



the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
Volume 26, Number 3, Fall 2008

From the Chair



There is a lot going on at MLA and in the Chapter. On the home front, Jen de Richmond has come up with some great continuing education opportunities including the November 13th program, *Geeks Bearing Gifts: Unwrapping New Technology Trends*. Webmaster Gary Kaplan will unwrap the Chapter's effective use of technology with a presentation on our web site. Isn't the website great – so much helpful information! I found Stephanie Ferretti's post on the presidential candidates' health care plans particularly informative.

On the party front, Lenore Hardy is planning the annual meeting in April. In response to member comments, we will have an evening program, no doubt a convivial evening in an interesting venue. An additional April event has been put together by our colleagues at Hershey. Cynthia Robinston and Valerie Gross have been awarded RML funding for a meeting on library space (congratulations to them for a great proposal on an interesting topic).

The Tri-Chapter meeting is a go for October 2009 and our members

are prominent in the planning process. Program Chair Cynthia McClellan is on the Steering Committee, and Gina Kaiser, Rachel Resnick, Nancy Calabretta, and Andrea Kenyon are all playing major roles. There will be many opportunities for Chapter members to contribute.

Speaking of contributions, Sheryl Panka-Bryman has joined the board as Secretary, Stephanie Ferretti as Government Relations Chair, and Betty Warner as Nominating Committee Chair. Thank you all.

Looking to National, the lure of Hawaii has many of us taking a creative (or woeful) look at travel budgets. And some of us, looking at the general financial landscape, are thinking that delayed home improvements or left-to-fantasy vacations might have been better investments than our 401(k)s. Whatever! Wherever we gather, be it Philadelphia, Hershey, Honolulu, or places in between, the fellowship of our members is a coin of true worth. I look forward to seeing you all at Chapter events.

Etheldra Templeton
Chair, 2008-2009

From the Editor



*Rachel R. Resnick
Communications
Committee Chair,
2007-2009*

Hello, and welcome to the fall 2008 issue of *the Chronicle*. As you gather the falling leaves outside your home and gather your family close inside to celebrate the upcoming holidays, I hope you will remember to gather a few other things as well: your list of activities, so that you can apply for membership in the Academy of Health Information Professionals; your pennies, so that you will be able to attend MLA2009 in beautiful Hawai'i; and your courage, to finally apply for that MLA grant you have had your eye on (Hurry! The deadline is December 1!). Details are on these very pages.

In this issue, Chapter Chair Etheldra Templeton updates us on upcoming meetings and continuing education opportunities, as does our Calendar Editor, Janet Clinton. PJ Grier gives us the lowdown on what's happening Down Under (Well, to most of us, isn't Delaware considered Down Under?). Jo-Ann Babish gives us the news around the region, while Sheryl Panka-Bryman provides focus on a long-time member, Nancy Calabretta. Our indispensable,

extensible ;) TechnoHumanist, Carlos Rodriguez, teaches us a little about XML, and the folks from the Middle Atlantic Region present the Strategic Program Plan for Member Participation.

If there is something that you think is missing from this issue, please consider writing for *the Chronicle* or for the website. Knowing that this issue would not be published in time for the presidential election, I asked Stephanie Ferretti, our new Government Relations Chair, if she would write something for the website about the candidates' stands on healthcare. Her post was very popular, getting fifty-five views in one day! I should say that *the Chronicle* is no slouch, either (ahem); the last issue was viewed more than 130 times. And our email discussion list, mlaphil-l, had more than 100 subscribers the last time we checked. The website is a great "place" for impromptu, brief surveys or individual questions—you're sure to get reliable advice.

Until the spring—stay warm!

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**The next deadline is
March 1, 2009
for the Winter issue.**

Corrections

In the Member & Library News column of Volume 26, Number 2, Summer 2008, it was indicated that PJ Grier is the Director of the Lewis B. Flinn Library. He is not; he is Library Director for the Delaware Academy of Medicine.

In that same issue, an editing error resulted in displaying the wrong AHIP level for Nina Long. Nina is a member at the Distinguished level.

Member & Library News

*Edited by
Jo-Ann Babish*

Karen Albert, Director, Talbot Research Library at Fox Chase Cancer Center, contributed a book review in the July issue of JMLA, p. 271-2. The reviewed book is titled *Providing Effective Library Services for Research*, published in 2007 by Facet Publishing.

