

## PROGRAM-AT-A-GLANCE *(Detailed program on pg 10.)*

### Saturday, October 19<sup>th</sup>

*(Registration Open - 12:00-1:00 / 4:45-5:30)*

- 8:00 am - 12:00 pm CE: Well-Kept Secret... (UBC @ Robson Square)
- 8:30 am - 10:30 am CE: You're Speaking... (Barclay)
- 1:00 pm - 5:00 pm CE: PDAs and the Library (Barclay)

### Sunday, October 20<sup>th</sup>

*(Registration Open - 12:00-1:00 / 4:00-7:00)*

- 9:30 am - 4:30 pm PNC/MLA Board Meeting (Chico)
- 8:00 am - 12:00 pm CE: Designing for Usability... (Barclay)
- 1:00 pm - 4:00 pm CE: Health Informatics... (Barclay)
- 4:30 pm - 5:30 pm CE: Published Update (Barclay)
- 6:00 pm - 8:00 pm Welcome Reception (Evergreen/35<sup>th</sup> Flr)

### Monday, October 21<sup>st</sup>

*(Registration Open - 8:00-9:00 / Hospitality Desk - 10-3)*

- 7:30 am - 8:30 am Breakfast for WMLA members (Shoreline)
- 8:15 am Breakfast for OHSLA members (Horizon)
- 9:00 am - 10:00 am Exhibits open (until 5 pm) (Conference Foyer)
- 10:00 am - 10:20 am Welcome/Keynote (Nelson/Dennan)
- 10:20 am - 11:50 am Break
- 11:50 am - 1:30 pm Barriers to Health Care... (Nelson/Dennan)
- 1:30 pm - 2:30 pm Lunch with Vendors (Conference Foyer)
- 2:30 pm - 2:50 pm Role of Libraries in Child... (Nelson/Dennan)
- 2:50 pm - 3:50 pm Break
- 3:50 pm - 4:50 pm RML Networking Tea Party (Nelson/Dennan)
- 4:50 pm - 5:00 pm Papers & Posters Display (Nelson/Dennan)
- 6:00 pm - 8:00 pm Exhibitors' Closing & Draw (Conference Foyer)
- Dinner Banquet (Nelson/Dennan)

### Tuesday, October 22<sup>nd</sup>

*(Registration Open - 7:50-8:00 & 9:45-10:05/ Hospitality Desk - 10-3)*

- 7:00 am - 7:45 am Demo - EBSCO (Gifford)
- 8:00 am - 9:45 am Demo - Endeavor Info Systems (Parkside)
- 9:45 am - 10:05 am Demo - MDCConsult & Elsevier (Barclay)
- 10:05 am - 11:05 am PNC/MLA Breakfast Meeting (Nelson/Dennan)
- 11:05 am - 11:25 am Break
- 11:25 am - 1:00 pm Physician Expectations... (Nelson/Dennan)
- 1:00 pm - 2:30 pm Break
- 2:30 pm - 3:15 pm Electronic Resources (Nelson/Dennan)
- 3:15 pm - 3:35 pm Roundtable Luncheon (Nelson/Dennan)
- 3:35 pm - 4:30 pm Prescription Drug Advertising (Nelson/Dennan)
- 4:30 pm - 4:45 pm Break
- NLM Overview (Nelson/Dennan)
- Closing Speech (Nelson/Dennan)



## PACIFIC NORTHWEST CHAPTER of the MEDICAL LIBRARY ASSOCIATION

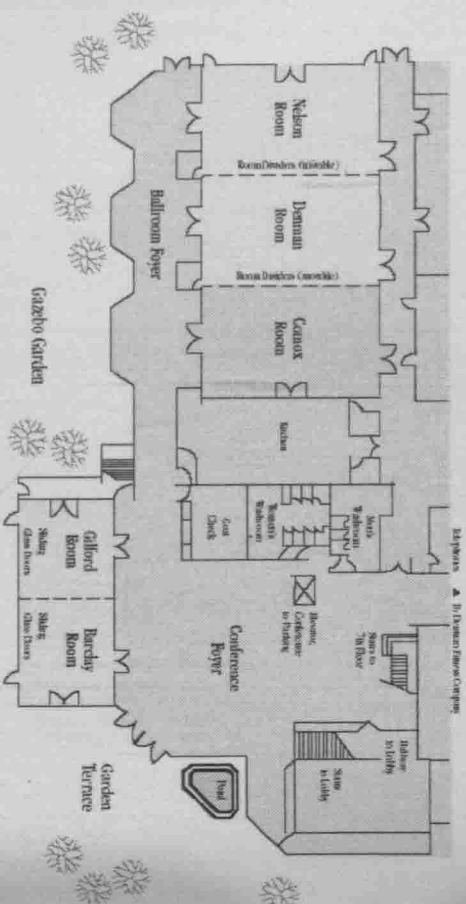
42<sup>nd</sup> Annual Meeting

Coast Plaza Hotel  
Vancouver, British Columbia  
CANADA

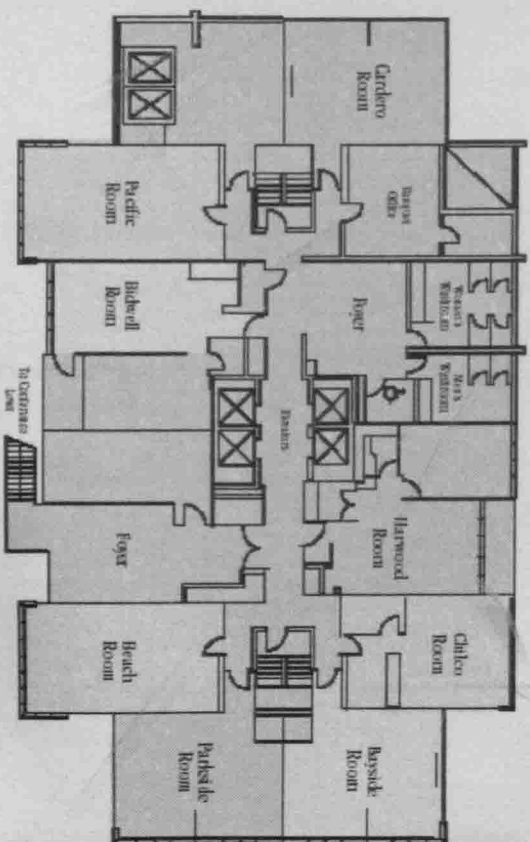
October 19<sup>th</sup> - 22<sup>nd</sup>, 2002

