Growing Partnerships

Public and medical librarians along with staff from community based organizations from around the MidContinental Region met at the National Wildlife Museum in Jackson Hole, Wyoming on October 11, 2005 to explore the possibilities of developing partnerships to increase access to health information. Attendees to begin the work of creating or continuing partnership relationships. After an introduction by Wayne Peay, Director and Claire Hamasu, Associate Director of the NN/LM MCR, the CHIPS attendees had the pleasure of hearing keynote speaker Valda Boyd Ford, MPH, MS, RN. Valda is the Director of Community and Multicultural Affairs at the University of Nebraska Medical Center, and Director and CEO of the Center for Human Diversity. She spoke on the role and importance of libraries and information in eliminating health disparities and stressed the need for us to make ourselves visible and active participants in our communities to assist in increasing wellness.

Effective partnerships and projects require assessment and

Café to Go Questions:

1. What are the benefits to the organization and to the library in creating a working partnership?

2. How do you establish a partnership?
   a. How do you identify institutions to work with?
   b. How do you connect with those institutions once identified?
   c. What services will be provided by each partner?

3. How do you sustain and grow the partnership?
   a. How do you keep parties interested and involved?
   b. How do you make use of resources you have at hand?

Continued on following page

Correction

The article entitled “Intro to LinkOut” in the last Plains to Peaks Post (v.4, n.1) was inadvertently attributed to Thomas Gibbs, while, in fact, the promotional article was written by Kathy Kwan and Tansy Szeliga and provided to the RML by the LinkOut National Office for regional use. We are sorry for the confusion.
Training Tips from Marty

I recently attended a presentation at a conference. By the end of it, I knew I could use the session for this column as an example of what not to do in a presentation.

• Don’t use acronyms when no one else in the audience knows what you’re talking about
• Don’t finish in ten minutes when you’ve been scheduled for thirty
• When someone asks a question, don’t tell your audience to just “look it up” in the handout
• Don’t act somewhat exasperated about being there

In light of that, and because we all use a few reminders, today’s topic is your audience!

Some Basic Reminders

Let’s look at these issues:

• Using acronyms that you are familiar with, but others are not, is discourteous. Be sure to explain your acronyms. No one wants to stop the speaker in the middle of a presentation, to ask them what an acronym means. And let’s take that one step further. If you’re the designer for a web page, make sure you spell out the meaning of acronyms used there!
• While it may seem quite lovely to stop your presentation in 1/3 of the time you’ve been allotted, this throws off a schedule of an all-day event. If your next speaker isn’t ready, you’re going to have a lot of “tap-dancing” to fill in the rest of your time.
• Yes, most librarians can read a handout. However, they paid money or set aside valuable time for an event they hoped would enlighten you about a subject – not just direct you to more work/reading.
• Above all, take every presentation opportunity as a way to advocate for your position. It is a customer service opportunity. Be pleasant. Try to get your audience to think about what they can do at the end of your presentation, or how you might benefit from each other.

The New Literacy

Last month, I had the pleasure of presenting a Camtasia class at MCMLA. Camtasia is a software product designed to help capture videos of your PC activity, create tutorials or presentations and publish them in multiple formats. Part of my pre-work for this activity drew me to a document I’d like to recommend to you all: A Global Imperative – The Report of the 21st Century Literacy Summit which can be found at (http://www.adobe.com/education/pdf/globalimperative.pdf).

This document encapsulates much of where I see our education efforts headed. One of the five initiatives is to “Empower Teachers with 21st Century Literacy Skills.” Those literacy skills, include presenting our information in multi-media formats – for we are bringing forward a fairly sophisticated generation of users, those that have multi-tasking capabilities – students who are used to dealing with techno-toys which will become their techno-tools of the future. Using software like Camtasia, we can begin to address these needs.

As librarians and educators ourselves, we need to understand our patrons and audiences and be willing to experiment with the new technologies, and use them in presenting our information to the next new generation. Are we up for the challenge? I think so.