The Family Medicine Residency Program at **Christiana Care Health System** is one of 14 residency programs nationwide that was awarded a Preparing the Personal Physician for Practice grant in 2007. Also known as P to the fourth power, P⁴ is a six-year project to inspire and examine substantial innovation focused on changing the way family physicians are trained to practice medicine. Christiana Care's program is focusing on a patient-centered curriculum of medical care that occurs outside of the hospital. A major part of this program is the Thursday morning conference, a four hour session in which "small groups" are the featured component. Each resident brings a clinical question they have formulated and researched for discussion. These sessions are moderated by at least one faculty member. **Barbara Henry**, the Community Health Librarian, is also the library liaison for this program and for the Family Medicine Department. She is considered faculty and an active member of the team. She participates in the sessions and does live searches as needed. She is on the agenda each week to provide weekly library instruction to the residents about electronic resources, and has presented a lecture on health literacy to the group.

Sharon Easterby-Gannett, Associate Director and Systems Librarian, Medical Libraries, Christiana Care Health System, was appointed to the Value of Libraries Planning Study Committee, National Network of Libraries of Medical, Mid-Atlantic Region. The goal of the study is to develop a research plan and proposal to measure or establish the value of the health sciences libraries, library services, and librarians to administrators in hospitals, academic health sciences centers and other organizations where librarians work.

PJ Grier, Director of Library & Information Services at the Delaware Academy of Medicine, reported that the Academy's libraries and services are featured in the PALINET member spotlight, at http://www.palinet.org/member_spotlight.aspx.

Dan Kipnis and **Gary Kaplan**, both from Thomas Jefferson University, published an article in the Spring 2008 issue of *Medical References Services Quarterly*, 27(1): 33-51 titled "Analysis and lessons learned instituting an instant messaging reference service at an academic health sciences library: the first year." In February 2006, Thomas Jefferson University went live with a new instant messaging (IM) service. This paper reviews the first 102 transcripts to examine question types and usage patterns. It also highlights lessons learned in instituting the service. IM reference represents a small proportion of reference questions, but based on user feedback and technological improvements, the library has decided to continue the service.

Dan Kipnis and his wife, Trish, welcomed their second daughter, Tessa Rose, on September 12th, 2008 at 1:23am. Tessa weighed in at 7 pounds and 15 ounces and measured 21 inches long. Sister Eloise turned 2 years old on September 25th and is thrilled to be a big sister.

Rod MacNeil, Deputy University Librarian at Thomas Jefferson University, has been selected to participate in the 2008-2009 class of the NLM/AAHSL Leadership Fellows Program. Rod has been matched with a mentor, Terry Burton, the Director of the Health Sciences Library at the University of Madison Wisconsin. The NLM/AAHSL fellowships are designed to further refine the skills of senior library administrators with the expectation that these individuals will move into positions as directors within the next several years. The 2008/2009 fellows and mentors met for the first time at the AAMC/AAHSL meeting in

Library News continues on page 4

San Antonio at the end of October.

Sheryl Panka-Bryman, Associate Director for Technical Services and Systems, Temple University, Health Sciences Center Libraries, will serve as secretary of MLA-Phil, completing **Rebecca Raszewski's** term through 2009.

Diane Wolf joined the PALINET Regional Outreach (PRO) Program. The Program began in 2007 and is designed to increase communication with members, introduce new services, and address the needs of the diverse communities within the membership. The PROs visit PALINET member librarians to get feedback, present the latest services and programs, and learn about members' needs and priorities. The PROs are retired or part-time librarians from PALINET member libraries who want to stay connected to the library community. As a PRO, Diane will visit hospital and health care libraries and attend regional medical library meetings. To contact Diane at PALINET, email her at wolf@palinet.org or leave a message at 800-233-3401, x1244.

Staff Changes

Dorothy Berenbrok recently became the Collection Organization Librarian at Scott Memorial Library, Thomas Jefferson University. She had been working as an Information Services Technician and graduated with an MSLIS from Drexel University in the spring.

