Metropolitan Detroit Medical Library Group

MDMLG NEWS

Spring 2007

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Save the Date: MDMLG General Business Meeting & Program

Please join your MDMLG colleagues on Thursday, March 15 for a program at the Detroit Public Library. "Using Electronic Tools for Library Inventory Control" will feature three librarians who will share their innovative methods for keeping track of their collections. Alexia Estabrook will describe the inventory procedure at Providence Hospital Medical Library, which utilizes a portable barcode, the inventory module of Professional Software, and some detective work. Though somewhat specific to Professional Software, the procedure itself can easily be modified to fit your library's capabilities and software. Mary Fitzpatrick will show us how she uses GLAS, a laptop, and a scan gun for inventory control and collection management at McLaren Regional Medical Center. Clara Bohrer, Director of the West Bloomfield Township Public Library, will discuss using Checkpoint's RFID technology and a hand-held scanner for this purpose in her library.

The program will be held in the Explorers' Room, located in the basement. The DPL is massive so allow time before the program to stop at the information desk in the lobby for directions. Also allow time before or after the program to enjoy the "Changing the Face of Medicine: Celebrating America's Women Physicians" exhibit which will be featured at the DPL February 28 - April 3.

Free parking is available in WSU's Parking Structure #6, located at Putnam & Cass, for all attendees who contact Diane LeBar by Friday, March 9. To park free on the day of the program, just give your name to the attendant as you leave the structure. The attendant will need to see your name on the list Diane will be giving to WSU's Parking Services.

Directions to the DPL are available at:
http://www.detroitpubliclibrary.org/Main_Library/Main_Library.htm

An interactive map, which includes Parking Structure #6, is available at:
http://campusmap.wayne.edu/?map=parking

Program Agenda:
Registration:	12:30 - 1:00
Business Meeting:	1:00 - 2:00
Refreshment Break:	2:00 - 2:30
Program:	2:30 - 4:00

Submitted by: Diane Lebar
Health Sciences Library, Oakwood Hospital & Medical Center

Making Your Poster Session Pop

Poster presentations are now a routine part of most professional conferences. They have some advantages over more traditional types of sessions. They allow conference attendees to look over several projects in a smaller amount of time and at their own pace. They also allow the presenters the chance to confer with other colleagues doing presentations, and to interact with small groups of interested parties in a more informal manner. The downside of a poster presentation is that it doesn't allow for great detail, and the attendees may have very limited time in order to see as much as possible. That makes the handout even more important.

Before you begin to design the actual presentation board, it's useful to think about the audience, space and location. Knowing as much about these as possible will make for a smoother presentation. Audience considerations are important. Will this be a stop between larger, more formal sessions? Is there dedicated conference time for posters alone? How professionally homogenous is the audience? All of these factors affect the use of professional jargon, level of detail, and research focus for specific presenters. The room layout and visual representation also contribute to attendee comprehension. A dark or badly lit room will make it more difficult for everyone, but particularly older attendees. A badly organized room will make traffic flow a problem for everyone- presenters and attendees.

The audience needs to know what you discovered is important to them, and how they might use the information. Keep sentences short, and present the information in an easy to grasp format using bullets or other graphic elements.

Questions to keep in mind-
- To whom am I presenting? Other Librarians? Physicians? Students? General Public? Ages?
- What is the spatial layout of the meeting room/hall? How much space do you have? How close to the poster will people be able to come?
- Where are the outlets located (if needed to run equipment as part of the presentation)?
- How big is the poster/bulletin board? Is it free standing or attached to a surface?
- Is the room well lit? (This can really only be determined by seeing pictures of the space, or by polling colleagues who have seen it before. If you are able to find out, it helps to know.)

The poster should tell us the what, the why, the method, the results, and if relevant, its applicability. There should also be a list of relevant research available. The audience needs to know what you discovered is important to them, and how they might use the information. Keep the sentences short, and present the information in an easy to grasp format using bullets or other graphic elements to make it easy to comprehend. Visuals can aid in understanding. Include graphs, charts or research instruments, if possible, to convey more information, but make them simple to understand with labels large enough to read easily. If the poster is developed from a paper, keep in mind that the audience wants to see the relevant points in a greatly summarized form, not text excerpts printed on a card. Leave lots of visual "space" around the points. It allows the eye to rest for a moment and for the brain to process the information.

