NER'eastah

Newsletter of the New England Regional Medical Library

Fall Issue 2005
Volume 5 - Issue 2

In This Issue:

- *Home*
- *ILL Advised*
- *Inside Outreach*
- *PubMed Particulars*
- *Tech Time*
- *Chic Chat*
- *Announcements*
- *Links*

See What's Happening In The New England Region !

- **Ill Advised**
- *Medical Librarians's Month*
- *Hospital Library Subcommittee*
- *Testing Full-Text Links with LinkOut*
- *NER'S Newest Members*
- *Help-Advice-Questions?*
- **Inside OutReach**
- **PubMed Particulars**
- **Tech Time**
- **Chic Chat**
- **Announcements**
- *NCLIS Health Awards for Libraries*
- *Partnership FOR A NATION OF Learners*
- **Links**

NER'eastah
Newsletter of the New England Regional Medical Library

Fall Issue 2005
Volume 5 - Issue 2

In This Issue:
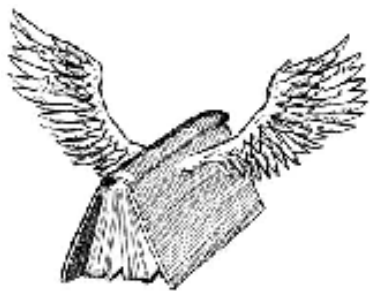
ILL ADVISED

DOCLINE System Updates

Medical Librarian's Month: Recap of a Successful Letter Campaign

Hospital Library Subcommittee Embarks on New Projects

Testing Full-text Links with LinkOut

NER's Newest Members

Help-Advice-Questions

### Medical Librarian's Month: Recap of a Successful Letter Campaign

The NER ran its first letter campaign last October in recognition of Medical Librarians Month. Letters were sent to hospital administrators across the New England Region, thanking them for their continued investment in the library and for their support of their librarians and librarianship as a profession. Letters were mailed out on request from the network membership. The campaign was a H-U-G-E success, with a total of 117 letters sent out to hospital administrators to 61 medical institutions. We hope to top those numbers next Medical Librarians Month -- in October, 2006!!

Here are the individual breakdowns by state:

STATE	LETTERS SENT	INSTITUTIONS REPRESENTED
Connecticut	23	12
Massachusetts	30	18
Maine	17	9
New Hampshire	16	8
Rhode Island	11	6
Vermont	20	8

Hospital Library Subcommittee (RAC-HLS) Embarks on New Projects
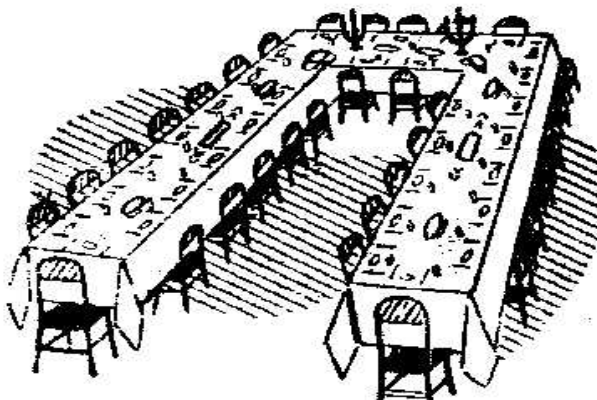
In October 2004, the NER established a group under the Regional Advisory Committee (RAC) to specifically address issues dealing with hospital libraries and hospital librarians in the region. Originally, this group was formed as a task force, and later elevated to the role of a permanent (sub-) committee of the RAC. To ensure there was consistency with the most recent NLM contract language, the group is now referred to as the RAC Hospital Library Subcommittee (RAC-HLS).

All ten (10) members of the Subcommittee were present for the working meeting on October 28, 2005,

which was held on the UMass-Shrewsbury campus. The meeting was largely taken up with a continuation to develop three interrelated projects that emerged from discussion in two previous meetings. All projects are expected to be completed by April 30, 2006, which is the end of NER's five-year contract.

These projects and their statements of work are:

Project 1: Hospital Librarian Orientation Packet

- An orientation packet will be sent to individuals who have accepted positions as a hospital librarian in the New England region.
- Packet contents will be reviewed on an annual basis by members of the Subcommittee.
- Distribution and maintenance will be performed by the NER.

Project 2: Hospital Library Invention Toolkit

- Create and develop a library intervention toolkit for the NER, which establishes a process through which each individual situation is assessed and appropriate level of intervention determined.
- Toolkit contents will be reviewed on an annual basis by members of the Subcommittee.
- Distribution and maintenance will be performed by the NER.

Project 3: Hospital Marketing Plan

- Create a sample hospital library marketing plan.
- Incorporate and integrate national, regional, and local marketing plans.

Testing Full-text Links with LinkOut

Already signed up for NCBI LinkOut?

If your response is "NO" -- why not?

