



GMR Update

September 2008

How to Reach Us

- Phone: 1-800-338-7657 and press one (1) for the Regional Network Office or 312-996-2464
- Fax: 312-996-2226
- Email: GMR4U@UIC.EDU
- Web site: <http://nnlm.gov/gmr/>

Staff

- Kate Carpenter, Director
- Ruth Holst, Associate Director
- Max Anderson, Technology Coordinator
- Holly Ann Burt, Outreach and Exhibits Coordinator
- Nelly Cruz, Information Service Supervisor
- Rosalva Diaz, Business Services Specialist
- Samantha Hewakapuge, Consumer Health Coordinator
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- Charniel E. McDaniels, Network Services Coordinator

The Greater Midwest Region

The Greater Midwest Region (GMR) of the National Network of Libraries of Medicine® (NN/LM) is in the third year of a five-year contract with the National Library of Medicine® (NLM). The Outreach Program Summary for Year 3 is found at:

<http://nnlm.gov/gmr/about/03outreachsum.html>. Current initiatives focus on assisting librarians with emergency preparedness planning, working through issues related to electronic licensing of health information resources, and increasing the use of distance education technologies to train Network members. We will continue to place strong emphasis on outreach to public health workers, public libraries, and community-based organizations in addition to traditional outreach to health professionals.

- **Regional Advisory Council**

The RAC is composed of representatives from key constituency groups within the region and includes the ten State Representatives. The RAC members include librarians, health professionals, and representatives from community based organizations. Between annual meetings, subgroups of the RAC carry out projects and provide feedback to the GMR staff. The Advocacy Working Group, chaired by Denise Rumschlag, is working on ideas for assisting network members with promoting the value of the library within the larger institution.

- **Emergency Preparedness**

Emergency Preparedness is a major focus for the NN/LM during the current 5-year contract. The NN/LM Emergency Preparedness & Response Toolkit is now available online: <http://nnlm.gov/ep>. In addition, NLM has a Disaster Information Management Research Center at: <http://sis.nlm.nih.gov/dimrc.html> whose aim is to provide access to quality disaster health information to the nation at all stages of preparation, response, mitigation and recovery.

The Emergency Preparedness Working Group (EPWG), chaired by Logan Ludwig, was appointed to assist the GMR with rolling out the NN/LM Emergency Preparedness Plan. The group includes one representative from each of our ten states and each has agreed to serve as the Regional Emergency Preparedness Coordinator for his or her state. Watch for announcements and further information from the GMR and your state's Regional Coordinator.

- **Scholarly Communication**

A new page has been added to the NN/LM web site to highlight *Scholarly Communication: Issues for Health Sciences Libraries in Clinical Settings* at: <http://nnlm.gov/rsdd/ejournals/nonacad.html>. The topic has been receiving much attention among large academic and research institutions. This web page defines issues and offers suggestions for smaller health sciences libraries, librarians, and the clients they serve.

Communications

- **GMR Web Site**

Our Staff Directory and Contact Information page, located at: <http://nnlm.gov/gmr/about/staff.html> has a new look. Staff email addresses and program areas as well as state contact responsibilities for the coordinators are listed. In addition to contacting staff directly via our email addresses (just append the domain *uic.edu* to the listed local-part), one may send a message directly to the office or a staff member via a webform. A feedback form is linked from each GMR web

page or directly at <http://nnlm.gov/gmr/about/feedback/>. This form utilizes verification software called reCAPTCHA™ to prevent abuse from automated programs usually written to generate spam. The *Feedback* link is located on the top blue navigation bar.

On the same blue bar is an easy way to bookmark and share particular NN/LM web pages via [Add This](#) . Use email, Facebook, Del.icio.us, Yahoo MyWeb and other software to keep track of favorite NN/LM pages.

- **The GMR Email Address**

GMR4U@UIC.EDU is the GMR's new general email address. This is the address for network members and others to send email messages to the GMR; it is not a replacement for GMRLIST, our email announcement list. Send your email correspondence to GMR4U@UIC.EDU and your message will be received by the GMR staff.

- **GMRLIST**

GMRLIST is the email announcement list for GMR network members, providing information about regional meetings and promoting new resources and services such as those from the National Library of Medicine. If you or someone in your office is not subscribed to this informational list, please contact the GMR. Commercial postings and advertisements are prohibited.

- ***The Cornflower***

The Cornflower, the GMR blog, is available online, linked from the GMR homepage or directly at: <http://nnlm.gov/gmr/blog>. The GMR encourages Network members to share information about projects, people and events at their institutions. Contact the GMR for more information about submitting posts for the blog or how to become an official blog Contributor. For updates to the blog, subscribe to the RSS feed: <http://nnlm.gov/gmr/blog/feed/>.

