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# Consumer Connections



## Message from the Chair

Erica Lake, MLS, Chair, CAPHIS 2018-2019  
Associate Director, Hope Fox Eccles Health Library  
Associate Librarian, Spencer S. Eccles Health Sciences Library  
University of Utah



*Do you remember the 21st night of September?  
Love was changing the minds of pretenders  
While chasing the clouds away*

Some of you might recognize the lyrics to *September*, that classic song by Earth, Wind, and Fire. I've been bopping around with that in my head all week. Now that Utah's hot summer is giving way to cooler temperatures, I'm feeling energized. The new school year has also kicked off, and I'm ready to focus on meaty projects.

If you're feeling the same way, why not contribute to some CAPHIS projects? I received several requests over the summer from public librarians asking us to update the old *Managing a CHIS – Collection Development* webpage. In addition, MLA's Kate Corcoran shared that she gets questions nearly every week about the old CAPHIS *Top 100* resource. After many emails and phone conversations, Kate and our Immediate Past-Chair, Robin O'Hanlon, outlined the following steps:

- Call together a *Core Titles Task Force* to create a list of recommended consumer health book titles that information professionals can reference when building a collection. The Task Force will determine how to maintain the list.
- Call together the *Top 100 Task Force* to revise and update the list of recommended websites (now titled *MLA's Most Trusted Health Websites*), and determine how to effectively organize the content. The Task Force

### (Message from the Chair Continued)

will determine how often content reviews will be conducted, and will assign volunteer editors to one or two sections to provide updates.

- Work with the MLA Webmaster to determine the most appropriate location for the list on MLAnet in terms of visibility for patients/consumers.

Let's meet public demand and get these resources updated! Volunteer today - many hands make light work, right? Please contact me or Robin if you're interested in helping with either project.

And though we're just entering Fall, May will be here before we know it. We've already learned of one proposal from a CAPHIS member to organize an Immersion Session on health literacy at the annual meeting. Please share your thoughts for additional programs and posters on the listserv.

Thanks so much for your involvement, everyone!  
Erica

*Hey hey hey  
Ba de ya, say do you remember*

## Announcements

### Consumer Health Librarian of the Year Award

Consumer health librarians focus on the continuum of health information services that benefit patients, caregivers, and individuals interested in optimal health and health care for themselves and their families. Established in 2017, this award recognizes those who demonstrate excellence in consumer health information services, promote innovation and collaboration, and provide examples to follow for other consumer health librarians.

For eligibility and more information see this page: <https://www.mlanet.org/p/cm/ld/fid=1137>  
Deadline for nominations is November 1, 11:59 p.m. (CT)

### CAPHIS Professional Development Award

Are you interested in your own professional development as a consumer health librarian? Is funding at a premium this year for your health care organization? Consider applying for the CAPHIS Professional Development Award.

Eligibility criteria include the following:

- Member in good standing of CAPHIS
- At least two years of experience in consumer health librarianship
- Application must include curriculum vitae and written statement by applicant of why they are seeking the award, what benefits they hope to achieve, and how they will share their knowledge with consumer health librarian peers

For additional information on the award and the application which must be submitted by NO LATER THAN November 1, 2018, [please click here for the CAPHIS professional development award application](#). Send all application data directly to [Erica Lake, MLIS](#), for review by the Executive Board of CAPHIS. The recipients that are chosen will receive funding prior to the MLA Annual Meeting in Chicago in May 2019.

**\*\*The Professional Development Award was not given out for the MLA '18 Conference! There were no nominations/applications submitted. Funding is available, yet not being used. Applying isn't difficult – you can even nominate yourself!**

## Original Articles



## More Content From the MLA '18 Health Information for Public Librarians Symposium! Poster Descriptions

There was a lot of great content presented at the Public Librarians Symposium at MLA '18. MLA members were busy attending regular sessions and didn't get to see any of the symposium content. So, just as in the last issue short articles on paper presentations were published, here are some short articles describing the projects that were presented in posters.

