

PROGRAM-AT-A-GLANCE:

SATURDAY, OCTOBER 9

- 12:30PM-4:30PM CE - Creating Effective Presentations
1PM-5PM CE - Managing Information Overload

SUNDAY, OCTOBER 10

- 8AM-11AM CE - Third Party PubMed Tools
12:30PM-3:30PM CE - Services for Mobile Users
4:00 *opening Reception - Red Star*

MONDAY, OCTOBER 11

- 7:30AM-4:30PM Exhibits
7:30AM-6PM Silent Auction
7:30AM-8:40AM Breakfast Buffet
8:40AM-9AM Welcome
9AM-10AM Talking Public Health...
10AM-10:40AM Dr. Lawrence Wallack, PSU
10:40AM-12PM Break with Exhibitors
12PM-2 PM Research: Let's Talk About It
2PM-3PM Lunch with Exhibitors
3PM-3:40PM Selective Publication...
3:40PM-4:40PM Dr. Erick Turner, OHSU
5:30PM-8:30PM Break with Exhibitors & Door Prize Drawings
Paper Presentations
Happy Hour and Banquet / Auction Closes at 6pm

TUESDAY, OCTOBER 12

- 7:15AM-8AM Breakfast Buffet
8AM-10AM Business Meeting
10AM-10:15AM Break
10:15 AM-11:15AM Strategies and Challenges...
11:15AM-11:30AM Jeff Crump, Mercy Corps
11:30AM-12:30PM Break
12:30PM-2PM RML, NLM and MLA Updates
2PM-3PM Lunch
3PM-3:10PM STAT Talks
3:10PM-3:30PM Invitation to CHLA/ABSC
Invitation to PNC 2011 and Meeting Closing

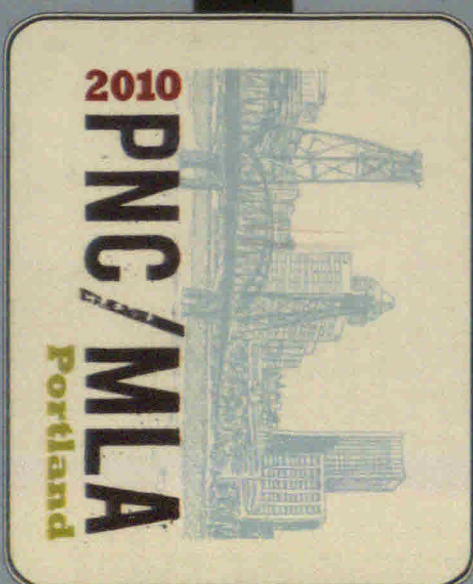
FLOOR/ROOM:

MAIN FLOOR:
Red Star Banquet Room

SECOND FLOOR:
Alder Creek

THIRD FLOOR:
Lipman & Wolfe

TENTH FLOOR:
Fifth Avenue



Pacific Northwest Chapter
Medical Library Association

ANNUAL MEETING
OCTOBER 9 - 12, 2010

HOTEL MONACO · PORTLAND, OR

SPONSORS:

SILVER:



Oregon Health Sciences
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THE NEW ENGLAND JOURNAL OF MEDICINE
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www.nejm.org

BRONZE:



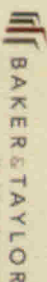
American Medical Association
www.ama-assn.org



BMJ Group
www.group.bmj.com



Wolters Kluwer Health/Ovid
www.ovid.com



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www.baker-taylor.com

OTHER:

MESSAGE FROM THE CHAIR:

WELCOME TO THE 2010 annual meeting of the Pacific Northwest Chapter of the Medical Library Association! This year's conference promises to be lively and informative, with fascinating speakers, opportunities for dialogue, and plenty of fun as well. Please join me in thanking our hard-working Program Planning Committee, co-Chaired by Todd Hannon and Dolores Judkins, as well as our Exhibitors and Sponsors.

