



Almost Heaven ... Exploring New Vistas: MAC 2008, Morgantown, WV Posters

Session I - Tuesday, October 21st 10:15-11:00am

Global health: Some first steps to serving this interdisciplinary field

- Jeffery Loo, Doctoral student, School of Information and Library Science, University of North Carolina at Chapel Hill, jeff@jeffloo.com
- Anne Langley, Chemistry Librarian and Coordinator of Public Services Assessment, Duke University Libraries, anne.langley@duke.edu
- Beverly Murphy, Assistant Director, Marketing and Publications, Duke University Medical Center Library, murph005@mc.duke.edu
- Patricia L. Thibodeau, AHIP, FMLA, Associate Dean, Duke University Medical Center Library, patricia.thibodeau@duke.edu

QUESTIONS: Global health is an important agenda at Duke University. This interest spans across the medical center into disciplines such as engineering and the social sciences. Two questions arise:

1. What are the characteristics of global health research, education and service at Duke?
2. What will be helpful in serving this interdisciplinary field?

METHODS: We explored the university's needs and experiences with global health. First, we conducted an online survey with librarians across the campus system. Afterwards, a qualitative review of the strategic plans and web pages of various academic departments was conducted.

For inspiration, we studied chemical informatics, another interdisciplinary field, to learn different ideas and approaches towards global health.

We learned that a campus-wide collaboration would be helpful to successful global health services. To lay the groundwork for partnership and discussion, we invited colleagues from other libraries for a current awareness presentation on global health and interdisciplinary research issues.

RESULTS: The important lessons we learned include:

- At Duke University, global health is working to end health disparities. Important themes include: change, collaboration, conceptual extension, and extension beyond traditional boundaries.
- Collaboration with non-medical librarians is strategic. Global health is an interdisciplinary field with the convergence of medicine, engineering, sociology, policy and much more.
- The PubChem project is a model. This chemical informatics database fosters the exchange of data and knowledge across the varied disciplines of health, biology and chemistry.
- Future work could explore (1) situating the library in the global health arena, (2) focusing on global health content, (3) cultivating staff skills, and (4) identifying the information needs in global health research, education and service.

CONCLUSION: Global health is a diverse and interdisciplinary subject area. Explore the meaning and experiences of this field in your local environment. A cross-disciplinary team approach may be strategic in developing new library services.

Match Made in Heaven: National Network of Libraries of Medicine Partners with HUD's Neighborhood Networks

- Mandy Meloy, MA, MLIS, Community Outreach Coordinator, National Network of Libraries of Medicine Southeastern/Atlantic Region, mbayerme@hshsl.umaryland.edu
- Terri Ottosen, MLIS, AHIP, Consumer Health Outreach Coordinator, National Network of Libraries of Medicine Southeastern/Atlantic Region, tottosen@hshsl.umaryland.edu

Purpose: This poster will illustrate the progress of the partnership between the U.S. Department of Housing and Urban Development's (HUD) Neighborhood Networks (NN) and the National Network of Libraries of Medicine (NN/LM). HUD created NN in 1995 to encourage property owners to establish multiservice community learning centers to promote self-sufficiency and help provide computer access to low-income housing communities. Many of these centers provide programs that include access to healthcare information. Because part of the mission of the NN/LM is to promote access to quality healthcare information, it is a natural fit and opportunity for both parties to provide education and support for the underserved.

Setting/Participants/Resources: Our partnership began in the NN/LM Southeastern Atlantic Region after a series of meetings and with a signed MOU (Memorandum of Understanding) providing training to NN participants about locating quality health information and information about general funding tips and specific funding opportunities. While all centers are different, all have desktop computers and access to the internet.

Brief Description: Training and exhibits have occurred throughout the region. Training resources introduced MedlinePlus, NIH SeniorHealth.gov and other consumer health resources. In addition, we familiarized participants with the NN/LM, including membership information, training classes, and funding opportunities available as members. After this training, participants left with information about needs assessment, budget preparation, and the ability to write a fundable award proposal to assist their efforts at their own centers.

Results/Outcome: Successful training sessions led to the expansion of this partnership to other regions in the NN/LM and included classroom instruction and exhibits in both English and Spanish as other NN/LM Coordinators heard about our work and wanted to partner with the NN in their region. In the future, we hope to be able to provide online instruction and build online tutorials on our website for this audience, as well as anyone wanting an introduction to the NN/LM and funding information.

Opportunities to Uncover, Locate, and Learn: The Library Orientation Scavenger Hunt

- Elaine J. Sullo, MLS, MAEd, AHIP; Coordinator, Information and Instructional Services, Himmelfarb Health Sciences Library, the George Washington University Medical Center, mlbejs@gwumc.edu
- Alexandra Gomes, MSLS, MT, Associate Director for Technology and Curriculum, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbawg@gwumc.edu

This poster will illustrate the implementation of a library scavenger hunt at the George Washington University's Himmelfarb Health Sciences Library, initiated in August 2008, as an alternative to the traditional, lecture-based library orientation experienced by first year medical students; approximately 190 new students will participate. The reinvented library orientation will consist of six stations throughout the library, where students will visit and learn about resources, services, and access. Students will be given library map when they arrive, with the library "stations" they must visit clearly marked. Stations will be named after medically related television shows: House, Gray's Anatomy, Scrubs, ER, Private Practice, Bones, and CSI, and will represent library services/resources such as E-Collections, off-campus access, "need to know" information (policies, hours,

etc.), software and other study aids, and where to go for help (with interlibrary loan, reference questions). Student Technology Services and Classroom Services, two departments that work closely with the library, will also be represented. Students will also be given a booklet at the start of the Hunt, which will highlight the collections and services they will encounter on the orientation; the booklet will be stamped at each station, and when they have visited all stations, students will enter the last page of their booklet into a drawing for prizes. The library's goal for the orientation is to have students be more active in the process, and to have fun, while at the same time, learning about the library and its' resources and services.

Do we really need an ERMS? Evaluating a subscription agent's resource management tool.

- C. Steven Douglas, Health Sciences and Human Services Library, University of Maryland Baltimore, sdouglas@hshsl.umaryland.edu
- Robin Klein, Health Sciences and Human Services Library, University of Maryland Baltimore, rklein@hshsl.umaryland.edu
- Eric Rector, Health Sciences and Human Services Library, University of Maryland Baltimore, erector@hshsl.umaryland.edu

Purpose: This poster describes the process of evaluating a subscription agent's resource management tool for possible licensing.

Setting: The Health Sciences and Human Services Library (HS/HSL) of the University of Maryland, Baltimore serves professional and academic programs in Medicine, Dentistry, Pharmacy, Nursing, and Social Work. The HS/HSL manages over 24,000 electronic resource subscriptions to support these programs.

