

# *Partnering for Better Health*

*Annual Meeting  
of the  
Pacific Northwest Chapter of the Medical Library Association*

*October 26-30, 1998  
The Grove Hotel  
Boise, Idaho*

<http://weber.u.washington.edu/~pncmla/pncboise.html>



## A Message from the Chair

This year the annual meeting of PNC/MLA in Boise will be one of special occasions. We will be celebrating three significant anniversaries. First, it is the fortieth anniversary of the Pacific Northwest Chapter of the Medical Library Association. We started this special year at the chapter meeting in Portland, Oregon last October when with a luncheon at which we delighted at listening to our Life Members remembrances of the beginnings of our organization. This year we can look forward to seeing the wonderful chapter history poster that Janet Schnall and her committee brought to the Medical Library Association's (MLA) annual meeting in Philadelphia and we will be joining friends and colleagues at a special banquet dinner. Of course we know it is also the 100th anniversary year (or is it birthday?) of the Medical Library Association and we are delighted that Jacque Doyle, President of MLA and Carla Funk, MLA Executive Director, will be visiting with us and sharing in our festivities. It is also the 30th anniversary of the National Network of Libraries of Medicine Pacific Northwest Chapter (NN/LM PNR), better known as the RML. Word has it that there will be special treats for those attending the meeting. Did you know that the Regional Medical Library has been based at the University of Washington for all of the thirty years of its existence? We are pleased to welcome Lois Ann Colaiaanni, Associate Director of Library Operations at the National Library of Medicine to help us celebrate this special anniversary of our RML. By the way, the Health Sciences Library at the UW is beginning its own anniversary year, a golden one; fifty years of service to the University community, to health professionals and medical librarians around the Pacific Northwest and to the public.

I hope you can join us in the celebration of all of these special organizations that are so important in our professional lives. Organizations that also help make friends of colleagues.

Maryanne Blake  
Chair, PNC/MLA  
blakema@u.washington.edu



## **PNC/MLA Board**

Maryanne Blake, Chair  
Carolyn Olson, Chair-Elect  
Marcia Horner, Past-Chair  
Madelyn Hall, Recording Secretary  
Barbara Crain, Membership Secretary  
Pamela Spickelmier, Treasurer  
Bob Pringle, Chapter Council Representative  
Edean Berglund, Chapter Council Representative Alternate  
Kathy Murray, Newsletter Editor (Ex Officio)

## **PNC/MLA Committee Chairs**

Janette Schueller, Bylaws  
Lisa Oberg, Professional Development  
Leilani St. Anna, Conference Planning  
Marcia Horner, Nominating & Elections  
Barbara Crain, Membership Committee  
Kathy Murray, Publications/Newsletter  
Web Editor - Emily Hull  
Archivist - Janet Schnall

## **PNC/MLA 1998 Program Committee**

Mary Ellen Lemon, Program Chair  
Leilani St. Anna, Registration  
Judy Balzerack, Pamela Spickelmier, Jan Walters, Local Assistance  
Lisa Oberg, Continuing Education  
Pamela Spickelmier/Mary Ellen Lemon, Hotel  
Mary Ellen Lemon, Exhibits

Special Thanks to Darrell Turner, University of Washington Health Sciences Library & Information Center, for scanning the registration and program information onto the PNC/MLA Web site!

## Exhibitors

Blackwell's Information Services

EBSCO Information Services

Healthwise, Inc.

Login Brothers Book Company

Majors Scientific Books, Inc.

Matthews Medical Books

MD Consult

National Network of Libraries of Medicine, Pacific Northwest Region

Ovid Technologies, Inc.

Rittenhouse Book Distributors

The Exhibits are located in the Evergreen Room and are open on Wednesday, October 28, 8:00 am-4:00 pm. A continental breakfast will be served Wednesday morning starting at 8:00 am and all breaks and lunch on Wednesday will be located in the Exhibits area to provide you with more opportunity to visit the exhibits.

## Sponsors

Our Thanks to the following sponsors for their generous donation of funds that helped make this meeting possible!

Blackwell's Information Services

Ovid Technologies, Inc.

Rittenhouse Book Distributors



The following three very special exhibits will be on display in the Evergreen Room on  
Wednesday, October 28 from 8:00 am to 4:00 pm.

