

Summer Issue 2005
Volume 5 - Issue 1

NER'eastah

Newsletter of the New England Regional Medical Library

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AD-Perspective

NER's Newest (and Final) Outreach Projects

Outreach Subcontracts 2001-2006

The final year of the current contract brings to a close the funding available for outreach projects. The new projects listed below were targeted projects that planned and submitted proposals in advance of the fiscal years. While these projects are still hard at work, they represent the final wave of outreach projects funded throughout the past four years. The projects are listed below and we welcome them as part of our members' outreach efforts throughout the region.

Outreach Subcontracts Year 05

Franklin Memorial Hospital, Turner Library (Farmington, ME)

Library Outreach Project will increase the ability of librarians, consumers, and health care professionals in the Franklin Community Health Network service area to find and evaluate reliable and user-appropriate health information. The medical librarians will provide onsite and offsite education and training for health care professionals, public librarians and consumers. Project Manager: Emily Scribner

Rutland Regional Medical Center (Rutland, VT)

GRASP: Grandparents and Relatives as Surrogate Parents will provide families and caregivers of chronic illnesses with a team approach to support, counseling, and information services for specific conditions. Project librarian will design and teach instructional sessions on finding information on specific conditions and caregiver issues. Project Manager: Claire LeForce

University of Massachusetts Medical School Family and Community Medicine

Improving Health Information for the Public and Professional in the Management of GERD Project targets physicians and patients at eight community health centers. Project will develop websites and training to deliver treatment guidelines for GERD and a tutorial on using

clinical queries, and educating patients on treatment of GERD. Project Manager: Frank Domino

The following two projects were initiated in the closing days of Year 04.

Bunker Hill Community College (Boston, MA)

Community Links to Health Resources Project

This project will provide outreach to health community based organizations currently underserved. Efforts will involve the library staff and community partners to assess needs for health-related information, and to raise awareness and increase use of available health information resources. Project Manager: Diane Smith

Qualidigm Incorporated, Health Sciences Library (Middletown, CT)

Outreach to Quality Improvement Organizations Qualidigm, a quality improvement organization (QIO), will extend library services to the QIO network. The project will improve QIO staff's research abilities and methods, and ultimately improve Medicare provider and beneficiary healthcare knowledge. Qualidigm will develop and implement an outreach program that includes targeted training, and marketing and promotion of library services.

Go Local: Go Local projects have been initiated in Massachusetts (UMass) and Vermont (University of Vermont). Massachusetts Go Local (Becky use this to link [Massachusetts Go Local](#): has been up and running since May 2005 and Vermont has recently been funded. We look forward to hearing about Vermont's Go Local progress!!

One More Word!!!

Many of you know we have an Outreach Projects Consultant available for group workshops and individual consultation on planning an outreach projects and developing a project proposal. Please contact me at Javier.crespo@umassmed.edu or 508/856.2223 for more information on scheduling a workshop or consultation.

Javier Crespo, Associate Director

Javier.Crespo@umassmed.edu

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ILL ADVISED

DOCLINE System Updates

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I-S-O, I-S-O, WHERE ART THOU, I-S-O?



The testing period for new interfaces to DOCLINE developed on the ISO/ILL protocol (standard) continues.

The following ILL software management vendors are at various stages of their testing with the DOCLINE system:

- RLG (ILL Manager)
- Fretwell-Downing (VDX)
- Relais International (Relais)
- Atlas (OCLC ILLiad)

If you're planning on adopting the ISO/ILL protocol, please keep in mind that some DOCLINE features going forward will be unsupported. This should be expected since providing interoperability between unique systems often requires that sacrifices be made and compromises forged. Ultimately, what's most important is that those features covering "core ILL functionality" have been significantly enhanced.

The following list of features will NOT be supported under use of the ISO/ILL protocol:

- Loansome Doc (LD) requests
- Prefixing (i.e., specifying a given lender)
- Checking (or un-checking) routing cells
- Manual requests (numeric identifiers such as PMID, UID, ISSN and ISBN will be required)
- Resubmits (borrowers will have to send a new request from their ISO client)
- "New" status designation (lend requests will get automatically receipted on arrival)
- Messages relating to Borrow/Lend -or- Loansome Doc:
 - requests awaiting RECEIPT
 - requests not acted on for 2 or more days
 - requests removed in the morning for non-action
 - requests received awaiting completion
- new LD Patrons registered with your library
- NLM overdue notices

In addition:

- Borrow requests will use library defaults found in the Institution Record (delivery method / address, routing cells & comments);
- There'll be a reminder message sent directly to the ISO client: "There is one more day to update this request."



WHAT'S COOKIN'?

-- A PEEK INTO DOCLINE RELEASE 2.7

NLM expects to unveil Release 2.7 in Spring of 2006 (possibly in time for MLA'06.)

Here are some of the highlights that we can expect to see in this "minor" release:

- o Routing by Library Group

Currently, there are over 150 library groups listed in DOCLINE. With release 2.7, you'll be able to add any one of them to one of nine routing cells that make up your Routing Table. The main objective for this enhancement will be to increase the available pool of libraries to which a borrow request can route, NOT to increase the number of routes.

- o Routing by Multiple Delivery Methods

As part of Release 2.7, users will be able to specify one (1) preferred delivery method (such as: e-Mail PDF), as well as optionally select one or more alternate delivery methods (ARIEL, Web PDF, etc.)

- o Rush Requests

DOCLINE users will have ability to select "Rush" while borrowing:

- "Rush" will be indicated in a standard location on the receipt.

- A new separate Home Page message "Special Handling" will also be displayed to include color copy requests.

