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## 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



Hello CAPHIS Members and readers,

It was great to see many of you at the MLA conference last month!

For those of you who weren't able to attend, much of our annual CAPHIS business meeting was spent in a conversation with Kevin Baliozian about the imminent reorganization of MLA Sections and SIGs. Many (make that *most*) of the details still need to be worked out, which means we have the opportunity to shape those details. As I share information and updates with you via the CAPHIS listserv, I encourage all of you keep the conversation going by sharing your thoughts and recommendations.

We received excellent feedback on the Public Libraries Symposium that CAPHIS helped plan. Attendees made many new connections, learned of valuable resources and funding, and felt energized to return to their communities to focus on health and wellness.

This is my first time serving in a leadership role in MLA, so forgive my stumbling in the year ahead. I'm looking forward to learning the ropes from our more experienced CAPHIS members. How fortunate I am to be in the company of such awesome librarians!

Happy summer, everyone.  
Erica

## Announcements

### CAPHIS Members Win Awards, Grants, and Fellowships

- *Edward J. Poletti, AHIP* won the Lois Ann Colaianni Award for Excellence and Achievement in Hospital Librarianship.
- *Erica Lake, AHIP* won the David A. Kronick Traveling Fellowship and is also the first recipient of the CAPHIS Consumer Health Librarian of the Year Award.
- *Martha Earl, AHIP* and *Terri Ottosen, AHIP* won The President's Award as members of the Task Force to Review MLA's Competencies for Lifelong Learning and Professional Success.
- *Kelsey Leonard Grabeel* was a recipient of one of the EBSCO/MLA Annual Meeting Grants.
- *Sue Yeon Syn* was awarded a Donald A. B. Lindberg Research Fellowship.

### Where is the CAPHIS Professional Development Award Winner?

CAPHIS did not bestow this award this year, because, unfortunately, there were no nominations/applications for it. Listen, folks, that's funding that is just sitting in a bank and not being used! We have funds! We want to give it away! Take a look at the criteria for our awards: <http://www.mlanet.org/p/co/ly/gid=12&req=load&fid=904> – applying isn't difficult. You can even nominate yourself! We know you're busy, but think about it.

### CAPHIS is Looking for a Community Manager/Webmaster

Are you looking for an opportunity to become more involved in CAPHIS? Do you want a chance to earn AHIP points? Flex your web content management muscles! CAPHIS is currently seeking a member to volunteer for the role of Community Manager/Webmaster. The Community Manager/Webmaster will keep CAPHIS web content current and relevant for our community. This is a great opportunity to become more involved in the section and to be a member of the CAPHIS leadership team. You can also put it on your resume! Advanced technical expertise is not required, just a willingness to help out the section, motivation to help spread the word about CAPHIS, and a desire to make us look darn good online.

If you're interested, please contact Erica Lake, CAPHIS Chair - [erica.lake@utah.edu](mailto:erica.lake@utah.edu).

## Member Spotlight



### Robin O'Hanlon, MIS

Head Librarian, Temple University  
School of Podiatric Medicine,  
Philadelphia, PA

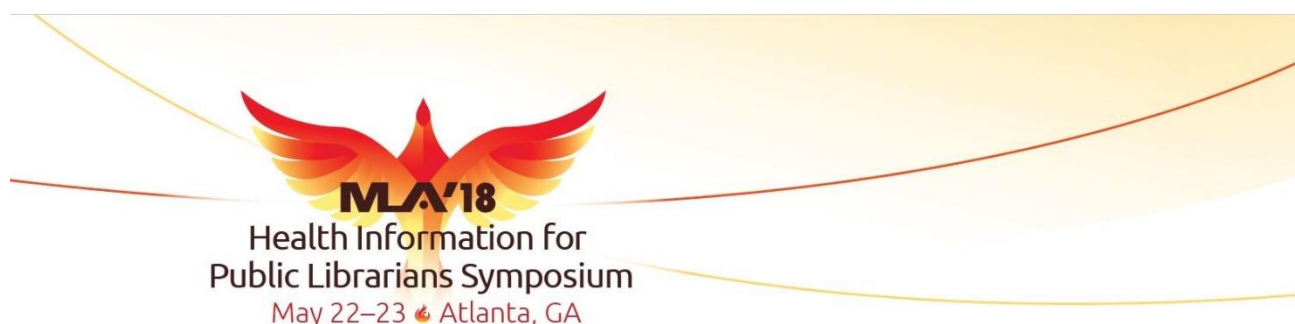
Robin O'Hanlon recently completed her term as 2017-2018 CAPHIS Chair. Being Chair was a significant time investment, but an overall great experience. She looks forward to supporting the incoming Chair, Erica Lake (Associate Director, Hope Fox Eccles Health Library; Associate Librarian, Spencer S. Eccles Health Sciences Library, University of Utah) in her new role.