Kate Eckert is a new librarian on staff at the Talbot Research Library, Fox Chase Cancer Center. She is a recent graduate of Drexel's iSchool, with a Master of Science in Library and Information Science. She

did an internship at the Temple University Urban Archives and also worked as an Information Specialist Consultant for the US EPA Superfund Records Center/Special Library.

Joanne M. Muellenbach is the new Library Director for The Commonwealth Medical College (TCMC), of Scranton, Pennsylvania. For the past twenty years, Muellenbach has worked in hospital and academic medical libraries in the United States and Canada. Most recently, she served as the Library Director for the Northern Ontario School of Medicine, in Thunder Bay, Ontario. TCMC is a new medical college that will serve all of northeastern Pennsylvania. It was granted preliminary accreditation on October 6, 2008 and is now accepting applications for its charter class of 60 MD students for fall 2009. TCMC is also accepting applications for its charter class of 30 Master of Biomedical Sciences (MBS) students, also for fall 2009. The College has campuses in Scranton, Wilkes-Barre and Williamsport. The Commonwealth Medical College is dedicated to training the next generation of physicians in a community-based model. Focusing on selecting students with a propensity for community service, the College's unique structure is designed to provide these students with diverse clinical experiences from the very first day of their education. For further information about TCMC, please visit www.thecommonwealthmedical.com. Joanne recently joined the Philadelphia Regional Chapter.

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MLA Research, Development, and Demonstration Project Grant Deadline Approaches

Apply today for the MLA Research, Development, and Demonstration Project Grant.

Applications are due December 1, 2008.

The MLA Research, Development, and Demonstration Project Grant is awarded annually to support projects that will promote excellence in the field of health sciences librarianship and information sciences. Grants range up to \$1,000 and more than one grant may be awarded in a year.

An application and more information about the grant can be accessed at <http://www.mlanet.org/awards/grants/> or contact Anne K. Heimann, jury chair, at anne.heimann@bryanlgh.org.

MLA Continuing Education Grant Applications Due December 1

Consider applying today for an MLA Continuing Education Grant of \$100-\$500 to develop your knowledge of the theoretical, administrative, and/or technical aspects of librarianship. This grant may be used for travel, lodging, course tuition etc. (see application for details).

Eligible candidates:

- * hold graduate degrees in Library Science
- * are practicing health sciences librarians with at least two years' experience
- * are regular members of the Medical Library Association
- * are citizens or permanent residents of the United States or Canada

For more details and a copy of the application visit MLA's website at:

< <http://www.mlanet.org/awards/grants/index.html> >.

Academy of Health Information Professionals

Become **ONE** of the 1,200 medical librarians who have earned their membership in the Academy of Health Information Professionals (AHIP).

Join the academy and give
your career a boost!

- enhance your personal and professional development
- keep up to date in training and education
- demonstrate your commitment to the profession

Further information on the academy and an application can be accessed at www.mlanet.org/academy/, or contact Lisa C. Fried, MLA, mlapd2@mlahq.org or 312.419.9094 x28.



If you have questions or would like assistance with compiling and reviewing your portfolio, please contact your Chapter AHIP liaison, Esther Dell at eyd1@psu.edu or (717)531-8633.

What has NN/LM MAR been up to lately?

The National Network of Libraries of Medicine, Middle Atlantic Region (NN/LM MAR) is pleased to present the Strategic Program Plan for Member Participation.

The Plan expresses the MAR's vision in terms of specific annual goals for both library improvement (to support libraries providing quality health information services), and outreach (to provide health information programs to the community). The Plan addresses those responsibilities that are for the membership at large and those that are specifically tied to the awards program.

The plan is based on the 2006-2007 (Year 1) MAR member needs assessment. The Regional Advisory Committee ratified the Plan in February 2008. A complete version with extensive appendices is available on the

MAR website, at:
<<http://nnlm.gov/mar/about/pdf/marstrategicplan.pdf>>.

