

NEWSLETTER

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MEDICAL
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ASSOCIATION

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From the Editors

A very Happy New Year to all! We hope you enjoy the slightly revised format of our newsletter. It reflects the color scheme and logo of the new NY-NJ Chapter website.

This issue begins with a message from the Chapter Chair, Marie Ascher. Shelly Warwick updates us on policy and MLA activities in the 'Advocacy' column. Make sure you check out Patricia Gallagher's picks of interesting websites and Nancy Glassman's exploration of cloud computing. In 'Reader to Reader' Nighat Ispahany reviews two books by Greg Mortenson. The editors are happy to welcome two new contributors. Mary Doherty shares her perspective on the subject of nursing and allied health. Robin Wright takes over the 'Kudos' column to highlight accomplishments by Chapter members.

We hope you enjoy this issue. Please send any suggestions and contributions for future issues to the newsletter editors, Nancy or Nighat.

Happy Reading!

The Editors
January 24, 2010



From the Chair

Submitted by: **Marie T. Ascher, MLS, AHIP**
New York Medical College
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The holidays are upon us as is a new year and it's a fine time to reflect on our past and look towards our future. The New York-New Jersey Chapter of MLA has always been an organization of health sciences librarians, offering continuing education, professional development, networking opportunities, and camaraderie made possible via a desirable geography and shared professional responsibilities. That is our future too, that is what we are.

The results of the survey administered by the Strategic Planning Committee this summer spoke loud and clear. Our members value the Chapter's programs which enhance their skills and keep them up to date via networking and continuing education, but there are barriers which hinder participation, primarily the inability to take time off and get funded for travel. Additionally, some members report feeling socially disconnected from their Chapter peers, that there is an air of cliquishness at Chapter functions. In general, we were told, we need to retool and revitalize!

So with this in mind, this year we have several plans. Firstly we are planning a series of online lunchtime webinars (catchy name not yet determined). These will utilize online conferencing software and will enable members to present to and learn from Chapter colleagues. The presentations will

be brief with some opportunity to discuss and network, and a great opportunity to try out a new class or some content you are planning to present elsewhere. If you are interested in being a presenter for one of these webinars, submit your topic(s) and length/format information to our CE co-chairs, Rich McGowan (Richard.McGowan@med.nyu.edu) and Jamie Graham (Jamie.Graham@med.nyu.edu) for consideration.



Yonkers Public Library

Secondly, under the leadership of Program 2010 Chair Tim Roberts, planning is underway for next year's Annual Meeting which will be held at the Riverfront Branch of Yonkers Public Library in Yonkers, NY on Wednesday October 6, 2010 -- mark your calendars! The programming committee has been hard at work brainstorming ideas to make this a highly interactive and

professionally interesting conference with a lot of opportunities for networking, participation and inclusion. No one will leave this meeting feeling like they didn't have the opportunity to connect with their colleagues.

The Spring Dinner is also in the planning stages. The Spring Dinner has its devotees and its detractors. The detractors seem to view this event as a purely social event, which is apparently why the devotees like it. So to bridge this gap, we are looking to create an environment which is social but which also provides opportunity for professional engagement and discussion, possibly a sharing roundtable format. Whatever it is, I'm sure the food and the company will be fabulous, so I hope we have a great turnout.



If there are any members new or veteran who are interested in getting involved with the Chapter and its activities, let me know. And if you have suggestions or comments about any of the above (or anything at all) drop me a line at marie_ascher@nymc.edu.

I'm excited for 2010 and for the Chapter.

Dues are due!

It's that time of year. Membership dues are still \$15.

Forms are available at

<http://www.nynjmla.org/membership/2009membershipform.pdf>

Forms should be sent to:

Patricia Gallagher

**New York Academy of Medicine
Library**

**1216 Fifth Avenue
New York, NY 10029**

3 by the Sea

Submitted by: **Nancy Glassman, MLS, AHIP**
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Although it now seems like a distant memory, the 3 by the Sea MLA TriChapter Conference took place just a few months ago, October 5-8, 2009 at the Resorts Hotel & Casino in Atlantic City, New Jersey. The Conference was co-sponsored by the Middle-Atlantic, Philadelphia Regional and New York-New Jersey Chapters of the Medical Library Association.