# COAST PLAZA HOTEL

CONFERENCE LEVEL \*majority of conference events held on this level



## UPPER CONFERENCE LEVEL



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## WELCOME TO VANCOUVER

Welcome to Vancouver and the PNC/MLA 2002 conference, where we will endeavor to bring together professional and personal opportunities. The PNC/MLA conference planning committee has combined their expertise and creativity to design a dynamic program that we hope you will enjoy.

PNC/MLA 2002 features outstanding CE courses given by nationally known experts, plenary sessions which include both local and national perspectives, as well as contributed papers and posters with interesting topics.

While in Vancouver, take the opportunity to explore the exclusive shops on Robson Street, visit local artisans on Granville Island or have dinner at one of the many restaurants on Denman Street while overlooking the ocean at English Bay.

We sincerely hope that the PNC/MLA 2002 conference will be a positive professional experience.

*Diane Helmer, Program Chair  
PNC / MLA 2002 Conference Planning Committee*

### PNC/MLA 2002 CONFERENCE PLANNING COMMITTEE

Diane Helmer	<i>Program Chair</i>
Shona Lam	<i>Publicity</i>
Tracy Haylin	<i>Continuing Education</i>
Karen MacDonnell	<i>Roundtables/Panels</i>
Greg Rowell	<i>Exhibitors</i>
Sherry Crowther	<i>Treasurer</i>
Dan Heino	<i>Contributed Papers</i>
Shannon Long	<i>Registration</i>
Chrissane Penningpe	<i>Volunteer Coordinator</i>

## MESSAGE FROM THE CHAIR

On behalf of the Executive Board of the Pacific Northwest Chapter of the Medical Library Association, welcome to our 2002 Annual Meeting! Our Canadian colleagues have worked diligently to give us a meeting full of opportunities to learn new things. They've not forgotten to give us the chance to enjoy the beauties of Vancouver. Close to Stanley Park, our venue also offers all the amenities of a major metropolis.

So take in the wisdom of the speakers and your colleagues, and share your own visions of library service. Refresh and recharge your self, for work and as a person. Get ready for a year of new challenges and opportunities with friends old and new.

Bring It All Together in a wonderful city!

*Bob Pringle, Chair  
PNC/MLA 2002*

### PNC/MLA 2002 EXECUTIVE BOARD

<i>Chair</i>	<i>Bob Pringle</i>
<i>Chair-Elect</i>	<i>Peggy Baldwin</i>
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<i>Chapter Council Representative</i>	<i>Patrice O'Donovan</i>
<i>Chapter Council Alternate</i>	<i>Dolores Judkins</i>
<i>Ex Officio: Newsletter Editor</i>	<i>Kathy Murray</i>

## AROUND VANCOUVER

A Tourism Vancouver guide, map and discount coupons are included in your conference bag. As well, if you show your conference badge to **False Creek Ferries**, you can travel to Granville Island for the discount one-way price of \$1.50.

We'd like to thank the following Vancouver companies who have graciously offered discounts and services:

- Bikes N' Blades
- False Creek Ferries
- Cybermadness.net
- Vancouver Trolley Company
- Death by Chocolate
- Vancouver Aquarium

### HOSPITALITY DESK HOURS

*Sponsored by CyberTools. Hosted by the Lady of Vancouver Club.*

- Monday, October 21<sup>st</sup> 10:00 am - 3:00 pm Conference Foyer
- Tuesday, October 22<sup>nd</sup> 10:00 am - 3:00 pm Conference Foyer

You can also contact your hotel's **Concierge Desk** or contact the **Vancouver TouristInfo**, 200 Burrard Street (corner of West Cordova & Burrard) ph: 604-683-2000, Hours: M-Sat 8:30 am - 5:00 pm, Closed on Sundays.

### INTERNET ACCESS

#### 1. At the Coast Plaza Hotel

- Available in the Hotel's Business Studio in the Lobby.
- Hotel guests with their own laptop, can access the Internet in their hotel rooms. Contact the front desk for further information.

#### 2. Joe Fortes Library

**870 Denman St.**

**Hours:** Tues-Thurs 10-9; Wed-Fri 10-6; Sat 10-5

**Closed:** Sun & Mon

1/2 hour free Internet time available on their 5 Internet terminals. There is usually a line up and it is recommended that you sign-up for a time. You will need to ask the library staff to sign you in as a "guest" if you do not have a Vancouver Public Library card.

#### 3. Cybermadness.net Internet café

**779 Denman St.**

**Hours:** Mon-Fri 10-midnight; Sat-Sun 11-midnight

The rate is \$1.75 per 30 minutes with an additional \$1 off (coupon available in your conference bag).

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## THANK YOU I

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**SPECIAL THANKS TO OUR VOLUNTEERS,**

**LADY OF VANCOUVER CLUB,**

**AND TOURISM VANCOUVER**

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## REGISTRATION

### LOCATION

The registration desk is located on the Conference Level in the Conference Foyer (across from the Barday/Gilford Room).

