



CANCER LIBRARIANS SECTION NEWS

Issue No.48, Spring/Summer 2011

NEWSLETTER OF THE CANCER LIBRARIANS SECTION OF THE MEDICAL LIBRARY ASSOCIATION

Message from the CLS Chair

Celebrating the thirtieth anniversary of the Cancer Librarians Section

Christine Marton, PhD
Chair, 2010-2011

As we plan our itineraries for the 2011 MLA Annual Meeting, the Cancer Librarians Section can reflect on several milestones and accomplishments.....

The **CLS section program** for MLA2011, *Revitalize Your Message* program will be held on Monday, May 16th at 10:30am. It is a collaborative effort with the following sections and SIGS: Public Health/Health Administration Section, Leadership and Management Section, Medical Library Education Section, Library Marketing SIG, Molecular Biology and Genomics SIG, and the New Members SIG. It features an innovative approach to section programming; YouTube videos submitted by MLA members. The CLS section program will feature medical librarian Julia M. Esparza, AHIP, discussing "Why are you here? Using an Elevator Speech to Achieve Integration into a Clinical Team"; Shannon Jones, Associate Director, Research & Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, "Now That They Are Here - Equipping New Librarians to Deliver Their Elevator Speech!", and Lisa K. Traditi, AHIP, Head of Education and Assistant Professor, Health Sciences Library, University of Colorado Anschutz Medical Campus talking about "Why Don't You Have One Yet? Creating and Using Your Elevator Speech." The video entries will be judged both by designated judges and by the section program audience and three prizes will be awarded. First prize is a Barnes and Noble NOOKcolor; second prize is a \$50 gift card from Barnes and Noble, and third prize is a \$25 gift card from Barnes and Noble. *Congratulations to Stephanie Fulton, AHIP, CLS Chair-Elect, for her efforts to organize what promises to be an interesting event.*

Fundraising was successful this year, with a total of \$1500 obtained from these vendors and publishers: \$500 each from the highly reputable journal *New England Journal of Medicine*, and publishers, Harborside Press and SAGE Publications Inc. Because fundraising efforts have contributed more to the Treasury than costs incurred from the Business Meeting and officers' travel expenses to attend the MLA annual meeting, the CLS bank account balance is currently over \$10,000. *Many thanks are due to Julie Esparza, AHIP, for her fundraising efforts, and to Margaret Vugrin, AHIP, Treasurer, for keeping our finances in such good shape.*

Membership and officer recruitment have also been successful. There are twenty-six new members as of October 1 2010, fourteen of whom made use of the "Free Section" offer from Section Council, of which several had attended the Section Shuffle or visited the Section Council Booth at MLA2010. As well, CLS welcomed several newly elected officers in February. **Janet Crum** was elected Chair-Elect 2011-2012. Janet Crum is Director, Library Services at City of Hope, an NCI-designated Comprehensive Cancer Center in Duarte, California. **Janet M. Waters** was elected Secretary 2011-2013. Janet is the Associate Librarian, User Services, at the Memorial Sloan-Kettering Cancer Center in New York. **Barbara Henry** was elected Nominee for the MLA Nominating Committee. Barbara is the Community Health Librarian at the Helen F. Graham Cancer Center, Junior Board Cancer Resource Library, in Newark, Delaware. *Many thanks for Julie Esparza, AHIP, Past Chair, for her work on this year's election.*

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The **CLS newsletter** has been in publication for twenty years, a remarkable accomplishment. All back issues of the CLS newsletter are available online at <http://selu.com/cancerlib/newsletter.html>. *Many thanks to David Duggar, Newsletter Editor, for publishing two stellar issues this year.*

2011 marks the **thirtieth anniversary** of the founding of the Cancer Librarians Section. Please help us mark this occasion by attending the **CLS Business Meeting** at the MLA2011 Annual Meeting in Minneapolis, Minnesota, which is scheduled on Monday, May 16, 2011, from 4:30pm-6:00pm, in Room M100H, Mezzanine Level, at the Minneapolis Convention Center. Refreshments will be provided.

