Notes from the Chair

Welcome 1995! The Consumer and Patient Health Information Section is continuing to grow in membership and activities and 1995 looks to be a very exciting year for the Section.

The biggest news to report are the plans for our Section program at the annual MLA meeting. As you know, we are offering a contributed paper session with the Hospital Libraries Section and the International Cooperation Section. We had some really great submissions and it was difficult to narrow the field to just five papers. We did manage, finally, to narrow the list down. Following are the titles of the accepted papers:

Broadening the Focus of Consumer Health Information: One hospital library's approach
Resources for Families with Rare Genetic Conditions and Their Care Givers
Hospital Sponsored Cancer Resource Center for the Community
Multidisciplinary Collaboration for Hospital-Based Patient and Family Education
Public Empowerment Through Accessible Health Information

Each paper will be allocated 15 minutes for their presentations and the specific times will be assigned so attendees will be able to attend all or just part of the program. Watch your MLA Annual Meeting program for further information.

Profile: Health Information Library at St. Joseph Mercy Hospital

The environment
Ann Arbor, Michigan is a medium-sized town dominated by the University of Michigan and a well educated populace employed by the University or by the many information, computer and research industries in and around it.

One of five acute care hospitals in the area, St. Joseph Mercy Hospital has approximately 550 beds. It is part of the Catherine McAuley Health System which includes two large outpatient clinics and physician office buildings. It is a highly respected health care organization with an 800 member medical staff and informal ties with the University of Michigan.

In this setting, the Consumer Health Information Library serves a diverse and well educated population for the Health System.

Location
The Consumer Health Information Library is located on the ground floor in an "atrium" walkway between the hospital, a physicians' office and clinic building, and the ambulatory surgery

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Consumer Connections is published three (3) times a year in the Spring, Summer and Winter, and is the official publication of the Consumer and Patient Health Information Section (CAPHIS) of the Medical Library Association.

Deadlines for submitting articles:
Spring issue February 15, 1995
Summer issue July 15, 1995
Winter issue November 15, 1995

How to submit articles to the Newsletter:
Send your articles about CHI programs and successes, interesting experiences, news items, book reviews, exciting tidbits of information, etc., to:

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Fax 310-825-0465

I prefer receiving materials emailed to me. Or send on IBM compatible floppy diskettes. With floppies, ASCII, WordPerfect or Word for Windows is acceptable. Otherwise, please contact me. I am looking for assistant editors for the following columns: Missives from the Internet, Articles from the Literature, Dates of Interest. Help make this an interesting, relevant and useful newsletter! Participate!

Kay Deeney, Editor
News From Around

HIV/AIDS Treatment Information Service

Starting October 31, 1994, a new toll-free reference service, the HIV/AIDS Treatment Information Service (ATIS), will provide information about federally approved treatment guidelines for HIV infection. Each year researchers and primary care providers are learning more about treating HIV infection and AIDS. This means that many people with HIV infection are living longer and can have a better quality of life. The information about treatment is constantly changing, and primary care providers and patients need up-to-date information on current therapies.

To meet the need for timely, accurate information, a PHS Inter-agency Coordinating Group consisting of the Agency for Health Care Policy and Research, Centers for Disease Control and Prevention, Health Resources and Services Administration, Indian Health Service, National Institutes of Health and Substance Abuse and Mental Health Services Administration created this new Service. The service is offered through the CDC National AIDS Clearinghouse and provides quick answers to treatment questions, and copies of federally approved HIV/AIDS treatment guidelines and information. ATIS is staffed by bilingual (English and Spanish) reference specialists who are healthcare professionals. To answer questions they use the National Library of Medicine (NLM) database of HIV/AIDS treatment guidelines. This database will be available to the public through NLM at no cost. The PHHS Inter-agency Coordinating Group will continually review and add to ATIS resources to keep them up-to-date.

To access the service you can call toll free:
800-HIV-0440 or 800-243-7012
(TDD/Deaf Access)
The service will be available Monday–Friday, 9:00 am–7:00 pm, EST. All calls are completely confidential.
You can write for information to:
P.O. Box 6303
Rockville, MD 20849-6003
Fax: 301-738-6616

Ed note: The preceding information was provided by the National Library of Medicine, RML Region 7.