It provides library patrons with links from PubMed (and other Entrez databases) to a wide variety of relevant web online resources. It will also provide the library with immediate visibility (i.e., becoming a

positive marketing tool for library services), and will enable patrons to receive requested documents in a matter of hours (not days), bypassing wait times often associated with interlibrary lending (ILL).

If your response is "YES" -- when was the last time you wanted to test your full-text links, to ensure they were working properly?

To test those links, just follow seven simple steps:
Step 1. Go to the PubMed Home Page: http://www.ncbi.nlm.nih.gov/entrez/query.fcgi

Step 2. Enter the following URL in the Address bar:

http:// www.ncbi.nlm.nih.gov / entrez / query.fcgi? holding= xxxxlib where "xxxxlib" is your LinkOut User Name.

Ex. http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?holding=umasslib

Step 3. Then hit the Return key.

Step 4. In the Search box, enter the following: loprovxxxxlib [filter] where "xxxxlib " is your LinkOut User Name. Ex. loprovumasslib [filter]

Step 5. Hit the grey "GO" button.

Step 6. Next to the DISPLAY button, select "Abstract" in the drop-down box, where it defaults on "Summary".

Step 7. Hit the grey DISPLAY button.

Let's welcome NER's Newest Members

Harvard University/Ernst Mayr Library of the Museum of Comparative Zoology, a.k.a. MCZ Library	MAUBSZ	Cambridge, MA
New Hampshire Community Technical College/Walter R. Peterson Library & Media Center	NHUKQI	Nashua, NH
Sweester/a.k.a. The School at Sweester	MEUKQU	Saco, ME
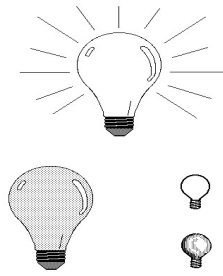
Suggestion Box

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.

[NLM](#) | [NN/LM](#) | [NER](#)

Comments to:
Rebecca.Zenaro@umassmed.edu

[University of Massachusetts Medical School](#)
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'eastah

Newsletter of the New England Regional Medical Library

In This Issue:

INside OUTreach

Wishes and Necessities

Sometimes you need a little gift to say "Thank you" to someone. Sometimes you need a handout for a class you're scheduled to teach. Sometimes, you just want to spread the word. Here are some resources for each of those situations.

Gifts from NLM

Want to stock up on NLM themed gifts to have on hand for that special administrator,or favored employee? Have a yen for a red nightshirt with the NLM logo emblazoned upon it? How about the ever-popular NLM baseball cap? Then you might want to take a look at the offerings available from the NLM Giftshop. View the available items at http://www. nlmgiftshop.org/. The Giftshop has MedlinePlus pens, NLM crew socks, shirts, bags, coasters, and much, much more. What could make this even better? Why, a sale! And that's what's going on right now, so rush on over and place your orders. (Quantities are limited.)

MedlinePlus Promotional Materials

If you're looking for promotional materials that will spread the word about MedlinePlus, then you need InformationRX available online at http://www.informationrx.org/. At that website, you can order, free of charge, various MedlinePlus promotional materials. Feel free to point this website out to the health professionals and others you work with, also. They can order materials free of charge, also.

PubMed & Other Teaching Materials

The PubMed Basics Tri-fold is available on the web at http://nnlm.gov/nnlm/online/pubmed/pmtri.pdf. Feel free to print it out and have it available for your patrons.

The PubMed Search Tags and Field Qualifiers Guide is also available online from the NER

website. Go to http://nnlm.gov/ner/OnlineResources.html and scroll down. Under "NLM Database Resources" you'll find a link to that document. This can be customized with the name of your library, your library's logo, and the contact information for your reference staff. Also on that web page, you'll find links to additional teaching resources.

And don't forget the NTCC's Educational Clearinghouse Database located on the web at http://nnlm.gov/train/ with links to training materials and class information.

And, for those of you who are MLA members, there's CORE: A Gateway to Lifelong Learning and Teaching at https://www.mlanet.org/core/index.html. This database also contains resources for teaching including PowerPoint presentations, class syllabi, and handouts. However, this resource is restricted to MLA members.

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

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'eastah
Newsletter of the New England Regional Medical Library

Fall Issue 2005
Volume 5 - Issue 2

In This Issue:

- *Home*

- *ILL Advised*

- *Inside Outreach*

- *PubMed Particulars*

- *Tech Time*

- *Chic Chat*

- *Announcements*

- *Links*

Pubmed Particulars

New MeSH Tree added in 2006

The new MeSH Tree is the "V" tree: Publication Characteristics. You can see the concepts in this new tree by going to the 2006 NLM MeSH browser at http://www.nlm.nih.gov/mesh/2006/MBrowser.html and using the Navigate From Tree Top button. Or, go directly to the V tree at this link: http://www.nlm.nih.gov/mesh/2006/MeSHtree.V.html

Read more about the changes to MeSH for 2006:

- MEDLINE/PubMed data element descriptions http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_technote.html#0
- MEDLINE data changes for 2006 http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_med_data_changes.html
- What's new for 2006 MeSH http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_2006_MeSH.html
- PubMed notes for 2006 http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_pm_notes.html

MEDLINE/PubMed Data Elements Descriptions

You can now see detailed descriptions of all the data elements that make up MEDLINE / PubMed records at http://www.nlm.nih.gov/bsd/mms/medlineelements.html. Want the real information about the allowed number of authors on a MEDLINE citation and when, in the past, that policy changed? Well, here's the skinny.

