



NORTHERN • CALIFORNIA & • NEVADA • MEDICAL • LIBRARY • GROUP

A CHAPTER OF THE MEDICAL LIBRARY ASSOCIATION

NCNMLG Newsletter

President's Message from Keir Reavie

I hope that you have all had the opportunity to relax and take vacation time during the summer and are prepared for the busy fall season and a new year in NCNMLG. On this my first President's message for the NCNMLG newsletter I will be brief. David has provided a farewell to the group with an outline of last year's accomplishments. It was a crazy year, but as you will see, our accomplishments were still many. I would like to thank everyone that helped me out during the period David was unable to continue as President in the early months of this year. With your assistance we managed to keep NCNMLG running, organizing a successful meeting and CE program, and completing the elections. Having only been in Northern California and a member of NCNMLG for seven years, I relied heavily on some of you that have extensive historical knowledge of the organization to carry out my temporary presidential duties. Unfortunately for you, I'll likely be bugging you again this year for your assistance and insight.

The highlight of NCNMLG activities this year will be the Joint Meeting in February. Discussions at the July transition meeting indicate that Joint Meeting planning is well underway. Thanks to everyone who has been working hard to make this meeting happen. Having said that, note that people are still needed to plan and coordinate this event. I encourage anyone that wants to help to contact Jim Curtis or Terry Henner in Reno. I'm sure they have a list of jobs that require a variety of skills to make the meeting a success. There's still a lot of planning ahead and the work will become more frantic and intense in the Fall. We'll need a lot of helping hands to pull this thing off. I know we're all very busy with our regular work, but I encourage everyone to get active helping Jim and Terry.

I look forward to working with all of you in the coming year. In fact, some of you will be hearing from me soon, if you haven't already, as I try to enlist your services and hard work over the next year to continue the business of the organization. It is important to keep the NCNMLG membership active and have a diverse group of people running for office and working on committees. I also encourage new members that want to get more involved with the organization to contact me directly and express your interest. Sometimes we don't think about new members and their abilities, and the sooner we get you active in NCNMLG the greater the contributions you will make to the organization and the profession in the future.

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Past President's Message from David Brown

The 2006-2007 year for NCNMLG has been somewhat different from many other years. There was no joint meeting sponsored by either NCNMLG or its sister/brother group, MLGSCA; instead the Pacific Northwest Chapter of the Medical Library Association (PNCMLA) hosted a Western Chapters Meeting, "Missions and Mountains," in Seattle in October 2006. Those who attended that meeting were pleased with their experience, but after some consideration, our group agreed with MLGSCA that for many reasons—including distance, cost, and the difficulties of scheduling—we two groups would prefer to return to alternately sponsoring joint meetings. Of course, the next meeting will be a joint meeting, which NCNMLG sponsors, and it will be held in Las Vegas: Viva Librarians, in February of 2008!

The year was also marked, in a negative way, by the sudden absence of the president for 3 months due to a medical emergency; however, Keir Reavie, president-elect, Heidi Heilemann, past president, and many others stepped forward and ensured that no time was lost or wasted.

Indeed, accomplishments were many. NCNMLG had established a Mentoring Task Group during the 2005/2006 year. Under its auspices, this year two new members were matched with mentors.

As always, the Membership Committee personally welcomed each new member. This was followed up with an email message to individuals from the President welcoming each to the group. Our Membership Committee this year also performed a special follow-up recruitment for lapsed members by phone and email, subsequently correcting the membership list as necessary. Currently, NCNMLG has 168 active members including 16 new members who joined during the 2006/2007 year, 19 Emeriti members, and 4 Courtesy members.

Hoping to encourage greater participation in group elections, the Bylaws have been changed to allow for election materials to be distributed in any way deemed suitable for the electorate. The previous

wording only allowed for printed ballots. In April 2007, our first online election was held using SurveyMonkey.

As it has in the past, the group sponsored several educational meetings. Jointly with Kaiser Permanente, which provided a meeting room and technological support, NCNMLG hosted the November 8, 2006 MLA webcast, "Moving at the Speed of Byte: Emerging Technologies for Information Management." In April, NCNMLG staff sponsored a class on Advanced PubMed that was held at the Shields Library, University of California, Davis. There were 37 participants.

Scholarship and accomplishment by individuals was not ignored. A sum of \$1,000 was allocated to the competitively-awarded Professional Development Grant program for 2007/2008. Two awards were given in April to two members, one of whom attended a bioethics class at MLA and the other an Hispanic health information conference in Arizona. The Colleague Appreciation Program has received a total of \$270.00 to honor 8 members. The monies received become part of the allocation for the Professional Development Grant.

Finally, at our Transition Meeting held just last month in July, plans were set in motion for examining how to ease out of the ILL coupon system and fruitful discussion began concerning the future of our group and how we hope to stay relevant and useful to our members.

Altogether, it was a year that demonstrated my contention in my first president's letter that it is the many—the officers and the members in concert—not the few—those with the "big name" titles—that truly further the aims of our group.

###

Election Results

Using SurveyMonkey, we emailed ballot access information to 183 people. There were 119 responses (65% return rate). We also received one paper ballot.