Announcing Physician’s GenRx International

Article: 278 of sci.med.
informatics
Subject: Physicians GenRx
The world’s most comprehensive drug compendium program now available on-line on the Internet!
The popular Physician’s GenRx drug compendium program is now available for subscription via telnet to the servers at Internet Connect Services, Inc.
Physician’s GenRx is the most comprehensive listing of pharmaceuticals available to date. The database includes the listing of not only generic but also U.S. and international brand names. The database can be searched by generic or brand names and by drug category. Multiple drugs can also be tagged and searched for any potential interaction amongst the entered list in an instant!
The Internet Online addition will be continuously updated and upgraded so that subscribers don’t have to worry about obtaining update diskettes and constantly upgrading their database to stay current.

Physicians GenRx is also available in all Unix OS’s and VMS for site-license applications. We are accepting hospital and large clinic applications for beta testing the on-site edition of Physician’s GenRx International (tm). For more information login as "guest" and send an e-mail message via our internal messaging system to ICS.

AVAILABLE *FREE* TO ALL INTERNET USERS: Access with a "guest" account allowing searching of ALL drugs displaying the description of the drug.

Available by subscription:
Detailed and comprehensive information on all drugs along with interaction searching in a fast, easy-to-use interface.

To access Physician’s GenRx:
telnet to "genrx.icsi.net"
Login as "genrx",
Password "genrx"
Choose appropriate terminal emulation then login to the program as:

(Continued on page 4)
News Around Continues
(Continued from page 3)

"guest".
Respectfully endeavoring to enrich the Internet environment with quality medical informatics - Internet Connect Services, Inc.

Philip Suarez, M.D.
President
philip@icsi.net

Located by way of:
Sender: Dental Librarians list
<DENTALLIB@VM.USC.EDU>
From: Frank Mason
<fmason@HSC.USC.EDU>
Nov 23 08:13:00 PST 1994

** High Blood Pressure Information Line
1-800-575-WELL
A new information source from the National Heart, Lung, and Blood Institute (NHLBI), the information line gives recorded messages about how to prevent and treat high blood pressure. It is part of a nationwide campaign to help Americans prevent high blood pressure, the main cause of stroke and a major contributor to heart disease and kidney failure. Recorded messages on other health concerns will be added in the future.

NHLBI Information Center
PO Box 30105
Bethesda, MD 20824-0105
301-252-1222
301-252-1223, Fax

from NHLBI educational materials catalog

CINAHL Features Consumer Health Journals

The Cumulative Index to Nursing and Allied Health Literature (CINAHL) has been providing print and later electronic bibliographic information since 1956. It began with nursing and added physical and occupational therapy, rehabilitation, and other multidisciplinary allied health fields in 1977. Today it is expanding its subject areas in allied health. The familiar printed "red books" are still a mainstay in medical libraries, but CINAHL online is available through dial-up services, over the Internet, for subscription on CDROM, and as a locally-mounted database on one's own host computer.

Another important aspect of CINAHL is that many consumer health journals are indexed. These are important for the health professionals that deal with patient counseling. The following is a list of the journals indexed in this area:

- Aging Today
- American Baby: For Expectant And New Parents
- American Health: Fitness Of Body And Mind
- Arthritis Today
- Breastfeeding Review
- Consumer Reports On Health

by Elizabeth H. Wood

Elizabeth Wood is Head of Reference at the USC Norris Medical Library and is a consultant for CINAHL.

Contemporary Nutrition
Diabetes Forecast
Exceptional Parent: Parenting Your Child With A Disability
Harvard Health Letter
Harvard Mental Health Letter
Health
Health & You
Health News
Healthline
Johns Hopkins Medical Letter, Health After 50
Journal Of Women's Health
Mayo Clinical Health Letter
National Women's Health Report
Newsweek
Parents Magazine
Time
Tufts University Diet & Nutrition Letter
U.S. News & World Report
University Of California At Berkeley Wellness Letter
University Of Texas Lifetime Health Letter
Women's Health Issues

CINAHL is available on CDROM through SilverPlatter, CDP Online, and EBSCO, and online (through modem or Internet) from CDP Online and Data-Star. The subject heading Patient Education is often a good way to find material for consumers or articles discussing how to present topics to consumers. It is also possible to search for specific journal titles. CINAHL has search guides for all the systems that carry the database.