### (Member Spotlight Continued)

In July, Robin will attend the inaugural Medical Library Association Research Training Institute (RTI) in Chicago as an RTI Fellow. She is excited to immerse herself in five days of intensive learning related to the research process and research design.

Previously the Assistant Library Director for Outreach & Public Services at the Icahn School of Medicine at Mount Sinai, Robin recently started a new position as Head Librarian at Temple University School of Podiatric Medicine (TUSPM). She has begun the process of reaching out to clinical faculty at TUSPM to determine opportunities for collaboration on providing consumer health information outreach to the patient population of the school's clinic, The Foot & Ankle Institute. She looks forward to learning more about the information and clinical needs of the faculty supports, as well as their patients.

## Original Articles



This year, for the very first time, the Medical Library Association (MLA) collaborated with the Public Library Association (PLA), the Greater Midwest Region (GMR) of the National Network of Libraries of Medicine (NNLM), and members of the MLA Consumer and Patient Health Information Section (CAPHIS) to present a symposium on health information for public librarians. The symposium ran concurrent with the regular MLA programming for two days and had one hundred and fifty public librarians from across the country registered. Here are two short articles each describing a presentation offered during the symposium, as well as an account of the symposium breakfast.

### **What the Health: Teaching NLM Resources to Public Librarians**

*Jessica Koos, MLS, AHIP, Health Sciences Librarian, Stony Brook University, Health Sciences Library.*

Health sciences librarians from Stony Brook University and a public librarian from a neighboring community partnered to create an outreach project entitled, "What the Health." Funding was received from the Mid-Atlantic Region's National Network of Libraries of Medicine (NNLM) Health Information Awareness Award in order to educate public librarians on the National Library of Medicine (NLM) resources.

This project primarily consisted of three workshops targeting public librarians in Suffolk County, NY. Sal Filosa, a librarian at the Port Jefferson Free Library helped with promotion and logistics. The first workshop, taught by Jamie Saragossi, focused on the Medline Plus database, consumer health

issues and a few other consumer health databases. Jessica Koos taught the second workshop, which provided an overview of Genetics Home Reference and other resources about genetic health conditions. Gregg Stevens conducted the third workshop on the TOXNET suite of databases and other environmental health resources.

The workshops were attended by a total of 26 public librarians and one community college librarian. Their responses to the workshops were all positive. It is hoped that the participants in each workshop will be able to use the knowledge gained to provide high quality, accurate health information to their patrons, and share new skills with their colleagues.

Online tutorials based on each of the workshops were also created and made available on various websites, where they are accessible to both public librarians and patrons. In addition, Jamie, Jessica and Gregg are equipped and available with webcams in order to assist librarians or patrons with particularly challenging reference questions.

### **Campaigning for Health: Adapting a Social Media Campaign Process to Reach a Broader Audience**

*Siobhan Champ-Blackwell, MSLIS, Program Manager, Disaster Information Specialist Program; Managing Editor, Disaster Lit® database, National Library of Medicine, Specialized Information Services Division, Disaster Information Management Research Center.*

The Division of Specialized Information Services (SIS) at the National Library of Medicine (NLM) produces information resources covering toxicology, environmental health, HIV/AIDS, outreach to underserved and special populations, drugs and household products, and disaster/emergency preparedness and response.