-M Magee

Continued from previous page

evaluation in order to grow and be maintained. Betsy Kelly of the NN/LM MCR followed Valda with a presentation filled with strategies and tools to assist in creating effective assessments and meaningful and measurable evaluation. After Betsy, came a panel discussion composed of the partners of five collaborative efforts in the MCR. These panelists spoke on the history of their projects, what they learned, what worked for them, and left us all inspired by the work that they are doing in their communities. The panel discussion was moderated by Deb Fleming, Ph.D., who also provided a humorous and insightful wrap-up of the day, making weary attendees laugh while reinforcing the lessons learned during the day. All of these events can be viewed online on the MCR web site at (http://nnlm.gov/mcr/resources/community/CHIPS.html).

During the afternoon, small group work took place using the “Café to Go” method. [See more on this method at (http://www.theworldcafe.com/)] A series of questions was asked of groups that were focused on the process of creating and maintaining partnerships. This allowed the creative experience of the attendees to be shared and built on. The summary of the Café to Go discussion is also on the MCR CHIPS web site.

CHIPS participants sharing experiences during a break.

As they left Wyoming, attendees were already talking to each other about projects and partnership possibilities. The seeds are ready to be planted. The MCR hopes they provided some nutrients for the soil that will be used by these individuals to create projects and relationships that will result in communities with more access to health information.

-S Champ-Blackwell
Advisors to the NN/LM MidContinental Region

To insure the responsiveness of Regional Medical Libraries (RML) to their constituencies, each RML gathers a representative group of individuals as advisors. This year, our Regional Advisory Board represents hospital librarians, academic librarians, public librarians, the public health workforce, underserved populations, community based organizations, and rural communities.

Board members met in Salt Lake City at the Spencer S. Eccles Health Sciences Library on September 21, 2005 for a day of learning and advising. Although the computer network had gone down the day before due to a virus, the systems people at the health sciences center and the library were able to bring it up in time for the board meeting to be broadcast.

NLM Update

Presentations updated board members on events at the National Library of Medicine and also the newest resources developed by the NLM to improve health professionals and consumers access to health information.

Lisa Boyd, Consumer Health Librarian at the National Network Office offered the NLM update covering MedlinePlus, PubMed Central, NLM’s Long Range Planning, and recompetition for the RML contract.

New and upcoming features of MedlinePlus:
- Natural standard herbal supplement database anticipated release – late Fall
- Enhanced foreign language resources and improved access. Recommendations of foreign language resources are being requested.
- The MidContinental Region has four states with accepted Go Local projects. If Colorado and Kansas were to participate, we would be the first region in the nation with total Go Local coverage!

PubMed Central has continued to grow and recently the National Institutes of Health (NIH) developed a process for NIH sponsored researchers to submit manuscripts. NLM has added 185 journals by backscanning journal issues which are now accessible through PubMed Central.

A long range planning process has begun to prepare NLM for 2006-2016. Planning Panels have been organized to address the following issues:
- NLM Resources and Infrastructure for the 21st Century
- NLM Outreach to the Underserved in the 21st Century
- NLM Support for Clinical and Public Health Systems of the 21st Century
- NLM Support for Genomic Science in the 21st Century

This is the year that libraries re-compete for RML contracts. Proposals were received by July 15, 2005 and reviews of proposals started in September. The announcement of awards will be made in April 2006.

New Resources

Liaisons offered introductions to the following new resources:
- PowerPoints for WISER and ToxMap presentations are available at http://nnlm.gov/mcr/education/presentations.html
- My NCBI - http://pubmed.gov/

Continued on page 6
The Secret Life of Librarian Bloggers

Teresa Hartman, MLS
Head, Education Department
McGooigan Library of Medicine,
University of Nebraska Medical Center
thartman@unmc.edu
Blog –User Education Resources for Librarians
http://libeducation.blogspot.com/

Whitney Davison-Turley, MLS
Digital Projects Specialist/Librarian
Archie R. Dykes Library, University of Kansas Medical Center
wdavison-turley@kumc.edu
Blog –:30 Librarian
http://whitneydt.blogspot.com

Why Blog?—Teri
I jumped into blogging after leaving NN/LM MCR in 2003. I had seen first-hand during my four years in the RML the impact that our email news alerts and later the RML News had on individual library practices, and I wanted to keep a pipeline going for all of the news items and expert librarians’ opinions that I felt were worthy to share with others. Creating a web log (blog) was the best choice for this pipeline, as I didn’t want to alienate anyone by filling their email boxes!

