

PSS NEWSLETTER

FOR MEMBERS OF THE MLA PUBLIC SERVICES SECTION

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Heading Out to San Diego!

As you are packing your bags and getting ready for San Diego, be sure to glance at the MLA program and mark all Public Services' events. I know Charles Greenberg, our Chair-Elect, has been busy this year arranging the program. He will be enlightening you further about PSS presentations, round table discussions and the business meeting. Since Charles will be presiding at the business meeting in San Diego, I would like to take this opportunity to thank everyone for their involvement and hard work. We were not able to reach all of our goals this year, but I have do doubt that under Charles' able leadership, the 2002-2003 goals will be reached this coming year along with several new 2003-2004 goals. The Public Services section is fortunate to have such a strong and innovative leader for the coming year. I have enjoyed serving as chair for PSS this past year. While I will not be coming to San Diego this year, I do hope to be able to see you all next year. Have a wonderful time at the meeting

*Sondra Pfeiffer
Chair, Public Services Section*

Yeah, Yeah—We Know...

This issue of the PSS Newsletter is *soooooo* small ("How small is it?") that you'd have to go outside just to change your mind! (*drum roll*) Still, we wanted to get the darn thing out before the Annual Meeting in San Diego, so we hope we can be forgiven for the shallow coverage.

However, your faithful editors would also like to remind the membership that the newsletter really needs your submissions in order to be great. Our thanks go out to Sondra, Susan, Margaret, and Bernard for all their efforts, and we look forward to seeing you all in San Diego!

*From Ye Editors,
Stew and Michelle*

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**Public Services Section Listserv
Subscription Information**

To subscribe send a blank message to

pssmla-subscribe@yahogroups.com

or go to

<http://groups.yahoo.com/group/pssmla>

and click on "Subscribe"

New PSS Members

Spring is renewal time, so do not forget to renew your membership in the Public Services Section, if you have not yet done so. Please encourage your colleagues to join as well. Currently, the membership numbers 220.

By the end of April, the Membership Directory will be sent to you via e-mail. The future plan is to update the PSS Membership list quarterly. Those without e-mail will receive a copy through the mail. Please contact me if you do not receive a copy, or have any questions or problems.

Below is a list of new members. Full address information will be in the directory. Welcome new members!

Dick Carr, University of New Mexico

In-Soon Chi, University of Kentucky

Kathel Dunn, New York University

Karen Goodell, Palmer College of Chiropractic

Alexa Mayo, University of Maryland at Baltimore

Andrea McLellan, Dalhousie University

Thomas Mead, Dartmouth College

Barbara Ryken, Samuel Merritt College

Erika L Sevetson, University of Wisconsin-Madison

Kathy Slack, National Library of Medicine

Susan Suess, Pikeville College

Leslie Wolfgang-Jackson, University of Kentucky

*Submitted by Susan Dorsey
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From Realia to Virtual Reality

Margaret Vugrin, a 17-year veteran reference librarian at Texas Tech Health Sciences Library, will be presenting in the Diving for Treasure Medical History section at MLA. Her presentation, entitled "From Realia to Virtual Reality," highlights the Texas Tech Health Sciences Library's Wheeler Collection project. For Vugrin, this project represents an amalgamation of her personal passion for photography and her career as a librarian.

Her interest in photography began as a young mother, photographing her children for many years, as mothers do; however she has been a serious photographer, exhibiting and winning awards for the last six years. In 2002, she won a National Grand Prize from AAMC's 5th annual photography competition. She has studied graphic design over the past few years and is currently taking a class in development of interactive media.



The presentation covers the historical development of photographing realia, graphic design of advertising brochure and poster, and the beginnings of a virtual collection of medical and pharmacy realia at an academic medical center library. Texas Tech Health Sciences Library was endowed with a significant collection of medical and pharmacy realia. Having a

librarian/ photographer/graphic designer on staff made it possible to professionally photograph, design and create advertising materials for this collection. Vugrin will discuss the required photographic, electronic and institutional resources.

Vugrin believes this experience is one example of how the classic role of the librarian is changing. Librarians have always been in the forefront in technology and digital information. This project and the enthusiasm it has generated demonstrates the expansion and evolution of the role of the librarian using visual technologies to enhance the mission of the library.

Vugrin's paper presentation, "From Realia to Virtual Reality," will be part of the Section Program, "Diving for Treasure: Library Exhibits from Idea to (Virtual) Reality." She will present on Tuesday, May 6th, from 3:22 p.m. - 3:38 p.m. in Garden Salon Two at the MLA Annual Meeting.

Online CME Guide and Bibliography

Every physician knows that he or she must earn continuing medical education (CME) credits to maintain licensure, hospital privileges, specialty membership or membership in insurance payment plans. During the past few years, an exciting new form of CME has emerged: Online Continuing Medical Education (Online CME). Medical librarians are in a strong position to pass this information along to physicians.

