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Funded! Five Projects in the Region

At the end of January 2010 the NN/LM MidContinental Region committed \$68,425 to fund five Continuity of Health Information projects in the region. The projects address community outreach, emergency preparedness, and library advocacy. The projects will be carried out by members representing academic health sciences, hospital, and public libraries. Ten reviewers read at least two proposals each and recommended whether a proposal should be funded or not. Of the twelve proposals received the following proposals were awarded:

A Bridge to Health Literacy for Denver

proposed by Elaine Connell, Cassis Pretlow, and Loretta Spurling from Denver Public Library

The "Bridge to Health Literacy" project is designed to address the challenges of public libraries to provide health information services. As part of this project, Denver Public Library will create and teach a core curriculum to develop a cadre of library staff capable of providing effective health information reference, training, and outreach. The beneficiaries of this effort will be senior and low income adults living in proximity to the Central Library and the Schlessman Branch Library and minority and non-English speaking populations residing near the Ford Warren and Montbello Branch Libraries. Denver Public Library will collaborate with community organizations already serving these populations.

Integrating the Medical Library in Hospital Emergency Planning

proposed by Betsy Kelly and Lauren Yaeger from Washington University School of Medicine, Becker Medical Library

There is awareness at St. Louis Children's Hospital (SLCH) of the need to plan for access to health information during an emergency and to formally incorporate information access into the SLCH Emergency Operations Plan. Documenting the process of integrating the library into the SLCH Emergency Operations Plan, providing

materials and programs to inform clinical staff and requesting feedback from the targeted audience will enable the investigators to understand and share the effectiveness of the process so that other hospitals and health sciences libraries will have a model on how to approach this issue and ensure access to health information for their populations.

Mobile School Health Information Initiative

proposed by Will Olmstadt, Bob Engeszer, and Judy Hansen from Washington University School of Medicine, Becker Medical Library

The Mobile School Health Information (MoSHI) initiative is designed to connect St. Louis area K-12 librarians with credible, free health information resources on the web. Becker Medical Library will use its existing partnerships with St. Louis groups to promote, deliver, and evaluate a curriculum designed to train K-12 librarians to be health information champions in their districts.

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Informacion de Salud para Promotoras

proposed by Amy Ritterskamp from University of Kansas Medical Center, Dykes Library

El Centro, Inc. is a community based organization in Kansas City, Kansas with a mission to create and sustain opportunities that empower families. It instituted a Promotoras program where approximately 30 lay health advisors attend regular training sessions then take what they've learned out to their communities. The Promotoras act as a point of contact in the community for health information and resources. Most of the Promotoras do not speak fluent English and have low computer and health literacy skills. In an effort to change this, the Community Health Librarian at Dykes Library will coordinate a series of trainings with the Promotoras project, working closely with El Centro, Inc. and the Kansas City, Kansas Public Library (KCKPL). A Spanish-speaking librarian from KCKPL will work with the Community Health Librarian to create a curriculum to teach computer literacy skills to the Promotoras. Once they are more comfortable with technology, they will move on to locating health information in Spanish through a variety of web sites. In addition to the trainings, laptops will be available to the Promotoras at El Centro to take to their peers' homes for use with one-on-one consultations or in small group training sessions. As a result, the Promotoras will become advocates for access to health information and resources in their community.

St. Luke's Hospital Library Advocacy

proposed by Karen Wiederaenders from St. Lukes Hospital of Kansas City and Cathy Perley from Emporia State University

The project will assess the information needs of physicians, researchers, nurses, nurse educators, nursing students, and other clinical personnel at Saint Luke's Health System. Surveys and focus groups will be conducted of key user groups. The survey will garner information about the information needs and habits of current and potential library users and will raise awareness about the library throughout the health system. Library staff will use the results to create a plan to provide exemplary information services that will surpass competing information sources.

The Continuity of Health Information Award was announced in July 2009 with a December 2009 deadline. It was open to all Network members in the MidContinental Region. Online sessions were held to review the request for proposal instructions. MCR liaisons consulted with many members on the feasibility of their ideas and provided guidance in writing their proposals. The NN/LM MCR believes that extramural funding is way for librarians to show value to their institution. We plan to offer additional funding in the next contract. It is never too early to think about a project that you would like to have funded.

-Claire Hamasu, Associate Director

National Library of Medicine Phasing Out Go Local Program

Starting in 2010, the National Library of Medicine (NLM) and its partners are phasing out the MedlinePlus Go Local project. This initiative - to connect users to health services in their local communities and direct them to MedlinePlus health information - provided a much needed service that was lacking nearly a decade ago.

With infrastructure support and minimal start up funding from NLM, many organizations across the United States accepted the challenge of building this service, promoting local sites and providing what many considered a natural extension to existing library services. The University of North Carolina at Chapel Hill debuted NC Health Info, the nation's first Go Local site, in 2003. The program expanded to 34 participating sites in 28 states. The National Library of Medicine, MidContinental Region has 5 sites (Kansas, Nebraska, Utah, Wyoming, and Tribal Connections Four Corners). While the projects provide excellent outreach services, opportunities for partnerships, and greater visibility for libraries in the local community, there has always been a concern expressed about sustainability. Issues regarding staffing, site maintenance, and shrinking library budgets were often raised, coupled with NLM's inability to increase funding levels due to a tight federal budget.

In late 2009 and 2010 NLM staff, partnering with Go Local staff, began exploring the situation. NLM staff and Go Local partners have spent almost 300 hours since last July examining Go Local, hoping to come up with a redesign or a revitalization plan to increase usage, better meet user needs, and achieve a strong buy-in from partner institutions. What the groups discovered included:

1. Other sources, such as search engines, do an equal or better job of providing access to health services information.
2. Use of Go Local is trending dramatically downward.
3. Neither NLM nor many Go Local sites have the funding or staffing needed to support and grow Go Local.
4. Staff hours spent at Go Local sites are declining and there is a backlog in auditing the information provided at many sites.
5. Users don't return to Go Local, or recommend it to colleagues, family, or friends as evidenced by the decline in use.

