



A publication of the National Network of Libraries of Medicine MidContinental Region

The Grand Tour

With the beginning of new contract and with major leadership changes, it seemed like a very appropriate time to visit our Resource Library partners. The new contract continues the development of the distributed model for the Regional Medical Library (RML). It also introduces new regional and national goals. The RML assessment program has also identified some uncertainties about the new model and about the overall operations of the RML that could be most easily addressed through onsite visits. The Grand Tour began with visits in Missouri during February and concluded in April with a visit to Kansas City.

Wayne Peay and Claire Hamasu were welcomed at each of the Resource Libraries in the region by the library directors, the RML liaison, and the library staff. They were provided tours at most of the libraries and noted remodeling as a result of the emphasis on electronic resources. Stacks have been reduced and more public workstations were available.

Sometimes special guests came to hear about the NN/LM MidContinental Region's program. These included Network members, Regional Advisory Board members, and faculty from the university, library, school of medicine, or informatics who asked questions about the support that RML offers health sciences libraries in the region in adapting to the changes that are caused by the new technologies to access information.

Response of the Resource Library staff to the presentation indicated a continued appreciation of the distributed model. The NLM site visit in 2003 elicited appreciative comments from Network members for the distributed model and the opportunity to have their "own liaison." In 2007, comments from Resource Library staffs indicate that this attitude continues. Resource Library staff like having the responsibility of serving their states through the outreach program or providing

Our RML - A New Model 2007 Grand Tour



St. Louis 2/27/07
Columbia 2/28/07
Laramie 3/6/07
Denver 3/7/07
Omaha 4/4-5/07
Salt Lake City 4/17
Kansas City 4/19/07



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leadership through their liaison's special project area. Resource Libraries improved outreach efforts in their states by combining library and RML outreach initiatives and establishing new collaborations. State libraries predominated co-partners in these collaborations.

Clarification was provided in the presentation and question and answer period. For example, the funding for the FTE and operations flows from a contract with National Library of Medicine



Wayne Peay shares the RML program with Resource Library staff.

through a subcontract with the University of Utah to each Resource Library. Library staffs now have a greater understanding of their responsibility as a Resource Library and how they contribute to the accomplishments of the NN/LM MidContinental Region. Although the liaison hired by the library contributes most to fulfilling the contract signed with the National Library of Medicine each member of the library has a contribution to make.

Library staffs were most interested in the invitation to join the RML in providing professional development workshops using distance technology such as Adobe Acrobat Connect Professional. (This is the software used in the Breezing Along with the RML presentations.) They are eager to share their expertise with colleagues in the region and will increase the number of educational offerings sponsored by the RML.

Finally, one of the points of the presentation was to review feedback that the Resource Libraries had given on the impact of having a subcontract and hiring staff(s) to help implement the NN/LM program in the region. Although favorable comments outnumbered the unfavorable comments, it indicated that there is still work to be done in operating a distributed model. Communication needs improvement between RML liaisons and their colleagues in the Resource Library about programs and making use of the expertise of all Resource Library personnel to contribute to the innovation of both the RML and the Resource Library.

-W. Peay & C. Hamasu

A Successful Project for a Small Library

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Community Hospital library obtained funding from the NN/LM MidContinental Region to implement an online catalog for a collection in a combined medical/consumer health library that is open to the public. The original plan was to purchase and implement software and hardware to create an online catalog on the hospital's web site and make the library's collection of consumer health materials more visible to people living in the region as well as local public and school library staff members. The objectives were to:

- Make this special collection visible to as many consumers in the region as possible
- Improve relations between the hospital library and other local and regional libraries
- Network with other small libraries
- Make the collection more visible so other libraries could focus their collection development on other genres

An earlier proposal was to have a combined union catalog of the collections of the three medical libraries in Grand Junction, Colorado similar to the Impulse catalog (University of Colorado Health Sciences Center and several medical libraries on the eastern slope). This first proposal was not successful, in part because a commitment was required from all hospitals' administrators to continue to support the project once the funding was expended. As two of the institutions are part of larger healthcare organizations, that assurance was not as readily forthcoming as it was within the small, locally owned and operated hospital. Information from this proposal was saved and contact with the liaison of the MidContinental Region was maintained. This liaison notified the director of Community Hospital's library when other funding was available. Part of the success in Community Hospital receiving the award described in this article was that connection.

