NN/LM
National Network of Libraries of Medicine

Greater Midwest Region

ESources

GMR Technology Update

New Technology Coordinator in the GMR Office

The Greater Midwest Region office would like to take this opportunity to introduce our new Technology Coordinator to you. **Bryan Vogh** joined the office in September 2004 and has been working on technology projects for the office and the region since them. Bryan has been using the Internet since 1987 and has been training others to use it since 1988. He was the Electronic Services Librarian position at the McGoogan Library of Medicine from 1995-1996; in that position he was a member of the campus web policy committee and created and updated the library's web pages. Bryan then moved to the National Network of Libraries of Medicine regional office in Baltimore, MD for 7 1/2 years. In that position he created, updated and planed for the Southeastern Atlantic region web site and participated in a variety of electronic discussion lists related to web development. Bryan is currently working on support for the GMR office and region on technology issues; he also teaches the Super Searcher and Web Usability courses in the region.

2004 GMR Technology Forum at Midwest Chapter MLA

The GMR technology forum at the Midwest Chapter MLA meeting in Springfield, IL in October 2004 was Bryan's first major project in the region. The forum was moderated by **Leslie Schick**, Chair of the GMR Technology Committee and we were lucky enough to have two wonderful speakers:

Susan Hill, Interlibrary Loan Librarian at Case Western Reserve University presented "Electronic Delivery: Opportunities and Options."

Dr. William Fant, Assistant Dean of the University of Cincinnati College of Pharmacy presented "Mobile Computing: Managing the Transition from Desktop to Portable Devices."

Dr. Fant's presentation has been converted into a Microsoft Presenter format that syncs the audio to the PowerPoint slides. We will be evaluating this format for use with future content and are working on the questions for that evaluation now. Look for an announcement on the GMRlist when this is completed.

You will soon be able to access both presentations on the GMR website.

"My NCBI" Replaces PubMed's Cubby

Stephanie Weldon
Consumer Health Coordinator
NN/LM, Midcontinental region

PubMed recently replaced the "Cubby" with an enhanced new feature, "My NCBI". Use My NCBI to:
- o   Save searches;
- o   Set up automatic email updates;
- o   Display links to web resources (LinkOut);
- o   Select filters that customize and group your search results.

One of the most useful features of MY NCBI enables PubMed searchers to set up automatic email updates of stored searches, similar to Ovid's auto-alerts feature. Using this feature can help you stay up-to-date with the latest publications in your areas of interest.

Follow these simple instructions to save searches and create automatic email updates in My NCBI:
- o   Perform a search without date limits in PubMed. The PubMed search results page will display a "Save Search" link to the right of the query box, as shown below.

- o   Click the "Save Search" link to save your strategy. Only save the good ones!
- o   A separate window will open to connect you to My NCBI. Enter the User Name and Password that you used for Cubby or register for a My NCBI account.
- o   Give each of your saved searches a meaningful name.
- o   If you want the search results sent to you automatically via email, choose "yes". If you choose "no", the search will be saved and you can go into My NCBI anytime to update it manually.
- o   If you were a Cubby user, you can click on the "My Saved Searches" page and use the "Details" column to change your saved searches to automatic email update searches.
- o   If you are using PubMed at a public or shared computer such as in a clinic, hospital workroom, or Denison Library, don't forget to click "Sign Out" when you have completed your search session.

My NCBI also allows you to select up to five search filters that will automatically limit and customize your search results. Click the "filters" link in the blue side bar on the left hand side of the screen to access this service. Under the PubMed link, a few of the filters include Clinical Trials and Free Full Text among others. Be sure to also click "browse" to find even more filters. For example, under the heading "medical resources" you will find a filter for Consumer Health which provides links to patient information in your searches. You can also limit to approximately 1,400 online journals from Denison Library through PubMed's LinkOut service: do this by selecting "browse" and then "libraries". Denison currently provides access to 6,000+ online journals so be sure to check IMPULSE for journals not available online via PubMed. Since you can only choose five filters, be sure to use the "limits" feature in PubMed to restrict to English and Human, for example.