CANCER LIBRARIANS SECTION 2011 MLA EVENTS

Monday, May 16, 2011 – Revitalizing Your Message – Cancer Librarians Section

10:30 AM to 12:00 PM, Room 101J – Minneapolis Convention Center

Co-sponsors: Public Health/Health Administration Section, Leadership and Management Section, Library Marketing SIG, Medical Library Education Section, Molecular Biology and Genomics SIG, New Members SIG.



Why Don't You Have One Yet? Creating and Using Your Elevator Speech

Lisa K. Traditi, AHIP, Department Head and Assistant Professor, University of Colorado Health Sciences Library, University of Colorado-Denver Anschutz Medical Campus, Aurora, CO

Description: Elevator speeches are a tool used in the business world for years. Some librarians have been hesitant to adapt the technique, expressing concerns that they will do something wrong or look foolish or unprofessional. The first obstacle many librarians face in using an elevator speech is in building a useful and winning one. Using an easy four-step worksheet, participants will be coached through the process of developing a concise, professional message that can be delivered in ten to thirty seconds to communicate their value. Discussion of obstacles and fears about using elevator speeches in any setting will be followed by presentation of a worksheet on the process and time to practice.

Why Are You Here? Using an Elevator Speech to Achieve Integration into a Clinical Team

Julia Esparza, AHIP, Clinical Medical Librarian, Department of Medical Library Science, Louisiana State University Health Sciences Center, Shreveport, LA

Description: When librarians, informationists, or information specialists are invited to join clinical teams, it is useful to develop a consistent message on their role in the team as clinical personnel often changes. By using an elevator speech to achieve this consistent message, clinical team acceptance is achieved. Deciding what is most important to emphasize in an elevator speech can be hard because, at most, an individual has twenty to thirty seconds to communicate their value. A description of the elevator speech used in two different environments will show the thought that needs to go into the creation of this dynamic marketing tool.

Now That They Are Here: Equipping New Librarians to Deliver Their Elevator Speech!

Shannon D. Jones, AHIP, Associate Director, Research and Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, Richmond, VA

Purpose: The purpose of this paper is to describe the training program that our library developed to prepare newly hired librarians to become liaisons.

Setting: An urban academic health sciences library serving the schools of allied health professions, dentistry, medicine, nursing, and pharmacy.

Description: The literature suggests that it takes six to twelve months for a new employee to learn an organization's culture and their role in that organization. In the fast-paced health sciences environment, new librarians do not always have the luxury of an extended orientation period. Our constituents do not differentiate between "seasoned" and new librarians; they just want information quickly, to the point, and at the point of need. They expect us to know the answers they need. Embracing the idea that one must possess the ability to promote the library at a moment's notice, librarians must always be prepared to deliver an elevator speech regardless of the time, location, or target audience. This task is especially hard when you are still learning your job, the



organization, and its people. In late 2010, we hired several new librarians within months of each other. Due to staffing shortages and competing priorities, we needed these individuals to be ready to assume liaison responsibilities in a relatively short amount of time. To shorten their orientation period, "seasoned" librarians developed a formal training program to bring these new librarians on board quickly. Our goal for the training was that our new staff members learn as much about our library's collections, its services, and their assigned liaison school as quickly as possible. This training emphasized the need to gain an understanding of the library's mission, the schools, and the programs we serve, and in-depth information about the individual schools the liaisons serve including curricula expectations, identification of the school's key players, faculty research interests, and how well the library's collection supports the discipline.

Monday, May 16, 2011 – Cancer Librarians Section Business Meeting

4:30 PM to 6:00 PM, Room M100H – Minneapolis Convention Center

SEE THE ELEVATOR VIDEOS

I am excited to announce the Elevator Speech videos that will be premiered during the Cancer Librarians Section program on Monday, May 16th @ 10:30 AM.

