The Hospital Library Role...
...in Community Health/Patient Education
...Alan Rees Forms a New CAPHIS Ad Hoc Committee

In hospitals, a significant increase has been noted in the number of librarians now involved in providing information services to patients, their families, and to the general community. Librarians are being called upon to supply informational materials and services in support of education programs in connection with specific illnesses, diagnostic procedures, nutrition, and treatment methods. Many librarians are also active in educational programs focused on health promotion and disease prevention offered by hospitals to the community at large. Patient education has defined behavioral objectives such as smoking cessation and weight loss, while library-based consumer health information programs do not have such defined or measurable behavioral objectives. Clearly, a cooperative and supportive relationship is required.

Consideration of how relationships between health educators and library professionals can best be established and structured is the charge of the new CAPHIS Ad Hoc Committee to Consider the Hospital Library Role in Community Health/Patient Education. Since so many of the section's members are employed in hospital libraries, some clarification of this issue would be helpful and productive. Alan Rees, CAPHIS Chair, has appointed a small committee to make an initial exploration. It is hoped the committee will have a short statement to present and discuss at the annual CAPHIS business meeting on May 19 in Washington. Obviously no solution will be achieved in such a short time but a succinct and analytical statement of the problem with suggestions for further action may be accomplished.

Members of the Ad Hoc Committee are Joanne Marshall, Chair, Margaret Bandy, Kathy Linder, Lisa McCormick, Alan Rees, and Janet Schneider.
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Section Committees

All Section Officers and Committee Chairs are asked to send to Carolyn Ruby, their committee roster and news items about their committee business. If you can, send it on diskette in an ascii or text format.

Contributors to this issue...  
...Many Thanks!!!

Alan Rees, Carolyn Ruby, Rosalind Dudden

What about YOU!?!??

Publication Statement

Consumer Connections is published 3 times a year in the Spring, Summer, and Fall, and is the official publication of the Consumer and Patient Health Information Section of the Medical Library Association. This issue was published in February, 1992.

Deadlines for submitting issues:

v9 n1 Spring issue: March 15, 1992
v9 n2 Summer issue: August 1, 1992
v9 n3 Fall issue: November 1, 1992

Be creative! Send in your articles and news!

Library Power: Making New Connections
Canada's "Health Information for All"

Health Information for All is a consumer health information service funded by the Health Strategies Fund, Premier's Council on Health, Well-being, and Social Justice of Canada. It is a joint project of The Faculty of Library and Information Science, University of Toronto, The Consumers' Association of Canada (Ontario), The Metropolitan Toronto Reference Library, The Toronto Hospital (General Division), and The Centre for Health Promotion, University of Toronto.

In keeping with the goals of the Ministry of Health report, Health for All Ontario, this proposal seeks to empower people to gain greater control over their own health through access to health information. We share the belief expressed in "Toward a Shared Direction for Health" report that informed choice is one of the fundamental values for health.

The Consumer Health Information Service (CHIS), to be located at the Metropolitan Toronto Reference Library, will act as a central resource for the provision of consumer health information in the province. CHIS will develop an in-depth collection of consumer health information sources in print and electronic forms. Trained reference librarians will provide access outside the Toronto area. The service is expected to begin operation by January 1992. The Fudger Medical Library at the Toronto Hospital (General Division) will act as backup resource library for CHIS and health professionals at the hospital will participate in the evaluation of materials for the collection.

Right now the provision of consumer health information is falling through the cracks. A great deal of health information is available, but it is difficult for consumers to find out about the sources, to judge their quality and to use them effectively.

Through this pilot project, a collaborative model for collecting, evaluating, organizing and disseminating consumer health information will be tested. The impact of information on health care decision-making by consumers will also be explored.

The primary beneficiaries of this project will be Ontario citizens who use the service. CHIS will provide the means for health care consumers to become informed about matters that affect their own health care decisions and those of their family and friends. CHIS will facilitate the use of existing health information resources through referral. CHIS will also benefit health care organizations and agencies and practicing health professionals who require access to consumer health materials. The participation of the Centre for Health Promotion will ensure that wellness information, not only illness information, is available.