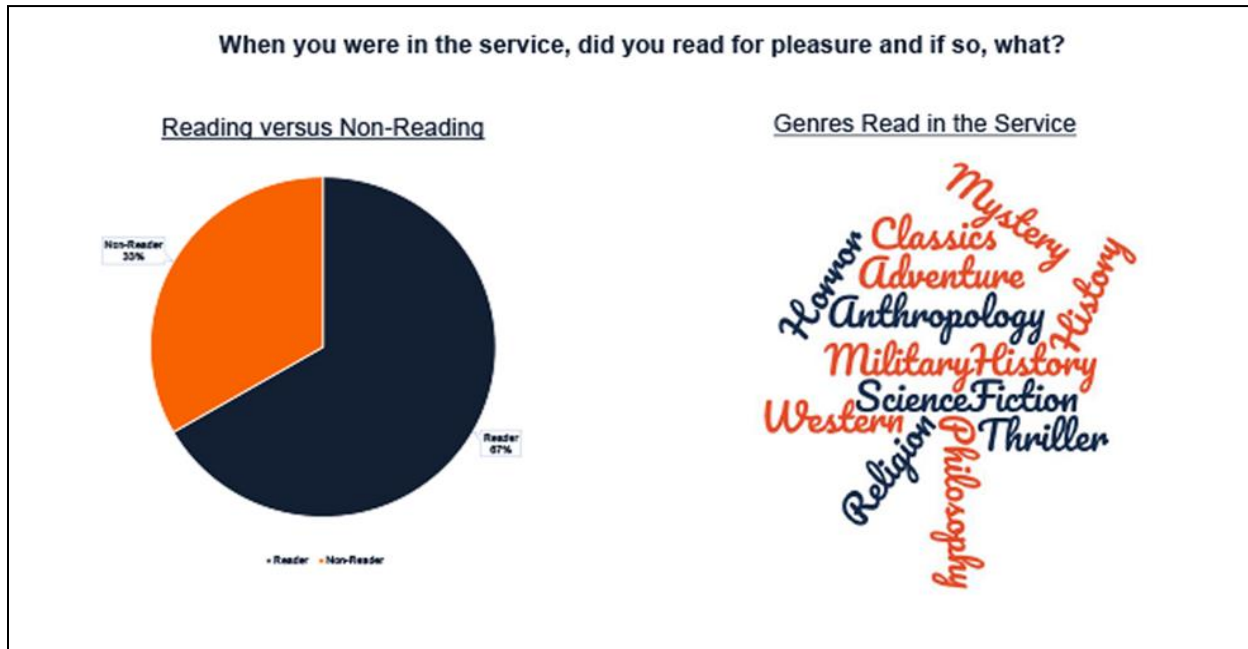
### **Veteran Voices: Library Impact on Veterans**

*JJ Pionke, Assistant Professor and Applied Health Sciences Librarian, Social Sciences, Health, and Education Library at UIUC, Champaign, Illinois.*

For the last several years, the Main Library at the University of Illinois at Urbana-Champaign has had a veteran exhibit for the month of November to commemorate Veterans Day. The 2016 exhibit was "Symbols of Service" which focused on veterans' service related tattoos. Out of that exhibit grew the 2017 exhibit, "Stories of Service" with its topic centered on the narratives that veterans tell about their time in the service. Utilizing the Library of Congress Veteran's History Project protocol and questions, I added a set of six questions that asked veterans about their reading habits and library usage.

24 veterans were interviewed of which 20 were men and 4 were women. All branches of the service was represented. 67% of interviewees identified as readers while they were in the service and 33% as non-readers. Genres that were read while in the service ranged from work related to horror, military history, westerns, religion, mysteries, classics, adventure, thrillers, and science fiction.

Veterans still generally identify as readers and they do use their public libraries. Most veterans stated that they used their libraries as parents and citizens but not as veterans. One veteran, when asked about his experience as a veteran using the public library replied, “I don’t think it’s any different. I stick out more than most because of my prosthetic arm, but it’s not bad. I think we have a very good library system in this area...I try not to draw attention to myself as much as possible.” His statement lends credence to the idea that many veterans don’t make a big deal out of their veteran status and just want to live their lives.



