



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

Three Projects Awarded!

Three Continuity of Health Information projects have been funded this year by the NN/LM MidContinental Region. There were three areas that proposals could address: health information literacy, emergency planning, or library advocacy. Two of the projects address health information literacy and the third addresses emergency planning. Two of the projects will be carried out in Colorado and one in Kansas. Projects are funded to start on April 15, 2009.

Grillo Senior Center Outreach Project

Principal Investigators: Johnny Daurio, Executive Director, and Chris Engleman, Operations Director

Institution: Grillo Health Information Center - Boulder, CO

Award Amount: \$12,382

Project Description: The purpose of the Grillo Senior Center Outreach Project is to increase health information literacy as a new service to the Boulder West Senior Center. This project will enhance access to health information for consumers with low health literacy. The Grillo Health Information Center of the Boulder Public Library will partner with the City of Boulder West Senior Center to provide on-site health information resources to the targeted population of seniors who patronize the Senior Center. A Grillo Center trained volunteer will be stationed, at least one day per week, at the West Senior Center to assist seniors with finding reliable on-line health information. In addition, Grillo Center staff will conduct educational activities, including question and answer sessions and one-on-one interviews at the senior center to increase awareness, motivation, knowledge, and use of health information resources. Project staff will also conduct training sessions for senior center staff to assure support of health information access when Grillo Center staff are not present.

Spanish Peaks Library Health & Wellness Initiative

Principal Investigators: Monica Birrer, Library Director, and Tiffany L. Landa, Public Health Nurse

Institution: Spanish Peaks Public Library - Spanish Peaks, CO

Award Amount: \$13,169

Project Description: The Spanish Peaks Public Library in conjunction with the Las Animas-Huerfano Counties District Health Department will implement a health and wellness initiative program for the citizens of Huerfano County. This program will include a health station at the library, which will facilitate access to healthcare related issues. With this access, the community should become better educated about their own health and well being. The use of media will be implemented by including healthcare books, magazines, educational videos, and posters. These materials will be available for use and a new topic will be displayed monthly at a health station. Through this improved access to health information resources, it is hoped that the community of Huerfano County will be empowered to take charge of their health, be more attentive during healthcare visits, and ask questions of their healthcare providers.

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Whooo Says:

Dear Whooo,

I just don't understand those RML folks! They are always talking about how librarians should be leaders in their hospitals. According to them,

we are supposed to be starting all kinds of new programs in our libraries and be the technology gurus in the hospital. Then we're supposed to be getting all kinds of new equipment and teaching classes... Help! I'm a solo librarian, and I'm swamped with the work I already have. I have journals to shelve, books to catalog, requests to answer, and order to restore after the last group of users leaves. I don't have the time or energy to do more!

Drowning in De Library

Dear Drowning,

I'm so glad to hear from you! It sounds like you are a busy and conscientious librarian. I am sure that every librarian in the region can empathize with you!

Drowning, your question gives us a chance to look at the types of activities that happen in the library. You mention shelving, cataloging, reference/searching, and general straightening up of the library in your letter. All of these activities fall into the general category of Tasks. Tasks are a necessary part of every job and have nothing to do with the professional classification of the individual. Tasks are the activities we do that focus on the present: they define our short term horizon. It is easy to label our tasks as our only "real work," and ignore or give inadequate attention to the other levels of our jobs.

Let's think about the types of our activities as a pyramid, similar to Maslow's Hierarchy.

The next level, or middle level, is the Managerial Level. This level is every bit as essential as the Task Level. This level is the "communication, coordination, and translation" level. Focus in this level is on organizing our staff and tasks, as well as interacting with the structure of

our organization. Activities included here are budgeting, supervision, participating in organizational meetings and committees, policies and procedures, etc. The focus is bigger



than the Task level, and encompasses the past and the fairly immediate future. Operating in this level may not be as comfortable as in the Task Level, but we cannot function without the contributions coming from this level.