An Interesting Question: Saving search results in My NCBI

Someone wanted to know if there was a way to save search results in My NCBI. Not search strategies, but search results. A patron was doing some research and wanted chosen search results available to her on whatever computer she happened to be working on. She was correct in thinking that her My NCBI account could be the way to do that but couldn't figure out how to get the results saved there.

Actually, it's quite easy to do. Simply run your search and select citations in the usual manner (clicking the box adjacent to the citation number) and, using the Send to option, send the selected citations to the Clipboard.

Then go to the History page in PubMed. You'll see the contents of the clipboard listed there as search #0. Using the search box at the top of the page, type in #0 and click GO. Once you've done that, you'll see the selected citations (same ones that you put on the Clipboard) and you'll also see the "Save Search" link to the right of the search box. Click the link. PubMed will save this "search" in your My NCBI account as a list of PMID numbers.

There's only one problem with this method: new citations cannot be added to the group you just saved. That's because saved searches in My NCBI cannot be modified. If the patron would like to add PMIDs to her saved group, then each time new citations are to be added, she'll have to:

1. Go into her My NCBI account and run the saved search;
2. Add all those citations to the Clipboard;
3. Run any additional searches desired, selecting citations and adding those to the Clipboard, also;
4. Go into History and type #0 into the search box and then click GO;
5. Click on the Save Search link to save this set of PMIDs in My NCBI;
6. Now, go back into My NCBI and delete the previously saved search results.

Printer friendly format option added to PubMed

http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_Printer_Friendly.html

The Send to option in PubMed finally has a printer option! This will open a printer-friendly version of the PubMed page currently being displayed. There are two really nice features to this new option:

1. The PubMed banner displays at the top of the page. No more wondering what database these search results came from.
2. The search strategy is printed at the top of the page. Yippee!!

Email option sports new lingo

Are you one of those librarians that keeps receiving emails from NCBI but are scratching your head because you don't know which of your patrons is trying to communicate with you? Then perhaps you may have noticed that the Send to Email option has been altered ever so slightly. Above the box where an additional note could be added are now the words "Your name or additional text (optional)." Hopefully, those people who are emailing citations directly from PubMed to their librarian will include their names in this box so the librarian will know who is emailing them to request information.

NCBI Search Toolbar Available

It is bells and whistles. It's good and not-so-good. Some folks will love it. Some will hate it. It's the NCBI Search Toolbar which is now available for downloading. Read all about it here http://www.nlm.nih.gov/pubs/techbull/nd05/nd05_toolbar.html. Give it a whirl.

Search Links Everywhere

By now, you've certainly noticed that journal titles, author names, MeSH terms, substance names, publication types, and secondary source identifiers are now search links in PubMed.

In the case of author names, clicking on the hyperlink will simply run a search in PubMed for all other citations bearing this author name.

The other hyperlinks will bring up a Links menu with options. Generally, these Links options follow this pattern:

1. PubMed - Use this to search the entire database for this term
2. MeSH or Journal - Use this to see this term's record in the appropriate database.
3. Add to Search - Use this to add this term to your search strategy

In the case of substances, you'll also see options in the Links menu to view the substance's record in PubChem.

My NCBI & LinkOut

Consider setting up a shared My NCBI account. With minimal work, you can share search filters, your library's LinkOut for Libraries tab, Outside Tool settings, and Document Delivery settings. Read all about it in the NLM Technical Bulletin at http://www.nlm.nih.gov/pubs/techbull/ja05/ja05_share_my_ncbi.html. It's a really nice feature. Take a look at it. Your users will love it.

NLM Technical Bulletin

Catch up on what's changed, what's new, and the inside scoop by reading the NLM Technical Bulletin. It's on the web at http://www.nlm.nih.gov/pubs/techbull/tb.html. Or, better yet, subscribe to the NLM-Announces email list and have NLM email you when articles are added to the Technical Bulletin. You'll be the first on your block to know what's going on! See https://list.nih.gov/archives/nlm-announces.html for details.

Donna Berryman, Outreach Coordinator

Donna.Berryman@umassmed.edu

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'eastah

Newsletter of the New England Regional Medical Library

Tech Time

Some Technology Tidbits and Reminders for the New Year

Do You Know How to Turn Off Your Computer?

It is always better to be safe than sorry. It is important to properly shutdown a computer, rather than just pushing the ON/OFF button. Files may get corrupted if a computer is not properly shutdown. If a laptop is not shutdown properly, the battery may get drained of its power. Then if you need to use the laptop on battery power, you will need to first recharge the battery.