For further information, CINAHL can be reached at:

CINAHL Information Services
1509 Wilson Terrace
P.O. Box 871
Glendale, CA 91209-0871
Tel:(800) 959-7167 (818) 409-8005
CAPHIS/MLA Section Statement

I am pleased to provide you with the latest draft statement on the Librarian's Role in the Provision of Consumer Health Information and Patient Education. This document has been through many revisions and is now ready for your final comments and approval. Please review the document and send your comments to Andrea Kenyon via email (kenyon@hslc.org), telefax (215-561-6477), telephone (215-561-6050) or mail (College of Physicians, 19 S. 22nd St. Philadelphia, PA 19103).

The Librarian's Role In the Provision of Consumer Health Information and Patient Education

Health librarians, because of their knowledge and training in the identification, selection, organization and dissemination of informational materials, can play an important role in both consumer health information services and patient education. The role of the librarian will differ depending on the mission and policies of the organization. Librarians' activities in this area should be oriented towards the goal of producing a healthy society as well as assisting the individual in making informative health decisions. This Section Statement defines consumer health information and patient education and identifies potential roles for librarians in these two areas.

Definitions

Consumer health information (CHI) is information on health and medical topics provided in response to requests from the general public. In addition to information on the symptoms, diagnosis and treatment of disease, CHI encompasses information on health promotion, preventive medicine, the determinants of health and accessing the health care system.

Patient education is a multidisciplinary field whose aim is to impart knowledge, attitudes and skills with the specific goal of changing behavior, increasing compliance with therapy and, thereby, improving health.

CHI and patient education overlap in practice, since patient behavior may change as a result of receiving health information materials. Patient education and CHI often differ in terms of the setting in which the process occurs, rather than in terms of the subject matter.

Roles for the Librarian in Consumer Health Information and Patient Education

Collection Management

- Identifying available CHI/patient education materials for review and possible purchase.
- Selecting CHI/patient education materials for the organization including books, magazines, audiovisuals, pamphlets, computer databases, CDROMs, etc.
- Building of an authoritative collection of CHI/patient education materials in print and electronic form that meets the needs of the institution or community being served.
- Developing subject file collections on current topics of interest to the consumers, etc.

Knowledge and Resource Sharing

- Networking with other individuals, organizations and agencies to facilitate resource sharing of CHI/patient education materials.
- Consulting on the identification, selection and organization of patient education materials in health care settings, e.g.

(Continued on page 6)
hospital nursing units, ambulatory clinics, etc.

† Serving on institutional committees, e.g. patient education, public health, community health education, quality assurance, medical ethics, etc. to encourage and support the development of CHI/patient education resources.

† Working with the institution and the community to develop informational and educational programs related to health issues, e.g. weight control, living wills, etc. The librarian can play a special role in identifying materials, locating speakers, etc.

† Acting as a resource for health professionals who wish to develop consumer health/patient education resources in their practice settings.

† Sharing the results of their CHI/patient education experience with other professionals, both in the library field and outside, in order to improve these services.

† Supporting and encouraging the development of self-help groups by providing resources, making referrals to facilitate networking and suggesting names of contact persons for programs, etc.

† In cases where the institution has a patient education program, working as a member of the interdisciplinary team to meet the informational needs of the programs.

Advocacy

† Acting as advocates on the local, national and international levels to promote open access for the public to health information.

† Protecting the individual's right to confidentiality and unrestricted access to medical and health information. The MLA Code of Ethics for Health Sciences Librarianship, ALA Administrative Policies and Procedures and the Library Bill of Rights promotes such access.

† Encouraging the gathering of information on all sides of a question and on various types of procedures, both medical and non-medical, as a means of contributing to informed choice in health care decision-making.

† Advocating the right of consumers to access information independent of the patient education program.

Access and Dissemination of Information

† Sending information to hospitalized patients or community members.

† Providing a current awareness service for health professional about new CHI/patient education materials.

† Creating consumer health information centers which provide CHI/patient information resources, reference, and referral.

† Responding to interlibrary loan requests for materials not available in other libraries.

Education

† Educating health professionals regarding the health information needs of consumers.

† Encouraging the inclusion of CHI services in CE Courses as appropriate and encourage the development of new education tools to meet emerging needs.

† Presenting education programs for public and other librarians on the effective provision of CHI.

† Providing educational programs for the general public on locating and evaluating health information.

Research

† Initiating and participating in research on all aspects of consumer health information.

† Applying health information research to CHI/patient education activities.

† Serving as a quality filter for consumers of CHI/patient education information.