The Conference web site <http://3bythesea.pbworks.com> is still up and running. Additional information has been added since the conference ended.

Keynote speakers were:

- P.M. Forni, co-founder of the Johns Hopkins Civility Project.
- Lee Rainie, Director of the Pew Internet & American Life Project
- M.J. Tooey, Associate Vice President, Academic Affairs and Executive Director, Health Science and Human Services Library, University of Maryland, Baltimore

More than 75 posters were presented during the Conference's three poster sessions. Topics included patient care, emerging technologies, measuring library services, supporting faculty research, professional development, global health, and outreach and marketing. A complete listing and links to some poster abstracts are available on the Conference web site.

Attendees nibbled on *Tastykakes* and soft pretzels (down-the-shore delicacies) while visiting over 30 different vendor exhibits during breaks between sessions.

Other highlights from the Conference included CE Courses, Best Practices sessions, a panel on Skills for the Future, sessions on Fundraising/Grantsmanship and Local Consumer Health Projects, a AHIP Counseling, Speed Mentoring, Speed Updating, a Hospital Librarians Luncheon, and Movie Night featuring the film "Atlantic City."

Photos from the Conference contributed by Chapter members can be viewed on Flickr <http://www.flickr.com/groups/3bythesea>. If you would like to contribute photos of your own, just tag them "3bythesea".

Devotees of Facebook can still view and add comments and photos at <http://www.facebook.com/event.php?eid=209109695156&index=1#/event.php?eid=209109695156>.

Don't worry if there is a nugget of information you forgot to jot down, or a URL you've long since forgotten. Someone else might have "tweeted" it to the Conference Twitter page <http://twitter.com/threebythesea>.

Read MLA President Connie Schardt's impressions of the conference at <http://connections.mlanet.org/2009/10/14/ttri-chapter-meeting-on-the-jersey-shore/>.

We look forward to seeing everyone at next fall's Chapter meeting on October 6, 2010 at Yonkers Public Library.

Kudos

Submitted by: **Robin Wright, M.S**
St. Barnabas Hospital Medical Library
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Congratulations to our members who won Outstanding Achievement Awards at the “3 by the Sea” Tri-Chapter Annual Meeting, October 5-8, 2009.



Karen Brewer, PhD, AHIP
New York University Medical Center
Ehrman Medical Library
Lifetime Achievement Award

Marie K. Saimbert, MLIS
University of Medicine and Dentistry of NJ
George F. Smith Library of the Health Sciences
Outstanding Contribution by a New Member



Micki McIntyre, MS, MA
HealthyNJ & Go Local - NJ
University of Medicine and Dentistry of NJ Library at Stratford
Outstanding Contribution by a Member

Congratulations to **Debbie Rand, MSLS**, Director, Health Sciences Library, Long Island Jewish Medical Center, North Shore-Long Island Jewish Health System, who is among the fellows selected for the **NLM/AAHSL Leadership Fellows Program**.

Advocacy

Submitted by: **Shelly Warwick, Ph.D.**
Touro-Harlem Medical Library
shelly.warwick@touro.edu

The health care debate has been in the forefront of policy news. MLA and other library and information groups have been monitoring and weighing in on a variety of issues, including:

- Supporting IFLA's Multicultural Library Manifesto
- Bringing medical library issues to the attention of the new director of the National Institute of Health
- Examining the impact of the Google Book Settlement on health science libraries
- Having members serve on a US House of Representatives Committee on Science and Technology (HCST) and the Office of Science and Technology Policy (OSTP) Scholarly Publishing Roundtable on expanding preservation and access for federally funded research
- Advocating for increased funding for the National Library of Medicine.

A full summary of MLA's advocacy activities during the past year can be found at http://www.mlanet.org/members/mla_news/2009/nov_dec_09/leg_up.html.

