NEWSLETTER OF THE CONSUMER AND PATIENT HEALTH INFORMATION SECTION

8:1  MEDICAL LIBRARY ASSOCIATION  SPRING 1991

MESSAGE FROM THE CHAIR

"Good consumer health information is information that assists the individual in making decision calculated to enhance his or her health status. The health-care consumer will never by fully informed, but must be fully involved, for it is his or her life at stake." Rees, Alan. Syllabus, CE-638 Consumer Health Information Services. p. 10. Medical Library Association. 1983.

Dear Colleagues,

When one is in the midst of budgeting, supervising, acquiring and collecting information, and providing information services, it is easy to lose sight of the reason for our efforts. Often we just go through the motions. At frequent intervals we need a 'shot in the arm' — some motivational B12 if you will. We as a section have two outstanding methods of providing some B12 — the annual meeting and the Consumer Connection.

Elsewhere in this issue you will find the agenda for our annual meeting and educational program, as well as, information about tours of consumer libraries in the San Francisco area. The Consumer Connection is a vital link in equipping information professionals with the understanding to create CHI services. I want to encourage all section members to contribute their knowledge of providing CHI services in the form of reports or articles for the Consumer Connection. Why? As chair I frequently receive calls from librarians and others who are beginning CHI services. They often have very few clues about beginning their task. Membership in the section allows us to network and learn from one another. Individuals not fortunate enough to attend the annual meeting or who are beginning their CHI services in relative isolation depend upon us, the experienced colleague, to share our hard earned knowledge. What we take for granted in the form of selection criteria, funding sources, marketing strategies, or how to sell CHI services to reluctant administrators is vitally important to new CHI providers. And who among us can honestly say that we know everything under the sun about CHI? Our newsletter editors would love to hear from you with your ideas about contributions. You have a great deal to offer to many who would like to learn from you.

See you in San Francisco!  Lisa McCormick
CAPHIS OFFICERS 1990-1991
(Revised December 1990)

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Deadlines for submitting items:
  Spring issue - February 1
  Summer issue - July 1
  Fall issue - November 1
Consumer and Patient Health Information Section

Annual Business Meeting and Education Program

June 5, 1991

San Francisco

8:00 a.m.-10:00 a.m.  Invited Speakers

The Planetree Model: A Unique Healthcare and Information Concept

"Introduction" - Tracey Cosgrove, MLIS, Director, Planetree Health Resource Center, San Francisco, California

"The Planetree Model Hospital Project" - Laura Gilpin, MFA, RN, Associate Director, Planetree Hospital, San Francisco, California

"The Planetree Health Resource Center" - Tracey Cosgrove, MLIS

Questions and Answers

10:00 a.m. - 11:00 a.m.  Business Meeting

Consumer Library Tours in San Francisco

Watch for information in your MLA program packet for tours of consumer libraries in and around San Francisco. CAPHIS is not sponsoring tours as a section. But we have encouraged consumer libraries to cooperate with the San Francisco group planning the tours. The Planetree Health Resource Center (our invited speakers for the 1991 program) will be on the tour along with many other institutions you would like to visit.
IMAGE EMPOWERMENT: STRATEGIES FOR THE HEALTH SCIENCES LIBRARIAN

Your image—does it make a difference? You'd better believe that it does! Kaycee Hale will tell you WHY. She will also tell you HOW to enhance your image by providing you with techniques that will make you more effective as a library professional.

When and WHERE will she do this? She will be the speaker at the 1:30 p.m. session at the MLA Annual Meeting on Wednesday, June 5, 1991, in San Francisco. WHO will be there? Everyone who would like to learn the skills to communicate effectively, to build interpersonal relationships, to get motivated, to build self-esteem, to be EMPOWERED, is welcome to attend. Ms. Hale will discuss guidelines to accentuate the verbal, vocal, and visual components of a professional image.

Kaycee Hale is Executive Director of the Resource & Research Center of the Fashion Institute of Design and Merchandising. She is also Executive Director of FIDM Museum & Library Foundation. She has modeled professionally and appeared on numerous television programs, including her own weekly show, "The Fashion Game." Lest you think she's all outward appearance and no substance, however, you should know that she is an international lecturer who has made presentations at UCLA, University of Maryland, California State Polytechnic University, Georgia Institute of Technology, Tuskegee Institute, and University of Missouri-Columbia. Ms. Hale is also active in several professional organizations. She recently chaired the Special Libraries Association Library Management Division and served as Chair of the President's Task Force on the Enhancement of the Image of the Librarian/Information Professional. She is currently on the SLA Board of Directors. She was profiled in the January 1991 issue of Wilson Library Bulletin where she was described by Stephen Abram as "the best advertisement librarians have that librarianship is a dynamic, interesting and fun career. She makes me proud to be in the same profession as her—although few are in her league."

If you would like to learn the techniques of empowerment through image enhancement, plan to be at this multi-sponsored session on June 5. Sponsors for the program are the Status and Economic Interests of Health Sciences Library Personnel Committee, the Federal Libraries Section, the Hospital Libraries Section, the Mental Health Libraries Section, and the Nursing and Allied Health Resources Section.