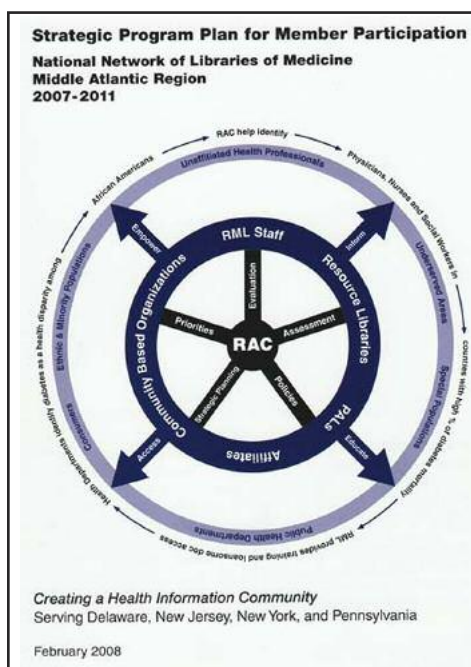
A formal launch of the Plan took place in

May at the Medical Library Association 2008 Annual Meeting in Chicago. Karen Brewer, Director of NN/LM MAR, provided an introduction to MAR's process in producing the Plan. Attendees received a condensed version in booklet format.

By now, all network members will have received this booklet in the mail, along with a poster describing the four-year Strategic Plan.

If you have any questions or would like additional copies of the

booklet or the poster, please contact Sue Hunter, Planning & Evaluation Coordinator, NN/LM MAR, at hunter@library.med.nyu.edu or call 212-263-4179.



Consumer Health Collections Get Infusion: a \$20K allocation for materials and upgrades

*PJ Grier
The Delaware
Academy of
Medicine,
Newark, DE*

A recent consultant study found that the average publication age of consumer health information materials in Delaware's 33 public libraries is 15 years old, which means the majority of items were published in 1993. While this ugly fact has been known by staff at the Delaware Academy of Medicine, comprehensive state action did not occur until now; there are several reasons why. Public library funding formulas are complex and sources come from all levels of government and other entities, which are applied to competing priorities that get implemented locally.

The Academy's success has been in keep-

ing this message, front and center, with all stakeholders, including government leaders, community groups, the public, and library personnel. As a result, we are pleased to announce that Annie Norman, State Librarian, has allocated \$20,000 in a deposit account to be used by the three county Academy consumer health librarians for purchases of up-to-date health information materials that will be available to the general public. In most cases, the Academy librarians will work collaboratively with the

Consumer Health continues on page 8

XML (eXtensible Markup Language) has been in existence for approximately ten years. When it arrived on the World Wide Web scene, it created and received a lot of excitement and hype. Since then, the furor has died down to the point that you may think it is rarely used.

On the contrary, XML is alive and well and doing just fine. The reason you seldom hear about XML is that it does not have the glitter and “sexiness” that other technologies such as Flash, Shockwave, and HTML have. It does not have that instant gratification factor that those other technologies deliver. Also, as usually happens in life, hype differs from reality.

Some people did not understand the purpose of XML and thought it would replace HTML. This was far from the truth. XML was not developed to replace HTML. XML complements HTML.

Here is a general overview:

XML is not a true markup language, but a system for writing markup languages. HTML, which is a markup language, was created for the purpose of telling browsers how data should look: for example, that a web page should use a certain font or a specific size, or that certain words should be bolded or italicized. HTML's sole focus is the appearance and display of data, unconcerned with what that data is. XML, on the other hand, focuses on what that data is and how to structure, store and transport it.

XML has a set of guidelines that enable you to design a text format to define your data structure. Like HTML, XML uses tags, but they are not predefined. Think of XML tags as labeled containers or boxes. When you do spring cleaning and find clothing you no longer want, you might put that clothing in a box labeled “For Charity.” By labeling the box, you will recognize the contents of the box and will be able to find it easily when you need it. XML tags serve a similar function. They define the data content.

For instance, if you have a file of separate lists, one which contains phone numbers

and another, book titles, and you want to add the only the phone list to a web page, you would have a problem if you created your lists using the HTML list tag . The browser would not be able to distinguish the book titles from the phone list.

Since XML is eXtensible, you can create a new tag, <phonenum> and define the phone data with the <phonenum> tag. With XML, the browser will read the web page's style sheet, go to the lists file, and select just the <phonenum> list to display. If you had any specific formatting for the phone list display, it will still be there. Content changes can be made in a central location, so if your phone list changes, you can make your updates to the file rather than to the various web pages where the list might appear.

In addition to being able to make changes from a central location, by separating the content from formatting XML makes it possible for web designers to use the same data on different platforms.