### **PNC at 45 Salutes MLA at 100**

Sarah Safranek and Janet Schnall, Information Management Librarians, University of Washington Health Sciences & Information Center, Seattle, WA 98195. Janette Schueller, Manager, Library & Information Services, Battelle Seattle Research Center, 4000 NE 41st St., Seattle, WA. Voice: (206) 543-3408 E-mail: safranek@u.washington.edu

Our exhibit celebrates the Medical Library Association (MLA) Centennial by highlighting the Pacific Northwest Chapter (PNC)'s 45 year history and contributions to the health sciences library profession. A colorful regional map marked with annual chapter meeting sites and dates will be surrounded by displays of information about our chapter, including: 1st meeting (1953) highlights and membership statistics; the first (1980) newsletter and a printout of the most recent electronic edition; CE trends including highlights of an annual survey done on CE at PNC meetings; photographs of our six life members; a list of chapter chairs from 1953-present; selected meeting programs; and current membership and meeting attendee facts and figures. Excerpts of sound recordings of the six life members' oral histories will accompany the visual display.

### **MLA Celebrates 100 Years!**

"Since 1898, when four librarians and four physicians founded the Medical Library Association, health sciences librarianship has been recognized as a distinct specialty of librarianship requiring not only expertise in biomedical information, but technical expertise with online systems, databases, and computer networks such as the Internet and the Web. Today's health sciences librarian may be referred to by other descriptive titles such as database manager, Webmaster, information specialist or clinical medical librarian.

All these labels relate to the key roles that health sciences librarians play in their institutions. The centennial year for the Medical Library Association in 1998 underscores not only the 100th birthday of the professional organization supporting and representing the health sciences librarian community, but of sustained and continuing advances in the management of knowledge benefitting all who have dedicated their lives to curing the sick and advancing the science through biomedical research."

J. Michael Homan, Editor, Bull Med Libr Assoc 86(2) April 1998.

This special exhibit will highlight MLA's Centennial activities. Special materials will be available, including MLA cookbooks for sale, AHIP and membership information, MedSpeak brochures, centennial posters, and much more. Stop by to meet MLA Executive Director, Carla Funk and MLA President, Jacque Doyle.



## **National Network of Libraries of Medicine, Pacific Northwest Region (The RML)**

**Current RML Staff:** Sherrilynne Fuller, Director; Neil Rambo, Associate Director (on leave); Nancy Press, Acting Associate Director; Maryanne Blake, Network Librarian; Michael Boer, Systems Coordinator; Cathy Burroughs, Special Project Librarian; Perri Lynch, Administrative Assistant; Linda Milgrom, Network Librarian; Roy Sahali, Special Project Manager; Chholing Taha, Network Librarian. National Network/Libraries of Medicine, Pacific Northwest Region, University of Washington, Box 357155, Seattle, Washington 98195 Voice: 206-543-8262 or 800-338-7657 (in Northwest) Fax: 206-543-2469 E-mail: [nnlm@u.washington.edu](mailto:nnlm@u.washington.edu)

The following is abstracted from "A Brief History of the Regional Medical Library at the University of Washington on the Occasion of Its Thirtieth Anniversary" by Nancy Ottman Press, Acting Associate Director.

"Dr. Michael DeBaakey set as a goal "to achieve fingertip control of the literature, of all that is known about the causes, treatment, and prevention of disease and to make this knowledge available to researchers, educators, and practitioners," when he was proposing the Medical Library Assistance Act in 1965.

In 1968 the National Library of Medicine (NLM) selected the University of Washington Health Sciences Library as the site of the Regional Medical Library for the Pacific Northwest-Alaska, Idaho, Montana, Oregon, and Washington.....Since the Regional Medical Library (RML) was established at the University of Washington, we have worked to provide health professionals-and recently health care consumers-with "fingertip control of the literature." The methods have varied over the past 30 years, but the goal remains the same.....The Regional Medical Library staff, as representatives of the National Library of Medicine (sometimes called NLM's "field force") are in a unique position--bridging national policy and research with the practical, local, health care environment."

Many of the current RML staff are attending this annual meeting and invite you to visit them with your questions about the products, services, training and support available to all regional health librarians.



# Annual Meeting Synopsis

## Monday, October 26, 1998

8:00 am-5:00 pm	PNC/MLA Board Meeting	Cattails
5:00 pm-7:00 pm	Registration Desk Open	Landing

## Tuesday, October 27, 1998

7:00 am-10:00 am	Registration Desk Open	Landing
4:00 am-6:00 pm	Registration Desk Open	Evergreen

### Continuing Education Courses (all courses to be held at the Grove Hotel)

8:00 am-12:00 noon	Part One - Planning and Providing Consumer Health Information	Clearwater
1:00 pm-5:00 pm	Part Two - The Psycho-Social Aspects of Providing Health	Clearwater
8:00 am-12:00 noon	Just in Time Information Delivery Options	Ivy
1:00 pm-5:00 pm	Finding the Figures: An Introduction to Health Statistics Resources	Ivy
2:00 pm-5:00 pm	Exhibitor Setup/Poster Setup	Evergreen
6:00 pm-7:30 pm	Welcome Reception	Idaho Historical Museum

