



**MAHSLIN Network News**  
**Summer 2010 — Volume 30, Number 2**

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**What a GREAT Way to Kick-off My Tenure!**  
**(A Message from the President)**

Hey y'all and happy summer!

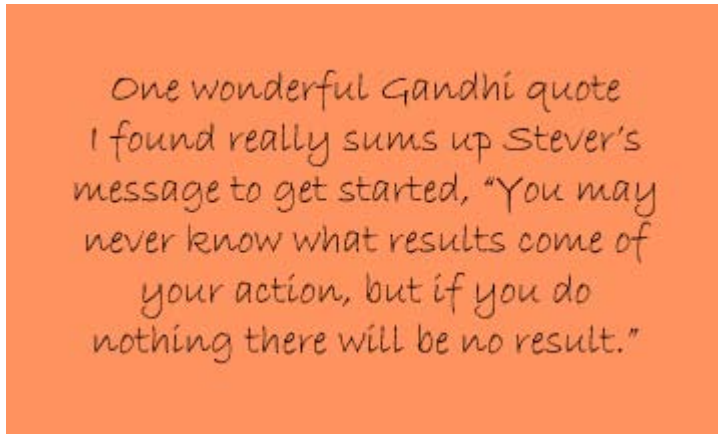
As I write this, the air conditioning is rocking the 98 degree temperature (thankfully!) and I'm thinking about what a *great* meeting we had this year on that lovely day in May when it was just a bit less than 80 degrees at the Massachusetts Medical Society in Waltham. We had a number of firsts at this meeting including a record number of attendees. More than 93 folks from all over the state and New England came to take part in our 2010 Annual Meeting with its focus, "**Being the Change Agent**".

We also premiered our new branding notion, **MAHSLIN: Librarians @ the Point of Care**, awesomely displayed on mugs and post-it notes designed by Brandy King. We'll soon be selling these on our new [MAHSLIN website](#) and the proceeds will go to yet another MAHSLIN first, the **Jay Daly Technology Grants**. The mugs make great ice cream dishes, too. I tested mine over the weekend!



We had several terrific presentations that will show up soon on the MAHSLIN website. We were able to capture all of the presentations, complete with the speaker's recorded narration (another first for MAHSLIN!), and will make them available when they're ready. Stay tuned for the announcement! I'm just compiling the evaluations now and will post the results on the website as well. Attendees responded with enthusiasm about the program and the meeting as a whole.

One of the day's highlight's was the afternoon session by [Stever Robbins, the "Get it Done Guy"](#). Stever led us through a fascinating hour where we thought about the inputs to our work and he helped us realize that thinking about our outputs is often a most important, yet overlooked, element. Recognizing and emphasizing outputs and the value they add to our



institutions was a very powerful exercise. It also helped us develop some potent strategies for getting change started in our work, even when things seem impossible to us.

It's as if Stever could read my mind because his recent "Get it Done Guy" posting addresses something I've been feeling amongst the librarians I know all over the country, i.e., the *stuck* way we sometimes feel about our jobs and the apparently impossible situations we find our libraries caught

in. Check it out [here](#).

So during these hot days, sit back, pour or scoop yourself a cold one, and think about how you can get your Mojo back! And don't forget to share your thoughts on the MAHSLIN blog. Remember that we're all here to support each other.

***Enjoy your summer!***

*(Editor's Note: In case you missed it, a recent [MAHSLIN Blog post](#) mentioned Stever's appearance at our Annual Meeting. He happened upon the post, commented on it, and then went on to write a [wonderful piece](#) about the value of medical librarians on his own blog.)*

Submitted by Elaine Alligood, MAHSLIN President  
Informationista  
VA Technology Assessment Program (11T)  
VA PCS Field Program

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## **MAHSLIN Supports a New Health Information Literacy Grant Proposal**

### **Triple A Health Literacy Project: Awareness, Availability and Access**

A few weeks ago, the MAHSLIN Executive Board wrote a letter of support for the [National Forum on Information Literacy](#) who, along with the Center for Community Health Education Research and Services (CCHERS), is responding to the NLM Information Resource Grants to Reduce Health Disparities (G08) RFA. Their plan, if funded, will result in a series of focus groups examining the role health literacy plays in addressing health disparities. One focus group will include health sciences librarians, asking their perspectives on employing feasible patient-centered health literacy strategies in urban community health centers. The group expects to develop the capacity of community health centers to foster health literacy practice through an e-health social media strategy, and build an intranet-based community engagement resource.

Using a community-based participatory research framework, the aims of this health literacy intervention are to (1) conduct a health literacy environmental audit to understand how the organizational culture facilitates CHC patients and allied health professionals communication; (2) assess how health literacy/health disparities information and resources are utilized within a CHC environment; and (3) implement and measure the efficacy of a proposed health literacy information network hub prototype intervention designed specifically to meet the immediate information needs of CHC allied health professionals and their patients. Establishing a social media networked health literacy infrastructure may facilitate the growth of a CHC e-Health strategy that provides allied health professionals and patients with easy and prompt access to health information, choice, and empowerment.

Please do take a look at the Forum's [website](#), and email the MAHSLIN list or [post to the blog](#) your thoughts about how MAHSLIN might join the National Forum on Information Literacy and continue to build on our past success with the MedSpeak project.

Submitted by Elaine Alligood, MLS  
Informationista  
VA Technology Assessment Program (11T)  
VA PCS Field Program

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## In Memoriam: Paul Esty Woodard, Ph.D.



Paul Esty Woodard, Ph.D., former Director of the Paul E. Woodard Health Sciences Library at the New England Baptist Hospital, died July 23, 2010. Upon his retirement from the hospital in 1995, the library was dedicated in his name. Dr. Woodard was on the staff of the New England Baptist Hospital for 32 years, 25 of those as the founding librarian and director. He was a member of the Medical Library Association.