GMR Staff

Susan Jacobson
Director

Ruth Holst
Associate Director

Position Open
Education/Outreach
Coordinator

Tammy Mays
Consumer Health
Coordinator

Charniel Mc Daniels
Network Coordinator

Kara Thompson
Communications
Coordinator

Bryan Vogh
Technology
Coordinator

Nelly Cruz
Information Service
Supervisor

What about the brochures? How one librarian got a handle on ordering and maintaining a brochure collection

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Brochures and pamphlets present difficult challenges to librarians. Almost all consumer health libraries as well as many hospital and even academic libraries maintain brochure collections for health information consumers. Some of these collections are quite big with many libraries stocking more than 100 different brochure titles that need to be displayed, stored, and re-ordered periodically. Because brochures and pamphlets do not fit well into book-shelves, librarians must devise a special display system for them. Brochures also require storage space and periodic weeding of outdated publications. Perhaps the most difficult challenge, which is both time-consuming and tedious, is ordering brochures and maintaining a fully stocked inventory at all times.

Ordering brochures is a complex operation: it requires a periodic inventory review to find out which titles need to be ordered, creating an order list, and contacting a large number for suppliers and publishers to order the publications. At the Patient Education Resource Center (PERC) at the University of Michigan Comprehensive Cancer Center (UMCCC) it used to take over three hours to review the inventory of 230 brochures, and create the order list. Because the process was so complicated and took so long, staff tended to put-it off. Even though the plan was to order brochures once per month, in reality ordering took place once per two or three months, and the inventory suffered chronic shortages.

As more and more brochures become available online, some librarians choose to reduce the brochure collection size or eliminate the brochure collection and display altogether. At the UMCCC PERC librarian and the director of the patient education both felt that choosing this option would create an access barrier. Without a brochure display patrons will lose the ability to obtain information without verbally articulating their request. It can be embarrassing for patrons to ask for information on sensitive topics such as sexual diseases and conditions, incontinence, or mental health issues. It is also hard for patrons to verbally articulate all the topics that may be relevant to them after being diagnosed with a medical condition. For example, many patients would not think to ask for information about employment rights of cancer patients, but will pick-up a brochure if they saw it displayed. At the PERC the goal is to enable patrons to choose from a rich and comprehensive display of brochures, without having to verbally request information on a particular topic.

Another problem at the UMCCC was that brochures were ordered by different areas in the institution and the ordering was not coordinated. Therefore, the

institution as a whole was not able to take advantage of bulk discounts and the duplication of effort in terms of staff time was enormous. To rectify this situation and to ensure a fully stocked brochure collection at all times the PERC librarian decided to create a database program that would consolidate all the individual areas orders into one large order. The result of this effort was the creation of Brochure Boss, a brochure ordering system that is now available to other libraries and resource centers through the University of Michigan Technology Transfer office.

Description of "Brochure Boss"

Brochure Boss is an Access database which resides on a shared server and may be accessed by multiple users in the local area network of the UMCCC. Each area in the UMCCC has its own standing order in the system. The individual orders are consolidated into one order report, which is printed out every month. Brochure Boss enables ordering on different frequencies: monthly, quarterly, semi-annually and annually. This flexibility helps to ensure that the most frequently used brochures are always in stock, while less frequently used brochures are not forgotten.

The initial set-up of the system consists of data entry of brochure titles and suppliers (i.e. publishers and organizations from which brochures are ordered) into the appropriate forms.

Supplier Form

Brochure Form

After the suppliers and brochures are entered in the system the database administrator opens the Area Order Form and selects the brochures that need to be ordered for each area from a pull-down menu. Quantities and frequency of ordering are also entered for each title. This form, in fact, lists the "standing order" for each area.

Area Order Form

After the initial data entry, the system requires very little maintenance. The administrator's main job is to print an order report once per month and place the orders. Once the correct amounts and frequencies are established, the time spent on reviewing the inventory is almost eliminated.

To help with the distribution of the publications to the appropriate areas the administrator prints out a distribution report. This report is divided into sections by brochure, and lists the quantities that were ordered for each area. A distribution checklist is given to the areas, and as brochures are delivered, they are checked off the list. The distribution report and checklist help identify brochures ordered but never delivered, so they can be claimed.