- **GMR Calendar**

Find out about the upcoming exhibits and presentations by the GMR staff with our online calendar, available at:

<http://www.eventkeeper.com/code/events.cfm?curOrg=NNLMGMR> .

- **RSS Really Simple Syndication**

NLM has a number of RSS feeds and podcasts available. PubMed® allows one to create feeds based on searches. Check the following regularly for the implementation of new feeds: http://www.nlm.nih.gov/listserv/rss_podcasts.html . If you do not see a feed you want, email NLM with your request.

Education and Training Opportunities

- **New Classes from the GMR**

The following are new classes offered by the GMR: [Can You Hear Me Now: How to Make a Podcast](#)  and [Public Health Information on the Web](#) . The full list of classes offered by the GMR is available at: <http://nmlm.gov/gmr/training/classes.html>.

- **Upcoming NLM Classes**

- The National Training Center and Clearinghouse (NTCC) will offer the eight-hour **PubMed** and half-day **NLM Gateway** and **ClinicalTrials.gov** classes in Minneapolis, September 15-16, 2008. For details on these and other upcoming NTCC classes - and to register online - visit:

<http://nmlm.gov/ntcc/classes/schedule.html> .

- The GMR is offering a three-hour class on [Can You Hear Me Now: How to Make a Podcast](#) at UIC Library of the Health Sciences, Chicago, IL on September 23rd and October 6th. Contact the GMR for more information and to host this class at your organization.

- **GMR Web Resources for Education**

The GMR website provides a variety of resources to help you teach your classes. We have links to guides, tutorials and fact sheets, to brochures and flyers that may be printed and handed out and to online tutorials and NLM news sources. Visit <http://nmlm.gov/gmr/training/> and follow the links to **Educational Resources** and to our **Handouts** page.

Consumer Health Information

- **Consumer Health Workshop Series**

The Consumer Health Workshops for Public Librarians series is available at <http://nmlm.gov/gmr/training/classes.html#consumer>. These classes are approved for MLA Consumer Health Information Specialization (CHIS) program. For more information on CHIS please go to <http://www.mlanet.org/education/chc/>.

- **Public Libraries and Community Partners Web Site**

NN/LM provides a web site, *Public Libraries and Community Partners: Working Together to Provide Health Information* (<http://nmlm.gov/outreach/community/> ) to serve as a guide to encourage health information partnerships among public libraries, members of the NN/LM, and local health or community-based organizations.

- **MedlinePlus® Go Local**

The GMR continues to encourage network members interested in creating and maintaining a Go Local site for their state or region. Presently there are six Go Local projects sponsored in the GMR: Health-E Illinois, INHealthConnect (Indiana), Michigan Go Local, My Health Minnesota -> go local , Go Local Ohio – Southeast,

and Iowa Go Local. The latest Go Local site in the region – Go Local North Dakota is having its inauguration this month during the North Dakota Library Association’s Annual Conference. The MedlinePlus Go Local Request for Proposal (RFP) can be found at: <http://nmlm.gov/gmr/funding/consumer/golocal.html>.

- **Multiple Language Resources**

MedlinePlus now provides links to information in over 40 languages. Visit the *Health Information in Multiple Languages* page at

<http://www.nlm.nih.gov/medlineplus/languages/languages.html> . All three of the MedlinePlus informational brochures have been updated with this information.

Additionally, the NN/LM webpage *Consumer Health Information in Many Languages Resources* is at <http://nmlm.gov/outreach/consumer/multi.html> .

- **Traveling Exhibits**

The traveling exhibition, *Opening Doors: African American Surgeons* will be on display in nine libraries in the Greater Midwest Region through December of 2010.

Thank you to the University of Michigan Health Sciences Library, Ann Arbor, Michigan, Northeastern Ohio University, Rootstown, Ohio, and Ohio State

University, Columbus, Ohio for sponsoring this exhibit in 2008. The itinerary is

available at: <http://www.nlm.nih.gov/exhibition/aframsurgeons/travel.html> . Visit the online exhibition at <http://www.nlm.nih.gov/exhibition/aframsurgeons/> .

Funding

- The GMR continues to offer funding for network members to develop and provide new and innovative health information services for health professionals and consumers in the GMR. See <http://nmlm.gov/gmr/funding/current.html> for more information about funding amount, eligibility, availability and deadline for each of the awards and subcontracts. During Year 3, we are offering consumer health, health disparities, and public health subcontracts at two levels of funding, \$40,000 and \$12,000. MedlinePlus Go Local subcontracts will be at \$25,000. Awards will remain at the same levels as Year 2.

- **Types of Awards**

- **Technology Improvement Award** (Rolling deadline)

<http://nmlm.gov/gmr/funding/technology/techrfp.html>

Goal: This award can be used for the purchase, installation, and/or upgrading of information technologies that enhance access to health information. Up to \$4,900.