Background: In an effort to meet user needs within a tight budget, the HS/HSL has developed several home-grown methods of tracking journal usage statistics and costs. We have long recognized the need for a more organic method of collecting and analyzing this information and have explored the purchase of a commercial ERMS both through the University System of Maryland consortium and individually. We were recently invited by Swets Information Services to beta test their forthcoming resource management tool.

Methods: Beta testing of the Swets product will occur between July and September, 2008. During this time Collections Management librarians will evaluate the Swets resource management tool as a possible substitute for a full ERMS. The product will be judged on its ability to:

- Manage the life-cycle of subscriptions
- Create reports that aid with collection development
- Store licensing and other information for cross-library use

Results: Forthcoming

Conclusions: Forthcoming

Collaborating to Comfort: Creating the Arlene Abrahams Memorial Comfort Fund Packet for Survivors of Severe Burn Injuries

- Christine Caufield-Noll, MLIS, ccaufie1@jhmi.edu, Senior Informationist, Harrison Medical Library, Johns Hopkins Bayview Medical Center
- Linda Gorman, MLS, lgorman2@jhmi.edu, Director, Harrison Medical Library, Johns Hopkins Bayview Medical Center

Objectives: To create a resource for burn survivors and their families that would help them understand and cope with recovery and provide comfort during their stay in the burn center. To raise awareness of the community health library's services among burn patients, families and burn center staff.

Methods: Library staff created the "comfort packet" as a way to provide the hospital's burn center patients with information about burn injuries and coping with the recovery process. The staff also used the packet to promote the resources of the community health library. A family of a former burn patient wanted to fund a project in memory of their mother through the hospital's development office and the idea of the library's packet was proposed. After the project was approved, members of the burn center, including the director and patient care manager, were contacted about this project and expressed their support. The unit's patient care manager would be the librarian's contact and determine which patients should receive a comfort packet (those with at least 30% total body surface area burned). The contents of the packet included a variety of materials selected to address both the physical and emotional aspects of burn recovery. Materials included lists of websites, books and Phoenix Society articles, as well as an ocean sounds CD.

Results: The packet's contents were approved by the sponsoring family and a reception to launch the packet was held. A large portion of the Abrahams' family attended the reception, along with medical center staff members.

Conclusion: The comfort packet project was a collaborative effort between librarians, burn unit staff, family members and the hospital's development department that fills a need of patients recovering from severe burns and their families. Librarians could develop similar "comfort" packets for other hospitals' specialty units.

Library Savvy: Forging Clear Paths to Improve Library Skills

- Debra Berlanstein, Health Sciences and Human Services Library, University of Maryland, Baltimore
- Ryan Harris, Health Sciences and Human Services Library, University of Maryland, Baltimore
- Patricia Hinegardner, Health Sciences and Human Services Library, University of Maryland, Baltimore
- Julie Nanavati, Health Sciences and Human Services Library, University of Maryland, Baltimore
- Anna Tatro, Health Sciences and Human Services Library, University of Maryland, Baltimore

Purpose: This poster describes the process of creating a, one stop online location for users to access a wide variety of self-paced tutorials that focus on improving research skills and using library resources.

Setting: The Health Sciences and Human Services Library (HS/HSL) of the University of Maryland, Baltimore serves professional and academic programs in Medicine, Dentistry, Pharmacy, Nursing, and Social Work.

Background: There was a recognized need to provide on demand web-based instruction for developing research skills and using library resources for both distance and local users.

Methods: We developed a repository of newly created and pre-existing self-paced tutorials which we named Library Savvy. Two access points were made for Library Savvy. The first was Blackboard, the most widely used course management software on our campus. This allowed students to self-enroll in the module and access the tutorials as needed. We also created a webpage that linked the tutorials from our library homepage. This made the resource available to users that do not currently use Blackboard software, including non-affiliated patrons as well as those affiliated with our School of Medicine who currently use an internal course management system. We used ViewletCam software to create the new tutorials. The committee also created a prioritized list of needed tutorial topics that would best serve the campus community.

Results: Library Savvy was launched in late summer of 2008. It was promoted heavily to library patrons as the fall Semester began. In the near future, we hope to add a tab on the campus Blackboard login page, which will increase its visibility to our patrons.

Conclusions: To follow. We will compare usage statistics from Blackboard and the webpage to evaluate the impact of the Library Savvy resource.

Speed Weeding: When Space Needs are on the Horizon

- Karen Stanley Grigg, Assistant Director, Collection Management Services, Duke University Medical Center Library and Archives
- Charlie S. Lackey, AHIP, Assistant Director, Cataloging and Bibliographic Services, Duke University Medical Center Library and Archives
- Beverly Murphy, AHIP, Assistant Director, Marketing and Publications and Webmaster, Duke University Medical Center Library and Archives
- Richard A. Peterson, AHIP, Deputy Director, Duke University Medical Center Library and Archives
- Patricia L. Thibodeau, AHIP, FMLA, Associate Dean, Duke University Medical Center Library and Archives

OBJECTIVE: Weeding the collection suddenly appeared on the horizon when the medical center needed space for faculty offices. This required weeding the collection within four months instead of the desired one to two years. Fortunately, decisions to store as well as discard books and journals were facilitated by the existence of the University's preservation-quality storage facility.

METHODS: Various teams were assembled to start the planning process. Numerous reports were produced to help analyze the collections, and criteria were developed for storage, retention, and de-selection. Timelines were established based on the series of tasks that had to be handled as parallel processes. All staff was involved in order to complete assignments by the deadlines and additional staff was hired to assist. Staff members were appointed to coordinate the processing of books and journals, make assignments, and track accomplishments daily. A company was hired to move the materials that staff had pre-identified with special color-coded markers. Equipment was purchased to capture barcodes and generate duplicates when necessary. Through programming, it was possible to use batch processing to update holdings. Uninterrupted service to patrons remained a priority during this chaotic time.

RESULTS/CONCLUSIONS: The weeding project was successfully completed within four months. Most pre-1985 non-electronic journals were sent to storage and duplicates discarded. Pre-1995 books were either stored or discarded, and some were kept in the Library if heavily used. By providing a free scanning service, off-site storage was acceptable to users. The low number of requests for stored materials has validated our criteria. Inventorying the collection is the next step. In a time crunch, a flexible planning process allows adjustments to be made throughout the project. Weeding enables patrons to find the best and most recent materials quickly and provides more space for users.