These days people get data and information from various platforms - PCs, Macs, cell phones, PDAs, and television. To reach more than one of these platforms, a web designer must make pages for each platform or scale down the design in order to make the pages more compatible with the other platforms. Using XML, the web designers can repackage the data in containers that each platform can accept and display. For example, the passing text you see at the bottom of the screen when you are watching CNN or the Weather Channel is created with XML technology.

XML is the Black Swan Theory in practice. The Black Swan Theory says that just because you have never seen black swans, does not mean they do not exist. (Nassim Nicholas Taleb – “What is a “Black Swan?” <<http://www.youtube.com/watch?v=BD bu-JtAiABA>>).

The person who has made The Black

TechnoHumanist continues on page 8

TechnoHumanist continued

Swan Theory popular is Dr. Nassim Nicholas Taleb, who wrote the book *The Black Swan*. Taleb's premise is that many discoveries are undirected and unpredictable, but they can have a high impact on us.

Librarians and our patrons are exposed to a variety of XML applications: both PubMed and amazon.com use XML technology to display information; other applications include RSS feeds and interlibrary loan systems. The Library of Congress and

the eScholarship initiative at the California Digital Library also use XML technologies to manage the content of their collections. XML is an evolving technology that shows a lot of promise and potential for managing and displaying content on the World Wide Web.

Since this is my last column for 2008, I would like to wish everyone a Happy and Safe Holiday Season! C U in 2009!

Consumer Health continued

state's public library Collection Development Team, which has statewide librarian representation, to assist in purchase decisions and to determine the libraries in which the materials will initially reside. Traditionally, the Academy's host libraries (Bear, Dover, and Rehoboth Beach) have been beneficiaries of nearly \$9,000 yearly for new purchases; however Academy health information program funding suffered a 7.2% reduction for FY09. The \$20,000 allocation will be spread among the other public libraries to augment their materials. When asked by public library directors, Academy librarians all along have been withdrawing outdated health information items from public library shelves.

Purchases will be made, when available, in English and Spanish. In Kent and Sussex Counties the materials will be part of what is known as a "floating collection." A floating collection makes efficient use of library resources, thereby enabling participating libraries to pool their collection dollars by making collaborative decisions and purchases to better serve the public's needs.

While the State Librarian has stressed that this is a one-time grant, it by no means implies that the issue is fixed. The good news is that it is a crucial first step in updat-

ing a vital public collection that improves the health literacy capability of all Delawareans.

Member Profile: Nancy Calabretta

*Edited by
Sheryl Panka-
Bryman*



Please talk about your current professional position. Describe what you do and for which organization.

I'm a reference librarian at the UMDNJ Camden Campus Library at Cooper University Hospital. It seems to me that we have the best mix of aca-

demic and hospital library settings here at Cooper.

The hospital is a clinical affiliate of the Robert Wood Johnson Medical School – approximately a third of each class comes to the Camden campus for their third and fourth years.

We also have a growing number of residency and fellowship programs as well as training for radiology techs, radiation oncology technologists, perfusionists, and nurse anesthetists.

We serve a very active group of clinicians. Our clinical nurse educators are always coming up with new programs and it seems as though most of the staff nurses have gone back to school – we do a lot to support all these people. Librarians here are actively involved in teaching evidence-based practice for both medicine and nursing, supporting patient care through provision of both literature searches for docs and nurses as well as providing patient education materials directly to patients.

When the hospital's new patient care pavilion opens in December, we will also be opening a new Health Resource Center for patients and families, entirely separate from the medical library. The Center will house 5 computers, a small book and pamphlet collection, some anatomical models and charts, a private teaching area and – best of all – librarians!

What is your past professional experience?

Well, I've been a medical librarian for

practically my whole life! I actually had the most impressive title in my very first job when I was just 23 years old – I was Regional Reference Librarian of the Mid-Eastern Regional Medical Library Service at the College of Physicians of Philadelphia! We had a typewriter, a TWX machine and a Minolta copier (talk about technology – a long career in librarianship gives real meaning to the concept of life-long learning).

The College was like a post-grad fellowship in medical librarianship because not only did I meet and serve all the librarians in the PA/ DE/ southern NJ region, but I was mentored by all-star librarians June Fulton and Chris Balonis.