- o EFTS Participants Only

Users will be able to limit routing of a request to only EFTS participants. This feature will be situated under the "Borrow Preferences" and will be accessible during the Borrow process.



DOCLINE'S NEXT MOVE: INTERFACE REDESIGN for 2007

The DOCLINE Interface Review Team (DIRT) will be gearing up for another "major" release with the interface redesign for the Serial Holdings and Requests modules. More enhancements and interface improvements are expected. Design efforts will get seriously under way mid-year 2006. A possible release date is expected to be scheduled sometime in 2007.



Let's welcome NER's **Newest** Members

Jonathan Bourne Public Library	MAUKJX	Bourne, MA
Johnson & Wales University (Harborsoide Culinary Library)	RIUKJV	Providence, RI
Mansfield Public Library	MAUKJW	Mansfield, MA
New London Hospital	NHUNLH	New London, NH
Proctor Public Library	VTUKJU	Ascutney, VT
Warren Public Library	VTUKJT	Warren, VT
Wheeler Memorial Library	MAUKOP	Orange, MA
Wilbraham Public Library	MAUKJY	Wilbraham, MA

Suggestion Box

The NER welcomes suggestions from network members. Your suggestions help the National Library of Medicine to constantly improve its offering of products and services, as well as assist the NN/LM in meeting the needs of its member network nationwide.

Please feel free to forward suggestions by e-mail or by phone:

mark.goldstein@umassmed.edu 508-856-5964



Help? Advice? Questions?

Please contact Mark at:
508-856-5964 -or- mark.goldstein@umassmed.edu.

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INside OUTreach

What? Me? Exhibit?

Have you ever been invited to exhibit at a local health fair or other event and thought, "Oh my goodness! I can't do that!" Yes, you can. And we in the NER can help. Contact us and we can walk you through the process of preparing for an exhibit and prepare you for what you might expect on exhibiting day itself. And, should the exhibiting require some funding, don't forget that we have Express Outreach Awards that are designed to help with these kinds of expenses. [See our web page for additional information on the Express Outreach Awards.]

Just where are those NER people??

Exhibiting season has started again for the NER and we're going to be busy! Here's where we'll be during the next few months:

Congress of Neurological Surgeons
Oct. 9-11, 2005
Hynes Convention Center, Boston

Connecticut Black Expo
Oct 15-16, 2005
New Haven City Wide Field House, New Haven, CT

New England Library Association (NELA)
Oct 16-18, 2005
DCU Center, Worcester, MA

CT Public Health Association Meeting
Oct 21, 2005
Rocky Hill Marriott, CT

Maine Library Association Meeting

Oct 23-25, 2005
Augusta Civic Center, Augusta, ME

MA School Library Media Association
Oct 23-24, 2005
Sturbridge, MA

New England Rural Health Roundtable
Oct 26-27, 2005
Stratton Mountain Resort, Bondville, VT

MA Health Officers Annual Meeting
Nov 2-4, 2005
Hyannis, MA

Pri-Med East
Nov 11-13, 2005
Boston Convention Center, Boston, MA

Whew! And that just takes us through November! On top of all that, we're still doing classes, providing support, and doing all those other things we normally do here in the NER.

Donna Berryman, Outreach Coordinator
Donna.Berryman@umassmed.edu



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Pubmed Particulars

Communicate with NLM

Do you wish PubMed had a feature it doesn't currently have? Are you unhappy with the way something works in PubMed? That's the time to use the "Write to the Help Desk" link at the bottom of any PubMed page. Use the custserv@nlm.nih.gov email address and let them know what you're thinking. Lots of people seem to think that we in the NER have some sort of specialized access to the powers that be at NLM and, while we do sometimes get asked for our opinions, please don't underestimate the power of sending your own voice directly to NLM. They want to hear from you and users like you. So, go ahead and tell 'em what you think. The change you want may not be implemented immediately, but it may never happen if you don't tell NLM what you want.

Share My NCBI account settings

It is now possible for libraries to set up shared filters in a My NCBI account.

Have you set up Link Out for Libraries, linking your electronic and print holdings to PubMed?

Have you done a lot of work educating your users to access PubMed via a special URL so that they can take greater advantage of your library's holdings?

Then you should think about setting up a shared My NCBI account. It's easy to do.

- Register for a new account (saving the user name and password in an accessible but available place).
- Go into Filters.
- Check the box adjacent to "Institutions - share filter selections."
- Set the Link Out for Libraries filter to show your library's holdings. Choose any other filters you think the majority of your users would like.
- Now, modify the URL used for accessing PubMed. Currently, that URL looks something like this:

<http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?holding=>
with your library's Link Out code following the equal sign

Add this to the end of that URL:

&myncbishare=

with the user name of the shared My NCBI account following the equal sign

Just for an example:

Suppose the Lamar Soutter Library at U Mass Med decides to set up a shared My NCBI account that will automatically display a filter tab showing their Link Out for Libraries holdings. For the sake of this example, suppose they choose NERLibrary as the user name on that shared account. The appropriate URL would look like this:

<http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?holding=umasslib&myncbishare=NERLibrary>

Anyone using PubMed via this link would not only see the icon for the Lamar Soutter Library's holdings, but they will automatically see the filter tab for umasslib in any results set. And, of course, they'll see any other filters active in that shared account.

Users didn't have to be taught how to set up a My NCBI account in order to have this benefit. All they had to do is what you've already taught them to do - access PubMed via a special link on your web page.

Know what's even better? If a user does access PubMed via this special URL and then they decide they want to set up their own My NCBI account, the filters active in the shared account will automatically be copied into their new, personal My NCBI account.