NLM is working with all the Go Local partners to discuss the next steps. NLM and your Regional Medical Library (RML) will work with each Go Local, individually, to determine what to do next for these sites. Some may wish to continue on their own in some fashion; many have commitments to staff and their institutions. The general consensus in the MidContinental Region is to discontinue the five programs. Many sites will have a redirect to MedlinePlus.

NLM thanks the hundreds of people who worked so hard to build Go Local, to share its many successes, and to demonstrate the strength of the medical library community. Now it is time to move forward.

-Dana Abbey, Colorado/Consumer Health Liaison

Building a Custom Library Toolbar with LibX

Introduction

Would you like to create a custom library toolbar for your users to search your library catalog and other important resources? LibX, a free online tool available at (<http://libx.org>), allows you to do this without programming. (*Editor's Note: The process is actually very easy, give it a try!*) Here is a sample toolbar:



LibX hosts the custom toolbars, so you do not need to have access to server space to host the toolbar. The toolbar can be installed in Firefox or Internet Explorer. Users will need to be able to download and install software. However, if your institution has firewalls or policies blocking software installation, you may be able to work with your IT department to add the toolbar as part of the standard institutional browser installation.

Features of LibX

In this article, we will focus on the basic features of LibX. You can set up the custom toolbar to allow users to search your library catalog or, importantly, almost any web site with a search box. This means you can truly customize the toolbar for your patron's needs.

Users can enter information into the LibX toolbar in four different ways:

1. By simply typing text into the textbox of the toolbar, selecting the resource they want to search from the pull down menu, and pressing Enter.
2. By dragging and dropping any selected text from their browser into the textbox of the toolbar.
3. By selecting any text in the browser window and then right clicking to access a context-sensitive menu.
4. By clicking on a user customizable icon that will appear next to searches in other search engines such as Google.

You can see these examples in action by viewing the screenshots and video screencasts on the LibX site at (<http://libx.org>) (click on "Screenshots" in the left hand menu).

Building the Toolbar

We will build a simple toolbar that searches a library catalog, PubMed, and MedlinePlus. (Editor's Note:

Access the LibX Edition Builder at (<http://libx.org:8080/editionbuilder/src/zul>). From here, you can view examples of other toolbars. You may wish to click on a few to try them out. If you find an example you like, you will be able to copy that example for your own use. Note that you can only install one toolbar at a time in your browser.

Once you are ready to begin building your own toolbar, I recommend that you register with the LibX site. This will make it easier to build, test and save your toolbar. There is a low-volume listserv that you can sign up for when you register.

Create the Library Catalog Search

Click on the "My Editions" tab. Log in to your LibX account.

Once you are logged on, click on the "All Editions" tab. From here you will be able to create a new toolbar.



Click on the "Build a New Edition" button.

The next screen will ask you for descriptive information about your toolbar. Fill in the information.

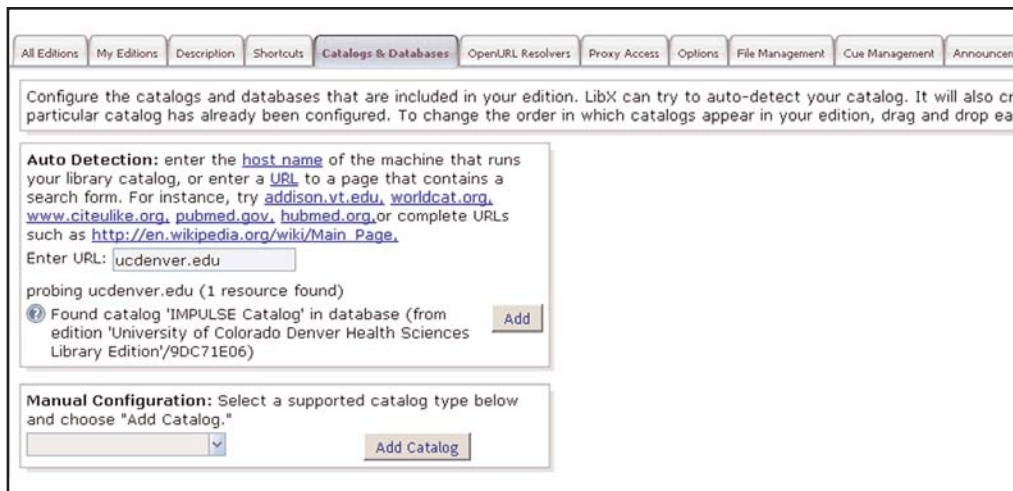
All Editions	My Editions	Description	Shortcuts	Catalogs & Databases	OpenURL Resolvers	Proxy Access	Options	File Management	Cue Management	Announcements
Enter brief descriptions for your edition here.										
?	Edition Name, such as "LibX Virginia Tech"				MidContinental Region					
?	Short Name, such as "LibX VT"				LibX MCR					
?	Short Description for Edition Database				Edition					
?	Description shown in Extensions List in Browser				Toolbar for Library Users					
?	Adapted By				sdennis@lib.med.utah.edu					