While librarians are experts in identifying and providing information, they are not practicing health professionals who interpret information and give advice. It is important that librarians avoid suggesting diagnoses and recommending particular health professionals or procedures. The librarian's role is to provide access to a range of authoritative materials, but he or she cannot be held responsible for the scientific accuracy or currency of all materials in the collection. Librarians' activities should be oriented towards the goal of producing a healthy society as well as assisting the individual to make more informed health decisions.

12/5/94
Consumer Health Classes

MLA CE 910 Consumer Health Information Services was offered at Overlook Hospital in Summit, New Jersey on October 24, 1994. The Continuing Education course was sponsored by the New York/New Jersey Chapter of MLA.

Instructor Kathy Moeller has been actively involved in the consumer health field since 1982. She is an experienced MLA CE instructor for this course. She was named as the first "Hospital Librarian of the Year" for 1987 and has received a certificate of Achievement in Leadership from the Hospital Library Section. She served as Chair of the NY/NJ Chapter in 1993/1994. In 1991, she was a contributor to the book Managing Consumer Health Services, edited by Alan Rees.

Sharon Quist taught the CE 910 course in Kentucky in November and "had a good time with it." Participants in the class requested that the instructors present some hypothetical programs and costs. In other words, either check with actual CHI/PE programs and find estimates for the cost of establishing a program or put together some ballpark figures for possible programs and different levels of service. It seemed as though many of the people who take this course would welcome an estimate on the actual cost of setting up a CHI program. Sharon will be working on this. If anyone has already put together some figures for hypothetical programs or has some other ideas, please send comments to Sharon at Quists@vax.cs.hscsyr.edu.

by Sharon Quist

from MEDLIB-L
October, 1994

Editor Comments

With Apologies to Ruth

How was I to know that in this whole wide world, there are two individuals who are medical librarians, members of the Consumer and Patient Health Information Section of MLA, and who have the same exact name? If you noticed in the last newsletter, I listed Ruth Gustafson of California as the person coordinating book reviews. In reality it is Ruth Gustafson of New Jersey. So, sorry, Ruth, for the confusion. And, thanks, Ruth, for your contributions. You know who you are!

Another Correction

The article on the National Oral Health Information Clearinghouse that appeared in the Consumer Connections 11(1), Summer, 1994 should have been credited to Anna-Marie Montague. John Carroll was the individual who indirectly forwarded the electronic message to a third party.

Kay Deeney
Editor

Notes from the Chair

information services. The directory should be ready by May and will be sent to all Section members.

We are also examining the idea of developing a consumer health/patient education listserv on the Internet. We will keep you apprised of things as this idea develops. (See page 8.) If you have any ideas for what you would like such a listserv to contain, who should be allowed access, etc. please feel free to contact me.

On a personal note, please note (in the Officers Section on page 2 in this newsletter), my address and telephone number have changed. After being laid off in November, I decided to move to Idaho and stay with family while exploring my options. Please feel free to call or write me with any questions, comments, or suggestions for the Section or consumer and patient health information in general.

Carolyn Ruby
Section Chair
Missives from the Internet
Compiled from MEDLIB-L messages during Fall, 1994

From: Mary W Sprague
<msprague@magnus.acs.ohio-state.edu>
Subject: Re: AIDS information in Spanish

In a previous article, <R8_GINGER@NELINET.ORG> wrote: We are trying to identify patient education materials in Spanish other than the information available through MEDLARS and the federal government. We are looking for both print and nonprint formats and would like very much to learn about a database (online or CDROM) which specializes in Spanish publications.

I recently received the 1994 catalog from Medical Software Products (800-444-4570). "Pediatric Advisor" is available in an English and Spanish version. It provides advice for parents on over 600 infant, child and adolescent health problems. The program can be used to modify or create handouts. It's $595 for the English/Spanish edition. The publisher is Clinical Reference Systems, Inc. who make a number of other "patient ed" type products. This was the only one which specifically mentioned Spanish.

You may also consider calling the American Academy of Family Physicians Foundation's HEP service (Health Education Program). They have created a database of peer-reviewed, favorably evaluated materials. I don't know if they cover Spanish language resources, but it's worth a call to 800-274-2237, ext. 4400.

Date: Tue, 13 Sep 1994

From: Kathleen D. Proffit
<kaproff@EIS.CALSTATE.EDU>
Subject: videos-prenatal/infant health

The list of English and Spanish AV materials on prenatal and infant care health is done! Some of you expressed an interest in receiving the list. It is 140 pages, double-sided. This is a selected list of videotapes (including a few audiocassettes, slides, and one video game) about prenatal and infant care health. All items are under $100. Many have been produced by non-profit or government organizations. Tapes produced by commercial companies are included if the

Should CAPHIS start a listserv? How should it be different from Medlib-L? What kind of information should be included?