The top level of the pyramid is the Leadership Level. According to Pat Wagner in her class "Everyday Leadership," this level is pretty uncomfortable for most folks. It focuses on the big picture and long-range planning (defined as at least 2 years out). Activities in this level include marketing, advocacy, program creation, change management, and collaboration with decision-makers outside your department. These activities have the highest degree of risk because they chart our course for the future.

Going back to the messages we get from those RML folks, it seems that they are encouraging us to strengthen our Managerial Level skills and to venture into the Leadership Level. Our profession is changing rapidly. This change offers us opportunities on the Leadership Level that will strengthen our role in the health care system. If we are hesitant or too focused on the present to look at the horizon of the future, we miss the chance to shape our role. Indeed, if we forfeit the opportunities offered by the Leadership Level, we make a de facto decision for our role to remain static, and therefore outdated.

On a day-to-day level, librarians have to choose. We have to use our managerial skills, look at our current tasks and environment, and make a conscious decision about how we allocate our time and energy. We cannot do it all, so we have make sure to include time for activities from all levels. The good news about all those messages from the RML is that they support us. They are looking toward the future, and working to provide us with the tools we need to move forward.

For a further discussion on how to manage all of your competing priorities, you might want to look at some of the books in the RML's NetLibrary collection. Two that relate to this discussion are The Complete Idiot's Guide to Managing Your Time and The OPL

Sourcebook: a Guide for Solo and Small Libraries (OPL stands for One-Person Library). These books and many more can be accessed at <http://nml.gov/mcr/education/netlibrary.html>.

I hope this discussion helps you in your library, Drowning. The workload is often daunting, but taking the time to prioritize and look toward the future helps to make sure your library continues to provide excellent services and resources for your users.

Thanks again for your question. Please let your colleagues know that they can contact Barb Jones if they have questions for me. Barb will be glad to forward their questions!

Sincerely,

Whooo

Orienting Nursing Students to the Medical Library

Jill M. LaGasse
Medical Librarian
St. John's Regional Medical Center
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When I received the email announcing the MCR sponsored workshop, I was interested. The workshop, "Marketing As If Your Library Depended On It" would be held in Kansas City in September 2007, with a follow-up session in October. I had no idea what the class would entail and went hoping for some kind of revelation as to how to increase utilization. The library, having both a clinical and a consumer collection, is open to all patrons. The past few years have seen a decline in usage for all patrons, and I thought this workshop might help me find an answer.

I attended the first session and listened to Pat Wagner's suggestions/ideas. I needed to find a target audience and decide a method of marketing to them. Having several nursing programs in our surrounding communities, I decided to concentrate my project on increasing nursing students' awareness of the library. The theory - If I can get them hooked as students, they will continue usage after they graduate and as they continue their education.

I decided that the best way to approach this project was to survey the clinical instructors of the various nursing programs in our area. Because the hospital clinical instruction is coordinated through the hospital Education Department, I enlisted their aid to compile a list of contacts. A simple survey was developed and sent to them via email, requesting that they forward it to the appropriate clinical instructors.

Survey questions included were:

- Have you personally used the medical library? If so, were you able to find what you needed?
- Have your students indicated that they have had difficulty finding materials at their institution?
- What specific problems have your students mentioned in accessing information?
- Of the databases that the St. John's Library has available (PubMed, Ovid, Up-to-Date, Gale Health and Resource Center, Your Surgery, and NORD) indicate which you are familiar with, have used, or have instructed students to use.
- Would you be interested in an orientation to the library and its resources for your students? How much time would you be willing to spend in an orientation?

I did not receive responses from all of the recipients. Those that did respond were primarily nursing instructors that I see on a regular basis. Judging from the responses that I did receive, the instructors felt that an orientation would be beneficial. They felt that 30 minutes to an hour would be the best time frame. Using this information, I developed an orientation plan to introduce the nursing students to

the library. Working with the Education Department, which schedules nursing student orientation, I am now regularly included on the schedule for nursing student orientation.