See "LibX" on page 4

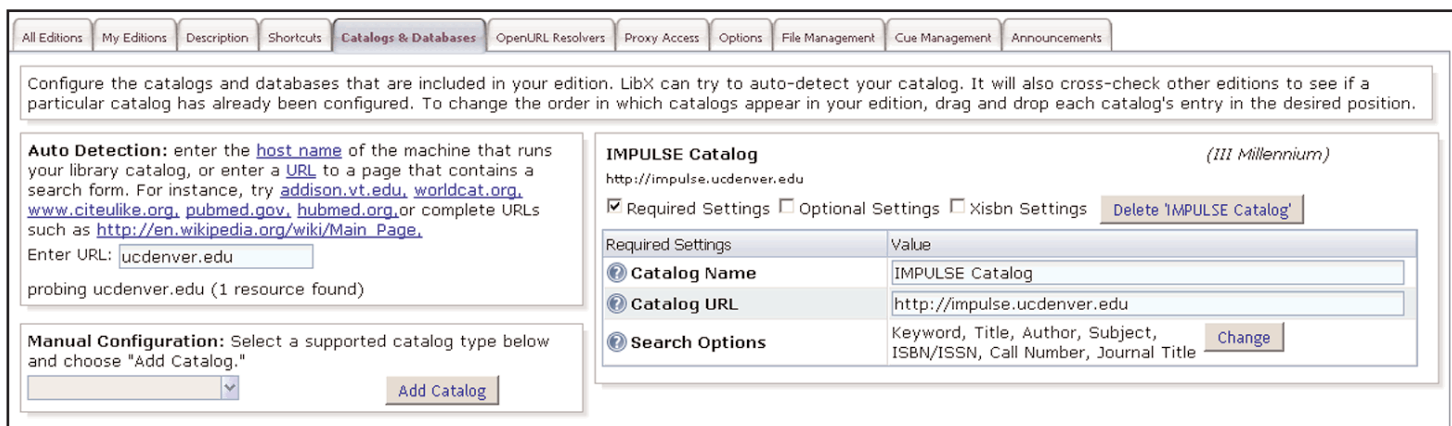
“LibX” continued from page 3

Click on “Catalogs & Databases” tab. Under the “Auto Detection” window, type in the URL of the library catalog you wish to add. In this example, we will add the University of Colorado Health Sciences Library Catalog (IMPULSE). Note: in general try the catalog URL without extra information after the basic URL. LibX will alert you if you use a longer URL when it expects the shorter one.

Press Enter. The system will detect possibilities for you to add.



Click on “Add” next to the option you want to use. The system now gives you more options on the right hand side of the screen.



Now take a look at the Search Options. Click on “Change” to see a window of options. You can decide which search options to offer and whether you want a right-click context menu that users can use to as an alternative to the toolbar. I think it is a good idea to add context menus, but this will require some training with your users so that they know it is available to them.

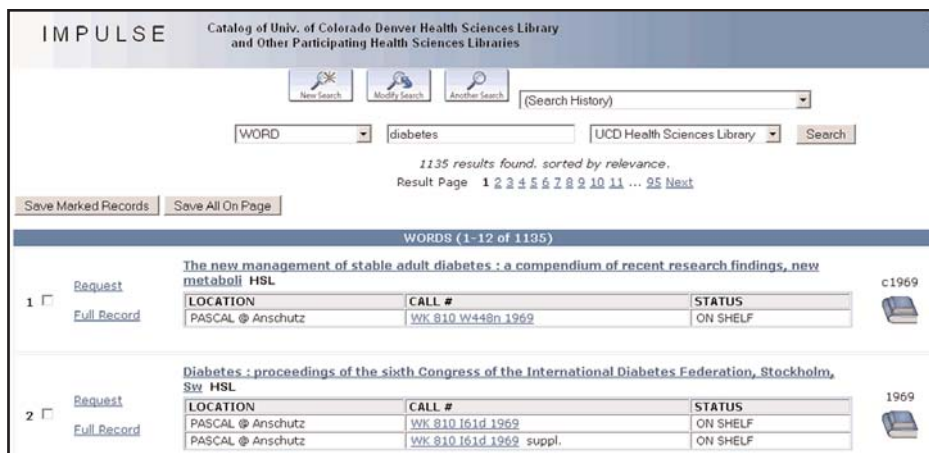


Once you are satisfied with the Search Options, close the window and return to the main screen.

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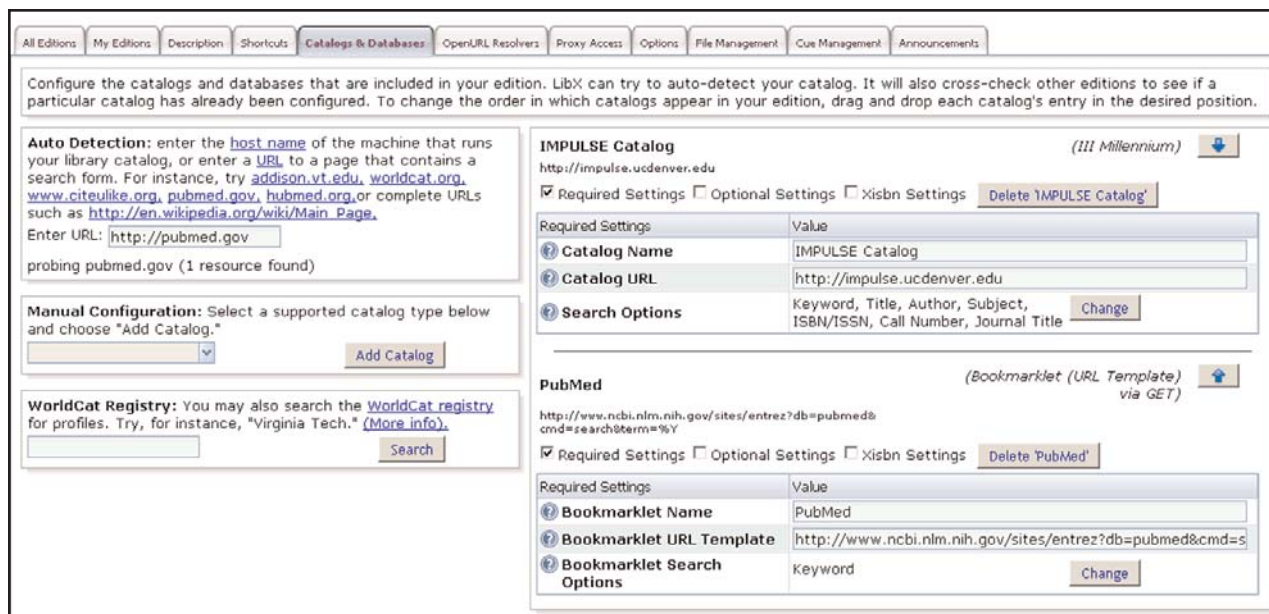
You can now test your work. Click on the "Click here to try out this configuration" link at the bottom of the screen. You will see a screen where you can test some searches. A search for "Diabetes" as a keyword opens a new window with the results from the IMPULSE catalog.



