Message from the CLS Chair

Greetings from the Bluegrass! CLS is moving forward on several fronts. Please read about what we’re doing—and how you can help.

Update on CLS 2013-2014 goals
Here are our goals for the current year, along with a status update if available:

- Increase membership. As of mid-September, we had 79 members, up from 69 in April of 2013. Special efforts are being made to recruit librarians associated with NCI-designated Cancer Centers and cancer librarians working outside the United States. A list has been created with contact information for librarians in the focus areas. Email invitations will be sent in December, timed to MLA renewal, detailing CLS membership benefits.

- Prepare a poster, describing CLS activities and member benefits, to be presented at the MLA 2014 meeting in Chicago. A volunteer coordinator has been identified. Work will start in early 2014. Additional CLS volunteers are very welcome.

- Provide high quality programming at MLA ’14. Lisa Olzewski has done an excellent job of identifying good topics and presenters for this goal! The Cancer Librarians Section will sponsor the following two programs: Research Survey Design for Librarians and Libraries and Our Brand: How Do We Look? Additionally, CLS will co-sponsor a symposium entitled Patient Experience and Engagement: Improving Patient Centered Care One Person at a Time scheduled for Saturday, May 17, 2013.

**Detailed information on CLS programing is on page #3 of this newsletter. I hope to see you there!
• Advocate for results of clinical trials to be added to http://clinicaltrials.gov. A formal request is being drafted that will be sent to MLA’s Government Relations Committee and MLA Section Council. The request will include supporting documentation asking that MLA lobby for open access to trial results.

• Update and promote the MLA Cancer Librarians Recommended Web Sites list. Autumn update is being finalized as this newsletter goes to press. CLS has begun contacting relevant professional and consumer organizations asking them to link to our site. To date, one organization, CancerQuest, has added our recommended sites as a result of the CLS request. We are hopeful other agencies will follow suit.

• Evaluate switching the CLS website to WordPress software. Pros and cons of a migration are currently being investigated. This will be discussed at the CLS Business meeting in Chicago during MLA ’14.

• Begin planning programming for MLA 2015. Planning will start at MLA ’14, with our new chair-elect (to be determined) leading the effort.

How you can help
The strength of Cancer Librarians Section resides in our members. Please consider getting involved in the work of the Cancer Librarians Section. Here are some things you can do:

• Volunteer to help with any of the goals listed above. You can email me (frank.davis@uky.edu) with your interests. I’ll be glad to help you get started. It isn’t that much work. This is a great way to meet people, influence policy, and enhance our professional image. Plus, it can earn many AHIP points.

• Contribute to this newsletter. Share something about your work or your library, brag about your latest accomplishments, review a book that you think is especially useful for your fellow cancer librarians or our patrons, or write something else you think would interest our members. If you’re interested in contributing, please contact our newsletter editor, David Duggar (ddugga@lsuhsc.edu).

• Run for a section office. This winter we will be electing a chair-elect and a member to represent CLS as a candidate for the MLA Nominating Committee. Holding a section office will help you feel more connected to the section and your fellow members and give you a chance to participate in projects and goals beyond your library. Contact Janet Crum, Immediate Past Chair (janetcrum@gmail.com), if you’re interested in running for office or wish more information.

Please consider how you can participate in any of the above activities. New suggestions are also welcomed.

I’d like to extend a special thanks to Janet Crum, past chair of CLS, for creating an archived list of CLS Executive Boards and web editors. Shout-outs are also owed Ann Marie Clark for her great job in maintaining the CLS website and David Duggar, CLS newsletter editor, for keeping us updated with such excellent content.

Happy holidays, everyone!

Frank Davis
Chair, CLS 2013-2014
Did you see the editorial by Susan Starr in the July 2013 issue of *JMLA*? The title was *Creating brand love for libraries: can we be a kind of paradise*. Once again the Cancer Librarians Section is on the cutting edge with our program for 2014!

At the 2014 MLA Annual Meeting, we are sponsoring two programs. The first is being co-sponsored by the Research Section and is called *Research Survey Design for Librarians*. It will have a panel of invited speakers to address survey design and ways to create a survey that is credible and suitable for publication. The panelists are Jodi Philbrick, PhD, Course Coordinator, Health Informatics Program, University of North Texas Department of Library and Information Sciences, Jonathan Eldredge, MLS, PhD, Associate Professor, School of Medicine Health Sciences Library and Informatics Center Evidence Based Practice and Translational Sciences Collaboration Coordinator, Associate Professor of Family and Community Medicine, University of New Mexico, and Joanne Gard Marshall, LLD, PhD, MHSc, MLS, Alumni Distinguished Professor, School of Information and Library Science, University of North Carolina–Chapel Hill.