Vice President/President-Elect –

Locke Morrisey
Head of Collections, Reference & Research Services
Gleeson Library/Geschke Center
University of San Francisco

Treasurer –

Michael Liddicoat (incumbent)
Director
Community Health Library of Los Gatos

Secretary –

Owen Miller, Library Services Manager
Health Sciences Library
Kaiser Permanente Medical Center, San Francisco

MLA Nominating Committee candidate –

Ysabel Bertolucci, Manager, Library Services
Health Sciences Library
Kaiser Permanente Medical Center, Oakland

NCNMLG Nominating Committee –

Barbara Ryken (Committee Chair)
Library Director
John A Graziano Memorial Library
Samuel Merritt College

Kim Schwartz

Information Services Librarian
Lane Medical Library, Stanford

MLA Chapter Representative and Alternate – This position will be up for election in 2008.

Terri Malmgren, Head Librarian (incumbent)
Medical Center Library
University of California, Davis

Vickie Sanders, Library Manager (incumbent)
Medical Library
O'Connor Hospital

Presented to the Executive Board and Membership of the Northern California & Nevada Medical Libraries Group on May 8, 2007, by the NCNMLG Nominating Committee.

Respectfully submitted,

Marilyn Tinsley, Nominating Committee Chair
Christopher Stave
Julia Kochi

Minutes of NCNMLG Transition Meeting

NCNMLG Transition Meeting

July 24, 2007
California Healthcare Foundation, Oakland, CA

Attendees: Terry Henner, Michael Liddicoat, Rebecca Kozak, Kristi Wessenberg, Ysabel Bertolucci, Michelle Henley, Janice Hoobler, Tilly Roche Clark, Mina Davenport, David Brown, Keir Reavie, Terri Mason, Locke Morrisey, Rebecca Davis, Kim Schwartz, Debbie Sommer (host)

Calling in: Rikke Ogawa, Jim Curtis, June Simms, Roger Brudno, Janet Bruman, Peter Meyer, Anne Shew, Candace Walker

Meeting called to order at 10:04am by D. Brown. Both in person and call in participants introduced themselves.

D. Brown moved that the meeting minutes from the March meeting be approved. The motion was seconded and approved.

D. Brown acknowledged all his colleagues who had helped carry on the duties of NCNMLG during his illness earlier this year before turning the meeting over to incoming NCNMLG President, Keir Reavie. K. Reavie asked for a volunteer to take the minutes and H. Heilemann volunteered.

K. Reavie called for Committee reports. Written reports will be available on the NCNMLG website.

Committee Reports

- I. President (D. Brown) – no report
- II. President-Elect (K. Reavie) – no report
- III. Secretary (J. Thompson) – no report
- IV. Treasurer (M. Liddicoat)

Income is up due to an increase in new members. M. Liddicoat reported on the recent change with MLA's insurance company which will no longer cover Chapters for Director's Insurance. This type of insurance would cover embezzlement and any legal issues related to slander. It was determined that the high cost of such insurance was not warranted. M. Liddicoat will check with our Chapter Council representative, T. Malmgren to see if any other chapters are pursuing this additional insurance. There was general agreement that the General Liability Insurance currently covered was adequate for our chapter's needs.

- V. Nominating Committee (Marilyn Tinsley) – no report

K. Reavie announced that the election was completed. New officers added.

- VI. Chapter Council (Terri Malmgren)

Chapter Council report has been submitted for the next newsletter.

- VII. Membership (R. Ogawa)

R. Ogawa reported that she had met with incoming Membership Chair, Josephine Tan, to transition. R. Ogawa had updated the report to correct a few typos. Currently we have 195 active members. Membership renewal notices don't go out until September or October even though people are in arrears as of July 31st. L. Morrisey asked about the date (typo will be corrected). R. Davis asked about the dues deadline being moved to May 31st. It was discussed and agreed that this could be something J. Tan could consider as incoming chair. R. Brudno asked if the membership database was still alive and well. R. Ogawa reported that it is. She added additional fields this year to help facilitate export of data for MLA reports. They included: EFTS and AHIP members. R. Brudno asked if we considered putting it online. This is also something that can be discussed with the Membership Chair. Secure login would be

required and develop our privacy policy. R. Ogawa did not believe our go daddy sponsor for the website was set up to accommodate this.

As MLA Membership rep, R. Ogawa thanked D. Brown for attending 7am meeting at MLA this past May. R. Ogawa encouraged NCNMLG members to consider this appointment as it is still one that K. Reavie needs to appoint.

VIII. Archivist (K. Reavie)

No requests this past year. Archives remain at UCSF. Keir requested that items related to the business of NCNMLG be sent to him to archive. Rebecca Davis will take photographs during the meeting today and we can use them in the newsletter as well as send them to the archives.

IX. Awards and Honors (R. Davis and Y. Bertolucci)

No Award for Excellence nominees this year. Two grants awarded as detailed in the report. Recipients will be submitting a write up of how they benefited from receiving the grant for the newsletter. Y. Bertolucci announced a correction to the total balance: \$945.

X. Continuing Ed/ Programming (K. Reavie)

Two teleconferences this year: Moving at the Speed of Byte on November 8, 2006 and Improve your Library's Value on March 7, 2007. R. Davis also hosted an advanced Pubmed class sponsored by the RML at UC Davis.

XI. NCNMLG Newsletter (J. Simms)

K. Reavie thanked June Simms for taking on the responsibility as Newsletter editor. J. Simms recommended moving the deadline up to the 1st of the month. D. Brown agreed to send a summary of the past year's events.

