Editorial

Hello and a very warm welcome to the first issue of the Newsletter for 2013.

Along with the usual columns, we have an interesting article from a new professional to the health information sector talking about some of the challenges that she has encountered and how she has dealt with them. We also have an update from the Patient Information Forum (PiF), including details of their forthcoming conference. We also hear of a new project underway that is looking for support and contribution from health library and information staff – the Making Alignment A Priority (MAP) toolkit is an exciting development opportunity (for more details see the Spotlight column). So delve in and I hope you find this issue of the Newsletter useful, informative and enjoyable!

If you would like to get involved or have ideas for columns/developments or if you would like to write a short piece (1000-1500 words) for the Newsletter then do please get in touch with me. I always welcome contributions so please do think about submitting an article, meeting report or book review for publishing in the Newsletter.

Elise Hasler, Editor, HLG Newsletter

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Please make sure you have registered your email address with Cilip via the website otherwise you could be missing out on important HLG announcements.

It is not enough to have given your email address when renewing your Cilip subscription. You need to register via the Cilip website: http://www.cilip.org.uk/aboutcilip/welcome
Group news

Health Information and Libraries Journal
http://wileyonlinelibrary.com/journal/hilj @HILJnl

HILJ Review Articles

Have you ever considered writing a review for HILJ? We publish a review article each issue, of any type – literature review, systematic review, scoping review and many more. Recent examples that have been published are on the topics of:

- Information needs of public health practitioners
- Quality improvement systems in health library services
- Implementation of web 2.0 services in academic, medical and research libraries

We welcome all types of topic within the scope of the journal, and would be happy to discuss any ideas you may have.

To find out more about writing for this area of HILJ please get in touch with Anthea Sutton. Email: a.sutton@sheffield.ac.uk

Dissertations into Practice - Celebrating Its First Birthday

The ‘Dissertations into practice’ feature in HILJ is a year old and so it’s time to bake a cake and light a celebratory candle.

The feature has proved really successful and is helping to shine a spotlight on student dissertations and the usefulness of student research for practice. The range of topics covered is already quite extensive, from the introduction of RFID into a hospital library to an evaluation of a ‘Books on Prescription’ scheme in a public library.

We’re on the look-out for new material so if you’ve done/are doing a dissertation related to health information or if you’re supervising or mentoring someone who is, then we’d be really interested to hear from you. Articles can be co-written with a dissertation or workplace supervisor and are essentially an extended abstract of the dissertation, highlighting the research methods used, the key findings and the implications for practice.

To find out more please get in touch with Audrey Marshall. Tel: 01273 642420 email: A.M.Marshall@brighton.ac.uk
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Sub-Group News

Libraries for Nursing (LfN)

Follow us on twitter at www.twitter.com/libs4nurs

Browse our collection of bookmarked websites at http://www.diigo.com/user/libs4nursing

Committee Members
The LfN Committee has a vacancy for the role of Joint Study Day Co-Ordinator. This is a chance to gain experience in choosing and booking speakers, developing topic areas, organising venues and evaluating events and would offer a great development opportunity for someone wanting to gain experience in this area. You would be working with our current Study Day Organiser who has significant experience. See our website for details of previous and upcoming events.

If you would like to join the committee but are uncertain about the role of Joint Study Day Organiser, then please do consider joining as an ordinary committee member. It might be that after a few meetings you decide you’d like to take on a role or help out in a specific area, but if not, that’s fine, we value the contributions of all our committee members and you don’t need to hold a specific role.

Our friendly committee meets three times each year in London and has one conference call meeting. Travel and lunch costs will be reimbursed. You do need to be an LfN member to be on the committee and details of the costs of this are on our website.

Membership
Its renewal time for your LfN subscription. Subscription means you receive copies of our bulletin and get reduced rates at our Study Days. Please contact Alison Paul our membership secretary – details are on our website: www.cilip.org.uk/lfn or email: alison.paul@asph.nhs.uk

Study Day
Following the success of the ‘Mobile Technologies in a Library Environment’ study day last year, we have decided to team up with the Patient Information Forum to run a similar session this year, but with a focus on using new technologies in Libraries, not necessarily mobile technology (though this is likely to be included). It will be a practical day where you will have the opportunity to listen to presentations about new technology, get involved in Q&A sessions and have the chance to try out some new technology yourself.