While I think that libraries who have set up Link Out for Libraries will find this feature to be extremely useful, any library may do this. Think about what filters the majority of your users may find helpful. Set the filters up for them. Make their life easier. Yours, too.

Read about this feature in the NLM Technical Bulletin at http://www.nlm.nih.gov/pubs/techbull/ja05/ja05_share_my_ncbi.html

Changes to Automatic Term Mapping: Avoiding conflicts between journal titles and MeSH terms

Some changes have been implemented to PubMed's Automatic Term Mapping. As you no doubt recall, Automatic Term Mapping means that searchers can enter a term into the search box and, behind the scenes, PubMed will try to match that term to:

1. MeSH term
2. Journal Title
3. Author Name

So, if a user types EAR INFECTION into the search box, PubMed will match that term to OTITIS (the

MeSH term match) and use that to search the database.

Automatic Term Mapping provides even novice searchers with good results.

However, sometimes, Automatic Term Mapping causes results that searchers are not expecting. Six weeks ago, had you typed GENETIC TESTING into the search box, the results would have been all the citations in the database from the journal, Genetic Testing. Why? Because the term *GENETIC TESTING* does not map to a MeSH term. It does, however, map to the journal title. (In case you're interested, the MeSH term is GENETIC SCREENING.)

Now, however, work has been done to resolve some of these conflicts between journal titles and MeSH terms. Now, Automatic Term Mapping will check an exception table prior to processing the search. This means that terms such as heart failure, pediatric surgery, treatment review, and, yes, genetic testing will no longer automatically map to journal titles.

Read more about this in the NLM Technical Bulletin at http://www.nlm.nih.gov/pubs/techbull/so05/so05_pm_exceptions.html

OMIA: Online Mendelian Inheritance in Animals database

The Entrez suite of databases has recently been enriched. The newest addition is OMIA - which does for animals what OMIM does for humans. Check it out. You can find it easily via the Entrez Cross-Database Search Page or go directly to this URL:

<http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=omia>

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Tech Time

Improving Your Computer's Performance: Clearing Cache, Removing Unwanted Programs, and Defragmenting Files

Most of us move a little slower as we get older. Computers that are just a year old run slower than when they were brand new. However, with computers, there are a few easy things you can do to return some of that “zip”, especially when getting started in the morning (booting) and viewing Web pages.

A number of issues can slow your computer—unnecessary and fragmented files and programs that automatically run at startup are two problems that are relatively easy to fix. A virus is another possible reason why your computer runs slow. Your organization's Information Technology (IT) or Information Services (IS) department should investigate and repair problems related to a virus that gets past your organization's firewall and virus protection software.

This article addresses some of the steps you can take when your computer is running slowly—before you call your organization's IT department.

Cache Management

Cache Browser Setting Options

[Internet Explorer](#)

[Firefox](#)

[Netscape](#)

Clearing Cache

[Internet Explorer](#)

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Removing Unwanted Programs

Windows 2000 and Windows XP

Running Disk Defragmenter

Windows 2000 and WindowsXP

Cache Management

No, I am not talking about investing in a 401K or preparing a budget!

Web pages and files are stored in the Temporary Internet File folder on your computer. This speeds the display of frequently visited Web pages because the pages are retrieved from your hard drive rather than the Internet. This Temporary Internet File folder is often referred to as the cache, or the browser's cache. Over time, this file can become large and there can be discrepancies between the version of the page on your computer and the "live" version available on the Internet.

Cache Browser Setting Options

Each Internet browser has slightly different options. However, To eliminate the problem of viewing older versions of Web pages, set the option "Check for Newer Version of Stored Pages" to "Every Visit to the Page". The way this is changed depends on your browser.

