

MHSLA

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NEWSLETTER OF THE MICHIGAN HEALTH SCIENCES LIBRARIES ASSOCIATION

President's Message: MHSLA - Go Local!

By Pat Martin

University of Michigan, Taubman Medical Library

If you haven't seen it yet, THIS is the day to Go Local! Just click on this link, <http://apps.nlm.nih.gov/medlineplus/local/michigan/homepage.cfm?areaid=11> and be impressed.

We are all familiar with the Go Local project which provides a directory of healthcare providers and services in local communities. The Go Local links on MedlinePlus health topic



Pat Martin
2006-2007 MHSLA President

pages, those written by National Library of Medicine, lead to information about health services in local geographic areas. When going directly to Michigan Go Local, there are three ways to locate the information needed: Services by Location, Services by Provider, and Services by Disease or Health Issues. The Michigan resource is one of less than twenty

states having "complete" coverage as opposed to "basic", where only hospitals are listed.



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The librarians of Vera P. Shiffman Medical Library, Wayne State University, have earned kudos for their work on this project. According to their blog (insert), they reached 8051 approved records in July of this year. They will continue to select resources which have proper credentials and provide health services to Michigan residents. Linda Draper, Project Director, will share further information on Go Local at the MHSLA conference on Thursday, September 27, during lunch.

I have lately been including Michigan Go Local as part of every presentation I make to nursing staff and the general public. They go on and on about Go Local. They find it a unique source and very well-organized.

I admit to having a bad practice of keeping announcements on new or improved resources in my inbox until I have quiet day to follow-up on them. You know how that goes – my inbox runneth over. If you are burdened by a similar habit and haven't looked at Michigan Go Local, just click on that link above -- and be impressed!

MHSLA Education Conference 2007

By Melanie Bednarski, 2006-2007 Education Committee Chairperson, Genesys Regional Medical Center

There is more exciting news about the Navigating the Sea of Information, the MHSLA 2007 education conference in Bay City, Michigan. On Wednesday, September 26, there is a choice of one 6-hour CE class or two 4-hour CE classes. The 6-hour CE is titled Ethnic Awareness and Health Information Resources: Chicken Soup and Crawdad Gumbo. The two half-day classes are Working with Generational Differences and Medical Libraries: Prescription for Success.

We will have an entertaining workshop on Customer Service from our keynote speakers, Bill Barnes and Gene Ambaum on Thursday afternoon, September 27, paired with “Doc Choc’s”

presentation on the health benefits of chocolate. If CE credits are what you desire there will also be a 4-hour CE titled Government Information in the Health Sciences: The Best Medicine on Thursday afternoon.



Six continuing education (CE) credits are offered on Friday, September 28 alone. We will have a class titled Beyond an Apple a Day: Providing Consumer Health Information in the Public Library (4-hour CE) offered at the conference center. We will also have use of a computer lab. The computer lab is located just across the street from the hotel at the Delta College Planetarium. Classes that will be taught in the computer lab include an Introduction to RSS & Blogging for Librarians (2-hour CE), Michigan eLibrary (MeL) Health Resources (2-hour CE), and Getting Started with LinkOut (2-hour CE). Be sure to take full advantage of these hands-on classes.

Considering the conference center's beautiful Bay City riverfront location and the classes that demonstrate how to Navigate the Sea of Information, this is definitely one conference you won't want to miss.

Munson Healthcare Department of Library Services Receives Best In Show Award at MLA

By Barbara Platts

The Department of Library Services was recognized with the "Best in Show" award for the public relations and marketing competition at the annual conference of the Medical Library Association in Philadelphia. Conference attendees had the opportunity to gain ideas and collect samples of powerful library promotions at the ever-popular public relations event. Representatives from PCI, MLA's public relations consultants, categorized and judged the samples for creativity, accomplishment of stated goals, and best use of available budget and resources. Munson Healthcare, was awarded the top prize for promoting exploration of their library through creative displays.



Barb Platts, Manager of Library Services at Munson, explains that the objective of the marketing promotion is to highlight newly purchased book titles through the use of 3-dimensional displays. The target audience is hospital staff, physicians, medical residents, health occupation students,



patients, family members, public/private/home school students, and the community at large.

3-dimensional mobile and table top displays are created using images of newly purchased book covers. Displays are based on a particular audience (like physicians, nurses, community) or a theme (like heart health). Criteria for inclusion include the book title image - is it eye catching, colorful and attractive? Is the image easily reproduced - does it maintain it's sharpness, color, font and design once it's enlarged? Are there copyright issues?

The image is then printed in color on a heavy card stock. Panels are configured into a variety of designs using various complimentary materials such as Tinker Toys, or blocks, for new children's health resources.

According to Platts, mobile and tabletop displays draw customers into the library,

allow library staff to engage in dialog, conduct reference interviews, recommend additional resources, promote new resources and increase circulation. Displays rotate continuously as new titles are added to the various collections. The professional library staff selects titles however; the library volunteer staff does all printing, display design and construction. Funding for the displays come from the library operating budget and in-kind contributions.

Our Sincere Thanks!

By Patricia Martin

The Board is sad to announce that **Mary Cox** has withdrawn from her position as Secretary of MHSLA. Arlene Weismantel will serve as interim Secretary for the balance of Mary's term. You may remember that Mary stepped up to assume the position when Judy Schroeder left due to repetitive motion injury in her wrist. We very much appreciate Mary's service to MHSLA!

MHSLA would like to thank **Melba Moss** for her service as Chair of the Resource Sharing Committee. Best of luck to you!

The MHSLA Board welcomes **Heidi Schroeder** from Michigan State University as the new Chair of the Resource Sharing Committee!

Thank you to the **National Network of Libraries of Medicine, Greater Midwest Region** for hosting the MHSLA website for the past five years. The MHSLA site has now moved to another host, a move that should appear seamless to MHSLA members. If you are experiencing any problems accessing the site, please contact MHSLA's webmaster, Mike Simmons, at simmon11@msu.edu.

Midwest Chapter Conference: October 12-16, 2007

The Midwest Chapter of the Medical Library Association will be holding its annual conference jointly with the Midcontinental Chapter in Omaha, Nebraska, on October 12-16, 2007. Check out conference speakers and activities at <http://www.mcmla.org/2007/index.html>. Note that next year MHSLA's annual conference will be held jointly with the Midwest Chapter.



Natural Standard Offers MHSLA Group Pricing!

The MHSLA Group Purchasing Committee has negotiated with Natural Standard to provide consortial pricing for MHSLA Members. A Natural Standard informational flyer and details of the offer are now available for MHSLA Members to consider. Please direct your questions to Jeff Sprung, Natural Standard's sales representative. See the MHSLA website at <http://www.mhsla.org/purchasing.htm> for more details.



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