Exploring and Expanding Staff Skills and Expertise to Elevate Library Services

- Jaime Friel Blanck, Health Sciences and Human Services Library, University of Maryland, Baltimore, Jblanck@hshsl.umaryland.edu
- Toni C. Yancey, National Network of Libraries of Medicine/ Southeastern Atlantic Region, tyancey@hshsl.umaryland.edu
- Sheila Snow-Croft, National Network of Libraries of Medicine/ Southeastern Atlantic Region, ssnowcro@hshsl.umaryland.edu

Objectives: This poster will describe a successful internal library staff training initiative at an urban, academic health sciences library.

Methods: Two years ago, a staff education and training (SET) committee was appointed to review the training needs and opportunities for all staff members in the library. After surveying similar institutions and assessing staff needs and expectations, the SET committee set out to develop a program that addressed several challenges facing the library. A yearlong building reconstruction project had begun that would mean housing additional campus services and continual relocation of library personnel. At the same time, library services were expanded to incorporate Web 2.0 technology support for patrons. Time and budgetary constraints must be taken into consideration when developing any new program.

It was determined that current training opportunities available through campus resources did not fill the library's training needs. The committee of librarians and support staff developed and provided staff training for areas not addressed through current programs.

The committee worked with library administration and departmental supervisors to identify unmet training needs and priorities and assess an appropriate time commitment that would allow busy staff members to participate.

Results: Staff members from all library departments participated in the voluntary training events. The events consisted of a combination of workshops on technology skills, interpersonal skills, and professional development opportunities. A survey was sent to attendees and trainers to determine perceived value, accessibility and knowledge gained. The results of this survey will be presented.

Nueva Vistas: A New Electronic Resources Page

- Amy Blevins, MALS, Education and Instructional Technologies Librarian, blevinsa@ecu.edu, William E. Laupus Health Sciences Library, East Carolina University
- Rebecca Bass, BSBA, Web Designer, bassr@ecu.edu, William E. Laupus Health Sciences Library, East Carolina University
- Jeff Coghill, MLS, AHIP, coghillj@ecu.edu, Collection Development and Electronic Resources Librarian, William E. Laupus Health Sciences Library, East Carolina University

Objectives: The number of electronic resources available to our patrons is rapidly increasing. As a result, it was decided that the patrons of our library would be better served if a new electronic resources page was created to consolidate resources into one convenient location.

Setting: We are an academic health sciences library which serves the College of Allied Health Sciences, the College of Nursing, and the School of Medicine.

Method: The old electronic resources pages consisted of four parts: core title list, alphabetical list, subject list, and a separate digital reference shelf for free online resources. The new electronic resources page has combined the four pages into one seamless, easily navigable website. In addition, the new page allows users to view descriptions of the resources through a magnifying glass icon, identify accessibility through the use of a PeeDee the Pirate icon for subscription resources and a planet icon for free internet resources, and designates PDA resources through a PDA icon. The subject list is still available as a drop down box in the middle of the new page and the alphabetical list is available right above the resources as well. In addition, the default list of resources is a core list created through the use of statistics and the subject liaisons at our library. Not only is this new electronic resources page better for our patrons, but it also allows for easier management of electronic resources.

Conclusion: With the new database system in place, the electronic resources page is much easier to update and maintain. In addition, the tagging system has allowed users to find the resources they need in a more efficient manner. Future plans include using the new electronic resources database to create self generating subject guides for different departments within the division of health sciences.

Growing Greener: Step by Step

- Alexandra W. Gomes, MSLS, MT, Associate Director for Technology and Curriculum, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbawg@gwumc.edu
- Laura Abate, MSLS, Electronic Resources & Instructional Librarian, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlblea@gwumc.edu
- Laurie Lyons, MA, Reference Specialist, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlblbl@gwumc.edu
- Hasna Ross, ILL/Document Delivery Specialist, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbhsr@gwumc.edu

Objectives: To describe the beginnings and future directions of staff initiatives to create a greener library.

Methods: Growing awareness of the environmental impact of everyday choices led to informal conversations among library staff members about ways to improve Himmelfarb Library's environmental impact. In April 2008 the Associate Director sent an email to all library staff alerting them about the prospective project, requesting ideas, and inviting interested staff members to join the committee.

Results: Several staff members shared individual steps they had taken to reduce, reuse or recycle in their job activities and personal habits at work. Three staff members volunteered to join the committee. The committee then planned several activities including a baseline library staff survey of green practices, a focused monthly email to library staff with tips to conserve (paper, energy, landfill reduction), an invited speaker to update the staff on the University's new sustainability program, and a scheduled coffee/tea help session in which staff could get hands-on assistance with implementing paper conservation strategies. Additional activities are in the planning stages.

Conclusions: Based on the survey, initial knowledge levels of green practices are good, but unevenly implemented. The committee intends to continue targeting specific staff areas for change, with future plans to broaden the scope of the new initiative to public areas of the library as well.



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Session II - Tuesday, October 21st 2:30-3:15pm

Achieving Heaven Through Collaboration and Persistence: Go Local

- Elaine Sullo, M.L.S., M.A.Ed., Coordinator, Information and Instructional Services, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbejs@gwumc.edu
- Jeanne S. Larsen, M.L.S., Assistant Director for Research, Dahlgren Memorial Library, Georgetown University Medical Center, larsenje@georgetown.edu

Objectives: To illustrate the collaboratory initiatives taken by the District of Columbia Area Health Sciences Libraries (DCAHSL) to begin the creation of a DC Go Local consumer health database

Methods: In December 2004, DCAHSL members applied to the National Network of Libraries of Medicine Southeastern/Atlantic Region (NN/LM SE/A) for Go Local project funding. Although the initial proposal was approved, members had to find funding to support the proposal's required project coordinator. All members were asked 1) to inform their organization about Go Local's importance and to request institutional funding support and 2) to indicate what individual assistance they would provide. Individuals volunteered to search for additional funding opportunities; write grants; and utilize their professional and personal networks to find other contributors.

Results: At DCAHSL bimonthly meetings, members provided action updates; however, we were not able to secure additional funding before the funding acceptance period expired. From February 2006 to December 2007, we applied with six granting organizations for coordinator salary support and were turned down. Re-assessment took place; new alternatives were suggested; NN/LM changed their funding criteria; and DCAHSL members approached their organizations again. Finally, a new Go Local proposal was submitted and accepted on November 27, 2007 with funding to begin in January 2008.

Conclusions: It can be done! After three and a half years, through dedication, persistence, and collaboratory initiatives, DCAHSL members achieved their dream of obtaining Go Local project funding. During this period, the project coordinators learned the value of perseverance, innovation and determination and applied these lessons to the challenges of hiring part-time assistants; working with organizational bureaucracies; and critical documentation. They utilized relationships that were formed in DCAHSL program meetings to obtain support from new organizations and individuals, such as non-profits, city agencies, and students. Stay tuned for more on Healthy DC – Go Local.

