

MHSLA NEWS

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THE NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

President's Corner

by *Judy Barnes*

So... We're all depressed. The Market is down, North Korea and Iran are rattling their sabers, Obama's Health Care Plan won't cover everybody, Inflation is on the Horizon, Blah, Blah, Blah... Friends we've known forever are retiring, and not voluntarily. Healthcare reimbursement continues to decline and my cat's having kittens and the Vet says there are at least 8 – Oh, no! That's not bothering you.



*MHSLA President
Judy Barnes*

Let's look on the brighter side, shall we? MHSLA continues to work holding the line on costs through group purchases; maintaining communication links; building networking and sharing resources; providing educational opportunities, and more.

This is MHSLA's 35th year. Looking back over that time period we can see the progress from MASH (if you don't know what that is ask one of us old timers), to MISHULS (paper edition), to Serhold, Docline and PubMed. I wonder if they would have been possible without organizations like ours.

Michigan was one of the earliest states in which medical libraries became organized and create union lists; one of the first to participate in Docline and one of the first to do a MedlinePlus GoLocal site.



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Why? Because of hard-working, community minded leaders like you. Yes....YOU!

All these projects challenged our collective organizational, communication, marketing, teaching, speaking, writing, and learning skills. These skills make us good Librarians.

I read someplace, a long, long, long, time ago that: in the general population, 20% of people are introverts, while 80% are extroverts, and that the reverse is true among Librarians; 80% are introverts, while 20% are extroverts. In this communication, technological, Internet, Twitter and Blogging times, is that still true? I find it hard to believe that it continues to be true. But if it is, now that we can communicate from deep cover, why aren't we more outgoing?

It's true that we are all busy trying to keep our little worlds and personal lives from disintegrating, but by participating in political initiatives, community services, and volunteering, we build that all important resume that makes us who we are.

Our declining membership and library downsizing or closures demonstrate the damage complacency has caused many in our membership. In order for MHSLA to help through outreach, communication, and collaboration, we need you.

OMG! I'm going to quote Hillary "It takes a village." (GMWAS – and Mary, don't you hand me a spoon! – It's a private joke). You younger members could benefit by participating in committee activities, and running for office. Besides, do you know how many phone calls it takes to contact the entire membership to get volunteers? And you can't beg effectively through e-mail. I've been Secretary twice and President twice, Chair of Publications, Technology, Membership, Local Arrangements

and participant in so many I can't remember, in my 24 years as a member of MHSLA.

The Executive Board provides an arena for networking, communicating ideas, creativity, and a sense of self worth. Meetings are held in Lansing, central to everyone. Northern Michigan and Upper Peninsula members can participate remotely. All committee chairs have a seat on the Board (as do officers, of course). Lunch is provided and you get to meet leaders and future leaders of various Library groups. And to my knowledge there has been no blood-letting since the first meeting on Macinac Island in 1973/4. If you want to sit in on a Board meeting, just to see how it would fit, contact me, and I'll get you in. I know the password.

JB

MHSLA 2009 Harness the Energy! Power Up!

Get energized this Fall with our exciting lineup of guest speakers, seminars, and special events at MHSLA's 2009 Annual Education Conference. Every day provides opportunities for continuing education credits, for networking with colleagues, and for fun – all at an amazing low price!



We kick off the Conference with two full-day Continuing Education seminars. Measuring your impact, presented by NN/LM GMR Associate Director Ruth Holst and Outreach and Evaluation Coordinator Jacqueline Leskovec, gives librarians the tools to measure and express our value to the institutions we support – vital

survival skills in this bottom-line-focused environment. GMR Technology Coordinator Max Anderson will lead Geeks bearing gifts -- a fun, fast-paced, informative introduction to the hottest technology trends.

Wednesday night's opening reception will feature food, friends and fun ... don't forget your dancing shoes! Take the opportunity to renew old acquaintances and make new friends while listening to – or dancing to – an eclectic acoustic band. Lazy Blue Tunas promise tight harmonies and loose guitars. And afterward, maybe you'll want a dip in the Doubletree's indoor pool, or even find your way to some of downtown Holland's nightspots.

Don't stay up too late! You won't want to miss Thursday morning's keynote. Dr. Stephen D. Cohle, Chief Medical Examiner for Kent County, Michigan is the author of the true-crime titles *Skeletons in the Closet: Stories from the County Morgue* and *Cause of Death: Forensic Files of a Medical Examiner*. Dr. Cohle's presentation will be followed by the MHSLA Membership Meeting. After lunch, get up to date with State Librarian Nancy R. Robertson and the staff of NN/LM GMR, then earn some CE credits in Barb Platts' workshop, *Emergency Preparedness for your Library*. Take some time to scope out your colleagues' posters and vendor booths, as well. Be sure to stick around for the Exhibits Raffle at 4:45 – you must be present to win.

