

CANCER LIBRARIANS SECTION NEWS

Issue No.42, Winter 2007

NEWSLETTER OF THE CANCER LIBRARIANS SECTION OF THE MEDICAL LIBRARY ASSOCIATION

Message from the Chair

This is my first Cancer Librarians Section newsletter "Message from the Chair" and I am very happy to write to you from my new home in Boston.

The Cancer Librarians Section is involved in several new activities thanks to the hard work of members who contribute time and talent to move our section forward. Our Bylaws chair, Barbara Henry, has been busy revising the CLS bylaws readying them for approval at our annual meeting in May. Margaret Vugrin, our Program Chair, has partnered with the Molecular Biology and Genomics SIG and the EBM and Clinical Librarians SIG to present our section program in Chicago: *Translational Research: Benchmark, Bedside and Beyond*. Julie Esparza, our Section Council Representative, has authored an article highlighting our section's activities and achievements that appear in the current issue of MLA News.

Many of our members continue to serve our section with notable and significant contributions and I'd like to bring their names and work to your attention. Ann Marie Clark continues to serve as our Web Editor and discussion list manager. Isabel Sulimanoff edits our *Cancer Patient Libraries Directory* (<http://www.selu.com/cancerlib/patient-libraries.html>). Frank Davis chairs the CLS *Recommended Websites* committee that publishes our section's oncology resources webliography meant for clinicians, patients and the library community, available online at <http://www.selu.com/cancerlib/recommended-websites.html>. Jan Orick, Tanya Smith, and Mark Vrable remain valuable contributors on this project. New volunteers are always needed, so if you have about 1 - 2 hours per month to give and would like to share and publish your expertise with your colleagues, please feel free to contact either Frank Davis or myself. Sue Felber continues to serve as the CLS treasurer and Tricia Reusing serves as the CLS secretary. Thanks to all who work to make our section better with their time, talent and commitment.

New contributions to the work of the section are always welcomed. Feel free to contact me about ways in which you can serve our section, our association and our profession by working on CLS projects. I would love to hear from you.

Gail Y. Hendler, Chair
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Send contributions for upcoming issues of the CLS newsletter to:
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Cancer Librarians Section Growth

The Cancer Librarians Section (CLS) is working to get the word out that the CLS is not just for those who work in specialized cancer facilities. Most librarians have interaction with clients (health professional or consumer) who deal with cancer issues. The members of the CLS provide a unique resource to turn to when questions may arise. We will have a section update in MLA News soon that will mention our section benefits. Because of the size of CLS the opportunity to be involved in the leadership of the section is a significant benefit for those interested in pursuing AHIP. In addition our outstanding section programming (ranked in the 2007 MLA Annual Meeting Survey in the top five this past year) is another benefit. For the 2008 Annual Meeting the Section Council will be sponsoring a Section Shuffle on May 18, 2008 from 6 – 8 pm. It will be similar to speed dating and will allow MLA members to learn about MLA sections and their activities.

MLA is asking for sections to:

BE CREATIVE! SOME OPTIONS: Handouts / Posters / Give Away Tokens / Candy / Balloons / Raffles / Door Prizes / Slideshows / Computer Displays / Sound Effects / Sing / Dance / Dress in Costume.

They suggest that we do whatever will attract attendees to our table so we can educate them on the outstanding benefits of our section.

MLA will be awarding the following prizes to the most creative table. Votes will be those who attend the Section Shuffle. Prizes are:

- (1) The winning section will be announced in a general session.
- (2) The winning section will be highlighted on a sign in the Section Council Booth.
- (3) The winning section will be publicized in the daily newsletter with a picture and
- (4) An article in MLA News will highlight the Section and include a picture.
- (5) Section members will receive a trophy sticker for their name badges.
- (6) The winning section will receive a trophy icon for display on their web page

In the future I will be asking current members of the Cancer Librarians Section to provide comments on the value of CLS. I will also be looking for those who will be willing to help out with the Section Shuffle and prepare materials and/or a display if needed. We need to share our passion and let others know how beneficial CLS can be in our daily work.

If you have ideas please contact me at jespar@lsuhsc.edu to let me know by **February 29, 2008**. CLS leadership will review the ideas and decide which ones will be the best way to promote CLS.

Julia Esparza, MLS
Section Council Representative



HEALTH? A QUESTION OF ...MASS MEDIA

Reflections of the Patients' Library of the Centro di Riferimento Oncologico, Aviano (PN) Italy, on the criteria selected by the main national media (newspapers, television, internet) to address diseases with the highest social impact, among them, cancer.

