

ePulse

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Partnerships and Collaborations: The New Jersey Library Statewide Marketing Campaign

By Patricia May, HSLANJ President, St. Joseph's Regional Medical Center

In July, I received a proposal from the state library about a marketing opportunity and after much thought, decided to present the proposal to the HSLANJ board at the annual retreat in August. I described the proposal to the members and after a rather spirited discussion, was delighted that the board unanimously agreed to participate in the campaign with a donation of up to \$5,000.00. The sponsor program promotes HSLANJ member libraries to the public librarians.

"No Boundaries, No Limits, Know Your Library" is the theme of the campaign and the goal is to educate the public and promote the wealth of resources offered by the state's libraries. HSLANJ is the first proud sponsor of the Super Librarian statewide marketing effort. On September 24, a press conference was held at the East Brunswick Public Library. I attended the conference along with Kerry O'Rourke, HSLANJ Vice-President/President-Elect and Michelle Volesko. The campaign was kicked off with the airing of a 30-second television spot on cable networks throughout the state.

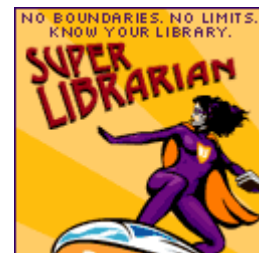
Super Librarian promotional materials which included bookmarks, buttons and customized posters bearing the new HSLANJ logo were sent to HSLANJ members. Placement of the HSLANJ logo/link on the Super Librarian resources web page is intended to raise awareness among the library community about HSLANJ as an organization and of the services and resources HSLANJ members offer to the New Jersey community. To see the page HSLANJ has sponsored, go to <http://www.njlibraries.org> and click "Resources for Libraries."

I see this as a wonderful opportunity to join with public, academic and all New Jersey librarians to promote our unique value. Please accept my sincere thanks to everyone who supported sponsorship of the state campaign. A special thanks to any member who made a phone call, attended a meeting, made a suggestion, supported an event, worked on a committee, wrote an article or even spoke about HSLANJ to a colleague or an acquaintance either recently or over the years. HSLANJ is truly an organization that has heart, soul and passion for the work we do everyday. It's an honor and a privilege to work with such bright, talented professionals.

If anyone has not received the promotional materials, please contact me: mayp@sjhmc.org or 973-754-3592. 0



At the press conference (L to R): the "Super Librarian", Kerry O'Rourke, Michelle Volesko, Patricia May, author Mary Higgins Clark, and Susan Kaplan of the NJ State Library. (Note the HSLANJ banner over the Super Librarian's shoulder).



Health Information Literacy: National Insights for Local Trailblazers

By Kerry O'Rourke, UMDNJ-RWJ Medical School

More than fifty HSLANJ members participated in a full-day CE class on health information literacy held on September 10 at the New Jersey Hospital Association in Princeton. The morning session featured two local experts, Julie Keany Hodorowski RN, MA and Gail Hendler, MLS, followed by a poster session and teleconference in the afternoon.

Julie Hodorowski, a registered nurse specializing in the field of oncology and cancer communications, shared with us her experiences working as the manager of the National Cancer Institute's Cancer Information Service at Memorial Sloan Kettering. She and her staff respond to calls via 1-800-4-CANCER and email responses for Cancer.gov. The CIS bears some resemblance to our National Network of Libraries of Medicine in that service centers are regionalized across the country. An interesting advantage to this districted service is that through years of concentrated research within regions, each has emerged as a core of unique oncologic expertise, and requests are often channeled to the most appropriate center for clarification and response.

Gail Hendler, a medical librarian specializing in cancer genetics information, presented information on online resources in genetics and cancer genetics for consumers. The mapping of the human genome, and the ongoing publicity surrounding molecular genetics discoveries and their impact on human disease, brings a demand for publicly accessible information about genetic tests and therapies available to diagnose and treat illness. Gail emphasized the limits of quality information in genetics for consumers, and reinforced her claim by noting how few health professionals in the United States are formally trained in genetic education and counseling. Gail suggested many of the best sites available for professionals and consumers, and challenged librarians to play a proactive role by locating, selecting, and providing access to the information that will enable health care consumers to better understand their options and thus make better informed and healthier choices.

After lunch participants had an opportunity to see what fellow HSLANJ members are working on in the area of health information literacy and consumer health information. Numerous HSLANJ members answered the call for posters announced on the HSLANJ listserv and in direct mailings. Jackie Mardikian, Tricia Reusing, Nancy Forsberg, Catherine Boss, Patricia May, Claudia Allocco, Janet Lasin, Micki McIntyre, Barbara Miller, Nancy Calabretta, Susan Cavanaugh, Kathy Lindner, Lia Sabbagh, and Deborah Magnan shared their creative ideas with their colleagues during the one-hour poster session. Comments gleaned from CE evaluations indicate that the poster session was a success and that HSLANJ should offer similar opportunities at future meetings.