Adding Additional Resources

Before you build and install the toolbar, you may wish to add additional resources. Type the URL of the resource into the "Auto Detect" window again, and click "add" when it finds a choice you like. This screenshot shows that we've added PubMed as a resource.

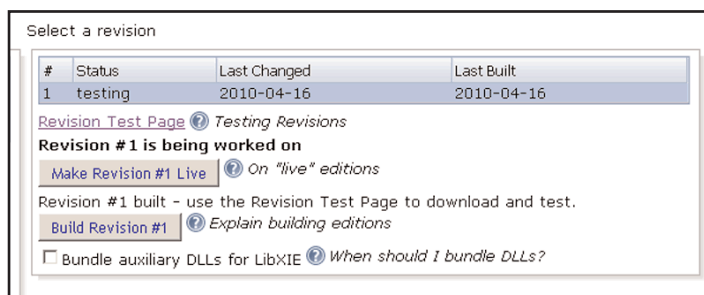
Follow the same procedure as above to change the search options, add a context menu, and test.



We can add a MedlinePlus option by following exactly the same procedure. In the case of MedlinePlus, the system used a long URL name for the Bookmarklet Name, so we changed it to MedlinePlus to be more understandable for users.

Building and Installing the Toolbar

Once you are satisfied with the toolbar, you can build it. Click on the "My Editions" tab. Click on "Build Revision" in the window in the lower right hand corner.



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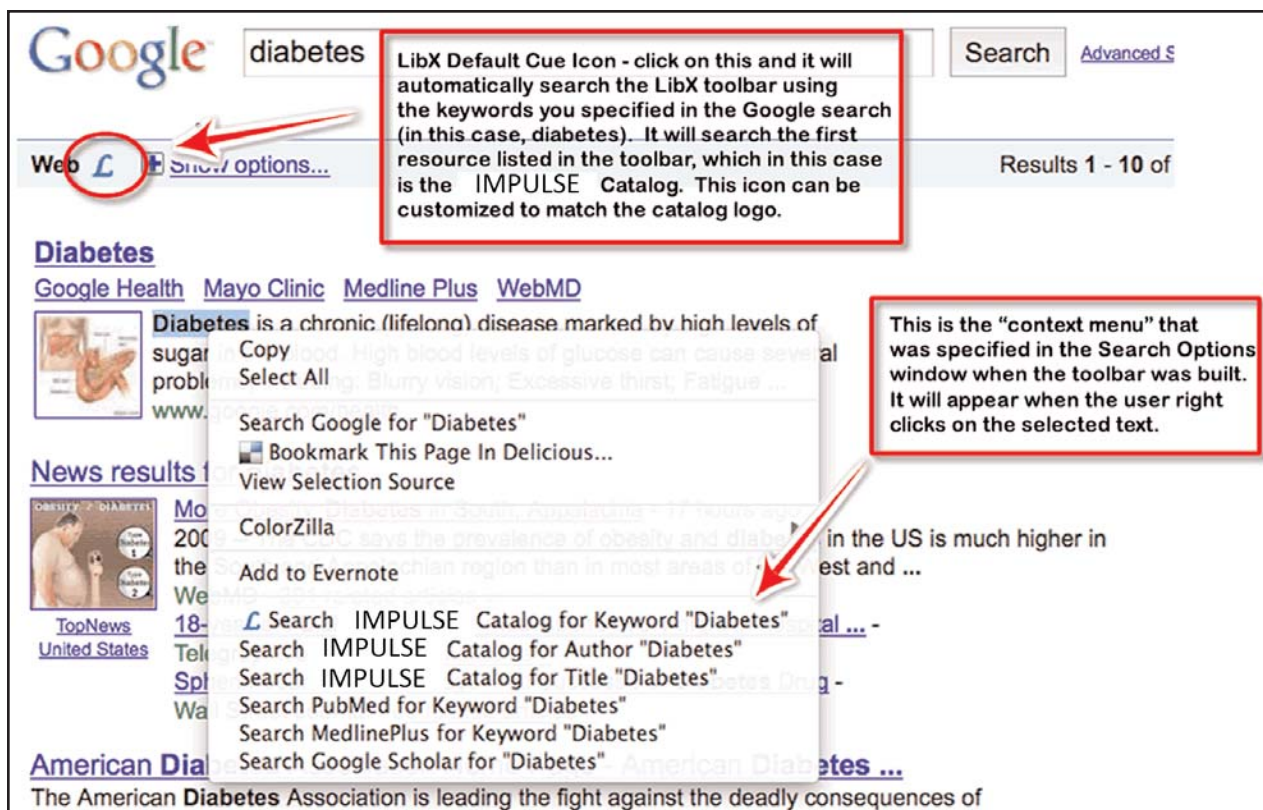
"LibX" continued from page 5

Then click on the link "Revision Test Page." You will be presented with the test page again, where you can click the link to install the toolbar in your browser.

The installation will require a browser restart. Once your browser restarts, you should see your new toolbar! This screenshot shows the toolbar with the pulldown menu selected to show the available resources:



Besides searching for keywords by typing them directly in the toolbar, try the drag and drop, context menu and icon options. Do a search in Google to see the icon option. This screenshot shows the catalog icon, next to the word "Web," as well as the context menu when the user right clicks on "Diabetes" in the text of the browser window.