I hope you have a wonderful time meeting and networking with colleagues old and new, learning from each others' expertise, and enjoying Portland. May both the conference and the city be a source of fun and inspiration for you.

Noelle Stello

PNC/MLA Chair 2010

ONLINE INFORMATION:

CONFERENCE WEBSITE: <http://depts.washington.edu/pncmla/pncmla2010/>

FACEBOOK: <http://tinyurl.com/2585lwx>

TWITTER HASHTAG: Include **#pncmla10** in your tweets if you are tweeting about the meeting. See what others are saying about the conference by entering **#pncmla10** at <http://search.twitter.com>

PNC BLOG: <http://www.consortiumlibrary.org/blogs/pnc/>

REGISTRATION HOURS:

SATURDAY, OCTOBER 9: 11am-1:30pm Alder Creek Foyer

SUNDAY, OCTOBER 10: 7:00am-8:30am Alder Creek Foyer
11:30am-1:00pm ... Alder Creek Foyer
3:00pm-6:30pm Alder Creek Foyer

MONDAY, OCTOBER 11: 7:00am - 9:00am Fifth Avenue Foyer

THANK YOU:

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New England Journal of Medicine

BRONZE:

American Medical Association
BMJ Group
Wolters Kluwer Health/Ovid

OTHER:

Baker & Taylor

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SWETS
Thieme Publishing Group
Wolters Kluwer Health/Ovid

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CONTINUING EDUCATION:

SATURDAY, OCTOBER 9 | 12:30PM-4:30PM | ALDER CREEK B

Creating Effective Presentations

INSTRUCTOR: Anna Johnson, *Mt. Hood Community College*

Many librarians facilitate trainings and teach classes, but few of us are formally trained to deliver information effectively in front of an audience. Feeling under-skilled as a public speaker can make librarians dread giving a talk, and feeling pressure to teach everything important in a single session can make us bombard students with too much information. Participants in this lively, hands-on class will learn how to go beyond slide software to better engage and educate an audience both during a library instruction session and after the session ends. The first half of the class will focus on public speaking skills and audience engagement strategies, with an emphasis on the structure and timing of spoken presentations. Participants will be encouraged (but not compelled) to practice these new techniques in front of the group. After a short break, the class will resume with a crash course in document design principles and processes for creating content-rich instructional materials. Participants will be seated at individual computers and will be given time to practice these document design principles by editing a template file provided by the facilitator. Upon completing this class, participants will be prepared to improve their library instruction sessions by always developing their presentations in two parts: an engaging in-class lesson and a well-designed, web-accessible document for students to learn from later.

SATURDAY, OCTOBER 9 | 1PM-5PM | ALDER CREEK A

Managing Information Overload

INSTRUCTOR: William Jones, *University of Washington*

Information scattered and disorganized can overwhelm. The same information organized can be a thing of utility and even beauty. How then do we manage "information overload"? We ignore or eliminate information at our peril. Better is an approach that seeks to organize our information and our interactions with this information in accordance with the roles we mean to fulfill in our lives and the goals we wish to achieve. This is the point of personal information management or PIM. In this course, you will learn about PIM and how it can be applied in your life. The course will include a hands-on segment during which you will identify and refine a personal unifying taxonomy (PUT). Your PUT provides a basis for "placing" and organizing the information you need to lead the life you want to live.

CONTINUING EDUCATION:

SUNDAY, OCTOBER 10 | 8AM-11AM | ALDER CREEK B

Third-Party PubMed Tools

INSTRUCTOR: Alison Aldrich, *NN/LM PNR*

The freely available PubMed API (application programming interface) makes it possible for programmers from outside of the National Library of Medicine to develop alternatives to PubMed.gov for searching NLM's vast database of biomedical journal literature citations. This three-hour workshop will introduce several popular and free third-party PubMed tools, comparing and contrasting them with the PubMed.gov interface. Through case studies, group exercises and hands-on practice, participants will become familiar with the strengths and limitations of search tools such as HubMed, PubGet, Novoseek, and Querle. This workshop is intended for intermediate and advanced PubMed searchers.