Brochure Boss is a user-friendly program that helps to streamline the brochure ordering process and maintain a fully stocked brochure collection. After the initial set-up and data entry, the time spent maintaining the database is minimal. Evan a small library that orders brochures for one area can benefit greatly from Brochure Boss because time spent on inventory review and creating an order report will be drastically reduced. In addition Brochure Boss helps to establish a cost-effective ordering schedule, maintain a fully-stocked inventory and avoid small emergency orders that do not qualify for bulk discounts. In larger institutions that order for more than one area consolidating several small orders into one large order generates great savings of staff time and money. Ordering larger quantities qualifies the institution to receive discounted prices and save on shipping and handling costs.

At the UMCCC staff saw significant improvements in inventory shortages right after the system was implemented. Adjustment of the quantities and order frequencies that reflect the demand for publications was essential to ensure a fully stocked inventory.

Brochure Boss is primary to the UMCCC's ability to provide information and education to patients and families in all areas of our center. The system is available for purchase through the University of Michigan Office of Technology Transfer http://www.techtransfer.umich.edu. Single and multi-user versions are available. An online presentation about Brochure Boss is available at: http://www.cancer.med.umich.edu/learn/boss.htm

Academy of Health Information Professionals

http://www.mlanet.org/academy/index.html

Birth of a Library & Community Resource Center

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The Health Sciences Library at All Saints Healthcare **was** located in the basement of the hospital in a projection booth that had been converted into a library. Books and journals lined the walls to the ceiling where access was made available by ladders. The library director's office was located in the actual booth, long and narrow with videos lining the walls and reference books and binders precariously balanced on shelves overhead. This was the hospital library up until spring of 2003. Then the birth of the Library & Community Resource Center occurred. The new library is located off the lobby of the hospital on the first floor with over 5,000 square feet of space. It contains a consumer health library with Internet access on three computer terminals, books, videos, CD's, DVD's, audiocassettes, magazines, and anatomical models/charts/displays all available for patient and visitor use. The new library also contains a medical professional section with access for employees to computer workstations, books, videos, journals, TV with VCR/DVD player, anatomical models/charts/displays, media lab, quiet study room, several study tables, and private reading area.

So how did this miracle take place? The idea of a new library had been floating around for years, but never made the facilities plan. In 1998, a visit from the state board for certification of Continuing Medical Education reported that a better library was needed to support the CME activities. This was the seed that began the process. The library director was called to present to the Medical Executive Committee by the Medical Education Committee in October 1998. A few months later the Professional Activities Committee recommends to the Board of Directors that a Task Force be appointed to investigate the needs of Library Services and develop an appropriate strategy. The following month the Board authorized the Chair to appoint the Task Force. The development of a new library was then included in the facilities plan followed by the formation of a Library Steering Committee. The committee members included the VP of the Foundation, several retired physicians, the Chief of the Medical Staff, several other key physician leaders, the VP of Quality and Medical Education, and the Library Director.   With the guidance of the foundation, a campaign was developed for soliciting from physicians to support the new library.

The creation of a new Library & Community Resource Center was now in motion. The Library Director pulled together a vision of a library by assembling information from articles, listservs, networking, visiting other hospital libraries, and a needs assessment.

> *"The vision for the Learning Resource Center (Library & Community Resource Center) encompasses many more components than the traditional physical repository of resources. It provides the support necessary to achieve superior patient service and clinical excellence. It provides health information for the needy, and it promotes a learning environment that is characteristic of a technologically advance organization – an organization that potential employees and physicians will want to be a part of."*
> From the Strategic Plan of ASHS's Learning Resource Center/Library 2001-2003, written by Vicki Budzisz, Director of Library Services in 2001.

The Library & Community Resource Center has been financed in part through the All Saints Healthcare Foundation, Inc. by generous donations from physicians, local businesses, organizations, retired/honoree physicians, the medical group, contracted medical groups, grants, the executive team, and employees. The library has been well received and valued by employees and visitors. All are grateful to have this resource available and accessible. And as for me, I work in a Library Heaven!

Old Library

New Library

ALA Partners with Walgreens

Walgreens (http://www.walgreens.com/) has become a partner in the American Library Association's (ALA) *The Campaign for America's Libraries* program. The purpose of the campaign is "to speak loudly and clearly about the value of libraries, librarians and library workers in the 21st century."

