

Business Plan Task Force Update

Submitted by Sarah Beck Kirby, Edited by Kristin Sen

MCMLA Business Plan Task Force led by Claire Hamasu, Chair, and her committee members, Jeanne Le Ber, Holly Henderson, Sarah Kirby, Michlene Mankin, and Peggy Mullaly-Quijas, met monthly over conference calls in 2009. Their job was to come up with recommendations to assure the fiscal health of the chapter. As part of the process MCMLA members were asked to respond with their comments to the recommendations. This feedback was incorporated into the proposal to the MCMLA Executive Committee. The Executive Committee subsequently approved the proposal on November 20, 2009. The approved proposal consisted of the following:

- Chapter Expenses-Travel reimbursement:
 - ✦ Reimburse for travel up to \$200 for eligible elected or appointed officers to attend MCMLA or MLA.Reimburse the Executive Secretary for complete travel expenses and annual meeting registration up to \$1000 per year.

- Chapter Revenue:
 - ✦ Assign implementation of website advertising to Web Task Force.
 - ✦ Assign implementation of newsletter advertising to Publications Committee.
 - ✦ Increase dues to \$30 annually. This will be voted upon at the 2010 annual meeting.
 - ✦ Assign the possibility of institutional membership to the Membership Committee.
 - ✦ Assign to the Executive Secretary and to the Executive Committee for implementation of an endowment fund.
 - ✦ Assign to the Honors and Awards Committee evaluation of a Members-Honoring-Members program.Assign annual meeting funding raising ideas to the

Annual Meeting Task Force.

- Chapter Budget Schedule:
 - ✦ Continue fiscal year as January through December.Continue program year as September/October through August/September.

- Chapter Expenditures/Revenue/Reserve:
 - ✦ Limit expenditures to 70% of the revenue if dues increase.Limit reserves to 30% of the revenue if dues increase.

Further details are in the MCMLA Executive Committee Minutes on November 20, 2009 which are on the MCMLA web site.

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HSLNKC Awards Five Kansas City Libraries for Outstanding Service

Submitted by Simone Briand, Edited by Amanda Sprochi



The Health Sciences Library Network of Kansas City presented five awards to Kansas City area libraries at the annual HSLNKC Award and Recognition Ceremony. Held January 13, 2010 at the Midwest Research Institute, the libraries were recognized for providing outstanding service to their institutions in 2009. The award recipients were as follows: Kitty Serling, MLS, of Research Medical Center, for "Outstanding One-Person Health Science Library"; Jan Foster, MLS, of St. Joseph Medical Center, for "Excellent Return on Investment in a Health Science Library"; Ann Marie Corry, MALS, of UMKC Dental Library, for "Outstanding Academic Health Science Library"; Brenda Pfannenstiel, MLS, of Children's Mercy Hospital, for "Excellence in Consumer Health Services"; and Sherry Lockwood, of Stowers Institute for Medical Research, for "Outstanding Biomedical Library."

Along with the five awards, HSLNKC presented Service Certificates to members who worked to help the organization fulfill its mission. The awards and certificates were presented at the ceremony following the network's annual business meeting, which was hosted by Kimberly Carter, Senior Librarian of the C.J. Patterson Library at Midwest Research Institute.

In Memorandum

Submitted by Peggy Mullaly-Quijas

We are sad to report the recent loss of one of our outstanding members. Anne Palmer passed way on December 18, 2009 at St. Luke's Hospital in Kansas City, Missouri.

Anne Palmer graduated from Drury University in 1972 and University of Missouri - Columbia Library School in 1974.

Anne worked at many professional librarian positions in the metro-Kansas City area. Among her positions were several years at the University of Missouri – Kansas City's School of Medicine in the PEPE project. This project developed test questions for the medical students to measure their leaning for advancement through the program. Anne's job was to verify the questions given to the students.

Anne then accepted a position at North Kansas City Hospital and served there for several years. After that, she accepted a position at Children's Mercy Hospital. She worked hard as a librarian both at North Kansas City and Children's providing service above and beyond, and often with little or no support staff.

She was professionally active in the local Kansas City Library Network (which evolved into the Health Science Library Network of Kansas City), the Mid-continent Chapter of the Medical Library Association and the Medical Library Association. She was extremely active in the Pediatric Libraries Special Interest Group (SIG) of MLA. She served on the Statistics Committee of Greater Group (KCLN). For many years, Anne served as the coordinator for Serhold updates and union list production for the local librarians in Kansas City and Pediatric Libraries SIG. Anne was interested in many things: bluegrass music, cooking, reading, nature and especially her family. She was a charming and delightful person who will be missed by all who knew her.

MCMLA has acknowledged the passing of Anne Palmer by donating \$100.00 in her name to the Lebanon (Missouri) Humane Society.

Library Helps Make the Holidays Brighter

Submitted by Sheryl Williams, Teresa Hartman,, Edited by Amanda Sprochi

McGoogan Library has a long tradition of spreading holiday cheer across the campus and into the community. That cheer echoes throughout the year with numerous ongoing activities.