Objectives: Participants will be able to

- Use and teach others about the latest updates to PubMed.gov
- Name and develop appropriate search strategies for at least three third-party PubMed tools
- Identify situations in which searching with a third-party tool would be beneficial
- Stay current with new developments related to third-party PubMed tools

SUNDAY, OCTOBER 10 | 12:30PM-3:30PM | ALDER CREEK B

Services for Mobile Users: Introduction

INSTRUCTOR: Laurie Bridges and Hannah Rempel, *Oregon State University*

In this presentation the Oregon State University MobileLib team will discuss why OSU Libraries chose to spend time and resources developing a mobile site. The team will review the current status of mobile statistics and demographics information, take a look at examples of mobile sites, compare options for mobile catalogs, discuss what is currently hot in mobile library sites, and cover best practices for creating your own user-friendly mobile library site. This presentation is intended for librarians just beginning the process of mobilizing their Web site and will provide you with the tools to make a strong argument to your library management about the importance of having a mobile Web site.

POSTERS:

SUNDAY, OCTOBER 10 | 6PM-8PM | RED STAR BANQUET ROOM
MONDAY, OCTOBER 11 | 7:30AM-2PM | FIFTH AVENUE

Connections with Mutual Benefit: Veterinary Medical Libraries and Specialty Examination Reading Lists

Vicki Croft, *Washington State University*

Fusing Resources to Develop Health Literacy Programs for English Language Learners

Margaret (Peg) Allen, *Wausau Area Hmong Mutual Association*

Invasion of a Sacred Place: Outreach to Physicians

Beth Hill, Joan Wilson and Lynn Hauer, *Kootenai Medical Center*

Health Info to Go: Consumer Health Outreach for Missoula

Kim Granath and Cara Cadena, *University of Montana*

Data Scaffolding: A Pragmatic Approach to Structuring a Literature Review Spreadsheet to Maximize Information, Facilitate Review, and Support Analysis

Kristine Ogden, *ICON Clinical Research*

Using Analytic Frameworks to Make Sense of Complex Search Queries

Rose Revelo, *OHSU*

Essential Nursing Resources: Premier Product of the Interagency Council on Information Resources in Nursing

Janet G. Schnall, MS, AHIP, *University of Washington*

The eagle-i Consortium at OHSU: Ontologies, Core Facilities, Reagents and More

Chris Shaffer, *OHSU*

Poster abstracts are available on the conference web site
<http://pnrcmla.org/pnrcmla2010/>

PROGRAM:

SATURDAY, OCTOBER 9

12:30PM-4:30PM

CE - Creating Effective Presentations

ALDER CREEK B

Anna Johnson, *Mt Hood Community College*

1PM-5PM

CE - Managing Information Overload

ALDER CREEK A

William Jones, *University of Washington*

SUNDAY, OCTOBER 10

8AM-11AM

CE - Third-Party PubMed Tools

ALDER CREEK B

Allison Aldrich, *NW/LM PNR*

12:30PM-3:30PM

CE - Services for Mobile Users:

Introduction

ALDER CREEK B

Kim Griggs, Laurie Bridges and Hannah Rempel,
Oregon State University

6PM-8PM

Welcome Reception with Posters

RED STAR CLUB ROOM *Sponsored by OHSLA*

MONDAY, OCTOBER 11

7:30AM-4:30PM

Exhibits

LIPMAN & WOLFE

7:30AM-6PM

Silent Auction

LIPMAN & WOLFE

7:30AM-8:40AM

Breakfast Buffet

FIFTH AVENUE *Sponsored by BMJ Group*

8:40AM-9AM

Welcome

FIFTH AVENUE

9AM-10AM

Talking Public Health: Articulating

America's Second Language

FIFTH AVENUE

Dr. Lawrence Wallack, *Portland State University*

10AM-10:40AM

Break with Exhibitors

LIPMAN & WOLFE *Sponsored by Baker & Taylor*

PROGRAM:

10:40AM-12PM

Research: Let's Talk About It

FIFTH AVENUE

Laura Zeigen, Jackie Witz and Rose Relevo with round
table discussion to follow

12PM-2PM

Lunch with Exhibitors

LIPMAN & WOLFE *Sponsored by AMA*

2PM-3PM

Selective Publication and Drug Efficacy:

Don't Believe Everything You Don't Read

FIFTH AVENUE

Dr. Erick Turner, *Oregon Health & Science University*

3PM-3:40PM

Break with Exhibitors & Door Prize Drawings

LIPMAN & WOLFE

3:40PM-4:40PM

Paper Presentations

FIFTH AVENUE

5:30PM-8:30PM

Happy Hour and Banquet

RED STAR CLUB ROOM *Sponsored by NEJM*

TUESDAY, OCTOBER 12

7:15AM-8AM

Breakfast Buffet

FIFTH AVENUE

8AM-10AM

Business Meeting

FIFTH AVENUE

10AM-10:15AM

Break

FIFTH AVENUE

10:15PM-11:15PM

Strategies and Challenges for Health

Information Management in a

Humanitarian Aid Organization

FIFTH AVENUE

Jeff Crump, *Mercy Corps*

11:15AM-11:30AM

Break

FIFTH AVENUE

PROGRAM:

TUESDAY, OCTOBER 12

11:30AM-12:30PM

RML and NLM Update

FIFTH AVENUE

Cathy Burroughs, NN/LM PNR

MLA Update

FIFTH AVENUE

Connie Schardt, MLA

12:30PM-2PM

Lunch

LIPMAN & WOLFE Sponsored by Wolters Kluwer Health/Ovid

2PM-3PM

STAT Talks

FIFTH AVENUE

3PM-3:10PM

Invitation to CHLA/ABSC

FIFTH AVENUE

3:10PM-3:30PM

Invitation to PNC 2011 and Meeting

Closing

FIFTH AVENUE

GUEST SPEAKERS:

MONDAY, OCTOBER 11 | 9AM-10AM | FIFTH AVENUE

LAWRENCE WALLACK

Talking Public Health: Articulating America's Second Language

ABSTRACT: The mission of public health—improving the health of populations—focuses on creating conditions in which people can be healthy and is fundamentally about social change. The goal of social change—creating a fairer, more just society—is difficult to advance in public discussion because a language to express the values animating that goal has not been adequately developed. The first “language” of American culture is individualism. A second American language of community—rooted in progressive social values that are common to the American experience—serves as the first language of social change and the first language of public health. These values resonate with many Americans but are not easily articulated. Also, there is a very strong tradition of not trusting government, particularly “big government,” that is embedded in our first language. Consequently, personal-behavioral, individualistic understandings of public health problems prevail. Advancing a social change/public policy approach to the nation’s challenges such as prevention requires invigorating America’s second language by better understanding the underlying core social justice values that are the basis for public health.

BIO: Lawrence Wallack is Dean, College of Urban and Public Affairs, Portland State University and Emeritus Professor, Public Health University of California, Berkeley. He was the founding director of the Berkeley Media Studies Group, an organization conducting research and training in the use of media to promote healthy public policies. Dr. Wallack is one of the primary architects of media advocacy—an innovative approach to working with mass media to advance public health. He has published extensively and lectures frequently on the news media and public health policy issues.

Dr. Wallack has appeared on Nightline, Good Morning America, the CBS Evening News, the Today Show, Cable Network News, Oprah, and numerous local news and public affairs programs to discuss his research and comment on policy issues regarding public health problems.