As you look at the above activities, and other MLA activities throughout the year, a clear picture emerges of the necessary elements for providing adequate access to health information:

- Recognition of health science librarians as important stakeholders and local experts in patient safety initiatives
- Health information technology infrastructure that is up-to-date and continuously updated; a balanced legal

and regulatory framework that facilitates access to information and recognizes the special needs of libraries; the

- Framing of the debate about information use without the use of pejorative terms like "pirate" or "piracy"
- The need for libraries to "reflect, support and promote cultural and linguistic diversity at the international, national, and local levels, and thus work for cross-cultural dialogue and active citizenship"
- Adequate funding to support infrastructure, collections, research and outreach.

Perhaps you feel there is nothing much you can do about some of the weighty national issues – but you can do a great deal to enhance the role that health science librarians fulfill and the one they are perceived to play.

- Where possible go beyond the library – volunteer for policy committees.
- Offer to provide research for institutional position papers
- At meetings speak up about how the library can be involved in institution-wide projects.
- Identify possible grants that could have a library component and work with clinical or academic departments on their writing and submission.
- And if this is not possible – just stay *au courant* on the issues. Read this column and read the advocacy updates in MLA News online.

Be prepared to express why an issue is important to libraries, librarians and their users. Your involvement and competence is our best advocacy tool.

Nursing and Allied Health

Submitted by: **Mary Doherty, MLS, AHIP**
SUNY Downstate
Mary.Doherty@downstate.edu

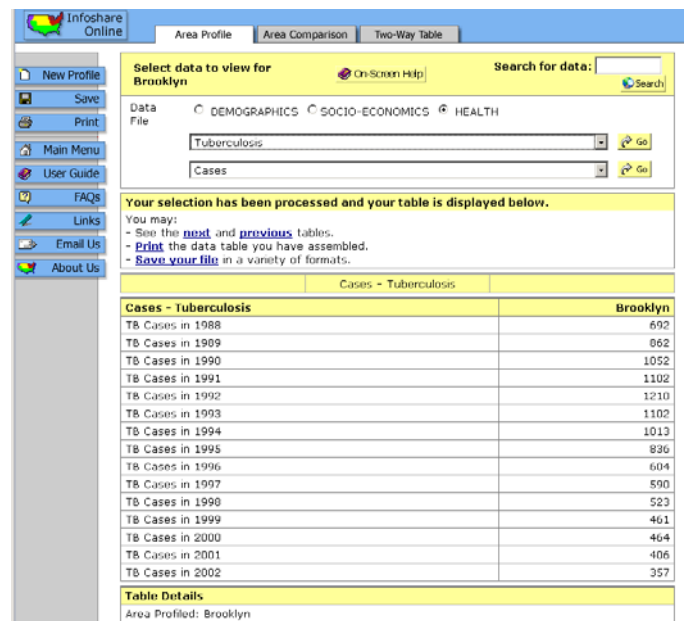
Our institution offers programs in nursing and in allied health, including a degree in public health. This column will examine on a continuing basis, some of the questions and resources that we use with these students as reference librarians.

One example is a course in which our nursing students study the make up and needs of a particular community district, often in Brooklyn. Each semester we present to eighty to one hundred students who, part of the regular curriculum, are required to find answers to certain questions about a community district.

The students bring a range of questions, having to do with health, income, neighborhood resources, and history of the community district.

It was difficult to provide statistics for small areas such as community districts until we obtained Infoshare (<http://www.infoshare.org>). This database was developed at Queens College (CUNY). Infoshare allows the searcher to search by areas such as zip codes, community districts and neighborhoods for many different types of statistics. They are divided into several sections: demographics, population statistics, socioeconomic information from the census detailed long form on housing, income and education, and health statistics on hospital admissions and reportable diseases such as tuberculosis and STD's.

The students learn to analyze some of the statistics to learn about the area. What does it mean if a significant proportion of the population is eligible for food stamps? What kind of housing is present in the area? Is it single or multifamily? Public or private housing? Is there significant industry in the area? All this can be determined from Infoshare.