Our contributors and contestants for the NOOKcolor, \$50.00 and \$25.00 gift card from Barnes & Noble are:

Heidi Sue Adams— Lead Medical Librarian, Kalispell Regional Medical Library, Kalispell MT

Fran Kovach— Reference & Education Librarian, Southern Illinois University School of Medicine, Springfield IL

Kimberly Brady – Education & Research Librarian, Tompkins-McCaw Library for the Health Sciences, Richmond VA

Jennifer McDaniel-- Education & Research Librarian, Tompkins-McCaw Library for the Health Sciences, Richmond VA

Emily Johnson-- Education & Research Librarian, Tompkins-McCaw Library for the Health Sciences, Richmond VA

Deniz Ender-- Medical Librarian, Rex Healthcare, Raleigh NC

Lesli Moore -- Systems Librarian, The University of Texas MD Anderson Cancer Center, Houston TX

Linne' Girouard-- Hospital Librarian, The Methodist Hospital, Houston TX

Javier Garza-- The University of Texas MD Anderson Cancer Center, Archivist, Houston TX

Mary Ann Huslig-- Manager – Liaison Marketing, Outreach, University of Texas Southwestern Medical Center, Dallas TX

Bart Ragon-- Associate Director for Library Technical Services and Development, University of Virginia, Claude Moore Health Sciences Library, Charlottesville VA

The idea for this program began with a conversation with Julie Esparza, LSU Health Sciences Center, Shreveport LA, at MLA 2010 during a planning meeting. We were excited to hear what our colleagues say when they find themselves with an opportunity to sell their library and within their communities.

I am very happy with the interest these has sparked and believe we all must be ready for those precious yet brief opportunities when we can tell the story of our library and services to someone who may one day be a champion for us. Since beginning the work on this program I have had my staff report back to me that they feel more confident when talking about our library out in the world and have actually initiated conversations in the elevator.

If you cannot make it to MLA you can view the videos afterwards at <http://www.youtube.com/user/mlacls2011>.

--Stephanie Fulton, AHIP

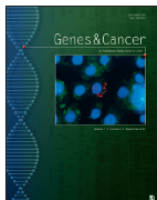
Chair-Elect, Cancer Librarians Section



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Take a look at SAGE's must-have content in cancer research. Our portfolio of 630 journals spans the Humanities, Social Sciences, and Science, Technology, and Medicine, and more than 280 are published on behalf of 230 learned societies and institutions. We invite members of the Cancer Librarian Section of MLA to trial our leading titles featured below.

NEW!



Genes & Cancer

Editor-in-Chief: **E. Premkumar Reddy, PhD**,
Mount Sinai School of Medicine, New York, USA

Genes & Cancer, peer-reviewed and published monthly, covers all aspects of the structure and function of oncogenes, growth suppressor and apoptotic genes, and the mechanisms by which their expression and function are altered during tumor development. In addition

to publishing manuscripts that directly relate to these areas of research, articles in **Genes & Cancer** explore the emerging areas of genomics, drug development, and systems biology.

<http://gan.sagepub.com>



Journal of Oncology Pharmacy Practice

Editor-in-Chief: **Barry R Goldspiel, Bethesda, MD**

Journal of Oncology Pharmacy Practice is a peer-reviewed scholarly journal dedicated to educating health professionals about providing pharmaceutical care to patients with cancer.

It is the official publication of the International Society for Oncology Pharmacy Practitioners (ISOPP). Publishing pertinent case reports and consensus guidelines that drive clinical practice, this practical journal also includes information on new products, new therapies and patient management, as well as reviews of the latest research.

<http://opp.sagepub.com>

NEW!



Therapeutic Advances in Medical Oncology

Editor-in-Chief: **Charles Coombes**,
Imperial College School of Medicine, London, UK

Therapeutic Advances in Medical Oncology aimed at researchers and clinicians involved in the medical treatment of cancer and is a forum for publishing original research and

reviews in this area. It will cover systemic cancer treatments including chemotherapy, endocrine therapy, biological therapy and immunotherapy, as well as adjuvant systemic therapy. All cancers will be covered including gynaecological cancers, lung cancer, gastrointestinal cancers, urological cancers, head and neck cancers, and skin cancer.