Note that the context menu options will be the same ones you chose in the Select Options menu when you were building the toolbar. The icon that will appear is the icon for the first resource in the toolbar (in this case, the IMPULSE Catalog, which is currently set to the default LibX icon). You can change the look of the icon under the "Optional Settings" for the catalog in the "Catalogs & Databases" tab - it is called a "cue icon."

Also note the "Google Scholar" button in the toolbar and the context menu. This is installed automatically. Users can drag and drop text directly from the browser onto the Google Scholar button to conduct a Google Scholar search.

Editing Your Toolbar

The option for editing your toolbar is a bit hidden in the Edition Builder. If you wish to edit your toolbar, return the Edition Builder. Log in to your account. Click on the "My Editions" tab. Click on the name of your toolbar in the left hand window. Click on "Build Revision" button. This will display a button called "Open Revision # (Modify)." Click on this button to modify your toolbar.

Making Your Toolbar Live

Once you are happy with your toolbar, you can release it to the public by clicking the "Make Revision # Live" button in the "My Editions" tab. This will create a permanent URL for the toolbar that you can advertise to your patrons.

Want to Create a Toolbar? Need help?

If this idea sounds intriguing to you, let me know! I would be happy to work with MCR members to help them create a custom LibX toolbar.

-Sharon Dennis, Technology Coordinator

Every Five Years . . . the National Network of Libraries of Medicine RFP

Every five years the National Library of Medicine (NLM) solicits proposals from health sciences libraries across the United States to be a Regional Medical Library for the National Network of Libraries of Medicine (NN/LM). It is that time again.

The Eccles Health Sciences Library is the Regional Medical Library for the MidContinental Region and will be submitting a proposal for the 2011-2016 contract. Successful proposals must describe how they will address the NN/LM mission "to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and, 2) improving the public's access to information to enable them to make informed decisions about their health."

The program is required to "provide health science practitioners, investigators, educators, and administrators with timely, convenient access to information through the continued maintenance and enhancement of regional networks of health sciences libraries... and shall promote awareness of and access to electronic health information for the public."

The RFP was issued on March 5, 2010 and proposals are due on June 3, 2010, three months later. In addition to the Regional Medical Libraries, NLM is accepting proposals for three centers: the National Library of Medicine Training Center, the NN/LM Outreach Evaluation Resource Center, and the NN/LM Web Services and Technology Operations Center. If NLM holds to past practices, teams reviewing the proposals will represent hospital librarians, academic health sciences librarians, health care providers, and the underserved. Proposal questions will be forwarded to each of the competing libraries for a response. The re-competition takes a year. In April 2011, NLM will announce the 8 libraries that have the best plan to improve health information access for their region.

New Program Areas

The National Library of Medicine has included new program areas for the Regional Medical Library to address:

- Identifying and promoting the role of the librarian in CTSA (Clinical and Translational Science Award) efforts.
- Identifying health information issues and addressing the changing role of the information professional in knowledge management, clinical information systems, patient safety programs, electronic health records, health literacy, and patient education and promoting evidence based health information.
- Developing an awareness program of e-science initiatives and promoting the roles of libraries in e-science initiatives.
- Pilot projects with DHHS regional extension centers

that support and accelerate health care providers' efforts to become meaningful users of electronic health records (EHRs).

- Emphasis on making resources produced by the RML 508 compliant.

You can contribute

Suggestions on any of the requirements identified in the statement of work are welcomed. Contact any of the librarians working for the NN/LM MCR with your ideas or send an email to (rml4@rml4.utah.edu). As part of the RML News and the MCR Blog we are posting links to documents that we have reviewed to help us address the RFP. Reading Along with RML is the title for these postings. Recent readings that have been posted are:

- A New Value Equation Challenge: The Emergence of eResearch and Roles for Research Libraries
- The Social Life of Health Information
- Convergence: How Five Trends Will Reshape the Social Sector

Your comments on these readings can be posted directly to the blog at (http://nml.gov/mcr/news_blog/) and will also contribute to developing the proposal.

-Claire Hamasu, Associate Director

A copy of the NN/LM RFP is available at
<https://www.fbo.gov/>
Type NLM-10-055-AN
in the Keyword/Solicitation # field.

Collaborating to Celebrate Women Physicians -- Changing the Face of Medicine in Kansas City

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Librarians from the University of Kansas Medical Center, the University of Missouri-Kansas City and the Kansas City University of Medicine and Biosciences collaborated on a project to celebrate women in medicine by bringing the national Changing the Face of Medicine exhibit to the Kansas City area. The collaboration of four libraries and three universities in this project gave us enhanced resources and skills essential to the success of the project, and it strengthened the collegiality among our institutions.

The effort spanned five years, as we originally wrote and submitted a proposal to host a traveling exhibit of the American Library Association and of the National Library of Medicine in 2004. We

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wanted to bring the Changing the Face of Medicine exhibit to the Kansas City area to celebrate the contributions of women physicians - and especially the contributions of Dr. Marjorie Sirridge, graduate of the University of Kansas School of Medicine, former dean of the University of Missouri-Kansas City, and mentor and role model for many successful women physician leaders in the area. We hoped that the exhibit would inspire more young people to consider health sciences careers and would highlight the contributions of local women to the medical profession. Our proposal was approved - and Kansas City was scheduled to host the Changing the Face of Medicine exhibit in October-November 2009. This allowed a lengthy time span for planning and also allowed time for changes in the environment and people involved with the original proposal in 2004!

Members of the local planning committee who wrote the original proposal to bring the exhibit to Kansas City were: Beth Banks of the Dykes Library of the University of Kansas Medical Center, Amrita Burdick of the University of Missouri-Kansas City, Marilyn DeGeus of the Kansas City University of Medicine and Biosciences, and Dawn McInnis of the Clendening History of Medicine Library and Museum at the University of Kansas Medical Center.