The screenshot shows the Infoshare Online interface. The top navigation bar includes 'Area Profile', 'Area Comparison', and 'Two-Way Table'. The main search area has tabs for 'Select data to view for Brooklyn', 'On-Screen Help', and 'Search for data:'. Under 'Select data to view for Brooklyn', there are radio buttons for 'DEMOGRAPHICS', 'SOCIO-ECONOMICS', and 'HEALTH'. The 'HEALTH' tab is selected, and the search term 'Tuberculosis' is entered in the 'Data File' field. Below the search results, a message states: 'Your selection has been processed and your table is displayed below.' The table shows 'Cases - Tuberculosis' for 'Brooklyn' from 1988 to 2002. The table includes a 'Table Details' section at the bottom indicating 'Area Profiled: Brooklyn'.

Cases - Tuberculosis	Brooklyn
TB Cases in 1988	692
TB Cases in 1989	662
TB Cases in 1990	1052
TB Cases in 1991	1102
TB Cases in 1992	1210
TB Cases in 1993	1102
TB Cases in 1994	1013
TB Cases in 1995	836
TB Cases in 1996	604
TB Cases in 1997	590
TB Cases in 1998	523
TB Cases in 1999	461
TB Cases in 2000	464
TB Cases in 2001	406
TB Cases in 2002	357

Table Details
Area Profiled: Brooklyn

Infoshare Online: <http://www.infoshare.org>

In addition, areas can be compared if the user wishes. Some statistics for New York State outside of New York City are included.

Continued on page 8

We also use "Community District Profiles" from the New York City Health Department at <http://www.nyc.gov/html/doh/home.html>. Select "My Community's Health." Organized by neighborhood, it includes information obtained through interviews, including how much exercise people report having, how they rate their own health, how many have health insurance or smoke and many other items.



New York City Department of Health and Mental Hygiene
<http://www.nyc.gov/html/doh/html/community/community.shtml>

We have gathered these and a number of other resources together under "Tutorials" on the Downstate library website. (<http://library.downstate.edu>) It is included under Data Resources for Community Needs: <http://library.downstate.edu/commsite/commtoc.html>



SUNY Downstate Data Resources

Feedback has been favorable from students and faculty.

In Memoriam

The editors are sad to report the death of **Ursula Poland** in October, 2009. She was the Librarian at the Albany Medical College Library for many years, and active in regional and national library associations. She worked to support library, health, and hospital funding at the state level and with the Medical Library Association Legislation Committee to promote the continuation of the Medical Library Assistance Act.

During her 1982 Janet Doe lecture, Ursula described her philosophy of the importance of breaking down barriers regionally, nationally, and internationally.

Web Watch

Submitted by: **Patricia E. Gallagher, MLS, AHIP**
New York Academy of Medicine
pgallagher@nyam.org

Pat's Picks:

The rating system:



1. IMAGES IN THE HISTORY OF MEDICINE

<http://www.ihm.nlm.nih.gov/>

I try not to recommend the same thing twice, but since IHM was completely reinvented this year, I think it is fair to say I'm recommending a totally new product. The images are pretty much the same, but the watermarks are gone, the search engine is streamlined, and the ability to view, save, and even manipulate the images is amazing. Oh, and the url has changed as well.



2. YOUR ORTHOPAEDIC CONNECTION

<http://orthoinfo.aaos.org/>

From American Academy of Orthopaedic Surgery, this consumer health website provides detailed information on various orthopaedic conditions. A body map assists the consumer in searching for their condition. There is a glossary, a "find an orthopaedist" section and even some fact sheets in Spanish.



3. WHAT IS A PRINT?

<http://www.moma.org/exhibitions/2001/whatisaprint/flash.html>

This flash presentation from the Museum of Modern Art demonstrates the processes that go into creating various kinds of prints: woodcut, etching, lithography, and screenprint. If you were ever wondering how that lovely woodcut in your book on history of medicine was made and printed, check this out.



4. TALKING DICTIONARY OF GENETIC TERMS

<http://www.genome.gov/glossary/index.cfm?>

Have you ever been in the position of knowing the word (even knowing how to spell it), but not able to pronounce it properly? The talking dictionary complements GHR by providing an aural complement to the website, letting you actually hear the way the word is pronounced. You can even listen to a researcher's more complete analysis of the term.