<http://tam.sagepub.com>



Journal of Pediatric Oncology Nursing

Official journal of The Association of Pediatric Hematology/Oncology Nurses (APHON)

Editor-in-Chief: **Nancy E. Kline, PhD, RN, CPNP, FAAN**,
Director, Research and Evidence-Based Practice, Department of Nursing, Memorial Sloan-Kettering Cancer Center, New York, NY

Journal of Pediatric Oncology Nursing is a peer-reviewed bi-monthly journal offering pediatric hematology, oncology, and immunology nurses in clinical practice and research, pediatric social workers, epidemiologists, clinical psychologists, child life specialists and nursing educators original research and definitive reviews on the whole spectrum of nursing care of childhood cancers, including leukemias, solid tumors and lymphomas, and hematologic disorders.

<http://jpo.sagepub.com>



Integrative Cancer Therapies

Editor-in-Chief: **Keith I. Block, MD**,
University of Illinois at Chicago, Institute for Integrative Cancer Care

Integrative Cancer Therapies is a peer-reviewed quarterly journal focused on the scientific understanding of alternative medicine and traditional medicine therapies, and their responsible integration with conventional

health care. Integrative care includes therapeutic interventions in diet, lifestyle, exercise, stress care, and nutritional supplements, as well as experimental vaccines, chrono-chemotherapy, and other advanced treatments.

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NCCN National Comprehensive Cancer Network

JNCCN Journal of the National Comprehensive Cancer Network

Volume 9 Number 3

Clinical Practice Guidelines in Oncology

- Acute Myeloid Leukemia

Featured Article:

Cost-Effective Industry "Reimbursement" of NCCN Guidelines

Summary: Is the Bottom-Line Reimbursement Coverage Changing? Catherine L. Lipp

Summary: Access to and Adaptation of Cancer Care: Who Decides? William F. Barlow

Development and Validation of 117 Prognostic Indices for Endometrial Response to Chemotherapy for Advanced Cancer: A Study of the Radiation Therapy Oncology Group, Eastern Cooperative Oncology Group, and Cancer Therapy Evaluation Program

Identifying Older Patients With Acute Myeloid Leukemia Who May Be Candidates for Radiation: A Retrospective Cohort Study of Eastern Cooperative Oncology Group Patients

Head-to-Head Comparison of the Treatment of Acute Myeloid Leukemia in the Elderly Patient: A Randomized Trial of the Eastern Cooperative Oncology Group

Treatment of Acute Promyelocytic Leukemia for Older Patients: A Retrospective Cohort Study of Eastern Cooperative Oncology Group Patients

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Comparative effectiveness research | Circulating tumor cell assay | FDA update | 25

Editor in Chief, *Journal of the American Society of Clinical Oncology* | ASCOPost.com

THE ASCO POST

News and views from the world of clinical oncology and hematology

Bill Sternberg, MD, MSc

Intermittent Androgen Suppression Called New Standard of Care for Men with PSA Recurrence

By **Thomas J. Slamon, MD, MSc**

Androgen Suppression

In this study, intermittent androgen suppression (IAS) was demonstrated to be superior to continuous androgen suppression (CAS) in terms of quality of life and overall survival. IAS was also associated with lower rates of adverse events and lower costs. IAS was also associated with lower rates of adverse events and lower costs. IAS was also associated with lower rates of adverse events and lower costs.

Ethics in Oncology: Lies, Big and Small, Matter

Relatively few scientific papers reflect

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Oncology Meetings Coverage

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Harborside Press

Journal of the **Advanced Practitioner in ONCOLOGY**

Vol 2 • No 2 • Fall/Autumn 2011

TARGETED KNOWLEDGE • BEST EVIDENCE • COLLABORATIVE PRACTICE

Review: Predictive Genetic Testing: Can Specialized Advanced Practitioners (Qual Cancer Counselors) Assist Patients?