- **Exhibit Award** (Rolling deadline)

<http://nmlm.gov/gmr/funding/exhibits/exhibitrfp.html>

Goal: To promote the products and services of the NLM and the NN/LM GMR, along with your own organization, to groups of health professionals or

to community organizations providing health information to consumers. Up to \$1,500.

- **Outreach Express Award** (Rolling deadline)

<http://nnlm.gov/gmr/funding/outreach/outreachexprfp.html>

Goal: To support a wide range of outreach projects aimed at improving access to biomedical information. Proposals may target health professionals, public librarians, public health or primary healthcare workers, or consumers. Up to \$4,900.

- **Professional Development Award** (Rolling deadline)

<http://nnlm.gov/gmr/funding/profdev/individual/profdevrpf.html>

Goal: To support library staff from hospital and other primary access libraries in developing skills and knowledge in technology management, outreach, and other areas of health science librarianship. Up to \$1,000.

- **Professional Instruction Award** (Rolling deadline)

<http://nnlm.gov/gmr/funding/profdev/institution/profinstrrpf.html>

Goal: To support a network member in the sponsorship of a workshop, technology fair or forum, or other professional educational activity that will assist network members in developing their skills and knowledge. Up to \$1,500

- **Types of Subcontracts**

- **Consumer Health Subcontract** (Deadline: November 1, 2008)

<http://nnlm.gov/gmr/funding/consumer/consumersubrpf.html>

Goal: To assist health information professionals in providing outreach services to healthcare consumers and health professionals needing access to consumer health information. Funding is at the \$40,000 and \$12,000 levels.

- **Health Disparities Subcontract** (Deadline: November 1, 2008)

<http://nnlm.gov/gmr/funding/disparities/healthdispsubrpf.html>

Goal: To assist health information professionals and health sciences librarians in the NN/LM GMR in providing information services and training to disadvantaged populations that do not have adequate access to library services. Funding is at the \$40,000 and \$12,000 levels.

- **MedlinePlus Go Local Subcontract** (Rolling deadline)

<http://nnlm.gov/gmr/funding/publichealth/publichealthsubrpf.html>

Goal: To provide support to libraries and other groups interested in creating and maintaining a Go Local site for their state or region. Funding for up to \$25,000.

- **Public Health Subcontract** (Deadline: November 1, 2008)

<http://nnlm.gov/gmr/funding/publichealth/publichealthsubrpf.html>

Goal: To assist health information professionals and health sciences librarians in their provision of services to local and state public health departments and

to public health workers who do not have access to critical public health information. Funding is at the \$40,000 and \$12,000 levels.

- **Funding Resources**

A variety of resources are available online to assist members in implementing awards and subcontracts:

- **Toolkit for GMR-Funded Outreach** at <http://nmlm.gov/gmr/about/outlibs/>.
- **Funding Recipients** at <http://nmlm.gov/gmr/funding/recipients.html>.
- **Regional Resources** pages at <http://nmlm.gov/gmr/regional/>.

Member Services

- **Assistance with Evaluation**

The GMR offers *Measuring Your Impact: Using Evaluation for Library Advocacy*, a class to introduce librarians to planning and evaluation. The outcome for the class is that librarians will be able to show the value of their library's services. Contact the GMR for more information about planning and evaluation tools.

- **Proposal Assistance**

If you have an idea for a project, GMR librarians are ready to help you with your proposal for a GMR award or subcontract or for an NLM grant. We can assist you with the development of your project concept and ways in which it might be implemented. Contact the GMR for more information.

- **GMR Lending Library**

The GMR is proud to announce its new Lending Library interface. This library replaces our previous library. Several new items have been added to the Lending Library, and these are accessible via the new catalog. Please feel free to browse the new catalog online, linked from the GMR home page or directly at: <http://69.63.217.27/N94003Staff/OPAC/>. We are working through adding more items and fine-tuning existing records, for search and retrieval efficiency. If you would like to borrow an item from the Lending Library, contact the GMR for a User ID and password.

The GMR offers a small collection of materials to support the professional development needs of network members. Formats include: books, CDs, DVDs, computer tutorials, and video tapes. Included are MLA annual meeting CDs, books on a variety of topics, including web site development and usability, consumer health, and library management. MLA CE is available for recent MLA Webcasts and Conferences. Suggestions for new items are welcome from our members.

- **Promotional Materials Resources**

The GMR provides limited quantities of free NLM and NN/LM promotional materials to network members. These include bookmarks, pens, and posters. GMR

members may request up to 250 items for their special events using the web form at http://nmlm.gov/gmr/member/promo/promo_materials.html. Additional materials are available for new GMR network members and to GMR network members providing outreach through our awards and subcontracts; contact the GMR office directly.