When the new funding opportunity was available, an application was submitted with Community Hospital library as the only participant. Some of the criteria had to be changed (funding amount was smaller, time to implement the project was shorter, target audience changed, etc.)

See "Successful" on page 6

You Spoke - We Listened!

As the National Network of Libraries of Medicine is part of "the government," you may not always think, we understand or that we respond to your needs. We do!

While publication of this article is a few weeks away, as I write this, today, liaisons from the NN/LM MidContinental Region put on Databases on Display. We used a venue that we've used before - web conferencing, but we tried to make the segments shorter and information useful to your work. You requested information - and we responded! All this was the result of the feedback you provided to us through focus groups.

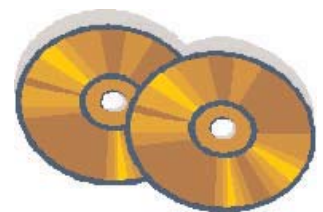
What, you may be asking did people ask for? And how are we trying to meet that need?

You want:

- Tutorials that are more colorful and fun!
OK. This one is mine. As your Education Liaison, I agree to lead the way - to suggest to my cohorts that we all learn better with graphics that are funny, colorful, and make a point. And we all learn better with humor!
- More opportunities to take Continuing Education classes taught face-to-face.
 - *Because we all travel for our work, we're going to make a better effort to add training sessions to our travel destinations. This won't increase our expenses by too much, but provides you additional class opportunities.*
 - *Watch for an updated listing on our web site of CE classes we offer in our region. We're also experimenting with a web site calendar - showing you where we will be offering classes and when.*
 - *Recently, Technology Coordinator, Sharon Dennis offered a Blog CE class through web conferencing and she's applying for CE credit for an RSS seminar, as well.*



- Continuing Education classes to be presented at different times.
 - *Because we span two time zones, we usually choose mid-day time sessions to accommodate people in both zones. As yet, we've not had a great demand for evening classes. It's something we are considering.*
 - *It is suggested you check out MLA CE Institute for several online classes that are available 24/7 when they are offered, since most can be taken asynchronously. See: www.mlanet.org/education/institute/courses.html*
 - *We're experimenting with two classes by dividing them into smaller chunks and presenting it through web conferencing in several shorter sessions. Your friendly liaisons are the guinea pigs on this one. Watch for final outcome.*
- Training for paraprofessionals.
 - *We realize it's a shifting world out there. As part of that shifting world, library technicians are playing an ever larger role than in years previous. While we will probably not expand our services to include specific paraprofessional training, we do not exclude paraprofessionals who wish to attend our trainings.*
 - *Further we recognize that we can play a role by referring you, from our state pages on our web site, to agencies in your state that do provide training directed specifically toward paraprofessionals.*
- Technology-Based Professional Development - particularly CE opportunities.
 - *Note classes as listed above as presented by Sharon Dennis.*
- Programs on CD, DVD, or videocassette (not involving web access and related firewall issues!).
 - *I'm so glad you asked!! Two years ago I produced a CD directed at Nursing Schools entitled "Search Strategies." If you'd like a copy, let me know.*
 - *O.K. Watch now for the shameless plug. Recently, I've created a CD with tutorials on several National Library of Medicine products. It was specifically directed at public librarians, but is easily utilized in other settings. It's called: So You Have a Medical Question? It's comprised of several tutorials on topics such as MedlinePlus, PubMed, and other science resources. Each tutorial is only a few minutes long and the whole CD takes about 30 minutes to watch. Order your FREE (did you see that?) FREE CD from mmagee@unmc.edu.*



See "Listened" on page 4

Your suggestions for Professional Development included:

- Training on important resources from the National Library of Medicine (beyond PubMed).
 - *Time for another plug...Be sure to attend our next "Databases On Display" web conference - Wednesday, April 25, 11:00 CT, 10:00 MT. Topics will be Genetic Home Reference, LactMed, AIDS Info PH, and the Household Products Database.*
- Virtual libraries, including how to digitize to serve remote users, rights and permissions, and the role of people in providing services from a digital library.
 - *We don't have this experience... yet... It's a proposed topic for MCMLA 2008 in Wyoming.*
- Marketing the value of library services - how to show value, how to transform the library.



