



Mac Messages

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MAC Mid-Atlantic Chapter of the
Medical Library Association

WWW.CBIL.VCU.EDU/MAC/



MESSAGE FROM THE CHAIR



THE YEAR OF THE HORSE

FOCUSING ON YOUR NEEDS

The MAC Winter Board meeting was held in Richmond, VA, on March 3rd, 2006. MAC Executive Board members, committee chairs and committee members were invited to participate. The Winter Board meeting has long been my favorite MAC activity, because the operations and planning of MAC programs and ser-

vices are openly deliberated among enthusiastic participants. All committee members are encouraged to attend this meeting because the future of our chapter depends on the enlistment of new leadership. Engaging members in the discussion of MAC operations at the Board meetings is the best vehicle for recruiting and mentoring new chapter leaders.

MAC committees are hard at work on many projects:

Communications – implementation of the new MAC logo; redesign of the MAC Website; change in frequency of

MAC Messages to a quarterly publication.

Honors & Awards – solicitation of nominations for the three MAC awards; preparing for the Awards Ceremony at the annual meeting.

Membership & Recruitment– recruitment of a new membership database manager; redesign of the MAC membership brochure; continuation of involvement with library schools; renewal of the MAC Scholars program.

Professional Development – 10 CE courses will be offered at the joint an-

nual meeting in Atlanta; grants & awards totaling \$3,500 have been acquired to support the classes.

Strategic Planning – coordination of changes to the MAC policy & procedures manual mandated by the bylaws changes; recommendation of other changes to bylaws; prepare for a membership needs assessment in 2007.

2005 Local Arrangements Committee – presented a thorough final report of the annual meeting; offered seven recom-

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EMBRACING PATIENT LITERATURE

“Health literacy - the ability to read, understand, and act on health information” from the Council of State Government’s State Official’s Guide to Health Literacy, <http://csg.org/CSG/Policy/health/health+literacy/default.htm>

There certainly seems to be a growing awareness about the illness consequences

of poor health literacy and of the benefits of clear health communication. Once convinced of the enormity of the scope of fallout from the problem of lack of understanding and failure to apply health instructions, many organizations are making improvements. From private practices to the Surgeon General, physicians, nurses and allied

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MESSAGE FROM THE CHAIR, CONT.

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mentations for improvements; disbanded with thanks.

2006 Joint Annual Meeting Committee – plans are progressing well; a proposed budget was not available at this time.

2007 Annual Meeting Committee – more committee members were recruited; the meeting site is the Marriott Inner Harbor in Baltimore.

Highlights of the meeting include:

Electronic Elections – Board members voted to decline an offer from MLA for an electronic election service because of the expense and logistics involved. MAC will investigate alternatives.

Hurricane Katrina Support – Board members voted to present \$1,000 to a library in the Southern Chapter area for restoration.

MLA Diversity Symposium – Previously, Board members voted to provide \$1,000 seed money for a symposium at the MLA annual meeting. MAC members have served on the planning committee. It will be offered on May 24th, 2006.

2005 Annual Meeting Financial Report – Previously, the Board voted to subsidize the annual meeting up to \$5,000 from the MAC treasury. There was about a \$2,000 deficit for the Charlottesville meeting.

MAC Membership – On February 21, 2006, there were 107 regular and 5 student members.

My thanks to MAC members who made the trip to Richmond to participate in the Board meeting. Please watch *MAC Messages* and our Website for more information about the meeting in Atlanta.

<http://www.cbil.vcu.edu/mac/events/2006/meeting.html>

Pat Hammond
2005/2006 MAC Chair
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EMBRACING PATIENT LITERATURE, CONT.

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health professionals, providers are learning to limit teaching objectives and use multiple sessions for health/wellness education.

Additionally, the literature tells us that the Internet and institutional intranets as well as tutorials, small groups and peer training are working parts of the constellation of approaches needed to present complex health information clearly. Small groups and peer 1:1 training allow for questions, clearing up misconceptions and building support systems for the most “at risk” patients.

Properly formatting health information is also needed. Fonts should be 12pt or higher, paper should not be shiny, information delivered in upper and lower case letters, and drawings reinforce the words, not detract from them.

Clear health communication encompasses short sentences, logically developed lists and bullet points to replace paragraphs, and bold text for large topics. Once information, fears, understandings and mores have been shared between the patient and educator or among small group members, the educator needs to ask open-ended questions about how the instructions will be carried out, in order to assess understanding: “How will this change what you buy at the grocery store?” or “How will you know when to take this medication?” or “What three times of day will you choose to do these 10 minute exercises?”

**CLEAR WRITING AND
IMPLEMENTATION
AIDS:**

- **Checklist for Easy-to-Read Informed Consent Documents**
<http://www.nci.nih.gov/>

clinicaltrials/understanding/simplification-of-informed-consent=docs/page5

- **Clear & Simple: Developing Effective Print Material**, National Cancer Institute: <http://cancer.gov/cancerinformation/clearandsimple>
- **How to develop easy reading immunization materials.** [2nd ed.] 2005 <http://www.hmhb.org>

These guidelines explain how to develop low literacy materials about immunizations. Topics covered are (1) defining the target audience, (2) developing a concept for the material, (3) determining the reading level, and (4) pretesting the material before publication. A glossary and references are included.