Follow these procedures to properly shutdown your computer:

1. Close any open documents and shutdown programs with the program's Close or Exit command. (Usually found under the File drop down menu.)
2. Shutdown the computer using the appropriate steps, depending on your operating system. (Usually Start—Shutdown)

Spam: Spreading Viruses, Worms, Scams, Urban Legends, and more Spam

Spam is identical or nearly identical email messages sent to thousands (or millions) of recipients. Addresses of recipients are often harvested from listserv postings, Web pages, obtained from databases, or simply guessed by using common names and domains. (from Wikipedia: http://en. wikipedia.org/wiki/Spam_email.)

It is probably impossible to eliminate spam from your email Inbox. Many institutions have anti-spam filters on their email servers. So believe or not, you are probably not receiving all of the spam that comes to your email address. Spam is more than annoying—it is often used to spread viruses, worms, and scams. Spam is also used to "phish" for personal information.

Remember, do not open email attachments from people you don't know. The January-February 2004 issue of the NER'estah (http://nnlm.gov/ner/newsletter/13/techtimes13.html) includes information about how to protect your computer from email viruses.

Also, don't follow a link to a Web site that asks for personal information or financial information. This is called phishing—attackers hope to get information so they can steal your identity or money. Personal information includes name, address, social security number, birth date, logins, account numbers, mother's maiden name, and passwords. Over the past few months, spam has gone out that appears to be from a government agency, such as the Internal Revenue Service (IRS), Central

Intelligence Agency (CIA), or Federal Bureau of Investigation (FBI). If you click on the link, you are taken to a fake site to obtain your personal information. For more information on phising, I highly recommend the article written by Greg Bodin, the Technology Coordinator in the South Central Region. The article is available at: http://nnlm.gov/scr/scnn/sep-oct04/technotes.htm.

Firefox Internet Browser and Security

A previous Tech Time article (http://nnlm.gov/ner/newsletter/16/techtimes16.html) introduced the Firefox Browser as an alternative to Internet Explorer from Microsoft. One reason Firefox is gaining popularity is because it is more secure than Internet Explorer.

Popup blocking is part of Firefox. This feature eliminates annoying ads. In addition, a more technical reason Firefox is more secure is because it does not support Active X controls. Internet Explorer can automatically download and execute an ActiveX control. ActiveX controls have full access to the Windows operating system so there is a risk that the Active X control may damage software or data on your computer. By using Firefox, which does not support Active X controls, you are less likely to have unwanted programs and processes downloaded on your computer. Unwanted processes include spyware, data-mining, aggressive advertising/pop-up windows, and Web site tracking.

Firefox also makes it easier to identify "phishing scam" sites. Phising sites are designed to look like a valid secure site, like an online banking site, and then prompts you to enter personal information, such as social security number, password, ATM number, etc. In Firefox, when you land on an encrypted page, which phishing sites don't provide, the address bar on the top of the Web page is highlighted in yellow. The page's domain name also appears on the status bar at the bottom of the Web page. So, if the address bar isn't yellow, or the domain name on the status bar doesn't match the page you are expecting, don't enter private information. The screen below is an example of a secure site display in Firefox.
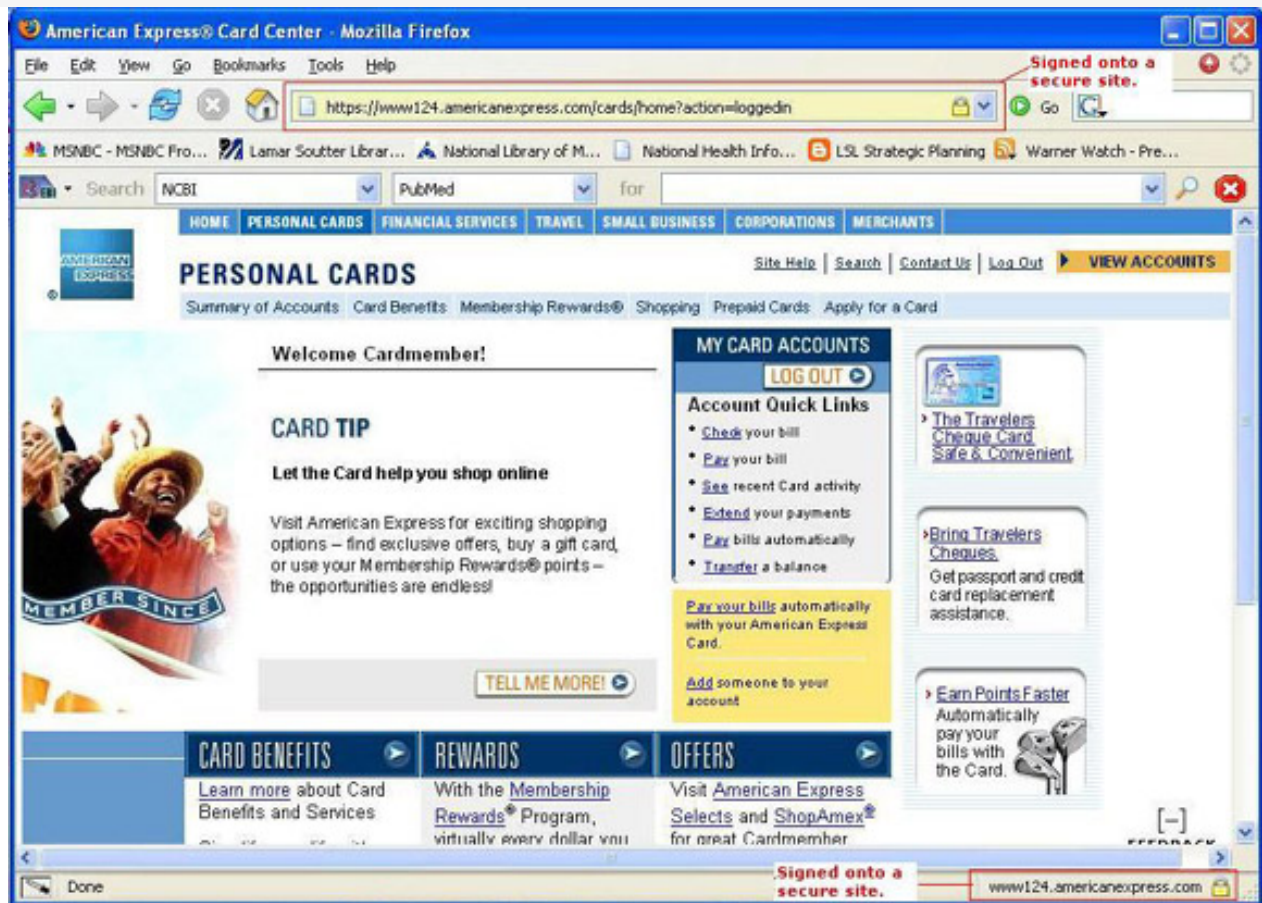
Please feel free to contact me at penny.glassman@umassmed.edu or 508-856-5974 if you have any questions. Here is to safe and secure computing in 2006!