Internet Explorer

Firefox

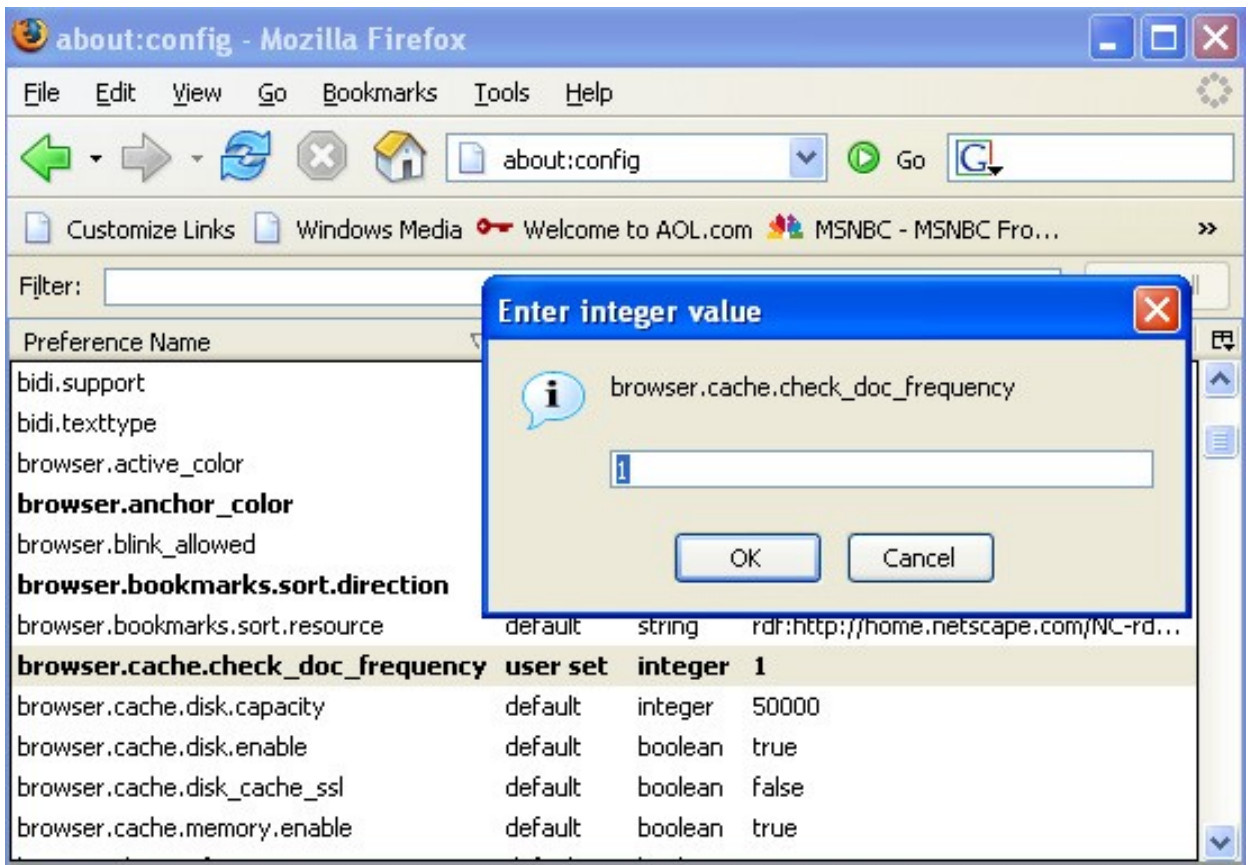
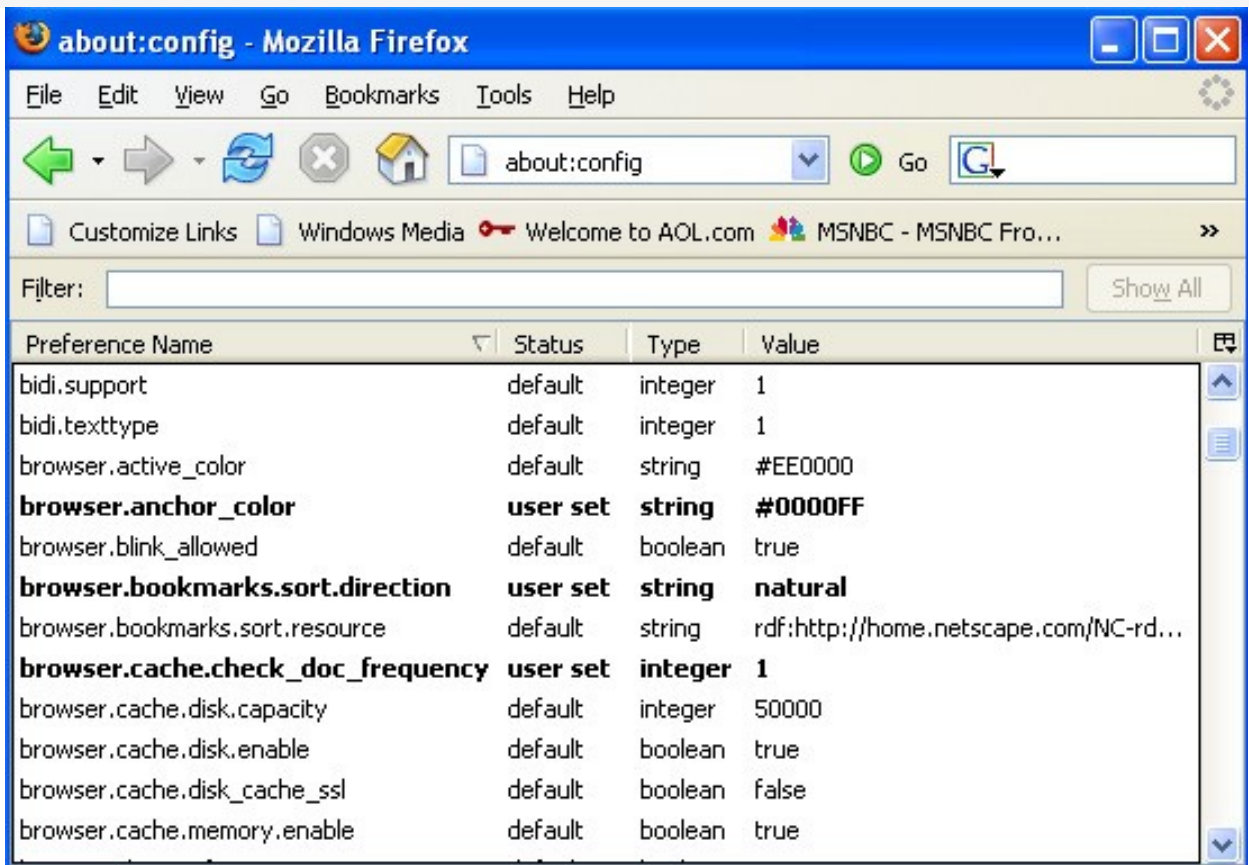
Netscape

Setting Internet Explorer Cache

1. Select Tools.
2. Select Internet Options.
3. On the "General" tab under the "Temporary Internet Files" section, select Settings.
4. Select the radio button, "EVERY visit to the page."
5. Select OK, then OK again.

Setting Firefox Cache

1. Open a second browser window, delete the address in the URL bar and type about:config
2. Press Enter to see Firefox settings.
3. Scroll down to browser.cache.check_doc_frequency
4. Highlight and double click. Change the 3 to 1 in the dialogue box. Click OK.
5. Close window, exit and restart Firefox to enact the change.