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A ten year experience with dissemination of information to patients allows us to state that currently citizens (the public) are eager to search for health-related information and are sensitive to that offered by the most common media. It is relatively typical to relate with persons approaching us with doubts, curiosities, or fear as a result of news gathered through newspapers or on television. In this case, the content of the news attracts attention and not especially the scientific context and elements that allow a more critical appraisal of the worthiness of the information (for example: the source, the authors/editors, research itself, etc.). This confirms our opinion that **mass media influence the public's opinion on matters of health** and it is supported by various studies (5, 6) and a survey conducted by **Censis (7) on request from Cipomo** (the Italian college of Oncology Division Directors in the clinic) and concluded in 2006. The survey outcome indicates that information/mass media concerning health-related subjects is focused in 45% of cases on Oncology: leading to the idea that 67.5% of Italians consider cancer the most fearful disease, even though to this day, cardiovascular pathologies are the first cause of death in Italy. This fear can also be explained by the strong emotional impact that mass media have on the public. People included in survey interviews

state that they have changed their approach to health and lifestyle on the basis of information received from print news (15%) and television (18%). The press accounts for the second source of information on cancer after healthcare professionals, especially in persons with higher levels of education. The survey which has analyzed articles published between September 2005 and February 2006 in newspapers and special "health" inserts reveals that cancer is a high social impact disease (45.3%); as evident more in magazines dedicated to health matters (10%) than in daily newspapers (1%). Approximately 30% of articles considered regard scientific perspectives and research applications, 21.4% regard risk factors and prevention, and 16% regard personal recollections. However, differences are evident based on the type of publication considered: inserts concern mainly research and prevention topics while newspapers prefer to cover social and psychological aspects of the disease with the highest emotional impact. Very little space is dedicated to practical issues and support given by healthcare staff. As a result of analyzing 4 TV series (*Orizzonti della Scienza & della Tecnica, Più Sani & più Belli, Check-Up, Uno Mattina*) concerning health in the last thirty years, it was possible to better understand the changes in the relationship of Health and TV as well as the kind of health information demand of the citizen-patient; bringing forward the focus of individual responsibility in which television has played a large part.

A separate chapter is dedicated to the analysis of health information available on the internet; especially in this environment, misinformation and distortions are found to be rampant. We pay particular attention (we take care) to this aspect in our information service to the public. During the years we have strived to uphold the quality of information offered to citizens and recently this commitment has included information available on-line. International quality assurance parameters to certify this include: transparency of the aims sought and the subject debated, clear reference to sources utilized, unequivocal and complete text, and many others (8, 9).

Always as a result of the Censis survey, only 33.9% of Italian sites are certified as quality ones by **Hon Code** (see Health on the Net Foundation, <http://www.hon.ch/index.html>).

Considering transparency and aims of websites, the current situation is encouraging with nearly 73% specifically citing the identity of the author and 83.9% clearly stating the final objective and the object of dissemination. Refreshing data on-line is performed regularly in 84% of sites to keep information valid. With regard to quality of information on-line, a European project **WRAPIN** (Worldwide Reliable Advice to Patients and Individuals, www.wrapin.org) proposes a query function based on simple language for a user to find medical assistance through multiple database linkages. This allows the user to have access to international medical literature and verify the existence of the requested information.

Yet in the context of quality assurance of internet sites and health topics, the interest shown by the Patients' Library last year was motivation for a survey conducted among high school students in order to describe, at least partially, how adolescents relate to internet (article in press). The survey's results showed how important it is to encourage students to use a wide range of information sources and to check, verify, and critically evaluate the information they read, also on the internet. An eminent reference that we utilized was the publication of the **HINTS** (Health Information National Trends; "**Cancer Communication**" Survey 2003 and 2005) in collaboration with the National Cancer Institute. Emphasis is given in it to health information retrieval by means of different sources: specialists, newspapers, TV, Internet, etc. by the public in recent years. The increased use of internet is given as a motive for information retrieval and consultation with specialists by means of a new virtual form of communication (i.e. Forums and Blogs) especially as regards the younger generations and those with elevated levels of education. This information culture has completely revolutionized the physician-patient relationship which has had to become more interactive and earnest including elements which may not seem to be pertinent... *"Medicine is a harmonious combination of medical technology and medical anthropology where, parallel to basic science, the*

human rapport between physician and patient must be present: a dual relationship which becomes plural when it involves physician, patient and society" (10).