Penny Glassman
Technology Coordinator
New England Region.

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'eastah

Newsletter of the New England Regional Medical Library

CHIC Chat:
CONSUMER HEALTH INFORMATION CHAT
Author: Michelle Eberle, michelle.eberle@umassmed.edu

MedlinePlus®
Trusted Health Information for You

The NLM-Hosted Go Local System: An Opportunity for Medical Libraries

Naomi Miller, Manager, Consumer Health Information
Public Services Division, National Library of Medicine

Background

The National Library of Medicine's MedlinePlus is a high-quality gateway to consumer health information from NLM, the National Institutes of Health (NIH), and other government, professional and voluntary organizations creating authoritative health information. The core of MedlinePlus is over 700 Health Topic pages: highly selective collections of links to Web documents. Health topic pages organize the documents into categories such as overviews, diagnosis, treatment, and prevention1. Licensed content supplements the health topic pages in areas where authoritative Web content is not available. MedlinePlus licenses drug information, a medical encyclopedia, health news, a medical dictionary, and interactive health tutorials. Special features include webcasts of surgical procedures, collections of health check tools, and subject lists of easy-to-read materials. MedlinePlus is the most heavily used government-sponsored consumer health portal. In October 2005, over 8.6 million unique visitors viewed nearly 67 million pages.

What MedlinePlus does not include is information on local health services. Early in the development of MedlinePlus, NLM staff recognized that local organizations would be the best source of information about services in their states or regions. MedlinePlus concentrates on linking to information about diseases, conditions and wellness issues from national sources. Providing the information on facilities, health care professionals, programs and services, is the goal of MedlinePlus Go Local. The ultimate goal is to integrate the two complementary services. MedlinePlus provides the health information and link users to Go Local sites for information about services. Go Local sites would provide the links to local community services and connect residents to MedlinePlus for health information.

In the beginning: Locally hosted Go Local sites

The University of North Carolina at Chapel Hill created the pilot Go Local site, NC Health Info. The site was several years in the

making. A feasibility study in 2000/01 preceded the development of a web-based input system, vocabulary for services, mappings between the services and MedlinePlus health topics, and resource collection. NC Health Info debuted in February 20032. In 2004, the University of Missouri became the second Go Local site with Missouri's Community Connection. Community Connection linked the health portions of an already existing database. Their effort involved re-indexing of records as well as mapping their service vocabulary to MedlinePlus topics. Each of these sites built their own database systems, and each continues to maintain their own local hardware and software.

Based on the experience of these two sites, it is clear that building a locally hosted system requires considerable effort. To assist those areas that do not have the resources or expertise to undertake a Go Local site, NLM developed a system hosted by NLM. The NLM system provides the hardware, vocabulary mapping, user interface, and technical infrastructure, leaving local areas free to concentrate on collecting and indexing local service information. Table 1 outlines Go Local responsibilities using the NLM or locally hosted model.