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• **How to Write Easy to Read Health Materials:**

<http://www.nlm.nih.gov/medlineplus/etr.html>

Medical concepts and language are very complex. People need easily understandable health information regardless of age, background or reading level. Here are guidelines to help you create easy-to-read health materials. ETR materials are written for audiences who have difficulty reading or understanding information.

• **Patient Education Materials**

http://www.ncfh.org/00_ns_rc_pateduc.php

This portfolio of low literacy, bilingual presentations was developed for use as a patient education tool to supplement and enhance existing teaching methods in migrant health centers and in outreach programs. It was developed with the intention of providing health care practitioners an easy, low cost method for providing health education to low literacy patients who speak English or Spanish. These materials may be printed and used free of charge.

• **Simply Put** - <http://www.cdc.gov/od/oc/simpput.pdf>

Center for Disease Control and Prevention: Scientific and Technical Information

Tailored education may reduce health literacy disparities in asthma self-management. [Paasche-Orlow MK](http://www.ncbi.nlm.nih.gov/pubmed/16081544), et al, *Am J Respir Crit Care Med*. 2005 Oct 15;172(8):980-6. Epub 2005 Aug 4. PMID: 16081544

Teaching patients with low literacy skills. Philadelphia: J. B. Lippincott, II. (1996) Doak, C.C., Doak, L.G., & Root, J.

EXAMPLES OF CLEARLY WRITTEN HEALTH COMMUNICATION:

- **Association of Farmworker Opportunity Programs** <http://www.afop.org/publications/>
- **A Taste of English** - low literacy English-as-a-Second Language text that teaches basic nutrition.
- **Gas in the Digestive Tract** <http://digestive.niddk.nih.gov/ddiseases/pubs/gas/> This easy-to-read consumer health information booklet contains basic information about the causes of gas in the digestive tract and provides advice about which foods to avoid and how to alleviate the problem.
- **Healthy People Library Project** <http://www.healthlit.org/> Provides public libraries with resources for informing the public about health research.
- **I Didn't Know I Had It: Preventing Diabetes in the Family** <http://www.hispanichealth.com/pana.htm> Developed by the Infant-Toddler component of the University of Connecticut Family Nutrition program (Dr. Rafael Pérez-Escamilla) and the Hispanic Health Council. Spanish or English 23p.
- **My Guide to Sugar Diabetes** <http://reach.musc.edu/materials/booklet.pdf> *My Guide to Sugar Diabetes* tells you about diabetes in an easy-to read format. It also covers how to care for yourself if you are diabetic and the ef-

fects diabetes can have on your body. It is a good introduction for diabetics and their families.

Veterans Administration Library Network, Core Consumer Health Books, Consumer Health Library Panel, January, 2004 http://www1.va.gov/valnet/docs/Core_PHE_books_January_2004.pdf

This core bibliography includes consumer health books that have been selected and evaluated by the Consumer Health Library Panel. These books cover many subject areas for answering many types of consumer health questions, and are recommended for a basic collection in any size library. The titles were selected after examining books in several major VALNET libraries as well as several existing core lists of consumer health materials from the Consumer and Patient Health Information Section of the Medical Library Association.

Endnotes:
Partnership for Clear Health Communication, <http://www.clearhealthcommunication.org/>

Literacy and Health in America <http://www.ets.org/media/research/pdf/picheath.pdf> [Note: This link is not retrievable. However, enter "Literacy and Health in America" in your browser and the pdf document will appear. *Editor*]

Understanding Health Literacy and Its Barriers (CBM2004-1) <http://www.nlm.nih.gov/pubs/cbm/healthliteracybarriers.html>

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MLA'S ORAL HISTORY PROGRAM

GET INVOLVED!

All members of the Medical Library Association are encouraged to participate in the Oral History Program as interviewers, editors, or transcribers. If you are interested in any of these roles, contact Richard Nollan, Project Director, rnollan@utm.edu.

This work is truly valuable and fascinating! If you attended Fred Roper's Janet Doe Lecture at the annual meeting in San Antonio, you heard clips from oral history

interviews and know firsthand what gems they are.

For more information about the program and its own history, names of those interviewed, and how to access interviews already done, see the oral history page at MLANET at http://www.mlanet.org/about/history/oral_history.html.

Bernie Todd Smith

btoddsmith32@hotmail.com

NOMINATE YOUR COLLEAGUES FOR AN AWARD!

That time of year is here to think again about honoring MAC members who have shown leadership and initiative in the medical librarian field. You can nominate one of your colleagues for any of the following three professional awards: MAC Librarian of the Year Award, Marguerite Abel Service Recognition Award and the One-Person Library Recognition Award. Criteria for each award can be viewed at: <http://www.cbil.vcu.edu/mac/awards.html>.

Nominating a person for an award is easy. You don't need to have a long list of your colleague's accomplishments, just a desire to see that they get the recognition you feel they deserve and the time to write a brief note about why they should be recognized.