### DESK HOURS

Saturday, October 19 <sup>th</sup>	12:00 pm - 1:00 pm 4:45 pm - 5:30 pm
Sunday, October 20 <sup>th</sup>	12:00 pm - 1:00 pm 4:00 pm - 7:00 pm
Monday, October 21 <sup>st</sup>	8:00 am - 9:00 am
Tuesday, October 22 <sup>nd</sup>	7:50am - 8:00 am 9:45 am - 10:45 am

**MDConsult**  
What makes doctors click™

[www.mdconsult.com](http://www.mdconsult.com)

## CONTINUING EDUCATION

Saturday, October 19<sup>th</sup>

8:00am - 12:00pm

**Well-Kept Secret: Health-Related Government, Organization and Think-Tank Content**

*Laura Larsson*

UIC @ Robeson Square, Computer Lab

The biomedical librarian must have a good sense of what information is available through US federal, state, local government, organizations, academic research centers and institutes, and think-tanks. Brush up on how to find this information, get an overview of what each entity does, how their websites are structured for maximum information dissemination, and how all those pieces fit together. The gray literature and the "invisible Web" entities will be briefly reviewed. The instructor will use lecture, active learning, and personal and group exercises to facilitate the learning process. **MLA: 4 credit hours**

8:30am - 10:30am

**You're Speaking - But Are You Connecting?**

*Margaret Hope*

Barday Room

If you want others to listen to you and feel motivated to act, then you've got to *connect*; you've got to create *chemistry* with your listener. You need to create a bond that makes them want to listen, believe you and do as you ask. In this workshop you'll learn to do just that. You'll join the "Mad Professor Hope" in her makeshift laboratory and emerge with 10 easily applied tips for connecting so you can create awareness and get others to take action. You'll practice the skills during the session and have ample opportunities to ask for advice.

1:00pm - 5:00pm

**PDAs and the Library**

*Peggy Baldwin*

Barday Room

This course will provide grounding in PDAs and possible library PDA services. Participants will explore the various features of the built in software and learn about third party options and hardware to enhance productivity. Health care resources will also be explored. Instructional methods include lecture and demonstration, and hands-on exercises. **MLA: 4 credit hours**



## Sunday, October 20<sup>th</sup>

8:00am - 12:00pm

### Designing for Usability on the WWW

Mary Sue Stephenson

Barclay Room

Designing for the web is so much more than visual appearances. Usability research clearly demonstrates that successful web sites allow users to get what they need quickly and accurately. This workshop is about usability in web design - what it is, why it's important, and how to create a well-designed web site. It will show you the possibilities and problems of designing for the web, including basic principles, successful strategies, and ideas to maximize web site usability.

1:00pm - 4:00pm

### Health Informatics—what's it got to do with me?

Dr. Kathryn Hornby

Barclay Room

This course provides an overview of health informatics, including what disciplines are involved in the field and how library and information sciences fit into the picture. Specific areas such as electronic patient records, decision support, standards, and consumer health informatics will be discussed.

4:30pm - 5:30pm

### PubMed Update

Linda Millgram

Barclay Room

Cubby, Clipboard, Clinical Queries and More! Come share pointers and discoveries in the Land of PubMed. Linda will review recent PubMed enhancements and lead a discussion of changes and challenges in using NLM databases.

## PROGRAM

(An abridged "program-at-a-glance" available on back cover.)

### Saturday, October 19<sup>th</sup>

8:00 am - 5:00 pm

#### CE COURSES

see pg 8

12:00 pm - 1:00 pm

#### Registration Open

Conference Foyer

4:45 pm - 5:30 pm

#### Registration Open

Conference Foyer

### Sunday, October 20<sup>th</sup>

7:30 am - 8:00 am

#### Registration Open

Conference Foyer

8:00 am - 5:30 pm

#### CE COURSES

see pg 9

9:30 am - 4:30 pm

#### Meeting for PNC/MLA Board

Chilco Room

5:30 pm - 7:00 pm

#### Registration Open

Conference Foyer

6:00 pm - 8:00 pm

#### WELCOME RECEPTION

Evergreen/35<sup>th</sup> fl

Sponsored in part by Elsevier

### Monday, October 21<sup>st</sup>

7:30 am - 8:30 am

#### Breakfast Meeting for WMLA Members

Shoreline

7:30 am - 8:30 am

#### Breakfast Meeting for OHSIA Members

Horton

8:00 am - 9:00 am

#### Registration Open

Conference Foyer

8:15 am - 5:00 pm

#### EXHIBITS

Conference Foyer

9:00 am - 9:10 am

#### WELCOME

Nelson/Dennan

Diane Helmer / Bob Pringle

9:10 am - 10:00 am

**KEYNOTE: MANAGING HEALTH INFORMATION - WE'RE IN IT TOGETHER!**

*Five-Marie Lacroix*

Nelson/Danman

This presentation will focus on the challenges and opportunities that stand before us as we enter the second Web decade. Collaboration between libraries and other organizations at local, national and international levels is enabling Web resource developers to leverage the experiences and products of their colleagues. Examples of collaborative efforts being facilitated by the National Library of Medicine include expanding PubMed Central; building an international DOCLINE network; and sharing MEDLINEplus health information with partners organizing local and regional health resources. NLM is also working with other organizations to develop strategies for preserving materials in electronic form, an activity that is an important part of NLM's mission, but can only be accomplished through collaboration with others.

10:00 am - 10:20 am **Break**

Conference Foyer

Sponsored by Divine, Inc. & Basch.

10:00 am - 3:00 pm **Hospitality Desk Open**

Conference Foyer

10:20 am - 11:50 am **PANEL: BARRIERS TO HEALTH CARE INFORMATION**

Nelson/Danman

*Dr. Susan Harris, Guninder Mumick,*

*Nancy Press*

A distinguished panel discusses the various barriers confronting the health care consumer - problems in the health care system, diverse cultural backgrounds and language barriers. The role in which librarians have in assisting to overcome and reduce these barriers will be addressed. There will be a short presentation by each panel member, with a general question and answer session following.