## Wednesday, October 28, 1998

7:00 am-4:00 pm	Registration Desk Open	Evergreen
8:00 am-4:00 pm	Exhibits Open	Evergreen
8:00 am-9:00 am	Continental Breakfast with the Exhibitors	Evergreen
8:00 am-9:00 am	OHSLA Board Meeting	Rm 201
9:00 am-9:15 am	Opening Remarks - Partnering for Better Health	Cedar
9:15 am-10:30 am	Keynote: Albert Bandura, Ph.D.	Cedar
10:30 am-11:00 am	Break with Exhibitors	Evergreen
11:00 am-12:15 pm	Speaker: Pam Weinberg, RN, MPH	Cedar
12:15 pm-1:30 pm	Lunch with Exhibitors	Evergreen
1:30 pm-3:30 pm	Panel Session: Providing Information to Patients and Consumers	Cedar
3:30 pm-4:00 pm	Break with Exhibitors	Evergreen
4:10 pm-5:00 pm	Concurrent Sessions - Partnering for YOUR Better Health	
	#1 - Walking for Fitness	Rm 214
	#2 - Yoga	Cedar
6:30 pm-9:30 pm	BANQUET	Evergreen

## Thursday, October 29, 1998

8:00 am-9:30 am	RML Breakfast	Aspen
9:30 am-10:00 am	Jacqueline Doyle, MLA President	Aspen
10:00 am-11:30 am	PNC/MLA Business Meeting	Cedar
11:30 am-1:00 pm	Lunch on your own (OR PNC/MLA Committee meetings)	
1:00 pm-3:00 pm	Concurrent Sessions - Partnering for the Better Health of Our Libraries	
	#1 - PubMed/Medline Update	Cattails
	#2 - Issues Surrounding Acquiring Electronic Resources	Clearwater
3:00 pm-4:00 pm	Ice Cream Extravaganza Plus Fabulous Door Prizes	Cedar
4:00 pm	Program Close	

## Friday, October 30, 1998

8:00 am-12:00 pm	Resource Libraries Meeting	Ivy
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# Official Program

## Monday, October 26

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8:00 am - 5:00 pm      PNC/MLA Board Meeting  
Cattails

5:00 pm - 7:00 pm      Registration Desk Open  
Landing

## Tuesday, October 27

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7:00 am - 10:00 am      Registration Desk Open  
Landing

4:00 am - 6:00 pm      Registration Desk Open  
Evergreen

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*Continuing Education Courses (all courses to be held at the Grove Hotel)*

8:00 am - 12:00 noon      Part One - Planning and Providing Consumer Health Information  
Clearwater      Michele Spatz, Planetree Health Resource Center, The Dalles, OR

1:00 pm - 5:00 pm      Part Two - The Psycho-Social Aspects of Providing Health  
Clearwater      Information to Patients and Consumers  
Margaret Connors, Oregon Health Sciences University, Portland, OR  
Jane Grosman, Santa Rosa Medical Center, Santa Rosa, CA  
Michele Spatz, Planetree Health Resource Center, The Dalles, OR

8:00 am - 12:00 noon      Just in Time Information Delivery Options  
Ivy      Jean P. Shipman, University of Washington Health Science Libraries  
& Information Center, Seattle, WA

1:00 pm - 5:00 pm      Finding the Figures: An Introduction to Health Statistics Resources  
Ivy      William L. Gembala, Lisa A. Oberg, & Janet G. Schnall, University of  
Washington Health Science Libraries & Information Center, Seattle, WA

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2:00 pm - 5:00 pm      Exhibitor Setup / Poster Setup  
Evergreen

6:00 pm - 7:30 pm      Welcome Reception  
Idaho Historical Museum      Just a short walk from The Grove! Directions at the Registration Desk.