You may submit your nomination by completing the online form at: <http://www.cbil.vcu.edu/mac/forms/nominate.html>

or mail your nomination to:

Gary R. Greenstein
Reference Librarian
Joyner Library
East Carolina University
Greenville, NC 27858-4353

The deadline for submitting nominations is July 26, 2006. You will receive an acknowledgement of your nomination within five days of submission. If you do not receive this confirmation, please contact Gary at

greensteing@ecu.edu or call (252) 328-0295.

All award recipients will receive a plaque, a check for \$200, and, a voucher good for up to two years for a free MAC annual meeting registration, OR up to a one-day MAC Continuing Education course of his/her choice. Presentation of the awards is at the Honors and Awards ceremony during the annual meeting. I know we can all think of a MAC member who deserves an award.

Thank you in advance for honoring our medical librarian colleagues. Send in your nominations today!

Gary R. Greenstein

Honors and Awards Committee

greensteing@ecu.edu

WELCOME!**NEW MAC MEMBERS
SINCE JANUARY 1, 2005**

Last name	First Name
Ankem	Kalyani
Bakker	Theodora
Butler	Kathy
Cable	Kathy
Culler	Lois
Dillon	Karen
Douglas	C. Steven
Ellero	Nadine
Frant	Loren
Gyore	Rachel
Hazzard	Jeanne
Hustings	Megan
Johnston	Hannah
Keesee	Susan
Leininger	Lea
Looney	Ryan
Mattson	Janna
Protsman	Mary Fran
Ramsey	Ellen
Rice	Brittany
Robinson	Rex
Selmer	Stephanie
Siegel	John
Simon	Heather
Snow-Croft	Sheila
Spitzer	Linda
Stafford	Karen
Taliaferro	Marian
Tuttle	Brandi
Vaughan	Katherine
Warlick	Stefanie
Whitney	Wanda
Williams	Susan



LETTERS TO THE EDITORS

Dear Editor:

I saw this article in Medscape's weekly e-mail and thought this might be something to bring to the attention of members: *December 2005: Donating Medical Books and Journals to Iraq – The Need Continues* http://www.medscape.com/viewarticle/518624_print

Dear Mr. Glazer and Ms. Mason:

I am writing to bring your attention to my recently published book. I believe it may be of interest to medical librarians, health care professionals, medical educators and patients. If appropriate, I would welcome your letting members of your organization know about this resource. Thanks.

"Lessons from Joan, Living and Loving with Cancer, A Husband's Story" (Syracuse University Press, November 2005) tells of how my late wife's strength, warmth, humor, and love -- that of many people we met along the way -- helped extend life and make it worth living. Please forgive this direct communication, but as you know it is difficult to get information out about a new book. And this is a book I very much believe will be helpful to others. If you have the time to look at "Lessons From Joan," I think you will find that it is a compelling story. And also presents information that can help people access care and deal with the emotional and logistic problems that follow diagnosis with a serious illness.

The publisher, Syracuse University Press, describes the book as follows:

"In the thirty-two months that followed Joan's cancer diagnosis she and her family experienced what most families experience—a journey that changed their lives immeasurably. With unflinching honesty Eric R. Kingson recounts the ensuing medical treatments, their hopes and fears, their advocacy and everyday struggles. But at the heart of the book is Joan's warmth and courage. Her observations on life and death, more philosophical than clinical, are honest and abundant. Drawing on her wisdom, Kingson has written a powerful and enriching book. Unexpectedly, it proves to be not so much a memoir as a love story.

Lessons from Joan is not intended as a "how-to" book, but within its pages readers will find lessons about how to deal with unexpected life-threatening illnesses, how to identify and assess treatment options, how to communicate with health care providers and deal with managed care. "

Here are some of the comments/endorsements the book has received:

"Joan's experience with the health care system has lessons for all of us. . . . It illustrates the importance of 'the heart' in our health care system - for our patients, family members, health care providers, and our culture." -- From the Foreword by KAREN DAVIS, President and CEO of the Commonwealth Fund

"In the end, it is the dignity, and ultimately the great humanity with which Joan and her family faced her illness that comes through in this remarkable book and [which] enriches us all." -- NIKI TSONGAS, wife of the late Senator Paul Tsongas

"Superbly written. One of the great books I have ever seen in a 104 weeks of doing this show. Absolutely spectacular information for everyone to have.

"Lessons from Joan" teaches people how to make the medical system work better on a step by step basis. I urge listeners to pick this book up and have it as a reference on the shelf." MICHAEL ROIZEN, M.D., radio host and best selling author or co-author of "You: The Owners Manual," "Real Age" and "You: The Smart Patient: An Insiders Handbook on How to Get the Best Treatment."

