



UNYOC/MLA

*Upstate New York and Ontario Chapter  
of the Medical Library Association*

# Newsletter

**Spring 2008**

**In this issue –**

- From the Chair – Diana Cunningham
- 2008 Conference – Across the InfoGorge
- President's Award Winner Warren Hawkes
- UNYOC Membership News – Rebecca Kindon
- Online Productivity Tools – Laura Dixon
- Meet the Musical Medical Librarians – Marilyn Rosen
- Real World 101 in Second Life – Elizabeth Irish
- Become a Member of AHIP – Tom Flemming

@@

**From the chair...**

Greetings to every one of you! This year seems just as busy as 2007! Our chapter web page <http://unyoc.mlanet.org/> has been updated to reflect some of our newest activities. Chapter members continue to be in the national limelight. The January 2008 issue of *MLA News* highlights Sue Ben-dor, as the newest UNYOC recipient of the Katy Nesbit Service Recognition Award, Tom Flemming, our newest UNYOC Fellow, along with the election of Julia Sollenberger to the MLA Nominating Committee. Gary Byrd, who ran as an MLA presidential candidate, still is one of our nationally recognized UNYOC members.

Our enthusiastic planners are already hard at work figuring out how to successfully traverse the Ithaca gorges---no doubt both mentally and physically. Ithaca is the site of our upcoming 2008 annual meeting from Wednesday, October 22 through Friday, October 24, 2008. It isn't too soon to book your conference room at the Holiday Inn-Downtown. Take a minute to check out the "what to see and do in Ithaca;" a total of 237 attractions are linked! Sue

Bretscher ([SBretscher@Lourdes.Com](mailto:SBretscher@Lourdes.Com)) and Brad Long ([LongB@upstate.edu](mailto:LongB@upstate.edu)) co-chair this fabulous committee; they welcome your thoughts on what you would like to see at this conference.

Also, the 2007 annual meeting summary report of our recent Alexandria Bay meeting is available. I am pleased to report that the chapter made a profit of almost \$7,000 from this very successful meeting; thanks go to our co-chairs: Judi Mullins and Bette Jean Ingui and their stellar committee.

Further, our 2007/08 chapter goals and objectives are available (or soon will be) along with the midyear report that I recently submitted to the Medical Library Association. Rebecca Kindon, our new membership chair, has sent out a special survey to better understand your membership needs; we care very much about strengthening the UNYOC chapter and increasing our membership---especially among our Canadian colleagues.

A couple of positions need volunteers. We are still seeking a MLA Chapter benchmarking liaison and now a member-at-large. Congratulations to Pearl Jacobson, who recently graduated and has a new full-time position in a government ministry in Toronto. Pearl has stepped down as our Canadian member on the UNYOC Board.

The reports of the UNYOC members in this newsletter highlight many of our chapter activities in more detail. I am especially delighted that Nora Hardy and Pam White will pursue the charge of the Ad Hoc Chapter Communications Task Force. This fits with the social networking priority of MLA for 2008.

Please do not hesitate to contact me about any UNYOC questions or issues. Or, just stay in touch ([Diana\\_cunningham@nymc.edu](mailto:Diana_cunningham@nymc.edu)).

**Diana**

Diana Cunningham,  
Chair, UNYOC

@@

**Announcing: UNYOC 2008: Across the InfoGorge**

Planning is underway for the 2008 UNYOC Annual Meeting to be held in Ithaca, New York. Reserve Wednesday, October 22 through Friday, October 24 on your calendar. We'll be meeting at the Holiday Inn--Downtown (<http://www.hiithaca.com/>), a short walk from the Ithaca Commons (<http://www.downtownithaca.com/>).

There's plenty to do in and around Ithaca (<http://www.visitithaca.com/attractions/attractions2.cfm?subCat1=Nature%2FParks%2FZoos>),

so plan ahead for a terrific meeting, networking with colleagues, and a great time!

**CONFERENCE PLANNING CO-CHAIRS:**

**Sue Bretscher**

Library, Lourdes Hospital  
8 British American Boulevard  
Binghamton, NY  
Phone: 607-798-5290  
Fax: 607-798-5989  
Email: [sbretscher@lourdes.com](mailto:sbretscher@lourdes.com)

**Bradley Long**

Health Sciences Library  
SUNY Upstate Medical University  
766 Irving Avenue  
Syracuse, N.Y. 13210  
Phone: 315.464.7112  
Email: [LongB@upstate.edu](mailto:LongB@upstate.edu)

@@

**President’s Award Winner Warren Hawkes**

Warren Hawkes received the President’s Award at the 2007 annual meeting of New York State Nurses Association. The award is given annually to an individual who has made significant contributions to the profession of nursing in New York State. Warren is the Director of the Library and Records Management program for the 35,000 member association and has been a staff member for over 28 years.