GUEST SPEAKERS:

MONDAY, OCTOBER 11 | 2PM-3PM | FIFTH AVENUE

ERICK TURNER

Selective Publication and Drug Efficacy: Don't Believe Everything You Don't Read

ABSTRACT: When doctors and other prescribers need to learn about drugs, they often turn to what they consider the most authoritative source available: the peer reviewed journal article. Unfortunately, there are flaws in this system. When drug companies conduct clinical trials on drugs, the trials often turn out positive, and the results get published for all to read. But what if the trial turns out negative? One of two things often happens: Either the trial gets "spun" using post-hoc analyses, and the negative result is transformed into a seemingly positive one, or it simply is swept under the rug, never to see the light of day. In this talk, Dr. Turner contrasts what the medical field used to think about antidepressant drugs, based on the peer-reviewed literature, and the less flattering truth, based on data obtained from the FDA.

BIO: Erick Turner is Assistant Professor in the Department of Psychiatry and the Department of Pharmacology at Oregon Health and Science University (OHSU) in Portland. He is also Senior Scholar with OHSU's Center for Ethics in Health Care and Staff Psychiatrist with the Portland Veterans Affairs Medical Center. He previously worked at the FDA as a reviewer. There he became aware that drug companies were conducting studies that were not seeing the light of day in the published literature.

GUEST SPEAKERS:

TUESDAY, OCTOBER 12 | 10:15AM-11:15AM | FIFTH AVENUE

JEFF CRUMP

Strategies and Challenges for Health Information Management in a Humanitarian Aid Organization

ABSTRACT: Mercy Corps is an international humanitarian aid organization based in Portland, Oregon, with offices in 35 countries. Public health is a key element of long-term global development: without reliable access to proper nutrition, clean water, sanitation and health services, it is impossible for people to move beyond the urgency of meeting their most basic needs. Emergency responses, such as to the earthquake in Haiti, often include a water and sanitation component as well as psychosocial programming designed to help children and youth recover from disaster. This talk will address how health information is managed at Mercy Corps, including how materials and lessons learned are transferred between staff, using a range of online and offline tools. We'll discuss strategies for managing information when staff work in austere environments, with unstable power sources or low bandwidth, and challenges related to a worldwide staff that works in multiple languages.

BIO: Jeff Crump is the Digital Librarian for Mercy Corps, in Portland, Oregon. He began his relationship with Mercy Corps as a volunteer in 2004, while studying for his MLS degree, and has worked there since. He graduated from Emporia State University's School of Library and Information Management (SLIM Oregon) in 2006. He currently manages the Digital Library and administers Mercy Corps Clearspace, an online collaboration environment. He lives in Pittsburgh, Pennsylvania.

PAPERS:

MONDAY, OCTOBER 11 | 3:30PM-4:30PM | FIFTH AVENUE

Emergency Preparedness Planning: Helping Hospital Librarians Continue Serving Patrons Under Emergency Conditions

Bob Pringle, Gail Kouame, Kathy Murray, Marcia Francis, Laurel Egan, Dolores Judkins

In order to increase awareness of the importance of emergency preparedness and response for medical librarians in the Pacific Northwest, five State Emergency Planning Coordinators for the NN/LM Pacific Northwest Region, along with a regional coordinator, planned promotional activities and training sessions over the past 2 years. Evaluation of these efforts is being conducted in the summer of 2010 to measure progress and to help plan future endeavors.

Improving Health Literacy for Rural Elderly

Gail Kouame

Good health literacy skills are foundational to meaningful health care decision-making and self-care management. Reports indicate the 9 out of 10 adults have difficulty understanding and using everyday health information which is frequently linked to poor self-care management, low use of preventative services, unhealthy behaviors, higher rates of hospitalizations, and poorer health outcomes. Elderly in small, rural, impoverished, geographically-isolated communities are further disadvantaged in improving their health literacy where health information, internet access, health care, and social services are limited.

Open Science, Open Data, Science 2.0: What Are They and Why Should Medical Librarians Care?