Following the poster session, attendees participated in MLA's teleconference "Reading Between the Lines: Focusing on Health Information Literacy". Teleconference speakers provided an overview of health literacy issues, examined the roles librarians might play in this area and shared successful strategies for identifying potential partnerships in their community. 0

From the Board: Membership Reminder

The New Jersey Health Sciences Library Network's Interlibrary Loan Code states that **"to be a member of NJHSN and to participate in the free reciprocal borrowing, a library MUST be an institutional member of HSLANJ and have their library's serial holdings listed in SERHOLD."**

Thanks to everyone who found their membership form or printed another copy of it from the HSLANJ web site and actually arranged to have the membership dues paid. So far, of the eight librarians who have been personally contacted about non-payment, five have paid their dues for 2003; two have paid for both 2002 and 2003 and one library actually paid for 2003 and 2004! Success!

Please be sure to renew your memberships. We will continue to contact those libraries that have not yet paid. Please send in your dues! 0

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Please direct any inquiries to Madeleine Taylor, MLS, **ePulse** Editor; St. Joseph's Regional Medical Center, Health Sciences Library, 703 Main Street, Paterson, NJ 07503. Phone 973-754-3590, Fax 973-754-3593, Email taylor@sihmc.org. 0

Hospitality Corner

By Lia Sabbagh, Englewood Hospital and Medical Center

The Hospitality Committee members for the current year are Lia Sabbagh, Chair, Lena F. Feld, Finance, Jan Hudgens, Susan Pistolakis and Eleanor Silverman.

The Committee continued to send flowers, gift baskets and cards to those celebrating or going through traumatic experiences. Our thoughts and prayers went to Ela Sosnowska, Susan Pistolakis, Susan Cleveland, Ralph Ocker and Jackie Mardikian.

Please continue to let us know when something worthwhile is happening in our community. Thank you for your contributions to the Sunshine Fund. 0

Librarian Spotlight: A. Christine Connor

By Theresa Cuddy, Capital Health System, FULD Campus

Christine Connor has been employed at St. Barnabas Medical Center, Livingston, NJ for 35 years and has been Director of the Health Sciences Library since 1976.

While her three children were in the public school system, Christine volunteered in their school libraries, Essex Fells School and West Regional High School. It was during that time that Christine "...decided she wanted to be a Real Librarian". She graduated from Mary Institute, a private girl's school that was affiliated with Washington University in St. Louis, Missouri. She has a BS degree from the University of Toronto, Toronto, Canada where her major interests were psychology and philosophy. Christine has a MLS from Pratt Institute, Brooklyn, NY and is a member of AHIP at the Senior level. She is at level one in the MLA Consumer Health Continuing Education Credential Program.

The St. Barnabas Medical Center Library has about 5,000 books, 400 subscriptions and 14 computers with Internet access. The library utilizes Medline, PreMEDLINE, CINAHL, CANCERLIT, HealthStar, ClinPSYC, Evidence Based Medicine Review and 18 full text journals online through a contract with OVID Technologies. Through the St. Barnabas Medical Center affiliation with Mt. Sinai, ScienceDirect, MD Consult, Harrison's Online, Hurst Online and eMedicine databases are accessible. The hospital's website can be reached at www.saintbarnabas.com.

Christine has been a member of HSLANJ, MLA and NY/NJ Chapter of MLA, since the seventies. During her 35 years of librarianship Christine's most memorable moment was when the Library was bequeathed \$500,000 and she was given a "free hand" to re-do the library. Christine had done much work for Dr. Lyndon Peer, Chairman of the Plastic Surgery Department. However, after he passed away, it was Ruth Peer, his wife, who put in her will that the money should go to the Library and only the Library. In 1994 the Health Sciences Library at St. Barnabas was totally renovated.

When Christine is not doing library work she enjoys spending time with her grandchildren. "My eight grandchildren consume a great deal of my spare time but I love it!" After the "Kids" she enjoys gardening at home and at the cabin in Wyoming. Christine says she can usually "pinch enough time to read a good book!" During her summer vacations in Wyoming she enjoys the quiet peace and picking wildflowers. There are always freshly picked wildflowers such as daisies and paintbrushes for the table. Towards the end of August Christine takes another short vacation to enjoy the early fall foliage in the Wyoming mountains. Returning after Labor Day she is ready to brave another year of "*Budget Time at St. B.*" 0



NJ Conference on Health Literacy

By Rekha Gandhi

I attended the NJ Conference on Health Literacy at Rutgers, Livingston Student Center on Tuesday, October 7th, 2003. It was sponsored by the New Jersey Public Health Association, Literacy Volunteers of America, UMDNJ – School of Public Health and New Jersey Society for Public Health Education. Since everyone had experienced traffic delays the conference started a half hour behind schedule at 9:30 am.

Health Literacy is a measure of patients' ability to read, understand and carry out medical instructions. Linda Potter, (Moderator) opened the morning session and showed a video titled, "*You can't tell by looking*." The video was self-explanatory. It unequivocally conveyed how such a large percentage of Americans are unable to understand medical instructions given to them. One fellow had been prescribed almost a dozen pills and was unable to keep track of his medications. One woman walked around with a prescription for a week until finally someone told her to go to a pharmacy.

Two speakers represented the general public and they were asked to talk about their experiences. One, Rhonda Barrie, was a three-time cancer survivor. She related her travails of being uninsured and difficulties in navigating the health care system. The second representative was a recent immigrant from the Ukraine. She and her family faced a frustrating language barrier when her husband needed gallbladder surgery and was hospitalized for two weeks.