11:50 am - 1:30 pm **LUNCH WITH VENDORS**

Nelson/Danman

1:30 pm - 2:30 pm

**THE ROLE OF LIBRARIES IN CHILD DEVELOPMENT AND HEALTH**

*Dr. Clyde Hertzman*

Nelson/Danman

Early cognitive, social-emotional, and physical development has lifelong impacts on health. This presentation will show how community factors influence early child development; how libraries can play a role in improving children's developmental trajectories; and how librarians can help improve information flows to the community on this important subject.

2:30 pm - 2:50 pm **Break**

Conference Foyer

Sponsored by Edico & Serials Solutions.

2:50 - 3:50 pm

**RML NETWORKING TEA PARTY**

Nelson/Danman

Join the staff of the Pacific Northwest Regional Medical Library to learn more about national programs and regional projects. The atmosphere will be as convivial as an afternoon tea. Presentations will be brief, with time for discussion and networking. There's more going on out there than you think!

3:50 pm - 4:50 pm

**CONTRIBUTED PAPERS & POSTERS**

Nelson/Danman

See pg 16 for abstracts.

**Paper Presentations**

Finding the Figures: Leveraging an Existing Database to Connect Consumers and Clinicians to Statistical Resources on the Web.

*Emily Hull*

Take your Classes to the Masses: the Migration of a Drug Information Tutorial to the Web.

*Joanne Rich & Harry Love*

**Posters on Display**

Using the Internet to Communicate with Immigrant/Refugee Communities about Health.

*By Ellen Howard*

"Tune up your Information Skills": a Library Liaison Campaign for Customized Presentations to Faculty.

*By Janet Schnall*

Do you have the Right Stuff? Selecting a Natural Medicines Resource to Answer the Question.

*By Terry Ann Jankowski et al.*

4:50 pm - 5:00 pm **EXHIBITORS' CLOSING & DRAW**

Conference Foyer

6:00 pm - 8:00 pm **Dinner Banquet**

*with the Wisteria Quartet*

Sponsored in part by MDConsult, eMedicine & CISTL.

Nelson/Denman

**Tuesday, October 22nd**

7:00 am - 7:45 am **Vendor Demos**

*(Beverages provided. Choose from the following)*

**Endeavour Information Systems**

Partake Room

*Pat Ryan*

Find out about "Encompass" - Endeavor offers a single-source solution for managing, searching, linking and providing access to the resources of today's medical libraries with ENCompass.

**MDConsult/Elsevier**

Barclay Room

*Sean Carroll/Helen Bowkett*

Learn more about their new specialty services; MLA special pricing: what's coming from MDConsult in 2003; and PDxMD - decision support on your PDA

**EBSCO - Full Text and Secondary Databases for Medical Libraries**

Gifford Room

*Neil Sorensen*

See a presentation of the wide range of databases available through EBSCOhost® for medical libraries and learn about additional EBSCOhost features including seamless linking, enhanced searching and customization options, and statistical features via EBSCOadmin.

7:50 am - 8:00 am

**Registration Open**

Conference Foyer

8:00 am - 9:45 am

**PNC/MLA BREAKFAST BUSINESS MEETING**

Nelson/Denman

*With Carol Jenkins, MLA Past-President*  
Sponsored in part by Swets Blackwell.

9:45 am - 10:05 am

**Break & Registration Open**

Conference Foyer

Sponsored by Rittenhouse & Micromedex.

10:00 am - 3:00 pm **Hospitality Desk Open**

Conference Foyer

10:05 am - 11:05 am **PHYSICIAN EXPECTATIONS FROM LIBRARIES: THE IMPACT OF THE INTERNET & PDAS**

Nelson/Denman

*Dr. Steven Wong*

The advent of the Internet as a medical resource has made a major impact on physicians' use of the medical literature, educational resources and library services. Personal Digital Assistants like the Palm have made instantly accessible, portable references and journal abstracts a reality for many practicing physicians. How have physician expectations changed as a result of using these tools? Have these technologies enhanced or diminished the role of the medical library? Explore some of these concepts from the view of a practicing physician.

11:05 am - 11:25 am **Break**

Conference Foyer

Sponsored by INFOPoems & Gale Group.

11:25 am - 1:00 pm **PANEL: ELECTRONIC RESOURCES**

Nelson/Denman

*Nanette Welton, Joan Andrews, Joy Kirchner, Harvey Brenneise*  
Electronic resources have become a never-ending challenge. Listen to solutions used by our experienced panel of librarians from both large and smaller institutions. Discover some ideas to help you and your library meet the challenge! There will be a short presentation by each panel member with a general question and answer session following.



1:00 pm - 2:30 pm

## **ROUNDTABLE LUNCHEON**

Nelson/Dennan

Sponsored in part by Majors. Details on pg 22

Choose from the following: Copyright; DOCLINE Update; Enduser Training; Grey Literature; NLM Outreach Funding; MLA Strategic Planning

2:30 pm - 3:15 pm

## **DIRECT-TO-CONSUMER PRESCRIPTION DRUG ADVERTISING AND THE PUBLIC**

Nelson/Dennan

*Barbara Mintzes*

Pharmaceutical companies are now marketing their prescription drugs directly to the consumer through ads. As a result, health care professionals, including librarians are frequently asked about drugs advertised in the media. How do these ads affect public health, knowledge and medicine use? Barbara will discuss the research evidence, policy options and controversies behind "direct-to-consumer advertising" (DTCA). Those against DTCA are concerned about inappropriate prescription drug use, increased drug costs and the erosion of the doctor/patient relationship. There are those who believe DTCA is beneficial – empowering the consumer, improving compliance, and reducing hospital costs. This visual presentation will show examples of pharmaceutical advertisements and will review the evidence on information quality, accuracy and effects on health and health care services.