Review: Advances in the Treatment of Metastatic to Severe Lower Urinary Tract Symptoms in a Single Confined Prostate Cancer: Jack F. Harkin and Jiri Lubinski-Vidal

Review Series: Biomarkers: Biomarkers in Breast Cancer

Guest Editorial: Biomarkers, Deep-Vein Thrombosis, and Pulmonary Embolism in a Patient With Primary CNS Lymphoma

Practice Patterns: An Early Prognostic Integrated Chemotherapy Policy for Patients With Colorectal Cancer: A Retrospective Cohort Study

President's Corner: Endemic Malaria: Update Advances in Malaria: Bruce Cairns

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CLS SUPPORT OUR COLLEAGUES

Several of our members are giving presentations at MLA. Support our colleagues by attending those presentations and letting others in your institution and networks know about them.

Sunday, May 15, 2011 – Poster Session 1

2:00 PM to 3:00 PM, Exhibit Hall A – Minneapolis Convention Center

Poster Board Number: 51

Title: Rethinking Programs: A Peer-reviewed Video Program

Objective: A program report discussing the implementation of an innovative program session at MLA '11 by the Cancer Librarians with other sections and special interest groups (SIGs). There were three primary objectives: (1) to increase participation by organization members who cannot attend a national annual meeting, (2) to demonstrate the process implemented to select videos for peer-reviewed video supplements at a national meeting, and (3) to assess the success of the member participation using this innovative program format.

Methods: Program representatives from sections and SIGs determined the appropriate length and number of videos to supplement the traditional contributed paper presentations. Determination of video repository was made through examination of free resources with established reliability and security. Representatives tested the system for security and ease of use by the prospective video contributors. In consultation with MLA's executive leadership, a proper copyright release was created. National models within the organization were used to develop the criteria for peer review. Email and newsletter calls to participate were sent to organization members. A determination to award prizes was made to encourage submissions of those reluctant to share their stories.

Results: As a first-time program, the technical issues involved with developing a mechanism for videos to be submitted, determining formats for the videos to be submitted, and obtaining submissions proved to be challenging. The peer-reviewed criteria involving audience participation may be useful for others to implement in planning programs of this kind in the future. By asking those attending the session to vote on the video submissions, the session program planners hope to see many attendees at the session providing feedback.

Conclusions: This new model of session programming could be used for future program sessions to encourage involvement of those who are unable to attend the session but have valuable experiences and research to share with their colleagues.

Authors: **Julia Esparza, AHIP**, Clinical Medical Librarian, Department of Medical Library Science, Louisiana State University Health Sciences Center, Shreveport, LA; **Stephanie Fulton, AHIP**, Associate Director, Research Medical Library, The University of Texas, MD Anderson Cancer Center, Houston, TX; **Jodi Philbrick**, Course Coordinator, Department of Library and Information Sciences Health Informatics, University of North Texas Denton, Denton, TX; **Nancy J. Allee, AHIP**, Deputy Director, Taubman Health Sciences Library, University of Michigan, Ann Arbor, MI; **Carrie L. Iwema**, Information Specialist, Molecular Biology, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA; **Shannon D. Jones, AHIP**, Associate Director, Research and Education, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University, Richmond, VA; **Mindy Robinson-Paquette**, Senior Information Specialist, Scientific Information and Library Service, Sanofi-Aventis, Malvern, PA

Poster Board Number: 87

Title: Nurse-Library Staff Collaboration Leads to Clinical Questions Reference Service

Objective: To develop a clinical questions reference service provided by a collaboration of nursing and library staff.