Consider the specific topic that is being presented. How does the layout make the information easier to comprehend? Usually 4-6 main points are all that will fit on the board space with any useful detail.   Presenters may use a particular style, i.e. chronological, narrative or problem/solution, to make the process understood more easily. It also helps to put numbers or arrows on the layout boxes for easy visual recognition.

The poster itself will have to be considered for transportation, hardiness and reassembly. Handouts are also an importation consideration. People reading your session will want to take some information away for further reading or consideration. Generally people make

copies of the presentation in slide format and replicate these as handouts. Additional information such as contact information, further suggested readings, and a general bibliography are also useful to include.

Handout tips-
- Make sure that slides/text are black and white format. Color originals to black and white copies can be muddy and difficult to read.
- Find out (if known) the number of attendees.
- Find out if there is access to a copier to make additional copies.
- Check the font size for readability-particularly if created in a slide program.
- Make sure to put your contact information in the handout

If you are interested in learning more about preparing a poster presentation, please consult the following resources for additional tips:

How to Present a Poster Session

Writing Guides: Poster Sessions-Colorado State University

AAPA Clinical and Professional Poster Session

B.R. Keely. 2004. "Planning and Creating Effective Posters," Journal of Continuing Education in Nursing. Vol. 35, no. 4, pp 182-185

D. C. Shelledy. 2004. "How to Make an Effective Poster," Respiratory Care. Vol. 49, no. 10, pp1213-1216.

K.D. Starver. 2004. "Professional Presentations Made Simple," Clinical Nurse Specialist. Vol. 18, no. 1, pp.16-20.

by: Juliet Mullenmeister
St. Joseph's Healthcare

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Dr. Kevorkian Pays A Visit

It is the fall of 1997. The phone rings mid-morning and the voice announces that it is Dr. Kevorkian and he would like to know if the library carries *Obstetrical and Gynecological Survey*. I tell him yes, as I look around for the hidden cameras which are surely capturing this joke on me. Assuming the caller is a coworker who is goofing around I hang up after he thanks me. I sit down at the main desk with my volunteer Marion and we begin working on a claim list together.

Suddenly a very slight man wearing a cardigan, glasses, and a fishing hat walks through the door. My 80 year old volunteer looks incredulously at the man and we both realize who it is. He smiles at us and heads straight towards the back of the library through the journal stacks. It is obvious that he knows where he is going. This is not his first visit to St. Joseph Mercy Oakland!

He returns to the desk with the journal he needs and asks me about copying. I offer to copy the article for him and he is very grateful. He offers to pay me but I refuse his money and offer some convoluted explanation. I am flustered and nervous. He leans back with his hands in his pockets and laughs in disbelief. He thanks me for my kindness and leaves. As I walk back to re-shelve the journal issue, everyone in the back is grouped together and buzzing about the appearance of our famous patron. A coworker who has received word that Dr. Jack Kevorkian was sighted in the hospital comes to verify that it was really him.

Just as things are quieting down in the library, a security officer races in huffing and puffing. He asks me if Dr. Kevorkian is still in the library and I tell him he has left. He asks a few more questions which I answer and he seems satisfied, expressing gratitude that he left no "packages" behind. The officer is laughing at his own joke as he leaves the library.

by: Patty Scholl
St. Joseph Mercy Oakland

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Health Literacy – An Annotated Webliography

Definition

"Health literacy is defined in *Healthy People 2010* as: 'The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions'.

Health literacy includes the ability to understand instructions on prescription drug bottles, appointment slips, medical education brochures, doctor's directions and consent forms, and the ability to negotiate complex health care systems. Health literacy is not simply the ability to read. It requires a complex group of reading, listening, analytical, and decision-making skills, and the ability to apply these skills to health situations." Excerpt taken from http://nnlm.gov/outreach/consumer/hlthlit.html

Health Literacy Web Sites

Health Literacy / National Network of Libraries of Medicine
http://nnlm.gov/outreach/consumer/hlthlit.html

This web site provides an excellent discussion of health literacy and covers topics such as the definition of health literacy, skills needed for health literacy, the economic impact of low health literacy, and the role of the Consumer Health Librarian.