After Beth left the University of Kansas Medical Center, three additional members joined the local planning committee. The additional members of the planning committee were: Lynn George, Sarah Kartsonis, and Amy Ritterskamp of the Dykes Library of the University of Kansas Medical Center and Peggy-Mullaly-Quijas of the University of Missouri-Kansas City. Karen Cole, Library Director of the Dykes Library of the University of Kansas Medical Center served as the official Dykes representative on all official letters and kept closely in touch with other members of the committee. These people brought new skills and energy that were essential to a successful exhibit.

To fund the activities surrounding the exhibit we wrote and submitted two additional proposals for funding, one to the National Network of Libraries of Medicine Midcontinental Region (NN/LM MCR) and one to the Health Sciences Library Network of Kansas City (HSLNKC). The NN/LM MCR funding helped provide speakers' honoraria, printed materials, and weekend audiovisual assistance. HSLNKC funding helped us provide healthy snacks for our youth programming and provided funding for musical entertainment and refreshments for the lectures.

Our three academic institutions provided additional resources by providing printing for invitations and announcements, space for events, and the Dykes Library at the University of Kansas Medical Center provided space for the exhibit and a site for our official web page. The Kansas City University of Medicine and Biosciences funded an elegant opening reception, and the Clendening History of Medicine Library and Museum funded the closing speaker's travel and honorarium. Five books were donated for the final lecture and the speaker autographed them for the lucky recipients.

Some of the highlights of the Kansas City exhibit were:

- lectures by two of the local women physicians featured in the national exhibit
- a panel of two current women deans and a former woman dean - all of whom had served concurrently as women deans of schools of medicine in the Kansas City area
- classes for youth
- a closing lecture by the author of the biography of an early woman physician in the US.

We were very pleased that 18,198 people visited the Dykes Library of the University of Kansas Medical Center during the time of the exhibit. Our web sites also opened the topic to other people in the area. There were 2,871 hits to our official web site, the events web site, and the LibGuides we created for local teachers.

Seventy-eight elementary students and ninety-nine high school students attended classes or official youth activities. One youth class was a three hour class for forty Girl Scouts. There were five other classes for which Lynn George gathered an impressive array of experiential work stations including: DNA extraction from fruit, cheek swabbing under the microscope, measuring blood pressure, and prosthetics engineering. Women medical students were available during this time to answer questions about their experiences in medical school.

For further information on this project and the lessons we learned, please see the article by the local planning committee that is posted on the Library Success wiki at:

http://www.libsuccess.org/index.php?title=Changing_the_Face_of_Medicine_Collaboration

Workflow Tools for the Academic Publishing Ecosystem

Rosalind Dudden
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National Jewish Health
duddenr@njhealth.org

What is a workflow tool?

As digital content accelerates, the pace of literature consumption, discovery tools and workflow technologies play a growing role in the publishing industry and scientific reading. The spectrum of players includes authors, publishers, librarians, and the reader. The workflow of reading is changing constantly. In the old days, scientists had to walk two miles in the snow to the medical library to photocopy an article. Then, after reading, they stored the paper copy in large filing cabinets.

Today, literature consumers search PubMed or Ovid and then download a PDF of any article that interests them. Or they can read it on the screen. They no longer have to walk to the library

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because the library staff works long hours setting up the OpenURL systems that make this work flow happen with a click-and-download system.

The literature consumer can now download articles one at a time, can attach them to their bibliographic management tool, and/or can store them on their hard drive. Now even this workflow is changing. There are new technologies in beta test. Below are reviews of three such tools.

Finding Full Text with EndNote 13	http://endnote.com/
PubGet	http://pubget.com/
DeepDive	http://www.deepdyve.com/

Why use a workflow tool?

Scientist/Physician time is a high priced commodity and if these tools save them time, it will save the institution money. Even if administrative assistants are using these tools, staff time and thereby money is being saved. Efficiency is still important and systems can always be improved upon.

Benefits

The present system where you download and name individual PDFs is cumbersome, especially if you are at the point of starting your project and want to download 20 articles. Finding Full Text with EndNote 13 and PubGet do this for you. EndNote has the added benefit of organizing your PDFs so you can file them in one folder and search for them by text word using the EndNote library data. With PubGet, if you have access, you can read the full text article on the screen before you download it. This can save you the time it takes to download the article and then deciding to toss it. With DeepDive, you may find an article to read for 99 cents.

Program Pros and Cons

All of the programs that we tested have a lot of promise. The EndNote 13 download feature works very well but requires instruction about the preferences. The other two programs are in beta test. They promise great things but do not always deliver. PubGet has a lot of problems with Firefox on the Mac and does not work with older Windows I.E. DeepDive is an exciting idea, an article for 99 cents, but their publisher list is not very strong and they rely on open access to fill out their promised 30 million articles. All three have very basic search engines that cannot possibly get to very granular questions. Both PubGet and DeepDive use search engine type searching returning thousands of results.



Finding Full Text using EndNote 13

Using EndNote 13, you can set up the utility called “Find Full Text” in the EndNote preferences. You highlight from 1 to a 1000 references, select Find Full Text, and after several passes, the PDFs found come in and are linked to your EndNote record. If the journal

is not owned by the library, EndNote downloads a publisher's URL if found, or indicates it did not find the article. This system does not require that the library use an OpenURL link resolver but can use PubMed and digital object identifiers (DOI). Some retrieval would be missed. This works best with EndNote libraries where the citations have been downloaded from PubMed or Ovid. If references are entered or edited manually, the appropriate system connections often cannot be made. The user will need to set up your EndNote Preferences for “Find Full Text,” enter in the library's OpenURL path, and check the appropriate full text search options: DOI, PubMed, OpenURL, or ISI Web of Knowledge.