My rating:



5a. NYC Flu

<http://www.nyc.gov/flu>

New York City Department of Health and Mental Hygiene has introduced a new website to assist the public and health care providers in understanding the issues surrounding influenza. The website also includes information on locations for flu shots, consent forms for parents (for school flu shots), even information for employers.

My rating:



5b. Get Flu Ready, New Jersey

<http://www.state.nj.us/health/flu/index.shtml>

From the New Jersey Department of Health and Senior Services, information on flu services in NJ, and locations for flu shot. Links to information on avian and H1N1 influenza are available.

My rating:



And now for something completely different:

DealOZ.com

<http://www.dealoz.com>

If you are interested in buying books, dvds and the like, this website is a huge help for getting the best price. I was introduced to it by a colleague, and use it all the time. DealOZ compares a number of online vendors, for all kinds of books and media. It doesn't look at everything, but it is a start (and I have found referrals to excellent deals).

My rating:

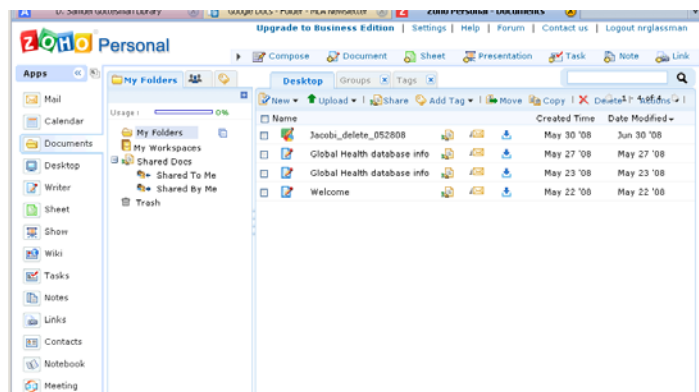


TechnologyReview

Submitted by: **Nancy Glassman, MLS, AHIP**
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Where is my flash drive? I'm sure I put it in my bag before I left work...

Few things in life are quite as frustrating getting ready for a nice, relaxing day of working at home only to discover that the flash drive containing all of your important files is still plugged into your computer at work. Now might be time to leave your flash drive behind, and give cloud computing a try. A growing number of web services allow you to create an individual account, and store and access your work online. Here are a few free options worth exploring.

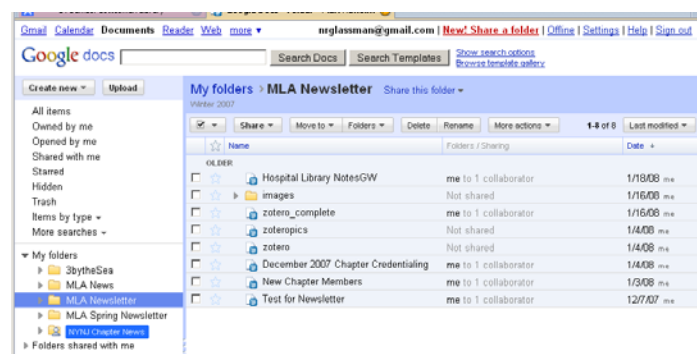


Zoho

Google Docs <http://docs.google.com> and Zoho <http://www.zoho.com> allow you to create and store documents online. Google Docs' applications include a word processor, spreadsheet, presenter, and forms. Google Docs also offers several thousand templates to help create specialized types of

documents, including resumes, project management, calendars, and invoices. Zoho Office applications include a word processor, spreadsheet, organizer, presentation tool, and notebook. While Google Docs' and Zoho's apps lack many of the advanced features of desktop programs like MS Office, they are robust enough to create general documents. Documents created with Google Docs and Zoho are compatible with MS Office and OpenOffice.org and can be downloaded to your hard drive for further editing.