In this project, we will learn more about the health information needs of Ontario consumers, how to provide an efficient information service that incorporates new information technologies, and how to liaise with other organizations, associations and agencies to develop an effective network for the provision of health information to consumers. We will also learn more about how information is used by consumers in health care decision-making.

For further information contact Professor Joanne Marshall, Faculty of Library and Information Science, University of Toronto, 140 St. George Street, Toronto, M5S 1A1. Voice (416)978-4664, Fax (416)971-1399.

Patient Education...
...in the Primary Care Setting
Conference Theme for Nov '91 Meeting

The 13th Annual Conference on Patient Education in the Primary Care Setting was held in San Antonio, TX, November 21-24, 1991. There were 350 health care professionals in attendance. The opening Plenary Session was entitled "Effective Patient Education: Principles for Your Practice" presented by Patricia D. Mullen, Dr.PH. A panel discussion followed Dr. Mullen's presentation.

A wide variety of workshops were held throughout the conference. Workshop topics ranged from how to educate the patient through to how to select and organize patient education materials. There was a great deal of interest in literacy at the conference this year. An advanced track workshop entitled "Teaching Patients with Low Literacy Skills" was presented by Cecilia and Leonard Doak. The Doaks presented practical methods to improve communications: verbal, written, and visual. This was a popular workshop as were the workshops on identifying poor readers and developing patient education materials for low literacy patient populations.

In addition, this year there seemed to be a great deal of interest in how to design an office to allow for effective patient education. Many of the attendees to the conference were just beginning to incorporate education into their practices and were looking for the most basic information. Questions were asked about how much space is needed for a patient education collection; where to find good, reliable materials; how to organize the materials; and how to know when to weed the collection.

The 1992 Conference will be held in Orlando, Florida, November 19-22, 1992. For more information on the 1992 Conference or copies of the Papers from the 1991 Conference ($12.00) contact the Society of Teachers of Family Medicine at 1-800-274-2237, ext. 4510.
Research Institute...  
...for Consumer Health Information

By Carolyn Ruby  
Huffington Library  
American Academy of Family Physicians Foundation  
8880 Ward Parkway  
Kansas City, MO 64114-0418

The Consumer Health Information Research Institute (CHIRI), located in Kansas City, Missouri, is a not-for-profit corporation dedicated to patient and consumer health education and to providing accurate and reliable health information. Funding for the Institute comes from grants and donations. In an attempt to meet its goals CHIRI offers a variety of services to the public.

The first goal of CHIRI is to enhance the physician/patient relationship by providing appropriate health information to patients. CHIRI offers a package of services to managed care companies to support their commitment to preventive care, wellness, and self-help. Among program offerings are weekly health newspaper columns, assistance with design and content of patient newsletters and brochures, and access to the use of telephone hotlines.

A second goal of CHIRI is to reduce health care costs spent on fraudulent or inappropriate activities by providing the medical, insurance, and law enforcement communities accurate and appropriate information. CHIRI offers assistance to insurance companies in researching appropriate treatments, training employees, and contracting with health providers.

CHIRI's third goal is to identify and implement innovative, cost-effective ways to deliver health information and to develop research initiatives which contribute to the body of health education knowledge. It produces newsletters targeted to specific audiences--such as physicians, insurance companies, consumers, and patients--on both patient education and health fraud subjects.

CHIRI also maintains a health information resource center for various church groups, with particular interest in making available information which is associated with the health and social aspects of aging. CHIRI sells, at retail locally and by mail nationally, a wide selection of medically evaluated books.

The fourth goal for CHIRI is to employ the values of respect and scientific and professional integrity in serving all their constituencies. Thus, CHIRI sponsors the biennial National Health Fraud Conference; produces patient education seminars; and assists, coordinates, and develops other program requests from public, private, and voluntary health and social organizations.

CHIRI maintains three unique libraries to support its information and referral services. The Patient Education Library is one of the most extensive collections of patient education materials in the United States, containing files on 700 health topics written at three different reading/comprehension levels. Included are the most popular health newsletters, brochures, and medical reprints.

The Medical Reprint Library, overseen by George X. Trimble, M.D., is registered with the Library of Congress, and contains 2.5 million medical articles.