- *I've just finished the first online version of "Thinking Like An MBA: Time, Money, Resource Management, and Change in the Library." This month long class will be offered twice a year through the MLA CE Institute.*
- *Barb Jones is leading the effort to present "Show Your Impact: How To Count Your Chickens," at MCMLA in 2007. Betsy Kelly and I will be co-presenters along with Kate Anderson from the University of Missouri-Columbia.*
- *Two sessions on "Marketing Your Library" will be presented by Pat Wagner in our region in 2007.*
- *NetLibrary resources on advocacy are available online through the NN/LM MidContinental Region web site. See: <http://nlnm.gov/mcr/education/netlibrary.html>*
- *Other resources include information available through ALA in the Issues and Advocacy section at: <http://www.ala.org/ala/issues/issuesadvocacy.htm>*
- *Check your state for a library Legislative Day. Missouri, Wyoming, and Nebraska currently sponsor such activities.*

- The latest changes and functions of LinkOut.
 - *The October 2006 session of Breezing Along with the RML covered LinkOut. See: <https://webmeeting.nih.gov/p78123896/>*
- Updates on the latest whatever: buzzwords, equipment, technology.



- *Suggestions are to read "Wired" and/or the blog from David Rothman.*
- *Sharon Dennis is pursuing development of a del.icio.us bookmark for such resources.*
- *Watch for announcements of topics on the RML News, MCMLA listserv, Breezing Along with the RML web conferences, and of course in the Plains to Peaks Post!*

Well, that's the recap for now. We hope you'll continue to suggest new topics and venues as we try to meet AND exceed your needs!

-M. Magee

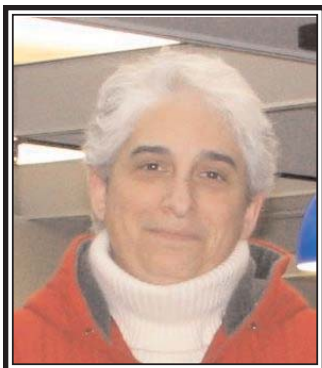


Contributors Wanted

Would you like to share your ideas, successes, projects etc. with the region? Why not submit an article to the Plains to Peaks Post?

Contact Suzanne Sawyer
ssawyer@rml4.utah.edu with your submissions

Kansas/Technology Liaison: Rebecca Brown



I would like to take this opportunity to introduce myself as the new Kansas/Technology Liaison for the MidContinental Region of the National Network of Libraries of Medicine. I am very excited to be a part of an organization that works to further the health of the public.

I started working in libraries many years ago, shelving books at Watson Library on the main campus of the University of Kansas in Lawrence. It was so long ago, they had not yet switched to the Library of Congress classification system. After I left my job at Watson, I raised a family and worked as a caterer and a baker in Manhattan, Kansas.

When I moved back to Kansas City, I completed a Windows NT Network Administrator Certificate at Johnson County Community College. The certificate program gave me hands-on experience with operating systems and hardware components. Part of my course work included web design and I began to pursue web work. I identified and approached several family owned restaurants in Kansas

City and offered to help market their businesses by creating web sites and email lists to keep their customers up to date. Since small businesses do not have a lot of money for advertising, I offered to be paid in food credit. Nine years later, I am still doing some web work and I am still being paid in food (I gave up cooking years ago).

