



INGHAM MEDICAL CENTER

401 W. Greenlawn Ave.
Lansing, Michigan 48910-2819

John W. Chi Memorial Medical Library

October 6, 1987

Dear Colleague:

On September 25, 1987 the a meeting of consumer health information specialists was held at Ingham Medical Center, Lansing, Michigan.

Nine persons attended representing libraries, patient education departments and information and referral services.

This was an informal meeting to bring such specialists together in an effort to create a support group for their activities.

Enclosed you will find notes taken by Norma Powers from Munson Medical Center, Traverse City.

The meeting was most productive and a lot of extremely good ideas were shared. It is hoped that you will join us at our next meeting at which time we plan to make our group formal.

The next meeting is scheduled for January 22, 1988 at Hurley Medical Center. Gwendelyn Halford will be our hostess, and Karen Arndorfer of the Women's Health Center of Sparrow Hospital, Lansing will discuss marketing of information and referral services.

Please Join us!

Sincerely,

Judy Barnes
Reference Librarian

(313) 334-2270

CONSUMER HEALTH MEETING, INGHAM MEDICAL CENTER
SEPTEMBER 25, 1987

Publicity

1. Hospital and local newspapers
2. Open house for staff during National Library Week, April 1987.

How Did Collection Get Started?

1. Hurley - demonstrated need
2. McAuley - New center just opening
 - no central source for consumer health information
 - grant plus seed monies
 - 600 square feet in 1st floor area of Outpatient bldg.
3. Harper
 - started 10 years ago by going on floors with materials, but mostly recreational reading.
 - best lead-in is when they orientate student nurses or new nursing staff and point out collection.
 - "better informed" patient is, better we all are.
 - using closed circuit TV ads
 - using Dewey for classifying materials.
4. Ingham
 - uses National Library of Medicine for Classification
 - have on separate database but not on OCLC.

Journal/Review Aids

1. CINAHL
2. Onyx Press - CONSUMER HEALTH AND NUTRITION INDEX
\$79.50/yr, vol. 3 1987
3. Medical Self Care Journal
4. Wilsonline
5. Readers Guide to Periodical Literature
6. Medical Times
 - describes 5-6 pamphlets for waiting rooms in "Our favorite pets." monthly section
 - section on consumer health information
7. Journal of the American Osteopathic Association
 - "Patient health guides" section

Books Recommended

1. Developing Consumer Health Information Services. A. Rees, Bowker 1982.
2. The Consumer Health Information Source Book. A. Rees, Bowker, 1984. (new edition due)

3. Accept me as I am (Children's problems) Bowker, 1985.
4. Self-Help. B. Katz (1400 best books)
5. Sourcebook of Patient Education : Materials for Physical Medicine and Rehabilitation. 17.95.
6. Overlook's Health Sciences Library Bibliography: Consumer Health Information. Overlook Health Sciences Library, Summit, New Jersey 07901. (Marketing packet of posters, brochures: did survey of community)
7. Printed Aids for High Blood Pressure Education: A guide to Evaluated Publications. U. S. Dept. of Health & Human Services. NIH #85-1244. August 1985.
8. Self-care and self-help groups for the elderly : a directory. NIH 85-738. Sept 1985.

Miscellaneous Information /Ideas

1. Marketing

- Brochures in doctors' offices, pharmacies, agencies
- bibliographies at educational offerings for hospital
- health fairs

2. Identify who you will serve on your brochures

- patients and patient's families
- open to the public

3. Circulation?

- Ingham, yes
- McAuley, no
- ask address, name, phone #, Drivers licence or social security #

4. Software Package used at Ingham: Nutshell (very user friendly) Nashoba. Graphics done on "Newsmaster"

5. Pamphlet handling:

- Ingham assigned accession # and this number and title of publication entered online

Notes I scribbled on my napkin during meeting....

N. Powers

The John W. Chi Memorial Medical Library

cordially invites you to attend
a meeting of
Consumer Health Information
Specialists on
Friday, September 25, 1987

The meeting, which will be held at:

Ingham Medical Center
401 West Greenlawn Avenue
Lansing, MI 48910-2819

will bring together persons involved with collecting lay health information for patient education or consumer use.

The Goals of the meeting will be:

To create a formal network of
Consumer Health Information Specialists.

To exchange ideas on the development of resources.

To learn new techniques on dissemination of information
and

To share individual marketing strategies.