Setting Netscape Cache

1. Select Edit.
2. Select Preferences.

3. Select Advanced.
4. Under Cache, select the radio button "Every time I view the page."

Clearing Cache

Below are instructions on clearing cache based on Internet browser type.

[Internet Explorer](#)

[Firefox](#)

[Netscape](#)

Microsoft Internet Explorer

Select Internet Options from the Tools pull-down menu.

1. Select the General tab. In the middle of this page is the Temporary Internet Files section. Press the "Delete Files" button.
2. You are then prompted by the dialog box, Delete files. In this dialog box, you are asked if you wish to Delete all files in the Temporary Internet Files folder. Press the "OK" button.
3. On the bottom of this page is the History section.
4. Press the "Clear History" button.
5. You will then be prompted by the dialog box, Internet Properties. In this dialog box, you are asked if you wish to Delete all files in your History folder. Press the "OK" button.
6. Press the "OK" button on the General tab screen.

Firefox

1. Select Tools and then select Options on the Firefox menu bar.
2. Press the Privacy Icon on the Option menu bar to open the Privacy Properties.
3. Press Clear across from the Cache option.
4. Press Ok to return to the browser main page.
5. Exit and restart the browser.

Netscape 7.x

1. From the main menu select Edit, then select Preferences.
2. On the Preference dialog box, open Advanced.
3. Under the Advanced option select Cache.
 - o Press the Clear Memory Cache button.
 - o Press the Clear Disk Cache button.
 - o Press the OK button to continue.
 - o The value for Compare the page in the cache to the page on network: should be set to "Every time I view the page".
4. Click the OK button.

Removing Unwanted Programs

Windows 2000 and Windows XP

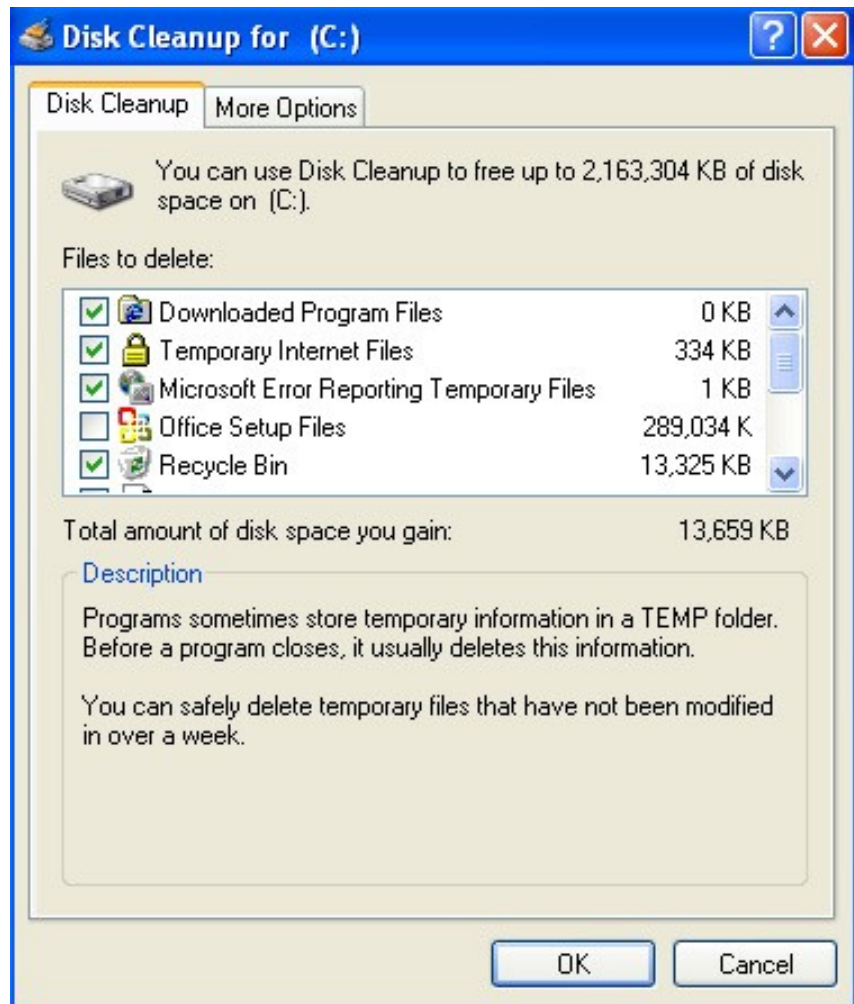
Follow the steps outlined below to remove unwanted programs when using either Windows 2000 or Windows XP.

1. Click Start, and then click Control Panel.
2. Click Add or Remove Programs.
3. Scroll through the list and examine each program. The list includes how often you use a program and what day you last started it.
4. Click each program you no longer need. Click the Remove button. Follow the prompts to uninstall it.

You may have to restart your computer after removing a program. After your computer restarts, repeat the steps above to remove more programs.

Another way to find wasted disk space is to use the Disk Cleanup tool:

1. Open My Computer. Right-click Local Disk, and then click Properties.
2. On the General tab, click the Disk Cleanup button. Disk Cleanup will spend a few minutes examining your disk.
3. The Disk Cleanup dialog box opens. Identify files to remove. Suggested files are Downloaded Program Files, Temporary Internet Files, Microsoft Error Reporting Temporary Files, and the Recycle Bin.