Then it was time for the Keynote speaker, Janet Ohne-Frempong. A specialist in plain language and cross-cultural consumer communications, Ms. Frempong showed the audience how difficult it is for those who are semi-literate to understand medical jargon. She compared that to being dyslexic and then trying to read everything. 47 percent of the nation's 191 million adults read at marginal or lower levels. Her point was that we cannot presume that everyone is at the same literacy level. Marginal literacy may present a problem in diagnosis, treatment, and utilization of health care. I was impressed with Ms. Frempong's engaging style.

Due to time constraints we had an abbreviated presentation on "Informed Consent" by Attorney Stephen Liss. His main point was that if a patient cannot read and understand what form he/she is signing, then how can we have "consent" in the broad sense of that term. The next presentation was by Lisa Bernstein, co-founder of the What to Expect Foundation. This foundation takes its name from the classic pregnancy bestseller, "What to expect when you're expecting". She described a "*Model Program*" that has been set up in Newark, NJ to provide prenatal health information and literacy skills to impoverished and uneducated pregnant women. It was heartening to hear of such outreach efforts in our community.

The morning session ended around 1:15 pm. We took a 40-minute lunch break and reconvened in smaller groups to attend workshops. The first workshop I attended was "Communicating across Cultures". It was presented by Aracely Rosales. It was similar in content to HSLANJ's continuing education program "Multicultural Palette" (offered in fall of 2002). Her message was that when targeting a particular ethnic group it makes sense to be culturally sensitive and use language and pictures that are appealing to that group. Ms. Rosales emphasized that Health Literacy is all about motivating patients to follow medical advice.

The second workshop that I attended was "Communicating beyond the brochure" with HSLANJ member Deborah Magnan. The presenter was Janet Ohne-Frempong. She discussed using other media such as audio-visual materials, skits, flash cards, songs, etc. to educate the public. This requires some creativity and would be useful for health officers at the town or the county level or even on college campuses. Ms. Frempong presented in a lively manner and I found her quiet entertaining.

When the workshops ended, we submitted our evaluations and it was time to disband. I found the Health Literacy conference to be informative and educational. I did not get a chance to network but I did run into one medical librarian and also another acquaintance from Morristown Memorial Hospital. It was useful to get a health educator's perspective as well as an underprivileged patient's perspective. It made for a clearer "big picture". The presenters emphasized the need to communicate clearly and to make the extra effort to reach the marginally literate population. 0

2003 Board Retreat

by Patricia May, St. Joseph's Regional Medical Center

The HSLANJ Board Retreat was held on August 14, 2003 at the Upper Montclair Country Club in Clifton, NJ.

A business meeting was held in the morning and Calvin Thomas from the Support Center for Nonprofit Management was the facilitator for the afternoon session. The focus of the program was to identify the key pieces of HSLANJ's public relations and marketing plan.

Discussion centered on identifying current relationships and specific things that could be done to enhance or strengthen them, reviewing the current HSLANJ mission statement and agreeing on tasks or strategies needed to continue work on the marketing plan.

A specific objective, which all the attendees agreed was important, was to improve public relations by enhancing meaningful partnerships with similar organizations and affiliations. One way to achieve this objective is to distribute our newly created brochure.

The group suggested that the brochure could be presented to the following organizations or groups of people: National Network of Libraries of Medicine, New Jersey Chapter of SLA, NJLA, hospital administrative personnel, public librarians, the New Jersey Medical Society, nurse executives, etc.

Attendees separated into small groups to talk about the following questions: If we are to accomplish this really well, how should we get this done in a way that we know will work? And what are the tasks that need to get accomplished to get this objective done?

A marketing task force was formed, the specific work of which will be determined in the future. The following members offered to work on this project: Claudia Allocco, Elaine Goldman, Patti May, Kerry O'Rourke, Juliette Ratner, Vicki Sciuk, Robin Siegel, Eleanor Silverman, Madeleine Taylor, Michelle Volesko.

The Board voted to support the statewide Super Librarian marketing plan by becoming a sponsor at the \$5,000 level. In exchange for the support, HSLANJ members will receive buttons, bookmarks and posters with the Super Librarian image. Additionally, HSLANJ will appear as the sponsor of the campaign's "Resources for Librarians" web page. (See story on Page 1.) 0

Kudos to Our Members!

Compiled by Patricia May, St. Joseph's Regional Medical Center

Zana Etter, Director of the Robert Wood Johnson Medical School Media Library, has written three video reviews for Educational Media Reviews Online (EMRO), at <http://libweb.lib.buffalo.edu/emro/>. The video titles are "A Desperate Act: Suicide and the Elderly"; "Me, My Brain and I" and "Our Genes, Our Choices."

Cynthia McClellan, UMDNJ-Stratford, authored "Live Reference in an Academic Library: Q & A, NJ Experience at the University of Medicine and Dentistry, New Jersey Health Sciences Library at Stratford," *Internet Reference Services Quarterly*, 2003: 8(1/2): 117-26.