Warren was working at the annual meeting in Atlantic City, NJ when they announced the award and called him to the dais. After the shock he did manage to make it to the dais, but has no memory of what words he uttered to say ‘thank you’.

Congratulations can be sent to Warren at --

Warren G. Hawkes, MLS, AHIP  
[warren.hawkes@nysna.org](mailto:warren.hawkes@nysna.org)  
Director, Library/Records Management  
New York State Nurses Association  
11 Cornell Road  
Latham, NY 12110

@@

## UNYOC Membership News

Spring ... a time for celebration, new growth, and membership renewals...yes, it is that time already. The UNYOC membership year began anew in January. Fill out your form online and drop it in the mail today!

<http://www.unyoc.mlanet.org/membership/application.html>

And once you've renewed your membership there is just one more thing. The Membership Committee is currently conducting a quick survey of our members, and potential members. Please participate if you have not done so already. Your input and responses on issues pertaining to membership, its value, as well as preferences for continuing education and conference programs are important to us. To access the survey please go to:

[http://www.surveymonkey.com/s.aspx?sm=eW1u\\_2bmRZGjcKp9\\_2bHBX\\_2fqgA\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=eW1u_2bmRZGjcKp9_2bHBX_2fqgA_3d_3d)

### Rebecca Kindon

Health Sciences Library  
SUNY Upstate Medical University  
766 Irving Avenue  
Syracuse, N.Y. 13210  
[KindonR@upstate.edu](mailto:KindonR@upstate.edu)

@@

## Online Productivity Tools (previously published in a longer version in MLA News)

**Laura A. Dixon**, Bassett Learning Commons & Mackenzie Medical Library,  
Bassett Healthcare, Cooperstown, NY

There are times in our work lives when we find ourselves in need of a new tool or two to increase our productivity or to help us organize a project. Although many of us have access to desktop software such as Microsoft Outlook, here are a few additional tools you might find helpful, available from any Internet-connected computer.

**Joe's Goals** ([www.joesgoals.com](http://www.joesgoals.com)) provides a fun, visual way to create or sustain good habits. Set up an account on this free (ad-supported) website, define a goal you want to track and simply click on a calendar grid to check off your achievement of that goal for the day. This could be beneficial for personal and professional goals, such as "Exercise for 30 minutes" or "Work on writing project for an hour".

If you want to keep all your productivity tools in one basket, **Google** ([www.google.com](http://www.google.com)) offers webmail, an RSS feed reader, a spreadsheet program, a word processor, and a customizable home page that can be your personal

portal. One benefit in choosing Google's tools is that you can be reasonably sure they will still be around in a few years and won't disappear without warning. An additional useful Google tool is Google Notebook, which allows you to clip and save web content such as links, pictures, and text; there are browser add-ons for both Internet Explorer and Firefox. Material saved to a Google Notebook can be exported to Google Docs, the online word processor.

**Backpack** ([www.backpackit.com/](http://www.backpackit.com/)) provides a centralized place to keep simple to-do lists and notes. You can have a main page and five additional pages with a free account. One particularly notable feature is the ability to email text to a page. Pages can be kept private, shared publicly, or with a select group of people. Backpack also has a reminder feature; you can set it to email reminders to you on a set day and time.

@@

**Boost Your Magnetism: Services and Resources that Attract  
2007 Conference Review**

UNYOC members gathered for their 43rd annual meeting, **Boost Your Magnetism: Services and Resources that Attract**, held in Alexandria Bay near the Canadian border.

The conference included two continuing education classes, two dynamic presentations on evidence-based nursing and magnet status, two very interesting updates from MLA and RML, an Open Access discussion, an AHIP update, a session on *Attracting and Keeping Clients*, an interactive board meeting, and an enlightening presentation on web usability testing! The exhibitors shared their products with us, and everyone viewed the inspiring poster exhibits.

Once again the basket raffle was a success, and for a few hours we enjoyed touring and networking at Boldt Castle on Heart Island.

