Dear CAPHIS Members,

It's hard to believe that Detroit is behind us and that we are already beginning to anticipate San Francisco! I would like to thank all who attended the business meeting and the various presentations on CHI. The information provided at the tracks and the sharing sessions was pertinent and challenging.

I would like to thank and recognize our hardworking officers whose terms ended in Detroit: Margaret Bandy, Chair; Joyce Allen, Secretary; Sandi Parker, Section Representative; Michael Kronenfeld, Section Alternate; and Judith Janes, Immediate Past Chair. Thanks for their wisdom and guidance of the section. We welcome new officers to the 1990-1991 section year (see the list on page 2). Jeanne Gittings and Priscilla Swatos have agreed to continue as our Consumer Connection editors, and Jeanne Sarkis continues as or liaison to the Government Relations Committee.

I have just listed a number of our section members who are actively involved in the functioning of the section. You will find an invitation to be a part of the team within this issue. Your presence as an officer, committee member, or chair is vital to the development of the section. I have found that working with the membership of CAPHIS has been extremely rewarding -- I know that I receive more in the way of professional development than I could by doing anything else.

The executive committee encourages all CAPHIS members to consider submitting a paper on your CHI activities or on CHI issues for the 1991 San Francisco programming committee. Because we have already planned to have two very special speakers in 1991, we will not be doing an invited papers session for our section program.

Please communicate your concerns or suggestions to any officer or chair. We have an exciting year ahead, and we would very much like to invite you to be an active participant in CAPHIS.

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CONSUMER CONNECTIONS is the official publication of the Consumer and Patient Health Information Section of the Medical Library Association.

Deadlines for submitting items:
   Spring issue - February 1
   Summer issue - July 1
   Fall issue - November 1
1990-1991 OBJECTIVES

CONSUMER AND PATIENT HEALTH INFORMATION SECTION/MLA

GOAL 1: To provide a framework for section member participation

Areas of Priority

- To encourage CAPHIS members to publicize their consumer health programs
- To foster communication: produce and distribute three issues of the newsletter, Consumer Connection
- To invite members to participate on section committees
- To plan and present a program in San Francisco in 1991
- To begin planning the 1992 program in Washington
- To encourage membership in the section by developing a membership brochure
- To publish a membership directory

Goal 2: To foster a national recognition of consumer and patient health information programs

Areas of Priority

- To present a proposal to the MLA publication panel for an annotated core list of consumer health materials developed by the section
- To develop and publish recommended policies for consumer health information services in hospitals
- To appoint a member to work with the HLS standards committee to ensure the inclusion of consumer health services in relevant standards
- To target national health/information organizations to increase their awareness of CHI
- To communicate with other related organizations who share interest in the provision of CHI (E.G. ALA)
- To publicize health sciences libraries as appropriate sources of health information services

Goal 3: To strengthen the formal framework of the section

- To develop a section procedures manual
- To have committee chairs and executive committee members formulate objectives
- To maintain and encourage committee chairs and executive committee members to regularly communicate throughout the year
- To write and distribute mid-year and annual reports by required deadlines
MLA Sharing Session: "CHI: PAIN OR GAIN?"

Along with twenty-four MLA participants, I attended the sharing session Consumer Health Information: Pain or Gain lead by section member Kay Deeney. It was obvious that those participating ranged from the merely interested to the very experienced provider of CHI services. In addition, we had representatives from public libraries, agencies, hospitals, and academic settings who were involved in CHI or patient/consumer education activities. This variety sparked a lively interaction. I would like to briefly list the points I picked up:

1) CHI is time intensive and emotionally draining as a reference function.
2) Many consumers are looking to find someone willing to listen to their saga and often this falls upon the shoulders of the CHI librarian.
3) The CHI librarian is concerned about ethically providing information to consumers and validating the consumers' right to information.
4) A continuing concern is to provide information NOT practice medicine.
5) There is a need for greater contact between public library staff and hospital library staff. The public library is often the point of initial contact by the consumer. Hospital librarians could be a valuable backup for the public librarian.
6) CHI is becoming a marketing tool hospital administrators are beginning to notice.
7) We are seeing more sophisticated consumers but still have very many unsophisticated consumers who are unaware of even the common sources of free pamphlets from organizations and agencies.
8) There is a serious need for providers of CHI services to develop a tool to measure the economic and social impact of CHI services.

