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Emergency Planning Opportunities in the MCR

The National Network of Libraries of Medicine, MidContinental Region has opportunities for its Network members to increase their knowledge and experience with emergency planning this year. With the help of Dan Wilson, Coordinator for the National Network of Libraries of Medicine (NN/LM) National Emergency Preparedness & Response Plan, the MidContinental Region's staff will be conducting a workshop, "10-Step Approach to Service Continuity Planning" during the MCMLA 2009 annual meeting, High Altitudes, New Attitudes. The workshop supports the NN/LM's Emergency Preparedness & Response initiative. Each participant in the workshop will walk away from the exercise with an outline of an emergency plan in hand for their library. Dan will first share the "Emergency Preparedness and Response Toolkit" and how to assess risks. Then the MidContinental staff will facilitate gathering information on the remaining nine concepts: Protect yourself, your staff, and your patrons; Determine your core services; Create procedures for remote access to core services; Determine your core electronic resources; Develop a continuity of access plan for your essential electronic resources; Identify your core print collection; Identify your unique resources; Proactively plan for the recovery of your unique resource; and Know how to obtain outside assistance. This should be a fun and challenging opportunity to prepare your library for emergencies.

Additionally, the NN/LM MCR and the University of Wyoming Libraries hosted a local symposium to support the NN/LM's Emergency Preparedness & Response initiative. "Plowing through Pandemonium: Proactive Librarians" at the Coe Library, in Laramie, July 15-17, focused on determining how representatives of Wyoming community-based organizations and librarians may partner for emergency preparedness. Several workshops conducted by MCR staff and local speakers touched on various National Library of Medicine resources and emergency preparedness issues relevant to libraries.

This year the RML will be offering subsidies to librarians at two institutions to attend emergency planning conferences. In order to qualify for the subsidy, the member library must have written a

continuity of operation plan and submitted it to the Emergency Preparedness and Response Tool Kit. Applications are not yet being accepted, but members can begin working on their continuity of operation plans now. (Templates are available at <http://nml.gov/ep/> under the 10 Steps/Service Continuity tab. Contact your liaison if you have questions.) The librarians who attend a conference will be required to share learning experiences in a presentation or newsletter article with the region. We hope that the presence of librarians at emergency preparedness conferences will encourage responders to consider librarians and their role in providing health information during/after emergencies as well as increase the knowledge of librarians about the health information needs of emergency responders.

Additional funding is available through the Continuity of Health Information Award. Proposals are now being accepted in three project areas, one of them is emergency planning. Again, the RML

See "Emergency" on page 7

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Whooo Says:

Dear Whooo,

I'm a student at Midwest University, and am thinking about future careers. One of my options is to go to library school. I think being a medical librarian would be really interesting, particularly since I am majoring in biology. My concern is that I don't know any medical librarians, and it seems like a challenging job with a lot of responsibility. What does it take to be a really good librarian?

Uncertain

Dear Uncertain:

I'm so pleased to hear that you are thinking about going into medical librarianship. With your major in biology, you will have an excellent basis for this career choice. A Masters degree in Library Science or a related degree will also be necessary to teach you about the various facets of librarianship and prepare you for the great variety of tasks and activities medical librarians face daily.

I'm also happy that you are considering what it takes to do an excellent job. In order to address this part of your question, Uncertain, I will tell you that one of my favorite pastimes is watching baseball. I always try to find a perch in the upper rafters at Busch Stadium to watch games. Over the years, I have had the opportunity to watch many players; some great, some good, and some not so good. I think defining what makes great librarian is similar to trying to describe what makes a great baseball player.



I have collected several quotes about what makes a great baseball player. I think you will be able to see that these qualities can easily be translated into librarianship, and if you adopt them, will make you a great librarian.

"You have to be disgustingly consistent."
-Joe Maddon, Tampa Bay Rays Manager

"It's consistency. It's the ability to excel under pressure."
-Mike Piazza, all-time leader in home runs by a catcher

"Albert Pujols. Albert Pujols is the Answer. An all-around player that gives his 150 percent into every aspect that he can possibly find."