Ask Me 3
http://www.askme3.org/

Ask Me 3 is sponsored by the Partnership for Clear Health Communication and Pfizer. Ask Me 3 provides educational materials for both patients and providers. The web site

encourages the use of 3 questions that every patient should ask their provider:

1. What is my main problem?
2. What do I need to do?
3. Why is it important for me to do this?

California Health Literacy Initiative
http://www.cahealthliteracy.org/

This site offers a Health Literacy Resource Center providing information on topics such as plain language health resources for literacy and ESL students, health literacy training and consultation resources, and multicultural and multilingual health information.

FDA / Low Literacy Pamphlets
http://www.fda.gov/opacom/lowlit/englow.html

The FDA offers easy to read health information in English and Spanish.

Health Information Literacy / Medical Library Association
http://www.mlanet.org/resources/healthlit/

The Health Information Literacy page provides links to resources for both professionals and consumers. The page includes a link to the MLA Health Information Literacy Research Project, which aims to study health literacy and hospital libraries. There are also links to other MLA resources such as the MLA Health Information Literacy Task Force, the MLA-HEALTHLIT discussion list, and the Consumer Health Information Specialization page.

Health Literacy / Institute of Medicine
http://www.iom.edu/?id=3827&redirect=0

Health Literacy is one of the projects of the Institute of Medicine. In April 2004, the IOM Committee on Health Literacy released its report called *Health Literacy: A Prescription to End Confusion*. A report brief can be downloaded from this site. This site also provides numerous links on health literacy.

Health Literacy / National Library of Medicine
http://www.nlm.nih.gov/services/health_literacy.html

The MEDLINE/PubMed Search and Health Literacy Information Resources page offers a search of PubMed on health literacy as well as links to several sites and bibliographies on health literacy.

Health Literacy Studies / Harvard School of Public Health
http://www.hsph.harvard.edu/healthliteracy/index.html

The Health Literacy Studies web site provides access to a plethora of information on health literacy including annotated bibliographies, curricula, and research.

Health Communication (Chapter 11) / Healthy People 2010
http://www.healthypeople.gov/document/HTML/Volume1/11HealthCom.htm

This chapter defines health communication as encompassing "the study and use of communication strategies to inform and influence individual and community decisions

that enhance health. It links the domains of communication and health and is increasingly recognized as a necessary element of efforts to improve personal and public health." This chapter reviews issues and trends regarding health information, and disparities and outcomes.

Healthy Roads Media
http://www.healthyroadsmedia.org/

This web site provides health information in multiple formats and in several languages including English, Spanish, Vietnamese, Amharic, Arabic, Somali, Bosnian, Russian, Hmong, Khmer, Liberian English, and Tagalog.

MedlinePlus Easy to Read
http://www.nlm.nih.gov/medlineplus/easytoread/easytoread_a.html

MedlinePlus provides an alphabetical listing of easy to read health materials and interactive tutorials. The information is written at a 4th to 6th grade reading level. This site also provides information on how to write easy to read health materials.

Sladen Web Resources / Health Literacy
http://sladen.hfhs.org/links/index.htm

The Sladen Web Resources / Health Literacy page offers a compilation of web sites on the subjects of literacy and health literacy.

Virginia Adult Education Health Literacy Toolkit
http://www.aelweb.vcu.edu/publications/healthlit/

"This Toolkit is a resource to help adult education instructors and administrators better understand the problem of health literacy as it affects their learners." This web site includes definitions, fact sheets, and resources for developing curricula.

By: Gina Hug
Sladen Library, Henry Ford Hospital

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Practice What You Teach : Evidence-Based Library and Information Practice

Imagine your library is really short on shelf space. Is it time to pitch all your print journals and go electronic? Are patrons still using the print collection? What should you do - throw away the entire print collection and hope for the best? Perhaps it's time to consult the literature and see what other libraries have done in similar situations.