"Many of us will find ourselves in an unexpected crisis of illness. . . . Lessons From Joan will be extraordinarily helpful. [This book] is not only engaging and tender but also informative." -- SIDNEY WINAWER, M.D., Memorial Sloan-Kettering Cancer Center, author of *Healing Lessons*

"Provides both inspiration and insight. . . . [Kingson offers] many useful ideas on how to deal with terminal cancer." -- ROBERT KANE, M.D., University of Minnesota Chair in Long-term Care and Aging and author of *It Shouldn't Be This way: The Failure of Long-term Care*

This "book is, by turns, a valentine to Joan, a thank-

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LETTERS TO THE EDITOR

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you note to friends and family, and a how-to manual for families encountering a bewildering health care system in the face of terminal disease. Kingson manages a deft balancing act, crafting a work that is philosophical at times but never dense, inspirational without being overly sentimental, and instructive while much more than merely technical. Lessons from Joan presents a set of thoughtful reflections about struggle, loss and grief in a family turned upside down by the unanticipated illness of a youthful and vibrant wife and mother." DALE JOHNSON, CEO, Hospice & Palliative Care Associates of Central New York

A review by SUZANNE LINDLEY for the the COLON CANCER ALLIANCE can be found at: <http://www.ccalliance.org/resource/book/lessons.htm> It concludes "For those living with or touched by a diagnosis of cancer, "Lessons from Joan" will be a comfort and a help. For anyone seeking understanding in the presence of the mystery of disease, this book will be a flowing river of perception. It will provide laughter, thought, tears, and above all hope. I recommend it wholeheartedly."

More information about the book can be found on the Syracuse University Website -- <http://www.syracuseuniversitypress.syr.edu/fall-2005-catalog/lessons-joan.html>

Also, a January 24, 2006 syndicated Prime Time interview with Mike Cuhtbert can be accessed at http://www.aarp.org/fun/radio/pt_radio/living_and_loving_with_cancer.html or at http://www.aarp.org/fun/radio/pt_radio/archives.html A forthcoming March 26th radio interview on Andrew Schorr's syndicated show will be available through www.healthradionetwork.com

Thanks for giving consideration to this request.

Very truly yours,



Send July/August/September articles to be published September 1 (to macmessages@gmail.com) until July 15, 2006.

NEWS FROM THE STATES

Career Opportunities

The Tompkins-McCaw Library for the Health Sciences at Virginia Commonwealth University has two positions open in their Community Health Education Center. The Library is accepting applications for the Head of the Community Health Information Center and a Community Health Librarian. For more information on each job position you can visit the Web page <http://www.library.vcu.edu/cfapps/jobs.cfm>.

Kelly Near and Ann Duesing, Outreach Librarians from the University of Virginia's Claude Moore Health Sciences Library, are teaching some of the sessions for a new master's of public health program at the University. Some of the topics they will cover in the Practice of Public Health Seminar are: evidenced-based public health resources, database searching, using datasets, and health literacy.

Personnel Changes

Patricia A. Hammond, former Community Health Education Center Librarian with Virginia Commonwealth University Libraries, has accepted the position of Health Sciences Librarian at Potomac Hospital in Woodbridge, Virginia. Her new email address is pat.hammond@potomachospital.com.



Virginia

Patricia Greenberg
State Reporter
psv6n@virginia.edu

Maryland Health → Go Local

Announcing *Maryland Health → Go Local*, a joint project of the University of Maryland, Health Sciences and Human Services Library (HS/HSL), the National Institutes of Health (NIH), and the National Library of Medicine (NLM).

In partnership with NLM's *MedlinePlus* consumer health information Website, *Maryland Health → Go Local* links to local Maryland health programs and services. Read about a health condition in *MedlinePlus* and, through *Maryland Health → Go Local*, link easily to programs and

services in your local community.

With *Maryland Health → Go Local*, consumers can identify local health services such as hospitals, nursing homes, support groups, adult day care centers, hospice care, substance abuse treatment centers, and health screening providers. By clicking on your county in the map of Maryland, you can link to services and programs in your local community - or search for all programs of that type throughout the state.

Access *Maryland Health → Go Local* directly at <http://medlineplus.gov/maryland> or from a

health topic within *MedlinePlus*, <http://medlineplus.gov>. It is free and no password is required.

Members of the *Maryland Health → Go Local* team are continuing to build the database and are eager to hear from you about topic areas, programs or services that should be added to the database. Please contact MAC member Patricia Hinegardner, Web Services Librarian and *Maryland Health → Go Local* project manager at phinegar@hshsl.umaryland.edu with your recommendations to expand the database. You may also

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Maryland

Alexa Mayo
State Reporter
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NEWS FROM THE STATES

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visit the Maryland project site that allows you to recommend a program or service using a Web form, <http://www.hshsl.umaryland.edu/golocal/>.

The National Library of Medicine's *MedlinePlus* Go Local project currently includes 11 states and regions. Maryland

joins North Carolina as a Go Local site from the mid-Atlantic region. For more information, visit *Go Local - A Project of MedlinePlus* at <http://www.nlm.nih.gov/medlineplus/golocal.html>.

Personnel News

Holly Willis, MLIS recently joined Mercy Medical Center in Baltimore, MD as the director of the McGlannan Library and Consumer Health Information Center. Holly comes to Mercy from Johns Hopkins Welch Medical Library where she was the Liaison Librarian for five years.



Maryland, cont.