Walgreens' role in this campaign is to fund a major initiative that will promote libraries as sources of accurate, reliable health information. Walgreens will provide a package of 25 brochures that outlines the new Medicare-approved program to all public libraries in the country. These brochures provide information that will better enable people to understand the drug discount card and make informed decisions.

In addition, a series of seminars are planned at 10 libraries throughout the country between November 2004 and November 2005. These libraries were chosen in locations where there were Walgreens pharmacists that could assist with the program. The seminar topics include the Medicare Drug Discount Card Program; understanding medication; the best use of over the counter medications; and diabetes, asthma, and heart disease. The libraries selected will also receive grants of $25,000 to conduct these seminars.

There are 3 libraries in the National Network of Libraries of Medicine, Greater Midwest Region to conduct the health seminars with Walgreens include:

Chicago Public Library, IL
http://www.chipublib.org/

Detroit Public Library, MI
http://www.detroit.lib.mi.us/

Cleveland Public Library, OH
http://www.cpl.org/

For more information, see the following ALA press releases:

ALA, Walgreens team up to bring Medicare information to libraries:
http://www.ala.org/Template.cfm?Section=News&template=/ContentManagement/ContentDisplay.cfm&ContentID=67309%3E

10 library systems selected for "Be Well Informed @ your library®":
http://www.ala.org/ala/pr2004/october2004/bewellinformedlibraries.htm

Project HEALTHY for Seniors:
Just a Click Away

Lori Bell (1-800-426-0709)
Mid-Illinois Talking Book Center
Peg Burnette (309-671-8491)
Jo Dorsch (309) 671-8491
University of Illinois at Chicago, Library of the Health Sciences-Peoria

The University of Illinois at Chicago (UIC) Library of the Health Sciences-Peoria, the Alliance Library System, and the Mid-Illinois Talking Book Center are pleased to announce "Project Healthy," an exciting and innovative online health program for senior citizens. Seniors, health providers, and anyone interested will be able to enjoy informational, interactive programs about important health topics while sitting in front of an Internet accessible computer.

The next in the series of monthly programs, "The Aging Eye" will take place on Tuesday, October 26 at 11:30 a.m. Eastern Daylight Time, 10:30 Central, 9:30 Mountain, and 8:30 Pacific. It is important to understand changes that naturally occur to our eyes and our vision as we mature. It is equally important to be aware of changes that might signify a more serious eye problem that should be discussed with a qualified ophthalmologist. Dennis Cioni will provide an online presentation that explains the difference. Prior to joining the Illinois Eye Center 18 years ago, Dennis Cioni worked with Illinois Eye Center physicians at Methodist Medical Center. As a registered nurse and advanced, board-certified ophthalmic technician who works closely with Dr. Pete Lagouros, Dennis provides specialized treatments and testing for patients with macular degeneration and other problems.

Anyone is welcome to "attend" this free program and no registration is required. All you need is a computer with an Internet connection and sound card, and speakers. To attend go to http://www.projecthealthy.org and click the link for the Healthy online auditorium. Type your name in the box and click "Enter".

The programs will also be recorded and made available on the website and on CD and cassette for loan from the library and the talking book center.

For information on these and other program topics visit the Project Healthy website at http://www.projecthealthy.org/

The Mid-Illinois Talking Book Center (MITBC)
http://www.mitbc.org

Mid-Illinois Talking Book Center (MITBC) administered by the Alliance Library System, with offices in East Peoria and Quincy, provides library services for anyone unable to read regular print because of a visual or physical disability. Most users of the service are elderly. For more information on the talking book program, call 1-800-426-0709.The UIC Library of the Health Sciences-Peoria http://www.uic.edu/depts/lib/lhsp/, located on the University of Illinois College of Medicine at Peoria campus, is a regional site of the UIC Library of the Health Sciences at Chicago. The Library's mission is to meet the information needs of UIC students, faculty and staff. The Library contributes to teaching, research, and clinical service at UIC by acquiring, organizing, and archiving information and by providing expert staff, access to information sources in all formats, and

instruction in the retrieval and use of information. The Library also extends information services to the larger community through an active outreach initiative and cooperative interlibrary loan programs. The Library is a full member of the NN/LM Greater Midwest Region and promotes the programs of the National Library of Medicine.