Each year the library at Fontenelle Elementary School receives \$1000 worth of new books, thanks to McGoogan Library staff. The main fund-raiser for this gift is the holiday mug “sale” in December, outside the cafeteria. McGoogan staff assemble the mugs, each containing a package of cocoa, biscotti, and a candy cane. Suggested donations for each mug fund the book purchases.

Additional funds for Fontenelle library are raised throughout the year through “coins for candy” contributions and donations for surplus books received as gifts but made available to students with donor permission.

McGoogan Library has become part of the Fontenelle School family through this program. “We always receive a thank-you card signed by all the students, and one year we even received Fontenelle sweatshirts when we delivered the books!” says Sheryl Williams, Head of Materials Management. The Student Council is invited to visit McGoogan Library, learn about UNMC and its programs, and gets some low-key encouragement to consider becoming health professionals.

The McGoogan Elves also have an annual in-house drive for the Ronald McDonald House, using the wish list posted on the RMH site. Large boxes of much-needed items are delivered just before Christmas, to the delight of RMH staff.

The annual campus food drive is another recipient of the generosity of McGoogan staff. Over

400 pounds of food and personal items were contributed this year; each year the amount of donations has grown. “Every day during the drive I had to take

boxes of food to the main collection bins. It was amazing to see how generous not only library staff, but library users, were,” reports Peggy Finch, Library Assistant.

Students get a relief during exam week with the student cookie break, in which McGoogan Library supplies dozens of cookies and boxes of juice. Usually held in the Linder Lounge in the library, this year the break was moved to the Sorrell Center. Euem Osmera, another McGoogan Elf, says “Students were lined up and ready!”

Holiday cheer spreads across campus and the state as well, with sweet treats delivered to both students and departments, including the College of Dentistry, and the College of Nursing LRC’s in Scottsbluff, Kearney, and Lincoln. Hershey kisses and candy canes all help to express warmest library wishes for the season. “We serve students and faculty across the state with information every day,” says Teresa Hartman, Head of Education. “Reaching out to them with these small tokens at this time of year is important to us.”

Although not an actual Library-sponsored activity, the Library also served as a collection point for the Lash LaRue toy drive, and the collection boxes were filled again this year.

“Everyone in the library believes in trying to “pay it forward,” said Dr. Nancy Woelfl, library director. “Relatively speaking, the library staff is one of the most generous groups on campus.”

Consumer Health Opportunity

Submitted by Jean Shipman, Edited by Andrew Youngkin

E-Patients: The Techno-cultural Revolution of Health Consumers

Saturday, May 22, 2010, 10:00 a.m.–4:00 p.m.

With the sharp rise in web-informed consumers and today's fast paced communication technology and inclusive health care systems, information is readily available. Many health care systems now offer portable electronic records and electronic prescription services. The technologically savvy generation makes use of tools such as YouTube, blogs, and websites to share experiences in their health care. Yet, with 90 million Americans who do not understand how to read, comprehend, or use health information, will they be left behind in this techno-cultural revolution? Net savvy consumers are now active members of their health care team and will be expected to know more than ever before. This symposium will focus on the interaction between technology, culture, and politics. The ethical, social, and privacy issues concerning these new technologies will also be discussed during lunch roundtables using case scenarios. The day will conclude with an interactive session demonstrating new and upcoming technologies such as personal health records and e-health tools.

Speakers:

Lisa Gualtieri, Adjunct Clinical Professor, Tufts University School of Medicine, and Editor-in-Chief, eLearn Magazine; Regina Holliday, E-Patient, Caregiver, and Medical Advocate; ePatient Dave, Dave DeBronkart, Patient Empowerment Advocate; Janet M. Schneider, Chief, library Service, James A. Haley Veterans' Hospital; Adam Szerencsy, Clinical Director for the MyChart-MyHealth project, and

Taneyia Koonce, assistant director, Eskinid Biomedical Library, Vanderbilt University Medical Center.

Additional information will be forthcoming via the symposium website, www.hshsl.umaryland.edu/epatientsymposium/.

Sponsored by the National Library of Medicine, National Network of Libraries of Medicine, Southeastern Atlantic Region, Hospital Libraries Section of MLA, and Federal Libraries Section of MLA

6 MLA contact hours
\$200 MLA members (\$385.00 non-members) includes lunch

Publication Statement

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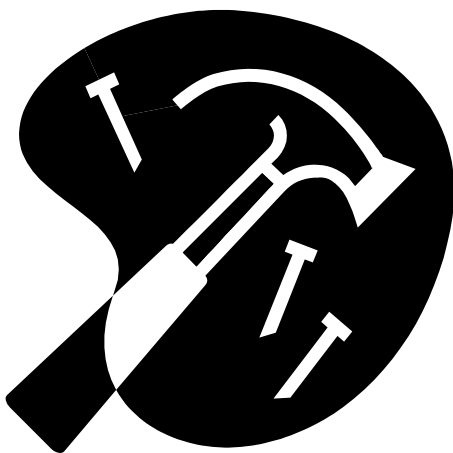


**Midcontinental Chapter
Medical Library Association**

Community Health Library Gets New Space.