A company has indicated that use for "educational purposes" is allowed. This usually means the tape cannot be copied nor can admission be charged to view it. Otherwise, libraries are encouraged to show the tape for educational purposes. Telephone numbers for the companies as well as complete ordering info is included so that this can be verified on an individual title basis. There are 52 titles in Spanish. We will be glad to photocopy the list for anyone. Cost (includes postage) is $15.00. Write to KD Proffit, Sutter Resource Library, 2800 L Street, Sacramento, CA 95816. Please include a check for $15.00 made out to Sutter Resource Library. Send us a mailing label if possible. Thank you to all who offered advice on this. I hope you find the list helpful.

From: Carolyn Ruby
<carolynr@CLASS.ORG>
Subject: Re: Consumer Health Listserv

The Consumer and Patient Health Information Section of MLA executive committee has discussed starting a CHI Listserv a couple of times but always decided Medlib-L seems to handle that information fairly well. But now that this question has come up on Medlib again I am throwing it out for discussion. Should CAPHIS start a listserv? How should it be different from Medlib? What kind of information should be included? Should it be moderated?

Carolyn Ruby, CAPHIS Chair

From: Med Chi Library
<medchi@ACCESS.DIGEX.NET>
Subject: CHI Listserv

On Thu, 6 Oct 1994, Carolyn Ruby wrote:
2. How should it be different from Medlib? What kind of information should be included? Clearly focus on consumer health. Be open to non-librarians, rather than focusing on issues facing only librarians. Share information on resources, etc., the posting today regarding the person at Planetree who deals with healing arts.
3. Should it be moderated? I remain naively unclear of what 'moderating' a list actually does, so I have no opinion in this regard.

I think a listserv on consumer health would be wonderful and hope that someone does it.

Steve Jones

From: "Gerald M. Carlson"
<jerry@CSN.ORG>
Subject: Re: CHI Listserv

I would be all in favor of it. The content would simply be the kinds of discussion questions we might send to MEDLIB-L, but
CHI Book List


This one is a candidate for a new edition but is still useful. Information is comprehensive; the section on diabetes is a good example. It discusses what the disease is, complications of the disease, treatment, dietary carbohydrate requirements, illustrates how to inject insulin, and relates diabetes to other health situations (i.e., pregnancy and foot care).


Definitions are easily understood and pronunciation guides are given. Greek and Latin roots, prefixes and stems are also provided as an aid to understand the word origin. Color illustrations enhance some definitions. Longer definitions are given to important terms such as AIDS, CPR, hypertension, etc. Mosby republishes the entire dictionary, minus the appendices, as a home medical dictionary.


This widely accepted consumer health source for cancer information was recently revised to include advances in cancer diagnosis and treatment. Therapies, such as the new biological therapies and chemotherapy programs, are described in this new edition. Important chapters include “Questionable and unproven cancer therapies,” “Investigational anti-cancer drugs,” “Advances in cancer genetics,” and information about the National Cancer Institute’s PDQ system.


Oriented towards current research areas, chapters cover retroviruses, oncogenes, and tumor suppressor genes. Chapter 8 explains the process of clinical trials. Part II is a quickly readable outline of the stages of the ten most common cancers and their treatment.


This book is accurate and acknowledges when supplements are and are not necessary. It makes no unsubstantiated claims for any diet plans. For each nutrient the author discusses functions, deficiency, daily recommended intake, sources, toxicity, and nutrient-nutrient interaction. Section 2 discusses vitamins and minerals in the prevention and treatment of disease; and the effect of medication, alcohol, and tobacco on vitamin and mineral status. References at the end of book are from reputable medical journals.


A valuable resource on nutrition. The chapter on vitamins and minerals has useful summary tables. It includes information on nutrition through the life cycle and the role of nutrition in common disease. The section on common food additives has a table which lists additives, foods containing the additive and the purpose of the additive. Another table of interest is “Genetic disorders for which nutrient intake should be modified.” A chapter on vegetarianism reviews the nutritional and health implications of various vegetarian diets.


Each entry in the fruit and vegetable section has information on availability, shopping tips, storage, preparation, serving suggestions, and a summary of nutrient information. A chapter is included on exotic fruit and vegetables, meats, fish, and dairy products. Appendix A, a cooking glossary, and Appendix C, on herbs and spices, are worth noting.