MedlinePlus Turns 6

In just six short years, MedlinePlus, the consumer health Web site introduced by the National Library of Medicine on October 22, 1998, has become one of the Web's most popular destinations for reliable health information.

MedlinePlus provides free access to health information created by the National Institutes of Health and other trustworthy sources. Health science librarians in the National Network of Libraries of Medicine not only assist in identifying and evaluating the information to be included in MedlinePlus, but are of tremendous help in demonstrating the system locally and publicizing it.

The growth of MedlinePlus (and MedlinePlus en español, introduced in 2002) has been impressive. Today, nearly five and half million people a month from around the world visit the site, viewing over 52 million pages. This is in startling contrast to 1998 when MedlinePlus received about 53,000 visitors in its first quarter of existence.

Newspaper reporters are increasingly depending on MedlinePlus, at http://medlineplus.gov/, as an authority for health information for their stories. Much welcome publicity is received whenever writers cite MedlinePlus as a source. In addition, physicians now write "prescriptions" advising patients who need further information on a subject to visit the Web site.

The constantly growing MedlinePlus includes nearly 700 health topics, ranging from abdominal pain to yellow fever. In addition, MedlinePlus boasts a hospital guide, a prescription and over-the-counter drug reference guide, a medical encyclopedia, a medical dictionary, and a guide to physicians and dentists. One of the most popular offerings on MedlinePlus is the interactive "health tutorials" that have colorful images and sound. There is also a daily feed of articles from major newspapers on current health topics. Among the useful links in MedlinePlus are ClinicalTrials.gov, NIHSeniorHealth.gov, and PubMed/MEDLINE.

In noting the sixth birthday of MedlinePlus, NLM Director Donald A.B. Lindberg, M.D. said, "The success of MedlinePlus is a testimonial to the public's thirst for health information they can trust. One of the improvements we are now introducing is the 'Go Local' service, which links MedlinePlus users to relevant health services in their own city, county, and state. We will continue to expand MedlinePlus and make it ever more relevant to the needs of citizens, patients, and families."

Tammy Mays, MLIS, AHIP

News in the Region

Nelly Cruz Joins the GMR Office

The GMR office would like to introduce you to our new Information Service Supervisor, Nelly Cruz. Nelly started with the GMR in July and is the person you are most likely to speak to when you call the office. Prior to working at the GMR Nelly worked at the Daley Library on the East side of the University of Illinois at Chicago Campus for 3 years. Nelly can direct you to the Coordinator who can help you best, she handles all your Lending Library requests, and sends out promotional items. You can contact Nelly at 800-338-7657 or email at ncruz@uic.edu

Gillian Mayman, Public Health Library and Informatics, University of Michigan-Ann Arbor, has been awarded a National Library of Medicine Fellowship for Informationist Training to study public health informationist training at local health departments in Michigan. An announcement of the award is listed in the Computer Retrieval of Information on Scientific Projects (CRISP) searchable database of federally funded biomedical research projects Visit: http://tinyurl.com/6lzrz

Central Baptist Hospital in Lexington, KY is pleased to announce our new librarian, **Rhonda Burnett**. Rhonda is a native of Louisville, Kentucky and she received her MSLS from the University of Kentucky in 1999. Rhonda has a varied work history which will enable her to fit in well with us at CBH since she will be doing a little bit of everything. You can count on her for interlibrary loan and much more. Please say hello to her when you call. Her e-mail is rhonda.burnett@bhsi.com

Ginger Bopp has been appointed to the Library Advisory Board for the *New England Journal of Medicine* for 2005-2006. This position requires attendance at two consultant meetings a year and participating in an email discussion group with other librarians and the *NEJM* institutional sales and marketing staff. Ginger earned her MLS degree in 1972 from the University of Texas at Austin. She has worked as a librarian for 30 years, including 15 years as a hospital librarian

Stephanie John is the new director of PALNET, formerly FALCON based in Flint, MI. PALNET is a Dynix and more consortium between Baker College (10 branches), Mott Community College (2 sites) and Kettering U (formerly GMI).