Running Disk Defragmenter

Windows 2000 and Windows XP

You need administrator privileges to defragment a drive or volume. It is relatively easy to defragment your computer by following these steps:

1. Open My Computer, right-click Local Disk, and then click Properties.
2. On the Tools tab, click Defragment Now. The Disk Defragmenter opens.
3. Click your first hard disk, and then click Defragment. Disk Defragmenter will work for at least several minutes, although it may take several hours.

The steps outlined above are some of the actions you can take to improve your computer performance. As mentioned in the beginning of the article, a virus or spyware are other potential reasons why computer may run slowly. However, if you start with these steps, your organizations IT/IS department can focus on the more complex issues.

Please feel free to contact me at penny.glassman@umassmed.edu or 508-856-5974 if you have any questions.

*Penny Glassman
Technology Coordinator
New England Region.*

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CHIC Chat:

CONSUMER HEALTH INFORMATION CHAT

Author: Michelle Eberle, michelle.eberle@umassmed.edu



New features on MedlinePlus include a **Health Check Tools** section on the Health Topics page. You will find calculators and self-tests including a Stress-O-Meter and Portion Distortion Quiz. The Health Check Tools section is valuable for both the public and care providers alike. Another new section on MedlinePlus is the **Surgery Videos**. The Surgery Videos are accessed from a tab on the home page. The Surgery Videos were originally a featured site on the MedlinePlus home page. But, when NLM highlighted a different site, there were many calls to NLM asking, "Where did those surgery videos go?" Thus, they were added as a main feature of MedlinePlus. In the Surgery Videos section, you will find links to pre-recorded web casts of surgical procedures done since January of 2004. To view the Surgery Videos, Real Player is required. There are surgery videos from hospitals in our region featured including the Brigham and Women's Hospital and the Hartford Hospital.

In case you are looking for the Selection Guidelines on the About Us page and can't find them, they are now called **Quality Guidelines**. This change was made in an effort by NLM to make the section more user-friendly.

I would also like to remind you about the **MedlinePlus listservs**. They are accessible from the home page. You can sign up for announcements about new topics on MedlinePlus, the latest news items, and subject specialized news topics such as Children, Diabetes, Environmental Health, Men's Health, Mental Health, Nutrition & Health Eating, Senior's Health and Women's Health. Also, don't forget you may toggle to Español for the Spanish listservs.

And, most importantly, don't forget to add a link to MedlinePlus to your library web site. There is an "**Add MedlinePlus To Your Site**" page on the home page. The NLM would love for you to link to MedlinePlus. One of the Consumer Health Librarians objectives is to try to get more sites to link to MedlinePlus. So, by all means please link to MedlinePlus.

The "Add MedlinePlus to Your Site" page is available at:

<http://www.nlm.nih.gov/medlineplus/linking.html>. Here you will find HTML coding for a MedlinePlus icon, which links to the site. A search box for MedlinePlus is also available for your site.

Add a MedlinePlus Search Box To Your Site:

Search [MedlinePlus](#):

NIH SeniorHealth

NIH Senior Health has been improving by leaps and bounds. New topics are being added at a steady rate. The two latest topics are stoke and dry mouth. My favorite feature about this site is the abundance of brief, high quality videos for seniors. To view all of the videos in one place, check out the list at the end of the Site Index.

Another really nice feature of NIH Senior Health is real exercise stories by seniors. Did you know a senior can contribute his or her own story to the web site? Information about how to send an exercise story is available at: http://nihseniorhealth.gov/exercise_story_form.doc. Help our region to be well represented in this resource by advertising this feature within your organization.

Hurricane Katrina Information

NIH Response to Hurricane Katrina Disaster

<http://www.nih.gov/about/director/hurricanekatrina/index.htm>

Enviro-Health Links -

Hurricane Katrina: Links to Health Information

including toxicology and environmental health, SIS

<http://sis.nlm.nih.gov/enviro/hurricane.html>

MedlinePlus

Disasters and Emergency Preparedness

<http://www.nlm.nih.gov/medlineplus/disastersandemergencypreparedness.html>

Coping with Disasters

<http://www.nlm.nih.gov/medlineplus/copingwithdisasters.html>

First.gov

Recovery Information

http://firstgov.gov/Citizen/Topics/PublicSafety/Hurricane_Katrina_Recovery.shtml

NOAH

Natural Disasters

<http://noah-health.org/en/environmental/natdisasters/>

ALA

ALA Libraries and Hurricane Katrina

<http://www.ala.org/ala/cro/katrina/katrina.htm>

Hurricane Katrina Blog

Network members have expressed concern about their colleagues who have been affected by Hurricane Katrina. The SCR of the NN/LM created a blog to facilitate communication between Network Members.

To post a comment, click on the "Comments" link beneath the "Hurricane Katrina Updates" message. The Hurricane Katrina blog is located at: <http://nmlm.gov/scr/blog/index.php?cat=6>

Our thoughts are with those affected by Hurricane Katrina.

Consumer Health Profile



Greenwich Public Library Health Information Center

Greenwich Library
101 West Putnam Avenue
Greenwich, CT 06830
(203) 622-7900

The Greenwich Public Library in Connecticut opened a Health Information Center on October 8, 2003. The Health Information Center provides trained librarians to help patrons become effective advocates for their health in a time of health information overload. The Center also partners with Greenwich Hospital and the Greenwich Department of Health to provide informative health presentations throughout the year.

The Health Information Center is located on the main floor of the library. Resources for the center include:

- Over 100 reference books
- Two designated computer terminals
- Designated printers
- 17 electronic health databases (13 which are enabled for remote searching)
- One Spanish language database
- 5,000 circulating health books
- 40 subscriptions to health and wellness periodicals
- Audio books, videos and DVD's

To highlight pertinent medical issues, book displays are rotated on a monthly basis. Local health events are posted on the Center's bulletin board. Brochures and pamphlets from local and national health association are available.