Using RefShare to Compliment Resource Guides

- Irene M. Lubker, Research Librarian, imlubker@vcu.edu, Virginia Commonwealth University
- Margaret E. Henderson, Research Services Librarian, mehenderson@vcu.edu, Virginia Commonwealth University

Objective: Our library provides Resource Guides in many subject areas to help guide patrons to library and WWW resources on their topic. We explored various Web 2.0 tools that allow more interaction, search and download capabilities. Would library users benefit from using bibliographies in RefShare more than using library resource guides?

Methods: We first collected resources in Neurosciences and put them in a RefShare folder available to all university users* and a Neurosciences Resource guide. We then looked at statistics to compare usage between the Resource guide and the Neurosciences Bibliography in RefShare. We are also looking at a second Resource Guide, Health Disparities, which has an added RefShare bibliography.

*Our library provides RefWorks/RefShare free to all university members and supports its use.

Results: Since January 1st 2008, we have had 2790 hits on the Neurosciences Bibliography and 246 on the Health Disparities Bibliography, in the RefShare account. During the same period, we have had 1089 hits on the Neurosciences Resource Guide and 1080 hits on the Health Disparities Resource guide.

Conclusions: Both the Resource Guides and the RefShare Bibliography showed good usage but the Neurosciences RefShare Bibliography had a lot more use as seen in the results, showing that it is a good complimentary tool.

Exploring New Vistas on Campus: Connecting with Users on their turf

- Shannon D. Jones, MLS, MIS, Head, Outreach Services, sdjones@vcu.edu, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University
- Catharine S. Canevari, MLS, AHIP, [Former] Associate Director, Research and Education Services; ccanevari@yahoo.com; [formerly at] Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University

Objective: Services at the our library have evolved to include a variety of outreach initiatives to increase our visibility on campus. This poster highlights the outreach and education initiatives our library supports in an effort to connect with our affiliated users.

Methods: Each year, the number of resources and services our library offers electronically continues to increase. The result of this increase is that fewer users are visiting our physical location. So how do you meet the information needs of your affiliated users if they do not visit the library? What do you do to ensure that your users are using library resources effectively? In response to these questions, our library developed a suite of initiatives to build relationships with our users in new vistas on campus in addition to raising awareness about library resources, collections, and services. We developed an outreach plan, established goals and objectives, and clarified our target audience. A variety of practical initiatives were created including a library liaison program, a scholarly circuit librarian program, theme-based lecture series, special interest groups, a technology fair, and a research day.

Results: The library has an outreach plan that enables librarians to plan strategically and budget for outreach expenses. The plan ensures that our initiatives support the strategic goals and objectives of our library and the university. Many library outreach activities such as National Center for Biotechnology Information training, and public health lectures are attended for professional development by our users. The growth of library outreach has resulted in the creation of a separate outreach services department.

Conclusions: The success of library outreach initiatives can be measured in the number of new users reached and the number of new activities planned. Outreach initiatives enables us to gain recognition and to be sought out as partners by university administrators.

Health Literacy On the Horizon – A Proactive Role for the Hospital Librarian

- Elizabeth McTigue, Inova Fairfax Hospital, Health Sciences Library, Elizabeth.mctigue@inova.org

Health literacy has been defined as the ability to read, understand, and effectively use basic medical instructions and information. The Health Sciences Library of Inova Fairfax Hospital serves a diverse community consisting of physicians, nurses, hospital staff, residents, students, patients, and the community. Northern Virginia is a melting pot of cultures and native languages other than English. The librarians have been heavily involved in patient education for the last 15 years, serving on and directing the work of three different patient education committees within the Inova Health System. As a result, the library has sponsored two workshops in the last year, one an introduction to health literacy and the second on writing patient education materials in plain language. The librarians have been trained in promoting health literacy and work with Inova's Community Health Division to educate the nursing staff and physicians on the concepts of health literacy and to promote pilot programs throughout the hospital to implement these concepts in patient care. Library staff also created an online health literacy toolkit to make related resources available. In addition, there is a unique partnership with the Fairfax County Public Library to promote health information in the community. This partnership has currently expanded to include faculty from the George Mason University Department of Communication as well as additional Fairfax County agency staff who are combining efforts to improve the health literacy level of the entire northern Virginia region. Low health literacy can affect any educational, socioeconomic or ethnic group. The involvement of the hospital librarians in understanding the barriers to health literacy and helping to remove these barriers enables them to give better library service to all patrons and to have a positive impact on the care provided to all patients of the Inova Health System.

Burning the Midnight Oil: A Library Extended-Hours Trial

- Susan J. Arnold, Director, susan.arnold@mail.wvu.edu, Health Sciences Library, West Virginia University
- Grace A. Gmeindl, Circulation Coordinator, grace.gmeindl@mail.wvu.edu, Health Sciences Library, West Virginia University

Purpose: A trial to extend the medical library's weekend hours was requested by the School of Medicine to accommodate first and second-year medical students studying for Monday exams.

Setting/Participants: The Health Sciences Library at West Virginia University is an academic health sciences library that recently became part of a new learning center for the Health Sciences campus. Students immediately began booking the library's eight group study rooms, and medical students in particular began asking for extended hours.

Methods: Two trial periods were set up to extend the library's hours until 11:00 PM on Fridays and Saturdays, and to open the library at 10:00 AM on Sundays. The first trial period represented mostly medical students, while the second period was during a time that all health sciences students were present to take advantage of the extra hours. A temporary employee was hired to help cover the additional 11 hours of service/week. Circulation staff monitored the number of students using both the study rooms and the rest of the library on an hourly basis.

Main Findings: Users mainly wanted to access the study rooms and computers, not borrow library materials or obtain reference assistance. Although overall usage was low, there were a couple of popular time periods that could result in a change in the library's hours. Supervisors were concerned about the ability to permanently cover longer hours.

Conclusions: Despite increased publicity about the second trial, there was not a significant increase in patrons to justify the cost/benefit of having staff cover for extended periods. It was recommended that other areas in the Health Sciences Center be promoted as alternatives, or other options such as card access for medical students be considered. This project provided useful information about how usage of the library is changing, and will serve as a basis for future planning.

Development of Clinical Site Libraries for Third and Fourth Year Medical Students on Rotation.

- Elaine Powers, Director of Library Services, Edward Via Virginia College of Osteopathic Medicine (VCOM), epowers@vcom.vt.edu

Objective: This poster outlines the design and development of small resource libraries at the Virginia College of Osteopathic Medicine's (VCOM) 16 core clinical training sites.

Settings/Participants: VCOM Library, NN/LM Regional Medical Library and the 22 clinical sites. The number of sites has grown from 16 sites in 2005 to 22 in 2008.