-Felipe Alou, former All-Star and Manager

"Pete Rose is a good example of a guy who was just ordinary but gets 4,000 hits. How did he do that? Because he wanted it. He never lost his intensity."

-Joe Torre, Los Angeles Dodgers Manager

"You've got to have the tools. You also have to have the ability to make changes and adjust to your weaknesses. ...You have to be intelligent as far as the game, understanding the game. A lot of these players don't understand what's going on. They continue to do the same things over and over without understanding what's going on around them. Great players understand."

-Al Kaline, Hall of Famer

"It's like this passion. This passion that certain players have. You can just see it."

-Dennis Eckersley, Hall of Famer

"The guy who takes pride in the job that he does day in and day out, and even though he gets to a certain point that he's already elevated himself above everybody else, he strives to be better."

-Ron Guidry, former Cy Young Award winner

"A guy who makes everybody around them better. A guy who will go and lead by example, so that you know how to play the game the right way by setting an example that makes everybody around him better."

-David Wright, New York Mets third baseman

So, Uncertain, we've identified several characteristics in these quotes that make the difference between good and great. Certainly, you need the tools which you will get through your education and continuing education during your career. In addition, passion, pride in your job and the role you play in your institution, intensity, willingness to give your all to your tasks, consistency and dependability, and leadership skills are attributes that will make you a great player on your team. If you combine these with the ability to adapt and work successfully in your environment, then the quote "The future isn't what it used to be" from Yogi Berra (Hall of Famer and manager) will not intimidate you, but will allow you to rise to be a stellar player.

I hope this has been helpful, Uncertain. I can tell from your thoughtfulness and willingness to ask questions that you are well on your way to developing into someone who will be an asset to the profession.

Sincerely,

Whooo

St. Louis Post-Dispatch, April 19, 2009. pp. C9.

Creating Partners in Health Information

- I never would have thought of partnering up with a library before today.

Variations of this statement were repeated during the last two years at three "Creating Partnerships in Health Information" Café to Go sessions held across the region. Staff from public, hospital, and medical libraries; from public health departments and community organizations came together to talk about and plan collaborations around health information issues in Utah, Colorado, and Kansas.

Three general outcomes arose from these sessions. The first is summarized in the introductory statement. Organizations with missions including health care and health information began to realize the roles libraries can play in partnerships. Secondly, librarians learned more about organizations in their community and how to connect with them on ongoing programs and projects. There was a third and hoped for outcome: specific action items were identified and acted on as a result of the networking and brainstorming done.

In Colorado, the Café to Go session was held at the then new University of Colorado at Denver and Health Sciences Center Library. A core of public librarians attending determined that they wanted to earn the MLA Consumer Health Information Specialization (CHIS) (<http://www.mlanet.org/education/chc/>). In October 2008, Dana Abbey, Colorado/Consumer Health Liaison, and Siobhan Champ-Blackwell, Community Outreach Liaison, held a day and a half CE workshop that resulted in seven librarians earning their CHIS. The MLA CHIS CE workshop was so successful in Denver that it was repeated in Omaha at the McGoogan Library of Medicine at UNMC, in February of 2009. Seven participants are expected to receive the CHIS as a result of this workshop.

The Utah Café Partnership participants wanted to find a way to continue communicating with each other after the meeting. John

Bramble, Utah/Network Membership Liaison, suggested the group use the wiki, PB Works (<http://pbworks.com/>), as a tool to share ongoing projects and to develop new collaborations online. Several Utah attendees received training on how to use PB Works, and all are excited to see how they can use the tool in their daily work. As this year's funding opportunities are announced, the wiki will be a great tool for the group to collaborate and avoid duplication of projects.

A partnership has developed from the Kansas Partnership Café, with a community organization joining together with a public library to jointly create and share a tool with information on healthy food portions, increasing physical activity, and a place to share healthy recipes and ingredients. The tool will be developed in English and Spanish and will reflect the Latino population in the neighborhood. A great outcome of two entities coming together and getting to know each other!

In this year of the contract, two additional Creating Partners in Health Information Café to Go Sessions will be held. They will both have taken place by the time this issue is published. The annual Wyoming Symposium will begin with a Café to Go, and we will hold one in Columbia, Missouri in July. Not to worry, Nebraska members! The plan is to hold our final Partnership Café in Nebraska in year 5 and close out the contract with a bang!