Micki McIntyre, UMDNJ-Stratford, and **Elisabeth Jacobsen**, Trinitas Hospital, will be presenting at the Internet Librarian Conference 2003 in Monterey, California in November. MLA is co-sponsoring a track called "Cool Tools for Health". Micki will be presenting "Alternative and Complementary Health Information," and Elisabeth will present "Bioethics: Treasure Chest or Pandora's Box."

Robb Mackes, Union Hospital, has been installed as Chair of the New York-New Jersey Chapter of the Medical Library Association for 2003-2004.

Deborah Magnan, joined the library staff at Hackensack University Medical Center as associate librarian in June 2003.

Laurie Neblock was named Underwood-Memorial Hospital's April 2003 Employee of the Month. This is the first time the librarian was selected to receive this honor.

Barbara Reich, Hackensack University Medical Center, is Chair-Elect of the New York-New Jersey Chapter of the Medical Library Association, and will serve as Chair for 2004-2005.

Louise Yorke, Princeton HealthCare System, was recently honored by the Medical and Dental staff for her years of service as their librarian, and was presented with an engraved clock

Know of an item for the Kudos column? Please send it along to Patricia May at mayp@sjhmc.org. 0

Hold the Date! December 10, 2003

General Meeting/CE Program - Information Behaviors of Health Professionals
NJHA Conference Center, Princeton, NJ

Cheaper By the Dozen: Joint Group Licensing Task Force Update

By Michele Mary Volesko, NJ Hospital Association

Background:

In the Summer of 2002, the HSLANJ Board created a Task Force charged to explore group licensing of electronic resources, potential interest level, and financial commitment. Considerable time was spent researching potential products, a survey of member needs and in Task Force meetings as well as one general membership informational meeting. We launched our first group license and continue efforts for enhancing and enlarging our group licensing portfolio for 2004. It is indeed cheaper by the dozen, here's how, why and where we are going.

The Group Licensing Survey: (See Figure 1)

A total of 43 respondents to the Group Licensing Survey conducted in December 2003 through January 2004 identified several interesting needs specific to New Jersey hospital libraries as follows:

- Libraries Behind – Have Nothing! Need electronic content now!
- Libraries Ahead – Good electronic collection – need to expand at lower cost
- Libraries in the Middle – Have some electronic journals or books, need collection balance
- All libraries need overall flexibility with vendors' product choices
- All libraries need a mix of specialized clinical databases, full-text journals and books

Countless follow-up calls to survey respondents allowed the Task Force to create a strategy, select a vendor and negotiate. The first group license offer was reported at the Annual HSLANJ Business meeting, and in April 2003 the first offer was mailed to the HSLANJ and NJHA memberships, with non-binding commitment forms. With the NJHA Library serving as fiduciary agent, the Task Force collectively held their breath—awaiting members' response. There was a good response, certainly not the large one hoped for, but enough to begin!

First Group License Offered:

Importantly, the group license offer from Ovid Technologies was very flexible and allowed libraries to select a la carte for core titles. It ultimately included 35 electronic journals, books and databases. With a 39 percent discount from the list price for most of the journals and medical reference books listed, this offer presented a very attractive opportunity to create 24/7 access to valuable resources on a hospital intranet or other internal information network. Online databases include: *CINAHL: Cumulative Index to Nursing and Allied Health Literature* and *Evidence Based Medicine Reviews*.

Group License Launched:

The first group licenses launched July 1, 2003 and will run through June 30, 2004. A total of 17 libraries ultimately committed to licensing for one year with financial commitments ranging from \$3,400 to \$29,272 with a median of \$5,000. Libraries are using a model with Ovid that allows for sharing of simultaneous licenses purchased by the group. Libraries with existing licenses were allowed to participate in a prorated manner and those libraries that needed committed licenses made additional private purchases with the vendor. A total of over \$130,800 was committed by participating libraries in this group license.

Along the Way:

The Task Force used numerous communication opportunities to create awareness of the group licensing initiative and its value. We used the HSLANJ listserv, NJHA blast fax capabilities, direct e-mail to libraries, articles in *NJHA's NewsLink* newsletter to all hospitals' healthcare administrators, mailings to hospital librarians and CEO's and presentations at HSLANJ meetings.

The Task Force found that education was a key. We talked about the realities of securing funding for e-resources with 'new' dollars; not saved dollars from canceling print subscriptions. We emphasized the value of 24/7 electronic access hospital-wide, the timeliness, better research and clinical tools gained and the library's responsiveness to clinician expectations for e-resources. We talked to you about your technical issues for IP authentication, firewalls and Intranets. Our 'community of practice' is moving forward with greater understanding of these issues and mutual support.

Vision & Challenge:

The vision of this group licensing initiative is for wide-availability to electronic, full-text clinical resources for hospitals,

at affordable prices, regardless of institution size or affiliation. The reality is that these are tough economic times and that education needs are continuous. Most of you tell us you are faced with budget cuts or status quos, and staying 'whole' is your main concern; hospital layoffs are a reality and new money is very difficult to find.

The tide of changes with electronic collections and libraries does not stand still despite the environment hospital libraries face. We have also found that you need help from HSLANJ when communicating with your hospital administrators, your key decision makers, about the realities of group licensing, both in terms of understanding myths, misperceptions, value and cost. We are discussing ways to explore this challenge.