Brief Description: The project began with an application to the NN/LM for a grant (awarded 1-15-04) to provide digital libraries at 8 core library sites. This initial grant provided funds to purchase computers, printers and some books for each of the sites. An Appalachian Region Commission grant (awarded 8-1-04) provided further money to add four critical access hospitals to the number of sites. The project has 22 sites to date with 2 more to be added in 2008-09.

Objective: The overall goal of the project is to provide basic print resources for 3rd and 4th year medical students as well as Internet connectivity for access to VCOM's electronic library. The print books are selected by VCOM's discipline chairs. Books are chosen for their usefulness as clinical tools and for their value as review aids for students studying to pass their medical boards (USMLE and COMLEX).

Results/Outcome: The site libraries provide on-site resources to not only the 3rd and 4th year students but also to their site preceptors. The site libraries have provided common resources linking the preceptors to the program at VCOM.

Helping Nurses Reach for Magnet Status: Facilitating Collaboration and Information Sharing.

- Merle Colglazier, System Librarian (Director), Bon Secours Richmond Health System, Merle_Colglazier@bshsi.org
- Margaret Henderson, Consulting Librarian, Margaret_Henderson@bshsi.org

Objective: St. Mary's Hospital, part of the Bon Secours Health System in Richmond, VA, set up an Applied Research Council (ARC) to foster unit-based performance improvement as part of the hospital's goal to achieve Magnet recognition. The System Librarian was asked to participate in the Council to help with the information needs of this program, including literature reviews, setting up resource collections and training in literature searching and using online resources (most of the books and journals are electronic and available online through eLibrary on the hospital intranet). The System Librarian had recently participated in the MLA Web 2.0 101 course and realized that the information needs and some other ARC goals, such as interdisciplinary problem solving, visible areas to display research, lectures and programs, and a venue and

method to discuss unit-based issues that impact staff satisfaction, productivity and clinical outcomes, could be combined effectively in a wiki.

Methods: The System Librarian set up a free Wetpaint wiki but has now found, after initial testing and a favorable reception from ARC members, that the privacy policy for Wetpaint is not adequate for a site that might contain patient information. The health system communications administrator suggested an internal collaboration program, which is being used by a few other groups, to allow ARC team communication and collaboration, as well as links to information resources.

The System Librarian and Consulting Librarian will set up the new collaboration site, including past presentations, emails, etc. as well information resources, and provide training on this collaboration system in August or September. The training will also involve an assignment to encourage participation. Nurses will fill out surveys before and after this assignment.

The poster will cover the background and methods for setting up the collaboration, as well as results from the surveys and exercises.

Renovations to Improve User Satisfaction

- Alexa Mayo, University of Maryland, Baltimore, amayo@hshsl.umaryland.edu
- Tierney Lyons, University of Maryland, Baltimore, tlyons@hshsl.umaryland.edu

Purpose: This poster reports on the successful redesign of the main service floor of the library, which includes the reference desk.

Background: With the relocation of some student services into the Library, we were given the opportunity to reconfigure the main service floor to improve its layout. The floor, which stretches the length of a city block, includes an art gallery, two service desks, 35 computers, photocopiers and printers, a reference collection, print indexes, study tables with power and Internet connections, and comfort seating. To accommodate renovations on upper floors of the Library, we were required to incorporate current journal shelving into the redesign.

Method: In response to patron needs, we identified successful existing spaces within the library, e.g., the art gallery, and collaborated with the renovation architects to improve the remaining space. We considered users' requests that service desks be close together, that computers be near the entrance of the building, and that a separate computer area be designated for visitors' use. The architects helped design the new reference area including the repurposing of a compact computing assistance desk. By discarding indexes, we reduced index shelving 75% and, by relocating many titles to the circulating stacks, we reduced reference shelving 50%. Public computers and study tables were relocated as current location of power and data allowed. We will report on our project plan and usage statistics before, during, and after the renovation.

Reference at your Fingertips: Developing New Technology to Increase Access to Reference Services

- Ryan Harris, University of Maryland, Baltimore, rharris@hshsl.umaryland.edu
- Tierney Lyons, University of Maryland, Baltimore, tlyons@hshsl.umaryland.edu

Objective: The Reference Staff wanted to be more accessible to patrons in the library building, in particular those working on different floors than the Reference Desk location. During a Library renovation, the Reference

Desk was displaced from the main service floor and public computers were only on the second through fifth floors. At this time of change, we launched a new technology allowing patrons to easily reach us.

Methods: Working with the library's IT department, a program was created and corresponding quick help icon was placed on the main screen of all public desktops in October 2007. An alert program was also created. The alert program was put on Reference Desk computers. When a patron clicks on the quick help icon on their computer, an alert message appears on all reference computers simultaneously. The alert message indicates the computer number where the help is requested, as well as time of request. Computer numbers help to indicate the floor and location of patrons in need of assistance. This call button enables us to offer in-person attention to patrons on all five floors.

Results and Conclusions: With renovations complete, the reference desk and computers are now accessible again on the first floor and the Quick Help program has now been installed on all Library computers. This new service gets used several times a day. Questions are as wide-ranging as the ones we get at the desk. We are now double-staffing the desk facilitating faster service to the upper floors. Patrons like it and did not need training or encouragement to use it. Results on usage available October.

Bioinformatics Research, Service, and Training (BIRST) Program: New horizons—outreach to bioinformatics researchers within a university environment.

- James Harroun, Bioinformatics Fieldwork Student, vegas@email.unc.edu
- Barrie Hayes, Bioinformatics Librarian and Collaboration Center Manager, bhayes@email.unc.edu
- Kelli Monahan, User Services Graduate Assistant, kmonahan@email.unc.edu
- K.T.L Vaughan, Pharmacy Librarian, ktmlv@email.unc.edu, Health Sciences Library, University of North Carolina - Chapel Hill
- Brad Hemminger, Associate Professor, bmh@ils.unc.edu, School of Information and Library Science, University of North Carolina - Chapel Hill
- Vedana Vaidhyanathan, Reference, Education and Outreach Services Librarian, vedana@gmail.com Louis Calder Memorial Library, University of Miami

Program Objective: BIRST collaborates with campus experts to proactively provide research expertise, training, and other services to bioinformatics-supported sciences distributed across the university campus. BIRST reaches out beyond traditional academic and clinical populations to partner with and to support researchers and laboratories in information access, discovery, curation, organization, and management.

Setting: Academic health sciences library serving a large state university containing multiple health professional schools, hospitals, biomedical research facilities, and campus-wide bioinformatics initiatives.