Groundhog Day Brings High Schoolers to GUMC

Georgetown University Medical Center's (GUMC) Dahlgren Memorial Library (DML) serves a variety of client groups; researchers; clinical faculty; staff members; professional, graduate, and undergraduate students; as well as community visitors. But on February 2, the Library welcomed a different sort of student when approximately 20 District of Columbia high school students looked into the future at potential career options through their participation in national Groundhog Job Shadow Day.

As participants in the program, students spent the day at one of two locations: DML or Georgetown University Hospital (GUH). They were engaged throughout the day in various activities

aimed at giving them a taste for specific professions and the sort of work they entail.

At DML, nine students participated in three different sessions focusing on how the Library supports GUMC and GUH faculty, students, and staff as well as the resources used in doing so. One program presented a case study involving a researcher interested in changing teenagers' circadian rhythms through gene therapy. After being introduced to the concept of bioinformatics, the participants learned about basic research strategies, sources of background material on gene mapping, and how to use free resources such as the national Library of Medicine's Entrez series of databases, which include HomoloGene, Genome Project, PubMed, and OMIM

(Online Mendelian inheritance in Man).

The other sessions held at DML focused on the use of evidence-based medicine in answering clinical questions and on resources dealing with complementary and alternative medicine. In the latter, students were shown CAM-specific databases and then asked to look for information on the use of St. John's Wort to treat depression in teenagers.

The event was sponsored by the GUMC's Office of Minority Student Development, DML, and the Office of External Relations, GUH/MedStar Health. Additionally, DML's participation was made possible in part through a grant from the Institute of Museum and Library Studies.



District of Columbia

RoseMarie Leone Winiewicz
State Reporter
rleone@provhospi.org

Personnel Update

Dahlgren Memorial Library recently welcomed Kari Schmidt, MLS, as its new Collection Management and Electronic Resources Librarian. She comes to GUMC from the University of Maryland System, where she worked as Electronic Resources Librarian.

**MAC/MLA AND SC/MLA 2006 JOINT MEETING
CALL FOR PAPERS AND POSTERS
ATLANTA '06 - TOGETHER: NEW HORIZONS AND NEW OPPORTUNITIES**

We'll be having two times the fun this year when the Southern Chapter and Mid-Atlantic Chapter get together in Atlanta for a meeting you won't forget!

October 12 – 16, 2006

Westin Buckhead Hotel, Peachtree Street

Atlanta, Georgia

The meeting is a unique opportunity for our two chapters to integrate the best of our usual programming efforts, and leaders from MAC and SC have worked together to do just that. The Steering Committee team of Sandra Franklin, Russet Hambrick, Cynthia Henderson, Beverly Murphy, Jocelyn Rankin, and Julia Shaw-Kokot are leading the effort to make this a memorable event for all of us.



The meeting will be held in Atlanta's Buckhead neighborhood, an area teeming with stores and restaurants. There's a free neighborhood shuttle, called the Buc, to take us to all of them, but we can walk to Lenox Square, across the street from our hotel. The Buckhead MARTA stop is a block away and will provide easy and affordable trips to the High Museum of

Art, the Atlanta Zoo, and the fabulous new Georgia Aquarium.

Southern Chapter members will be introduced to Roundtable sessions - a MAC favorite, and MAC's hospital librarians will be introduced to the Southern Chapter's hospital librarians' event, coordinated by Brenda Curry-Wimberly.

The hotel is spacious and will provide room for up to 50 papers and 50 posters! Again this year, presenters will have the opportunity for research papers and posters to be honored with awards.

An impressive trio of health leaders will be speaking to us. On Saturday, October 14, Dr. Joe Bresee, Head of the Epidemiology Section of the CDC's Influenza Branch, will give us an update on bird influenza, and the next day we'll hear Dr. Mark Williams, Director of the Hospital Medicine Unit for Emory Healthcare, discuss efforts to improve consumer health literacy. Highlighting the speaker list will be the presentation on Monday, October 16, when Dr. David Satcher, former Surgeon General of the United States, will address us on the important issue of health disparities.

Plan now to join us in Atlanta for our conference with MAC, where new horizons and new opportunities are waiting for us!

-submitted by

Priscilla Stephenson, AHIP
UTHSC Health Sciences Library
Program Chair/Chair-Elect, Southern Chapter

and

Melanie Norton, AHIP
Health Sciences Library, UNC-Chapel Hill
Program Chair/Chair-Elect, Mid-Atlantic Chapter



MAC/MLA AND SC/MLA 2006 JOINT MEETING
CALL FOR PAPERS AND POSTERS—ATLANTA '06

You are invited to submit proposals for contributed papers and posters for the 2006 SC/MLA and MAC/MLA joint meeting in Atlanta, Georgia on October 12-16. The meeting's theme is, "**Together: New Horizons, New Opportunities.**"

Proposals should relate to:

- * **COLLABORATING** - Elaborate on how you have worked together with other libraries, health professionals, agencies, or others.
- * **INNOVATING** - Share your new technologies or ways of thinking outside the box.
- * **CREATING OPPORTUNITIES** - Let others know how you have opened doors proactively.
- * **PLANNING FOR THE FUTURE** - Tell your colleagues what you have in mind and how they can make it happen.