Strengths:

- Once it is set up, it works very well. It runs through the selected citations and reports the results of the search for the article
- It helps the user organize their PDFs

Weaknesses:

- User must find out the OpenURL Path from the library
- It is more inclusive only if the library subscribes to an OpenURL link resolver

Overall, I like this program and found it easy to use.



PubGet

Using PubGet, you can search directly on the PubGet page. If the library owns the title, you can read the PDF copy of multiple articles, right there on the web page WITHOUT downloading it. It's like a preview. Then you can download it if you want. You can sign in and save some bookmarks. From your bookmark list, you click on download PDFs and you can download, with one click, all those PDFs the library owns or that are open access. Or you can use the checkbox and select articles to download. There is an interface with PubMed called PaperPlane to download multiple articles from search results.

PubGet requires that the library register with their service and send them a list of their holdings. This can be done if you are a customer of a link resolver service like Serials Solutions by sending them your list downloaded from that service. At the bottom of the main page there is a librarian link where you can find more information.

Strengths:

- Great idea
- They are constantly adding improvements. (See weaknesses!)
- Improved their advanced search engine

Weaknesses:

- Being in beta test, every time you use it something has changed
- No real instructions since it's supposed to be intuitive

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Overall, I liked the idea of the program but the Macintosh bugs make it almost unusable for me. It has worked well several times on a PC.



DeepDyve

Using DeepDyve, you can rent an article and read its full text for up to 24 hours for as little as \$0.99! These articles can only be viewed at DeepDyve and cannot be downloaded, printed, or shared. You can preview the first page before you rent. There is a link to download from the publisher, which you can try before you rent if you think it is owned by your library or is open access. DeepDyve claims that their search technology allows untrained searchers to make complex search concepts using their simple and intuitive search tools. They also claim that their advanced filters and sorting tools are easy to use.

Strengths:

- Another search engine to find scholarly articles
- Multidisciplinary subjects
- Great idea for access to articles not owned

Weaknesses:

- Does not allow users to know what their library owns, so there is a possibility of paying for articles that are already accessible
- Small number of contracted publishers at this time
- Reliance on open access
- Ads by Google profile to your search entry

Overall, this program has a lot of potential.

For more details, see the Tucker Library News Blog:
<http://tuckerinfo.wordpress.com>



GET PLUGGED IN TO EDUCATION!

Requirements:

All online webinar classes require: 1) a computer with Internet access and speakers, and 2) a phone. Log in to the specified web site, enter your phone number when prompted, and the system calls you! What could be easier?

Captioning available upon request to: mmagee@unmc.edu

Breezing Along with the RML

- a monthly update from the NN/LM MidContinental staff

When: 3rd Wednesday of each month at 10-11 MT, 11-12 CT

Where: Online at <https://webmeeting.nih.gov/mcr>

Registration: No registration

- April 21, 2010 Dana Abbey & Jim Honour
- May 19, 2010 John Bramble & Sharon Dennis
- June 16, 2010 Marty Magee & Betsy Kelly
- July 21, 2010 Jim Honour & Barb Jones

DOCLINE and Document Delivery

Where: Online at <https://webmeeting.nih.gov/memberservices>

MLA CE Credit: 1 Medical Library Association Continuing Education credit is offered upon completion of class exercises and class evaluation.

Registration: No registration. All class start time are 11-12 MT/ 12-1 Central Time

More about these classes at: <http://nmlm.gov/mcr/education/online.html#A3>

Beginning Decline

- June 2, 2010 at 11-12 MT/ 12-1 Central Time
- July 7, 2010 at 11-12 MT/ 12-1 Central Time

Decline: Serial Holdings

- June 9, 2010 at 11-12 MT/ 12-1 Central Time
- July 14, 2010 at 11-12 MT/ 12-1 Central Time

Decline: Routing Tables

- June 16, 2010 at 11-12 MT/ 12-1 Central Time
- July 21, 2010 at 11-12 MT/ 12-1 Central Time

DOCLINE: Borrow and Lend

- June 30, 2010 at 11-12 MT/ 12-1 Central Time
- July 28, 2010 at 11-12 MT/ 12-1 Central Time

Spotlight! On National Library of Medicine Resources

- online sessions focused on NLM databases

When: 4th Wednesday of each month at 8:30 -9:30MT, 9:30-10:30 CT

Where: Online at <https://webmeeting.nih.gov/mcr>

MLA CE credit: 1 Medical Library Association Continuing Education credit is offered upon completion of class exercises and class evaluation.

Registration: Registration is encouraged, but not required at <http://tinyurl.com/mcrclasses>

- April 28, 2010 Mental Health Resources
- June 23, 2010 Mobile PubMed
- July 28, 2010 Mobile MedlinePlus & MedlinePlus Twitter

Emergency Planning - Ten Step Classes on Service Continuity

- build your plan through five sessions

When: 2nd Wednesday of each month at 12-1 MT, 1-2CT

- June 2010, Aug. 2010, Oct. 2010, Jan. 2011, March 2011

Where: Online at <https://webmeeting.nih.gov/mcr>

Registration: Registration is encouraged, but not required at: <http://tinyurl.com/mcrclasses>

- June 9, 2010 - Session 1
Step 1 - Assess risks - Dan Wilson
Step 2 - Protect yourself, your staff and your patrons - Marty Magee

Librarians are from Venus, Vendors are from Mars

- Strategies for developing respectful relationships and strong contracts

Where: Online at <https://webmeeting.nih.gov/memberservices>

MLA CE Credit: 4 Medical Library Association Continuing Education credits are offered upon completion of class exercises and class evaluation.

Registration: Registration is required <http://tinyurl.com/mcrclasses>

- A maximum of ten students with a minimum of four is required for the class.

Classes are held in two 1.5 hour sessions with a hands-on exercise between sessions.