One day while standing in a library it occurred to me that my technology background, coupled with my desire to provide credible sources of information was a good foundation for becoming a librarian. I returned to school and attended Texas Woman's University 100% online MLS degree program. I have worked in three different libraries (two public and one academic), and in four different positions (circulation, periodicals, reference, and copyright/interlibrary loan). I completed my practicum at the Dykes Library of Health Sciences at the University of Kansas Medical Center and I was offered a job at Dykes Library. Since I was working in a medical library, I took two medical reference classes and one of my assigned readings was *The Coming Plague* by Laurie Garrett. Ms. Garrett's book chronicles the efforts of "disease cowboys" who have selflessly fought infectious diseases around the world. I was inspired by the book and wondered what I could do as a librarian to contribute to the health of the public...And that is how I came to apply for the NN/LM Liaison position.

-R. Brown

Health Resource Center Provides Education

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Faith Regional Health Service's Health Resource Center serves as a comprehensive health education center for Norfolk, Nebraska and the surrounding area. The Center features a health information library with an extensive collection of consumer health books, videos, print information, and three computers with online access. The Center also features select journals, medical texts, online access to research materials, literature search services, and interlibrary loan for health professionals and students. The goal of the Health Resource Center is to become "the place" for the community, staff, physicians, and students to come for their health information needs.

When the Health Resource Center moved in December 2005 to its current location, we decided that we needed to expand our services to reach a broader audience. We decided to begin holding health information classes for the public on at least a monthly basis to



allow the community to be educated by local health professionals. During 2006, the Center hosted approximately 50 Healthy U classes and over 900 people attended these classes. Topics for the classes ranged from cancer education, parenting, osteoporosis, healthy cooking demonstrations, and many others. An added benefit with hosting the Healthy U classes is that we have very distinct groups of people attend the classes. These groups, who otherwise may not have known about it, are then introduced to the Health Resource Center's library.

Other outreach services that the Health Resource Center hosts are wellness programs, health promotion day celebrations (such as the Great American Smokeout), an Appearance Center for women undergoing cancer treatment and a Toy Lending Library for families and caregivers of children with physical and/or developmental disabilities. Each of the programs we host bring in many people to the library.

See "Education" on page 7

“Successful” continued from page 2

The proposal included purchasing access to the Cybertools database, barcodes, and hardware. Once funding was received, data input was started from scratch. Cataloging had been done previously using Librarian's Helper software (which was an old DOS-based program). Retro-converting the records was not an option. Fortunately, the collection is relatively small - about 2,000 texts, 50 periodicals, and 200 AV materials. A former library employee was contracted to do most of the data entry. The next project was barcoding the items. Marchive “smart barcodes” were chosen for material identification. Cybertools exported the data to Marchive, who then made the barcodes, which include the library name, item title, and call number. Several hundred generic barcodes were also purchased for barcoding new materials.

Since implementation, circulation of library materials and referrals from the local public library reference staff has increased. This was accomplished through sharing with the local public library reference staff and networking with other small libraries at workshops in the region. Presentations were made at staff meetings for the local public library reference staff and to hospital staff to demonstrate ability to access the catalog. Bookmarks and posters were printed with information about the library catalog with the web site address, as well as information about the funding. Promotional materials about the library project were distributed at exhibits at several local health promotion events as well as at demonstrations given in the community by hospital staff.

Contact was made with a librarian in Glenwood Springs, Colorado, who is using the same catalog product. Tips were shared with one other, as well as having a visit to the library and then traveling to the same interlibrary loan workshop for the state library's SWIFT system. Eventually it is hoped to make these catalogs accessible on the state ILL system, but at this time that is a work in progress and not something we budgeted for in the original award application. Since participating in the system as a borrower, it was hoped to be able to make this collection available as a lender. It was understood that if a system were Z39.50 compliant, it would be able to communicate with the state library's system. This, however, has not worked, as there is some problem involved in allowing these two systems to “talk” to each other. It is hoped this will be possible in the future, as more small libraries migrate to the Cybertools system.

Another library director in town is interested in Cybertools and this may be something that can eventually work into a union catalog for several hospital libraries in the region that are using the same database. Community Hospital has continued to provide yearly funding for this ongoing project (database access fees).