Proposals must be submitted in the format of structured abstracts (see <http://www.scmla.org/abformat.htm> or <http://hubnet.buffalo.edu/mla/abstract.html>).

Submit two copies of the abstract (300 word maximum). Include a list of authors, their institutional affiliations, email addresses, and telephone numbers with the first copy of the abstract. The second copy will be used in a blind review process and should not include any specific information that would identify either authors or institutions. The primary author will be notified of the committee's decision by August 16. Additional information (i.e. time, location, setup instructions, etc.) will be sent with acceptance notification. **Note:** Those presenting in Atlanta must be registered for the meeting.

Contributed Papers: Email abstracts to **Martha Earl** at mearl@utk.edu using a Word attachment.

Posters: Presenters should plan to be available to staff posters during a one-hour poster session. Posters will remain up for viewing for the remainder of the conference. Each presenter's area will be provided with a poster board (8 x 4) and a six-foot skirted table. Electrical connections may be available. Email abstracts to **Glenda Mendina** at MendinaG@methodisthealth.org using a Word attachment.

Abstracts will be evaluated on originality, innovation, organization and clarity of presentation, as well as relevance to improving service or practice.

The deadline for submitting abstracts is June 16, 2006.



SC/MLA RESEARCH COMMITTEE
AWARDS FOR RESEARCH PAPERS AND POSTERS

The Southern Chapter/MLA wishes to encourage and share research among its members. Building on an example from the South Central Chapter/MLA, Southern Chapter recognizes and awards the three best research themed posters and papers presented at the chapter's annual meeting.

With the joint meeting in Atlanta October 2006, the field is also open to the Mid-Atlantic Chapter/MLA members. Guidelines for research papers and posters are available on the Southern Chapter Website <http://www.scmla.org/resaward.htm>

Melanie Norton
Co-Chair Southern Chapter/MAC Planning Committee
mnorton@email.unc.edu



MAC/MLA AND SC/MLA 2006 JOINT MEETING

WEB SEARCH ENGINES, LIBRARY PROMOTION, NEGOTIATION, AND DISASTER PREPAREDNESS – A SAMPLING OF THE VALUABLE CE WORKSHOPS PLANNED FOR ATLANTA '06

The combined SC/MLA and MAC/MLA Continuing Education Committee has put together a huge roster of classes for our joint annual meeting, including classes on technology, negotiation, library promotion, and disaster preparedness. We have invited instructors from all over the country to share their expertise with us, to enlighten us, and to help pad our AHIP portfolios. So take advantage of our hard work and fill your heads with their words of wisdom. Following are some brief descriptions of the programming we have planned.

We are excited to have won the MLA Leadership and Management Section's Chapter Challenge Grant in order to bring Lynne Waymon to Atlanta. Lynne is an experienced communicator, negotiator, certified mediator, successful business owner, dynamic speaker, and well-known author. Her class, "How to Make a Point Without Making an Enemy," will better position participants to get their points across to others without ruffling feathers. This will be a great resource for both new and experienced librarian negotiators.

Chris Olson is another well-known marketing consultant, speaker, and educator. She is the editor of *Marketing Treasures: The Electronic Newsletter with Marketing Ideas for Information Professionals*. In her course, "Planning Library Promotion Campaigns," participants will learn what it takes to create successful library promotion campaigns, stepping through the planning stages for creating and implementing a campaign from idea conception through evaluation of results.

Greg Notess, columnist for *Online* magazine, speaker, consultant, and author of *Search Engine Showdown*, the definitive comparison of Web search engines, will be joining us from Montana where he is a reference librarian and professor at Montana State University. Greg's class, "Creating Online Tutorials in Less Than 30 Minutes," will walk participants through methods and tools for creating quick, just-in-time, tutorials for instruction of library users.

We've also contracted with SOLINET to offer three classes from their roster: "The Accidental Trainer," a course on adult education methods, "Survey Says! How to Conduct Surveys," and "Disaster Preparedness."

Other classes include Greg Bodin's "Website Usability: Making Content Easy to Find." Greg is Technology Coordinator for the National Network of Libraries of Medicine South Central Region. Greg is a well-loved instructor in his region, and participants from our region will see why. Plus they will learn the ins and outs of planning a Website usability campaign and pick up some tips on how best to design a user-centered Website.

Terri Ottosen will debut "ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers" at the joint chapter meeting. The class is an overview of Web-based genetics resources for consumers. This is the only MLA-approved class on the topic of consumer-oriented genetics reference.

Sheila Snow-Croft will offer "Public Health on the Web," a hands-on class that highlights Web resources tailored to the public health workforce.

Finally, Dale Prince will be presenting "Geeks Bearing Gifts: Unwrapping New Technology Trends." This class is an introduction to and update on today's hottest technology trends.

All classes will be offered on October 13, 2006. We will have to decide in the first week of September whether a given class has enough registrants to "make." So register early, and register for two!