The Health Information Center offers health related programming on a regular basis. Examples of past programs include:

- Weekly on-site blood pressure screenings provided by the Town Health Department and the Greenwich Hospital
- The Heart of the Matter: Reducing Your Risk of Heart Disease
- All Eyes on Eye Care!
- Medicare Prescription Cards: An information session with a Representative from Congressman Shays' Office
- Getting Hip to Osteoporosis
- Problem Gambling, a program led by the CT Council on Problem Gambling
- Eat Well - Live Well, a four week nutrition class
- A brown bag medication review for Older Americans Month led by a pharmacist from Greenwich Hospital
- Matters of the Heart, a program on women and heart disease led by a renowned cardiologist (with an attendance of 225!)
- Invisible Chronic Illness, a program by a local psychiatrist

The library has been recognized for the benefits of the Health Information Center to the community of Greenwich and the State of Connecticut with several awards including inclusion in the Community Solutions to Health Disparities Database which is sponsored by the American Public Health Association and by winning the NCLIS Blue Ribbon Award for Consumer Health Libraries for the state of Connecticut. The Greenwich Public Library's Health Information Center is a successful model of a partnership between a public library and the local hospital.

Michelle.Eberle@umassmed.edu, Consumer Health Information Coordinator

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NEWS IN MOTION

Rx for Survival PBS Television Series and Engagement Campaigns November 1-3, 2005



A six-part PBS television series on public health concerns will air November 1-3, 2005. The series is the cornerstone of a pioneering multimedia project designed to create an understanding of the importance of global health issues in our lives and inspire Americans to get involved in addressing serious health issues.

Julie Benyo, Director of Education Initiatives at WGBH, recently discussed the series and impact campaign with Keith Cogdill, Outreach Librarian in NLM's National Network Office.

Can you share some background about the issues that will be covered in the series?

Six one-hour programs, airing on PBS November 1-3, illuminate the state of world health today. The series also introduces the dramatic history of public health pioneers, celebrating their extraordinary struggles, achievements and hard-won lessons. While the historic vignettes feature actors and sets, the documentary sequences were filmed in 20 countries around the world to capture the real-life drama of today's struggle to overcome poor health and rampant disease.



Each program of *Rx for Survival* underscores the visible and often invisible role public health plays in our lives and in the stability of nations. Personal stories throughout the six programs bring health to life.

- In program one, **Disease Warriors**, vaccinators reach millions of children in India to eradicate polio and rid the planet of this relentless crippler once and for all.
- In program two, **Rise of the Superbugs**, healthcare workers in Lima, Peru, fight a dangerous drug-resistant strain of tuberculosis that is threatening the developing world and worrying health officials in the West.
- In program three, **Delivering the Goods**, doctors and aid organizations fight to help the world's forgotten refugees and women in Bangladesh undertake a revolutionary healthcare program that is transforming this once health-poor country.
- In program four, mosquitoes and other insects carry many of the world's most dangerous diseases across borders and

into the lives of the unsuspecting humans as scientists and health officials struggle to contain these **Deadly Messengers**.

- In program five, **Back to the Basics**, the building blocks of good health--clean water and nutrition--are put to test in Uganda and Nepal with stunning success.
- An innovative HIV/AIDS treatment program in Botswana offers a ray of hope in Africa's battle for survival as scientists and health officials around the world prepare for an emerging pandemic--avian flu--in program six, **How Safe Are We?**



What are some of the other groups you're working with to extend the impact of these broadcasts?

Rx for Survival also offers high school **science and social studies teachers** background, lesson plans and resources related to each of the programs in the broadcast series through an online teacher's guide available at <http://pbs.org/rxforsurvival> in late October. The Johns Hopkins Bloomberg School of Public Health is developing an undergraduate course about global health that will be available free of charge for interested colleges and universities in mid 2006.

The Rx for Survival Web site, at <http://pbs.org/rxforsurvival>, gives users the chance to **learn more about global health** and become personally involved in efforts to improve the health of people around the world.

A key part of this project is a far-reaching campaign called **Rx for Child Survival**. The broadcast will raise American's awareness and help them learn more about global health issues. *Rx for Child Survival* will help them get involved in doing something to help, specifically to improve the health of children who bear the brunt of the world's global health problems. *Rx for Child Survival* encourages people to give their time, speak out, and make donations to a special fund that will deliver five life-saving health interventions for children ages 0-5 in the developing world: antibiotics, vaccines, vitamin A and other micronutrients, insecticide-treated netting to protect against malaria-carrying mosquitoes, and oral rehydration therapy.

The project also brings together media coverage from PBS, TIME magazine, NPR and The Penguin Press.

TIME magazine will publish a special report on global health that will be available on newsstands October 31. And TIME For Kids will deliver regular coverage of global health topics throughout the school year. Significantly, coinciding with the *Rx for Survival* broadcast, a TIME Global Health Summit will be held in New York, November 1-3. The Summit will bring together international leaders in medicine, government, business, public policy, development and the arts to address the world's health situation.

Beginning in late October, NPR will cover a range of global health through a series of features on signature programs such as *Morning Edition* and *All Things Considered*.

Prize-winning journalist and author Philip J. Hilts' companion book follows the documentary trail of the *Rx for Survival* series. The book, *Rx for Survival: Why We Must Rise to the Global Health Challenge*, is published by The Penguin Press and will be available in late October.

How can libraries participate as outreach partners?