The only consumer source focused on drug interactions. Philip Hansten is author of *Drug Interactions*, a standard professional text. The clinical significance of the interaction is graphically illustrated by a white capsule for a minimal interaction, a half white-half black capsule for a medium interaction, and an all black capsule for a severe interaction.


This is the second in the Family Guide series from Medical Economics Data. It is a recommended source for women's health information. The commentary in part 2 gives detailed information on drugs most commonly prescribed for women. For medications equally used by men and women, it suggests looking in the *PDR Family Guide to Prescription Drugs.*


One of the best general medical reference books published for the public. In part 2 are self diagnosis symptom charts. Each chart has a common symptom (e.g., hoarseness, noises in the ear, constipation) as its starting point. The chart proceeds to ask a series of questions to which the patient answers "yes" or "no". A "yes" answer refers the patient to specific pages of text discussing the problem.


A nursing source suitable for consumer health collections. Its clinical language may make it more difficult to use than other consumer oriented sources. Major health topics have summaries with drawings to supplement the text.


The premise for this book is that many health related problems are minor and respond to home care. Important features are Chapter 2 which details essential items for the home medicine cabinet. The book is arranged by organ system. For each problem there is advice as to when seeing a doctor becomes necessary. Many entries have a "red flag" section often indicating an immediate need for professional help. The end of each chapter lists associations and a bibliography for further assistance and information.

_by Ruth Helen Gustafson_

This bibliography was written by Ruth Helen Gustafson, B.S., M.L.S. Ms. Gustafson worked as a medical technologist before becoming a librarian. She is now a reference librarian at the Elizabeth Public Library in New Jersey and has located and explained health information, diagnostic tests, and drug information to friends and relatives since her undergraduate days.

---

**Articles from the Literature**

Notkin H.

Feldman SR; Quinlivan A; Williford P; Bahnson JL; Fleischer AB Jr.

Burckhardt CS; Lorig K; Moncur C; Melvin J; Beardmore T; Boyd M; Boutsaugh M.

Amor BL.

Bradley B; Singleton M; Po ALW.
Profile . . .
(Continued from page 1)

facility. There are two advantages to this otherwise under-utilized hospital space. The most obvious one is that it affords the library a much larger floor area than was possible in any contiguous building where rent and demand for space are both very high. This 800 square foot area is open, airy and attractive.

At first it seemed that removing it from its original location in the lobby of a large office building was a mistake, losing many of its browsing visitors who discovered it in the lobby of this very busy building. However, placing it on the walkway became an advantage because physicians and other health professionals walking by discovered the library and stop in to browse the materials. Subsequently, these clinicians are better prepared to recommend the library and its services to their patient families and colleagues, having sampled the library first hand. The library in its more congested former location was overlooked by physicians who did not know it was there. Now fewer patients walk in to browse, but those that do are there on referral or are seeking the library intentionally. The circulation, shop sales and reference requests in the new location are as high or higher than in the previous busier, more crowded location.

Pamphlets for distribution
The library displays about 175 pamphlet titles for free distribution. Pamphlets are a powerful information dissemination tool. They are small, cheap and efficient. By virtue of the compact format, the information is concise and addresses very specific elements of health or disease conditions. A free pamphlet display allows clients to browse and remove information without needing to ask for intervention from a volunteer or librarian (or doctor or nurse). The small format allows pamphlets to be tucked into a purse or pocket, preserving client confidentiality. Free pamphlets reduce the dependence of staff and clients on the labor intensive copying of information from other comprehensive, limited resources in the library.

The pamphlet display resource is used by walk-in patrons, many of whom gather up one copy of everything, but most of whom are looking for materials on one or two specific topics. Many callers for information over the telephone are satisfied having the library staff mail pamphlets along with copies of other information resources. Other users of the pamphlet collection include health professionals who take pamphlets for use in their clinics and offices and volunteers who stock display racks in urgent care and emergency room waiting areas and hospital hallways.

Book Shop
The retail book shop was started as a direct service to library clients and to the hospital's health professionals for their patients' needs. Clients who need to make significant lifestyle changes want to own the materials that are designed to be personal handbooks and cookbooks for patients with chronic disease. Other clients are inclined to purchase materials if their appointment schedules do not bring them back to the facility in time to return borrowed items. Clinics and private offices who sold books to their patients began to ask the library to provide this service for them. High demand topics in the book shop include diet, heart disease, mental health, infant care, diabetes and cookbooks of all kinds.