It is good to see so many Network members coming to these sessions to work with and brainstorm on how to join forces with organizations to meet gaps in health information access in their communities. With the economic downturn, we are all doing more with less; finding the time to attend this session is commendable. Partnering can be a tool for libraries to identify ways they add value to their institution and to their community. We are showing organizations that they can partner with libraries and listening to them to learn how!

- Siobhan Champ-Blackwell, Community Outreach Liaison

High Altitudes, New Attitudes on Library Marketing and Promotion



The MCMLA Library Advocacy Task Force is sponsoring a contest – "High Altitudes and New Attitudes on Library Marketing and Promotion!" Here is your chance to show off your marketing project or promotional activities that you have used to improve or expand services in your library or for your users. MCR members are encouraged to submit materials to Marketing and Promotion Categories: you may enter one or both categories.

Prizes for the best entry scoring above 80 points will be awarded. Entries will be evaluated on Design, Presentation, and Evaluation Criteria. Categories for entry are Hospital Libraries, Academic Libraries, and Other Libraries. Entries should be submitted to Barb Jones (jonesbarb@health.missouri.edu) by September 1, 2009. Judges for the contest will be members of the MCMLA Library Advocacy Task Force. All entries are encouraged to display their projects and promotional materials at the Marketing Booth at MCMLA. The winners will be announced at MCMLA 2009 in Breckenridge, Colorado.



GET PLUGGED IN TO EDUCATION!

Spotlight! On National Library of Medicine Resources

Now with Free MLA Continuing Education Credit

Free online sessions focused on NLM databases

4th Wednesday of each month at 1:00 MT, 2:00 CT

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

- August 26, 2009 - Public Health Partners - Marty Magee
- September 30, 2009 - Racial and Ethnic Resources - Siobhan Champ-Blackwell
- October 28, 2009 - Genetics Home Reference, My Family Health History, and InfoRx - Siobhan Champ-Blackwell

All classes are free and no registration is required. Your online class requirements are: 1) a computer with Internet access and 2) a phone. Log in to the web site, enter your phone number, and the system calls you. What could be easier?

Free MLA CE credit is now being offered for Spotlight! classes upon completion of class exercises and class evaluation. To request MLA CE credit, send e-mail to Marty Magee at mmagee@unmc.edu.

And More Education Opportunities...

Breezing Along with the RML

- a monthly update from the NN/LM MidContinental staff

3rd Wednesday of each month at 10:00 MT, 11:00 CT

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

- August 19, 2009 - Jim Honour & Dana Abbey
with guest speakers Debbie Weaver and Sandy Decker
- September 16, 2009 - Marty Magee & Barb Jones
- October 21, 2009 - Dana Abbey & Siobhan Champ-Blackwell

DOCLINE Classes

- one hour classes to help you manage your DOCLINE services

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

Check the MCR calendar for dates and times in August and October:
<http://nnlm.gov/mcr/education/calendar.html>

- Beginning Docline
- Simple Serial Holdings
- Routing Tables
- Borrowing and Lending (**New class!)

Librarians are from Venus/Vendors are from Mars

One hour classes on strategies for working with vendors/sales reps and contract should and should nots

Register at: <http://nnlm.gov/mcr/education/licensing.html>

- September 24, 2009 - 2:00 MT, 3:00 CT - Session 1
- October 29, 2009 - 2:00 MT, 3:00 CT - Session 2

For the full calendar of MCR events - see:

<http://nnlm.gov/mcr/education/calendar.html>

NN/LM MidContinental Region Year 4 Objectives

As part of the MidContinental Region's annual budget negotiation with the National Library of Medicine, we develop a list of objectives for the year. We want you to know what to expect from us too! The following is a list of our intended objectives for 2009-2010. The objectives encompass services to our Network members as well as our outreach services. These objectives are also on our web site at: http://nnlm.gov/mcr/about/objectives_yr4.html