The unique Health Fraud/Quackery Library is an extensive collection of books and devices used in quackery and extensive information about types of quackery and its practitioners that is national in scope.

For more information on CHIRI and its services, including membership information, write CHIRI, 3521 Broadway, Kansas City, MO 64111, or call 816-753-8850.

Information...  
Locating It Sounds Simple Enough

Consumer Health and Nutrition Index...  
...Expands its coverage in 1992

By Alan Rees  
2677 Derbyshire Road  
Cleveland Heights, OH 44106

Expanded index coverage in Consumer Health and Nutrition Index will now feature professional medical publications. In response to requests from medical reference, and corporate librarians, the quarterly Consumer Health and Nutrition Index (CHNI) will expand its subject access by indexing relevant clinical articles from professional publications such as the New England Journal of Medicine, Journal of the American Medical Association, and American Family Physician. In addition, CHNI will index medical news items of interest to consumers from The New York Times and Wall Street Journal.

Published by the Oryx Press since 1985, CHNI now provides subject access to 85 popular health magazines and newsletters such as American Health, In-Health, and Consumer Reports on Health. CHNI's expanded coverage will appear in Volume 8, July 1992. For more information, contact The Oryx Press, 800-279-6799.
Patient Education Materials on CD-ROM...
...Offered by EBSCO

EBSCO Publishing has announced two new CD-ROM health care information databases that will be available July 1992. Both are aimed at the consumer. Health Source CD-ROM is a consumer health reference product that provides abstracts and indexing for 160 journals in the fields of consumer products, diet and nutrition, exercise, drugs and alcohol, and medical self-care. Searchable full text is included for approximately 15 of those journals. Information found in this database is from 1984 forward. The product will be updated bimonthly with approximately 75,000 new abstracts added each year. It is available through subscription on a bimonthly ($995.00) three updates per year ($495.00) basis.

Personal Medical Library CD-ROM is a one-stop reference for personal health care needs. It includes the full text of seven books:

- By H. Winter Griffith, M.D.:
  - Complete Guide to Sports Injuries
  - Complete Guide to Symptoms, Illness and Surgery
  - Complete Guide to Prescription and Non-Prescription Drugs
  - Complete Guide to Pediatric Symptoms, Illness and Medications
  - Complete Guide to Medical Tests
  - Complete Guide to Vitamins, Minerals and Supplements


The database also includes 780 images and hypertext links within documents to related information in other documents. This product is available for a one time purchase ($299.00).

For further information on either of these databases contact EBSCO Publishing at 1-800-221-1826.

Newly Reviewed Patient Education Brochures

The American Academy of Family Physicians Foundation's Health Education Program (HEP) reviews patient education pamphlets and brochures. Those items reviewed favorably are stored in a database and printouts are provided upon request. Following is a list of the materials that have been favorably reviewed recently:

- What You Should Know About Aspartame (International Food Information Council)
- HealthQuest Newsletters (Bristol Laboratories)
- Understanding Hypertension (ICI Pharmaceuticals Group)
- Duodenal Ulcer Disease: Maintenance Therapy Indicator (Glaxo Pharmaceuticals)
- Headache Control Strategies for Relief (Whitchall Laboratories)
- The Graining of America (General Mills)
- The New Good Eating Guide (General Mills)

For more information on the above brochures or on the HEP database call 1-800-274-2237, ext. 4400. (An article on the HEP project appeared in the October 1991 MLA Bulletin).

Notes and Quotes

I have found the best way to give advice to your children is to find out what they want and then advise them to do it.

– Harry S. Truman

I am not a member of any organized party. I am a Democrat.

– Will Rogers

People are born to live, not to prepare for life.

– Boris Pasternak

Some problems are so complex that you have to be highly intelligent and well informed just to be undecided about them.

– Laurence J. Peter

Dec. 13 - Friday the Thirteenth. Believed by some to be lucky, by others to be unlucky. Every year has at least one Friday the 13th, but never more than three. Fear of the number 13 is called triskaidekaphobia.
Medical Information Line

By Carolyn Ruby  
Huffington Library  
American Academy of Family Physicians Foundation  
8880 Ward Parkway  
Kansas City, MO 64114-0418

The Medical Information Line, a service of Strategic Services Inc., offers health care information on over 300 topics via a 900 number. Although the service was test marketed in various areas of the country for several months, it began advertising nationally in October.