## Wednesday, October 28

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7:00 am - 4:00 pm Evergreen	Registration Desk Open
8:00 am - 4:00 pm Evergreen	Exhibits Open
8:00 am - 9:00 am Evergreen	Continental Breakfast with the Exhibitors
8:00 am - 9:00 am Rm 201	OHSLA Board Meeting
9:00 am - 9:15 am Cedar	Welcomes - Partnering for Better Health Mary Ellen Lemon, 1998 Program Chair Maryanne Blake, PNC/MLA Chair
9:15 am - 10:30 am Cedar	<i>"Health Promotion the Sociocognitive Way"</i> Albert Bandura, Ph.D., David Starr Jordan Professor of Social Science in Psychology, Stanford University. As a proponent of social cognitive theory, Dr. Bandura has authored countless articles and nine books on a wide range of psychology issues. His most recent book, <i>Self-Efficacy: The Exercise of Control</i> , is based on the theory that unless people believe they can produce desired effects through their actions, they have little incentive to act or to persevere in the face of difficulty.
10:30 am - 11:00 am Evergreen	Break with Exhibitors ( <i>Sponsored by Blackwells</i> )
11:00 am - 12:15 pm Cedar	<i>"Consumer Health Information: A Powerful Tool for Health Care Reform and Disease Management"</i> Pam Weinberg, RN, MPH, Vice President and Program Director for Healthwise Communities, Healthwise, Inc., Boise, Idaho. The Healthwise Communities program is a ground-breaking project involving the study of self care and patient-physician partnerships. As director of the program, Ms. Weinberg works directly with patients and health care providers to create more empowered and informed health care consumers.
12:15 pm - 1:30 pm Evergreen	Lunch with Exhibitors



1:30 pm - 3:30 pm  
Cedar

Partnering for the Better Health of Our Communities:  
*Providing Information to Patients and Consumers*

Moderator:

*Maureen Carleton*, Medical Reference Librarian, King County Library System, Bellevue, WA

Panelists:

*Lois Ann Colaianni*, Associate Director, Library Operations, The National Library of Medicine, Bethesda, MD

*Nancy Ottman-Press*, Acting Associate Director, National Network of Libraries of Medicine, Pacific Northwest Region, University of Washington, Seattle, WA

*Margaret Connors*, Manager of Special Projects, Oregon Health Sciences University, Portland, OR

*Michele Spatz*, Director, Planetree Health Resource Center, The Dalles, OR

*Sherry Dodson*, Clinical Medical Librarian, University of Washington Health Science Libraries & Information Center, Seattle, WA

3:30 pm - 4:00 pm

Break with Exhibitors *(Sponsored by Rittenhouse)*

4:00 pm - 4:10 pm

*Okay, You have 10 minutes to get into those sweats or grab your tennis shoes!!!*

4:10 pm - 5:00 pm

Partnering for YOUR Better Health - Concurrent Sessions

Rm 214

Concurrent Session #1 - Walking for Fitness

*Kelly Murphey Glenn*, National Masters Champion Racewalker, President of Treasure Valley Fitness Walkers, Boise, ID

*Bring Your Walking Shoes!!*

Cedar

Concurrent Session #2 - Yoga: Bringing Balance to Mind and Body Through Exercise

*Debra Mulnick*, RN, Instructor, Boise Yoga Center, Boise, ID

*Wear tights or comfortable, loose-fitting clothes!!*

6:30 pm - 9:30 pm  
Evergreen

BANQUET *(Sponsored by OVID)*

Amaze and Impress your colleagues *(and win fabulous prizes)* with your extensive knowledge of PNC/MLA History!!



## Thursday, October 29

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8:00 am - 9:30 am Aspen	<b>RML Breakfast</b> <b>NLM Update</b> <i>Lois Ann Colaianni, Associate Director, Library Operations, The National Library of Medicine, Bethesda, MD</i>
9:30 am - 10:00 am Aspen	<b>The President's Comments</b> <i>Jacqueline Doyle, MLA President</i>
10:00 am - 11:30 am Cedar	<b>PNC/MLA Business Meeting</b>
11:30 am - 1:00 pm	<b>Lunch on your own (OR PNC/MLA Committee meetings)</b>
1:00 pm - 3:00 pm  Cattails	<b>Partnering for the Better Health of Our Libraries - Concurrent Sessions</b>  <b>Concurrent Session #1 - PubMed/Medline Update</b> Come Share Tips and Tricks for Using IGM, PubMed and NLM's new web interface to TOXNET. <i>Linda Milgrom and Maryanne Blake, Network Librarians, National Network of Libraries of Medicine, University of Washington, Seattle, WA</i> <i>Lois Ann Colaianni, Associate Director, Library Operations, The National Library of Medicine, Bethesda, MD</i>
Clearwater	<b>Concurrent Session #2 - Issues Surrounding Acquiring Electronic Resources</b> This 2-hour session will provide a forum for vendors and customers to dwell on the questions and issues facing libraries as we move further into the age of electronic resources, especially consortia opportunities. Vendor representatives will each have the opportunity to present their offerings and then the floor will be open for questions and discussion amongst all attendees. We expect to have representatives from Blackwells Information Services, EBSCO, the Medical Library Association, Ovid, UMI, and WLN. We will also have someone representing a large Consortium. <i>Jean P. Shipman, University of Washington Health Science Libraries &amp; Information Center, Seattle, WA</i> <i>Kathy Murray, Manager, Health Sciences Information Library, University of Alaska Anchorage, Anchorage, AK</i>
3:00 pm - 4:00 pm Cedar	<b>Ice Cream Extravaganza Plus Fabulous Door Prizes</b>
4:00 pm	<b>Program Close</b>