Submitted by Holly Henderson, Edited by Kristin Sen

St. John's Van K. Smith Community Health Library located in Springfield, Missouri has recently been remodeled and is now a part of St. John's Cancer Resource Center.



A service of St. John's Health System, the Community Health Library opened in 1991. The library is open to the public and serves residents of Southwest Missouri and North-

west Arkansas. Books, audiovisuals, magazines, journals, pamphlets, and models are available for use as well as internet access. Shelley White, MLIS, MCMLA member, is the primary librarian. In 2008 the family of the late C. H. "Chub" O'Reilly provided funding to expand cancer services and construct a Cancer Resource Center (CRC). The Library has always been located in the Cancer Center at St. John's, now the O'Reilly Cancer Center, and was incorporated into the new CRC. The CRC serves as a central location to connect people to information, education, financial assistance, support groups, survivor services, screening programs, and more. Financial counselors, nutritionists, social workers, and cancer care coordinators are available to provide assistance.

As a part of the remodel the library received new shelving, service desk, public computer workstations, and display space for materials. The library truly is the hub of the CRC, with the library housed in the middle and the other services surrounding it. The library is already seeing increased use due to greater visibility. Private consultation space with

audiovisual viewing capabilities and conference room space are additional features the library shares with the CRC staff.

St. John's Van K. Smith Community Health Library is named for the late Mr. Van Smith of Mountain View, Missouri. He was a community philanthropist and co-owner of Smith Flooring in Mountain View. Mr. O'Reilly was a long-time community philanthropist and co-founder of O'Reilly Automotive.

Section Shuffle at MLA 2010 in DC

Known for our technology trends presentations at Annual Meetings, The Medical Informatics Sections has much to offer: listserv, blog, resources on self-education, contacts with others who have similar interests, and other resources.

The Medical Informatics Section, established in 1988, provides a forum for education and communication among medical librarians, health professionals and other information sciences professionals.

Although definitions vary, medical informatics focuses on broad-based computer applications involved in the transfer of information for health care and for the education, research, and administration that support it.

If you can't be at the meeting, visit, see <http://www.medinfo.mlanet.org/index.php>

For more information, contact:
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Health Literacy Awareness Column

Submitted by Angela Arner, Edited by Cindy Mitchell



We are painfully aware of the issues, of health and well-being, affecting children, especially as we watch the stories unfold for the

children in Haiti. Our humanity reaches out to them, most of all, as we hear the stories and see the photographs coming to us through the media.

I thought I would devote this column to resources which have come to my attention in the last several weeks. Health disparity issues for parents, of course, affect their children – from child safety to their ultimate survival.

Perhaps you will have the opportunity to share these resources with the health professions and consumers you serve.

The first resource was reviewed by Siobhan Champ-Blackwell in a recent posting on her **BHIC Better Health In Community** blog.

A Healthy Baby Begins with You

<http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=2&lvlID=117>

The Office of Minority Health (OMH), of the Department of Health and Human Services, is launching **A Healthy Baby Begins with You** – a national campaign to raise awareness about infant mortality with an emphasis on the African American community – as one of our efforts to end health disparities among racial and ethnic minorities

A recent NCBI recurring search retrieved numerous references from journals published in the last year. Most of the November, 2009 issue of Pediatrics is devoted to health literacy issues affecting children.

Wolf, MS, et al. Literacy and learning in health care. Pediatrics. 2009. Nov; 124, Supp 3: S275-81.

Johnston, V, Lea T, Carapetis, J. Joining the Dots: The links between education and health and implications for Indigenous children. J Paediatr Child Health 2009 Oct 26.

Headly, AJ, Harrigan J. Using the Pregnancy Perception of Risk Questionnaire to assess health care literacy gaps in maternal perception of prenatal risk. J Nat Med Assoc. Oct; 101 (10):1041-5.

Savio Beers, LA, Hollo RE. Approaching the adolescent-headed family: a review of teen parenting. Curr Probl Pediatr Adolesc Health Care. 2009 Oct 39(9): 216-33.

Rosen H, et al. Lack of insurance negatively affects trauma mortality in US children. J Pediatr Surg. Oct : 44(10): 1952-7.

And finally, this article focuses on one of the most potentially dangerous issues for parents—dangerous mistakes when giving medicine to children.

Bailey SC et al. Predictors of misunderstanding pediatric liquid medication instructions. Fam Med. 2009 Nov-Dec; 41(10): 715-21.

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MCMLA2011 – Save the Date

MCMLA2011 will be held in St. Louis from September 21-23, 2011. The conference hotel is the Hilton – St. Louis Frontenac. Hotel room rate is \$109.00. Follow the developments of MCMLA2011 on our blog: mcmla2011.blogspot.com

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