The second program is called *Libraries and Our Brand: How Do We Look?* The African American Medical Librarians Alliance SIG and the Outreach SIG are co-sponsors. This program will be composed of contributed papers. A brand is defined by the American Marketing Association (AMA) as a “name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” A brand can be defined in a variety of ways. Library branding can offer many different views of our services and what we offer. Our brands can promote the mission, vision, and goals of our institutions. It can help endorse valuable services and enhance the meaning of them. Branding helps us build our identity and helps build our reputation. Branding helps our libraries articulate and define our purpose to our users. Contributed papers should describe a variety of means of targeting our audiences. How can we maximize our exposure to our audiences? What do we do? What do we look like? What are the key aspects?

We hope many of you submitted a paper abstract for our section or another section’s program. We look forward to announcing the papers that will be presented in the Spring/Summer 2014 issue of the Cancer Librarians Section Newsletter.
LOOKING AT THE PAST AS AN AID FOR THE FUTURE

The MLA Credentialing Committee has asked sections and chapters to provide a list of current and past officers on their websites to make it easier to document roles for AHIP applications. Past Chair Janet Crum took on this task for the CLS and Ann Marie Clark has uploading it to the CLS website and will be updating it each year with the new officer and committee information. The past officers information is arranged by term year and is linked in at http://selu.com/cancerlib/officers.html.

CLS officers’ information listed on the website to help with Credentialing begins with the 2008-2009 term year. The CLS Recommended Website Section Editors information covers from 2006 to present. Please send any corrections or additions to Janet (janetcrum@gmail.com) and Ann Marie (aclark@fhcrc.org).

LOOKING FOR A FEW GOOD CANDIDATES

Greetings from sunny Southern California, where your intrepid Past Chair is celebrating fall (it’s finally below 90F, thank goodness) and preparing for our next Section election, to be held early in 2014. This year, we have only one office to fill: Chair-Elect/Program Chair. Please consider volunteering or nominating someone for this important office. It’s a 3-year commitment: Chair-Elect the first year, then Chair, then Past Chair. The Chair-Elect plans our MLA programming working with MLA and other sections. It sounds daunting, but it’s actually quite manageable and even fun. MLA has an organized process for helping you identify topics and find co-sponsors, and MLA staff and volunteers guide you through the various stages from idea to completed program. Serving in this capacity will help you get more involved with MLA and expose you to the exciting world of conference planning. If you would like more information about what it’s like to hold this office, please contact me (janetcrum@gmail.com). I’d be glad to talk with you about it. It really is fun!

Janet Crum, MLS, AHIP
Director, Library Services
Lee Graff Medical and Scientific Library

MINUTES OF CLS 2013 BUSINESS MEETING

The minutes of the Cancer Librarians Section 2013 business meeting held during the MLA Annual Meeting on Monday, May 6, 2013 can be found on the Section’s website. The direct link to these minutes is: http://www.selu.com/cancerlib/newsletters/CLSMLABusinessMeetingMinutes2013.pdf
EBSCO/MLA ANNUAL MEETING GRANT

In order to enable more librarians to attend Medical Library Association (MLA) annual meetings, EBSCO Information Services has generously donated money to the MLA Scholarship Endowment to provide stipends up to $1,000.00 each to four (4) librarians for travel and conference-related expenses, creating the EBSCO/MLA Annual Meeting Grant.

To be eligible:
- Applicants must be currently employed as a librarian and have between 2 and 5 years’ experience as a health sciences librarian at the time of the annual meeting.
- Applicant must complete an application form http://www.mlanet.org/pdf/grants/20110728_ebsco.doc including a 200-word statement answering the question, "What do you expect to gain professionally and/or personally by attending the MLA annual meeting?"

Priority consideration will be given to applicants who are:
- First time attendee at MLA.
- Presenting (or has submitted) a paper or a poster at MLA’s annual meeting.
- Has MLA committee, jury, section, or special interest group (SIG) assignments.
- Member of MLA.

Deadline for applications is December 1, except as noted. Email submission is preferred.

Email: grants@mlahq.org
Fax: 312.419.8950
Mail: Medical Library Association
       ATTN: Grants and Scholarships
       65 E. Wacker Place, Ste. 1900
       Chicago, IL 60601-7246

MLA will acknowledge receipt of all applications. All applicants must receive an email notification that materials were received by MLA on or before December 1 for applications to be considered. Incomplete applications will not be considered.

Jury chair: Peggy Mullaly-Quijas, AHIP
On August 1, Jennifer Walker was named Cancer Information Librarian at the Health Sciences Library at The University of North Carolina at Chapel Hill.

Jennifer will provide specialized information services about cancer research and resources to the faculty, students, researchers, and staff from UNC’s schools of dentistry, medicine, nursing, pharmacy, and public health. She will also serve as a resource for the clinicians and patients of UNC Hospitals and the citizens of North Carolina.

The Cancer Information Librarian position is technically new, but it continues and expands on work that the HSL has been doing since 2008. During that year, the HSL received The University Cancer Research Fund Clinical Innovation Award for a Cancer Information Specialist.