I'd like to thank the Conference Planning Committee, the Executive Board and all the attendees for showing their support for the UNYOC chapter of MLA.

Sincerely,

**Judi Mullens**  
2007 Co-chair Conference Planning

@@



## **Meet the Musical Medical Librarians**

Well, at least we call it music!

Our instrument of choice: the kazoo.

Our official band title: Eddie and the Kangkazoos.

If you take a gander at the photo near this article, you will see our library mascot, Eddie Bruin, and our faithful musicians standing nearby. Eddie has become the inspiration for many activities at Edward G. Miner Library at the University of Rochester School of Medicine and Dentistry. His name was given through a medical center wide contest. He has been the center of several mysteries, such as the time he appeared with a broken arm and an eye patch in a wheelchair. The contest became: Based on the outlined symptoms that were discovered at the time of his emergency room visit, what illness does Eddie have? (It was Guillain-Barre Syndrome.) Eddie roams about the library - students deposit him at their study tables, residents snuggle next to him as they catch a few winks, and reference librarians station him at the desk during quiet times. A staff meeting room has also been named in his honor.

It seemed only appropriate when the library staff met to form the kazoo band, that Eddie be included in the title. Once a month, you can find us lunching and rehearsing behind closed doors in the library director's office. It's not that we don't admire our own harmony, we just hesitate to inflict it unknowingly on others!

This fall we provided accompaniment for the monthly birthday celebrations here at the library. Our top tunes -- you guessed it -- "Happy Birthday" and "For he/she's a jolly good fellow."

Our penchant for kazooing led several of us to attend a kazoo concert given at Kilbourn Hall at the Eastman Theatre in the summer. The concert featured Rochester's own nationally known kazooer extraordinaire and author (**How to Kazoo**), Barbara Stewart. A CBS Sunday Morning show crew was filming the event. As a result, three Miner librarians were highlighted on national television in perhaps the shortest public appearance of any human being at any time on TV (my husband was watching and even he missed my face!)

Have we taken our show on the road yet, you may ask? In December, we hosted a birthday party for our namesake, Edward G. Miner, in our atrium. We invited the entire medical center, luring them with cake and a kazoo concert. At least 50 people attended. Was it the promise of our tuneful presentation or the cake? We will never know. We expanded our repertoire to several seasonal songs and even invited the audience to join in with assorted bells and drums that we supplied.

We are currently adding to our repertoire so we can become part of a new program, *Better Day Buddies*, designed to entertain children who are receiving chemotherapy here at the Golisano Children's Hospital. We immediately concluded that children would love our music best if they could participate, so we sought and received a donation of kazoos from *Camp Good Days and Special Times*. Just to give you a visual image: we will be playing an illustrated version of *Old McDonald had a Farm*, will be donning rubber duckies on our caps and shoulders (little tiny ones, held on with Velcro) to that all time favorite, *Rubber Duckie*, and we have a few more surprises up our sleeves as well. (Remember *John Jacob Jingleheimer Schmidt*?)

Miner Library is constantly seeking ways to enhance our team spirit, from birthday celebrations to yearly picnics to a knitting club. Our kazoo band may be a little offbeat, but it is definitely the most fun you can ever imagine having at work, or at least the most laughs. So if you would like to take your library staff to a new level of experience, and form your own kazoo duet, trio, quartet, orchestra, ... you name it! - Email [marilyn\\_rosen@urmc.rochester.edu](mailto:marilyn_rosen@urmc.rochester.edu) and we'll show you how we did it!

**Marilyn Rosen**, MLS  
Reference Librarian  
Edward G. Miner Library  
University of Rochester Medical Center  
601 Elmwood Ave.  
Rochester, New York 14642  
[Marilyn\\_Rosen@urmc.rochester.edu](mailto:Marilyn_Rosen@urmc.rochester.edu)

@@

**Real World 101 in Second Life:  
A Discussion with Carol Perryman / Carolina Keats**

**Elizabeth Irish**  
with  
Guest Contributor **Carol Perryman**

Given our hectic schedules, I think most of us would agree that we often don't have time for a first life, let alone a second! I'd heard about *Second Life*, but admittedly hadn't really given it much thought until I attended a meeting of the Capital District Educational Technology Group on October 9<sup>th</sup>. The session led by Ellen Murphy, Director of Technology Integration at the Sage Colleges, was aptly titled, "Second Life? I Can't Manage My Life."