He was born in Chico, CA, grew up in Pasadena, CA, and then settled in Massachusetts in 1952. He moved to Newton in 1964, where he had since resided with his wife, Marion. He was a life member of the New England Historic Genealogical Society. He actively researched his Massachusetts ancestry which dated

back to 1634, when Richard Woodward settled in what is now Watertown, MA. Richard's son, John, moved to Newton, MA in 1681 and built the Woodward Homestead on Fairlee Road, which is now the second oldest home in Newton. In part, because of Paul Woodard's efforts, the house has been listed on the National Register of Historic Places since 1986. Paul Woodard was also an active member of Grace Chapel, Lexington, MA, for 38 years.

In addition to his wife, he leaves a daughter, Pamela K. Woodard, M.D. of St. Louis, MO; a son, Geoffrey E. Woodard, Ph.D., of Bethesda, MD; a sister, Dolly Bartok of Santa Barbara, CA; a grand-daughter, Gwyneth McDonald and many nieces and nephews.

A private graveside service will be held at the Newton Cemetery. A memorial service will be held on Monday, August 30, 2010 at 3:30PM at the New England Baptist Hospital Chapel. Memorial donations may be made to the New England Baptist Hospital Development Office, Paul E. Woodard Health Sciences Library Fund, 125 Parker Hill Ave., Boston, MA 02120.

Submitted by Olga Lyczmanenko  
Library Director / CME Coordinator  
Woodard Library  
New England Baptist Hospital

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## Check Out the NEW MedlinePlus!



On Wednesday, July 14th, the National Library of Medicine unveiled the latest version of [MedlinePlus](#) and **WOW!**, it looks great! The entire site has been redesigned with a new layout and color scheme. Some highlights of the new design are:

- A **Videos & Cool Tools** page that makes multimedia content easier to find and searchable.
- A **Share Button** on all health topic pages and interactive tutorials that allows you to share links to MedlinePlus through your favorite social networks.
- A **Medical Dictionary** search box on the English homepage for quick look-up of medical terms.
- A **Search Cloud Widget** on the homepage, and a widgets where you can find options for embedding MedlinePlus content in your own blogs, personalized homepages, and other sites.

Visit [MedlinePlus](#) to see the changes and new features for yourself. Share what you think of the new design by clicking the Contact Us link that appears on every page.

As always, you can stay up-to-date with the latest changes to MedlinePlus by following them on [@medlineplus4you](#) on Twitter or signing up for [email updates](#). Also, don't forget about the [mobile version](#) of MedlinePlus for reliable health information when you're on the go!

Submitted by Michelle Eberle, MLS  
Consumer Health Information Coordinator  
NN/LM NER

Sally Gore, MS, MS LIS  
Lamar Soutter Library  
UMass Medical School

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## Upcoming Continuing Education Opportunities

- *NN/LM NER Welcomes New Technology Instructor - Rita Gavelis*

NER Full Members are eligible to arrange for Rita to come to their location and hold small group sessions on a variety of topics and tools such as:

- \***Information Management: RSS, LibraryThing, open source tools**

- \***Collaboration: wikis, Skype and group conferencing tools**

- \***Tools and tutorials: Delicious, LibGuides, screencasting**

- \***Social Networking and advanced Internet searching**

Contact Rita at [rita.gavelis@umassmed.edu](mailto:rita.gavelis@umassmed.edu)

- *NAHSL Annual Meeting CE Classes*

As always, NAHSL's Continuing Education Committee is hard at work lining up a number of quality CE opportunities in conjunction with the Annual Meeting:

### **Sunday, October 24, 2010**

- **"Bare Bones or Finding the Inner You: Radiology Clinical Topics"**, Derek Carver, Children's Hospital Boston
- **"Sharing Your Work: Posters and Publishing"**, Jane Fama & Mary Piorun, Lamar Soutter Library, UMass Medical School
- **"Trees and Branches: Taxonomies and Controlled Vocabularies"**, Heather Hedden, Hedden Information Management
- **"Going Google: Friend or Foe"**, Rita Gavelis, NN/LM-NER
- **"Using Web 2.0 Tools to Market your Library"**, Debbie Herman, Southern Connecticut State Library
- **"Searching in Support of Systemic Reviews"**, Jan Glover, Yale University & Karen Odat, Dartmouth College

### **Tuesday, October 26, 2010**

- **"Developing Library Websites Optimized for Mobile Devices"**, Brendan Ryan, Providence College
- Check the [Conference Website](#) for further information on each course.

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## Save the Date

October 24-26, 2010

### **Libraries in Balance: Preserving our Roots, Growing our Future**

Join your fellow health sciences and medical librarians for a weekend of professional growth, networking, reinvigoration and fun at this year's annual meeting of NAHSL. An entire day of Continuing Education opportunities are scheduled, along with some terrific speakers including Lee Rainie, Dr. John Halamka, David Rothman and Anca Novacovici. Registration is now open. Visit the conference [website](#) for more information.

*"Storing, preserving and accessing knowledge and information by blending the best of the library traditions with the technology tools of the future."*

Submitted by Sally Gore



### ***It's okay to be slow in the summer, but let's pick things up for the fall!***

Please share your insights, news items and other information you think your peers will enjoy via the MAHSLIN Network News. **VOLUNTEER** to be interviewed for the "Member Spotlight" section. Send in item descriptions for "*Swap Shop*" feature. The fall edition will be edited by Cara Marcus. You may [submit items to her anytime](#) before the next issue goes to press.

Co-editors, Sally Gore and Cara Marcus