3:15 pm - 3:35 pm

## **Break**

Conference Foyer

Sponsored by OVID & Endeavour  
Information Systems.

3:35 pm - 4:30 pm

## **NLM OVERVIEW**

Nelson/Dennan

*Susan Barnes*

An overview of the latest updates on NLM products including PubMed, DOCLINE and NLM Gateway.

4:30 pm - 4:45 pm

## **CLOSING SPEECH**

Nelson/Dennan

*Diane Helmer, Program Chair - PNC/MLA 2002*

## **CONTRIBUTED PAPERS/POSTERS**

Mon, Oct 21<sup>st</sup> / 3:50 pm – 4:50 pm

Nelson/Dennan

### **PAPER PRESENTATIONS**

(presenters indicated in *boldface*)

#### **1. Finding the Figures: Leveraging an Existing Database to Connect Consumers and Clinicians to Statistical Resources on the Web**

*Emily Hull, Lisa Oberg, Janet Schnall  
Health Sciences Libraries, University of Washington*

Locating health statistics has shown up repeatedly in the last decade as one of the five most popular topics on the annual CE survey of members of the Pacific Northwest Chapter of MLA. University of Washington librarians first published "Finding the Figures: an Annotated Guide to Selected Health Statistics Sources" in 1992. In addition to covering key general, national and international health statistical publications, Finding the Figures has a particular focus on the Pacific Northwest region. The compilation is a popular reference tool among regional librarians and served as the basis for CE courses offered by WMLA, OHSLA and PNC/MLA.

Finding the Figures was converted to a searchable database on the Web in 2001, utilizing data entry tools, an MS-SQL database and a user search and display interface that already existed as part of the HealthLinks web site. The process of converting an 82-page Word document to 248 separate records, creating a search interface and browsable health statistics topic list and tailoring the information display for the Web was greatly simplified by using an existing database. Using the Web interface, consumers and clinicians can now locate health statistical publications using either keywords or controlled vocabulary subject terms and can easily identify likely starting points for broader searches. Libraries that are considering creating or already have access to a web-enabled database should capitalize on the original investment of effort by using the database for as many web-related projects as possible.

Finding the Figures is available on the Web at:  
<http://healthlinks.washington.edu/statistics/>

2. **Take Your Classes to the Masses: the Migration of a Drug Information Tutorial to the Web**

*Terry Ann Jankowski, Joanne Rich, Harry Love  
Health Sciences Libraries, University of Washington*

As the information explosion continues, academic institutions are faced with delivering increased content to already dense courses. Thus fierce competition for class time is making library instruction a low priority, or if already included in the curriculum, a likely candidate for exclusion.

This is the situation faced by the University of Washington Health Sciences Libraries. How could we ensure our students and future health care professionals receive appropriate instruction in information literacy at a time when it is most needed but not similarly prioritized? How could we ensure that our future clinicians are able to offer optimal health care to their patients when it counts at the point of practice? One response has been to transform the classroom lecture/demonstration into an effective, stand-alone tutorial. A description of our experience with a drug information tutorial, the challenges we encountered, our solutions, and experience with ongoing maintenance will be provided.

**POSTERS ON DISPLAY**

1. **Using the Internet to Communicate with Immigrant/Refugee Communities about Health**

*Ellen Howard, Harborview Medical Center, Seattle, WA*

EthnoMed ([ethnomed.org](http://ethnomed.org)) was created in 1994 by an interprofessional group at Harborview Medical Center (HMC), to serve as a medium for communicating about health issues related to target immigrant and refugee groups in the Seattle area. It can be seen as an outgrowth of the International Clinic and Community Housecalls program also based at HMC. Because of that association, the project focuses on the Ethiopian, Oromo, Somali, Tigrayan, Vietnamese, Cambodian and Latino communities. EthnoMed is designed to bridge cultural and language barriers surrounding health care. As such, it is meant to be a two way street; it should provide meaningful information to both the communities and the providers in order to help improve the health of the targeted populations. While rigor is applied in creating and evaluating the materials to assure that they are valid and meaningful, the

information is intended to be useful in a community or clinical setting. The site does not try to present research articles for academics. EthnoMed might be seen as a continuously updated electronic book kept in the public domain.

Involving underserved cultural groups in digital communication deserves attention because the Web supports multimedia applications necessary to meet the various learning levels and styles of these diverse populations. However, getting across the digital divide presents many challenges that include meeting the requirements of funding sources and communicating with the least acculturated members of these groups so that they may be active participants rather than passive recipients. Because maintaining constant communication with diverse communities takes effort, sharing techniques that work is vital. To be effective in working with diversity we need to talk with, not at, members of minority communities. At HMC we are extremely fortunate to have a structure in place that facilitates communication across cultures and which reduces barriers for creating cross-cultural programs.

For this poster three funded projects involving ethnic communities will be illustrated:

1. The outcome of a NLM subcontract to set up computer facilities in 3 community centers to provide Internet access so that members could use and produce Web based materials (1999-2001).  
[[http://depts.washington.edu/ethnomed/Final\\_Report.pdf](http://depts.washington.edu/ethnomed/Final_Report.pdf)]
2. The ongoing work of an NLM grant to extend the work with communities both to increase their knowledge related to finding health information and to produce documents related to health-related concerns of the communities (2001-2003).  
[<http://depts.washington.edu/ethnomed/HMCPproject/HMCTrainer.html>]
3. The development of a multilingual, multicultural diabetes program which illustrates the potential of the Web to share health information, partially supported by a grant from Group Health Cooperative in Seattle.  
[<http://depts.washington.edu/ethnomed/diabetes/multidiabetes.html>]

This poster may provide guidance to others who want to create similar sites and collaborate with the EthnoMed project.