NETWORK OBJECTIVES

Assessment & Evaluation

1. Establish and work with a Regional Advisory Board to ensure input and representation of Network members, health professionals, and consumers throughout the region
2. Employ logic models for annual planning: collect data about activities conducted and their relationship to planned activities; review progress toward achieving goals and outcomes in logic model; modify activities to ensure that goals and outcomes are addressed; review reports for activities outside the logic model
3. Conduct or participate in needs assessments or questionnaires of users and non-users of NLM and NN/LM products and services
4. Use the Network Member Questionnaire, focus groups, questionnaires, etc. to assess the needs of health sciences libraries to support programs to improve the transfer of health care and biomedical information within their institutions and through their participation in the Network

Library Advocacy

1. Identify NLM or other extramurally funded projects in which libraries have a role that can serve as a program model that can be incorporated into regional programming
2. Provide consultation for Network members as they prepare project proposals: review funding sources, feasibility of project, support required, potential partnerships
3. Collect and analyze data from health science libraries participating in the library advocacy research study
4. Provide materials for librarians to support and improve their business practices in the hospital setting
5. Triage and mobilize an intervention presentation to administrators when libraries are threatened with downsizing or closed
6. Implement study on the impact of library-provided information in health related institutions in the MCR

See "Objectives" on page 5

Education

1. Promote NLM History of Medicine through Plains to Peaks Post
2. Facilitate instruction on the components of the NN/LM emergency preparedness plan for Network members
3. Offer information technology classes including “13 Things”
4. Share educational resources for library management skills via print and electronic media
5. Offer “Licensing Electronic Resources” classes
6. Offer “NLM Document Delivery Systems” classes
7. Promote NTCC Educational Clearinghouse as a resource and a repository
8. Schedule and facilitate NTCC training in the region
9. Offer grants class
10. Offer evaluation and advocacy classes

Network Membership

1. Actively involve Network members in NN/LM infrastructure and outreach programs
2. Recruit new Network members and affiliates from eligible libraries in the region
3. Finalize decision on whether or not NN/LM MCR will make EFTS participation a mandatory requirement for Network membership
4. Implement components of the emergency preparedness plan
 - a) Implement components of the NN/LM MCR and NER emergency preparedness plan
 - b) NN/LM MCR will encourage its Network members to identify buddy libraries
5. Identify and work with Network members that are not meeting MCR minimum requirements for membership to develop a plan that will improve their status
6. Promote resource sharing and document delivery services to Network members

Technology

1. Develop and maintain a regional web site
2. Establish and maintain a regional LISTSERV for sharing information with Network members, other partner organizations, and health professionals
3. Participate in testing new methods for communication and collaboration
4. Maintain web pages for special projects and states
5. Use Access Grid and PIGs for events
6. Educate ourselves and disseminate information to the members about informatics (e.g. electronic health record) as it relates to the role of the hospital librarian participating in clinical information systems
7. Disseminate and present information about new technologies
8. Establish a social bookmarking resource for the region with help from the Technology Working Group
9. Contribute to an increase in connectivity of at least one institution

OUTREACH OBJECTIVES

Community Outreach

1. Assist in the development of working relationships between Network members and grass roots, regional, and national community-based organizations that include health information as a part of their mission or priority
2. Promote our consultation service: review of proposal, feasibility of project, letters of support
3. Assist public health and community-based organizations in developing plans to provide emergency preparedness health information access to specific populations
4. Bring Network members and community-based organizations together for collaboration to sponsor health information programs
5. Develop programs that focus on reaching minorities, senior citizens, and low income populations
6. Develop lessons learned resources for Network members to foster collaboration between Network members and community-based organizations

Consumer Health

1. Employ newsletters and listservs as a means to disseminate consumer health information
2. Coordinate the development of MedlinePlus Go Local projects in the region
3. Develop programs to promote MedlinePlus and other NLM resources to all health professionals as a resource for them and their patients
4. Award public libraries who have had the best public health/public library partnerships involving health information
5. Develop, implement, and evaluate outreach programs to increase public awareness of and access to high quality electronic health information