I was expecting a lecture on educational applications with perhaps a quick demo of *Second Life*. Silly me. Imagine my surprise when the demo was actually a visit with an avatar named Carolina Keats who just happened to be a health sciences librarian providing other avatars with consumer/patient education information. The time just flew by, only a little pun intended for those of you familiar with *Second Life*.

When Carolina shared her real name with us and her Gmail, I quickly captured it in my handy dandy note pad thinking how awesome it would be to have a follow-up discussion with her. When I contacted Carolina, in our world known as Carol Perryman, she graciously not only agreed to be interviewed, but she actually wrote up her responses.

So without further ado, I'd like to introduce you to both Carol and Carolina:

Elizabeth: How did you first become involved in *Second Life*?

Carol: I tell people that Lori Bell dragged me in, and it's true! She's a former medical librarian who used to be a colleague at the OSF Saint Francis Medical Library in Peoria, Illinois, currently the 'spark' behind the very large (more than 700 librarians!) group of libraries and librarians in *Second Life*. I'd left Illinois, and now am a 4<sup>th</sup> year PhD student at UNC Chapel Hill (focused on Evidence-based Librarianship), but Lori and I stayed in touch. She began, quite craftily, to tell me about the SL project, early in 2006. 'Interesting,' I said, 'but I don't have time for that!' Eventually, though, she wrote a grant that was funded by the NLM/Greater Midwest Region, and that was my cue: I became the coordinator for Healthinfo Island,

and continue to work there as a medical and consumer health librarian.

Elizabeth: Can you tell us a little bit about Healthinfo Island?

Carol: Healthinfo Island is more than 'just' a consumer health library – it's a whole island, paid for by an NLM grant (and isn't that an amazing thought?) Together with my colleague, Namro Orman (really Guus van den Brekel, a medical librarian with the University of Groningen Medical Center Library in the Netherlands), we've given space to buildings created or owned by the NLM Special Information Services, the Karolinska Institutet in Stockholm, contractors with the NIH, and not least, to a building/project funded separately by NLM, the Accessibility Center. Coordinator for that project is Gentle Heron, and her work there helping to boost awareness of disability related issues and resources complements her deep involvement with the Heron Sanctuary, a large group of people with disabilities in *Second Life*.

It is not possible for me to describe everything that's going on at Healthinfo Island, but I'll just share a few teasing hints of what's possible:

- We've started up a group called the Health Support Coalition, comprised of support group leaders (and we've found more than 70 health support groups in SL), intended to encourage collaboration and cross-referral, and to mentor new health support groups into SL.
- For World AIDS Day, displays by NLM, an epidemiologist from the U.S., and an HIV positive young person shared space with a workshop about finding top quality information resources using MedlinePlus and PubMed.
- The diabetes support group met at Healthinfo Island with an internal medicine physician in Greece for a wide-open Q&A session on diabetes medications and other issues. As coordinator/facilitator, I acted as liaison between the group and the physician, and then conducted searches in PubMed to support his work, an incredible event. We'll be doing the same with an AIDS/HIV support group, who asked for a Q&A on experimental treatments.

Elizabeth: We met up with Gentle Heron on our way to meet with you. Could you tell us a little more about the Heron Sanctuary?

Carol: As I explained, above, I know Gentle Heron (of the Heron Sanctuary) because she was hired to work with the Accessibility

Center project. The Sanctuary itself, as a separate group, is situated on land provided by the Info Islands. We are working as close colleagues on the Accessibility Center project, collaborating on events, and will very possibly be working on a third, shared grant – keep watching this space!

Elizabeth: Who is your typical customer and what types of questions do you encounter?

Carol: A lot of the people who come to the island are librarians or health professionals, curious about what's going on. However, I do get 'real' consumer health questions, and if anything, they can be more complex than those I dealt with in real libraries. For example, one of my first questions came from a woman in Italy, who wanted to know about new and experimental migraine medications. There was a bit of a language barrier (and I was not certain about guidelines for treatment in her home country), and she was what we definitely would consider a more sophisticated consumer. She had been dealing with migraines for a number of years, and had used PubMed to search with some success. I conducted a search for her (again, using the freely available PubMed) and sent her citations via email. I also set her up with a current awareness feed, and met with her to do some one-on-one training to improve her search skills.

Elizabeth: Since anonymity is highly valued in *Second Life*, can I mention your avatar's name?