XII. RAC Representative (no report)

XIII. Public Relations (Heidi Mortensen) – no report

XIV. Bylaws (Carolyn Kopper) – no report

XV. Credentialing (Anne Shew) – no report

XVI. Website and listserv (Chris Stave) – no report

XVII. Government Relations (Barbara Ryken) – no report

XVIII. Research (Terry Henner)

T. Henner announced that as part of the Joint Meeting planning, a survey will go out to assess why people come to meetings. This may well provide ample data for a future research project.

XIX. Benchmarking (Lynn Van Houten) – no report

Y. Bertolucci volunteered that this is not terribly active in MLA at the moment. We may not need to appoint a representative from NCNMLG for this year.

XX. Long term planning and mentoring (Y. Bertolucci)

Three additional members were added to the MLA mentorship database growing.

XXI. Joint Meeting (J. Curtis and T. Henner)

It's happening in Las Vegas. Meeting dates are February 6-9th. The Meeting will be held on the Las Vegas strip at the Flamingo Hotel across the street from Caesar's and the Bellagio, near Paris. Room rates will be \$140/ night. There is a \$38,000 commitment for food to cover unlimited access to conference rooms which will influence event planning logistics during the conference. Registration cost will be higher. Exhibitor costs will be a bit higher; but they will be attending a vendor-friendly meeting with lots of opportunities to showcase their products and services. We have received our first exhibitor check for \$800. We anticipate having 30 exhibitors, but the space could accommodate even more if there is interest. Exhibitors were invited at MLA and there is a commitment from about 30 with other meetings. 7500 sq. ft. for exhibits plus plenary and break out space. Deadline for exhibitors is October 1st. R. Davis asked about posters. Thinking of hosting them in the adjacent hallway but they will also look into including in the exhibit hall. AV is expensive. CE instructors will bring own equipment. Vendors can also use this equipment for sunrise seminars and product showcases in the afternoon. Using the flat fee for AV equipment, use the equipment as much as possible. Cybertools is already willing to host a user forum for one of the afternoon slots. The exhibit company will handle details of pipe and drape, set up etc.

CE will be on February 6th and 9th. R. Davis, CE Chair, is aiming for 6 CE courses. The offsite hands on sessions, advanced PubMed, Web 2.0 (a version of Geeks Bearing Gifts) will be hosted at UNLV and are being taught by PSRML. Discussion continued regarding other CE themes which included, biomedical informatics, the librarian and change, and looking at two other topics e.g. subject-oriented; what about retirement? R. Davis put the topic of retirement out there on MEDLIB-L and over 50 people responded with interest. Y. Bertolucci liked Scott Plutchak's response of having retired people come to talk about what they are doing. Names of Fran Groen and Lucretia McClure came up as potential speakers for such a panel. L. Morrisey suggested resources like CINAHL, PsycInfo, community medicine which would have a health promotion slant and could be appealing to public librarians in the area. Integrative medicine – might be a PSRML class that we could sponsor.

While registration fees will be slightly increased, students and emeriti will be able to enjoy deep discounts. Need to finalize the registration rates soon so we can begin publicizing. Publicizing event will include publicity to all the chapters of MLA and IFLA. The registration form will include an opportunity for participants to indicate whether or not this is their first Joint Meeting so that members can easily identify first-timers and assist in welcoming them.

There was discussion around the necessity for a planned social event in Las Vegas. Members agreed that providing options for entertainment, dine-arounds, or group tours of casino lobbies would be preferable given that there are so many things to do and see in Las Vegas.

Time of exhibit breaks will be 30 minutes. Aim is to be a vendor-friendly conference and this is how it is being marketed. Selling advertising on the print program, also on the website as well.

H. Heilemann will notify C. Stave to add the meeting website to NCNMLG's website. Meeting website: <http://www.med.unr.edu/ncnmlg/>

Speakers and volunteers for meeting planning and committees are still being finalized. K. Reavie and C. Walker have three speakers confirmed: 1/ Jim Cimino on infobuttons, which might also be a good CE option; 2/ Tom Basler, Medical University of South Carolina, on outreach and repurposing the library to do outreach; 3/ Mary Guinan, Dean of School of Public Health at UNLV. A fourth timeslot for either a panel or speaker still needs to be confirmed. Discussion followed and included the following ideas:— JCAHO may be doing away with library requirement; maybe have the MLA representative or Jackie Doyle, L. Morrissey suggested CSI theme of forensic scientist local to the area. T. Henner announced that program planning is ongoing at www.med.unr.edu/ncnmlg2/. This site contains information on the program planning and a link to wiki; all members encouraged to participate. Discussion around other possible topics included: google scholar, workforce crisis, collaborative searching, ASP and education, search engines for health (google health, etc.). Members were encouraged to send all other ideas to Keir and Candace.

T. Henner concluded the Joint Meeting update by sharing ideas for capitalizing on the theme of a Las Vegas meeting, including a different way to raffle off prizes in the exhibit hall. He and Jim Curtis still need more volunteers—feet on the ground at the meeting and other committees still need help. Another call for participation will be put out on the listserv itemizing individual needs.

ILL coupons

D. Brown has done two audits and we still don't know how many coupons are out there. D. Brown suggested speaking to legal counsel to come up with a strategy for phasing out coupons. NCNMLG and MLGSCA are the only chapters that have a coupon program. D. Brown will contact his counterpart in MLGSCA to see if they may want to go in on us with getting legal advice.

J. Bruman and M. Davenport reported on their difficulties in trying to get their institutions to change their financial practices. There are still libraries like these who rely on coupons. J. Bruman requested an adequate timeframe so that institutions will have time in which to redeem coupons.