Future Group Licensing – 2004:

The Task Force is committed to growing the Ovid license and will renegotiate it for next year. It is hoped to offer additional products in the group licensing portfolio, however, the Task Force's enthusiastic plans were scaled back, based on your feedback. We are carefully proceeding in this regard. We are looking to meet your *core clinical collection needs* with a vendor that is flexible and with pricing options that are extremely favorable. We are thus looking at working with other vendors, though carefully and slowly.

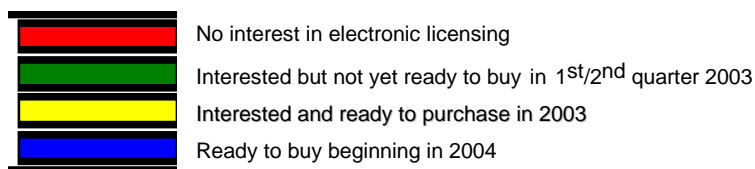
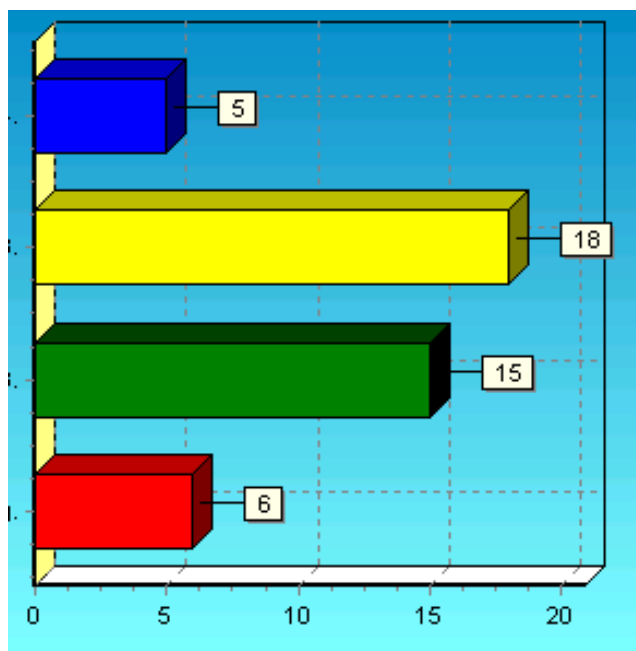
Task Force:

The initiative is coordinated by a Task Force of the Health Sciences Library Association of New Jersey (HSLANJ) and led by the NJHA Library and the University Libraries of the University of Medicine and Dentistry of New Jersey. The volunteer time needed to manage the administrative and financial aspects of this initiative should not be underestimated. For more information visit the NJHA Library Web page at <http://www.njha.com/librarysection/healthlibrary.html>.

Task force members for 2004 are as follows: Michelle Volesko, Chairman, New Jersey Hospital Association; Judith S. Cohn, AVP for Scholarly Information/University Librarian, UMDNJ-George F. Smith Library; Kerry O'Rourke, Campus Library Director, UMDNJ-RWJ Medical School; Patricia Reusing, Medical Librarian, Bayshore Community Hospital; Kathleen Moeller, Director of Library & CME Services, Overlook Hospital and Larry Dormer, Library Director, Saint Michael's Medical Center.

A special thanks goes to Kerry, Judy, Tricia, Kathy and Larry for all of their time in making this a successful endeavor. 0

Figure 1
N=43



Saying “Thank You” Couldn’t be Sweeter: Recognition Plaques are Presented to the Regional Library Cooperatives

By Elaine Brogan, Childrens’ Specialized Hospital, and Patricia May, St. Joseph’s Regional Medical Center

During October, HSLANJ Board representatives and members of the Electronic Document Delivery Task Force visited the monthly board meetings of three Regional Library Cooperatives. It was the generous stipend offered by the Central Jersey, Highlands and Infolink regions that enabled the health sciences libraries of these three library cooperatives to purchase scanners that will be used to send electronic interlibrary loan documents. 41 of the 72 institutional members of HSLANJ took advantage of this wonderful opportunity with 16 Infolink libraries leading the way followed by 13 and 11 respectively for Highlands and Central Jersey. One library in the south purchased a scanner at the non-subsidized price.

The first visit was made with HSLANJ President Patricia May and task force member Robb Mackes attending the October 15th Infolink board meeting. HSLANJ representative Elaine Brogan introduced Patti and Robb. The next day, Patti and Robb along with task force member Michelle Volesko visited the afternoon Central Jersey meeting. Central Jersey HSLANJ representative, Cathy Boss, introduced them. The final visit to the Highlands October 22nd meeting included Patti, Robb and task force members Elaine Goldman and Pat Regenber.

At all of the meetings, the Library Cooperative Boards were presented with a lovely rosewood wall clock plaque, engraved with an inscription expressing the gratitude of the health sciences libraries who were able to benefit by receiving the subsidized scanners. All of the boards were very appreciative of the overture and we hope that this will be the first of many joint opportunities in the future. 0

The Other Side of MeSH

by Elisabeth Jacobsen, Trinitas Hospital

Anaphylaxis, myocardial infarction, hemorrhage, stroke... These are headings we are all familiar with, and have searched. These words produce a neat bibliography, some with full text, and then the doctor or nurse takes the material away, presumably to apply towards their patient care knowledge. At that point, our job, as librarians is done. We’ve researched, compiled, and disseminated, and hopefully some patient’s life will have been changed for the better as a result.