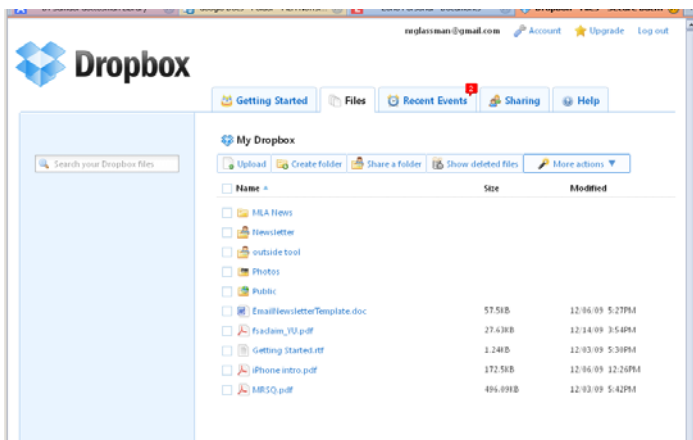
Documents created with desktop programs like MS Office and OpenOffice.org can be uploaded to Google Docs and Zoho. Keep track of all your documents by organizing them into folders. Both sites allow documents and folders to be shared with others, which is helpful for long-distance collaborations.



Google Docs

If you prefer to work exclusively using your own desktop software, there are a few other tools that will allow you to store files on the internet and access them from different computers.

- Dropbox.com
<http://www.dropbox.com> offers up to 2GB of online storage for free. You can download and synchronize your files on MacIntosh, Linux, or Windows computers, and also share them with others. A Dropbox iPhone app is available.



Dropbox

- The Lite version of Box.net
<http://www.box.net> is available for free. It allows for 1GB web storage and supports file sharing. Box.net integrates with Google Docs & Zoho.
- Hotmail users have access to Windows Live SkyDrive
<http://skydrive.live.com>, which allows for a whopping 25GB of storage. As with Box and Dropbox, folders and files can be shared with others.

If you would like to take your entire operating system with you everywhere you go, try G.ho.st Virtual Computer <http://g.ho.st/>. G.ho.st bills itself as a "secure desktop with 15GB file storage available from any computer or mobile phone". G.ho.st can be accessed from any web browser, and integrates with Zoho.



G.ho.st

The caveat here, as with all Internet services, is that they are as only as secure as the company that manages them. Think twice before storing confidential information and back up early and often in case the service's server becomes unavailable, or the host company goes out of business.

Addendum: Since this article was written, Google has added the ability to store any type of file up to 250MB in Google Docs.
2/17/2010

Reader to Reader

Submitted by: **Nighat Ispahany, MLS**
Columbia University
ni12@columbia.edu

To build schools Greg Mortenson has traveled through the most remote areas of Pakistan's northeastern region and the remote, war torn, earthquake stricken, land mine infested tribal lands of northeastern Afghanistan.

His mission began in 1993 when, lost and ill during a failed attempt at climbing K-2, (one of the peaks of the Karakoram Mountain range), he stumbled upon a remote village called Korphe in Baltistan, Pakistan. Here, he experienced the kindness of local villagers who nursed him back to health. He also witnessed the extreme poverty and lack of proper classrooms. Children wrote their lessons with sticks upon the dirt floor. Before leaving the village he promised to return and construct a school for the children of Korphe. His first book, *Three Cups of Tea* chronicles his journey to fulfill that promise.

Since then, many tribal leaders have approached him to construct schools in their regions. One such tribal commander told Mortenson, "Every rock, every boulder that you see before you is one of my mujahadeen...who sacrificed their lives fighting the Russians and the Taliban. Now we must make their sacrifice worthwhile...We must turn these stones into schools." These words inspired the title of Greg Mortenson's book *Stones into*

Schools, which continues where *Three Cups of Tea* left off.

Greg Mortenson and his staff of twelve local men whom he fondly calls 'the Dirty Dozen' and the CAI (Central Asia Institute), construct schools in the most remote places and empower the local communities in these areas to sustain them. To date, CAI has constructed 131 schools that serve more than 58,000 students, most of them girls.

These books are highly inspirational, they champion the human spirit and thirst for literacy and they ring in the truth, that an individual CAN make a difference.