Program: The BIRST Program is staffed by health sciences librarians, and faculty and graduate students in information and library science. It is cooperatively supported by a health sciences library, a school of information and library science, and a genome sciences center. BIRST provides informatics consulting services and a website of bioinformatics resources including potential collaborators, and bioinformatics databases and analysis tools, hosted both locally and on the web. BIRST coordinates and actively promotes bioinformatics training services offered by campus units to university faculty, staff, and students. BIRST also selects free, high quality training resources from non-campus sources, such as National Center for Biotechnology information, Open Helix, and others.

Results: The BIRST Program developed and implemented a website of bioinformatics resources, solicited feedback from the bioinformatics community, and made website revisions to better serve their needs. To inform the program and the health sciences library of researchers' information needs, the unit also conducted an initial study of library use and desired use by bioinformatics researchers. Finally, BIRST launched a program that provides informatics consultation, training, and data management support to researchers campus-wide.

Conclusion: BIRST offers an example of library and information support services developed to meet the needs of researchers, particularly in the basic biomedical sciences. It serves as a catalyst to develop collaborative working relationships and build a community of practice among a distributed research community.

Reaching out by sitting in: successful outreach incorporating information literacy skills.

- Emily Mazure, Libraries Fellow, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University, emily_mazure@ncsu.edu
- Kristine M. Alpi, Director, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University, Kristine_alpi@ncsu.edu
- Carol Vreeland, Associate Director, William Rand Kenan, Jr. Library of Veterinary Medicine, North Carolina State University, Carol_Vreeland@ncsu.edu

Program Objective: In an effort to support long-term career success for Library clients, a variety of outreach initiatives have been employed to increase usage of Library staff expertise, resources, and technology.

Setting: The William Rand Kenan, Jr. Library of Veterinary Medicine at North Carolina State University supports the research and curriculum of the College of Veterinary Medicine and responds to the information needs of North Carolina veterinarians. Changes in Library leadership brought initiatives to develop relationships and promote the Library in new ways.

Participants: Faculty, research and clinical staff, students, and participants in continuing education at the College of Veterinary Medicine.

Program: A variety of strategies have been implemented to promote the Library as a tool for success. Library staff members regularly attend house officer, student, and continuing education seminars to inform clients about Library support. Emails offering specific Library support are sent to upcoming presenters. Improvements and new course-specific guides have been made to our online instructional materials. Posts to the Library's news blog have connected Library resources to relevant events.

Main Results: Preliminary results indicate that students and faculty respond to in-person initial contact which is then successfully continued with email. These contacts have led to short presentations in courses, questions about copyright and sourcing, invitations to develop web pages for specific courses and on presenting and publishing. Web usage data on new web pages will be examined and follow up will be done with those not taking advantage of Library overtures.

Conclusion: Integrating the Library's resources, people, and technology into the College of Veterinary Medicine's daily practice takes time and personal effort. Attempting a broad range of strategies combined with evaluation has illuminated efficient and effective outreach methods that may be useful to other health sciences libraries.



**Almost Heaven ... Exploring New Vistas: MAC 2008, Morgantown, WV
Posters
Session III - Wednesday, October 21st 10:45-11:30am**

Library Liaisons: Collaborating, Connecting, and Engaging – Strategies for navigating steep mountains, scenic valleys, and raging rivers

- Shannon D. Jones, MLS, MIS, Head, Outreach Services, sdjones@vcu.edu, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University
- Catharine S. Canevari, MLS, AHIP, [Former] Associate Director, Research and Education Services; ccanevari@yahoo.com; [formerly at] Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University

Objective: Over the last six years, our library services have grown to encompass a variety of outreach, education, and research support initiatives that have enhanced our ability to collaborate, connect, engage, and disseminate information to our affiliated users. One of our key initiatives is our library liaison program as it has developed into the backbone of all of these services. This paper describes our core programmatic themes, the context in which they developed, our rules of engagement and strategies for success, and the methods we use for tracking, evaluating, and enhancing these services.

Methods: Seven years ago, our library began focusing on developing new outreach and education initiatives to meet the needs of our affiliated users, who increasingly were accessing our resources from remote locations. A liaison plan was created and librarians were assigned liaison roles for specified schools and/or programs. A variety of services have been developed, including a scholarly circuit librarian program, theme-based lecture series, special interest groups, and special events like a technology fair. Liaisons also taught instruction sessions and participated in outreach activities targeted at their specified areas. Our revamped liaison program has supported improved understanding of user needs, promoted the integration of library research into the curricula, and kept users apprised of developments occurring at the library.

Results: Organizing outreach, training, and research support activities around liaison responsibilities has created more opportunities for liaisons to interact with their assigned departments.

Conclusions: Using the liaison program as the backbone of our services has helped to build liaison relationships by increasing their visibility.

Crossing the Great Divide: Reconnecting with Our Users

- Kathy Cable, MLS, Information Service Reference Librarian, Liaison Librarian, Brody School of Medicine, Laupus Library, East Carolina University, cablek@ecu.edu
- Katherine Rickett, MSLS, MEd, Information Service Reference Librarian, Liaison Librarian, Brody School of Medicine, Laupus Library, East Carolina University, rickettk@ecu.edu
- Jason Cottle, BFA, Laupus Library, East Carolina University, cottleja@ecu.edu

In June of 2006, Laupus Library moved from the Brody School of Medicine (BSOM) building into the new Health Sciences Building, a short 3 minute walk away. Although the new building doubled the physical space of the library and allowed for more study space, a state-of-the-art computer lab and classroom, they did not come.

So, what to do? Take the library to the users!

Some programs were continued, such as site visits to offices, email announcements of classes, and new book lists.

New outreach efforts were added such as attendance at grand rounds and journal clubs. We have taken our library orientations and classes “on the road,” teaching almost exclusively in the areas where our faculty and students work. We continued our participation in the hospital’s Best Practice Committee and added the ECU Physicians’ committee. We now sit on several Curriculum Committees and an EBM Working Group within the school.

Last semester we held office hours at Brody twice a week. We presented classes in the Brody computer classroom. It’s been a slow start. Attendance has not been what we would like, but we believe the concept is sound and we are looking at student schedules, locations, etc. to see what we can do to increase usage. We are working on a series of classes that would take residents and fellows from a Medline search to publication.

We know our efforts are paying off because our stats are climbing and we spend a lot of time at BSOM where “Everybody knows our name”.

Websites at the Bedside: Choosing and Evaluating Websites for Your Patients and Families

- Wayne Neal, RN-BC, MAT, Professional Practice Specialist, Patient and Family Education, Children’s National Medical Center, wneal@cnmc.org
- Susan Keller, MLS, Medical Librarian, Children’s National Medical Center

Purpose: This poster will describe the work of the interdisciplinary patient and family education council. The poster will describe the process of identifying health-related websites that are reliable, safe, and written with an awareness of health literacy concerns. In addition, the poster will describe a “website of the month” poster education effort to let more nurses know some websites they can safely recommend to their patients and families.