From the College I went on to the Scott Memorial Library at Jefferson. More great librarians, more technological advances: dialup access and acoustic couplers for MEDLARS, Dialog and BRS to databases on CD to web access and the Internet.

While I was at Jefferson I began teaching grad classes at Drexel – Medical Bibliography and Biomedical Database Searching. I was always trying to attract the best and brightest students to medical librarianship – and I was pretty successful. I first met many current MLA members in the classroom.

What do you find most interesting about your work?

Probably the fact that it is always changing, that there is always something new to be learned. That it is challenging, worth doing and never boring.

In one day, I can do searches on neurocystercosis and best practices for post-op vital signs monitoring, find info on chest tubes for pneumothorax in the NICU for parents of a preemie, discover great statistics on who is using our RealTime EBM wiki around the world, and order Functional Francis for the Health Resource Center!

What qualities or traits do you find most helpful in your work?

Flexibility, empathy, curiosity and – al-

Member Profile continues on page 12

Calendar

*Compiled by
Janet C. Clinton*

PALINET Workshops

Location: PALINET
3000 Market St., Suite 200
Philadelphia, PA 19104
Registration & Information for all locations: (215) 382-7031 or
http://www.palinet.org/ep_workshops_results.aspx?Type=FTF

Workshops at the Philadelphia site:

November 6	Open source discovery portal camp
November 13	Library budgeting fundamentals: terminology, methods and managing
December 11-12	Advanced series cataloging (SCCTP), Parts 1 & 2

To register for online workshops:
http://www.palinet.org/ep_workshops_results.aspx?Type=Live

November 12, 2008

Survival Tips & Stories: expanding the library's services in times of disaster
Sponsor: Medical Library Association, an educational webcast
Information & Registration:
http://www.mlanet.org/education/distance_ed/disaster/index.html
Registration: Send e-mail to: rml@library.med.nyu.edu

November 13, 2008

Geeks Bearing Gifts: unwrapping new technology trends
Sponsor: Philadelphia Regional Chapter, MLA
Location: Hahnemann Library, Drexel University
245 N. 15th Street, Philadelphia, PA 19102
Information: <http://nnlm.gov/training/geekgifts/index.html>
Registration: Send email to: jderichemond@ecri.org

November 21, 2008

Measuring Your Impact: using evaluation for library advocacy
Sponsor: NN/LM MAR
Location: Penn State College of Medicine, George T. Harrell Health Sciences Library
500 University Drive, Hershey, PA
Information: <http://nnlm.gov/mar/blog/2008/09/22/measuring-your-impact-class/>
Registration: Send email to: rml@library.med.nyu.edu

December 3, 2008

Locating Cancer Information for Your Clinicians and Patients
Sponsor: Health Science Library Association of New Jersey
Location: New Jersey Hospital Association Conference Center
760 Alexander Road, Princeton, NJ 08543
Information, Registration, Directions: <http://www.hslanj.org/locatingcancer.pdf>

January 23-28, 2009

2009 ALA Annual Midwinter Meeting

Sponsor: American Library Association

Location: Colorado Convention Center, Denver, Colorado

Information: <http://www.denver.org/visitDenver/ALA>

Registration:

<http://www.ala.org/ala/conferencesevents/upcoming/midwinter/2009/registration.cfm>

March 30-April 1, 2009

24th Annual Computers in Libraries 2009

Sponsor: Information Today, Inc.

Location: Hyatt Regency Crystal City, Arlington, Virginia

Information forthcoming:

<http://www.infotoday.com/cil2009/>

Ongoing Educational Opportunities

DIALOG training workshops in the United States are now web-based.

For upcoming classes: http://training.dialog.com/sem_info/calendar/webtraining/#us

Health Sciences Libraries Consortium [HSLC]

Location: 3600 Market St., Suite 550, Philadelphia, PA

Information: (215) 222-1532 or http://www.hslc.org/classes_intro.html

NN/LM workshops

For locations, dates, topics & registration: <http://nml.gov/ntcc/classes/schedule.html>

For all educational opportunities: <http://nml.gov/mar/training/#A2>

Special Libraries Association online courses <http://www.sla.org/calendar/>

Save the Date

When?? October 4-7, 2009

Where?? Resorts Casino, Atlantic City

Why?? Tri-Chapter Meeting

Philadelphia Regional, MLA

NY/NJ Chapter, MLA

Mid-Atlantic Region, MLA

Member Profile continued

though there is apparently some question now about how well we actually do this – the ability to multi-task.

