information, please contact her at (715) 687-4976 or pegallen@tznet.com.



Community Health Internship Program (CHIP) June 10 – July 19, 2002

Northern Wisconsin Area Health Education Center (Northern WI AHEC) and the Wisconsin Health Careers Consortium are planning a statewide health careers conference called "Pipelines And Ladders to Success," to be held on April 11-12, 2002 at the Kalahari Resort and Convention Center in Wisconsin Dells, Wisconsin. The target audience is secondary and post-secondary teachers and counselors, and health providers. Healthcare workforce issues will be discussed and successful programs presented.

The conference's primary goal is to give the targeted groups an opportunity to share concerns about workforce shortage issues through networking and resource sharing and to encourage and assist them in the development and implementation of new collaborative cost-effective strategies that address the issues.

The conference will begin with a networking reception on Thursday evening, April 11, 2002. The Friday conference will start with a welcome by Nancy Sugden, Director of the WI AHEC System, followed by a healthcare workforce shortage overview by Anne Dopp, Chief Clinical Office of Primary Care with the WI Division of Public Health. Wendy Mattering will present the keynote address, presenting a five-step approach to building and maintaining a higher level of motivation, personally and professionally. Three tracks of breakout sessions will follow.

Topics for the breakout sessions are: Certification, Advising, Employee Recruitment & Retention, Resources & Programs, Health Careers Curriculum, Demonstrations/Simulations, Student Opportunities, and Mentoring. Session presenters are professionals from all over the state who are closely involved with these topics.

For more detailed information, look at the web page: www.wihealthcareers.org/conference.pdf or contact NAHEC at 715-675-7899 or nahec@dwave.net.

The Community Health Internship Program (CHIP) provides real-life work experiences for students in a variety of public or private community health settings. Internships are designed to provide health professions students with a successful experience in a project related to their chosen career. The term of internships is usually six weeks, and each intern works full-time under the tutorship of a mentor for project implementation and evaluation. Internships will occur during the summer months, beginning June 10 and ending July 19, 2002. Interns will be offered the opportunity to attend one day of the WPHA annual meeting to learn about the public health association.

Requirements for CHIP are that students are currently enrolled in a health professions college curriculum (undergraduate or graduate) and reside in or attend a university/college in Wisconsin. During CHIP, interns attend seminars or other events scheduled throughout the internship period, prepare a summary of their project outcomes, and prepare and deliver a poster presentation to the group of interns and mentors at the end of the project.

For additional registration forms or information:

Phone: 414-226-2432 Ext 225

Fax: 414-226-2433

email: milahect@aol.com

Milwaukee Area Health Education Center (AHEC) presents

Exploring Models that Work: A School-Based Health Forum

At Marquette University, Milwaukee, WI

April 29, 2002

7:45 a.m. – 6:30 p.m.

This one-day conference will explore all aspects of delivery of health care to the school-aged population. Issues to be presented include health needs of school children, models of school health care delivery, financing, successful collaborations, Wisconsin-required health services, resources available, and liability and confidentiality of health care.

Two keynote speakers will present their perspectives on health care delivery to school children within today's health care environment.

Virginia Caine, MD, Director of Marion County Health Department, Indiana, will describe her health department role in reorganizing successful school-based health clinics. **Julia Gram Leer, MD**, will enlighten participants on challenges she faces as Director of the Center for Health and Health Care in Schools located at George Washington University, Washington, D.C. Numerous health providers and resources from Milwaukee will share their particular areas of expertise in support of school-based health.

Targeted Audience: School administrators and principals, teachers, health care providers of all disciplines, policy-makers, advocates of healthy children, business leaders, potential funding sources.

For additional registration forms or information:

Phone: 414-226-2432 Ext 225

Fax: 414-226-2433

email: milahect@aol.com