This was a very good sharing session and the points raised would be excellent themes for contributed papers by section members.
TREASURER'S REPORT

Consumer & Patient Health Information Section
Medical Library Association
May 1990
Detroit, Michigan

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

INCOME:

Beginning Balance $2,437.50
Newsletter Subscription & Dues 55.00
Dues (9 members @ 3.12) 28.08
Dues (217 members @ 3.12) 677.04
Dues (from MLA 2 - no fees) 10.00
$3,207.62

DEBIT:

Boston Womens Health Book Collective (speaker) $1,000.00
Hospital Libraries Section Manual 10.00
MLA dues (Kedle) 5.00
Service charge 55.46
6/30/89 $4.66 12/29/89 $4.85
7/31/89 6.00 1/31/90 5.05
8/31/89 5.32 2/28/90 5.45
9/29/89 4.85 3/30/90 5.92
10/31/89 4.85 4/30/90 3.66
11/30/89 4.85 TOTAL $55.46

Jeanne Cittings, Newsletter (1) 125.85
Jodith Janes (1990-91 ballots, printing, postage, envelopes) 230.63
$1,426.94

BALANCE $1,780.68

Total number of section members as of 5/1/90 - 230. An increase of 15 over last year.

Respectfully submitted,

Betty B. Wood
Treasurer
May 10, 1990
REPORT FROM THE SPECIAL LIBRARY ASSOCIATION ANNUAL MEETING

--Submitted by Leslie Mackler, Moses H. Cone Memorial Hospital, Greensboro, NC

Richard Saul Wurman, author of INFORMATION ANXIETY, was a speaker at the General Session. Wurman believes that information is a necessary component of power, but his emphasis is on understanding information. He stated that information is really only 'data' until it becomes understandable, and that understanding the onslaught of data has become a problem in modern society. As people are presented with more data, they are unable to decide what is relevant and to understand what they ingest. He suggested that when we do not understand new data, we should admit it. "If you admit you don't understand new information, you'll find it easier to approach ...and accept that all information is interpretation, and you'll be free to understand things in a way that works for you." The example he used was a road atlas: One summer as he drove across the U.S., he realized his atlas was organized alphabetically by state...but that he was not driving alphabetically and that there were not major gaps at the borders between states. Apparently he has since published an atlas which follows contiguous states. Wurman said that perhaps there are only five ways to organize information, and that there are only five ways to find information: by alphabet, hierarchy, time, location, and category.

Incidently, the librarian for the Travelers' corporate employee assistance program at its Center for Corporate Health Promotion, was also attending SLA. The Center is offering a new employee health care benefit called Informed Care. This service encourages employees with health and medical questions to call and talk with 'health decision counselors, physicians, and other medical experts' to obtain information. The brochure states, "Because medical technology changes so rapidly (physicians themselves have difficulty keeping up with scientific advances), the Informed Care service is backed by a state-of-the-art medical library to further guarantee that you receive the accurate, up-to-date information you deserve to make medical decisions with confidence."