The Patient Library (LP) of the Centro di Riferimento Oncologico, Aviano (PN), Italy, is a pilot project in Italy in the field of supplementary information for cancer patients. The LP is structured in two parts: the core is the Cancer Information Point (CIP-LP), the other part is a recreational books' Point. These two parts work together within the context of the biomedical library of the Institute(1). In the cancer library's vision, according to Ranganathan (2) "Five Laws", patients, their relatives and friends are "simply" particular users of the library who are searching for adequate and appropriate informational materials concerning their illness not only for knowledge but also for better coping with cancer.

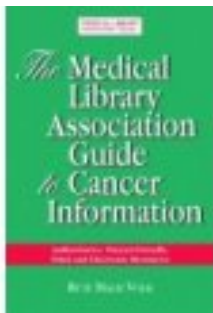
A skilled intermediary – at present a psychologist "trained" in information science – is appointed to the CIP-LP, a section of the scientific Library. He provides patients, their relatives and citizens willing to know more about different aspects of cancer and related topics with an adequate "package" of information. The CIP-LP "spirit" is expressed in the great attention paid to the individual's information needs and in the respect shown for the autonomy of the patient and his or her relatives. The material, which for the most part either originates in Italy or has been translated or adapted, is scientifically valid, updated and written in straightforward language. A large part of this material is arranged on the CIP-LP's shelves by class/subject. All the documents, both print and electronic - are recorded in an automated archive (3, 4). The service is publicised within the Institute via leaflets and via the Internet web page with a description of the initiative, its services, who it is for, and its opening hours. The leaflets are made available at the Volunteer Service welcome desk, located at the entrance of the Institute, in the various waiting rooms throughout the building and in the central hall used for patient entertainment and various recreational activities promoted by the Institute and Volunteer Service. The service is also publicised by word of mouth from those who have used the service. The service answers approximately 500 requests per year, but the topics covered number about three times more, since each person typically seeks information on various aspects of disease.

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MLA Cancer Information Resources



The overwhelming favorite recommendation on a number of librarian list serves including MEDLIB-L

MLA Medspeak Breast Cancer Pamphlet

http://www.mlanet.org/pdf/breast_cancer_final.pdf



MLA Guide to Cancer Information: Authoritative, Patient-Friendly, Print and Electronic Resources

Ruti Volk

Manager, Patient Education Resource Center at the Comprehensive Cancer Center and Wellness Resource Center at the Cardiovascular Center, University of Michigan–Ann Arbor

HEALTH INFORMATION LITERACY (HIL) CURRICULUM PILOT PARTNERS NEEDED

The Medical Library Association (MLA), under contract and working with the National Institutes of Health/National Library of Medicine (NLM), is looking for eight hospital-based libraries to pilot a new Health Information Literacy (HIL) Curriculum designed to increase health care provider knowledge of health information literacy issues, increase patient and provider use of NLM and other consumer resources, and promote the role of librarians as key providers of health information literacy resources and support.

To become a pilot site, your hospital-based library can be of any size and type, and serve any geographic area. Interested libraries must submit a [Pilot Training Site Application Form](#) [Word doc, 62KB] and letter of commitment from their hospital administration documenting organizational commitment to long-term delivery of consumer health information services, via email **by January 7, 2008** to [Sabrina Kurtz-Rossi](#), Project Coordinator. All applicants will be notified of their selection status by January 30, 2008. If you have any questions about this call for pilot training sites, please contact Ms. Kurtz-Rossi via [email](#). See the [Pilot Training Site Selection Criteria](#) [Word doc, 71KB] for a description of the selection criteria, training site expectations, and the support that training sites will receive from the project. For more information about the full project, visit http://www.mlanet.org/resources/healthlit/hil_project.html

Hospital-based librarians are in a unique position to help health care providers and their institutions meet the health information literacy needs of patients and consumers [1]. According to the Institute of Medicine nearly half the adult population in the U.S. has difficulty accessing, understanding, and using health information [2]. To address this problem the Joint Commission calls for hospitals to raise awareness throughout their institutions about the impact low health literacy and limited English proficiency have on patient safety and to train health care providers to respond appropriately to patients with literacy and language needs [3]. Participation in the Health Information Literacy Research Project will support hospital-based libraries/librarians to plan and implement consumer health information services that will strengthen their institution's capacity to address health information literacy barriers to quality patient care.