But, what if these words became real life situations? What if you were faced with the very conditions you researched? And, furthermore what if that patient’s care was in your hands?

Well, as an Emergency Medical Technician and active crew member of my town’s fire/EMS squad, I know first hand what its like to treat illness, and injury. I’ve had to perform CPR in the middle of the night, and I’ve witnessed death on my watch. Those MeSH headings I’ve searched for years, learned to spell with pinpoint accuracy, and had a superficial familiarization with, have now taken on a three dimensional quality.

It was over 90 degrees in the small, tidy house where the frail, elderly man lay moaning on the hard tiled bathroom floor with a probable broken hip. He was sprawled half in, half out of the doorway, his lower torso spilling out into the narrow hallway making access to either end of him difficult, never mind the winding staircase leading to the outside world, and the waiting ambulance. I could feel the trickles of sweat making trails down my back underneath my uniform. The heat was oppressive but we had a job to do.

After a few hurried moments assessing the situation at hand, we formulated a strategy. This rescue was not going to be the usual routine. Before we could attend to the patient’s injuries, we first had to get the man out of the bathroom. We had to think fast, but we also had to keep calm.

Interestingly enough, none of us had ever worked together before. We were a makeshift crew that hot day: Each of us was “covering” for a regular duty crew member. Yet, it didn’t matter. We pulled it together flawlessly utilizing our skills in concert as if we had been a long time crew.

Various strategies were quickly discussed—and dismissed, as we took into account the tools and equipment available, as well as the patient’s injury. In the minutes that followed, some methods worked, some failed. In the end, we improvised.

Later, at the hospital, the elderly man’s son thanked each and every one of us. He marveled over how we maneuvered the rescue in such a tight space, in such heat without complaint and complete professionalism. While the thankyou’s were welcomed, none of responded to that 911 call that day for gratitude and, most certainly it wasn’t the pay as we all volunteer our time day or night, in storms, heat waves, in times of national or local crisis, giving up our personal time to come to the aid and rescue of complete strangers.

So, why do we do it? Why do we willingly interrupt our sleep to get up in the dead of night at 3am to help another person? Truthfully, it’s not really about why we give to others. It’s really more about what it gives back to us. Despite the grueling hours, the never ending training, the required drills, the emotional stress, the risk of personal danger, and the sacrifice of time, and energy, and family life, the bottom line is that we enjoy the satisfaction of helping another human being in need.

I’ve seen a side of life most don’t unless they are in clinical care. The only difference is that when we are called out, we don’t have a controlled setting. Pre-hospital care is raw, unpredictable, and risky. When I’m dispatched to a code or any kind of 911 call, I have to hop in my car, switch on a blue light on my dashboard, and try my best to make it to the squad building within five minutes or I am left behind.

Once we are at the scene, there are no clean hospital beds, ready to dispense meds or bedside clinicians. Instead, we are exposed to whatever the elements offer, from searing heat, to bone chilling cold, to hurricanes. I’ve had to crawl in the back of a car to take a blood pressure reading, and have watched life slip away under my hands as I performed ventilations to my partner’s timed compressions on the side of a road.

On the other side of patient care, I’ve also been asked to stop at a liquor store on the way to the ER by an alcoholic patient as a matter of “convenience” for him since he didn’t have a car. And, then there was that time a woman answered the door totally naked waving a handgun!

Rescue work helps us to develop strategic skills. We learn to be leaders. We learn how to focus and remain calm in difficult, sometimes harrowing life and death situations. Our organizational and planning abilities are sharpened, plus we not only understand the dynamics of teamwork, we demonstrate it over and over again. Most certainly, we cultivate within ourselves compassion and empathy. All that we gain from our rescue work can be transferred to every area of our every day life.

And, indeed it has. From my pre-hospital experiences, I’ve learned first hand that there is another side to MeSH--- that of the living, breathing patient. I can now relate to the terms I search, and can identify with the doctor or nurse who will apply what they’ve learned through their research queries.

Most importantly, I’ve regained a newfound respect for our role as librarians, in the cycle of patient care. Now, when I search about hypoxia, status epilepticus, heat stroke, or diabetes, I usually can relate back to one of my own patient care scenarios. Indeed, there is a living, breathing human being on the other side of those terms, and we, as librarians, help to keep them that way. 0

Upcoming Calendar

December 10, 2003 General Meeting/CE Program

February 11, 2004 Board Meeting

March 17, 2004 General Meeting/CE Program

April 21, 2004 Board Meeting

Check www.hslanj.org for more information and locations. 0

New HSLANJ Listserv

The HSLANJ listserv has left its temporary home at Yahoo Groups, and now is located at hslc.org. If you were subscribed to the Yahoo Groups listserv, you should have been automatically subscribed to the new listserv. If you are not subscribed, please join the list as many important messages are posted, and this is the quickest and easiest way for HSLANJ members to communicate with each other.

To join the listserv, send a message to

LISTSERV@HSLC.ORG

Leave the subject line blank, and in the body of the message type:

SUB HSLANJ-L your_name

To send a message to the members of the list, send an email message to

HSLANJ-L@HSLC.ORG.