D. Brown will investigate further before establishing a timeline to phase out coupons.

Whither NCNMLG?

Goals and Objectives discussion of NCNMLG was initiated by K. Reavie.

Peter Meyer had two comments: 1/ in the context of what the group really is, need to distinguish it from what MLA is and 2/ a focus on intellectual rigor (not necessarily a focus of other library organizations) may well intrigue and encourage new members (e.g. aging of our profession). T. Henner acknowledged that we don't really know clearly what benefits newer members and what they connect with and value. P. Meyer talked about the mentoring opportunities available via SJSU's program. A. Shew mentioned that this ties in nicely with AHIP's model of mentors/mentees. Y. Bertolucci described the scholarship program for SJSU library students. Discussion covered acknowledgement of the changes in our organization and the way we work, including traffic patterns, mode of communication, other events competing with our time.

T. Henner suggested a research interest profile-type model and T. Mason brought up the importance of bringing up regional issues (e.g. California healthcare and the impact of immigrants). Using newer technologies to address some of these issues may need to include collaboration with MLGSCA. Project ideas might include initiating a California GoLocal site or other information literacy program geared for individuals in our region.

One of the benefits includes the professional development grant that NCNMLG offers. R. Davis moved that NCNMLG continue to fund this grant on an annual basis. Discussion of the motion included the recommendation that we advertise this benefit more broadly. The motion was seconded by Y. Bertolucci and carried by unanimous vote.

Another goal for the coming year will be to plan an event for NCNMLG's 60th birthday in November 2007 and to identify and promote benefits to members.

The meeting adjourned at 2:44pm.

Respectfully submitted,

Heidi Heilemann

Bioethics CE Course at MLA
Submitted by Barbara Bibel

John C. Moskop, Ph.D, professor of medical humanities at the Brody School of Medicine at East Carolina University and director of the Bioethics Center, University Health Systems of Eastern Carolina, taught Bioethics: An Introduction for Health Information Professionals at the M.L.A. annual conference in Philadelphia. The course covered the basic principles of ethics and bioethics as well as their applications in the health care setting. Dr. Moskop used case studies very effectively to illustrate situations that arise in both clinical care and research. He gave examples and the students in the class discussed them, learning about the complex issues that health care practitioners face. The basic principles include respecting the autonomy of patients, nonmaleficence, beneficence, and justice. When presented with an ethical problem, one must identify it, gather data about all aspects of it, identify the options, think them through, and make a decision. Complex ethical problems often occur within the therapeutic relationship (informed consent, confidentiality, truthfulness), in reproductive issues (abortion, maternal-fetal conflict, in vitro fertilization),

in end of life issues (advance care planning, withholding and withdrawing treatment, euthanasia), in allocation of health care (triage, organ donation and distribution, access to health care), and biomedical research (rights of human subjects, animal research).

In addition to discussing cases related to these subjects, Dr. Moskop gave the class several cases directly related to library situations. These dealt with issues that are fairly routine, but require some thought. What happens when a librarian gives a patient information and a physician tells him/her not to give the patient anything else? If a patron who "appears to be an Arab" asks for information about anthrax and smallpox, should the librarian report this to security? Is it acceptable to attend a dinner given by a vendor at a conference? May we provide only the briefest information to an obnoxious patron? Discussing these situations made the class think carefully about handling cases that arise during the course of a day at work.

The class ended with a visit from the librarian at the National Reference Center for Bioethics Literature at Georgetown University. She gave us an

overview of the extensive collections available there and a useful list of Web resources. Along with Dr. Moskop's bibliography and the thoughtful discussions that filled our day, they provided an excellent introduction to this complex field.

I would like to thank my colleagues in NCNMLG for providing the professional development grant that allowed me to take this course. The knowledge that I gained will help me provide better reference assistance to my patrons. Barbara M. Bibel, Oakland Public Library, Oakland, CA.

Salud Se Puede! Health Information for Hispanic/Latino Populations
Report on the 2007 Trejo Foster Foundation Institute Conference
Submitted by Alison Clement

Every two years, the Trejo Foster Foundation sponsors an educational institute bringing together leaders, practitioners and students in the library and information fields to discuss issues and practices that affect Hispanic Latino communities and individuals. The 7th Institute was held July 12th–14th amidst the palms and palos verdes of the University of Arizona, Tucson campus.

This Institute focused on awareness of information resources related to the health issues of Hispanics and Latinos, showcasing best practices and providing health information specialists and healthcare providers with the knowledge to improve services and health care. The program featured a diverse array of regional and national experts.

I was the happy recipient of an NCNMLG Professional Development grant, which enabled me to attend the conference. I had hoped to gain some knowledge that would help us to improve our library's services to our Hispanic community, and I was not disappointed; in fact, I was overwhelmed by the wealth of information and ideas! I have selected some of the speakers and topics to highlight for this article.

Dr. Tony Estrada presented a brilliant lecture on "Cultural Competency: Hispanic Health Beliefs". It was a crash course in the "dynamics of difference"—the things that make Hispanics unique in their health beliefs. Some key points were 1) health is perceived as holistic with mind/body/spirit integrated within individuals; 2) folk medicine, *curanderismo*, is a synthesis of beliefs and a worldview of healing that has deep historical roots; 3) cultural beliefs influence causes of illness, how health problems are communicated and symptoms presented, when and to

whom one goes for care, and adherence to medication or plans of care. Dr. Estrada emphasized that health providers must exhibit a more personal interest in their patients, and show a respect for the elderly. It is crucial to use appropriate interpreters (for example, not a patient's younger family members or non-medical support staff). Understanding cultural values facilitates better healthcare interactions and outcomes, and helps to reduce risk behaviors and health disparities.