In the evening we'll be whisked off to a dinner cruise on the Holland Princess. The Victorian-style paddlewheel riverboat tours Lake Macatawa and Lake Michigan, cruising past the Big Red lighthouse, while we enjoy a leisurely meal. What a great way to relax!

As the week winds down, we'll still be powering up! Friday morning, we're off to Holland Hospital's computer lab for a 3-hour hands-on work-



shop: PubMed for Experts, taught by Merle Rosenzweig and Deborah Lauseng (InfoPoint librarians, Taubman Medical Library). Update your skills, share your most challenging searches, and find out what's new as PubMed continues to evolve.

Also Friday morning, catch your colleagues' presentations, or try your hand, at Pecha Kucha Dutch! Pecha Kucha (pronounced peh-chak-cha) takes the snooze out of PowerPoint presentations by speeding up the action and squeezing out the fluff. What can you say in 20 slides at 20 seconds each? It's the bullet-point version – administrators should be impressed!

After lunch, 63rd District Court judge Sara J. Smolenski will give our closing keynote. Here Come the Judge!

And there go the librarians! We're finished at 2:00 pm, and the downtown shops are still open!

Speaking of bargain-hunting – did I mention what a great deal this conference is? The MHSLA Board has graciously agreed to underwrite part of the cost of this year's conference. Full conference registration for MHSLA members includes three action-packed days with all CEs (up to 10.5 CE hours), meetings, keynotes, posters, presentations, vendor exhibits, 3 breakfasts and lunches, the opening reception with entertainment and “substantial hors

d'oeuvres,” and Thursday dinner and cruise for one low price of \$250, if you register by August 21, 2009.

Can't make all three days? There are single-day and two-day registration options for as low as \$75. Not a member? Join now; a personal membership is only \$15 – or pay the slightly higher non-member registration fee. We're also offering student rates with proof of enrollment. Find the fees and options on the 36th Annual MHSLA Conference registration form, either at the [Association web page](#) or the [Conference blog](#).

And to seal the deal, the Holland Doubletree is offering a terrific rate of just \$79.00 per night! (Plus taxes, of course.) Reserve your room by phoning the hotel at (616) 394-0111 or registering on the [Doubletree website](#). Be sure to use code MHS to assure the \$79.00 conference rate.

We're powered up! See you there!

Sandy Swanson
2009 Conference Publicity Chair



Midwest MLA 2009

October 3rd - 6th, 2009 - Columbus, Ohio
Check the [conference website](#) for more details.

Poster Session Opportunity

Hello MHSLA Members !!

You are cordially invited to submit a poster to the upcoming MHSLA Educational Conference to be held September 23-25, 2009 in Holland, Michigan at the Doubletree Hotel and Conference Center.

This brain stimulating conference will have electrical energy sufficient enough to require a voltage regulator ! So please pack accordingly !

The conference has fittingly been given the theme : “Power Up ! Harness the Energy!”.

So...grab hold ! Submit a poster!

Posters are intended to provide authors the opportunity to share innovative ideas about work and to foster engaging discussions with their colleagues about their projects. Presenters should plan to be available to discuss their posters during the poster session which is scheduled for Thursday September 24, 2009 between 1-5 pm.

(3 MLA AHIP points are awarded for poster submissions)

Please RVSP before August 10th by sending your name, contact information and a brief poster abstract to Roberta Craig at RCraig@mhc.net .

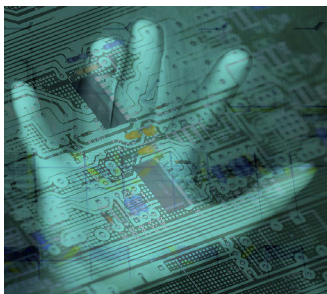
Be sure to check out the [Conference Blog!](#)

Thank you !
Yvonne N. Boudreau
MHSLA Education Chair 2009

Geeks Bearing Gifts: Unwrapping New Technology Trends

Don't believe them when they say that "geeks" are less than cool. My experience last winter in taking the NNLM's first online offering of the course "Geeks Bearing Gifts" proved that not to be the case at all. Thanks to the wonderful networking provided by the NN/LM Greater Midwest Region Health Science Librarians list [GMRLIST@UIC.EDU] I found out about this free course and signed up to participate. Several things attracted me to it. It was free (did I say that already?), required no travel, no books, explored electronic resources I was curious about, provided CE contact hours, and sounded like fun (I mean work).