Education

1. Offer consumer health classes
2. Offer training to community-based organizations
3. Promote public health information resources and work to include these resources in public health program curricula
4. Exhibit and present at assigned national and state conferences including state library conference, public health conference, and minority health conference
5. Collaborate on a pilot project to facilitate collaborations between public libraries, medical libraries, or Resource Libraries, and public schools to train school library staff, teachers, and students in finding answers to health related questions
6. Offer Adobe Connect sessions for public librarians to include NLM emergency and disaster resources, including consumer health information and the NN/LM Emergency Preparedness & Response Toolkit

Knowledge Sharing in Hospitals - The Workshop

The hospital environment is a sensitive one with changing administrators affecting staffing levels and morale, federal regulations that impact operations and reimbursement, and the economic recession threatening financial stability. Librarians need options so they can choose projects and activities suitable to their environment that will demonstrate value. They also need examples of new roles that they can try in their hospitals. Having librarians take a leadership role in knowledge sharing seemed like an idea worthy of exploration. Lorri Zipperer offered a workshop in Chicago and a few members from this region attended. They recommended that the NN/LM MidContinental Region sponsor another class in this region. Their recommendation was taken!

"Knowledge Sharing in Hospitals: The Librarians Role" was designed to explore how corporate knowledge management concepts of disseminating needed knowledge to members of a team or group can be implemented in a hospital/health system. Applying for the workshop was promoted nationwide through all the Regional Medical Libraries. Participation was by teams that included the librarian and a representative from another hospital department. Five teams submitted applications and all were accepted. There were two teams each from Kansas and Utah and one team came from outside the region - Seattle, WA.



Workshop participants Gena Lattin, Emily Eresuma, and Chris Wood

This workshop was not just an awareness building workshop but one where participants committed to piloting a knowledge sharing project designed during the workshop and carried out upon their return to their institution. Lorri Zipperer and Becky Steward worked with the teams using the Appreciative Inquiry process over two pre-workshop sessions and a day and a half in-person session to bring all to the point of designing a knowledge sharing project.

Participants came up with their perfect definition of what knowledge sharing is:

"Ideal knowledge sharing in healthcare is a network where each person has the responsibility, accountability, and authority to contribute to an environment committed to learning and evolving in a manner that is open, humble, supportive, and safe."

Examples of team projects:

Project 1. To disseminate information produced or provided by a variety of units within the Group Health Clinical Improvement & Prevention department to our clinical audience in an integrated format through the Clinical Update, an existing e-newsletter.

See "Knowledge" on page 7

From participants:

What was memorable about the workshop?

The workshop leaders "created a safe but dynamic environment. Appreciated their efforts to 'make space' for everyone to participate..."

"Knowledge is not information."

"Knowledge management and information sharing are different."

"I think my librarian partner sees a different side of the organization than my more immediate co-workers. Her experience with a variety of clinicians, their interests, how they pose questions, under what circumstances will be integral to improving accessibility of our in house clinical recommendations."

"I will use the provocative statement to maintain my new perspective on the value of librarians in our joint work to provide excellent eResources to the clinicians."

"This meeting made...contact another department and begin working with them."

"Librarians can be part of knowledge management in healthcare not just information dissemination."

"Each person in the organization needs to accept responsibility for knowledge sharing... and that any level of participation is 'good' participation."

Crossing the Religious Divide: training caregivers in religious diversity

Judith Bergjord
Outreach Librarian
Creighton University Health Sciences Library
bergjord@creighton.edu

Through funding from the NN/LM MidContinental Region, the Creighton University Health Sciences Library has partnered with Project Interfaith and the Respite Resource Center to promote awareness of religious diversity and its effect on healthcare and to provide access to resources needed by healthcare workers. Using a workshop format, Project Interfaith conducted training on religious diversity and how it can affect the way caregivers provide care. Through two day-long training seminars, participants were able to reflect on their own religious views and learn about the religious views and beliefs of others in our diverse community. They learned about accommodating the beliefs of others under the law, and about communicating in a sensitive manner. Participants also received information about how to access reliable health information and develop best practices they can use in the community.

Religion is central to how many individuals understand themselves, their role in the world, and concepts of health, death, and dying. Feedback from professional care givers working in long-term facilities, hospitals, and in-home care agencies reveal that issues of religion and religious diversity often are inadequately addressed or are completely neglected in the broad cultural competency training many professional care givers and health care professionals receive. Professional care givers need to be equipped with the knowledge and skills to effectively work with and serve religiously-diverse populations.