Annabelle Nuñez spoke about "Spanish Language Resources for Health Consumers and Patients". She shared some valuable websites with the group, such as the medical Spanish/English translation website at <http://polyglot.topsailmultimedia.com/polyglot.html>. Annabelle's own Arizona Health Sciences Library has created the Hispanic Health page at <http://hcoe.ahsl.arizona.edu>, which includes many useful links. On this website one can find a link to a listserv that was highly recommended by many of the Institute's participants, "Bringing Health Information to the Community" (<http://library.med.utah.edu/blogs/BHIC/>).

There were two talks about funding opportunities. In the first, Angela Ruffin, the Head of the National Network of Libraries of Medicine, shared with us the many funding opportunities for programs related to health information, and provided examples of funded Hispanic consumer health projects, including outreach at a Headstart center and farmer's market, consumer health website development, and cooperative projects with community clinics. She reminded the Institute that there are outreach

evaluation resources available to help gauge the effectiveness of new projects. In the second talk on funding, the National Library of Medicine's Gale Ducher analyzed the successes—and failures—of various outreach projects. Her experience has shown that the following tactics helped make projects successful: a focus on family and websites that meet family needs, the use of neutral Spanish (as opposed to regional), and materials that are culturally appropriate in varying literacy levels. She noted that one unsuccessful project involved a mass mailing to Hispanic residents. Grassroots outreach seemed to be key, with community partnerships and Hispanic intermediaries, such as *promotoras*, the community health workers.

We were fortunate to have guest speakers during the conference meals, such as the President of the American Library Association, Dr. Lorie Roy, who spoke about wellness in our community, and Emma Torres, who gave a lively talk about her early experience as an agricultural worker, and going on to become an advocate and director of the very successful non-profit, Campesinos Sin Fronteras.

The Trejo Institute was the perfect forum for the sharing of ideas to improve the quality of library services. As Ninfa Trejo stated in her welcome speech, it shows how librarianship is not only about providing quality information, but also how it can improve the quality of lives.

The conference proceedings can be accessed at <http://sir.arizona.edu/trejo/proceedings.html>.

NCNMLG Professional Development Grant Applications Sought Submitted by Rebecca Davis

The NCNMLG Professional Development Grant program has been created to support NCNMLG members' professional development activities including attendance at classes, conferences and meetings and to provide NCNMLG members with the opportunity to increase their competence in the theoretical, administrative and/or technical aspects of librarianship and information management.

Persons given the award must complete the program within a twelve-month period. Once the program has been completed, the awardee must write a short article for the next NCNMLG newsletter evaluating the program and its benefit to them. Applicants must be regular members of NCNMLG. Grants range from \$100-\$300.

For more details on the award and for an application, go to http://www.ncnmlg.org/documents/ncnmlg_prof_dev_brochure.pdf

The next deadline for applications is November 15, 2007. Read the two articles written by awardees Barbara Bibel and Alison Clement in this

issue of the newsletter to get an idea of the type of activity funded.

Let's Honor Our Colleagues!

If you've ever received good advice from a colleague; or observed that they did stellar work on a committee; or you just appreciate their wit or humor or grace under pressure, why not honor them with a donation to the NCNMLG Colleague Appreciation Program in their name? For a minimum of \$10 you can honor a colleague and your donation will be used to help fund the NCNMLG Professional Development Grant. Your honoree will receive a certificate, be mentioned in the next newsletter, and their name will be part of a display of CAP honorees at the Joint Meeting in February. Now's the time to thank that mentor, encourage a new colleague or recognize a job well done.

For more information and the form, go to http://www.ncnmlg.org/documents/ncnmlg_cap_brochure.pdf

Nominate a Colleague for MLA McClure Excellence in Education Award Submitted by Molly Knapp

Please take this opportunity to nominate an outstanding colleague for MLA's Lucretia W. McClure Excellence in Education award, which honors practicing health sciences librarians or library educators who demonstrate excellence in teaching, curriculum development, mentoring, research, or leadership in education. The deadline

for applications is November 1, 2007. Information and application forms for all MLA awards and honors may be found at:
<http://www.mlanet.org/awards/honors/index.html>.

Please e-mail Kelly Near, Jury Chair, at kkn3u@virginia.edu if you have any questions.

Nominations Sought for MLA Rogers Award Submitted by Janette Schueller

Nominations are being accepted for the Thomson Scientific/Frank Bradway Rogers Information Advancement Award, in recognition of outstanding contributions in applying technology to the delivery of health sciences information. The submission deadline is November 1, 2007. The recipient will receive a cash award of \$500 and recognition at the 2008 Annual MLA Meeting.

For more information on the award and past winners go to:

<http://www.mlanet.org/awards/honors/rogers.html>.

For a copy of the nomination form, eligibility information and instructions go to:
http://www.mlanet.org/pdf/awards/rogers_nomform_2005_0721.pdf

Contact Sarah Kirby, Jury Chair, (913.596.4795 or sarah.kirby@providence-health.org) with questions.