As medical librarians we are well versed in instructing our patrons on using and locating evidence-based medicine resources in order to help them make the best clinical

decisions. It seems only natural that we would want to apply similar evidence-based practice principles when making decisions that will affect our daily work. This is the core belief behind evidence-based librarianship (EBL) and/or evidence-based information practice (EBIP) – that librarians should use solid evidence from research-backed library literature to solve problems and make informed decisions about questions that may arise regarding library issues.

For an introduction to EBL and EBIP check out the following resources, or attend MDMLG's upcoming April CE course on the topic!

> Booth, A., & Brice, A. (2004). *Evidence-based practice for information professionals : a handbook*. London: Facet.

> Eldredge, J. D. (2000). Evidence-based librarianship: an overview. *Bull Med Libr Assoc, 88*(4), 289-302.

> Koufogiannakis, D., & Crumley, E. (2006). Research in librarianship: issues to consider. *Library Hi Tech, 24(3)*, 324-340.

by: JoAnn Krzeminski
Sladen Library, Henry Ford Hospital

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Evidence-Based Library and Information Practice Continuing Education Course

MDMLG is holding the Evidence-Based Library and Information Practice 8-hour CE on April 3, 2007, from 8:00AM - 4:30PM in Troy, MI. Please click here for course registration and location information. The goals of this course are to allow you to move beyond just talking about Evidence-Based Library and Information Practice and learn how you can be an active participant in this international movement to improve your professional decision-making. This course stresses the practical applications of the EBLIP process including question formulation, searching for the evidence, and appraising the evidence in order to make important decisions. You will learn to design your own solutions for answering the questions that matter most to you.

The course presenter, Dr. Jonathan Eldredge, MLS, PhD, AHIP, has published 21 articles and 5 book chapters on Evidence-Based Library and Information Practice (EBLIP) in such journals as Journal of the Medical Library Association, Bibliotheca Medica Canadiana (BMC), Health Information and Libraries Journal, Hypothesis, Journal of Library and Information Science, Library Hi Tech, and Medical Reference Services Quarterly. He created the Medical Library Association's continuing education course on EBLIP in 1998 and this course, Evidence-Based Library and Information Practice, (formerly Evidence-Based Librarianship) already has been taught 20 times in a face-to-face format in all time zones within the continental US, as well as in Canada and the UK.

Dr. Eldredge has been the principal investigator in four randomized controlled trials. He also served two terms of office as the Chair of the MLA Research Section. He is the Associate Editor for BMC Biomedical Digital Libraries and serves on the editorial board of Hypothesis.

Dr. Eldredge is Associate Professor for the School of Medicine and the Health Sciences Library and Informatics Center at the University of New Mexico.

EBSCO Publishing is proud to be the sponsor of The Metropolitan Detroit Medical Library Group's breakfast forum. Midwest Biomedical Regional Manager Christian Barrock will be speaking about Continuing education (CE). EBSCO Publishing's nursing and allied health database CINAHL Plus with Full Text and their point-of-care clinical reference tool DynaMed, both offer CE and Continuing Medical Education (CME) credits. Since acquiring CINAHL, EBSCO Publishing has added CINAHL with Full Text, CINAHL Plus and CINAHL Plus with Full Text and has upgraded the EBSCOhost search interface to enhance medical searches. Quick Lessons and Evidence-based Care Sheets are also now available in CINAHL Plus and CINAHL Plus with Full Text. These new point-of-care materials provide information on diseases and specific aspects of care. Quick Lessons and Evidence-based Care Sheets are intended to provide quick and easy access to information needed at the bedside.   Interactive CE modules are provided for these point-of-care tools allowing nurses to fulfill CE requirements. CME credits are also available for DynaMed, which provides nearly 2,000 clinical summaries including conditions and treatments. The resource has been shown to answer more questions in clinical care and was recently selected by the National Health Service for use in all hospitals in England. As the EBSCO resources continue to grow and evolve, the value associated with investments in these products is multi-purposeful. They provide not only quality research material and a reliable service, but allow for integration with any hospital's Electronic Health Records and provide an efficient means for gaining Continuing Education.