Table 1. Go Local Responsibilities

	NLM-Hosted	Local
Web Servers, content management system	NLM	Local
Services vocabulary management	NLM	Local
Map MedlinePlus to/from	NLM	Local
Geography, mapping, zip code lookup	NLM	Local
Reports and statistics	NLM	Local
Web accessibiliry, usability	NLM	Local
Search software	NLM	Local
Project Manager	Local	Local
Collect, index, maintain local services information	Local	Local
Outreach and promotion	Local	Local
Customer service	Local	Local
Quarterly reports to NLM, RML	Local	Local

As this table clearly illustrates, using the NLM system has advantages for organizations that cannot or do not wish to expend much technical effort in developing a Go Local site.

A Tour of the NLM-hosted system

The NLM-hosted Go Local input system is a web-based database application written in Flash. The input system lives on a server at NLM. The system allows local areas to modify templates to customize their area's header, footer links, and colors, upload images, create the "About Us" page, provide contact information, and create a featured site for the homepage. It also includes a local map module to customize a local area map, which NLM supplies. These features allow local areas to "brand" their sites. Figures 1 shows some of the logos of NLM-hosted Go Local participants.

Figure 1. Go Local Headers and Logos

The heart of the system is the site record module. Using a web-based form, selectors create records for local services. The records include information such as the site name, address, city, state and zip. Optional information may include a web site URL, telephone number, and description of the resource. Figure 2 shows a typical record.

Edit Site Entry

* Required field.

Date Entered:	03/01/2005	**Entered by:**	Elaine Skopelja
Date Modified:	03/16/2005	**Modified by:**	Lauren Rider
Date Reviewed:	03/16/2005	**Reviewed by:**	Lauren Rider

Name of Site * Lockefield Village Health and Rehabilitation Center

URL of Site http://www.wishard.edu/Lockefield/index.shtml   **Enable URL?** ☑

Address 1 * 980 Indiana Avenue

Address 2

City * Indianapolis

State * Indiana ▼   **Zip Code** * 46202 -

Phone #   (317) 269-0448   US Postal Service Zip Code Lookup

Description   Lockefield is an extended care facility located adjacent to Wishard Memorial Hospital. The facility provides geriatric, intermediate, and skilled care along with physical, occupational and speech therapy, recreation and social work support. The Alzheimer's unit includes four levels of progressive care. The Village also includes an adult day care center.

Figure 2. Sample site record

The second part of the form allows the selector to choose the geographic area that the resource serves. Options include zip code, individual counties, or the entire go local area. The selector chooses whether a resource should display to the public in a third section.

The fourth section allows the selector to choose services and health topic lists under which the resource will display. Adding topic information is the most complex step in creating a record. NLM provides vocabulary mappings to help selectors associate service terms (healthcare providers, health facilities, and health programs and services) and health topics (diseases, conditions, wellness issues.) Figure 3 displays topic information from the same record as Figure 2 above.

Figure 3. Service terms for a record, with associated health topics for the service term Adult Day Care Services

A preview module allows local participants to view their pages. This feature allows each area to see how records will appear to the public and to gauge its readiness for public release. Using the resource above, here are the steps to preview this record.