After the one-year funding ended, HSL Librarian Jean Blackwell continued to serve the Comprehensive Cancer Support Program. Following Blackwell’s retirement at the end of 2012, the HSL began the process of developing the job description for the Cancer Information Librarian and conducting a national search for the position. Jennifer will work closely with other Clinical Librarians who provide services for surgical oncology, GI surgery, urology, and other specialty patient care teams.

Prior to joining UNC, Jennifer served as the Nursing Liaison Librarian for East Carolina University where she worked with students, faculty and clinical staff nurses. She has also held positions at John Hopkins Bayview Medical Center in Baltimore, MD, and at Sacred Heart Hospital in Pensacola, FL.

She holds an M.L.S. with a concentration in health informatics from the University of North Texas in Denton, Texas, and a B.A. in public affairs journalism from The Ohio State University in Columbus, Ohio.
NEW MEMBERS IN 2013

As of July 5, 2013, the Cancer Librarians Section had 14 new members join between July 1, 2012 and July 1, 2013. We welcome these new members who have joined/re-joined since June 30, 2012:

Mary Buttner
Kate Cheromcha
Frances Anne Delwiche
Paul Burton Drake
Penelope S Gordon

Andrea Harrow, AHIP
Kathleen Hirata
Ellen M. Justice, AHIP
Erica Lenton
Cheryl Meyer

Lara Niederhauser
William Olmstadt, AHIP
Hannah Sears
Anthony Sheaffer

CLS MEMBERS IN THE NEWS

Janet Crum is lead author and co-author of two articles in the October 2013 issue of JMLA that are now available in PubMedCentral.


Mark Vrabel was recently published in ONS Connect.


At the 2013 South Central Chapter of the Medical Library Association (SCC/MLA) Annual Meeting, several CLS members participated in poster and contributed paper presentations. The full list of activities is listed here:

Poster Presentations:

Vugrin M, Dentino A, Williams M, Bichthy N. Innovative use of AccessMedicine’s Custom Curriculum in a geriatrics clerkship. Poster presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 28; Fort Worth, TX.
Kroth PJ, Daneshvari S, Hannigan GG. Celebrating 10 years of the BioMISS: a case study and observations about a successful biomedical informatics seminar series. Poster presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 28; Fort Worth, TX.


Olmstadt W. Tailored support for a pilot Community Research Fellows program. Poster presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 28; Fort Worth, TX.

Contributed Papers:

Esparza JM, Dobbins M, Pullen K. Consumer Health Information Resources: Who is providing them? Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Bradley P, Getrich C, Hannigan GG. Improving health information access equity for unaffiliated health care practitioners in New Mexico: an interview study using content analysis software. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Cleveland AD, Philbrick JL. Personal branding as a road to success. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Duggar DC, Tudor C. Promoting the Environmental Health Student Portal through school science teachers and librarians. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Vugrin M, Vugrin D. When cancer hits home: a personal and professional perspective. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Duggar DC, Craig P, Dobbins M, Tarver T, Tudor C. Are we prepared? Our first steps in promoting disaster preparedness in northwest Louisiana through the public libraries. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.

Philbrick JL, Cleveland AD. Academic health sciences libraries tweeting their way to reach users. Paper presented at: South Central Chapter-Medical Library Association Annual Meeting; 2013 October 29; Fort Worth, TX.
CANCER AND THE MOVIES

Sadly, cancer impacts every aspect of our society. Many movie plots have been based around people braving battling against cancer. The following is a short list of movies centered on cancer. See if you can match each movie with the actor suffering from the disease and then list the type of cancer. Anyone scoring 80% or better is encouraged to try out for the CLS trivia team.

<table>
<thead>
<tr>
<th>Movie</th>
<th>Actor with Cancer Dx</th>
<th>Type of Cancer Dx</th>
</tr>
</thead>
<tbody>
<tr>
<td>50/50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brian’s Song</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Bucket List</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marvin’s Room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terms of Endearment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Actor with Cancer Dx**
A=James Caan  
B=Morgan Freeman  
C=Joseph Gordon-Levitt  
D=Diane Keaton  
E=Debra Winger

**Type of Cancer Dx**
1=Breast Cancer  
2=Leukemia  
3=Lung Cancer  
4=Spinal Cord Cancer  
5=Testicular Cancer

---

**CLS OFFICERS 2013-2014**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Position</th>
<th>Name</th>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Frank Davis</td>
<td>Chair-Elect</td>
<td>Lisa Olzewski</td>
<td>Treasurer (5/2013-5/2016)</td>
<td>Doug Shane</td>
</tr>
<tr>
<td>Immediate Past Chair</td>
<td>Janet Crum</td>
<td>Secretary (5/2013-5/2015)</td>
<td>Andrea Harrow</td>
<td>Web Editor</td>
<td>Ann Marie Clark</td>
</tr>
<tr>
<td>Newsletter Editor</td>
<td>David Duggar</td>
<td>CLS Candidate for MLA Nominating Committee</td>
<td>Margaret Vugrin</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>