What are the types of instruction I may find in Online CME?

There is a wide variety of instructional formats to suit every doctor's preferences. Examples include:

- Simple text or text-and-graphics (like reading a textbook or journal)
- Slide-audio or slide-video lectures (like being at a lecture)
- Case-based interactive (like treating a "real" patient); you get to make choices according to the clinical presentation
- Quiz questions and answers (the program asks you a question, waits for your answer, and then gives you explanations and information based on your answer)
- Games where you gain or lose points for your answers
- Correspondence courses (a group of doctors study material and correspond with each other by e-mail)

How do I find CME courses that interest me?

Finding the right CME courses for you can be challenging at first, because there are more than 200 Web sites offering more than 10,000 activities and more than 19,000 credit hours. There is no single place on the Internet which will show you exactly the instruction you want; however, there are a few sites where you can begin.

Visit the *Annotated List of Online CME* <<http://www.cmelist.com/list.htm>>. Choose your area of interest or medical specialty from the list at the top of the page; then choose from the sites or courses that interest you. For example, a family physician might start from the Family Practice section <http://www.cmelist.com/family_practice.htm> of the Online CME List and then go to the *American Academy of Family Physicians* site <<http://www.aafp.org/x3297.xml>>, or to *FamilyPractice.com* <<http://www.familypractice.com/>>, a very nice site produced by the American Board of Family Practice.

An internist could start at the Internal Medicine section <http://www.cmelist.com/internal_medicine.htm> of the Online CME List, and then go to *Clinical Problem Solving Cases* <<http://cpsc.acponline.org/>>, sponsored by ACP/ASIM, or to *Johns Hopkins Advanced Studies in Medicine* <http://www.asimcme.com/htmlfiles/cme_prog.html>.

A cardiologist might start at the Cardiology section <<http://www.cmelist.com/cardiology.htm>> of the Online CME List and then go to *CardioVillage* (University of Virginia) <<http://www.cardiovillage.com/>> or to Baylor University's extensive list of cardiology offerings <http://www.baylorcme.org/specialty.cfm?menu_id=38>.

Other specialists will find Web sites offering CME in 22 additional specialty areas, from Allergy to Urology, linked from the main page of the Online CME List.

(Continued on page 6)

Online CME Weblibliography, cont.

(Continued from page 5)

Some other ways to find Online CME

The Online CME List, described above, is a good way to find Online CME sites (collections of many CME courses or activities). To find specific individual CME courses (usually one to two hours in length), visit one of the sites described below. Each of these sites gives you the ability to search for individual courses by entering keywords or choosing from a list of subjects.

Medscape <<http://www.medscape.com>> has about 150 CME courses in multiple specialties at any one time. Most courses offer 1.5 free credit hours. Most are text or slide-audio lectures. Registration is unobtrusive and easy. Once you have registered and chosen your medical specialty, each time you re-visit Medscape, you will automatically be taken to your specialty area. With your permission, Medscape will send you periodic e-mails about CME courses that may interest you.

Doctor's Guide <<http://www.docguide.com>> offers descriptions of, and links to, about 1000 online CME courses. These courses are not produced by *Doctor's Guide*, but the site gives you enough information to help you decide whether to visit the course. When you visit the linked course, you may have to register again, and if the instruction is not free, you will have to pay for credit. As with *Medscape*, you can set up a homepage for your specialty and receive e-mails about courses of interest.

CE Medicus <<http://www.cemedicus.com/>> offers access and free CME credit to about 450 online CME activities created by six CME providers. Once you register at *CE Medicus*, all courses are free and no additional registration is needed. *CE Medicus* will also keep track of all your CME requirements and activities if you wish.

Virginia Passes Tough Anti-Spam Law

Spammers now risk landing in prison and losing their riches under a tough new Virginia law signed April 29th.

Authorities in Virginia, home to America Online and MCI, can also apply the law to spammers from other states, because so much e-mail traffic passes through their state.

"We want to be able to put out not only a potential criminal violation with the felony but also to seize the proceeds from this illegal activity - their cars, boats, airplanes, homes," Virginia Gov. Mark R. Warner said.

The federal government says two-thirds of the spam messages clogging e-mail servers and accounts make false claims in some way.

Although many other states have anti-spam laws, this is the first spam-related legislation that allows authorities to seize the assets earned from spamming. Authorities can also impose up to five years in felony prison time.

The Virginia law also prohibits tools that automate spam and the forging of e-mail headers, which contain identification information on the sender and its service provider. Spammers often forge the headers to hide their identities and cover their tracks.

In the same week as the legislation was signed into law, AOL, Yahoo and Microsoft announced a joint initiative to combat spam through such techniques as identifying and restricting messages with deceptive headers.