New GMR Award for Professional Development

The GMR has created a new award for professional development. Targeted to network members who work in hospital and other smaller libraries, this award will provide up to $1000 to attend a course or participate in some other professional development activity.

The Request for Proposal (RFP) is located at:
http://nnlm.gov/gmr/funding/profdevaward.html

There is an online application form available - the link to this form is found in the RFP. We expect to be able to fund 5 awards within the next year.
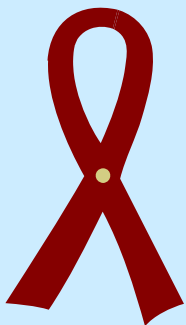

Congratulations to the Greater Midwest Region Recipients of the National Library of Medicine's AIDS Community Information Outreach Projects

AIDS Taskforce of Greater Cleveland - HEAL (the HIV/AIDS Education Access Library)
Cleveland, OH

The AIDS Taskforce of Greater Cleveland (ATGC), established in 1983, is the oldest AIDS service organization in Ohio. The Taskforce serves as a primary provider in Cleveland of both community based HIV prevention education, and non-medical direct services to people living with HIV and AIDS. Project HEAL plans to develop a library containing books, professional and consumer periodicals, and computerized information along with purchasing 5 private computer stations with Internet access. The Taskforce will also enhance the current website to include an online catalog of the library's materials and recommended research sites for providers and consumers. The library staff and volunteers will assist library patrons in accessing both printed and electronic information, and provide a weekly newsletter in English and Spanish addressing important HIV/AIDS issues. The AIDS Taskforce of Greater Cleveland on the web: http://www.aidstaskforce.org

Columbus AIDS Task Force - The Resource Library Youth Program
Columbus, OH

The Columbus AIDS Task Force is a community-based organization serving a diverse community of more than 1000 HIV + clients in central Ohio. The purpose of this project is to improve access to HIV/AIDS information for urban youth in central Ohio. CATF will develop a bibliography and distribute to local high school libraries, GLBTQ youth groups, and community-based agencies serving at-risk youth. The CATF resource library will expand its collection to include updated books, videos, and pamphlets that are not easily available to teens. CATF will also provide students and educators with training on accessing HIV/AIDS resources via the Internet. As a result of the project, young people will gain access to culturally appropriate, accurate, and current HIV-related information, and youth educators will gain the training and resources needed to address HIV -related issues of the young people they serve. The Columbus AIDS Task Force on the web: http://www.catf.net

New Staff Members at the National Network of Libraries of Medicine National Network Office

Barbara Nicholson joined the NNO on January 24 as the Technology Librarian. Barbara was previously the Medical Librarian for the Medical Library for the Veterans Affairs Northern California Health Care System, which encompasses an inpatient facility, Sacramento VA Medical Center at Mather and 7 outpatient sites. In this position Barbara was responsible for all aspects of library management, information delivery to health care providers, the instructional program, and coordinating web-related activities. Barbara was also one of five librarians to serve on a national committee to bring the New England Journal of Medicine to the desktop of every VA physician and caregiver. Barbara will assume responsibilities related to DOCLINE and all Internet and technology support. Barbara's email is nicholsoba@mail.nlm.nih.gov

Cheryl Willis joined the administrative NNO staff on January 3 as a temporary contractor. Cheryl has twenty-seven years of executive assistant experience at a hospital, several educational institutions, and other types of non-profit organizations in the Washington, D. C. area. She will be providing administrative assistance for the daily operation of the NNO. Cheryl's email is willisc@mail.nlm.nih.gov

Election Results for 2005-2006 MLA Officers

Congratulations to the successful candidates in the 2005/06 elections, who will assume office at the conclusion of MLA '05 in San Antonio, TX, May 14-19. Thank you to all the candidates for their willingness to run for election.