Hope Leman

As medical librarians, we are used to doing much of our literature searching in the confines of PubMed and are used to long established standards of peer review and traditional models of scholarly publishing. But with the rise of Web 2.0 and its subset Science 2.0 and the free online collaborative research tools those movements have engendered, science is being done in new ways and peer review is in some instances moving from the shadow world of the mainstream world of the monopolistic scientific, technical, and medical (STM) publishers to online forums, wikis, comments on preprints uploaded to repositories maintained sometimes not even by universities or research institutes but by ad hoc project-specific groupings of scientists in particular fields or multidisciplinary ones engaged in large-scale projects such as drug discovery. This presentation will discuss this coming paradigm shift and consider some of its implications for medical librarians.

STAT TALKS:

TUESDAY, OCTOBER 12 | 2PM-3PM | FIFTH AVENUE

Creating a Mobile Toolkit for Care Providers

Leilani St. Anna, University of Washington

This talk describes a collaborative project between librarians and technical staff to create a mobile phone interface to library resources for care providers.

Let's Review: What Are the 10 Steps to Service Continuity

Gail Kouame, NN/LM PNR

This talk will review the ten steps an organization should take to maintain service continuity following a disaster.

It Ain't Us! The Medical Librarian - Physician Assistant Partnership in Decreasing Clinician Bias and Stereotyping, and Improving Patient Care

Jim Anderson, Harborview Medical Center

Evidence continues to highlight the negative impact on patient care of clinician bias and stereotyping. Many online resources offer clinicians, librarians, patients, and students tools for assessing and addressing bias and stereotyping. Physician Assistants and Medical Librarians are ideal partners to increase awareness of this problem among clinicians and librarians. This stat talk will look at salient data about bias, focus on some of the online resources designed to reduce the impact of clinician bias and stereotyping, and promote the addressing of health inequities by promoting PA-librarian teams.

So You Want to Use Google: Search Comparison Between Google and Traditional Databases

Dolores Judkins, OHSU

A comparison of searching on a variety of topics in PubMed, CINAHL, Google, and Google Scholar. This project was undertaken to help a faculty member show his students why they should be using PubMed rather than Google to find the information they need.

STAT TALKS:

TUESDAY, OCTOBER 12 | 2PM-3PM | FIFTH AVENUE

Librarians Who Infiltrate: Getting to Know an Organization from Within Is One of the Best Ways to Collaborate

Pat Devine, *NN/LM PNR*

I joined the American Academy of Physician Assistants as an affiliate member; attended their conferences, CME sessions, presentations and board meetings; socialized with them and connected with them using social media. Learning about PAs in this way, on the state and national level, enables me to teach them about library services and medical librarians in new ways. Hear the highlights at this Stat talk.

Knowledge Sharing and Working with the OHSU Research Council to Present at Nursing Grand Rounds

Loree Hyde, *OHSU*

This talk describes my experience attending the NLM PNW Region workshop "Knowledge Sharing in Hospitals: The Librarian's Role" with a nurse from the OHSU Research Council and the planning process we went through to plan and market presentations at OHSU Nursing Grand Rounds.

ResearchRaven

Hope Leman, *Samaritan Health Services*

Samaritan Health Services launched the free online service ResearchRaven <http://www.researchraven.com/> in April 2010. It is a search platform that enables those in the health sciences to find calls for papers for periodicals and calls for presentations and papers at professional meetings and details of such meetings. This talk is a quick introduction to ResearchRaven, how we created it, what it takes to populate it, why other libraries should add it to their list of electronic resources and why they should consider creating similar services.

STAT TALKS:

A Shared Catalogue Model: A Public, Academic and Medical Library Collaboration

Madelyn Hall, *Southwest Washington Medical Center*

NLM, Dewey Decimal and Library of Congress all in one catalogue? It's possible. Partner with your community libraries and reap the benefits of an online catalogue, a more extensive collection, become a marketing gem for your medical center, and have your personal library books delivered right to you! Learn how Southwest Washington Medical Center Library did just this in 1997, and what it has meant to play and share in this local electronic community.

The Value of AHIP

Joan Wilson, *Kootenai Medical Center*

A very brief overview of the significance of the Academy of Health Information Professionals to MLA and to AHIP members.

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