The training sessions, held November 6, 2008 and May 6, 2009, were attended by over 75 participants that included health care service providers, public health workers, social workers, and members of the general public. The participants spanned over a dozen different religious affiliations. The funding allowed for this training to be provided at a greatly reduced cost to the participants and some received full scholarships. Participants were able to get five continuing education credits for attending.

The program included presentations, exercises, and discussions on identity and religion, developing a common language for discussing religious diversity issues, accommodating clients' religious needs and practices under the law, an overview of basic beliefs and religious demographics of the major religious communities, a discussion on best practices, and instruction on finding reliable health information resources.

Funding provided two laptop computers for use in the office of Project Interfaith. A web site is being created that will provide participants with links to valuable health information resources as well as religious diversity information. Creighton University Health

Sciences Library will continue to work with Project Interfaith in keeping the health information resources current and available. Library staff will also be available to present at future workshops.

Thanks to this funding, we were able to provide valuable training to health care providers and others in the area of religious and cultural diversity. We encourage other academic institutions to partner with community organizations and to take advantage of funding opportunities provided by the National Network of Libraries of Medicine.

"Knowledge" continued from page 6

Project 2. Work with the Clinical Quality and Patient Safety Department to come to a common understanding of what evidence-based healthcare is and then how to find information to support evidence-based healthcare.

Project 3. Develop an e-resources committee placing a system librarian at the forefront of evaluating all current electronic medical information resources as well as evaluating and making go/no-go recommendations on all system-wide resources suggested by clinicians in a large healthcare system.

Workshop colleagues will provide support for implementation through follow up videoconferencing sessions. During these post-workshop sessions, progress will be described and the group will help generate ideas to overcome roadblocks.

Funding for participant travel expenses were provided by the NN/LM MidContinental Region and the NN/LM Pacific Northwest Region.

- Claire Hamasu, Associate Director

"Emergency" continued from page 1

is focusing on efforts that continue health information services. The award will fund projects that develop partnerships to enhance access to health information in preparation for, during, and immediately following emergencies. Projects that focus on continued access to electronic health information, at the local, state, and/or regional levels, through back-up agreements, shared service agreements etc. are of interest. This may include partnerships with other hospitals, hospital associations, local and state public health departments, organizations and institutions that work with public health professionals, public libraries, and community-based and faith-based organizations.

- Jim Honour, Wyoming Liaison
- Claire Hamasu, Associate Director



If you missed the Medical Library Association 2009... There are still ways to stay informed!

MLA 2009 - NLM Theater Presentations:

Archived NLM presentations are at: http://www.nlm.nih.gov/bsd/dist_edu.html#m

- ClinicalTrials.gov Update (16 min.)
- From Environmental Health to Disaster Information Management (30 min.)
- Journals Database: Did You Know? (14 min.)
- LinkOut for Libraries Tips and Tricks (7 min.)
- Medicare & Medicaid Resources for the Consumer Health Librarian (20 min.)
- MedlinePlus and Go Local Update (18 min.)
- MyMedicationList (coming soon)
- Public Health and Health Services Research: What's Happening at NLM? (19 min.)
- PubMed Update (17 min.)
- PubMed Central and NIH Public Access Update (23 min.)

FREE downloads from MLA: All MLA plenary and business sessions plus the NLM update were recorded to video with synchronized slides this year and are available as FREE downloads (Quicktime *.mov files) to MLA members. This requires registration. See: <http://www.conferencemedia.net/store/stores/mla/medical-library-association-2009.html>

CD-ROM of MLA 2009: It includes plenary sessions, featured speakers, section programs, sunrise seminars, and open forums. This resource should be available after Aug. 1, 2009 (or watch for an announcement on the RML News) and can be checked out via the NNLM MCR web site at: <http://nmlm.gov/mcr/education/ill/index.html>

MLA 2009 Poster Sessions: See the full listing of poster titles and authors from the program at: http://mlanet.org/am/am2009/pdf/09_posters.pdf

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