President-Elect

Jean P. Shipman, AHIP, director, Tomkins-McCaw Library for the Health Sciences, and associate university librarian, Virginia Commonwealth University Libraries, Virginia Commonwealth University-Richmond
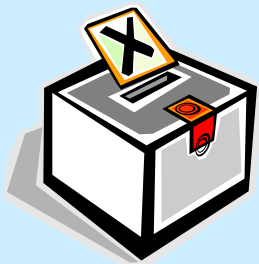
Board of Directors

Margaret Bandy, AHIP, manager, Exempla Healthcare Libraries, Exempla St. Joseph Hospital, Denver, CO
Craig Haynes, assistant director and head, Medical Center Library, University of California-San Diego Medical Center
Connie Schardt, AHIP, education coordinator, Medical Center Library, Duke University, Durham, NC

Section Council Liaison

Tovah Reis, medical school librarian, Sciences Library, Brown University, Providence, RI.

Nominating Committee

Judy Consales; Jay Daly; Jo Dorsch, AHIP; Janna Lawrence, AHIP; Logan

Ludwig; Linda Garr Markwell, AHIP; Susan Murray, AHIP; Linda Walton; and Gail Yokote, AHIP. MLA's 2004/05 immediate past president, Patricia L. Thibodeau, AHIP, will chair the committee.

2004 National Medical Librarians Month Creative Promotions Awards

Congratulations to winners from the Greater Midwest Region!

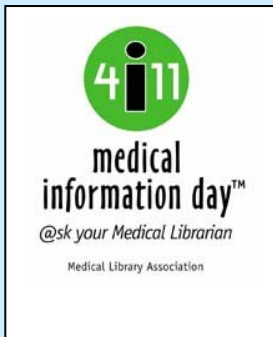**First Place:** Medical Library, Navel Hospital, Great Lakes, IL

Third Place: RN Barr Library, Minnesota Department of Health (MDH)-Minneapolis, MN

Get the 4-1-1!

The Medical Library Association is celebrating Monday, April 11, 2005, or **4-11**, as **"Medical Information Day"**. The observance recognizes the invaluable information and vast range of services medical librarians provide for their institutions and local communities. MLA encourages you to use the day to increase public awareness of your expertise. Provided are a press release, camera and Web-ready logos and other MLA resources to help you promote your 4-11 events.

For further information about 4-11: Medical Information Day, please contact **Tomi Gunn**, mlams@mlahq.org, 312.419.9094 x11.
http://www.mlanet.org/press/411/index.html

African American Health Disparities Information
Wayne State University
Shiffman Medical Library

HOME

|HEALTH DISPARITIES | CHILDREN | TEENS | MEN | WOMEN | SENIORS |
| MICHIGAN RESOURCES | COMMUNICATING WITH YOUR PROVIDER |

African American Health Disparities Information Web Site

La Ventra E. Danquah, MLIS

Coordinator, Education and Community Services
Wayne State University
Shiffman Medical Library
4325 Brush St.
Detroit, MI 48201
313-577-9083 (voice)
313-577-0706 (fax)

The African American Health Disparities Information Web site is an educational resource designed to provide information on the various health disparities and major health conditions adversely affecting the African American community. The information focuses on the primary health conditions in which health disparities exist. For example, according to a study conducted by the National Cancer Institute, African American women are more likely to die from breast cancer than Caucasian women, although Caucasian women contract the disease at a much higher rate *(Chu et al., 1996). The Web site will provide information on cancer disparities as well as useful patient information. The site also includes links to local resources for area consumers. It is hoped that the African American Health Disparities Information Web site will serve as a catalyst for encouraging consumers to engage in effective health information seeking, to enhance health decision outcomes through access and application of reliable health information and, to increase awareness of how the existence of health disparities adversely affect minority populations with negative implications on society in general.

The website can be viewed at:
http://www.lib.wayne.edu/shiffman/aah/index.html

New Specialized Information Services (SIS) Resources

NLM's Division of Specialized Information Services (SIS) has released three new Environmental Health and Toxicology Internet Resource guides on the following topics:

Indoor Air Pollution (http://sis.nlm.nih.gov/Tox/indoorair.html
Links to information resources on the many sources of indoor air pollution found in homes and other buildings including cleaning and maintenance products, building materials, tobacco smoke, mold, and poor ventilation

Outdoor Air Pollution (http://sis.nlm.nih.gov/Tox/outdoorair.html)
Links to information resources on outdoor air pollution and its possible effects on health