Step 1: Choose Internal Preview, Services by Providers, Facilities and Services. A preview menu option allows users to drill down through their Go Local records in the same way that a consumer would on the public site. In Figure 4, the selector has chosen to preview services by providers, facilities and services.
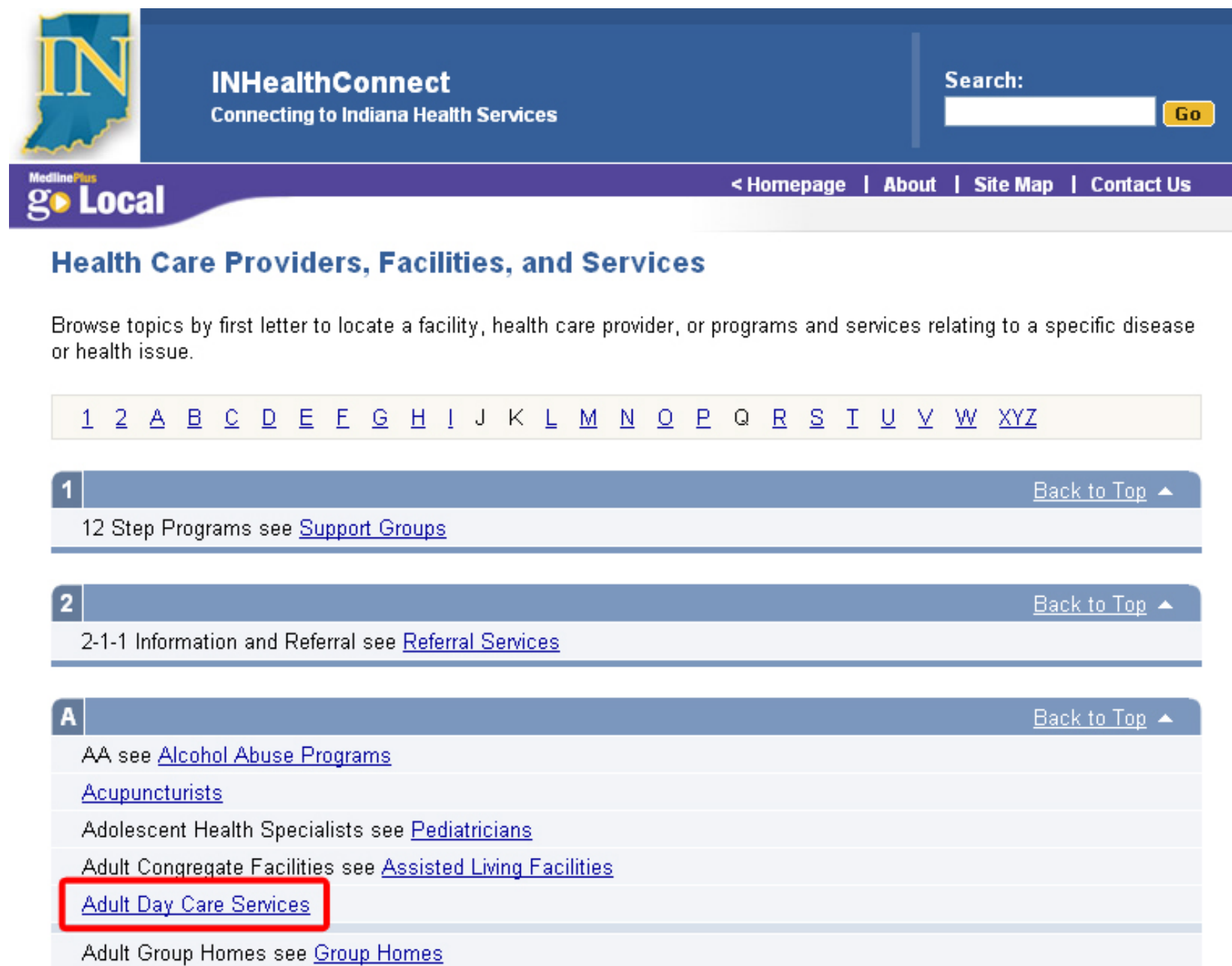
Figure 4. Choosing the Preview option

Step 2: Choose the specific service

The preview shows a list of the terms for health care providers, facilities and services. The selector chooses Adult Day Care Services.

Figure 5: Choosing the service term to preview

Step 3: Choose within 10 miles of zip code 46202

In Figure 6, the selector types in the zip code to display. Other options are to select from the map or a list of counties and cities.

Figure 6: Drilling down geographically

Step 4: View page

The preview displays the page of Adult Day Care Services in the specified geographic area. The record for the Lockefield Village Health and Rehabilitation Center is on the page.

Figure 7. Information for Lockefield Village on Adult Day Care Services page

When a Go Local site determines that its service records have reached a critical mass to be truly useful to the public, it tests its site using scenarios developed by NLM. NLM also tests the site, as may the appropriate Regional Medical Library. Testing is an iterative process. When all parties are satisfied with the site, NLM makes the site available to the public, and, typically, the sponsor holds a

launch event and creates press releases.

Participating in Go Local

Libraries and other groups interested in creating and maintaining a "Go Local" site for their state or region can submit a proposal. Go Local Participation Guidelines are available on the MedlinePlus web site (http://www.nlm.nih.gov/medlineplus/golocaldocs/ Go_Local_Participation.doc.) To help organizations with start-up costs for Go Local projects, NLM is providing one-time funding of up to $25,000 per project through the National Network of Libraries of Medicine.

Seventeen areas currently use the NLM-hosted Go Local system. Four of these areas are currently available to the public: Alabama, Indiana, Massachusetts, and Tribal Four Corners. Using the NLM system leaves local areas free to concentrate on collecting and indexing local service information. NLM encourages librarians to take advantage of this opportunity to provide service information to their local communities.

References

1. 1. Miller N, Tyler RJ, Backus JEB. MedlinePlus: The National Library of Medicine brings quality information to health consumers. Library Trends. 2004 Fall;53(2):375-88.
2. 2. Hilligoss B, Silbajoris C. MedlinePlus goes local in NC: the development and implementation of NC Health Info. Journal of Consumer Health on the Internet 2004;8(4): 9-26.

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

---

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'*eastah*

Newsletter of the New England Regional Medical Library

In This Issue:

NEWS IN MOTION

NCLIS Health Awards for Libraries
January 31, 2006 Application Deadline

The U.S. National Commission on Libraries and Information Science (NCLIS) announced that applications be submitted for the 2006 Health Awards for Libraries. All libraries in the United States are eligible to submit an electronic application at http://www.nclis.gov/award/healthawards06.html. Applications will be received through January 31, 2006.