(Navy Blue = Reader, Orange = Non-Reader)

Of the question regarding what the library could do to better enhance the veteran experience of the library, the most common answer was nothing. However, there were suggestions such as social workers, more movies, and programming that fosters community and communication especially for new veterans just coming out of the service. When asked what kind of books they would like to see in the library, the response largely focused on some of the usual genres like cooking, military history, sports, biographies, and mysteries. Again, there was also a focus on books especially for new veterans that focused on the transition home, mental health/therapy, career, and economics.

It is also important to note that while the pool of my veteran interviewees ranged across times of peace and conflict, there were a fair number of interviewees that were library employees who came forward when the call for participants went out. My data is certainly skewed in regards to readers and non-readers in part because of the occupation of a percentage of my interviewees. Library employees who are veterans have not been studied as a group in the literature.

### **Be Our Guest: A Hotel Consumer Health Library**

*Adela Justice, Senior Librarian, The Learning Center, Houston, Texas.*

At MLA’18 my coauthor Sarah Stone and I presented a poster titled “Five Star Health Library in a Four Star Hotel.” This poster portrayed our unique consumer health library located in a hotel which

provides health information to MD Anderson Cancer Center patients and their families. A summary of the poster follows:

The Learning Center (TLC) consists of three patient education/consumer health libraries and is a part of MD Anderson Cancer Center's Patient Education department. Housed in three of MD Anderson's Texas Medical Center buildings, the larger two are located in the main hospital building and our Mays Clinic, while the third is a small, self-service library in a room off the lobby of the Jesse H. Jones Rotary House International Hotel.



This "Rotary House Learning Center" is a partnership of 20-plus years between MD Anderson and the hotel, managed by Marriott and attached via skybridge to the hospital's main inpatient building. The library utilizes the same staff and resources as the other two Learning Centers. Primary differences are that it is:

- Self-serve model
- Open seven days a week
- Monitored daily by the hotel's Patient Guest Relations (PGR) office

PGR staff provides front-line assistance and refers patrons with complex information requests to the two other libraries, which are staffed full-time by librarians and health education specialists.

The health education specialist (poster coauthor Stone) in charge of maintaining the Rotary House TLC is not physically officed there, but she provides ongoing collection development services. She also teaches and facilitates classes in the hotel, such as "Mindful Meditation" and "Ask the Expert: Side Effects Management" on behalf of the library. Additional responsibilities include spending time in that location on a daily basis, building relationships with PGR staff in the hotel and the patient guests who stay in the hotel. This helps determine which classes are taught in the location as well as how the space is best utilized to meet patient and staff needs.

Hotel guests have provided the feedback that the Rotary House TLC and its space is helpful to them as they seek information and support. PGR staff confirms that it is a convenience appreciated by both staff and patients. This library partnership effectively meets the information needs of cancer patients and their families while they are guests in a unique hotel/hospital setting.

## Spring into Better Habits: A Community Wellness Initiative

Margaret A. Hoogland, MLIS, AHIP, Clinical Medical Librarian, Mulford Health Sciences Library, The University of Toledo.

In March 2018, The University of Toledo University Libraries hosted a one week program called, "Spring Into Better Habits." The program included two components: a Libguide and a Bingo Card Challenge. The University Libraries put together a *Libguide* with information about current programs and services available in the Toledo, Ohio, the surrounding area, and at the University of Toledo.

*The Bingo Card Challenge* consisted of a single sheet of paper. The first side listed activities in four areas: Healthy Habits, Fitness, Nutrition, and Cultural and Dining Experiences and the back side provided information about the public libraries, metro parks, and activities to be used for the "free" squares. The Toledo-Lucas County Public Libraries created a square for the Bingo Card, donated flyers, and provided information about programs and activities available at library branches in Lucas County, Ohio. To encourage use of the fitness facilities, the Office of Recreational Services at the University of Toledo offered free fitness evaluations to all participants.