Background: As the health care system becomes more consumer-driven, patients and families are being asked to take more responsibility for their own health. As a result, they need more health information that is appropriate and specific to their needs, cultural background, and literacy level. Pediatric nurses are in an ideal position to suggest reliable sources where patients and families can turn for health information.

Explanation: As least twelve different websites will be profiled over the next year. Some of these websites will be selected from national and specialty organizations and experts in health literacy. Websites will also be evaluated according to guidelines such as those found in the National Library of Medicine’s “Medlineplus Guide to Healthy Web Surfing”. These guidelines insure that the website is current, authoritative, unbiased, and based on research—not opinion.

Outcome: The nurse, as well as other health care staff, will be directed to safe, current, authoritative, unbiased, and research-based websites which will educate patients and families.

Reaching High and Far to Improve the Value of the Library's website

- Alexandra W. Gomes, MSLIS, MT, Associate Director for Technology and Curriculum, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbawg@gwumc.edu
- Elizabeth Hall, RN, MSIS, Web Services Coordinator, Himmelfarb Health Sciences Library, The George Washington University Medical Center, mlbemp@gwumc.edu

Objectives: To describe the development of the new library website, with a primary focus on increasing the usefulness and value of the site.

Methods: During the summer of 2006, Himmelfarb Library began re-envisioning the Library's website. Over time it had become an unwieldy collection of lists of resources and web pages, and the main section focused on news/announcements rather than resources and services. Both staff and patrons had difficulty finding information on the site and new patrons were overwhelmed. With the growing numbers of electronic journals, texts and databases purchased by the Library, it became increasingly important to refocus attention on these valuable resources.

Results: The Library's web committee spent the next year and a half creating a new website in a collaborative, iterative process that focused on usability and patron needs. Subcommittees addressed the development of specialized portals, the redesign of the services section, and the renewed focus on our electronic resources. Multiple rounds of usability testing sessions (involving both the web coordinator and reference staff) were held with faculty and students to determine the optimal locations for links, refine the wording, and streamline the physical appearance.

Conclusions: In August 2007 the new website was launched to widespread acclaim. Patrons praised the clean design and easy access to electronic resources. Library staff loved the revitalized focus on collections and the prominence of commonly requested web pages.

As new informational pages are developed, the web committee strives to maintain the clean design and usefulness that resulted from valuable patron input.

Reimagining Service without the Desk

- Ellen Ramsey, M.Ed., eramsey@virginia.edu, Claude Moore Health Sciences Library, University of Virginia Health System
- Andrea S. Horne, M.I.L.S., horne@virginia.edu, Claude Moore Health Sciences Library, University of Virginia Health System

Question: Can a roving service model serve the needs of an academic library technology help desk?

Setting: The Learning Resources Center in a mid-sized academic health sciences library had traditionally maintained a walk-up service desk. Statistics pointed to a change in questions from frequent, short, directional inquiries to fewer, longer consultations on technology issues. The addition of technology-enabled small group teaching rooms far from the desk added new challenges and complexity to the old service model.

Participants: Assistance from the service desk is available to any Library patron, including medical and nursing students, teaching and clinical faculty, and Health System staff. Service staff include LAs and technology specialists.

Method: Our solution involved technology, change management, and flexible staffing. Through a phased approach, we first offered both desk and roving service, then roving service only. Various methods for patrons to summon assistance were enabled, from IM, to house and cell phones, to recognizable badge holders for service staff. A recognizable brand and library-wide signage promote the service. The roving service person carries a smartphone.

Main results: The pilot was made permanent. Numbers of interactions and consultations stayed consistent. Patrons remarked that they appreciated getting help without giving up their rooms or computers. Staff value the flexibility of moving about the library and providing consultations. When relocation of the department occurred, service was continued without any disruption. Challenges included the physical desk, which continued to attract patrons though closed. Early difficulties with cell phone technology had to be overcome.

Conclusion: The motivation to try a different service model came from the trend in academic technology centers and libraries to consolidate and modernize help desk-type services. Our model works in an environment where patrons are physically present, such as a public lab, learning commons or multi-story library.

How High and How Far? Exploring Several Methods of Reaching Library Patrons Through Chat Reference.

- Lea Leininger, UNC Greensboro, lleinin@uncg.edu
- Hannah Winkler, UNC Greensboro, h_winkle@uncg.edu

Program: It is important to explore new ways of reaching out to users. This poster presents several methods of providing chat service used in recent years including:

- a subscription product (Velaro)
- free Instant Messaging accounts
- the addition of “widgets” to library Web pages in order to improve entry into chat

Main Results: The number of chat questions has risen steadily, with a marked rise in activity when “widgets” were adopted. Although the number of chat questions continued to rise after that time, fewer questions arrived via the subscription product. The subscription product was subsequently dropped.

Conclusions: If staff possess moderate technological skills (familiarity with Instant Messaging, the ability to view and adapt code in a Web page), then “free” chat services are viable options for reaching out to patrons. As with other library services, assessing the quality of interactions is just as important as assessing the quantity.

A Cost Saving Strategy on the Horizon: Deep Discount Pricing on Society Journal Site Licenses Based on Professional Membership Expenses

- Merle Colglazier, System Librarian (Director), Bon Secours Richmond Health System, Merle_Colglazier@bshsi.org
- Margaret Henderson, Consulting Librarian, Margaret_Henderson@bshsi.org

Objective: In response to a 100% price increase in January 2008 for society journal site licenses, the System Librarian for Bon Secours Richmond Health System initiated a cost analysis of FY07 expenses for

professional memberships throughout the entire health system. The main objective of the cost analysis is to reduce costs for site licenses to society journals. The theory being - hospital expenses for professional memberships entitle the hospital to deep discount pricing on the site licenses for the associated society journals.

Methods: The entire FY07 health system expense data for professional memberships was acquired from materiel management at corporate office and analyzed with Excel. Professional membership expenses that had been paid as a reimbursement to employees were manually researched within the online invoice system in order to identify the target membership society. An Excel pivot table report was developed to arrange the membership expenses by society including the expense details and sum total.

Results: The cost analysis identified both the total expenses to distinct societies for professional memberships, and expenses coded improperly to the professional memberships account. Total membership expenses for many societies exceeded thousands of dollars, confirming the potential for cost savings and justifying further development of the project.

Conclusion: The System Librarian and Consulting Librarian are seeking ways to implement the cost saving strategy, including: establishing corporate finance/purchase policy; collaborating with other libraries, agencies, and businesses; and approaching health professional societies to negotiate new site license costs. The poster will cover the background, methods and results of the project, as well as current state of the cost saving strategy.