More about this class at: <http://nmlm.gov/mcr/education/licensing>

- Class One
Session 1 - Friday, June 4, 2010 at 1-2:30pm MT, 2-3:30 CT
Session 2 - Friday, June 11, 2010 at 1-2:30pm MT, 2-3:30 CT
- Class Two
Session 1 - Friday, July 9, 2010 at 1-2:30pm MT, 2-3:30 CT
Session 2 - Friday, July 16, 2010 at 1-2:30pm MT, 2-3:30 CT

Caring for the Mind: Providing Mental Health Information at Your Library

Where: An asynchronous online distance education class requiring only Internet access

MLA CE Credit: 4 Medical Library Association Continuing Education credits are offered upon completion of class exercises and class evaluation.

Registration: Register at <http://tinyurl.com/mcrclasses>

- Four-week class beginning June 14, 2010 and ending July 9, 2010.

Calendar of MCR events - <http://nmlm.gov/mcr/education/calendar.html>



Whooo Says: . . .

Dear Whooo,

I'm a hospital librarian and I love going to professional conferences and seeing all of the other hospital librarians and hearing about the wonderful things they are doing. I always hear about such interesting projects and how the library is valued in the different hospitals. Sometimes I wonder if I'm doing something wrong because their ideas and activities sound so much more well received than mine. I am always busy and seem to have good relationships with other professionals in the hospital, but I don't seem to make much progress with some of the less traditional ideas that I see others implementing. Can you help?

Baffled

Dear Baffled,

I'm so glad to hear from you. I suspect that your question is something that bothers a good many people, and not just librarians! We all know people that seem to be able to get approval and start new and interesting projects with ease. How do they do that?

Being successful in starting new projects or expanding existing ones is a truly desirable skill. One of the most important things a librarian (or any professional) can learn is how to recognize an opportunity. Opportunities are all around us. Unfortunately, they rarely come with a label that identifies them as an opportunity. Part of the skill lies in being able to look at situations, processes or even conversations and see the glimmer of opportunity. It is the recognition of the opportunity and then acting on it that enables some of us to be successful with our ideas. Often, we are presented with an opportunity that addresses only part of what we are looking for. That's okay! Taking small steps is a good way to get to your destination, and will help you build support along the way. Sometimes even a negative situation can be turned into an opportunity with careful thought and planning!

I'd like to suggest that there are a couple of other characteristics that are very helpful in starting new programs. The first is a positive attitude. It is extremely important to keep our mission in mind and think about all of the things that we CAN do. This attitude gives us the energy to keep trying. Keeping a smile in our attitude helps keep us thinking in positive ways, and makes others much more likely to want to work with us.

The second characteristic that is essential is diligence. We have to keep trying. All librarians have heard statements such as "No, that would never work here" or "No, we don't have the money to do that"

or "No, we can't change the way things are." If we stopped trying the first, second, or third time we heard these negative messages, nothing would ever change. Those librarians who are successful hear these statements, but refuse to let them stop progress. They keep listening for that opportunity, willing to do what is necessary to convince others of the value of their ideas.

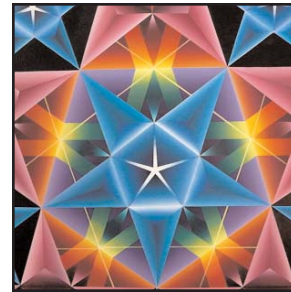
I hope this has been helpful, Baffled. I hope to see you at MLA in Washington, D.C. and hear about all the wonderful new things you are doing!

Thanks for writing,

Whooo

Save the Date!

Kaleidoscope of Health Information: Reflections from Libraries



**The 7th Annual Wyoming Symposium
for Health Information Professionals
Coe Library - University of Wyoming campus
July 14-16, 2010**

The focus this year is for participants to learn about key concepts of health information literacy and how librarians can use that knowledge to meet the health literacy needs of their patrons whether they are a consumer trying to understand information about a disease or a health professional who needs to help a patient to comprehend and comply with instructions for taking a medication. We hope information professionals from all library settings, public, academic, health sciences and special librarians will join us for this energizing experience. This year our instructors will be NN/LM MidContinental Staff and University of Wyoming Faculty.

Keynote Speaker:

Lesley Boughton, Wyoming State Librarian

**We hope you will join the Symposium
for educational and networking opportunities.**

For more information contact
Jim Honour, Wyoming Liaison

Network Members share their thoughts during focus groups in February

The NN/LM MCR is committed to meeting the needs of our Network members in advancing access to health information. Our members are never shy about letting us know what they need and how we're doing but periodically, we specifically ask for your input on programs and services. Information we gather through questionnaires, focus groups, and sessions during MCMLA ensure that we offer programs and services that you value.

The MCR has held focus groups twice during the past nine years. This year we invited Network members to participate in focus groups using Adobe Connect, the videoconferencing system the MCR uses for Breezing Along with the RML and Spotlight. Each participant received a web camera to use during the session and to keep as a thank you from the RML. Those whose institutional policies permitted it used their cameras so they could see and be seen by the entire group. Those who could not use cameras sent photos that were displayed during the session to help personalize the

interactions. From all reports the technology worked well and participants enjoyed the opportunity to take part without the hassle or expense of traveling to a physical site.

In five sessions, led by facilitator Rebecca Davis, Assistant Head, Blaisdell Medical Library, University of California - Davis, thirty-four librarians responded to a series of questions targeting their perceptions of the effect changes in the health care landscape will have on their libraries and their work over the next several years. Rebecca reported that the conversations were lively and rich in content. Each session was recorded and the audio downloaded as an mp3 file. The file was sent to be transcribed by an outside service. Elaine Graham, a former Pacific Southwest RML staff member, has written reports for the MCR for three Network Member Questionnaires and for two earlier focus group series. She is again analyzing the data collected during the February sessions and we anticipate a full report within a couple of months. The report will be added to previous ones posted on the NN/LM MCR web site (<http://nrlm.gov/mcr/evaluation/memberinput.html>).

-Betsy Kelly, Assessment & Evaluation Liaison

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