Dale Prince, AHIP

Chair, SC/MAC Professional Development Committee
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**MID-ATLANTIC AND SOUTHERN CHAPTERS SELECTED TO RECEIVE
LEADERSHIP AND MANAGEMENT SECTION
CHAPTER-LEVEL LEADERSHIP EDUCATION CHALLENGE GRANT**

For the first time, two chapters, the Mid-Atlantic Chapter and the Southern Chapter, have been awarded the Chapter-Level Leadership Education Challenge Grant. The two chapters submitted a joint proposal for the continuing education workshop "How to Make a Point – Without Making an Enemy" to be offered during their combined meeting in Atlanta in October 2006. Funding for the grant is provided by the MLA Leadership and Management Section (LMS).

The interactive workshop will be lead by Lynne Waymon, communications expert, speaker, and author. Workshop attendees will participate in simulations and experiments while receiving tips, strategies and guidelines for negotiating effectively and influencing others. The need for a CE course in leadership and management was identified by both chapters in separate needs assessments. Southern Chapter President-Elect and Program Chair Priscilla Stephenson said of the award, "The Southern and Mid-Atlantic Chapters are really excited and pleased with this award, and we want to thank the Leadership and Management Section for its support of our application for the Chapter-Level Leadership Education Challenge Grant."

The award will be presented to the chapters at the LMS business meeting during the MLA annual meeting in Phoenix. LMS established the Chapter-Level Leadership Education Challenge Grant and offered it for the first time in 2003. The purpose of the grant is to promote life-long learning in leadership and management by supporting relevant professional continuing education at the MLA chapter level. The section awards two-thirds the cost of a chapter-sponsored continuing education program on a topic in leadership or management, up to a maximum of \$2,500 each year, to a chapter or group of chapters working together.

Laurie L. Thompson, AHIP
Director of Libraries
UT Southwestern Medical Center at Dallas



**ROUNDTABLE DISCUSSIONS IN ATLANTA WILL FOCUS ON HOT
TOPICS AND NETWORKING**

Thanks for the great response to the recent Roundtables Survey. We received topic suggestions and replies from 107 members of both chapters. Your input was greatly appreciated and will help the committee members in selecting topics to offer. Based on the returns, the "hottest" topic (with 80 very interested or interested responses) was (drum roll), ***What technologies would users like (or expect) for libraries to support?*** Once we develop the final list of table topics, we will be asking for your help as facilitators and recorders. Attendees will need to pre-register and indicate their preferred topics on the meeting registration form. Any comments or suggestions can be sent to Julia Shaw-Kokot, (919)-966-0952

Julia Shaw-Kokot, AHIP
Roundtable Chair, Southern Chapter/MAC Program
Committee
jsk@med.unc.edu



Roundtable discussion at MAC's 2005 Charlottesville meeting (photo courtesy of Dan Wilson, UVA)



**MAC/MLA AND SC/MLA 2006 JOINT MEETING
CALL FOR PAPERS AND POSTERS**

A very special thank you to all our MAC Representatives to the Southern Chapter/MAC Joint Meeting in Atlanta, GA

The following MAC members have graciously offered their time and talent to work and plan with the Southern Chapter of MLA to make our 2006 meeting a success.

MAC Planning Committee:

Russet Hambrick, (NC)
Beverly Murphy, (NC)
Julia Shaw-Kokot, (NC)

Program Committee:

Melanie Norton, (NC)
Julia Shaw-Kokot, (NC) (roundtables)
Rochelle Kramer, (NC) (papers)
Contina Jones, (NC) (posters)
Beverly Murphy, (NC) (posters)
Karen Martinez, (NC) (papers)
Dan Wilson, (VA) (roundtables)
Rick Peterson, (NC) (roundtables)
Brandi Tuttle, (NC) (posters)

Exhibits/Meeting Sponsors:

Janice Kelly, (MD)

Social Events:

Shannon Jones, (VA)
Toni Yancey, (MD)

Publicity/Printing/Website/Logo:

Roger Russell, (NC)

Continuing Education:

Dale Prince, (MD)
and all MAC PDC members

Hospital Libraries Committee

Rosa Edwards, (NC)
Beth McTigue, (VA)

Research Paper/Poster Judging Committee:

Susan Nash Simpson, (NC)

**CULTURAL COMPETENCIES FOR HEALTH SCIENCES LIBRARIANS
SYMPOSIUM**

When planning your 2006 MLA Phoenix meeting activities, please be sure to include attending the Symposium, *Serving Diverse Users: Cultural Competencies for Health Sciences Librarians*, on Wednesday, May 24, 1:00 p.m. to 5:00 p.m. This program is sponsored by NLM and the Mid-Atlantic Chapter of MLA. Our very own Shannon Jones, Education Services Outreach Librarian, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University Libraries, has led the planning and development of the program with help from many MAC volunteers and support from the MAC Board. The program will highlight several speakers and panelists. One segment will utilize the well received MAC 2005 Meeting "Oprah Interview" format with that entertaining and knowledgeable moderator, Becky Hebert, Specific Populations Outreach Coordinator, NN/LM SE/A. Other moderators include Pat Hammond, 2006 Chair, MAC/MLA; Ann Duesing, Immediate Past Chair, MAC/MLA and Jacquelyn Coughlan, SUNY Institute of Technology.