Viva Librarians 2008: Call for Papers and Posters

The 2008 Joint Chapter Meeting NCNMLG & MLGSCA, Planning Committee is soliciting submissions for contributed papers and posters for the upcoming meeting Viva Librarians! in Las Vegas, February 6-9.

We want to hear from you!

Wikis, blogs, streaming videos are just some of the latest Web 2.0 tools that we want to hear about. Paper and posters may describe any research or practice of interest to the medical library community.

Here is your chance to share your findings with colleagues, hone your presentation skills, and gain institutional and peer recognition for your work.

We want to hear your innovative ideas! Whether you are a seasoned presenter or a novice, we strongly encourage you to consider this opportunity.

Presenters should be prepared to speak between 12-15 minutes.

Note: Contributed papers are oral presentations; a complete text of the paper is not required.

For POSTERS:

Submit a copy of an abstract (approximately 250-300 words) describing the poster. Please list all presenters and institutional affiliations. Please place "POSTER PROPOSAL" in the subject line of your message and email to the Poster Session Co-chairs:

Kathleen Carlson Kathleen.Carlson@asu.edu
602-496-683
Hella Bluhm-Stieber
hella.bluhm-stieber@hhs.sccgov.org
408-885-5654

ABSTRACT SUBMISSION DEADLINE:
September 28, 2007

For PAPERS:

Submit two copies of your abstract (250 words maximum), which accurately conveys the subject of the paper, its scope, conclusions, and relevance to medical libraries. The first copy should list all authors, institutional affiliations, and email and phone number of primary contact. The second copy will be used in a blind review process and should not include any information identifying authors or institutions. Please place "CONTRIBUTED PAPER PROPOSAL" in the subject line of your message and email to Peggy Tahir, Contributed Paper Chair, and to Sally Harvey:

Peggy Tahir peggy.tahir@library.ucsf.edu
415-476-5765
Sally A. Harvey Sally.Harvey@bannerhealth.com
602-239-4352

Viva Librarians !

PubMed for Experts Training Offered in Southern California on September 20th

PubMed for Experts will be offered by NN/LM Pacific Southwest Region staff at the Kaiser Permanente Medical Offices in Downey, California, on September 20th, 9 am -12 noon.

The PubMed for Experts class is designed as an advanced class for experienced MEDLINE searchers. This hands-on class will highlight advanced PubMed techniques that can be used to

conduct comprehensive searches. Attendees are encouraged to contribute past and present difficult searches to discuss with the class. If you are interested, please email Zoe Pettway Unno (Zoe.Y.Pettway-Unno@kp.org) to reserve a slot in the class.

Thanks to the Kaiser librarians who are organizing this class.

Notes from Chapter Council at MLA, 19 May 2007 Submitted by Terri Malmgren

Vicki Saunders, Chapter Council Alternate and I as Chapter Council Representative attended the annual meeting of Council in Philadelphia on 19 May 2007. My notes on this meeting follow. If there are any questions, please contact one of us.

Chair's Report:

Sarah Gable attended the MLA Executive Board meeting on 17 May 2007. She commended the MLA Headquarters staff for its responsiveness to issues during the year. Incoming President, Mark Funk, is interested in connectivity using technology using social networking programs. Chapter Council will provide a liaison to his task force on this. One year remains in the Vital Pathways Project which has taken several surveys to determine the status of hospital libraries. The results are on MLANet.

Future MLA Annual Meeting sites:

Chicago, 2008
Hawaii, 2009
Washington D.C., 2010
Minneapolis, 2011
Seattle, 2012
Baltimore, 2013
Chicago, 2014

Jean Shipman and Carla Funk are co-investigators for an NLM grant which is looking into the role librarians play in the training of physicians in health literacy.

Elsevier has provided an \$8000 grant to train people in Asia and Latin America in health literacy.

Libraries and Magnet Status: Margaret Bandy is representative to the committee which is discussing this topic.

A task force is looking at the composition of Section Council and has asked if such review is necessary for Chapter Council. There is a new poster and sticker available in the Chapter Council Booth. Council has been asked if it wants to continue to use the old sticker.

There was a question raised about doing surveys under the aegis of MLA and obtaining permission of MLA-HQ. If the survey is done outside of the organization, then permission must be obtained before commencing.

Final MLA budget figures are posted on the web. MLA is in a good financial state.

The Board accepted the education and research policy statements. The Task Force on Scholarly Communication has been extended. The Research Section is available to help chapters set up research committees. Contact Molly Harrington who is the chair of that section. The information technology standard has been revised. The updated MLANet site can be viewed at the Connections Booth. It is expected to be "live" by the fall chapter meetings. Content management software will be added later.

Lucretia McClure and M.J. Tooley have a program, "Path to Medical Librarianship," which is available for presentation. It lasts three (3) hours.

There is a new copyright web page.

MEDLIB-L has moved to the University of Vermont.

End of Chair's report.

Carla Funk's report:

Each chapter has been asked to provide a membership list for the purposes of identifying new members of MLA. Work on the content management system will begin this fall. There are over 1800 registrants for this year's conference and about 2500 exhibitors.

Council Business:

Pam Corley is taking over the Chapter News column.

The guidelines for planning chapter meetings are on the website. All chapters are asked to submit theirs if available. They can be sent to Pam Rees. MLA-HQ has asked planning chairs to be on the program on the first day of the meeting so they can be available during the meeting for questions.

CE Committee Liaison:

Chapter CE chairs are listed on the website. There are some chapters which no longer have designated CE chairs. There are + 50 courses being considered for the 2008 Annual Meeting with only 35 to be chosen at the committee's next meeting.