The awards, to be presented in May 2006 at the National Library of Medicine, are designed to mobilize the resources of libraries to help citizens learn how to live healthy lifestyles and to provide citizens with consumer health information, particularly when they require information in a critical or unusual situation. The 2006 NCLIS Health Awards will recognize libraries that excel in providing these resources.

A winner in each state will be determined by a panel of local judges selected by the state librarian. From these state winners, ten finalist libraries will be chosen by a panel of NCLIS Commissioners. Three recognized leaders in national policy on healthcare, Joseph Califano, Edward J. Hill and Louis W. Sullivan, will select the $20,000 grand prize winner. The other nine finalists will receive prizes of $1,000 each.

"Our job as a commission is to make libraries relevant in the lives of American citizens," said Beth Fitzsimmons, NCLIS Chairman. "This recognition of outstanding library programs in consumer health information delivery is a significant step in that direction. Every American is grappling with health issues, and so much confusion abounds about where to find good health information that our citizens are often left wondering where to turn to next. Their libraries are the answer. As with so many problems, libraries are the solution. The Commission is committed to recognizing those libraries that do an excellent job of providing health information and helping Americans learn to live a healthy lifestyle."

"NCLIS encourages libraries to align their resources to address the needs of the country," said Mary H. ("Mitzi") Perdue, NCLIS Commissioner and leader of the Libraries and Health Communication Task Force. "The need for health and medical information continues to be a pressing one, as Americans struggle with health issues and to live healthier lives."

"Many Americans need to change their lifestyle and health habits," said Perdue, "and libraries provide the resources for encouraging that change. This country has 120,000 libraries, including roughly 16,000 public libraries, and these libraries already exist as a connected network. The NCLIS Health Awards for Libraries promote collaboration and working together to provide consumer health information and help people live a healthy lifestyle.

According to Trudi Bellardo Hahn, NCLIS Executive Director, the 2006 Health Awards for Libraries will do more than provide prizes. "The Commission takes its advisory role very seriously," she said. "Our [Model Programs Report]* not only provided descriptions of programs that could be replicated by other libraries, we took this message to the President and Congress, advising them to make special efforts to position libraries as the central resource for providing citizens with consumer health information. The 2006 Health Awards for Libraries, will identify even more well-managed programs.

About NCLIS :The U.S. National Commission on Libraries and Information Science (NCLIS) is a permanent, independent agency of the Federal government charged by Public Law 91-345 to advise the President and Congress on national and international library and information resources and services, and to develop overall plans for meeting national library and information needs.

*NCLIS' Model Programs Report is available at http://www.nclis.gov/info/ModelProgramsReport04-19-05.pdf.

IMLS/PBS Partnership Sponsors Professional Development Web Casts
Partnership Sponsors Series of Professional Development Web Casts

The Partnership for a Nation of Learners (PNL), a leadership initiative of the Corporation for Public Broadcasting (CPB) and the Institute of Museum and Library Services (IMLS), will sponsor a series of five, monthly one-hour professional development web casts designed to help local museums, libraries and public broadcasters work collaboratively to address local needs.

The web casts build on the highly successful Partnership for a Nation of Learners Community Collaboration Videoconference in November 2005.
The schedule for the web casts is as follows:

January 19, 2006 1:00-2:00 PM, ET
PNL Professional Development Web Cast One: "Getting Started with Community Collaboration"

This first web cast will explore the genesis of collaboration, the benefits of partnering and the identification of each organization's most valuable assets. Through practitioner presentations,

discussion and question and answers, participants will broaden their understanding of a collaborative project's initial phase.

February 7, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Two: "Recognizing the Need"

March 9, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Three: "Gathering the Talent"

April 12, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Four: "Designing for Impact"

May 11, 2006 2:00-3:00 PM, ET
PNL Professional Development Web Cast Five: "Managing for Success"

Visit http://www.partnershipforlearners.org for information about funding, a tutorial on partnership and more.

The Corporation for Public Broadcasting, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting.

The Institute of Museum and Library Services is an independent federal grant-making agency dedicated to creating and sustaining a nation of learners. It is the primary source of federal support for the nation's 15,000 museums and 122,000 libraries. The Institute fosters leadership, innovation, and a lifetime of learning. For more information: http://www.imls.gov.

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977

NER'eastah
Newsletter of the New England Regional Medical Library

In This Issue:

- *__Home__*

- *__ILL Advised__*

- *__Inside Outreach__*

- *__PubMed Particulars__*

- *__Tech Time__*

- *__Chic Chat__*

- *__Announcements__*

- *__Links__*

LINKS

[Funding Opportunities](#)

[NN/LM Training and Exhibit Schedule](#)

[Classes Offered by the New England Region](#)

[NLM Technical Bulletin](#)

NLM | NN/LM | NER

Comments to:
Rebecca.Zenaro@umassmed.edu

University of Massachusetts Medical School
222 Maple Avenue Shrewsbury, MA 01545
Phone: 800-338-7657
508-856-5979
Fax: 508-856-5977