2. "Tune up your Information Skills": a Library Liaison Campaign for Customized Presentations to Faculty  
*Janet G. Schnell, ALiP, Information Management Librarian, Health Sciences Libraries, University of Washington, Seattle, WA*

**Purpose:** The poster will describe a marketing campaign to update faculty on the latest and best methods of information searching through a rapidly expanding array of online resources.

**Setting/Participants/Resources:** The Health Sciences Libraries is part of a large, academic health sciences center. Library liaisons reach out to departments across six health sciences schools in a distributed, urban environment.

**Brief Description:** Library liaisons contacted departments offering customized presentations of information resources under a unifying marketing theme: "Tune up your Information Skills." Presentations varied between five minutes to an hour and were selected in consultation with the faculty from a set of sixteen modularized Tune Up topics (e.g., "UpToDate," "Web of Science," "Clinical Evidence," "Keeping Current," "Patent Education," "E-Journals," "Grants," "Research Databases/Life Beyond PubMed"). Each liaison developed one of the modules and presented it to the larger liaison group for discussion. The modules were developed to be presented to faculty in as little as five minutes. Modules were designed for a one-time presentation or as a continuing series to be held in the department or the library.

**Results/Outcome:** The presentations increased the number of teaching sessions and outreach to new faculty, both on and off campus. Informal feedback on reasons for the campaigns' success included: effective publicity, including eye-catching logo and poster; innovative flexibility to "mix and match" Tune Up topic modules; and customization of place and timing for individual departments.

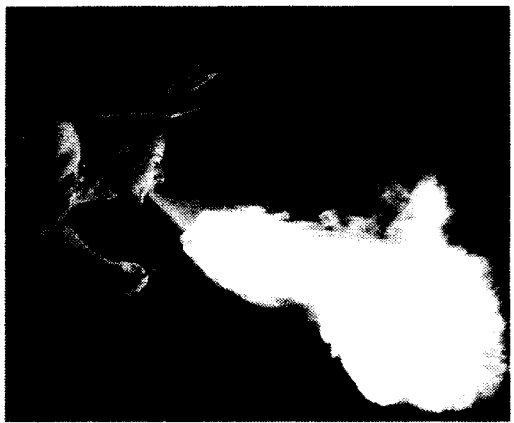
**Evaluation:** Print or electronic evaluation forms at Tune Up sessions, progress reports from liaisons on results of Tune Up campaign with their departments, anecdotal comments, and discussions of campaign at regularly scheduled liaisons meetings were used.

3. Do you have the Right Stuff? Selecting a Natural Medicines Resource to Answer the Question

*Terry Ann Jankowski, ALiP, Information Management Librarian, Health Sciences Libraries, University of Washington, Seattle, WA; Philip J. Gregory, Pharm.D., Associate Editor and Director of Natural Medicines, Natural Medicines Comprehensive Database, Pharmacist's Letter/Prescriber's Letter, Stockton, CA*

Over the last ten years, as the numbers of people using natural medicines and dietary supplements has increased, health sciences librarians and health care professionals have received a growing number of questions about these products. The questions have increased both in volume and complexity of information needed. To add to the confusion, several new databases and resources have appeared that can be used to answer these questions. Librarians face the problem of selecting between a wide range of possible resources, each having their own features, strengths, and weaknesses. Establishing criteria to evaluate them is key to solving this dilemma. This poster provides a set of criteria that can be used by librarians to decide which resource best answers a given question.

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## ROUNDTABLE LUNCHEON

Tues, Oct 22<sup>nd</sup> / 1:00 - 2:30 pm

Nelson/Denman

### Copyright

Paul Whitney

This roundtable will give attendees the opportunity to raise copyright concerns and issues and learn about the differences in practice dictated by US and Canadian legislation.

### DOCLINE Update

Susan Barnes

What's puzzling about DOCLINE? What works well? Bring your DOCLINE questions to discuss and tips to share, and learn about NLM's plans for future upgrades.

### End User Training

Greg Rowell / Judy Neill

How are you approaching end user training... by discipline, by database, by ?... How do you promote your classes? How do you measure the impact your training has on the end user's information seeking and use patterns? Bring your successes, problems and training questions to the roundtable.

### Grey Literature

Diane Helmer

This roundtable will discuss how electronic publishing has affected the accessibility of grey literature on and off the Internet. There has been an expectation that grey literature will continue to become more accessible through the Internet, however it is becoming increasingly difficult to ensure that documents can be quickly found and remain available. Despite the accessibility problems associated with grey literature, both on and off the Web, librarians with advanced search skills have the ability to tap into the darkest corners of the Web to find the "hard to find" items.

### NLM Outreach Funding

Linda Milgrom

Learn about the opportunities available through NLM or RML Outreach Funding. Many of these funding projects have a special emphasis on minority and low-income communities. Although primary applicants for most projects must be American, Canadians are most welcome as collaborators!

### MLA Strategic Planning

Facilitator to be announced

Here's a chance to review and discuss the MLA Strategic Plan. Let MLA know what you think of the plan. This is a chance to influence the future of MLA.

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Canada

## BIOGRAPHIES

**Joan Andrews** is the Library Manager of the Registered Nurses Association of B.C.'s Helen Randal Library where she has computerized library operations, built one of Canada's best nursing collections and developed a team of staff to provide a full range of library services to registered nurses throughout B.C. As a result, the library has become a model nursing library unmatched by any provincial or federal professional nursing organization in Canada. Her prior positions include working as a reference librarian at Simon Fraser University, Langara College, the Vancouver Law Courts and the Massachusetts Institute of Technology (M.I.T.). She also spent a few years providing library consulting services to a variety of law firms and businesses in B.C.