Credentiailling Committee:

There are 1089 AHIP members with 23 new provisional members. Provisional status has been extended to include new graduates who have no jobs. Renewal fees may be paid with a credit card if renewing at the same level of membership. 1033 responses were received to the last AHIP survey. Results of the survey:

1. Expand credit for CE courses offered by health-related groups without the need to complete an IPR;
2. Reduce fees;
3. Online application;
4. Organization of points into an index.

MLA News will have a summary of the results and there will be a FAQ on the web. Each chapter will receive the results obtained from its own AHIP members. Several subcommittees have been formed to explore the topics.

MLA Chapter Project:

The jury received three (3) applications. UNYOC will receive the award for its project on the membership perspective of AHIP. The Council website will be enhanced with summaries of the projects which have won awards.

Membership:

A reminder was made to ensure that MLA-HQ knows who the membership representative is for each chapter.

Naomi Broering:

She was present to recruit new members for Friends of NNLM. Ada Seltzer will receive the Friends Outreach Award.

Recruitment:

They are working with other MLA committees on Health Information Honors & Awards. News venues will be used to contact members for mentoring and to contact library schools for new members.

Benchmarking:

The survey is being reviewed for revisions. There is no future date for when it will be released. Anyone have a success story using the benchmarking date is asked to send it to Michelle Brewer.

Sharing Roundtables:

There were 255 attendees last year. Most participants graded the experience as excellent. There were many complaints about the food prices. There are 355 registrants for this year. The liaison table is the most popular topic. Reports from the tables will be posted on the web. Thirty-two (32) free lunches were provided by chapters.

Voting:

Barbara Henry was elected Vice-Chair of Chapter Council. She will serve for a year.

Information Literacy Program:

The program will be offered on Wednesday morning. This is a joint venture between Section and Chapter Councils.

Old Business:

Chapters need to submit their meeting dates for the calendar which appears on the website.

New Business:

There is a Roundtable blog which will continue to be available after the meeting.

Members were invited to come by the CC booth, see the new poster and have a glass of wine to celebrate the 25 anniversary of Chapter Council.

2008 Joint Conference in Vegas by Cynthia Perkins

Want to get away? Then join us in Las Vegas! February 6-9, 2008, the Flamingo Las Vegas Hotel, located at the famous "Four Corners" of the Vegas Strip, will be the site for the annual joint MLA chapter meeting of the Northern California / Nevada Medical Group (NCNMLG <<http://ncnmlg.stanford.edu/>>) and the Medical Library Group of Southern California and Arizona (MLGSCA <<http://www.mlgscamlanet.org/>>).

The schedule includes two days of programs and exhibits, plus two days of Continuing Education courses. You can look forward to an outstanding program of nationally recognized speakers, a wide range of engaging CE courses, and the latest in vendor product information. And did we mention that it's in Las Vegas? We hope to see you there!

For more information, visit the conference website: <http://www.med.unr.edu/ncnmlg/>



viva librarians!

You are invited!
Meet with us in

Las Vegas!

February 6-9 2008

Joint Chapter Meeting

<http://www.med.unr.edu/ncnmlg>

info 775-682-7301 Terry Henner thenner@medicine.nevada.edu

Northern California/ Nevada
Medical Library Group

Medical Library Group
of Southern California
& Arizona

Health Benefits of Smoking? Submitted by Kim Schwartz

The provocative images from tobacco ads featured in the *Not a Cough in a Carload* exhibit just got a digital display space. The collection of Dr. Robert Jackler and Laurie M. Jackler has been on display in Lane Medical Library since February and a more comprehensive version is now available at <http://tobacco.stanford.edu>. Over 400 advertising images tell the story of how, between the late 1920s and the early 1950s, tobacco companies used deceptive and often patently false claims in an effort to reassure that smoking was not only safe but healthy.

On first impression, most viewers will find these visually arresting images outrageous, humorous, and so blatantly false as to trigger incredulity. Tobacco industry ad men excelled in creative genius, had high levels of artistic skill, and could hire the best talent money could buy. The collection may be browsed by theme, brand name, and slogan.



EBLIP4 Conference Full Papers Now Available

Full papers from the recent "Evidence-based Library and Information Practice 4th International Conference" held in June in Chapel Hill, NC, are now available on the [EBLIP4 Website](#), where you can download papers by Suzanne Grefsheim, Denise Koufogiannakis, and many others. The conference

organizers suggest checking back because they are making podcasts of keynote speakers including Andrew Booth, Jonathan Eldredge, AHIP, and more available through the conference site.

Search Clinic: Chemicals and Drugs in PubMed® Now Available on the Web

NLM's Medlars Management Section and the NN/LM National Training Center and Clearinghouse hosted a live online search clinic on chemicals and drugs in PubMed on August 23rd, 2007. This hour-long online clinic is now available on the Web. The clinic, presented by Katherine Majewski from NLM, describes how the NLM MeSH® vocabulary is used for substance concepts and how to search PubMed for relevant articles. The clinic was designed for librarians and other information

specialists with little to moderate experience in searching for articles about chemicals or drugs in PubMed. Participants were expected to have a basic understanding of how to search PubMed. Click on the link below to access the Clinic.