To temporarily turn off your mail from the list send a message to

LISTSERV@HSLC.ORG.

Leave the subject line blank, and in the body of the message type

SET HSLANJ-L NOMAIL

To turn your mail from the list back on, send a message to

LISTSERV@HSLC.ORG.

Leave the subject line blank, and send the message

SET HSLANJ-L MAIL

To leave the list, send a message to

LISTSERV@HSLC.ORG.

Leave the subject line blank, and send the message

SIGNOFF HSLANJ-L

Archives for the listserv can be found at <http://www.hslc.org/archives/hslanj-l.html>

If you have any questions, please contact the list owner, Barbara Reich at Hackensack University Medical Center. 0

Is your brain functioning well?

By Madeleine Taylor, St. Joseph's Regional Medical Center

This came to me in e-mail from one of our library volunteers. Have you seen it yet?

The brain does amazing things, doesn't it?

Instructions: Just read the sentence straight through without really thinking about it.

Acocdrnig to an elgnsih unviersity sutdy the oredr of letetrs in a wrod dosen't mtttaer,
the olny thing that's lopmranntt is that the frsrit and lsat ltteer of eevry wrod is in the crcreot
ptoision. The rset can be jmbueld and one is stll albe to raed the txet wiohtut dclftfuiiy.

While I haven't been able to find an actual university study that states this, Patricia May, Director of Library Services at St. Joseph's Regional Medical Center, says that this looks just like what her children and their friends instant message to each other! 0

The Books are Old: Must They Be Valuable?

By Lois R. Densky-Wolff, Head, UMDNJ-University Libraries Special Collections

Introduction

A call comes in to your library from a physician or other library patron. *"I have these books,"* your potential donor says, *"They are old and I want to donate (or sell) them. Do you want them? Can you help me?"*

While these sorts of questions arise periodically, many medical librarians are unsure how to respond to the situation. Some medical libraries are pleased to receive donations as a way to increase their holdings without depleting the acquisitions budget, others would just rather they went away. So, what is a librarian to do? The best advice is to be prepared.

At the University Libraries of the University of Medicine & Dentistry of New Jersey (UMDNJ), we developed a gift policy as part of the Collection Development Guide for the UMDNJ-George F. Smith Library of the Health Sciences, located at the Newark Campus that outlines procedures to follow when an inquiry indicates we have a potential donation. The policy guides us as to whether we accept or reject a gift.

As head of the Special Collections Department located at the Smith Library, I wear the additional hat of Coordinator of Gifts and Donations, acting as "gatekeeper" so all potential donations are handled in a consistent manner, or provide advice when we decline a donation. It made sense for us to appoint the Special Collections Librarian in this role. The department is always looking to acquire antiquarian material, and many gift offers may have that potential even if there is no relevant material for the circulating collections.

We know what a headache book donations can be, especially if the collection is a large one, but we also know that if we accept the right collection or right book, it can be a big plus for both the donor and the library. Accepting gifts can have a positive impact on a donor and can be a boon to building library collections. The key to creating a harmonious experience is having a policy and procedure in place, so you can accept what is beneficial and gracefully decline what is not.

The UMDNJ - George F. Smith Library Gifts Policy

Donations of books, periodicals, audiovisuals, manuscripts, records, artifacts, artwork, illustrations, and ephemera are accepted for the collections of the George F. Smith Library of the Health Sciences based on specific criteria. For preservation of all collections, the University does not accept donations that are mildewed, infested with insects, or in generally poor condition.

Donors are required to provide a list for review of materials offered for donation before any acceptance is made. Donors are asked to transport the gifts to the Library, since the Library cannot take on this responsibility. The Library also is not responsible for providing detailed inventories of donations for tax purposes. Exceptions are made, however, for the donation of rare books of significant value.

Appraisal for income tax purposes is the sole responsibility of the donor. The Internal Revenue Service does not permit libraries to appraise donated material. The IRS requires that a neutral third-party provide appraisals to determine fair market value of a gift. Donated material may not be sold (to benefit the library) for a minimum of two years after date of donation. We provide donors with the names of reputable book appraisers to help them with this process. Some of the booksellers we have recommended include:

James Tait Goodrich (MD)
Antiquarian Books and Manuscripts
125 Tweed Boulevard
Grandview-on-Hudson, NY 10960
845-359-0242 phone
845-359-0142 fax
goodrich@aecom.yu.edu

Palinurus Antiquarian Books
John Hellebrand, bookseller
Box 2237 Jenkintown, PA 19046
215-884-2297 phone
215-884-2531 fax
palbook@voicenet.com

R & A Petrilla
PO Box 306
Roosevelt, NJ 08555-0306
609-426-4999 phone
609-426-4999 fax
petrilla@earthlink.net
www.petrillabooks.com

Books and monographs in the fields of medicine, dentistry and the health sciences with an imprint date after 1985 will be accepted for acquisition. Books published prior to 1985 may be accepted at the discretion of the Acquisitions Librarian. Pre-1920 materials are accepted because of their scarcity, value, and potential usefulness in building an historical collection. Books that have made an important impact on medical history are accepted regardless of imprint date, especially first editions. The Library generally will not accept superseded editions of textbooks and directories, or foreign language materials. The Acquisitions Librarian decides which items will be accepted; decisions for historical materials are made by the Special Collections Librarian.

