



CONSUMER HEALTH INFORMATION SPECIALIST COMMITTEE

HURLEY MEDICAL CENTER; FLINT, MI

SECOND MEETING

JANUARY 22, 1988

1 P.M. to 4 P.M.

Present:

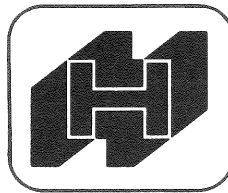
Roberta Schaafsma, Flint Public Library; Carol DeForest, Children's Hospital of Michigan (Detroit); Joyce Vigas, Lapeer General Hospital; Karen Arndorfer, Women Health Center, Sparrow Hospital (Lansing); Judy Barnes, Ingham Medical Center (Lansing); David Keddle, Ingham Medical Center (Lansing); Gwendolyn Halford, Hurley Medical Center; Marilyn Schleg, Hurley Medical Center

Discussion:

The theme of this meeting was "Marketing of Consumer Health Literature". Karen Arndorfer was the guest speaker. She elaborated on developing a successful marketing package, via, incorporating components that cater to a large audience. Media, billboards, direct mail, and speaking engagements are the marketing components that were the focus of Karen's discussion. She indicated ways to induce health professionals (e.g., physicians) to support consumer health collections (e.g., informing them how they as well as their patients/clients can benefit from the library). Karen also discussed factors to consider in establishing a consumer health library. They include: starting out as a browsing library; personal contact and corresponding with publishing companies and other agencies for donations (money and literature); visitations and direct mail to key health professionals, soliciting their support and securing materials; attending health promotion workshops, conferences, etc.; and using a technique such as "tracking" to estimate the amount of funds a hospital received from the consumer library's patrons who began using its services (as an outpatient or inpatient) as a result of the library.

Marilyn Schleg chaired the discussion of the formulation of a Consumer Health Information Specialist Committee. The main reason for establishing a committee of this nature is to share ideas, resources, networking, etc. There was a consensus to form this committee. It was decided that this committee would meet the fourth Friday of the first month of each quarter, take on an informal structure, and expand its base to include health educators, women resource centers, public libraries, patient educators, and the Michigan Library Consortium. David Keddle volunteered to be the interim chairperson. Affiliation with the Michigan Health Sciences Library Assoc. (MHSLSA) was discussed but not voted on. Affiliating with MHSLSA would render the committee the following: autonomy; money for mailings; election of own chairperson and selection of meeting dates; promotion of committee's activities in MHSLSA's newsletter; conducting of workshops at MHSLSA's conferences; and chairperson would serve as liaison with MHSLSA's board.

Respectfully submitted: Gwendolyn Halford



YOU ARE CORDIALLY INVITED TO ATTEND
THE
CONSUMER HEALTH INFORMATION SPECIALISTS' MEETING

WHEN: JANUARY 22, 1988

WHERE: COMMUNITY HEALTH INFORMATION LIBRARY (CHIL)
11B WEST BUILDING
HURLEY MEDICAL CENTER

AGENDA

- 1:00 - 1:15 *Tour of CHIL*
- 1:15 - 1:30 *Overview of CHIL's Operations*
- 1:30 - 2:00 *Theme - "Marketing of Consumer Health Literature"*
Guest Speaker - Karen Arndorfer, Director
Women's Health Center
Sparrow Hospital; Lansing, Michigan
- 2:00 - 2:15 *Break*
- 2:15 - 4:00 *Discussion - "Formulation of Consumer Health Outreach Committee"*
Chaired by - Marilyn Schleg, Public Services Librarian
Hamady Health Sciences Library
Hurley Medical Center

If you plan to attend this meeting, please fill out the bottom of this form, detach it, and send to Gwendolyn N. Halford at the address above by January 18; or call at (313) 257-9757 by January 21.

I plan to attend the Consumer Health Information Specialists' Meeting on January 22, 1988.

NAME _____

ORGANIZATION _____