Resource Sharing

- **FreeShare**
FreeShare is a cross-regional DOCLINE® Library Group whose members agree to fill document delivery requests free of charge on a reciprocal basis. When FreeShare participants provide ILLs to other FreeShare members, there are no charges for the material or the delivery method. <http://nmlm.gov/rsdd/freeshare/> .
- **DOCLINE®**
DOCLINE is the National Library of Medicine's automated interlibrary loan request routing and referral system. The purpose of the system is to provide efficient document delivery service among libraries in the National Network of Libraries of Medicine. <http://www.nlm.nih.gov/docline/> .
- **Loansome Doc®**
Loansome Doc allows users to order full-text copies of articles from a medical library (local fees and delivery methods may vary). Users must register to use this service. Click "order documents" on the sidebar menu in PubMed to get started. http://www.nlm.nih.gov/loansomedoc/loansome_home.html .
- **LinkOut® for Libraries**
This service improves access for PubMed users to their libraries' journal collections. It provides direct connections to electronic journals and gives information about print journal holdings. LinkOut saves PubMed users' time and is a valuable way for libraries to publicize their journal collections--both electronic and print. <http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/liblinkout.html> .
- NLM has published **two resource pages** on the NLM Web site that might prove helpful to libraries and users trying to locate free biomedical literature:
 - ***Free Biomedical Literature Resources***
<http://www.nlm.nih.gov/docline/freehealthlit.html> 
 - ***Biomedical Literature Resources for Libraries Outside the U.S.***
<http://www.nlm.nih.gov/docline/intlresources.html> 
- **EFTS (Electronic Fund Transfer System)** is a transaction-based electronic billing system developed by the University of Connecticut Health Center for interlibrary-loan (ILL) and document delivery. It has virtually eliminated the need to create invoices and write checks for reimbursement for ILL between participants.

The staff at EFTS thanks you for your participation in the program and would like to inform you that there has been a fee increase for transactions. You can find more detailed information at the EFTS website. The notice regarding the [fee increase](#) can be found on the side-bar of the front page. NLM participates in EFTS along with 138 GMR participants, of which 27 are Resource Libraries. For more information contact EFTS at 860-679-4500 or electronically at efts@uchc.edu or <http://efts.uchc.edu/efts/common/>.

If you would like to know what other libraries are EFTS members you can go to the EFTS Web site or search for a list in DOCLINE Here's how:

- Log onto DOCLINE
- Select the Institution tab
- Click on "more search options". This will reveal the "search builder"
- Use the drop down arrow under "select search field" to choose "Region"
- The information on the right will reload providing the choice - 03 Greater Midwest Region [You can also choose to limit by state here]
- Click on the "Services" button in the lower left-hand corner to narrow your search
- Select the check-box for EFTS participant
- Click on search at the bottom of the screen

A Special Message from Your DOCLINE Coordinator

Hello Network Members,

We have ordered the first set of certificates to be delivered to you. Many of you still have not updated your institutional record. Your institution's record is seen by all other institutions that use DOCLINE. Keeping your record up to date gives other libraries accurate information about you. We update DOCLINE so that we may use the information to contact you in the future. We need your help in this effort. Take a few minutes to revise your institutional profile. If you are not a DOCLINE library we will be calling you to verify the information in your institutional record.

DOCLINE Libraries can view their institutional profiles by:

- Logging onto the DOCLINE System,
- Clicking the **Institution** tab,
- Selecting the button marked **Update** _____. (Your LIBID appears in the blank.)

- Scroll down the sidebar until you reach the blue highlighted text of **Print** entire library record.

This action will display a pop-up box that will allow you to print your institutional profile. You can use your printout as a worksheet for your updates.

We are asking that you review and update all DOCLINE fields. Remember to save at the bottom of each page when updating. The information in DOCLINE is used in various ways to meet your needs. We also use this information to generate your Membership Certificate. Membership Certificates will be sent to the person whose name displays as the Library Director. If the role of Library Director is blank the certificate will be sent to the NN/LM Liaison. The address that will be used for mailing is that of **Institution Address** in the **Address** section. This will reflect what is actually printed on your certificate.

EXAMPLE:

Institution: University of the Midwest
Library: Medical Library

As a DOCLINE library it may also be a good time to verify the information in the sections marked **Services and Fees**, **DOCLINE Options**, and **Loansome Doc**. This information is displayed publicly through the Online Membership Directory: <http://nmlm.gov/members/adv.html> . Please complete these updates as soon as possible.

This will allow us to generate your certificates before the end of the year. When you have completed your updates please send an email to gmrenew@uic.edu informing us that the updates are complete. Sample text appears below.

SAMPLE:

Update complete for ILUGMR 10/1/2008

The Greater Midwest Region appreciates your assistance in this process. Thank You.