All topics heard when calling this information have undergone review by the American Academy of Family Physicians Foundation's Health Education Program. As a result of this review process consumers can be assured they are hearing scientifically accurate and up-to-date information when they call this source.

The information provided on the Medical Information Line is all pre-recorded allowing the caller to remain anonymous and the information sought to remain confidential. Each tape runs about five minutes and gives general information on the topic. The recordings encourage the caller to ask their doctor for further information, if needed.

The Medical Information Line can be reached by calling 1-900-847-3636. For copies of the directory of topics in the system contact Strategic Systems, Inc. at 617-487-0055.

Available from Majors Scientific Books...

Starting in 1991, Majors Scientific Books has published a list of the consumer health information books available from their organization called Consumer Health List. It is published periodically and reflects the newest books available but also titles dating back a few years.

Majors also provides a selection slip service. By correct profiling you can get notification by order slip of all new "patient education" books as well as other medical subjects and various "select lists."

If you have any questions about the Consumer Health List or the approval slip services, or to obtain a copy of it, contact your representative or Majors Scientific Books in Dallas at 1-800-633-1851.

Example from Major's Consumer Health List:

<table>
<thead>
<tr>
<th>CONDITION</th>
<th>TITLE</th>
<th>PUBLISHER</th>
<th>CODE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGESTIVE CONDITIONS</td>
<td>CROHNS DISEASE ULCERATIVE COLITIS</td>
<td>SCR</td>
<td>0-684-17967-9</td>
<td>17.95</td>
</tr>
<tr>
<td></td>
<td>TREATING IBS: A PATIENTS GUIDE</td>
<td>R</td>
<td>0-88167-532-6</td>
<td>17.95</td>
</tr>
<tr>
<td></td>
<td>INFLAMMATORY BOWEL DISEASE</td>
<td>R</td>
<td>0-88167-072-3</td>
<td>16.00</td>
</tr>
<tr>
<td></td>
<td>DOCTOR'S GUIDE TO YOU &amp; YOUR COLON</td>
<td>HR</td>
<td>0-06-091324-X</td>
<td>5.95</td>
</tr>
<tr>
<td></td>
<td>RELIEF FROM IBS</td>
<td>EVA</td>
<td>0-87131-557-2</td>
<td>18.95</td>
</tr>
<tr>
<td>INFERTILITY</td>
<td>COUPLES GUIDE TO FERTILITY</td>
<td>DD</td>
<td>0-385-26390-2</td>
<td>12.95</td>
</tr>
<tr>
<td></td>
<td>IN PURSUIT OF FERTILITY</td>
<td>HOL</td>
<td>0-8050-1091-2</td>
<td>21.95</td>
</tr>
<tr>
<td></td>
<td>INFERTILITY BOOK</td>
<td>PGW</td>
<td>0-912078-79-0</td>
<td>12.00</td>
</tr>
<tr>
<td></td>
<td>HOW TO GET PREGNANT</td>
<td>WAR</td>
<td>0-446-38642-1</td>
<td>12.95</td>
</tr>
</tbody>
</table>
How to Submit Articles to the Consumer Connections

Anyway you want!!! That's the answer to an interesting, relevant, and useful newsletter. Membership participation is a necessity!!! Although the editors will accept tidbits and articles for review, it would be easier if the reporting member wrote the article review or item for the editor to edit, perhaps enclosing the article also. And don't forget cartoons and interesting quotes!

Send your news items by these various means:

U.S. Mail: Articles and items to: Carolyn Ruby
Huffington Library
American Academy of Family Physicians Foundation
P.O. Box 8418
8880 Ward Parkway
Kansas City, MO 64114-0418
1-800-274-2237, ext. 4406

Camera ready art and cartoons to: Rosalind F. Dudden
Tucker Medical Library
National Jewish Center for Immunology and Respiratory Medicine
1400 Jackson Street, Denver, Colorado 80206
Carolyn: 303-642-6907
Rosalind: 303-398-1806 Attn Medical Library

Fax: 303-390-3800

Diskette: IBM - Carolyn - Ascii format or WordPerfect
Macintosh - Rosalind - Word 4.0 or text

E-Mail: If you want to transmit an article (it saves us typing), call Rosalind at NJC and she will arrange transmission on her local Denver code. (When planning an e-mail, use upper and lower case, not all capitals... thanks!)