As far as lessons learned

If you do not succeed at your first attempt, keep trying. A grant writing class helps focus on what the funders will be looking for in successful grant applications. Having a small staff made implementation of the project take longer than expected, so build in extra time. Be sure to submit quarterly reports (or as often as requested) to the funders.

Problems or barriers encountered

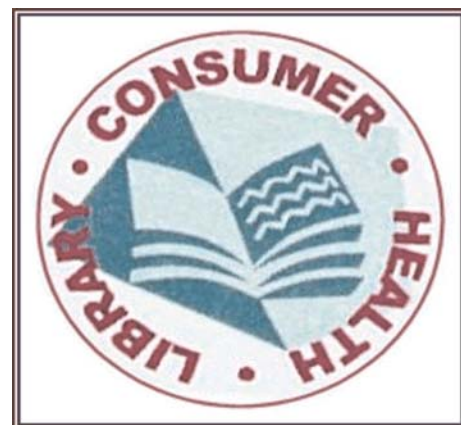
Cybertools and Marchive were chosen as vendors based on other librarians' recommendations and the fact that these companies had worked together on previous projects. Not anticipated was the difficulty the vendors would have in exporting & importing the sections of data needed in the format needed, which delayed the production of barcodes and is part of the reason the project was not completed as soon as planned. It is hoped that this “glitch” will be worked through and make it easier for libraries planning projects in the future with these vendors.

Strategies most effective in implementing the project were choosing a database with good technical user support. The staff at Cybertools has been very responsive to needs and questions that arise.

If starting over again with the same staff (1.6 FTE), it would be wise to make the timeline for implementation longer. The original timeline was a “best guess” estimate, and did not take into account that the increase in library usage because of more visibility and the growth in our community would affect the amount of time available to devote to the project.

Recommendations to others considering a similar outreach project

Do not give up! The original proposal was for a much larger project. That project was not funded, but some of the feedback received helped this project proposal succeed. Anyone with limited resources contemplating a project like this should make contact with state and regional library professional resource people. Many of them work with small libraries and know the difficulties in obtaining funding. They often are mindful of those needs and helpful in sharing as they hear about available funding opportunities.



What's in Your Toolbox?



Do you provide health information to patrons, patients, clients, or students?
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5th Annual Wyoming Symposium for Health Information Professionals July 18, 19 & 20, 2007

University of Wyoming campus, Laramie, Wyoming

Sponsored by the University of Wyoming Libraries and the NN/LM MidContinental Region

Preliminary program

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"Education" continued from page 5

In the spring each year we host a wellness program called Health Trek, which has over 800 participants. The majority of the participants will stop into the Health Resource Center at least once during the program. Our Appearance Center is co-sponsored with the American Cancer Society to provide wigs, hats, turbans, and other items free of charge to women who are undergoing cancer treatment. The addition of the Appearance Center in our service line was a logical step because we are located across the lobby from the Carson Cancer Center. It enables us to interact with the women coming in for this service and introduce them to items in the library which may interest them, as well as the different types of cancer education classes we offer. The same principle holds true for caregivers utilizing our Toy Lending Library. We are able to show them the vast resources we have available regarding developmental disabilities, parenting, etc.

Broadening our services to include community health programs and classes has greatly expanded the reach of our library serv-



ices within the community. In 2006, we served 1,255 people with health information services and had over 2,800 walk-ins to the Health Resource Center. In addition, we served many more people with our Appearance Center, Toy Lending Library, and Healthy U classes. In total, we served 3,995 people last year which was a 34% increase in the number we served the previous year with our health information services. We look forward to continuing to serve the residents of Norfolk and Northeast Nebraska with our health education services!



The toy lending library at Faith Regional's Health Resource Center.

University of Utah
National Network of Libraries of Medicine MidContinental Region

Spencer S. Eccles Health Sciences Library
10 North 1900 East, Building 589
Salt Lake City, Utah 84112-5890

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