As a result, I have seen an increase in usage. Nursing students come to the library to use resources when they are writing research papers. Graduate nurses are using the library to assist them in further studies. The Education Department is also more aware of the resources available and is asking for orientations for various committees with which they are associated. The project has been successful in increasing utilization among nurses. The statistics from 2007 to 2008 show an overall increase in library usage of approximately thirty-five percent. Some of the increase is a result of nursing orientation and part is resulting from other projects I started. Now I need to develop a plan for the rest of my potential patrons.

Last Print Issue!



Beginning with our next issue, published in July 2009, the NN/LM MidContinental Region Newsletter will be published in an electronic only format.

The electronic newsletters are available at:
<http://nnlm.gov/mcr/services/comm/newsletter.html>

Email notices of new issues will be sent to the mcmla-l listserv.

Make sure you stay informed!
Sign up at: <http://www.mcmla.org/member/maillist.html>

Easily Publish RSS News Feeds on Your Web Page with Grazr

Have you wondered how you can dynamically publish an RSS news feed on your web page? Grazr is a free web service that lets you do this easily without any programming. After you've incorporated the Grazr code into your web page, the news feed will automatically update with any new headlines from that feed. Your web page will be refreshed with new content!

Step 1: Visit Grazr and Create an RSS Widget



The Grazr web page lets you create an "RSS Widget" that you can embed into your web page or blog. To get started, navigate to <http://www.grazr.com/>.

Step 2: Create a Widget

Click on the "Create Widget" tab at the top of the page.

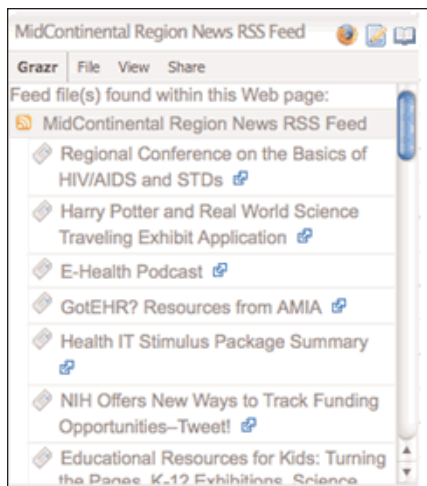
Fill in the URL of the feed you want to publish under the "Enter a feed or outline URL" box:

Create a Widget

Enter the URL of your news feed; in this case, the URL of the MCR news blog feed.

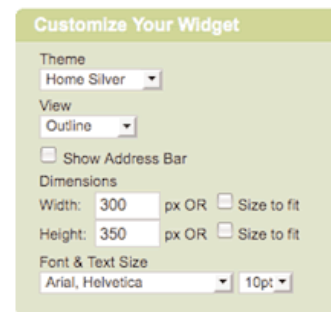
Click the "Update" button.

You will then see a preview of your feed in the box in the middle of the page. This screenshot shows the latest MCR News blog feed:



Step 3: Customize Your Widget (Optional)

If you wish, you can customize your widget's look and feel with the "Customize Your Widget" box (to see the expanded options below, click the "More Options" link at the bottom of the box).



Step 4: Publish Your Widget

Grazr provides automatic publish buttons for some popular services (Google, Facebook, Twitter, etc.). To use those, you will need to establish a free Grazr account.

Most likely, however, you will want to embed the Grazr code in your own web page. To do this, copy the code listed under "Embed Code":



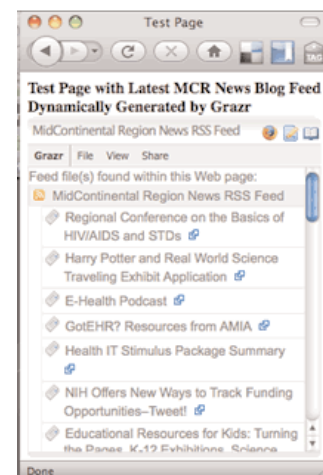
Select and copy the code under "Embed Code"

Using your favorite web page editor, paste the code into your web page in an appropriate place. View the page in a browser, and you should see the updated RSS feed!

This screenshot shows what a simple page (in this case, a test page displaying the MCR News blog feed) will look like in a web browser. In the real world, the RSS feed would be integrated into the look and feel of your web page.