---Submitted by Shifra Atik,
Status & Economic Interests of
Health Sciences Library Personnel
Committee
MLA WHCLIS PLATFORM SUPPORTS ACCESS TO CONSUMER HEALTH INFO

--Priscilla Swatos

Consumer health information services are strongly supported in MLA's platform for the White House Conference on Library and Information Services (WHCLIS), scheduled for July 9-13, 1991, in Washington, DC. The platform was developed by an ad hoc committee, including Lucretia W. McClure, Karen Renninger, Lynne Siemers, June Glaser, and Raymond A. Palmer, and approved by the MLA Board of Directors. A full report on the platform was presented in the February issue of MLA NEWS.

In December 1989 the Board approved the platform focused on four guiding principles:

- **Resolution 1**: equal access by patients and their families to information provided by libraries located in hospitals and treatment centers

- **Resolution 2**: equal access to health care information by consumers via the medical library and the public library

- **Resolution 3**: equal access to health information by the health care professional

- **Resolution 4**: equal access to funding to support the information component of health research

With this emphatic statement of support for consumers' access to health care information, every CAPHIS member is urged to assume a personal responsibility to work for the incorporation of these principles into the national WHCLIS platform. Contact your state's representatives to the Conference and advise them of the importance of supporting the platform and others that aim to secure access to health care information for the American public. No doubt every state has an officer in charge of its own WHCLIS delegates and a resource center for your assistance in corresponding with them, but there is also a national office to assist you (1-800-942-5472). MLA's representative will be Karen Renninger. Your letters to each of your state's WHCLIS delegates should be sent now to encourage their support of medical libraries. Vacation season begins soon, and you will want these letters to arrive before that time, in order to escape being placed aside by a well-meaning assistant! Keep up to date with developments concerning WHCLIS by reading the "Capital News" column, edited by Sara Jean Jackson, in each issue of the MLA NEWS.
NEW CAPHIS MEMBERS

NOTE: Please add this list to your directory of CAPHIS members, published in the Summer 1990 issue of CONSUMER CONNECTIONS.

Joaquin Arriaga, New York, NY
Brynn Beals, Tacoma, WA
Vanessa Birdsey, UCLA/Graduate School of LIS, Van Nuys, CA
Linda Butson, Asheville, NC
Jane Warren Carver, University of Kansas Med Ctr, Kansas City, MO
Robin Chambers, Patient's Library, Univ. Iowa Hosp, Iowa City, IA
Marilyn L. Daniels, Latrobe Area Hospital, Latrobe, PA
Frances G. DeMillion, Paoli Memorial Hospital, Paoli, PA
Lyn Dietrich, Mental Health Library, McLean Hospital, Belmont, MA
Carol Galganski, Saint Francis Medical Center, Peoria, IL
Patricia Ann Gibson, Fairway, KS
Kay Goldberg, Baptist Hospital East, Louisville, KY
Anna M. Habetler, Childrens Hospital, San Diego, CA
Claire Hamasu, Hawaii Medical Library, Honolulu, HI
Kay Hasegawa, Sioux Valley Hospital, Sioux Falls, SD
Jim Henderson, Vancouver, BC, Canada
Karen Kaluzsa, Rehabilitation Institute of Chicago, Chicago, IL
Stephen M. Koplan, Georgia Mental Health Inst., Atlanta, GA
C. Lanee Kristy, Phoenix, AZ
Patricia Leembruggon, St. John's Reg. Health Ctr, Springfield, MO
Patricia W. Martin, St. Joseph Mercy Hospital, Ann Arbor, MI
M. Kent Mayfield, ARC in Dane County, Cross Plains, WI
Dorothy T. McCallum, Raleigh, NC
Sarah K. Morley, Lovelace Medical Foundation, Albuquerque, NM
Suzanne H. Murray, Fayetteville, NY
Lawrence W. Onsager, Kirksville, MO
Jane Potee, Ball Memorial Hospital, Muncie, IN
Robert Reiss, Dobbs Ferry, NY
Wendy L. Rosen, Bethpage, NY
Josephine Scipione, Cleveland, OH
Elaine Noonan Skopelja, Carmel, IN
Donde H. Smith, Bowie, MD
Lana Strazhnik, Muhlenberg Reg. Medical Center, Plainfield, NJ
Sandra J. Swan, Long Beach, CA
Lisa K. Traditi, AMI St. Luke's Hospital, Denver, CO
Kim Tyler, Sacred Heart General Hospital, Eugene, OR
Carolyn Olson Urlic, Holladay Park Hospital, Portland, OR
Martha E. Verchot, Illinois State University, Normal, IL
Mary L. Wernemann, Wantagh, NY
Kim Wolfe, Willamette Falls Hospital, Oregon City, OR
Juliana Zia, Cross Cancer Institute, Edmonton, Alberta, Canada
MLA Dues Structure

The MLA Membership Committee wishes to hear your views regarding a dues structure which will meet the needs of MLA members and provide the Association with a viable financial base. During the next few months, the committee will be providing members with three opportunities to express their views. Your suggestions will be used by the committee to prepare a recommendation on a dues structure for the MLA Board of Directors.