As valued community resources and conveners, libraries can play a central role in helping area residents and special audiences become better informed about global health and learn about ways they get involved and make a difference.

All libraries--public, school, academic, and health-related special libraries--might be interested in **holding a screening and discussion of some or all of the programs in the series**. Local schools of public health, universities, hospitals, county and state departments of public health and others have experts who would be appropriate to invite to serve as a speaker or as part of a panel of speakers. A library might want to have "themed" events around each of the program topics, with displays and bibliographies containing related books, journals, and web sites.

A library might also offer itself as a location to **hold a town meeting to talk about child health issues** locally and how the

community is part of a larger global village--with health issues extending beyond the local area--to help people understand why global health matters to them.

To help libraries and other groups, we offer **a number of activity ideas and resources** on our web site at <http://pbs.org/rxforsurvival> under the feature heading "Give Time." There are several hands-on activities that librarians can use to engage groups ranging from young children through adults. All of these require no materials or just a few readily available resources. One activity, for example, is called "Unfair Race." This is a simple but eye-opening activity that helps participants understand how much of an impact where you live has on your health. Players assume the roles of different countries and examine the extent to which one's country can help or hinder your health.

There's a special online outreach toolkit librarians can register to use that has even more activity ideas, step-by-step guides, signage, logos, and more. It's at <http://wgbh.org/rxtoolkit>.

How can librarians identify someone at local public television stations who can discuss collaborative outreach opportunities?

The best way to **explore mutual opportunities for involvement** in the project is for libraries to call their local public television station and ask to speak with someone in community relations or local educational outreach.

Seeding the outreach activities for *Rx for Survival* are 21 community coalitions around the country, each led by their local public television station. These coalitions would particularly welcome the participation of libraries in planning and hosting events.

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Newsletter of the New England Regional Medical Library

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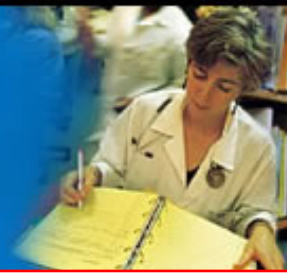
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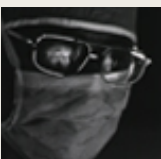
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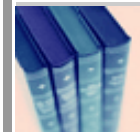
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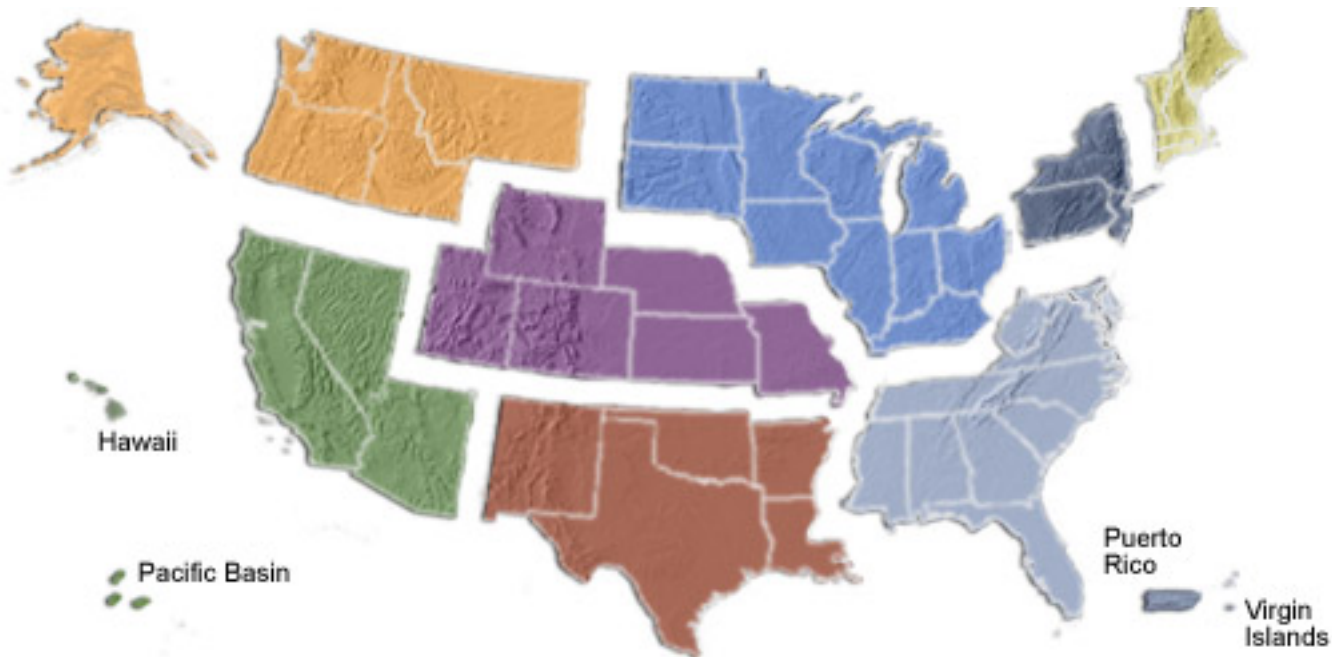
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Free information on health topics (including prevention, diseases, symptoms, diagnosis, therapies, etc.)

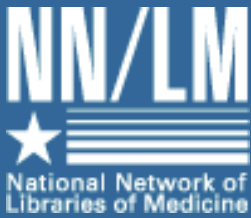
Information is Good Medicine

Need help with health information? You may select your region from the map, or call us at 1•800•338•7657. NN/LM offers many resources of interest to our Network members.



Revised: October 6, 2005

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Kevin Quang
Worcester North High School Graduate

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