Pamphlets are a powerful information dissemination tool. . . By virtue of the compact format, the information is concise and addresses very specific elements of health or disease conditions.

The shop does not financially support the library or any part of its operations. However, after about one year, the shop did begin to pay for itself with the profits of sales covering the cost of the purchase of new stock. Although materials are routinely sold at full retail price, if materials were over-purchased or if old editions were still on the shelves when new editions arrive, then prices are reduced to cost or slightly over cost. In a few cases, with an overstock of an old edition, copies were offered to hospital clinics that gave the books away to needy clients.

The book shop is a big attraction for the library, located at the entrance in a store front setting. It draws people into the library. The pamphlet display and distribution racks are near the shop. Once browsers have perused the shop and the pamphlets, they then ask for assistance with (Continued on page 12)
particular topics they may not have found or for which they wish more in-depth information.

Circulation Issues
Circulation from this library is as high as that from the medical library. The medical library is managed by an on-line integrated library system (Georgetown's LIS). A circulation terminal is located in the consumer health library and is set up as an additional "location" for circulation control. Hospital staff can use both locations transparently as one library; patients and community are restricted to the consumer health information library.

Public Library Links
By agreement with local library networks, patients and their families return materials in their local public libraries within the hospital's immediate referral area. The only problem with this is that there is a time lag with the books returning after their tour through the public library delivery system and occasionally handlers in those libraries did not recognize hospital library books and handle them incorrectly. Library staff follow-up is usually required for these issues, but convenience to hospital patients and their families outweigh these relatively minor issues.

Video Resources
The library houses two video playback carrels and provides many titles in video format on the lending shelves, often in multiple copies. Although the carrels are utilized, clients who wish or need to view video programs in the library are rare. They prefer borrowing the programs to view in the privacy of their own homes and in the company of their families.

As an outgrowth of the teleconferencing effort of the medical library and its use of the satellite dish antenna, programming obtained by broadcast subscription is recorded and added to the collection on a routine basis. Programs previewed by health professionals are added on request and additional programs are selected by library staff and volunteers.

... the ideal library setting should provide an area that is close to and visible to the high traffic area.

Medical Library Support
When information requests cannot be answered in the Health Information Library, medical library staff search the medical library resources, including Medline and PDQ, and mail copied materials to clients. Patients and staff are intentionally discouraged from using the medical library directly for personal health information needs because it requires a great deal of one-on-one assistance. It is less time consuming for the medical library staff to do the research for them.

Lessons Learned
The library has been managed by the health promotion department and the medical library. Having seen both for this library, I recommend that the medical library is the right place on the organization chart for this service. The health promotion professionals were excellent in their knowledge and evaluation of resources and were able to put together a very good beginning collection. However, as the information service became a true library, their interest in running the operation waned and use was not as high as it could have been. This low utilization called into question the validity of the expense in
time, space and materials. It also called into question the validity of the concept of free-standing health information services when, in the lobby location, few people used the service.

When the medical librarian was placed in the consumer health library, the library began to develop a regular clientele. Physicians began recommending the library with confidence and utilization increased by six times within the first year and a half. Good local press reports and solid promotion from the hospital marketing department were able to sustain this growth that reached as high as 1000 visits per month and plateaued at about 800 visits per month.

Having experienced the library in three very different settings, the ideal setting should provide: an area that is close to and visible to the high traffic area for patients and their families, and for the health professionals serving those clients. Having physicians in daily contact with this library was as valuable as any promotional campaign directed at this group.

by Metta Lansdale

Ed note: Metta Lansdale served as manager of library services for St. Joseph Mercy Hospital, Ann Arbor, MI until 1994 and was responsible for the development of the Health Information Library. She is now working independently as an Information and Library Consultant in Ann Arbor.

Book Reviewers Needed
If you are interested in reviewing consumer health/patient education related books, please contact Ruth Gustafson at the Elizabeth Public Library, 11 South Broad Street, Elizabeth, New Jersey 07202, 908-354-6060.
CONSUMER AND PATIENT HEALTH INFORMATION SECTION

Consumer and Patient Health Information Services Survey

Do you provide consumer and/or patient health information services? The Consumer and Patient Health Information Section of MLA is collecting data in order to prepare a directory of librarians who provide consumer and patient health information services. Please take a few minutes to fill out this survey. Your participation will be greatly appreciated.