The following is a description of the Symposium content. This and more in depth information can be found in the MLA program and on the MAC Website in the very near future.

Every day, libraries worldwide strive to provide services, resources, and collections that reflect the changing demographics of the communities they serve. This goal becomes even more important as the population becomes more culturally diverse. For the library profession, this means transforming our services and collections to meet the health information needs of individuals from a variety of ethnic and racial backgrounds. In order to provide culturally and linguistically appropriate health information, collections and services should reflect the ever-changing face of today's communities. Additionally, librarians should strive to become more aware of the cultural differences that impact the information seeking behavior of the increasingly diverse communities that they serve. This will require librarians to employ strategies that transcend barriers of culture, ethnicity, religion, and language. Cultural competency is defined as a set of values, behaviors, attitudes, and practices that enable people to work effectively across racial/ethnic and cultural lines. This four-hour symposium focuses on the importance of delivering culturally competent library services, resources, and collections.

Speakers:

- Nancy Press, Library Director, Mars Hill Graduate School Library, Bothell, WA
- Annabelle V. Nunez, Assistant Librarian, Information Services, Arizona Health Sciences Library, University of Arizona-Tucson
- Mary Diggs-Hobson, Executive Director, African Americans Reach and Teach Health Ministry, Seattle, WA
- Tom Foye, Principal Investigator, Papa Ola Lökahi, Honolulu, HI
- Amy E. Lavertu, Information Services Librarian, Hirsh Health Sciences Library, Tufts University, Boston, MA
- Teresa Hartman, Head of Education/Assistant Professor, McGoogan Library of Medicine, University of Nebraska Medical Center-Omaha

Ann Duesing

Immediate Past Chair, MAC 2006
cad4n@hscmail.mcc.virginia.edu

MLA'S LEADERSHIP AND MANAGEMENT SECTION:
RECENT HISTORY REVEALS GROWTH AND DYNAMISM

The Leadership and Management Section (LMS) is one of the largest and most active of the MLA's 23 sections. At its founding in 1948 the section was known as the Medical School Libraries Group. It was established to provide medical school librarians more opportunities to discuss issues of common interest and concern.

The Group was not particularly active at first – its only regularly scheduled activity was a luncheon or dinner held during the annual meeting of the MLA. Some significant problems beset the Group at its inception, most notably a lack of visibility and focus. The interests of the Medical School Libraries Group did not seem that much different from the interests of many of the MLA's other sections and SIGs or from the Association of Academic Health Sciences Library Directors (AAHSLD).

Largely to address this overlap with other sections and to create a more unique focus the Group was renamed the Leadership and Membership Section in 2000. By doing so the LMS would no longer draw its members only from medical school libraries. It also created a forum, where none existed before, solely dedicated to discussing the challenges of leadership and management. The fact that there were 369 members in the section by 2005 suggests that this new direction has a broad appeal.

The growth of the LMS since 2000 is evident in this increase in its membership as well as in the varied resources it makes available to these members. Foremost among these is its fine newsletter, *The Leading Edge*, that provides its readers with book reviews, short articles, case studies, and section news; the section's listserv allows its subscribers to share information and network in a more casual forum. The LMS also actively sponsors and contributes to grants designed to promote leadership and management. Educational programs offered at MLA annual meetings have always been the strength of the section. LMS conviviality and social activities, another strength of the section, allow members numerous opportunities for further networking.

The LMS is similarly rich in its projects and initiatives. Noteworthy in this area is its ambitious effort to advance the careers of middle managers. The Task Force on Professional Development for Current and Aspiring Middle Managers (PDCAMM) recently surveyed over 900 medical librarians, including 400 middle managers, in order to identify how to best prepare this group for positions in upper management.

The LMS has evolved into a mature, active, even dynamic section with a well defined focus those appeals to many MLA members. If you are interested in improving your management abilities and in advancing your career prospects then you will find that membership in the LMS will help you to realize your professional aspirations.

More information about the LMS is available on its Web page at <http://www.lms.mlanet.org/>. An application form is available at: http://www.lms.mlanet.org/join_us_form.html

Brian Bunnett
Chair, LMS Membership Committee
brian.bunnett@utsouthwestern.edu

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A H I P P O I N T S F O R
N E W S L E T T E R
B Y L I N E !

Here's your chance to amass AHIP points—
 contribute to *MacMessages*!

Linda Collins relates that a “bylined contribu-
 tion in a newsletter” is worth one point.
 “Newsletter articles written as part of com-
 mittee responsibilities are not awarded
 points.”

For further details refer to the Academy Point
 Index under “bylined contribution to a news-
 letter” at:

www.mlanet.org/academy/points2.html#authoring.

-Editor

MacMessages is now quarterly!

Please make a note on your calen-
 dar to send those newsworthy items
 in an email format to your state
 reporter when you think about it.
 Your reporter will consolidate
 those random emails into a very
 newsy article for the *News From
 The States* column.

Thanks again,

-Editor