<b>Fitness</b>	<input type="checkbox"/> Try walking at the UT Rec Center, Morse Center, or Metropark. List your activity & miles: _____ _____	<input type="checkbox"/> Do 30 minutes of any exercise for five days this week. What did you try? _____ _____ _____	<input type="checkbox"/> Try a new exercise machine at the UT Student Rec Center or Morse Center. List: _____ _____ _____	<b>FREE!</b> _____ _____ See Other Side for Ideas!	<input type="checkbox"/> Stretch!! Your body will thank you for it. Describe how you feel: _____ _____ _____	<input type="checkbox"/> Get a free Fitness Assessment at the Student Recreation Center: Tuesday: 6 – 9:30 pm Thursday: 10 am – 1pm Friday: 9 – 11 am
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Example of one of the areas on the Bingo Card to be filled in

For participating in the Bingo Card Challenge, the University Libraries offered prizes. These consisted of 20 water bottles, donated by the Toledo Lucas County Health Department, and 20 Mini Sweat Towels, donated by the Office of Recreational Services at the University of Toledo. If participants completed the entire bingo card, they could win a sweat towel. Or if they completed a minimum of eight boxes, participants could win a water bottle. To be eligible for winning the prizes, participants had to drop off completed bingo cards to either the Main Campus Library or the Health Science Library by the deadline.

We had eight participants composed equally of staff and students from both campuses. Main Campus participants completed more Fitness squares, which could be due to easier access and a closer proximity to fitness facilities. Whereas, the Health Science Campus participants favored the Cultural and Dining Experience squares.

For 2019, our program will focus on the Health Science Campus students, faculty, and staff, but will continue to offer bingo card pickup and drop off locations for Main Campus participants. The coordinators will restructure the program to include more student groups, increase participation on both campuses, but it will continue to be a low-key semi-structured program available to any faculty, staff, or student at the University of Toledo. Although they cannot win prizes, community members are welcome to complete the Bingo Challenge.



## Book Reviews

Scott, Walter J. **Lung Cancer: From Diagnosis to Treatment**, 3<sup>rd</sup> ed. Omaha, NE: Addicus Books, 2018. 134p. \$26.95. ISBN: 978-1-943886-67-8.

According to the American Cancer Society, lung cancer is the leading cause of cancer death in both men and women. Because the symptoms of lung cancer are often vague or not noticed immediately, the disease is sometimes quite advanced before it is diagnosed. Once diagnosed, events tend to move quickly and both patients and their support network often feel overwhelmed. This book provides information to help patients and consumers begin to understand what a lung cancer diagnosis can involve.

Now in its third edition, “Lung Cancer: From diagnosis to treatment” is meant to be a basic introduction to lung cancer and some of the procedures and therapies that patient’s may encounter. Written in clear and precise language, the first two chapters of this book focus on information about lung cancer and its symptoms. The third chapter is more involved and discusses some of the tools used to diagnosis lung cancer. Chapters four through eight discuss different treatment options such as surgery, radiation and chemotherapy. These chapters include basic information on what to expect and potential side effects. Most procedures or treatments are described in brief paragraphs. The final chapters of the book touch on emotional coping and quitting smoking.

Lung cancer is a devastating disease. The information provided in this book is straightforward and basic. At 134 pages, this book doesn’t come close to answering all the questions that a lung cancer patient may have. However, it does provide a quick introduction to lung cancer and will help patients and caregivers to better understand what lies ahead. Recommended for consumer health collections that already have more in depth resources on lung cancer.

*Reviewed by: Angie Tucker, MLIS, MIDT, AHIP, Medical Librarian, Memorial Health System, Marietta, OH.*

Hopp, Lawrence M. **Corneal Cross-Linking: A Patient’s Guide to Treatment**. Omaha, NE: Addicus Books Inc., 2018. 79p. \$19.99. ISBN 978-1-943886-65-4.

While corneal cross-linking has been used in other countries since 1998, it was only recently approved in 2016 for use in the United States. The FDA approved the Avedro system of corneal cross-linking only for two diseases, keratoconus and post LASIK ectasia. The procedure is used to eliminate the need for corneal transplants by strengthening misshapen corneas and stopping disease progression.

Dr. Hopp, a specialist in cornea eye diseases and surgery, provides a thorough overview of the procedure in lay language, including who makes a good candidate, how to prepare for the procedure and what to expect. While new procedures need to be exposed and consumers need to be educated, readers should take notice of a few red flags

The FDA approved corneal cross linking based on the results of three short clinical trials. Later text reveals this procedure is based on data from *many* clinical trials. Does three equal many?