I was not and still am not interested in using the blog as an online diary to share my personal viewpoint or rants, but I do find ways to add my voice to the news items that I post. Usually, I suggest specific ways to use the information in library practice, inserting comments here and there on what I, and my fellow librarians, should be doing to take on new technologies, or how we should be more proactive in promoting our abilities. I also include links to other librarians’ blogs, like Whitney’s, so my readers can keep up on what is being discussed in the profession by the experts in our field.

From my point of view, what is published on the Internet could live forever, so I constantly keep in mind our current and future bosses that may read items that I have posted, as well as the other audiences that may be reading it.

Why Blog?—Whitney
Just like Teri, I started blogging after leaving the RML in the spring of 2005, but my blog has a little different emphasis. While Teri does a great job of compiling useful library education resources, I use my blog as a place to share my own thoughts about librarianship and technology.

Once I left the RML, I found that my view narrowed dangerously as my focus shifted from a regional perspective to just my own institution. Maintaining my blog gives me a reason to keep up with changes in the profession as well as a place to sharpen my thoughts through the process of writing. Teri might classify my material as a kind of “online diary to share my personal viewpoint or rants,” but it is what works for me!

I share Teri’s concern that once blogged, the material becomes completely public, and that thought does inform my writing to some extent. However, when and if I am ready to go for a big promotion, I hope my blog will be a plus, showing that I’ve kept the big picture in mind. As for my blog content possibly being used against me, well, any employer who doesn’t like what I say in my blog is probably not going to like having me work for them, so I think it all evens out.

Blogger—Quick, Easy, Convenient
We both chose Blogger (http://www.blogger.com) for our blogs, based on the ease of data entry and the fact that it was (and still is) free to use. Blogger provides templates to change the look of your blog, or if you are into coding, you can use cascading style sheets to achieve just about any look you might want. Other software is available which allows more creativity and customization, but for quick, easy, and convenient blogging, Blogger is terrific.

Benefits of Blogging—Teri and Whitney
At times, blogging has been similar to the philosophical question of “If a tree falls in a forest and no one is there, does it make a sound?” If we post all these items to our blogs that might go unread, does the blog still have worth? We think it does. Just getting the items out of our heads and recorded somewhere for future reference and sharing purposes is worth the work.

We have learned about ourselves by blogging. We’re proud of this concrete example of our commitment to sharing our vision of librarianship with others. However, we have discovered that when we are very busy, or under personal stress, that the blogging slows or stops for a time until we have the extra energy and brain cells to seek and share information again.

It’s a Bloggy World—Teri
Interesting things that have happened since I began blogging:
• I noticed that my blog is linked on library sites around the world
• I have been contacted by readers from around the world, but few comments have been posted to the blog
• Thanks to a free counter that I installed, I know the average number of hits per week (currently around 75)
• I often refer back to the blog for items that I use in classes, such as the countdown timers for breaks
• I have referred students and other librarians to the blog
• Our library has started a blog of its own
• The MCMLA 2007 conference planners have their own blog
• My blog is not just written for or read by librarians; it is shared on the Digital Divide Network

Final Comments—Whitney
There are a lot of reasons you might be interested in starting a blog, and Teri and I would both encourage you to go for it! Blogs provide a fun and easy way to organize your own thoughts and then share them with others. Your blog may be targeted to your patrons, your personal friends, librarians, or whoever, but even if you only have a few dedicated readers, your blog will create a little node of community in cyberspace. And you, too, may have the chance to hear someone new to you, from far away, say, “I feel like I know you! I read your blog!”
WebJunction - A Tool for Public Health Projects and Beyond . . .

Does that sound a bit like Buzz Lightyear in Toy Story? Bringing together Buzz Lightyear and Woody in Toy Story, was a bit like bringing together public health educators and librarians at CDCynergy training at the National Library of Medicine at an August 24-25 meeting. Two librarians, Marty Magee, Nebraska and Education Liaison for the NN/LM MidContinental Region and Teresa Coady, of the University of Kansas School of Medicine attended the session.

What is CDCynergy?