Methods: Setting: The national headquarters of a large, international professional membership association. In response



to the large volume of clinical inquiries being received, a dedicated email address and 866 phone number with a unique extension were created so that clinical questions could be submitted from around the world by association members, other oncology health care providers, and patients, families, and members of the public. The service was promoted in the association's monthly news magazine, website, and Facebook and Twitter accounts. An auto-reply to email inquiries informs requestors of a response time of 2 business days; if the request is particularly complex or detailed, a notification is sent that it may take longer.

Results: The service has averaged approximately 140 questions per month. Although it is ostensibly geared toward oncology information, questions often fall outside that scope and pertain to a wide variety of topics. In some cases, the information provided leads to practice changes, as some inquiries are submitted by institutions updating their policies and procedures. Evidence-based resources and the guidelines published by the host association are used to answer the questions, excerpting relevant text that most directly addresses the inquiries.

Conclusions: The most common questions and answers were compiled into a "top 20" publication made available for sale and incorporated into a column written by the librarian in the association's monthly news magazine. The service will be migrated to an open access portal on the association's website, organized into topically driven sections with evidence-based summaries of information, publications, continuing nursing education programs discussing the topic in greater detail, journal club access, and video presentations.

Author: Mark Vrabel, AHIP, Information Resources Supervisor, Oncology Nursing Society, Pittsburgh, PA

Tuesday, May 17, 2011 – Poster Session 3

2:00 PM to 3:00 PM, Exhibit Hall A – Minneapolis Convention Center

Poster Board Number: 44

Title: Rethinking the Role of Circulation Staff Within Library Promotion: Our Facebook Success Story

Description: Creating a library Facebook presence offered an opportunity to rethink information delivery to internal and external customers. Imagining Facebook as a potential first service point also enabled us to see it as a professional development opportunity for circulation staff to gain hands-on training in needs assessment, outreach, PHP applications, project management, and implementation of user preferences. Our full-time circulation staff is the "face" of the library, skilled at providing frontline information delivery to customers at our busy, single service desk. And as part-time graduate library science students and savvy Facebook users themselves, they were eager to join the library's Facebook development team. Senior staff guided the project, beginning with and continuously incorporating customer input to determine content and direction. First, we researched existing library Facebook pages for ideas and collaborated with the student library advisory committee (SLAC) for feedback on survey questions and the best ways to boost response rates from the students and faculty of the four schools we serve. Second, we reviewed the results of the surveys and implemented their preferences in our content. Finally, we created workflow schedules and timelines, reviewed statistics, and opened the team to staff from other departments to help the project grow.

Conclusions: Facebook has provided circulation staff a means of forging connections in the Tufts University community that promote library staff, services, and resources while communicating library news and soliciting user input. The Facebook team learned the importance of soliciting and implementing user needs and feedback, gained hands-on experience with project management skills, and expanded their role to include involvement in university-wide social media committees and endeavors. The fan base has grown from a handful to more than 158 friends in under 1 year, and the page has become an institutional resource for others to use as a model. Social media presents an opportunity for libraries to rethink the roles of staff in meeting the evolving needs of customers and libraries. Tufts University Hirsh Health Sciences Library has successfully demonstrated that circulation staff can lead and implement library promotion with tools such as Facebook as they develop their professional skills.

Authors: Gail Y. Hendler, Head, Information and Access Services; Tiffany Tawzer, Circulation Assistant and Reserves Coordinator; Melissa Theroux, Evening and Weekend Coordinator; Stephanie E. v. Fitzgerald, Circulation Assistant; JaimeLyn Bears, Circulation Assistant; Amy R. Lapidow, Information Services and Circulation Librarian; Felix Hernandez,



Serials Assistant and Stacks Supervisor; **Sarah J. Parent**, Administrative Coordinator; **Collin Murphy**, Head, Library Information Technology; Hirsh Health Sciences Library; Tufts University, Boston, MA

CLS MEMBERS IN THE NEWS

In March 2011 *Stephanie Fulton* accepted the position of Executive Director of the Research Medical Library at the MD Anderson Cancer Center in Houston, Texas.

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