Opening Heavens Gates: The Significant Powers of Collaboration to Win the Cancer Battle

- Ann Duesing, MLS, Outreach Librarian, Health Sciences Library, University of Virginia, cad4n@eservices.virginia.edu

Objective: This poster describes the collaboration of an academic outreach librarian with a statewide cancer coalition in its efforts to join forces for cancer control, eliminate preventable cancers and minimize the burden of cancer.

Participants: Coalition partners: non-profit organizations, academic institutions, public health agencies, government offices, community based organizations, individuals, private businesses and health care organizations.

Program: The outreach librarian was able to provide leadership, information services and to work with programs that make a difference. Projects included: Selection of cancer resources to post on the coalition Website. Chairing the coalition's Treatment Action Team and helping determine priorities including documenting cancer patient navigation programs and services. Programs and descriptions will be posted to the organization Website and publicized to promote easier access to cancer care and support. Identification of cancer care facilities without navigation programs will follow along with promotion of the development of such programs. Another goal is for cancer patients to have access to appropriate, effective cancer treatment and care by increasing utilization of evidence based guidelines for cancer care. A physician and other Action Team members are working to determine which facilities are reaching benchmarks on two specific cancer standards of care and plans are to promote ongoing efforts of all facilities to meet these benchmarks. Team goals include increasing access to and utilization of cancer clinical trials through postings to the Website, links to other sites and promotion of access through the patient navigators and other health care professionals.

Conclusions: Project results indicate positive outcomes with quality Websites identified, and patient navigation program identified, documented and shared. Promotion of evidence based guidelines usage will be done and clinical trials information shared. Coalition members will promote results to many organizations and individuals.

What are the information needs of personnel involved in disaster and humanitarian response efforts?

- Linda M. Spitzer, Uniformed Services University of the Health Sciences (USUHS), James A. Zimble Learning Resource Center, Linda.Spitzer.civ@lrcm.usuhs.mil
- Alicia Livinski livinska@od.nih.gov
- Alison Rollins Alison.rollins.ctr@lrcm.usuhs.mil
- Nancy Terry terryn@nihrrlib.ncrr.nih.gov

Setting: Two libraries in Bethesda, MD supporting the academic and research interests for both military and civilian populations.

Participants: Military and civilian personnel involved in past disaster and humanitarian response both in the US and abroad

Methods: As part of a Qualitative Research class, two pairs of librarians interviewed (4) individuals to determine the types and formats of information they need to effectively respond to relief efforts. One librarian was designated as the interviewer and the other as the observer. Interviews lasted 30 minutes or less, and were tape-recorded and transcribed using MS Word. The transcribed interviews were grouped by topics around central themes.

Main Findings:

Four themes emerged from our review and discussion of the interviews:

A. Technology can be uncertain

The nature of disaster response makes the use of technology for information retrieval difficult. Internet access can be sporadic; communication lines may be blocked; hard drives may be stripped.

B. Centralized Access to information is important

Since responders have, at most, 24 hours to prepare for disaster response, a centralized access point for information would facilitate information access.

C. Grey literature

Interviewees reported that they often used nontraditional literature sources such as UN reports, survey instruments, government documents, NGO reports, etc. helpful in disaster response. This information is often difficult to find as well as obtain.

D. No one resource is appropriate for all disaster or emergency situations

Interviewees noted that their information needs in emergency and disaster situations vary greatly depending on the nature and location of the disaster.

Conclusions: In order for libraries to provide useful information for individuals responding to disaster and humanitarian events, we will have to creatively address their unique information needs.

Librarian on a mission: teaching physicians in a developing country

- Rochelle Kramer, AHIP, reference librarian, Carpenter Library, Wake Forest University Health Sciences, rkramer@wfubmc.edu

Program Objective: Train a physician group to access authoritative online healthcare resources for physicians and their patients

Setting: Welfare Society educational seminar; Odessa, Ukraine, State Medical Library

Participants: Librarian, Wake Forest University Health Sciences; Librarian, Odessa State Medical University; Jewish Healthcare International (JHI); physicians attending seminar in Odessa, Ukraine

Program: For the past decade, JHI has sent healthcare volunteers on medical/humanitarian missions three times a year, providing seminars and consultation to physicians at a Jewish Social Welfare Society in Odessa, Ukraine. For the first time, a librarian participated, lecturing, with a translator, on locating and evaluating free Russian and English medical information on the Internet. She also networked with the Deputy Director of the Odessa State Medical Library to discover resources available to these community physicians. Prior to the trip, she researched internet medical resources, consulted with Russian-speaking physicians and native Russian-speaking librarians, and prepared a PowerPoint presentation, highlighting Eurasia Health Knowledge Network, WHO-Hinari, PubMed, and more.

Main Results: The librarian presented training to local and regional physician attendees on several recommended websites, each with links to Russian- and English-language professional and consumer health literature. Internet access for these physicians continues to improve, and these resources should be valuable. The librarian at the Odessa State Medical University provided the password for WHO-Hinari access to free journals for these physicians. This was a good first step and the librarian from Wake Forest and JHI are continuing to pursue opportunities to improve Internet medical information use in the Former Soviet States.

Conclusion: Good Russian-language health information is available online, and physicians in developing countries welcome assistance in finding quality resources.

No Longer Far Off On the Horizon: Creating Quick and Easy Department-Specific Websites Today.

- Lois Culler, Director, Health Sciences Library, Inova Fairfax Hospital

Participants: Elizabeth Samuel, MSLS and Lois Culler, MSLS

In 2007 the Inova Fairfax Hospital Health Sciences Library selected SydneyPlus Information Manager as our new integrated library system (ILS), providing us with an Internet-based, hosted solution with various levels of security. Using this system, library staff are able to design and maintain both the portal and underlying database independently, without requiring Information Technology (IT) support. Once our new ILS was launched we were approached by the Inova Cultural Competence Department with their need for a searchable database of medical interpreters. A second need arose with the discontinuation of a content management system that had contained an in-house database of Inova-produced patient education materials. Working with our ILS vendor, the library was able to create mirror websites running off the library database (borrower records for the interpreter search and bibliographic records for the patient education handouts), but with separate security and their own look and feel. A CME website providing online access to CME program content such as live streaming video and MP3 audio files is the next departmental website under consideration. The development of these websites marries traditional library content management functions with newer library functions such as systems access issues (electronic access, authentication issues) to

provide quick, easy, low-cost answers for smaller projects that would otherwise languish for years. Though somewhat outside the typical library tasks, these specialized portals all have as their foundation the delivery of various types of information to end users. The collaborative nature of these projects is ideal for boosting the value of library services in the eyes of each department served.