With such diverse content and audiences, we turned to social media outreach campaigns to provide our existing social media followers with fresh ways to find our resources, and to reach new followers. Following is an overview of the development of our social media campaign process, with adaptations made monthly based on lessons from the previous month's campaign. During this project, the criteria for success used was the number of sessions and new users directed to our resources via campaign URLs.

#### Process

NLM SIS staff conducted four social media campaigns from May through August 2017. The four NLM resources chosen for the summer campaigns were:

- May: [Tox Tutor](#)
- June: AIDSsource topic page in Spanish: [Prevención del VIH: Prueba del VIH](#)
- July: [Extreme Heat topic page](#)
- August: [LactMed](#) database

To track the campaigns and measure the number of sessions and new users, NLM SIS staff made use of the [Google Campaign URL Builder](#). Staff created campaign URLs, with unique UTM codes appended. The UTM codes indicated the platform of delivery (email bulletin, Facebook, Twitter,

and Pinterest). NLM SIS staff checked the Google Analytics Campaigns section to view the number of sessions and new users directed to the online health resource via different social media sources.

### Results

NLM SIS staff updated the following elements of the social media campaign process each month, based on analysis of the previous campaigns:

- type of online health resources shared via the campaign (tutorial, web page, database)
- content of the campaign promotional material (text and images)
- partners with whom the campaign promotional material was shared
- social media platforms where the material was shared (email bulletin, Facebook, Twitter, and Pinterest)

Changes made to the campaign process included:

- greater use of monthly health observances
- broader use of email bulletins to promote campaign material
- creation of multiple image options for promotional materials
- greater use of partner organizations for broader dissemination of the campaign links

### Conclusions

If the change brought more sessions and users in the next month's campaign, then it was permanently implemented. The continual adaption of the campaign process based on analysis of Google Analytics data of the prior campaign led to steady improvement in the number of sessions and new users directed through social media to online health resources.

The number of sessions and new users directed to the online health resources through campaign links increased steadily for each campaign, from 141 sessions and 75 new users for the May 2017 campaign, to 514 sessions and 401 new users for the August 2017 campaign.

### **“Public Librarian Welcome Breakfast and Speed-Networking Event”**

Enjoy breakfast. Meet the organizers. Meet Health Sciences Librarians and fellow Public Librarians. Make fast connections!

Leaders from MLA, NLM and PLA will welcome you to the symposium, provide you with an overview of the overall context that is leading public librarian's need to provide consumers health information, and share topics on how to maximize your symposium experience.

45 minutes of the session is dedicated to speed networking between public librarians and health sciences librarians, to get your day started with meeting as many attendees as possible.

Program Committee. Symposium: Health Information for Public Librarians – Program Overview [Internet]. Chicago, IL: Medical Library Association [2018; cited 14 Jun 2018].

<<http://www.mlanet.org/p/cm/ld/fid=1298>>.



*Karin Bennedsen, MLIS, AHIP, Nursing & Health Sciences Librarian, Georgia Highlands College Library.*

The public librarians got up bright and early for breakfast, welcome speeches, and networking on day one of the symposium as did the CAPHIS members who signed up to attend the breakfast. The speed-networking portion was handled just like speed-dating. We schmoozed with the public librarians learning their reasons for attending the symposium, what consumer health projects they had going, and what projects they wanted to do, until we were told to “move on.” Sometimes it was very difficult to cut our discussions short to move on! It was very lively! Here are some pictures from the event. Apologies for the poor quality – I’m only an amateur.



The breakfast was well attended



CAPHIS members are recognized



Schmoozing standing up



Schmoozing sitting down



Schmoozing all around



Erica schmoozing



More smiling schmoozers



Even more schmoozing

## Book Reviews

Keene, Nancy. **Childhood Leukemia: A Guide for Families, Friends, & Caregivers.**, 5<sup>th</sup> ed.

Bellingham, WA: Childhood Cancer Guides, 2018. 476 p.

ISBN: 978-1-941089-04-0

Anyone familiar with Nancy Keene and the works from Childhood Cancer Guides, a non-profit organization, knows they are remarkable, outstanding and comprehensive, and this new 5<sup>th</sup> edition of *Childhood Leukemia: A Guide for Families, Friends, & Caregivers* will not disappoint!