CDCynergy is a CD-ROM-based program developed and distributed by the Center for Disease Control (CDC). The program is used for planning health communication interventions and includes six phases. An overview of CDCynergy can be found on the CDC web site (http://www.cdc.gov/communication/cdynergy.htm). The CDC has contracted the Society for Public Health Education (SOPHE) to deliver these train-the-trainer sessions and promote the product.

Each attendee of the August training session is required to conduct two CDCynergy trainings within a year. The cost for materials is $250 for 20 participants (cost will include the 20 CDs, class materials and administration of SOPHE credits). The NN/LM MCR has agreed to help absorb the cost of CDs and materials for the training sessions in the next year. In addition, CDs can be purchased individually for $20 through SOPHE.

Public Health Educators and Librarians — A New Alliance

While previous sessions had been directed solely at public health educators, this session was attended by both public health educators and librarians. Each RML was responsible for sending two individuals (librarians or health educators) from their region. The blend of health educators and librarians led each group to find strengths in the other (librarians or health educators) from their region. The blend of health educators and librarians led each group to find strengths in the other that should benefit trainees in future sessions.

WebJunction: Connecting Librarians through the Web

In 2002, OCLC received a three year grant from the Bill and Melinda Gates Foundation (http://www.gatesfoundation.org) to build a portal for public libraries and other information organizations and to provide open access to information technology. OCLC, in partnership with the Gates Foundation and five other institutions, created WebJunction (http://www.webjunction.org) a web site that allows librarians and other information professionals to share knowledge and experiences with each other.

The WebJunction content is organized into 6 broad sections: 1) Policies and Practices, 2) Technology Resources, 3) Buying and Funding, 4) Services to Libraries, 5) Learning Center, and 6) Community Center. Each of these sections are further divided and provide information professionals access to materials that cover basic library operating procedures. For example, is your library having difficulty drafting a computer use policy for the general public? The public computer access tab, under the Policies and Practices section, contains sample policies and procedures covering everything from filtering software to providing zip disks to patrons. Does your library need funding for a special project? The Buying and Funding section contains an extensive list of organizations that are willing to fund library projects though gifts or grants.

Once the free registration is completed, the user has access to advanced content such as a community chat room and bulletin board. These two features allow the user to interact with other information professionals and organizations throughout the world. The user will also have access to the Learning Center, which offers online courses for technology training and other professional development. Finally, registration offers access to the WebJunction blog and receipt of the online newsletter, Crossroads.

The WebJunction web site contains a wealth of information for library professionals. It is definitely worth exploring, as it offers connections with other information professionals and access to information related to many basic library operations.

-T Gibbs
“Breezing” Along with the RML

- RML News
- Plains to Peaks Post
- www.nnlm.gov/mcr
- MCMLA annual meeting

These are some of the ways that we in the MidContinental Regional Medical Library program communicate with you. Now we’ve added another way. Once a month, two individuals from the RML will present information on goals, activities, accomplishments, or resources. We may ask about your experiences or your opinions. We may encourage you to take action, offer a new service, or try a new technology. Every month will be different and every month we’ll have two new personalities to interact with you. Wayne Peay, Director, and Claire Hamasu, Associate Director, initiated this series in October.

Schedule the RML on your calendar for every third Wednesday of the month at 10:00 am MT, 11:00 am CT. The session will last no more than an hour. If you want a liaison to speak about a specific topic, lobby the liaison. They would be pleased to hear from you.

Here’s the schedule for the rest of the year. There will be no “Breezing along with the RML” in December.

- November 16, 2005 – Dana Abbey, Colorado/Consumer Health Liaison and Barbara Jones, Missouri/Network Membership Liaison
- January 18, 2006 – Sharon Dennis, Technology Coordinator and Thomas Gibbs, Technology Liaison
- February 15, 2006 – Marty Magee, Nebraska/Education Liaison and Siobhan Champ-Blackwell, Community Outreach Liaison
- March 15, 2006 – Laura Windsor, Kansas Liaison and Mary Henning, Wyoming Liaison
- April 19, 2006 – Betsy Kelly, Assessment and Evaluation Liaison and Mary TBA

Continued from page 3

Community Outreach in the Region

Siobhan Champ-Blackwell facilitated a discussion on community outreach in the region. We learned of projects that are currently being carried out. For example, two kiosk projects are being planned, one in Missouri and the other in Nebraska. Both projects are meant to improve consumer health information through access to MedlinePlus. The University of Kansas Medical Center has a grant to address minority issues and health disparities. Part of this grant has been used to develop a collection of resources that will be moved to the Archie Dykes Library of the Health Sciences. Many parent institutions have community outreach programs and board members talked about how libraries, not directly reaching out to the community, could support their institutions’ programs.