ProQuest CSA will be presenting during the luncheon session demonstrating the ProQuest CSA product. ProQuest CSA provides researchers with high quality medical solutions, fueled by state-of-the-art technologies, and supported by dedicated service. Our vision is to publish high quality products for medical libraries around the globe. Our session will include an overview on MyiLibrary Medical E-Books as well as the ProQuest CSA Medical product Line.

by: Juliet Mullenmeister
St. Joseph's Healthcare

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President's Corner : Librarian Images and the Higher Power of Lucky

Change isn't going to happen instantaneously, but it can happen.

The past couple of weeks have seen much discussion in the bibliosphere regarding some school librarians' decision not to stock the Newberry Award winning book *The Power of Lucky* because the word "scrotum" appears on the first page. Let's set aside the fact that scrotum doesn't really faze medical librarians. Let's also set aside the fact that there is a fine line between collection development and censorship. There is a larger issue at play – this story has gotten far more press than far more serious library issues. In the day and age where public libraries are cutting services or closing, and where the EPA has decided they no longer need their libraries, the world is talking about librarians' decisions to not order a book for their collection, and often times making fun of us in the process.

While I admit that this situation is too funny for even the NPR program

"Wait Wait…Don't tell me!" to pass up; and that it wouldn't hurt us to have a sense of humor (as many of us do), we need to do something. What that something is I'm not sure. I'm not even certain that "something" is one thing, or that we can even do it alone. But it starts at home – figuring out the culture of your workplace and working with it, determining the needs of our patrons and concentrating on that, making us visible in the organization and beyond. In short - playing the game.

I received my undergraduate degree in Business Administration. Entire lectures were devoted to the "power suit" and what color tie works best in what situation. Image, and creating the correct image, is an important part of business. At my first job, which was at a law firm library, my boss advised me to dress to be mistaken for an attorney rather than a legal secretary. Both took place nearly 20 years ago and the business culture has changed a bit since then, but one thing remains the same – there is a business culture and librarians might find it easier to navigate if we acknowledged it and tried to work with it and not against it. Administrators like numbers. When asking for more money or staff, give them concrete reasons why it's needed. Learn to speak their language. Unfortunately it's not enough to do our jobs and do them well. We also have to make sure that the right people are aware of our value to the institution.

Change isn't going to happen instantaneously, but it can happen. So let's not leave our future, and the future of our profession, to the power of lucky but take control of it ourselves.

by: Alexia Estabrook
Helen L. DeRoy Medical Library, Providence Hospital

ANNOUNCEMENTS

- Please welcome **Karin Werner** as the new Medical Librarian at St. John Hospital & Medical Center. Karin is also a returning MDMLG member.

- **Annette Healy** has accepted a new position as Information Services Librarian at the Science & Engineering Library at Wayne State University and therefore will no longer be project director of Michigan Go Local. **Linda Draper** of Shiffman Medical Library is the new project director of Michigan Go Local, and Annette will continue to be a consultant for the project. Check out the project at http://medlineplus.gov/michigan

MHSLA 2007 Annual Fall Education Conference

Take your compass, pointing North. Follow I-75. Join us in Bay City on September 26-28, 2007 as we "Navigate a Sea of Information". The Doubletree Inn-Riverfront in downtown Bay City is the site for the MHSLA 2007 Annual Fall Education Conference. This site is beautifully located on the river with parks, walkways, and the nearby Delta College Planetarium. Join us as we explore the "Value of the Library", "Ethnic Awareness and Health Information" and other exciting topics. Friday's schedule contains hands on learning at the Planetarium's state of the art computer lab. See you there!

Upcoming Dates To Remember:

March 7 -   MLA Webcast: Survival of the Fittest

March 15-   MDMLG General Business Meeting & Program @ DPL

April 3-   MDMLG CE Course: Evidence-Based Library & Information Practice

April 15-23-   National Library Week

April 30-   NTCC PubMed training session in Ann Arbor

May 1-   NTCC NLM Gateway & ClinicalTrails.gov training session in Ann Arbor

May 3-   MDMLG Executive Board Meeting

May 18-23-   MLA Annual Meeting in Philadelphia

June 21-   MDMLG Summer Luncheon

Newsletter Committee 2006-2007

MDMLG News is under direction of the Newsletter Committee and is published four times a year. Please send comments, suggestions, or article ideas to JoAnn Krzeminski at jkrzemi1@sladen.hfhs.org. The members of the Committee are:

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