Keene, a parent of a survivor of childhood cancer, covers every area parents and caregivers need to know when their child is faced with the life-altering, gut-wrenching diagnosis of leukemia.

She “translates” valuable technical information into everyday language and intersperses insights and experiences from parents who have taken this difficult journey.

This is a reference work that enables parents to read any of the twenty-six chapters and three appendixes as they see fit. Comprehensive in scope and beginning with a chapter on “Diagnosis,” Keene devotes other chapters to an “Overview of Childhood Leukemia”; specific types of leukemia (Acute Lymphoblastic Leukemia, Acute Myeloid Leukemia, Juvenile Myelomonocytic Leukemia, and Chronic Myelogenous Leukemia); how to choose treatments and what to expect with procedures; “Forging a Partnership with the Medical Team”; chemotherapy and radiation therapy and their side effects; and “Stem Cell Transplantation.”

Along with technical information and information on how to navigate the journey through hospitalization and treatment, Keene devotes a number of chapters to emotionally charged issues, including how to break the devastating news to the child, siblings, family, and friends and neighbors. In addition, there is advice on how to keep the child’s school, teacher, and classmates informed and involved and how to help the child keep up with schoolwork. All-important sources of support are discussed and practical financial matters are covered in the chapter “Insurance, Record-keeping, and Financial Assistance.” Keene also tackles the “unthinkable” with chapters on “Relapse” and “Death and Bereavement.”

The work ends with three excellent Appendices, “Blood Tests and What They Mean,” “Resource Organizations,” and “Books, Websites, and Support Groups.”

This book offers rock-solid guidance to parents faced with the life-altering news that their child has leukemia. Keene offers guidance and comfort on their difficult journey. This work is highly recommended as a valuable addition to any library.

*Reviewed by: Claire B. Joseph, MS, MA, AHIP (D), Director, Medical Library, South Nassau Communities Hospital, Oceanside, NY, USA*

Sandler, Steven B. **Tea with Freud: An Imaginary Conversation about How Psychotherapy Really Works.** Indianapolis, IN: Dog Ear Publishing, 2016. 245p.

ISBN: 978-1-4575-4403-3. \$15.19 softcover.

Imagine being able to go back in time to brainstorm with Janet Doe over a challenge at work. Perhaps you’d chat over a cup of tea while discussing how you each might approach the problem based on the theories of your time? This premise is how Steven Sandler couches his conversations with Sigmund Freud, the father of psychoanalysis. Of course, Dr. Freud has been long gone, but in Dr. Sandler’s words he lives again as the two psychiatrists discuss cases. Dr. Sandler depicts a very relatable mentor/mentee relationship between the two. These conversations are riveting as Dr. Freud isn’t always pleased by how his future colleagues treat patients. In these discussions theories intertwine to provide a glimpse into not only psychotherapy’s roots but into its current practice.

As such, the conversations are not limited to those between Dr. Sandler and Dr. Freud. Patient conversations, real psychotherapy sessions, are woven into the discussion as separate chapters that provide the basis for their conversations. Patient names and details have been changed to protect confidentiality. Like the conversations with Dr. Freud, the reader becomes a silent observer



## Publication Information

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### Statement

Consumer Connections (ISSN 15357821) is the newsletter of the Consumer & Patient Health Information Section of the Medical Library Association. It is published on the CAPHIS web page of the MLA website quarterly.

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### Editor

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

who is privy to the details of these modern-day psychotherapy sessions.

Unlike the typical consumer/patient education book *Tea with Freud* reads like a novel. Dr. Sandler has chosen to teach the public about psychotherapy by drawing them into conversations and having them listen. The patients, Dr. Freud, and Dr. Sandler all feel real, because in fact, they are real.

This book is an excellent choice for anyone wanting to learn about psychotherapy, is curious to find out how a session is run, and who enjoys a good story. It is a conversation about psychotherapy that feels like having tea or coffee with a colleague.

*Reviewed by: Elizabeth Irish, MLS, AHIP, Assistant Professor, Schaffer Library of Health Sciences, Albany Medical College, Albany, NY.*

Disclosure: Elizabeth has worked with Steven Sandler in the medical school curriculum.

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

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