Library Instruction on the Half-Shell: Technique vs. Technology

This year's PSS-contributed section programming includes *Library Instruction on the Half-Shell: Technique vs. Technology*. This program will focus on the use of high-end technological solutions in bibliographic instruction and information literacy. Use of educational technology to complement evidence-based medicine instruction, distance education, and information literacy programs will be examined, and presenters will demonstrate some of the products and techniques they have used.

"Evidence-based practice and information literacy skills: a perfect partnership," presented by Karen Joc from the University of Queensland, Australia, will discuss the application of critical thinking and action-learning paradigms in the library's information literacy programs. This paper will focus on the implementation and critical evaluation of evidence based information literacy pilot project "The Librarian in the Classroom," which was implemented and integrated into the year one curriculum of the graduate entry medical program bachelor of medicine and bachelor of surgery (MBBS), in 2001. Particular focus will be on how this program has contributed to students' acquisition of evidence-based practice and information-literacy education skills.

John J. Orriola, Head of Education Services, Shimborg Health Sciences Library, University of South Florida, will present "Modifying instructional techniques to manage complexities in technology: the Guide to Medical Literature Searching, an atypical approach." His purpose is to present the rationale, development, implementation, and evaluation of an alternative instructional format based on the premise that information seekers have to manage a growing and ever-changing medical literature access structure in the face of the proliferation of electronic resources, further complicated by the absence of standards in interface design. While typically literature searching instruction identifies a database and an interface (e.g., MEDLINE/Pubmed, MEDLINE/Ovid, CINAHL/FirstSearch, etc.) Orriola attempted to provide database training focusing on the common elements of databases with an overlay of specific data-

base characteristics and features.

Janet G. Schnall, AHIP, and Terry Ann Jankowski, AHIP, Information Management Librarians, Health Sciences Libraries, University of Washington, will present "Streaming video and electronic surveys: using new technologies for teaching informatics in distance learning classes." This paper reports on the use of streaming video for teaching several informatics modules to graduate nursing distance classes and an electronic survey for evaluating the effectiveness of this technique. After production of videos for instruction of PubMed and CINAHL, students in two distance education classes evaluated them via an electronic survey so that future modules and instruction could be improved.

Mary Snyder, Ph.D., Assistant Professor, School of Library and Information Studies, Texas Woman's University, will present "E-evolution in a distance-learning program: blending technique with technology." Three health sciences information services courses, developed over a three-year period (1999–2002), were moved from face-to-face meetings to online formats. The revised courses, "Consumer Health Information Sources" and "Services, Health Reference, and Health Sciences Information Services," incorporated interactive components including: site visits and conference-based instruction, synchronous and asynchronous discussion forums, guest lecturers and online panelists, toll-free telephone access, and extensive library and technology support. A survey of the students was conducted to enhance the teaching, research, and practice in the education of health sciences librarians and health care professionals.

Following the individual presentations, a panel discussion with a question and answer session will follow. For anyone involved in educational programming in your library, we hope you will find this program to be useful and worthwhile.

*Submitted by Stewart Brower
IME SIG Chair and Session Moderator*

Upcoming 2003 Library Conferences

June 7-12

SLA Annual Conference: Putting Knowledge to Work. Special Libraries Association. Location: New York, NY. For more information, visit

<http://www.sla.org/content/Events/conference/2003annual/index.cfm>.

June 21-24

ALA Annual Conference: Looking North to New Horizons. Joint conference with the Canadian Library Association. Location: Toronto, ON. For more information, visit

<http://www.ala.org/events/annual2003/>.

October 2-5

LITA National Forum 2003

Norfolk, VA at the Sheraton Norfolk Waterside Hotel. For more information visit:

<http://www.lita.org/forum03/>

Upcoming Fall Chapter Meetings

Chapter	Dates	URL
Five Chapter Joint Meeting: * the Mid-Atlantic Chapter * the New York/New Jersey Chapter of MLA * the Philadelphia Regional Chapter of MLA * the Philadelphia Chapter of SLA * the Pittsburgh Regional	October 26 - 28	http://www.cbil.vcu.edu/mac/events/2003/meeting.html
Midcontinental Chapter	October 15 - 17	http://www.augie.edu/library/sdla/
Midwest Chapter	September 19 - 23	http://midwestmla.org/2003conference/
North Atlantic Health Sciences Libraries	October 25 - 28	http://www.nahsl.org/2003/index.htm
South Central Chapter	October 3 - 7	http://www.sccmla.org/Meetings/mtg.html
Southern Chapter	October 9 - 13	http://calder.med.miami.edu/SCMLA2003/
Upstate New York and Ontario Chapter	October 8 - 10	http://www.unyoc.org/index.html