<http://www.nlm.nih.gov/bsd/disted/clinics/chem.html>

New Version of TOXMAP Available

A new version of TOXMAP (<http://toxmap.nlm.nih.gov>) was released August 7, 2007. This version offers:

More search options: Users can search TOXMAP by CAS/RN, TRI facility name/ID, release medium, release year ranges, release amount, Superfund NPL site name/ID, and Hazard Ranking System (HRS) score.

Geographic region: Users can create their own geographic region, or select a pre-defined region from a menu. Setting a geographic region limits search results to those inside the specified region. Regions can be saved for future access.

Regional TRI summary tables: Users can view summary (aggregate) TRI release amounts for their geographic region.

Updated and expanded glossary and FAQs.

Position Available

UC Davis Head of Access Services
University of California, Davis
General Library
Announcement of Vacancy

Position: Department Head, Library Access Services

Salary: \$44,736 - \$92,436 (Associate Librarian I - Librarian V)(Appointment level and salary based on qualifications and experience)

Open: Immediately

The General Library at the University of California, Davis seeks a dynamic, public-spirited and forward thinking individual to serve as Head, Access Services Department, Peter J. Shields Library. The successful candidate must enjoy working with library users, take pleasure in offering efficient and effective services, and welcome the challenges of developing and maintaining a public service attitude in user and staff populations that are culturally diverse. It is also important that the successful candidate have a collegial attitude that thrives in a teamwork environment.

Responsibilities: Reporting to the Associate University Librarian for Humanities/Social Sciences, the Head of the UC Davis Shields Library Access Services Department provides the leadership and vision to meet proactively the research, teaching, and community service mission of the UC Davis faculty, staff, and students. The position coordinates and oversees the Circulation, Reserves, ILL, Document Delivery, Stacks Management, Library Security, and Mail Services Units in the Peter J. Shields Library. S/he serves as a principal resource regarding the use of library acquired or licensed copyrighted materials. As the administrative head of the Access Services Department, the incumbent guides the staff (4 direct reports, 28 FTE support staff and 24 FTE student assistants) in planning, developing, implementing, and evaluating ongoing operations and special projects.

UC Davis librarians are expected to participate in library-wide planning and governance, to be able to work comfortably in a shared decision-making environment, and to be active professionally. Advancement in the Librarian series is based in part on professional contributions beyond the primary

assignment; the successful candidate will show evidence or promise of such contributions.

Qualifications: Master's degree in library science from an ALA-accredited institution or its equivalent. Substantial experience in at least two areas of Access Services (circulation, reserves, stacks management, ILL, document delivery). Significant supervisory experience involving a range of staff classifications, including student employees, in a large, complex public, academic, or research library. Excellent interpersonal and communications (oral and written) skills and a strong public service commitment are required. Candidate must have a record of working effectively and collaboratively with a variety of library employees and library users in a complex, dynamic, multicultural, service-oriented environment, and of leading and motivating staff. Demonstrated knowledge and experience with the creative use of current and emerging trends and technologies related to access services, and experience with integrated library systems, such as the Ex Libris Aleph system.

The Environment: The UC Davis General Library (www.lib.ucdavis.edu) ranks among the top research libraries in North America, with current holdings of over 3.2 million volumes, including over 41,000 currently received serials. The General Library is an active partner with the California Digital Library (www.cdlib.org), and is currently engaged in several digital library collections initiatives. The University of California, Davis campus (www.ucdavis.edu) is a multicultural environment that supports equality and respect for differences based on gender, cultural ethnicity, level of disability and sexual preference and has a strong commitment to create a diverse community of faculty, staff and students. It has an enrollment of 30,000 students, offering a range of academic programs including Colleges of Agricultural & Environmental Sciences, Engineering, and Letters & Science; Schools of Education, Management, Medicine and Veterinary Medicine, and several research institutes such as the Bodega Marine Laboratory.

Davis is a pleasant, environment-oriented community of 65,000 in a college-town setting. Davis is ideally located for many recreational, cultural, and professional activities. It is within easy driving distance of Sacramento, California's capital city, and the Sierra Nevada Mountains/Lake Tahoe area, Berkeley, San Francisco, the Napa Valley wine country, and the Pacific Coastal areas. The University and surrounding communities sponsor a wide range of cultural events.

Benefits: Librarians are academic appointees. They earn 24 days of vacation and 12 days of sick leave per annum. The University has an excellent retirement system that is coordinated with Social Security. Several health, dental, and vision plans are currently provided by the University. Group term life insurance and reduced enrollment fees are available.

To Apply: Applicants should send cover letter, resume, and the names, addresses, telephone numbers and e mail addresses of three references (including current supervisor) to:

Debbie Ojakangas
Library Administration
University of California
100 North West Quad
Davis, CA 95616-5292
Phone: (530) 752-3444
Fax: (530) 752-6899
E-mail: daojakangas@lib.ucdavis.edu

An application cover letter should include a statement indicating how applicant's credentials and experience meet the posted requirements for this position. Candidates applying by October 1, 2007 will receive first consideration and the position is open until filled. UC Davis is an affirmative action/equal employment opportunity employer and is dedicated to recruiting a diverse academic community. We welcome all qualified applicants to apply, including women, minorities, individuals with disabilities and veterans.



LISTSERV ADDRESS: NCNMLGLIST@LISTS.STANFORD.EDU

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When this occurs, you will need to unsubscribe your old e-mail address and then subscribe your new address. This keeps our listserv current!

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SUBMITTING ITEMS TO THE NEWSLETTER

Please email your submissions in electronic format to:

June Simms, Newsletter Editor

jsimms@touro.edu

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