ROCHELLE PERRINE SCHMALZ TO SPEAK IN NEW DELHI

Rochelle Perrine Schmalz, Director of Library Services at St. Mary's Hospital and Medical Center, San Francisco, and former Director of Planetree Health Resource Center in San Francisco, will present a paper at the Sixth International Congress on Medical Librarianship in New Delhi, India, in September, 1990. Her presentation, "Issues and Trends in Lay Health Information: A View from the United States," will be part of a larger session, "Keys to Information at the Grass Roots Level." Also presenting papers at this session will be speakers from Uganda and India.
CAPHIS IN SAN FRANCISCO, 1991

On behalf of the Program Committee, I am very happy to report that we are working on the 1991 meeting. We have been in dialog with Tracey Cosgrove of the Planetree Model Hospital Project for our 1991 speaker. In addition to the speaker from the information center, we will have someone from the hospital section of Planetree. For those of you unfamiliar with the Planetree Project, it is "an innovative medical-surgical unit at Pacific Presbyterian Medical Center designed to humanize, personalize and demystify healthcare. The project was funded by Angelica Thierot in the 1970s after several frustrating, impersonal stays...Inpatient care at Planetree includes home-like rooms, a patient lounge and a fully equipped kitchen for patients and families...the Planetree Health Resource Center, a medical library open to the public, complements the program. Patients are encouraged to read their charts and discuss the information with Planetree staff. By providing information about diagnoses, medications and treatment, Planetree helps patients become actively involved in their care." (San Francisco Business, February 1988, p. 20)

I hope this very brief excerpt from an article on Planetree whets your appetite to attend this program. We are also exploring the possibility of touring Planetree in addition to the presentation.

BIBLIOGRAPHY: PLANETREE MODEL HOSPITAL PROJECT

Bishop, Katherine "Where patients lend a hand; West coast plan stresses self-help in treatment" New York Times, September 16, 1985, Mon. edition, p17(n) p.87(1), col. 2.

Ferguson, T. "Health in the information age; Sharing the uncertainty" Whole Earth Review, Winter 1987, p. 130-33.


Ruscavage, D "How to be your own second opinion" Ms, May 1983, p. 121.

"Planetree project: hospital care of, for, and by the patient" (news) Medical World News 26#18, September 23, 1985, p. 25, 28.

Submitted by Lisa McCormick
NOMINATIONS FOR MLA FELLOWS AND HONORARY MEMBERS

Nominations for MLA Fellows and Honorary Members for 1991 are currently being accepted.

Criteria for election as Fellow:
* Candidate is at or near the close of an active professional career.
* Candidate holds a regular membership at the time of election.
* The candidate's contribution is significant to health science librarianship or the purposes for which the organization stands.
* The candidate's contribution is of more than passing interest or local advancement.

Criteria for election as Honorary Member:
* The candidate has not formerly held regular MLA membership or is outside of the library profession.
* The candidate has made a significant contribution that advances the purposes for which the association stands.

A curriculum vitae and a statement of the candidate's contributions to the profession and MLA must be included in the letter of nomination. The deadline for nominations is September 15, 1990. Send nominations to Frances Groen, Immediate Past President, McIntyre Medical Sciences Bldg., McGill University, 3655 Drummond St., Montreal, PQ H3G 1G4 Canada; 514/398-4722

BOOK REVIEW

UPPERS, DOWNERS, ALL AROUNDERS: Darryl S. Inaba

I recently purchased this book for our library. You might want to consider it as an excellent, concise, factual and simple reference text for patrons who want to know more about psychoactive drugs, such as crack, cocaine, alcohol, marijuana, crank and their mental and physical effects.

UPPERS, DOWNERS, AND ALL AROUNDERS is well illustrated with photos and graphs. It should prove to be an excellent addition to any library for us by parents, teenagers, healthcare staff and physicians. It should also prove to be a good resource for students who need general information for papers.

You can purchase it from: Cinemed Inc., P. O. Box 96, Ashland, OR 97520; 1-503/488-2805.

.....Submitted by Sylvia E. MacWilliams, SWMC Library Services
12th Annual Conference on Patient Education

The 12th Annual Conference on Patient Education will be held in Kansas City, Missouri September 13-15, 1990. This conference, co-sponsored by the Society of Teachers of Family Medicine and the American Academy of Family Physicians offers a variety of workshops, lectures, papers/practice tips and poster sessions. In addition there are exhibits by producers of patient education materials.