Other RSS to Web Page Tools

If Grazr does not meet your needs, there are a number of other services that allow you to publish RSS feeds on your web page without programming. For a list of more free RSS feed to web page tools, visit David Rothman's list at <http://davidrothman.net/rss2webpage.html>. Note: this page will take a long time to load since it brings in samples from each tool.



- Sharon Dennis, Technology Coordinator

NN/LM MCR at MLA

Join the staff of the NN/LM MCR at MLA in Honolulu:

Friday May 15, 7:00-11:00 AM - CE "Getting Started with Information Outreach in Minority Communities" - Shiobhan Champ-Blackwell

Sunday May 17, 11:00 AM-12:30 PM - Presentation: "Infusing Health Sciences Libraries with Economic Muscle" - Betsy Kelly

Monday May 18, 10:30 AM-Noon - Panel "Technology and E-resources: Evolving with the Times" - John Bramble, panelist

Tuesday May 19, 1:00-2:30 PM - Panel "The Healthy Library: Creating a Culture of Wellness" - Siobhan Champ-Blackwell, moderator

Posters:

"Evaluation of 13 Things: A Learning 2.0 Self Discovery Class" - Rebecca Brown & Sharon Dennis

"Fusing and Collaborating: A Joint Library Project on Google Docs" - Marty Magee



Create Change - Make a Name for Yourself: Offer a Health Information Literacy Session

Want to create change in your organization? Want to be recognized as a leader? Want to help educate health care providers about the benefits of health information literacy? It's easier now than ever to accomplish all of these by using the curriculum developed for you by the Medical Library Association. A complete PowerPoint program (short and long versions) are available along with a talking script on the MLANET site - see http://www.mlanet.org/resources/healthlit/hil_project.html. There's even a tool kit of hand-outs on the site as well.

Don't delay. Help your hospital or academic medical center learn the importance of promoting health literacy and what you as a librarian can do to help improve patient care as a result. Prove your value!!

Any questions, contact Jean Shipman at jean.shipman@utah.edu or 801-581-8771.

The Health Information Literacy Curriculum was developed as part of MLA's Health Information Literacy Research Project under a contract with the National Library of Medicine.

Upcoming Online Events May-July 2009

Breezing Along with the RML

- a monthly update from the NN/LM MidContinental Region staff:
3rd Wednesday of each month at 10:00 MT, 11:00 CT
Online at: <https://webmeeting.nih.gov/mcr> (note change of URL)
 - June 17, 2009 - Siobhan Champ-Blackwell and Betsy Kelly
 - July 15, 2009 - Jim Honour and Dana Abbey



DOCLINE Classes

- one hour classes to help you manage DOCLINE services
Online at: <https://webmeeting.nih.gov/memberservices>
 - Simple Serial Holdings, 10-11 MT, 11-12 CT - May 5, June 2, July 7
 - Routing Tables 10-11 MT, 11-12 CT - May 12, June 9, July 14
 - Beginning DOCLINE 10-11 MT, 11-12 CT - May 26, June 30, July 28

Librarians are from Venus/Vendors are from Mars - Two one hour sessions on strategies for working with vendors/sales representatives and contract shoulds and should nots

- Register at: <http://nmlm.gov/mcr/education/licensing.html>
- May 28, 3:10-4:10 MT, 4:10-5:10 CT Class 1, Session 1
 - June 25, 3:10-4:10 MT, 4:10-5:10 Class 1, Session 2
 - June 25, 2-3 MT, 3-4 CT, Class 2, Session 1
 - July 23, 2-3 MT, 3-4 CT, Class 2, Session 2

Spotlight! On National Library of Medicine Resources - online classes on NLM databases

- 4th Wednesday of each month at 1:00 MT, 2:00 CT
Online at: <https://webmeeting.nih.gov/mcr> (note change of URL)
- May 27, 2009 - Hazardous Substances Data Bank, Haz-Map, WISER
 - June 24, 2009 - TOXLINE, TOXMAP, Toxics Release Inventory, Tox Town
 - July 22, 2009 - TOXNET "capstone"

All classes are free.