Periodicals will be accepted as replacements for missing issues and/or damaged volumes. However, the Library reserves the rights to exchange, sell, or discard items that are not needed (only after two years if the donor has taken a tax deduction). Donors are informed of this before the gift is received. The Serials Librarian is responsible for decisions regarding which donations will be accepted.

The Media Librarian in accordance with these special guidelines accepts audiovisual materials:

1. Subject matter within the scope of the collection
2. Material meets acceptable standards of technical quality and content accuracy
3. Acceptable format
4. The program is complete (i.e., all slides in a set present)
5. The program serves a useful educational purpose

The Media Center does not accept personal slide collections of physicians for which there is no organizational component and/or accompanying identifying materials.

Manuscripts and historical records are accepted if they provide documentation of individuals or organizations/associations significant to medicine, dentistry and the health sciences in New Jersey. Such collections may also contain photographs and/or slides of potential historical value, scrapbooks, correspondence, record books, diaries, unpublished autobiographies and so forth. The Special Collections Librarian is responsible for accepting donations in these areas.

New Jersey Medical Artifacts are accepted on a selective basis. Artifacts that are not New Jersey related are referred to the UMDNJ-Robert Wood Johnson Medical School where the University's museum collection is maintained. Artifacts directly related to UMDNJ or any of its antecedents or to personal collections may be retained at the discretion of the Special Collections Librarian.

Artwork and illustrations will be accepted if they are portraits of medical/dental professionals affiliated with UMDNJ, buildings or scenes of medical/dental/health sciences significant to New Jersey. Illustrations of individuals/events as above will also be accepted. All such gifts must be in good condition; should restoration be needed, the donor will be asked to reimburse the University for such treatment. The Special Collections Librarian is responsible for accepting donations in these areas. Ephemera will be accepted only if it relates to the guidelines established for the New Jersey Medical History Collection. Such offers are referred to Special Collections.

When You Do Not Want a Donation

By delineating in a policy what materials the Smith Library will accept, it provides us with a mechanism to politely decline materials we do not want, without necessarily alienating a potential donor. (You never know when the next thing offered is just what we do want!) Another reason a policy is useful is the limited time, space, and staff needed in which to evaluate, process, store, preserve, and make available to end-users resources that come as gifts. You must decide that in accepting a donation you can expend the effort and accept the responsibility that decision entails.

Now that you declined a potential donation (or your caller initially requested other information), what advice can you provide a donor to dispose unwanted materials? Try to help them evaluate their books and journals in a general way to determine if the materials would even be useful to another medical library. If it is, I advise that they draw up a list of the books and/or journals (if they have not yet done so) and contact other libraries. It is also possible that the material is just not worth the effort. A time certainly comes when books have outlasted their usefulness be it the condition or content. It is often hard for donors to realize that what they have may only be destined for the dustbin, but it can be an appropriate decision. But remember, just because a book is old does not mean it is valuable, either monetarily or intellectually.

If what the caller really wants, after you determined there is no potential gift for your institution, is information on selling their collection then you might suggest they contact a bookseller. In addition to the booksellers noted above as appraisers, there are many other booksellers in New Jersey that may be interested in these books or collections. A good resource is the "Directory of New Jersey Antiquarian Booksellers," an annual leaflet published by the Old Book Shop. To obtain a copy, send a stamped, self-addressed envelope to: Old Book Shop, 4 John Street, Morristown, NJ 07960. Booksellers in the directory are not limited to those only in the antiquarian trade, but also booksellers of used and out of print materials. With this information, your patron can contact individual booksellers.

Conclusion

Knowing how to handle gifts and donations, and where to obtain information on selling books is useful for the busy medical librarian. Having a gifts policy decreases problems you may face when dealing with donors and can be beneficial to your collection. The ability to direct donors to knowledgeable appraisers is important when donors seek a charitable deduction for their gift. Having information on hand to direct callers to booksellers is also helpful. 0

(Contact Information for Lois Densky-Wolff: Voice: 973-972-7830, Email: Densky@umdnj.edu)

MLA San Diego

A number of HSLANJ members attended the 2003 MLA Conference in San Diego in May. Below and on the next page are some images captured there.



Singing with the band? Kathy Moeller, Patti May, and Doris Eaton (hiding in her sunglasses at the table, pretending she doesn't know these people!)

No, not at the convention! Some of us went to the famous San Diego Zoo, and this gorilla was not happy to see us.



This polar bear was the only thing I saw swimming in San Diego. Whoever it was that told us the weather was always nice wasn't there when we were.



Visiting with the Giant Panda...

Pat Regenberg (left) taking a picture along with some others. Madeleine Taylor and Claudia Allocco posing for a picture. Oh! And the Giant Panda lying on a tree in the background.



Some of the HSLANJ attendees:

Front (L to R): Robin Siegel, Claudia Allocco, Madeleine Taylor, Reina Reisler, Juliette Ratner, Patricia May.

Back (L to R): Keydi Boss, Barbara Reich, Doris Eaton, Pat Regenberg, Cathy Boss, Mary K. Joyce.

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