The Plenary Session on September 14 is entitled "Patient Education: Investing for Rewards." The speakers at this session are George Kandel, M.D., Colorado Blue Cross-Blue Shield, Denver; Phil Beard, M.D., President, Pro Stat, Kansas City; Myrl Weinberg, Director, Government Relations, American Diabetes Association, Alexandria, VA. Dr. Kandel's talk is "Policies for Outpatient Patient Education Reimbursement: Federal (Medicare) and Private Insurance Perspectives." Dr. Beard will speak on "Managing Your Practice for Maximum Reimbursement for Patient Education." The final plenary speaker, Myrl Weinberg, will talk about "Future Strategies for Outpatient Patient Education Reimbursement."

The Workshops cover a broad range of topics. Included are talks on the medical and legal aspects of patient education; selecting quality patient education materials, organizing and managing patient education in office settings, and developing your own patient education tools. There are several workshops on disease specific topics including HIV, eating disorders, smoking cessation, teen alcohol and drug abuse to name a few.

The Lectures are on smoking cessation, diabetes, literacy and the patient, and use of videotapes for effective patient education. The Papers/Practice Tips are broken into five sessions: 1) Patient Education in the Office Setting; 2) Health Promotion/Disease Prevention; 3) Nutrition/Dietary Patient Education; 4) Residency Training; 5) Patient Education in HIV and Sexuality Counseling. The Poster session topics include nutrition and weight control, cancer, exercise, teen sexuality, prenatal education, and several other topics.

For more information on this Conference, call the Society of Teachers of Family Medicine at 1-800-274-2237, ext. 4510 or ext. 4512.
SELF-ASSESSMENT AT HealthNetwork

--Submitted by Jack Sewell, Battle Creek Health System, Battle Creek, MI

HealthNetwork, the consumer health information center at Battle Creek Health System, provides health care information to people living in the Battle Creek, Michigan community. Self-assessment is a regular part of our service, and two mechanisms for collecting feedback from patrons are in use to assess patrons' satisfaction with the information provided to them, and to evaluate the usefulness, value, and credibility of the information. We telephone approximately 20% of all consumer contacts to ask their opinions of our service and to ask if they need additional information concerning their original question. For mailed information responses, we enclose a postage-paid questionnaire asking the same types of questions about their satisfaction with the information service we have provided. These cards are pre-addressed to the hospital's marketing department, which we believe helps to assure the library patrons that we do use these cards and value their comments.

In addition to providing an evaluation of our service on a daily basis, this feedback has been a great help to us in our collection development efforts. We have been able to compile statistics on the use of particular titles and subject areas of most concern to our patrons. Below is a ranked listing of the titles most used and valued by our patrons for 1989:

COMPLETE GUIDE TO SYMPTOMS, ILLNESS, AND SURGERY. H.W. Griffith.
The Body Press.

COMPLETE GUIDE TO PRESCRIPTION AND NON-PRESCRIPTION DRUGS. H. W. Griffith.
The Body Press.

PHYSICIANS' DESK REFERENCE. Medical Economics.


COMPLETE GUIDE TO MEDICAL TESTS. H.W. Griffith. The Body Press.


DORLAND'S ILLUSTRATED MEDICAL DICTIONARY. W.A.N. Dorland. Saunders.


DIRECTORY OF NATIONAL SELF-HELP/MUTUAL AID GROUPS. American Hospital Assoc.

ABMS COMPENDIUM OF CERTIFIED MEDICAL SPECIALISTS. American Board of Medical Specialties

CURRENT MEDICAL DIAGNOSIS AND TREATMENT. S.A.Schroeder. Appleton & Lange.

CURRENT SURGICAL DIAGNOSIS AND TREATMENT. S. Way. Appleton & Lange.