Your online class requirements are: a computer with Internet access and a phone.

For the full calendar of MCR events - see: <http://nmlm.gov/mcr/education/calendar.html>



Wyoming Symposium – July 15-17, 2009 Plowing Through Pandemonium: Proactive Librarians



This summer, the University of Wyoming Libraries and the NN/LM MidContinental Region will be hosting the Sixth Annual Wyoming Symposium for Health Information Professionals. The event is designed for librarians from Wyoming and surrounding states who want to increase their knowledge on current library issues and resources from the National Library of Medicine.

This year's theme will touch on how to be ready for emergencies that may strike a library whether it's a disaster, such as a flood or an institutional administrator demanding to see the statistical evidence that the library has value.

Joe Moore, Director, Wyoming Office of Homeland Security, will provide the keynote address.

A highlight of the Symposium will be a Café to Go brainstorming session to explore means of partnering librarians and representatives of Wyoming community-based organizations interested in emergency preparedness.

The Symposium schedule and registration information will soon be available.
For more information, please contact Jim Honour, Wyoming Liaison

Historical Collections



"Historical Collections" may conjure up pictures in your mind of dusty old books, crowded bookshelves, outdated artifacts from the medical world, and more. However, attendees of the recent March Breezing Along with the RML were able to find out a little more.

The NN/LM MidContinental Region was fortunate enough to have four people join us to talk about the collections in four of our Resource Libraries:

- Dawn McInnis - University of Kansas - Clendening History of Medicine Library & Museum (<http://clendening.kumc.edu/>)
- Marysue Schaffer - Becker Library at Washington University - Archives and Rare Books (<http://becker.wustl.edu/libdept/arb/index.php>)
- Emily Epstein - University of Colorado Denver Health Sciences Library - Waring History of Medicine and Rare Books Collections (<http://hsclibrary.uchsc.edu/waring-collection/index.php>)
- John Schleicher - University of Nebraska - McGoogan Library of Medicine - Special Collections (<http://www.unmc.edu/library/about/histmed.html>)

The National Library of Medicine is committed to promoting not only its own collections, (<http://www.nlm.nih.gov/hmd/about/collectionhistory.html>) but to making available links to other libraries' "Library and Archival Collections." Check out this link for a wealth of information: <http://www.nlm.nih.gov/hmd/resources/web/libraryarchivalcollections.html>



If your library has an archival collection and isn't listed on this web site, be sure to suggest your resource to hmdweb@nlm.nih.gov and let us know, too!

-Marty Magee, Nebraska/Education Liaison

"Projects" continued from page 1

Together Prepared

Principal Investigator: Bruce Flanders, Director

Institution: Lawrence Public Library - Lawrence, KS

Award Amount: \$14,980

Project Description: The purpose of this project is to provide improved access to disaster and emergency information for residents of Douglas County, Kansas, with a particular emphasis on assuring that vulnerable populations are served. Project objectives will be accomplished by enhancing the role of the Lawrence Public Library as an information center for the public during an emergency and an outreach center for emergency information preceding disasters. To do this, the Lawrence Public Library will partner with the Lawrence-Douglas County Health Department, Douglas County Emergency Management, the University of Kansas Research and Training Center on Independent Living, and the community working group Together Prepared.

The deadline for proposal submissions was February 1, 2009. All proposals received were distributed to reviewers:

- Jerry Perry, Director of the University of Colorado Denver Health Sciences Library
- Karen Vargus, Consumer Health Outreach Coordinator for the NN/LM South Central Region
- Marty Magee, Education Liaison, NN/LM MCR
- Claire Hamasu, Associate Director, NN/LM MCR

We thank the reviewers for taking the time to carefully read, formulate questions, and comment on each of the proposals.

Congratulations to the principal investigators for writing successful proposals! The RML will make sure that the region learns about the outcomes of the projects in the coming year.

If you started writing a proposal, but did not submit it, dust it off. The NN/LM MCR will be funding projects again. Look for the announcement in the RML News.

-Claire Hamasu, Associate Director

University of Utah
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