**Peggy Baldwin** received her MLS from the University of Oregon in 1977; since 1984, she has been the Library Director at Providence Portland Medical Center. As an undergraduate, Peggy majored in business administration, minored in applied math, and took several computer-programming classes. With the invention of the PC, and real computing power being put in the hands of consumers, Peggy has been increasingly interested in the potential of computing for improving our work and lives. As the proud owner of a Handspring Visor (PDA), she has tried a multitude of applications and investigated uses for libraries and in medicine. This past February, Peggy also participated in the MLA teleconference "Sync or Swim: Managing the Flood of PDAs in Health Care". She has had to convince her partner that she would be more upset if he left her than if she lost her Visor.

**Susan Barnes** is Network Librarian for Resource Sharing for the Pacific Northwest Region of the National Network of Libraries of Medicine. She has a Master's in Librarianship from the University of Washington and has held positions at the National Library of Medicine, UCLA Biomedical Library, Columbia University Health Sciences Library, and Cornell University.

**Harvey Brenneise**, MA, MSLS, is the library director of the Michigan Community Health Electronic Library, Okemos, MI. The mission of the library is to make digital information available on the desktop for members of the community of the

Michigan public and communities, transforming a 100-year old print library to electronic form. His library degree is from the University of North Carolina, Chapel Hill. Previous experience includes being head reference librarian and systems librarian at Andrews University (MI), and managing editor of the Seventh-day Adventist Periodical Index during the time it was converted from print to digital form. He is also consultant to the American Orchid Society in development of their digital orchid library.

**Dr. Susan Harris** is a Professor in the School of Rehabilitation Sciences at the University of British Columbia. A physiotherapist and long-time advocate for persons undergoing cancer treatments, Susan is one of the original members of "Abreast in a Boat" -- the world's first Dragon Boat team comprised entirely of women living with breast cancer.

**Diane Helmer** is the Head Librarian of the Geoscience Research Library for the Geological Survey of Canada. She was formerly the Information Specialist for the Centre for Health Service & Policy Research at the University of British Columbia. Diane has been involved in writing the "Grey Literature" chapter for the "Guide to Internet Resources for Health Technology Assessment", produced by the National Library of Medicine.

**Dr. Clyde Hertzman** is a Canada Research Chair in Population Health and Human Development, a Professor in UBC's Department of Health Care and Epidemiology, and an Associate Director of the Centre for Health Services and Policy Research. Nationally, he is a Fellow of the Canadian Institute for Advanced Research (CIAR) Human Development Program - Population Health Program. Clyde has played a central role in creating a framework which links population health to human development and in elucidating the special role of early childhood development as a determinant of health. He has also contributed to government, community and policy initiatives for healthy child development and has been a principal investigator with the BC Linked Health Database project.

**Margaret Hope, MEd** is an internationally accredited professional speaker. She is also a writer and personal coach who empowers and inspires others. She is funny, irreverent and totally professional. Her speeches are fast paced, fully personalized and highly practical.

**Dr. Kathryn Hornby** graduated from the University of British Columbia (UBC) Faculty of Dentistry with a DMD in 1984 and practised dentistry for several years. In 1994 she completed a Masters in Library and Information Science and has just completed a Graduate Certificate in Medical Informatics from Oregon Health Sciences University. She currently works at the UBC Woodward Biomedical Library as the liaison with the Faculties of Medicine and Dentistry and Chair of the Information Transmission & Management Committee, which integrates information skills into the Undergraduate Medical/Dental Curriculum. Kathy also chairs the UBC College of Health Disciplines' Committee on Information and Technology.

**Emily Hull, MLS**, is Head of Information Systems at the Health Sciences Libraries at the University of Washington. She manages staff and public computing services and reserves processing in the three branches of the Health Sciences Libraries. She is general manager of HealthLinks, a complex database-driven web site with a mission to connect people to health information to improve clinical care, research and education

**Joy Kirchner** is the Sciences Collection Librarian at the University of British Columbia (UBC) Library. She has a wide range of experience dealing with electronic resources. Previously she worked at Columbia University Library in New York as the Electronic Resources Coordinator. She has also worked as the STM Electronic Resources Coordinator and Nursing & Allied Health Librarian at the Woodward Biomedical Library at UBC. Prior to that, she was a Public Services Librarian for the Science & Engineering Division of the UBC Library where she was responsible for handling major scientific ejournal publishers on behalf of the Library in the early days of ejournal publishing.

**Eve-Marie Lacroix** is Chief of the Public Services Division at the National Library of Medicine. She directs NLM's programs to provide access to the extensive NLM collection through the onsite Reading Room and the DOCLINE Interlibrary Loan network, centralized Reference and Customer Services, Preservation and Collection Management, and NLM's main Web service. She is responsible for developing and maintaining



MEDLINEplus. Prior to joining NLM in 1985, she held several positions with CISTI, the Canada Institute for Scientific and Technical Information, including Head of Information Services, Head of the Health Sciences Resource Center and the Canadian MEDLARS Centre. She has received several awards including the NIH Director's Award, the National Partnership for Reinventing Government "Hammer" Award, as well as NLM awards.

**Laura Larsson** is currently a Clinical Faculty member in the Department of Health Services and a National Library of Medicine Public Health Informatics Fellow at Oregon Health & Sciences University (OHSU) in Portland, OR (2000-2002). From 1980-2000 she was the Director of Information Services. In that role she provided for the research and teaching information needs of a very eclectic user group. Laura currently runs seven discussion groups for public health, health services and informatics professionals, edits the Health Administration Section (APHA) Newsletter, works on online learning projects with the Multnomah County (OR) Health Department, and is an APHA annual meeting planner. She also runs the Technology Theater at APHA's annual meeting. Laura has taught a number of CE courses for MLA including Health Services Research, Health Administration, Handheld 101 (PDAs for Beginners) and Well-Kept Secret. She also writes articles on various topics.