Illustrations can be great visuals for explaining concepts when used correctly, but there is disconnect between the text and picture showing applying eye drops (p. 29-31). Testimonials can be influential and informative as well, but both are from Dr. Hopp's patients.

While possible adverse events are well explained, the procedure may be over glamorized for desperate patients. Many insurance companies are not yet on board and the procedure can be pricy. Another problem is finding a specialist. After a quick search on the web site provided for locating a qualified physician, patients should be prepared to travel.

Overall, this is a quick, informative read that should raise many questions.

Includes index, glossary and resources.

*Reviewed by: Nancy O'Brien, UnityPoint Health - Des Moines, Des Moines, IA.*

Joseph, Claire B. **The Medical Library Association Guide to Developing Consumer Health Collections.** Lanham, MD: Rowman & Littlefield, 2018. 151p. \$35.00. ISBN 978-1-4422-8170-7.

The Medical Library Association Guide to Developing Consumer Health Collections contains a wealth of information for such a small book! The extensive material is comparable to what is learned through the NNLM Consumer Health Information Services courses when acquiring the MLA Consumer Health Information Specialization. In fact, it would make a great textbook for the program.

As a witness to the evolution of health care from interpersonal relationships with an authority figure (the doctor) to impersonal visits of short duration, the author adamantly feels that there is a substantial need for every library, of all types, to be involved in disseminating consumer health information.

Because the dispensing of health care has become so bureaucratic, patients are expected to take more of an active role in the information gathering and decision making surrounding their own health. The problem is that

...the explosion of available health information does not necessarily mean that users find, or even know how to find, reliable, accurate information. There seems to be a pervasive popular mind-set, one that cuts across ages, ethnicities, socioeconomic status, and educational achievement level, that the internet, specifically a search engine like Google, is not only the best way but *the* way to find any and all information, including health information, and information sources are consulted indiscriminately with the user rarely investigating if the source of the information is accurate or reliable. (p. 1)

The chapters logically and in plain conversational English cover everything necessary to create a full service consumer health library step-by-step. Learning objectives called 'takeaways' begin each chapter, which ends with credible references. Example vignettes describe communities from high end to urban poor, city to rural, and include statistics to back up the statement that all libraries need to offer some form of consumer health information services.

The lists of online resources, including links to pages on where to find print and multi-media



## Publication Information

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### Statement

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### Editor

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Please contact the editor for information on submitting items for publication.

resources, make this more than a guide useful to public, academic, and health sciences librarians alike, but a valuable reference. Plenty more information on finding resources, taking into account the problems with health literacy, is provided, as well.

The book ends emphasizing that not only should each and every library be involved with providing consumer health information, but that as service providers, "Librarians with consumer health collections should be on a proactive mission to get their much needed information to their community" (p. 96). Ideas for programs and partnerships for outreach are presented.

A highly recommended book for any library ready to build a consumer health information service.

Includes blank worksheets, sample forms, and index.

*Reviewed by: Karin Bennedsen, MLIS, AHIP, Douglasville Campus Librarian, Georgia Highlands College, Douglasville, GA.*

## Call for Submissions

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***Do you have an interesting consumer health initiative or project taking place at your Library? Have you been spearheading innovative work with consumer health librarianship and want to let the world know? We want to hear from you! Consider submitting a brief article (200-400 words) to Consumer Connections!***

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*Consumer Connections Newsletter* considers for review books of interest to librarians, patients, caregivers, and the general public. This column will concentrate on reviews of recently published books about consumer healthcare information available in print and/or electronic formats. General interest titles related to healthcare and medicine may also be considered. It is the purpose of each review to provide a detailed description and critical evaluation of the work. Recommendations for purchase are also included. Book reviews should be 200-400 words. Reviews reflect the opinions of the reviewer, not of the *Consumer Connections Newsletter* Editors.

Persons interested in becoming a book reviewer or suggesting titles for review in the *Consumer Connections Newsletter* should contact the Book Review Editor: Claire Joseph [Claire.Joseph@snch.org](mailto:Claire.Joseph@snch.org).

Deadlines for all submissions are March 1, June 1, September 1, and December 1 for publication on the 15<sup>th</sup> of those months.