The Medical Library Association Books Panel is reviewing proposals for future publications and would like to assess the need for some revised reference works. To help the Panel plan future publications, please answer the following questions and return the survey to

Virginia A. Lingle
George T. Harrell Library
Hershey Medical Center
Penn State University
P.O. Box 850
Hershey, Pennsylvania 17033

PLEASE RETURN THE SURVEY BY SEPTEMBER 14, 1990.

Where two or more choices are given, circle the appropriate answer to each question. Feel free to add any comments next to the question or on another sheet of paper.

Questions about you:

1. Do you have reference responsibilities? Y N

2. Do you have collection development responsibilities? Y N

3. What type of library do you work in?

Questions about publications:

1. The following questions all refer to sources for medical reference works. For each work, please indicate whether you are aware of the source, if you or your library own the work, and how often you use it.


   Aware: Y N Library owns: Y N You own: Y N

   Use: More than once a month (estimate) once a month

   2-3 times per year Never

b. The three supplements to Medical Reference Works, 1679-1966:

   Aware: Y N Library owns: Y N You own: Y N

   Use: More than once a month (estimate) once a month

   2-3 times per year Never
c. The medical reference books section of the National Library of Medicine Current Catalog.

Aware: Y N Library owns: Y N You own: Y N

Use: More than once a month (estimate) once a month

2-3 times per year Never

d. Introduction to Reference Sources in the Health Sciences by Fred Roper and Jo Anne Hoekman.

Aware: Y N Library owns: Y N You own: Y N

Use: More than once a month (estimate) once a month

2-3 times per year Never

IF YOU ARE NOT FAMILIAR WITH MEDICAL REFERENCE WORKS BY BLAKE AND ROOS, PLEASE READ THE FOLLOWING:

Medical Reference Works grew out of the Handbook of Medical Library Practice, which used to list significant bibliographies. These bibliographies became too extensive to include and so Blake and Roos compiled an annotated bibliography of reference works in the field. The first volume covers 1679 - 1966, and there are three supplements, published separately, bringing it up to 1974. The entries are arranged by subject, and there are alphabetical indexes.

2. Are you aware that Blake and Roos is updated annually in the National Library of Medicine Current Catalog? Y N

3. Do you think that there is a market for an update or a revision of Blake and Roos? Y N

4. Who do you think would be most likely to purchase it?

5. If there were an update of the of supplements only, covering the period 1967 to the present, would you purchase it?

Y N Don't know

(If you answered "yes") Would you buy it for $80? $60? $40?

(If you answered "don't know") What do you think such a book should cost?

6. If there were a revision of the entire work, covering the period 1679 to the present, would you buy it? Y N Don't know

(If you answered "yes") Would you buy it for $100? $75 $50?

(If you answered "don't know") What do you think the revision should cost?

7. Would you be interested in a CD-Rom version of Blake and Roos? Y N Don't Know

8. Please answer the following question if you are familiar with Blake and Roos:

If the association were to publish a revision of Blake and Roos, which of the following changes would your recommend? Please answer yes, no, or don't know.

more information on the entries Y N Don't know

indexes Y N Don't know

other Y N Don't know

(For other, please elaborate.)

9. Do you have any other comments?

Thank you for helping the Books Panel with its planning.
CONSUMER AND PATIENT HEALTH MEMBERSHIP LIST
JULY, 1990

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Josephine Poda, Cleveland Heights, OH
Ursula Poplaw, Delmar, NY
Karyn Pomerantz, Silver Spring, MD
Norma Powers, Munson Medical Center, Traverse City, MI
Susan Prather, San Francisco, CA
Daphne Pringle, New York, NY
Kathleen Proffit, Sacramento, CA
Christina Ransom, Plattsburgh, NY
Amanda Rathbun, Palomar Medical Center, Escondido, CA
Alan Rees, Cleveland Heights, OH
Patricia Regenberg, Westfield, NJ
Marie Riedelbach, Omaha, NE
Alice Reinhartd, Van Nuys, CA
Nancy Reynolds, Texas Medical Association, Austin, TX
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