Toxicogenomics (http://sis.nlm.nih.gov/Tox/toxicogenomics.htm)
Links to information on a new scientific sub discipline that combines the emerging technologies of genomics and bioinformatics to identify and

characterize mechanisms of action of known and suspected hazardous substances

Please see the complete list of Environmental Health and Toxicology Internet Resource Guides from SIS at: http://sis.nlm.nih.gov/Tox/ToxSpecial.html

Arctic Health
Arsenic and Human Health
Biological Warfare
Chemical Warfare Agents
Children's Environmental Health Resources
Environmental Justice
Indoor Air Pollution
Outdoor Air Pollution
September 11th World Trade Center - Lingering Airborne Hazards
Toxicogenomics
West Nile Virus - Pesticides Used for Mosquito Control

NLM's Division of Specialized Information Services (SIS) has released a Web page containing resources related to education, training and careers in toxicology and environmental health.

"Education, Careers, and Outreach in Toxicology and Environmental Health" (http://sis.nlm.nih.gov/Tox/edcotox.htm) includes the following topics:

Education and Outreach
    Academic Program Directories
    Continuing Education and Tutorials
    Distance Learning
    Education Outreach
    K-12 Resources
    Miscellaneous Specialized Resources
    General Science Resources
Careers and Professions
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Add PubMed® to Your Website

NLM Technical Bulletin
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The National Center for Biotechnology Information (NCBI) invites you to link

from your Web site to PubMed. Logo graphics and HTML to link to PubMed or add a PubMed search box to your site can be found on Add PubMed to Your Web Site (http://www.ncbi.nlm.nih.gov/entrez/query/static/link.html), under Overview from the left sidebar of the PubMed homepage.

Changing the Face of Medicine Exhibit Coming to GMR Libraries

Fifteen Libraries in the Greater Midwest Region have been selected to host the touring exhibit, Changing the Face of Medicine. The libraries are:

- Council Bluffs Public Library, Council Bluffs, Iowa
- University of Iowa, Hardin Library for the Health Sciences, Iowa City, Iowa
- Southern Illinois University, School of Medicine Medical Library, Springfield, IL
- Governors State University, University Park, Illinois
- Indiana University School of Medicine Ruth Lilly Library, Indianapolis, Indiana
- Marion Public Library, Marion, Indiana
- University of Louisville, Kornhauser Health Science Library, Louisville, Kentucky
- Detroit Public Library, Detroit, Michigan
- Peter White Public Library, Marquette (U.P.), Michigan
- Southwest Minnesota State University, Library, Marshall, Minnesota
- University of Cincinnati, Medical Center, Cincinnati, Ohio
- Case Western Reserve University, Cleveland Health Sciences Library, Cleveland, Ohio
- Ohio State University, John A. Prior Health Sciences Library, Columbus, Ohio
- Wright State University, Dunbar Library, Dayton, Ohio
- University of Wisconsin Madison Ebling Library, Madison, Wisconsin

The Public Programs office of the American Library Association, as a contractor for the Library, is coordinating this project including scheduling and shipping.

Because so many libraries submitted such strong proposals in response to the ALA's request for proposals to host this exhibition--the National Library of Medicine provided additional support for the project and in effect doubled the scope of the project to include 60 sites (the original scope was 30 sites). This of course resulted in a slight delay in announcing the 60 sites.

All selected libraries have been notified that they are to receive the exhibition. The American Library Association is organizing a training seminar for representatives from each site. That event is planned for March 31-April 1 here in Bethesda. The ALA is managing this event and any questions should be addressed to Susan.

Shortly after the training seminar, the American Library Association will post a

project website. Visitors will be able to find it through the ALA website: <http://www.ala.org/ala/ppo/publicprograms.htm>

Currently, The American Library Association is developing a tour schedule for the traveling version of Changing the Face of Medicine. The schedule isn't final but it looks like the exhibition will launch late August/September 2005. The tour will be officially posted on the ALA website. NLM will link to the ALA site when the information is available.

The exhibition will be at each site for 6 weeks.

You can view the online exhibit on the NLM website at:

http://www.nlm.nih.gov/changingthefaceofmedicine/