The board also discussed strategies to build partnerships between libraries and community organizations including public libraries. All acknowledged that this is time-intensive and a long term effort. It means taking advantage of opportunities to meet with others in the community both on a formal and informal basis. It may also mean networking within your own institution. The personnel in your organization may be the community leaders or connected to the community leaders you are trying to reach. Linda Cooperstock, Public Health Planner, recommended that community contacts once made should be maintained. She still meets with members of the consumer health information group that was formed to work on an IAIMS (Integrated Advanced Information Management Systems) grant, even though the grant ended several years ago and the members now work for other organizations.

Macromedia Breeze

The RML sessions are offered using Macromedia Breeze, an online meeting and distance education tool (http://www.macromedia.com/software/breeze). The technical requirements to participate in the meeting are listed below:

- An Internet connection: At least a 56K modem is required, but a higher bandwidth connection is preferred for best results.
- A Flash-enabled web browser: If you do not have the Flash plug-in installed in your browser, you can download it in advance of the meeting from (http://www.macromedia.com/software/flashplayer/).
- A PC or Macintosh with audio capabilities: You can listen to the audio through your computer speakers or through headphones attached to your computer.

Logistics

The MCR will email the URL link before the update in the RML News and make it available from our home page. After clicking on the link, you will be able to log in to the session as a Guest. During the session, you will be able to view the following Breeze “pods” or windows:

- Audio and video pod: see and hear the presenter
- Participant list pod: view a list of the presenters and other participants
- Text chat pod: ask questions during the meeting using text chat
- Content pod: view the PowerPoint presentation or web demos

The update session will be recorded in a Macromedia Flash format so that you may view the update at a later time if you are unable to attend at the scheduled time.

If you would like to test Breeze and/or audio access on your machine before the scheduled update time, please contact either Sharon Dennis (sdennis@lib.med.utah.edu) or Thomas Gibbs (tgibbs@kumc.edu).

-C Hamasu, S Dennis

Suggestions for Next Year

Board members and RML staff then divided into small groups to discuss activities for next year. Here are some of the recommendations that came from those break-out sessions.

- Build an RSS feed for classes and events
- Offer videobroadcasting training to health sciences librarian consortia so that they can broadcast their events to the region
- Offer regular technology “lunch ‘n learn” sessions using distance technology
- Add a link on the MCR web site to tutorials produced by Network members
- Explore regional purchasing of technology (e.g., tablet PCs and PDAs)
- Hold a book club using the e-books in netLibrary
- Contact state library systems regarding their emergency preparedness plans
- Consider state hospital and primary care physician associations as organizations whose members would be interested in our services and resources
- Direct promotion of the Information Rx project to public health directors
- Use local public health association listservs to reach the public health workforce
- Encourage Network members to participate in their state library associations to increase awareness of the NN/LM and foster partnerships with public libraries
- Use Network members to identify non-members, especially those in rural areas, without adequate access to health information resources

-C Hamasu
Technical Notes: e1

- New PDA Version of Genes and Disease Added to NCBI Bookshelf
- Systematic Evidence Reviews Added to NCBI Bookshelf
- My NCBI Quick Tours Available
- Resolving Page Expired Error Message in PubMed®
- Updated Training Manuals Available
- New NLM Mobile Link in PubMed®
- PubMed® Help Now Available Only on the Bookshelf
- PubMed® Citation Status Tag
- New Version of TOXMAP Available
- TOXNET® TRI 2003 Released
- Healthy People 2010 Added to PubMed® Special Queries
- Addition of Spell Checking Feature to the NLM Catalog®
- NLM® Adopts 2005 Amendments to Anglo-American Cataloguing Rules®
- “What you see is not what you get! DNA barcoding is helping scientists unveil nature’s most hidden diversity” Added to Coffee Break
- New Books Added to NCBI Bookshelf
- Online Mendelian Inheritance in Animals (OMIA) Added to Entrez Databases
- Funding Support Web Page Revised

References for Articles Archived in PubMed Central® can be Displayed in PubMed® - e2
Using the Cited Articles option, you can now see a list of references in PubMed.