At the Annual meeting, on Sunday, June 2 from 8:00 to 9:00 p.m., the Membership Committee will host an open forum for members to share their views on the MLA dues structure and discuss the questions listed below. Also, in attendance will be the MLA Board of Directors, key MLA Headquarters staff and Chapter and Section Council Representatives and Alternates. Please plan to attend and make your thoughts known.

Members unable to attend the open forum may send comments on the MLA dues structure to Gail Yokote. In particular, the committee is interested in your answers to the following questions:

1) Should there be different categories of membership (current categories are: regular (individual), student associate, sustaining, emeritus (retired), life, institutional, and corporate)? If yes, which categories do you recommend?

2) For each member category proposed, should each member pay the same amount of dues? If no, how should the dues be determined? Please comment on the two options listed below.
   a) Each member receives the same benefits, services, and products but pays different amount based on special characteristics (e.g. salary, library budget, number of serial subscriptions).
   b) Each member receives benefits, services, and products equal to amount paid for. Select packages of benefits, services and products are created and priced accordingly.

3) Other comments.

To be included in the initial draft, comments must be received by July 12. Please send your comments to:

Gail Yokote
MLA Dues Structure
UCLA Biomedical Library
Center for the Health Sciences
10833 Le Conte Avenue
Los Angeles, Ca. 90024-1798

There will be discussions at some fall chapter meetings; please watch for an announcement from your chapter. Please let us know your thoughts on a dues structure for our Association. In order to develop an effective recommendation to the Board, the committee needs feedback from a variety of members.

Rosanne Labree
Chairman, MLA Membership Committee
TREASURER'S REPORT
Consumer and Patient Health Information Section
Medical Library Association
October 10, 1990

The checking account is currently maintained at the Summit Trust Company in Summit, New Jersey.

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NEW VIDEO ON MULTIPLE SCLEROSIS RESEARCH

The National Multiple Sclerosis Society has a new video: "MS Research Unravelling the Secrets" which explores the complicated world of MS research. The video provides a fifteen minute overview on current and future directions of MS research. Stephen Reingold, PhD, Vice President of Research and Medical Programs, narrates this journey through the world of MS research in easily understandable terms, especially for a general audience. The fifteen minute video is designed to be an educational tool for people with MS, their families and caregivers, and allied health professionals. A seven minute excerpted version is available for use with community groups and other general audiences. These videos are available from the National Multiple Sclerosis Society, 205 East 42nd Street, New York, NY 10017-5706 for $10.00 per video (includes shipping and handling).
In response to our first column (Winter 1990), we received a response from Shannon Clever, Parkview Health Sciences Library, Fort Wayne, IN. Her library's "WHAT'S NEW IN PATIENT EDUCATION" is an extension of some other services her library provides. "We were scanning the patient information journals anyway," Clever says. The list gets posted in the Doctor's Lounge and is distributed to 100 nurses in various departments in the hospital. "We are definitely getting more use out of our "PHIL" journals, with little time involved," says Clever.

WHAT'S NEW IN PATIENT EDUCATION

THIS MONTH ------- JANUARY 1991

* LUPUS
  IN Mayo Clinic Health Letter, Dec. '90, Pg. 3

* SYPHILIS
  IN Mayo Clinic Health Letter, Dec. '90, Pg. 4

* FAT SUBSTITUTES: A TASTE OF THE FUTURE?
  IN FDA Consumer, Dec. '90, Pg. 24

* HOW TO TAKE YOUR MEDICINE: BETA BLOCKER DRUGS
  IN FDA Consumer, Dec. '90, Pg. 31

* EXERCISE STANDARDS: A STATEMENT OF HEALTH PROFESSIONALS FROM THE AMERICAN HEART ASSOCIATION
  IN Circulation, Dec. '90, Pg. 2286

* IBUPROFEN SUSPENSION IN THE TREATMENT OF JUVENILE RHEUMATOID ARTHRITIS
  IN Journal of Pediatrics, Oct. '90, Pg. 645

* INCONTINENCE AFFLICTS OLDER ADULTS
  IN Healthline, Dec. '90, Pg. 6

* NON-CARDIAC CHEST PAIN MAY FEEL LIKE A HEART ATTACK
  IN Healthline, Dec. '90, Pg. 8

* THE MANY BEHAVIORS OF STROKE
  IN Healthline, Dec. '90, Pg. 9

* MANAGING YOUR BLOOD PRESSURE
  IN University of California Berkeley, Wellness Letter, Jan. '91, Pg. 5

* A GOOD NIGHT'S SLEEP
  IN Health Letter, Dec. 28, '90, Pg. 1
COMING IN THE SUMMER ISSUE OF CONSUMER CONNECTIONS...

FEATURE ARTICLE ON THE HEALTH REFERENCE CENTER FROM INFORMATION ACCESS COMPANY

REPORTS FROM MLA SAN FRANCISCO...AND MUCH MORE

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