**Friday, October 30**

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**8:00 am - 12:00 pm**

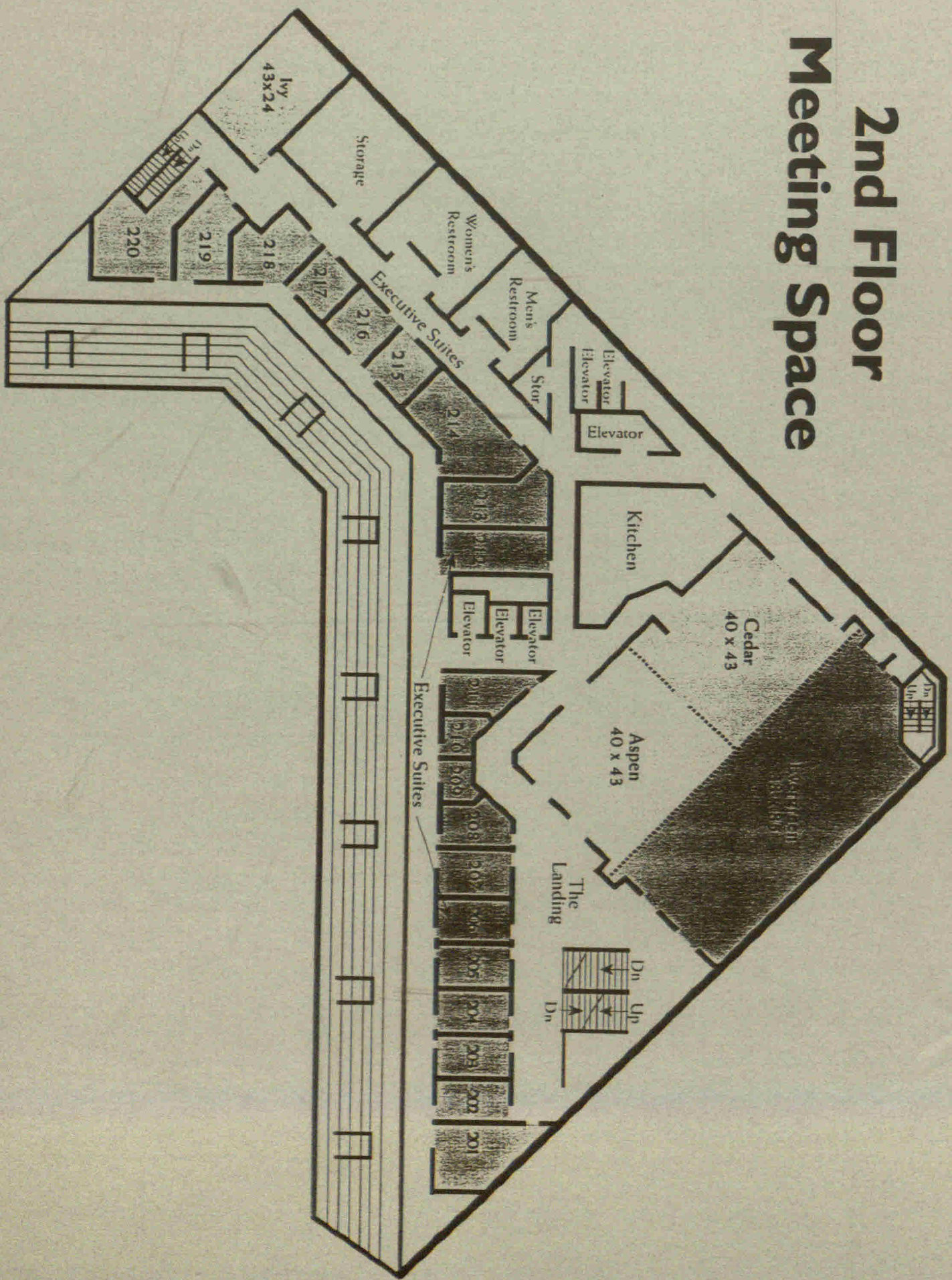
**Ivy**

**Resource Libraries Meeting**

Hosted by the National Network of Libraries of Medicine, Pacific  
Northwest Region



# 2nd Floor Meeting Space





# 3rd Floor Meeting Space