Mini-Ways to Wellness...
...in a stressful world--Part 1

Keep a journal
Play the Piano
Sign up for a yoga class
Take the stairs instead of the elevator
Listen to a symphony
Dance around the living room
Watch a sunset
Plant a garden
Find something good in everyone you meet
Take a walk (especially a brisk walk)
Make a list of your good qualities
Laugh at yourself
Stop and smell the roses
Hug a child
Express appreciation
Set one short-term goal for self-improvement
Receive a compliment without apology
Take 10 deep breaths

Health Beat

"Smoking deaths mount while public shrugs" is the headline of a Denver Post column by Joan Beck (Feb 10, 1991 p H1). Ms Beck reports that the CDC announced that 434,000 Americans died in 1988 from tobacco-related causes. This statistic compares as follows:

- 9 times the number of battle fatalities in the Vietnam War.
- More than the death toll of Americans fighting in World War II.
- 4 times the number of people who have died of AIDS since it was identified.
- 11% higher than in 1985.

Some specific numbers she cites:

- 1,303 died in fires caused by smoking.
- 2,552 babies died because their mother smoked
- 3,825 people died from exposure to second hand smoke.

Is there any good news?

- The percentage of Americans who smoke is down:
  - 40% in 1965
  - 30% in 1985
  - 29% in 1988

- Smokers who quit, at any age, greatly improve their chances of survival.

What can be done?

- Education
- Higher taxes on cigarettes
- Smoking restrictions in the work place
- Employer-sponsored free stop-smoking clinics
- Consumer boycotts of tobacco companies' other products
- Stop government support connected with tobacco

In keeping with Ms. Beck's emphasis, this article is on a back page, where the CDC report was mentioned in most other newspapers.
What have you read lately? Could you write an abstract of it? What have you written lately? Send in your citation!

Now!!

On the writing side: (Please report your work!!)


On the reading side, the following is recommended: (Have any of you seen and good CHIS articles?? Please report!!)

Warner, Alice Sizer "Librarians as Money Makers: The Bottom Line." American Libraries, 21 (Nov. 1990): 946-948. Abstract: Non-traditional opportunities for librarians are available but do not come naturally to many individuals. The majority of librarians are women who have been taught that service rather than money is most important. This is difficult to overcome. "Intrapreneurs" who are employed by organizations, and "Entrepreneurs" who are self-employed, are librarians who are comfortable dealing with money; they probably will be successful. Intrapreneurs work for organizations that (1) "charge back", (2) "charge out", and (3) "charge fees". "Charging back" is usually handled by the accounting department without the library ever seeing the actual money. Some libraries recover a percentage of their budget, while others recover their entire budget. "Charging out" is billing a client directly for overall services while "charging fees" is billing a client directly for a specific service. The ethics of fee-versus-free, disclaimers, and nonprofit/tax dilemmas are discussed. Although controversial, an increasing number of libraries are charging fees. Entrepreneurs, who market various services outside the library, number over 1,000 in the U.S. and Canada. Many are generalists, however, most develop specialties. Online searching, document delivery, research, and consulting are some of the "commodities" that are offered. Figures show that some of these information brokers make $60,000 with start-up investments ranging from $8,000 to an average of $20,000. Growth in this field is said to be good, however risk factors are great for most librarians because they are not comfortable in profit-oriented businesses. One has to like money and be willing to chase it, enjoy selling and think about it all the time, be able to find repeat business and referrals, have excellent communication skills, and know where the money is. Very few librarians will choose to be intrapreneurs or entrepreneurs. There are 6 support groups listed for the few who feel they are "tough" enough to chase the bucks. (10 ref.) (Abstracted by Barbara Griss, student at Emporia State University Library and Information Management School, Denver Campus).