**Harry Love** is the Education Technology Specialist for the Health Sciences Libraries (HSL) at the University of Washington. His responsibilities include creating online tutorials, coordinating the "Help/How-To" sections of the libraries' web site, various graphic design projects, and serving as a consultant on several library committees. His new projects at the HSL include digital video for online education and supporting web standards and accessibility.

**Linda Millgrom** is the Outreach Coordinator for the National Network of Libraries of Medicine, Pacific Northwest Region (NN/LM PNR). She has taught MEDLINE, PubMed and other database topics in the region for the past 20 years!

**Barbara Mintzes** is a researcher with the Centre of Health Services and Policy Research as well as a Ph.D. student in the Department of Health Care and Epidemiology. She is currently working on a project assessing the potential impact of direct-to-consumer advertising of prescription drugs on the Canadian

health care system. Her previous work was with non-profit women's health organizations in Canada and with the European coordinating office of Health Action International, a global network of health, development and consumer organizations representing public interests in pharmaceutical policy.

**Gunhder Mumick** is the Multicultural Health Education Consultant for the Vancouver Coastal Health Authority. She served on the Board of Governors of the University of British Columbia from 1997 to 2002 and she has worked in the area of international and intercultural health communications for several years.

**Nancy Press** has been with the Pacific Northwest Region of the National Network of Libraries of Medicine for the last twenty years in various roles - Education Coordinator, Acting Associate Director, Network Librarian and Consumer Health Coordinator. She has worked closely with the Ethnomed project developed to bridge cultural and language barriers and she has taught classes on accessing information to members of various refugee communities. This fall she began her new job as Library Director at Mars Hill Graduate School in Bothell, WA.

**Joanne Rich** is a librarian at the University of Washington. Her major liaison areas are with the School of Nursing and the Department of Anesthesiology. Prior to graduating with her MLibS at UBC, she worked 10 years as a pharmacist at the Vancouver General Hospital.

**Greg Rowell** is the Clinical Liaison Librarian at the BC Mental Health Society/Riverview Hospital. He previously worked as an Associate for Information Literacy and Open Learning at the University of Guelph Library.

**Mary Sue Stephenson** is a Senior Instructor and the Coordinator of Information Technology at the School of Library, Archival and Information Studies at the University of British Columbia. She teaches courses in the areas of information technology, information retrieval and indexing. In addition to maintaining the SLAIS web site, she also owns and maintains a series of web pages devoted to Research Methods Resources on the WWW and Indexing Resources on the WWW. In 1992 she was awarded the University of British Columbia Killam Teaching Prize.

**Nanette Walton** is the Head of Information Resources for the Health Sciences Libraries (HSL) at the University of Washington. As Head of Information Resources, her responsibilities include contract negotiations for HSL, budgeting and management of books, electronic journals and databases, and providing document services. Nanette's previous positions include working as an Information Analyst for GlaxoSmithKline, a large pharmaceutical company in Philadelphia, PA and working as a Medical Reference and Serials Librarian at Medical College of Pennsylvania / Hahnemann University. Nanette also brings to the profession previous work experience in finance, insurance, and law.

**Paul Whitney** is the Chief Librarian of Burnaby Public Library and is the Chair of the Copyright Forum, which is a coalition formed by 13 Canadian national archive, education, library and museum associations to address digital copyright issues. He is also a member of the International Federation of Library Associations Copyright and other Legal Matters Committee and he has served as President of the BC Library Association and the Canadian Library Association.

**Dr. Steve Wong** completed an Internal Medicine Fellowship at the University of British Columbia and is a General Internist in Richmond, BC. He is also the Program Director for Technologies in Medicine at the University of British Columbia's Division of Continuing Medical Education. He has developed a number of courses bridging technology, evidence-based medicine and clinical practice. Current projects include courses on the use of Palm PDAs at the Point of Care and several research projects tracking educational exposures of residents and students in training.

## CONFERENCE ATTENDEES (As of Oct. 8th, 2002)

Sue Abzinger	Beula Horak	Deborah Newstead
Joan Andrews	Kathryn Homby	Patrice O'Donovan
Ralph Arcari	Marcia Homer	Julia Parker
Peggy Baldwin	Melissa Homer	Christanne Pennimpede
Janet Bangma	Linda Howard	Lee Perry
Susan Barnes	Emily Hull	Nancy Press
Dawn Bassett	Wendy Hunt	Margaret Price
Brynn Beals	Joan Hust	Bob Pringle
Charlotte Beck	Fontaine Hwang	Martha Pyle
Robert Bennett	Carol Jenkins	Nell Rambo
Nancy Black	Melanie Jones	Rebecca Raworth
Maryanne Blake	Dolores Judkins	Cathy Raymond
Pat Boileau	Bill Kehler	Joanne Rich (Leung)
Robin Brawn	Eve-Marie Lacroix	Helen Lee Robertson
Harvey Brenneise	Shona Lam	Greg Rowell
Cathy Burroughs	Teresa Lee	Andrea Ryce
Vicki Croft	Linda Lever	Barbara Saint
Mimi Doyle-Waters	Shannon Long	Janette Schueller
Linda Einblau	Diane Lorenzetti	Susan Schweinberg Long
Sherilynne Fuller	Karen MacDonell	Doreen Smith
Anne Girdling	Katherine Martin	William Smith
Dean Giustini	Isabel McDonald	Lee Starr
Diana Hall	Maureen McGertrick	Vivian Steda
Linda Harris	Linda Milgrom	Sally Taylor
Lynn Hauer	James Morgan	Steve Teich
Tracy Havlin	Richard Morgan	Nancy Turentine
Judith Hayee	Beth Morrison	Ann Von Segen
Dan Heino	Jackie Morton	Mara Wilhelm
Diane Helmer	Kathy Murray	Brenda Wong
Nola Higley	Lorraine Mychalunow	Mary Wood
Elizabeth Hill	Judy Neill	Mary-Doug Wright