Jean P. Shipman, AHIP, MLA Immediate Past-President

Director, Tompkins-McCaw Library for the Health Sciences and Associate University Librarian, VCU Libraries, Virginia Commonwealth University

Carla J. Funk, CAE, Executive Director
Medical Library Association



Sabrina Kurtz-Rossi, MEd., Project Coordinator
Health Information Literacy Research Project
Medical Library Association

FOX CHASE CANCER CENTER LIBRARY RENOVATED

A re-opening celebration was held on October 3rd to showcase the dramatic changes made with the complete renovation of the Library at the Fox Chase Cancer Center in Philadelphia. Speakers at the opening event included President Michael Seiden, M.D., Ph.D; Executive V.P/COO, Don Leedy; and Senior V.P/Chief Academic Officer., J. Robert Beck, M.D.

Costing approximately \$400,000, the library renovations took around 3 months to complete and included a total redesign to incorporate varied seating and functional areas. Architectural firm, Charles Matsinger Associates of Philadelphia, provided the architectural planning and interior design consultation.

Conversion of print to electronic resources reduced the need for shelving, allowing for better use of the remaining library floor space. The roomy, comfortable lounge area includes large upholstered chairs, some with attached, moveable side-tables for laptops. The library is completely wireless, proving seamless Internet access for staff. Carrels and round study tables are dispersed throughout, and a public computer area includes Internet-connected desktop workstations (PC and Mac) and scanning capability. New oak flip-top periodicals shelving and totally reconstructed staff offices complete the main library area.

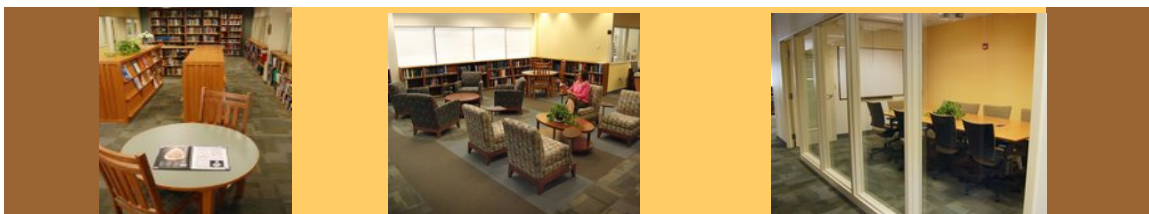
In addition, a training /interactive room, accommodating 10-12 people, was designed for use by library staff in educating patrons to utilize the library's many electronic resources. When not occupied by library trainers, this room is open to all Fox Chase staff. It has already become a popular informal collaborative or study space.

New compact shelving was installed for the institutional Archives area, which is also part of the Library. Across the hall, the Audiovisual Room houses a TV, VCR, and a videoconferencing unit available for all Center staff.

Named for Dr. Timothy R. Talbot, Jr., M.D., who served in the past as Scientific Director and Fox Chase President, the Talbot Research Library serves the Center's 2500 clinical, research and administrative staff. Fox Chase Cancer Center is an independent, nonprofit institution formed in 1974 by the union of American Oncologic Hospital (one of the nation's first cancer hospitals, established in 1904) and the [Institute for Cancer Research](#) (founded in 1927). Fox Chase's 100-bed hospital is one of the few facilities in the country devoted entirely to cancer care.

Director of Library Services, Karen M. Albert, AHIP, MLS said, "With these renovations, we have definitely accomplished our goal of transforming the Library space into an extremely modern, attractive, inviting, and functional environment. With space at a premium on campus, this is one of the few areas left to be used for library work, quiet study, or interactive purposes. We are proud that library services were basically uninterrupted during the construction period, and are thrilled that the resulting new library design will effectively support the Center's overall mission is to relieve the burden of human cancer."

Karen Albert, MLS, AHIP
Director of Library Services
Talbot Research Library
Fox Chase Cancer Center



MLA 2008 Cancer Section Program



MLA'08
Connections: Bridging the Gaps
May 16–21 • **Chicago**

MEDICAL LIBRARY ASSOCIATION ANNUAL MEETING AND EXHIBITION

Translational Research: Benchmark, Bedside, and Beyond

Description: Three speakers or a panel discussion about translational medicine and where the library and librarians fall into the big picture will be presented.

Organized by Margaret Vugrin, AHIP

Cancer Librarians Section

In partnership with:

Clinical Librarians and Evidence-Based Health Care SIG

Molecular Biology and Genomics SIG

Full list of section programs: http://www.mlanet.org/am/am2008/sect_prog/themes.html



Cancer Section Elections Results

Chair-Elect:
Margaret Vugrin

Section Council Representative:
Julie Esparza

Secretary:
Tricia Reusing

Treasurer:
Sue Felber