Carol: You can absolutely use my avatar name. While I'm working in SL I don't hesitate to use my real name and email, because I'm very conscious of the need to build trust – after all, how would a patron know I was 'for real'?

Elizabeth: How does being a reference librarian in *Second Life* differ from traditional reference service?

Carol: While at Saint Francis Medical Center, I worked in the library's new consumer health library; as a Triangle Research Libraries' doctoral fellow, I looked at the consumer health activities of both the Duke University Medical Library and UNC Medical Library – so I have a fair basis for comparison. One thing that's very different is that patrons are not only FROM all over the world – they're still there! So languages and standards are varied and can be real barriers. I can't help someone who doesn't speak English, even though I'd like to – I don't trust Babelfish to translate, and cannot evaluate health information provided in another language.

Another difference is that I cannot use proprietary resources, especially those that provide materials in full text paid for by contract with a library. Instead, I use the free PubMed, MedlinePlus, and other resources. I've had a few questions where the freely available resources aren't enough, and so far have dealt with them by providing the patron with a set of subject headings (from PsychInfo, in one instance) they can use with a database at their own local medical library.

When I first got to SL I thought (who knows why!) of my new job as one where I could sit at a reference desk, but a virtual one. Instead, I've been involved with such things as forming the land, building displays – very hands-on involvement!

Perhaps the largest difference between SL and 'real life' is one that's most important: the opportunity to interact with librarians, health professionals, and people from health associations (such as NLM, NIH, IBM, and CDC) one-on-one. It has been an astounding experience to brainstorm with people at this level who are also trying to explore this very new world. Networking opportunities occur daily. I can work with library students, collaborate on an article, and try out new class ideas, using feedback to improve on my very real desire to incorporate hands-on and interactive experiences into the classroom.

Elizabeth: Do you have any advice for someone interested in becoming involved?

Contact me ([cp1757@gmail.com](mailto:cp1757@gmail.com))! I came in mentored by Lori Bell, and after hearing about the experiences of others, I really think this is a great way to do it. After all, you have to fall in the ocean a few times, and other embarrassments, before you feel more or less 'at home' in *Second Life*. Until you do that, it's hard to appreciate the benefits and the immersive experience for what it is. If I can get on my SL soapbox for a minute – to me, as a medical librarian, SL offers the opportunity to engage in exploration: who are we and what do we do, outside of our institutional environments? Medical librarians are exploring the possibilities – and until we jump in, we cannot really know what our future might hold.

More practically speaking, Healthinfo Island could use some help. So if you're interested in helping to create informational displays, or you'd like to try your hand at doing a workshop like the ones I've done on finding quality resources, I'd love to work with you. Being affiliated with a group really can help as you orient to this

environment. Another way of just getting more familiar is checking out the SLHealthy wiki, created as a way to catalog SL health-related groups and locations. Located at <http://slhealthy.wetpaint.com/>, the wiki's an ambitious project that grows daily, and is open for your input.

I can't thank Carol and Carolina enough for bringing a little *Second Life* real world to us!

If you've never seen *Second Life*, you can get a quick look at it on this YouTube video about MD Kiosk Virtual Health Island on *Second Life* at <http://www.youtube.com/watch?v=U3Szet7MJEM>

@@

**Become a Member of the Academy of Health Information Professionals Today**

Join over 1,100 academy members and discover what medical librarians are saying...

“Before AHIP, I was like a fish out of water - now I am swimming!”  
*Vanina Chavarri*, AHIP, Library Director, Health Resources Center, Medical Library, Alpena General Hospital, Alpena, Michigan

“The AHIP program allows me to continue my personal journey in service, and — learning in my personal and professional development.”  
*Peter Droese*, AHIP, MassHealth Health Policy Library, Executive Office of Health & Human Services, Commonwealth of Massachusetts—Boston

“As a new medical librarian, having an AHIP mentor to guide me in all aspects of professional development has been invaluable.”  
*Danielle Carlock*, AHIP, Polytechnic Campus Library, Arizona State University-Polytechnic—Mesa

Further information and an application can be accessed at [www.mlanet.org/academy/](http://www.mlanet.org/academy/) or contact Lisa C. Fried, MLA, at 312.419.9094 x28 or email [mlapd2@mlahq.org](mailto:mlapd2@mlahq.org).

@@

**See you in October at  
UNYOC's 2008 Conference  
Across the InfoGorge!**

