

Consumer and Patient Health Information Section

MLA Midyear Report, 2006-07

CAPHIS has had a productive few months as we've focused primarily on web site infrastructure. We are on target to meet the goals and objective submitted in Summer 2006. A summary of our progress to date on our stated objectives follows, as does an update on the establishment of a MLA award for consumer health librarianship.

Membership Survey

Reflects the MLA goal, Recruitment, Membership and Leadership in the Profession.

The purpose of the survey is to gather information from members that do not renew their section membership. Like most sections we periodically ask section members there needs and wants from the section, but we've never systematically surveyed those members that do not renew in the section. Kelli Hamm, Southwest RML at UCLA, is leading this effort. Shortly after the 2006 Annual Meeting Kelli constructed a very short survey and she started sending it to non-renewing members in the Fall of 2006.

CAPHIS Top 100

Reflects the MLA goal, creating and communicating our knowledge

Barbara Bibel, CAPHIS chair-elect / Oakland Public Library (CA), lead a team of four CAPHIS members that have completely revised and updated the CAPHIS Top 100 list. Joining Barbara were: Michele Spatz, Planetree Library (Dalles, OR), Joy Kennedy, and Nancy Dickenson, Stanford Health Library (CA). This updated and revised list was posted to the section web site in December 2006.

CAPHIS Web Site Redesign

Reflects the MLA goal, creating and communicating our knowledge

This past summer Gillian Kumagai, Stanford Health Library (CA) graciously accepted the three year post of maintaining the section web site. Many of its design elements and usability were, to say the least, lacking. Gillian has very quickly standardized many of the design elements (font, font size, consistency, etc.) and removed dead links, old/dated content, removed flashing content, etc. She has also posted the revised CAPHIS Top 100. Gillian will continue to evolve the section web site into a more substantive site to serve our membership.

Collection of Library Policy Statement

Reflects the MLA goal, creating and communicating our knowledge

This project is due to state in January 2007. Howard Fuller, section chair Stupski Foundation (CA), and Gillian Kumagai, will manage this project. Our intent is to post these on the section web site. Library policy statements are frequently discussed on the section electronic discussion list.

Consumer Health Librarian Award

Carried over from the previous year (2005) has been the process of establishing a MLA award for Consumer Health Librarianship. Terri Ottoson is graciously leading this process. She has recently submitted our proposal to the Section Council for discussion at the MLA midyear meeting. She has also contacted MLA for permission to solicit funds for this award (we are awaiting their reply). As we do not yet have a financial commitment from a corporate sponsor for this award the caphis section executive board, of which Terri is a member, has decided to move forward and offer a section award at the 2007 Annual Meeting. We hope to have an Association Award established by the 2008 Annual Meeting. Naomi Broering, our section council representative, is leading the fund raising effort for the award. The executive board and section strongly back the establishment of this award and the entire section owes Terri, for all her time and hard work, more thanks than I can express.

MLA-Google Health Coop Project

While not stated in our submitted goals and objects, this is an Association-wide 6 month pilot project being lead by CAPHIS. As defined by Google, Google Coop “is a platform that enables you to customize the web search experience for users of both Google and your own website.” A team of 22 MLA members have been building / annotating sites into Google. As of January 3, 2007, we’ve annotated 1744 sites, making us one of the more prolific groups annotating in the health arena. The team was told to select the best health sites around their assigned topic area. Our Google Coop account was opened on September 7, 2006, making the end date for this pilot March 7, 2007. There have been several technical hiccups and a technology upgrade to the annotation (cataloging) tool.

Some numbers and notes about this project:

- there are 26 entities, of which MLA is one, contributing health annotations;
- MLA has 622 subscribers (people searching or tracking our annotations). To put this in perspective, NOAH has 518 subscribers, Kaiser Permanente 231, Harvard Medical School 691, UCSF 322, Dr. Weil 381, and the Mayo Clinic 708... MLA has been noticed by a respectable number of users demonstrating the value other professionals and consumers place on our ability and judgment in building a substantive health collection.