PubMed® Links to Author Manuscripts in PubMed Central® - e3
When a manuscript is released in PMC, a link will be created from the published article citation in PubMed to the full text of the manuscript in PMC.

PubMed Central®: New Journals Participating and New Content Added - e4
New journals participating and content from already participating journals has been added.

NLM® Training Program: January-April 2006 - e5
Schedule now available.

ClinicalTrials.gov Scope Expanded - e6
To accommodate the ICMJE criteria for reporting critical information about clinical trials at inception, ClinicalTrials.gov expanded its scope.

Share My NCBI Account Settings - e7
Useful for libraries to point patrons to their local services from Entrez database search results.

New Features Added to NLM Technical Bulletin - e8
Searching and printing features will be available.

NLM Technical Bulletin September-October 2005

Technical Notes: e1

- “US-Mexico Border” Neighborhood Added to NLM’s® Tox Town
- NLM® Highlights Hurricane Katrina Information
- NLM® Announces a New Version of the PubMed® Tutorial
- Papers of Nobel Laureate Salvador E. Luria Added to Profiles in Science®
- Gene Symbol will be Removed from the PubMed® Citation Display
- New Feature for OLDMEDLINE
- New Books Added to NCBI Bookshelf
- New Design for ALTBIB (Bibliography on Alternatives to the Use of Live Vertebrates in Biomedical Research and Testing)
- SAMHSA/CSAT Treatment Improvement Protocol Added to NCBI Bookshelf

PubMed Central®: New Journals Participating and New Content Added - e2
New journals participating and content from already participating journals has been added.

PubMed® Subject Searching Avoids Conflicts with Journal Titles - e3
Some journal titles conflict with subject searches.

MEDLINE®/PubMed® End-of-Year Activities - e4
Activities include changing MeSH headings on existing MEDLINE citations to agree with the 2006 version of MeSH, changes to Supplementary Concept Substance Names, and other global changes.

Search Links Added to PubMed® Displays - e5
Some fields on PubMed’s Citation format will become “search links” to other resources.
**NN/LM MidContinental Region Staff**

For your state liaison 800-338-7657
Wayne Peay 801-587-3412 wayne@lib.med.utah.edu
Director

Claire Hamasu 801-587-3412 chamasu@rml4.utah.edu
Associate Director

Sharon Dennis 801-587-3518 sdennis@lib.med.utah.edu
Technology Coordinator

Suzanne Sawyer 801-587-3487 ssawyer@rml4.utah.edu
Project Coordinator

Thomas Gibbs 913-588-7307 tgbbs@kumc.edu
Technology Liaison

Laura Windsor 913-588-7168 lwindsor@kumc.edu
Kansas Liaison

Siobhan Champ-Blackwell 402-280-4156 siobhan@creighton.edu
Community Outreach Liaison

Marty Magee 402-559-7076 mmagee@unmc.edu
Nebraska/Education Liaison

Betsy Kelly 314-362-2783 kellyb@msnotes.wustl.edu
Assessment and Evaluation Liaison

Position Vacant
Utah/Public Health Liaison

Barbara Jones 573-884-5042 jonesbarb@health.missouri.edu
Missouri/Network Membership

Dana Abbey 301-315-4875 Dana.Abbey@uchsc.edu
Colorado/Consumer Health Liaison

Mary Henning 307-766-6537 henning@uwyo.edu
Wyoming Liaison

The Plains to Peaks Post is published quarterly by the National Network of Libraries of Medicine MidContinental Region, at the Spencer S. Eccles Health Sciences Library at the University of Utah. 10 North 1900 East, Bldg. 589 Salt Lake City, UT 84112-5890

Editor: Marty Magee, Education Liaison
Phone: (402) 559-7076
Fax:(402) 559-5482
Email: mmagee@unmc.edu
URL: http://nnlm.gov/mcr/

Funded by the National Library of Medicine, National Institutes of Health, under Contact No. NO1-LM-1-3514.