I am a reference librarian at the [Capital Area District Library](#) (CADL) in Lansing assigned responsibility for our consumer health and medical collections. I became aware of NN/LM and the Greater Midwest Region Health Science Librarians list specifically, while attending the 2007 [MHSLA annual conference](#). (GREAT conference BTW, thank you very much!) While many of the list posts don't relate directly to my



role in a public library, the opportunity to participate in this course was right on.

My library and department have been debating how to integrate the

tools and principles of Web and Library 2.0 into our delivery of information to patrons and this course was a good first step. The course covered wikis, blogs, rss feeds, collaboration software, social networking sites, instant messaging, and podcasting. The course was developed by [J. Dale Prince](#), Technology Coordinator for the

NN/LM Southeastern Atlantic Region and was team taught by Dale and [Max Anderson](#), Technology Coordinator for the NN/LM Greater Midwest Region. Registered participants came from throughout the Southeastern Atlantic and Greater Midwest Regions.

Weekly assignments consisted of reading articles, participating in the discussion forum, and completing tasks within the specific tool under study at the time. Real-time conference calls among all participants and the instructors were held – to introduce the course and to provide feedback. Contact among the students and between the students and instructors was conducted via email and/or IM. You can read more about the in-person version of the course at the [Geeks Bearing Gifts blog](#) by clicking on the 4 hr or 8 hr agenda tab. The online version was run through [NN/LM Moodle](#) which is the e-learning software platform NN/LM uses.

I participated in the course on library time and with my supervisor's permission so when it came time to complete the assignment of creating a blog, we agreed that we would use the course opportunity to conduct an experiment. Without going into a long explanation, although we had long discussed creating a department blog, it hadn't been done yet. So, under cover of my "student" status, my consumer health related blog "[Here's Your Answer](#)" came to life. Because this blog isn't under the official CADL umbrella – yet, I have remained anonymous. However, that will change soon now that a social networking policy is being considered by our governing board.

Clearly for me, this course was a perfect learning opportunity. Within the assignment deadlines: I worked at my own pace, learned about technologies I had only heard of in passing, was provided the opportunity to interact with other

librarians I would never have encountered otherwise, and implemented a technology that provides relevant and useful information to patrons. Bottom line: I heartily recommend this course and encourage each of you to consider online/distance learning.

Eunice Borrelli

Health Literacy Efforts at the UM Health Sciences Libraries

Some 18 months ago, the UM Health Sciences Libraries began working on the health disparities subcontract awarded to them by NLM/GMR for their proposal Michigan Health Literacy Awareness Training Program. We partnered with Washtenaw Literacy, a county-based literacy training effort, to raise awareness among area health professionals of the issue of low literacy and poor health literacy among their patients, and to provide communication techniques and resources to improve patient care.



The final product of our effort is a website, [Improving Health Literacy](#). With Washtenaw Literacy, we taught several classes in community clinics, focused on raising sensitivity to literacy and offering solutions and resources for meeting literacy challenges in their patients. Among the resources shared were the Easy to Read materials and the Interactive Health Tutorials on [MedlinePlus](#).

We learned from our clinic visits that instructional sessions are very difficult to fit into the

schedule of a busy office. In addition, while researching on the internet, we found vast and varied resources addressing the issue. These ranged from actual easy reading materials for use with patients, to short self-instructional programs for staff on improving health communications, to in-depth continuing education approaches and major association statements and resources. [The Improving Health Literacy website](#) brings these together to provide a reference which health professionals can use to tailor their communication approaches and educate their staff.

The site is “under construction”. The interface allows for visitors to post comments. We hope the site will benefit and grow, based on input from its users and will, in that way, always be a work in progress.

Pat Martin

McLaren Medical Library Honors Volunteers.

McLaren Medical Library honored our 9 library volunteers during the month of April with gifts and a special bulletin board display. Library volunteers have been a part of the McLaren Auxiliary since 1982. Over the past 29 years our volunteers have donated over 130 years of service to the library. The volunteers are instrumental in the operation of the library as they photocopy and mail interlibrary loans, reshelv books and journals, security tag new journals, record usage statistics, water and prune plants and many other tasks.

On June 11th the Library staff honored Mark Kelley Jr as he retires on June 25th, after 20 years of commitment to the library serving as a volunteer as well as many years of service as the chairman of the library volunteers. Mark was presented with a plaque marking his years of commitment.



Cake, memories and laughter was shared by all.

Mary K. Fitzpatrick

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