If you weren't a librarian, what else can you imagine yourself doing?

I don't know – a lot of “me” is tied up in being a librarian, I think! I almost became a children's librarian while I was in grad school so I do have in mind to become a professional storyteller when I retire.

What do you do for fun?

I think I have the standard librarian hobbies – I love to travel, cook (and eat – ask anyone about how I prepare for MLA), knit, read....

Is there anything about you that other might be surprised to know?

One of my first regular clients in the Reading Room at the College of Physicians, a rather impatient man who came several times to research a congenital dermatologic

condition his baby daughter had, turned out to be Joseph Kallinger, the ShoeMaker Killer! Google his name for the truly gruesome details.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?

It's a great way to meet fellow members, learn new skills, find out what is going on in libraries in your area, support your profession and make your voice heard.

Also, once you have helped to plan a meeting, large or small, you will feel grateful to the people who have planned all the ones you haven't planned! It is a lot of work!

Delaware Academy Service Units Awarded Funding

Over \$94,000 awarded from the National Library of Medicine and others

*PJ Grier
The Delaware
Academy of
Medicine,
Newark, DE*

The Regional Medical Library of the Middle Atlantic Region, based at New York University-Langone Medical Center, serves as the grant-making agent for the National Library of Medicine's network of medical libraries in Delaware, New Jersey, Pennsylvania and New York. Other key funding entities for Delaware include local health-care institutions – Beebe Medical Center, Bayhealth Medical Center, St. Francis Hospital, Nanticoke Memorial, Al duPont Hospital, and two divisions within the Department of Health & Human Services. The Delaware Academy of Medicine serves as the only medical resource library in Delaware. Two Academy service units – Delaware Healthsource (consumer health library programs) and DelMIRA (institutional clinical information delivery programs)—have received funding to augment their outreach, education, collection

development, and licensing capabilities.

Delaware Healthsource: This program has received \$30,000 in restricted funds.

Funds were allocated to outreach, education and collection development. The photo below shows a promotional item produced exclusively for the 2008 Delaware Library Association (DLA) Conference, attended by more than 250 information professionals.

Another outreach event, The Delaware State Fair, co-sponsored by the Division of Public Health and Nemours was held on a hot but fun day – July 22.

Our exhibit table, visited by more than 700 children and adults, served up free toothbrushes, refrigerator magnets, pencil pockets, etc. Children were in attendance

Service Units continues on page 13

from day camps, Head Start programs, YMCAs and families. Both outreach events were subsidized, courtesy of the National Library of Medicine.

Educational programming initiatives were aimed at Bear, Lewes, Greenwood and Selbyville public libraries. They included such diverse topics as *Eat it UP!*, funded by Nemours; *Every Man Can: Raise Healthy Kids*, funded by Jewish Family Services; and *Aircard: Wireless Broadband Utility*, funded by the National Library of Medicine. Additionally, a \$20,000 statewide collection development initiative was completely funded by the Office of the State Librarian.

DELMIRA – DELaware Medical Information Resource Alliance: This program has received over \$64,000 in restricted funds so far this year.

Last year, the Academy formed DelMIRA to address the statewide disparity in access to evidence-based clinical and nursing resources.

Part of the sustainability requirement for

the basic state allocation for DelMIRA is that participating healthcare institutions are required to contribute to the fund, so that by FY12, it will be a dollar-for-dollar match in public and private participation. As such, the FY09 requirement threshold is about \$63,000. This funding is earmarked for licensing and access costs for additional electronic resources for the participating institutions.

New this year is the purchase of a stand-alone access and authentication service, a link resolver which enables users to pass-through directly to licensed full-text journals from a literature search.

The remaining \$1000 is for *Aircard: Wireless Broadband Utility*, which will allow the Academy project manager to provide onsite training on DelMIRA products, independent of a host institution's land-based internet capabilities.



Delaware State Fair – Harrington, DE: Patty Hartmannsgruber, consumer health librarian, Kent County, readies the Academy's exhibit table before the onslaught of children arrives.

the *Chronicle* Editor and Staff



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