Name: ___________________________ Title: ___________________________

Institution: ___________________________

Address: __________________________________________

__________________________________________

Telephone #: _______________ Telefacsimile #: __________________

Internet/Bitnet address: _______________________________________

CAPHIS Section Member: __________ Yes __________ No

Brief description of your consumer health service or program:

__________________________________________

__________________________________________

__________________________________________

Funding Sources:

_____ Institutional Support _____ Grants _____ State Funding

_____ Other (Please list) ________________________________

Consumer health services provided: (check all that apply)

_____ in-person reference _____ telephone reference service

_____ photocopies _____ free _____ charge

_____ online services _____ free _____ charge
Length of time you have been providing consumer and patient health information services at your institution:

__________________________________________________________________________

Consumer Collection size (# of volumes) :

__________________________________________________________________________

Primary Subject Coverage:

_____ General (covering broad spectrum of topics)

_____ Women's Health    _____ Pediatrics    _____ Cancer

_____ Older Adults _____ Aids

_____ Other (please list) ________________________________________________

__________________________________________________________________________

Does your consumer and patient health collection include:

_____ Books    _____ Audiovisual    _____ Journals

_____ Pamphlets _____ CDROM - Name of program(s)

__________________________________________________________________________

Is your collection accessible to the general public?        _____ Yes        _____ No

Is your collection in a separate area from your professional library?

_____ Yes        _____ No

Is there something that is unique about your consumer and patient health collection? Explain.

__________________________________________________________________________

__________________________________________________________________________

Please send completed form to Sandra Parker, CAPHIS Chair-Elect, Denison Memorial Library, University of Colorado HSC, 4200 E. 9th Avenue, Denver, CO 80262 Fax: 303/270-6255, Telephone 303/270-4875

Please return by March 1, 1995.
Book Reviews


Glutamine will, according to the authors, prove to be the most important nutrient of the twenty-first century. It serves as a necessary building block for protein and is the most abundant amino acid in the human body. In addition, glutamine is the primary energy source for the immune system and is important used for depression and fatigue. Chapters include an overview of glutamine and research on it, the role of muscle in providing glutamine to the body, the significance of glutamine to the gastrointestinal tract, the role the liver plays in using glutamine, the immune system and glutamine, its role as a mood enhancer, the potential of glutamine in cancer patients, aging, vitamins and glutamine. The book covers how to incorporate glutamine into one's life under the care of a health care provider. Recommended for public library and health science library collections.

by Janet M. Coggan

From the Popular Literature


An article from a popular woman's magazine about a woman who did her own medical research on her disease. Includes "How to do your own research." Mentions the Regional Medical Libraries system of the National Library of Medicine and the Planetree Health Resource Center.

Missives . . .

(Continued from page 8)

focused on CHI issues. When its creation is announced on MEDLIB-L we should specify that CHI-related issues should be sent here and not duplicated on MEDLIB-L. We might also see if there's a Patient Education listerv to announce it on as well. Get some input from non-librarian patrons and partners involved in the topic.

A good start may be something which developed from two discussion sessions at MCMLA on CHI, led by Joanne Mullenbach. She had somebody at each session take careful notes, which she plans to type up and send to us via e-mail. Among the topics at the second session (which I was in) were core lists, evaluation of software, and circulation of materials to the public. I can't wait to see what the first group discussed!

From: Elisabeth.Buntz@rh.uio.no
Subject: Re: CHI Listserv
It would be great with a consumer health list. I would prefer a single group for consumer health, patient information, patient education together. I am not too concerned with moderation or not as long as it could get on the air. Thank you!
Elisabeth Buntz
The National Hospital, Oslo, Norway

Subscriptions

*Consumer Connections* is available to non-MLA members for $10.00 for three issues per year. Please send a check or money order made out to CAPHIS to the editor. See page two for address information.
Dates of Interest

March 7-11, 1995
"Balancing individual and social responsibility in Health Promotion" Art and Science of Health Promotion Conference, Orlando, FL 810-650-9600, FAX-810-650-9602 Co-sponsored by American Journal of Health Promotion and the Wellness Councils of America (WELCOA)

May 6, 1995
CE 910 Consumer Health Information Services
Washington, DC, Medical Library Association Annual Meeting
Sharon Quist, developer and instructor

Consumer Connections

Kay Deeney
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