Bulletin
Our spring edition will be published in March. We welcome articles for inclusion in future bulletins. Please contact our Bulletin Editor if you would like to contribute: Phillip Barlow p.barlow@IMPERIAL.AC.UK

Bethan Carter, Secretary, LfN
Email: bethan.carter@york.nhs.uk

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HLG Wales

Spring Study
On the 26th March 2013 HLG-Wales is holding its Spring Study Day and AGM. The programme will cover:

- **iDOC Team – Smartphones on the ward?**
  Foundation doctors' experiences of using electronic texts to support workplace learning – Prof Alison Bullock and Dr Rebecca Dimond from Curemede, Cardiff University

- **The Finch Report and Open Access Publishing**
  Sonja Haerkoenen – Cardiff University

- **A Free Web Toolkit for the Modern Library**
  Andy Tattersall & Claire Beecroft from SCHARR (School of Health & Related Research), University of Sheffield (*presentation delivered remotely from Sheffield*)

- **Virtual Enquiries at the Royal College of Nursing**
  RCN Library, Archives and Information Services

The day will then close with the HLG Wales Annual General Meeting.

The Study Day will be held at the RCN in Cardiff between 10am and 4pm at a cost of £15 – lunch is included. For a booking form or more information please contact Pat Duxbury. Email: pduxbury@glam.ac.uk.

New guide to library health and wellbeing services
Public Health Wales has worked with the Welsh Government, Welsh Libraries, and Wellbeing Wales to publish a new guide to the health and wellbeing services available in libraries.

The guide highlights the positive impact libraries have on local communities, and showcases the diverse range of services they deliver across Wales to support sustainable health and wellbeing.

For the full article please visit: [http://www.wales.nhs.uk/sitesplus/888/news/25614](http://www.wales.nhs.uk/sitesplus/888/news/25614)

And for more information on the work Public Health Wales does with libraries, visit: [http://www.wales.nhs.uk/sitesplus/888/page/61292e](http://www.wales.nhs.uk/sitesplus/888/page/61292e)

*Angela Perrett, Library and Information Services Manager, RCN Wales*
*Email: angela.perrett@rcn.org.uk*

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International

MLA Conference 2013
One Health: Information in an Interdependent World
3rd – 8th May 2013

If you were planning to go to MLA one day, this is the year to go!
In addition to the MLA Conference, a number of other concurrent meetings will be taking place - the 11th International Congress on Medical Librarianship (ICML), the 7th International Conference of Animal Health Information Specialists (ICAHIS), and the 6th International Clinical Librarian Conference (ICLC).

Discounted rates for HLG Members
Did you know that HLG members benefit from the same discounted rates as MLA members?

More information about MLA 13, handy tips for international attendees, links to the meeting blog and details of the plenary speakers are available on the One Health website.

Hélène Gorring, International Officer for HLG
Email: helene.gorring@bsmhft.nhs.uk

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Spotlight

Development opportunity for health library and information staff!

The Making Alignment a Priority (MAP) toolkit is a collaborative project which involves health library and information staff from across the UK. We are looking to recruit more contributors to the project. This is a fantastic development opportunity for you to take part in a national project, learn new Web 2.0 technology skills, network with other library professionals and broaden your understanding of how NHS strategy influences health libraries. It will be of particular interest to those working towards CILIP qualifications (such as Chartership).

What is the MAP toolkit?

The MAP toolkit brings together a number of resources that can be used by librarians to demonstrate how their library service impacts upon the wider NHS organisation.

Resources include:

- **A directory of key strategic drivers** summarised for your convenience, highlighting how these drivers might influence library policy and practice.
- **Project planning templates** to plan library activities which fall outside of your 'core' services, such as bespoke services that have been tailored for a specific client group (e.g. journal club), one off library project (e.g. developing a fiction collection), information consultancy work (e.g. records management).
- **Case study templates** enabling you to write up your project, to demonstrate impact, align library workstreams with the wider objectives of the organisation, share good practice with colleagues and ensure your work is visible to stakeholders and senior managers.
- **A portfolio of case studies** from library services who have used the MAP toolkit and want to share good practice.

The MAP toolkit can be adapted to meet local needs and may be used to support a wide range of library activities, including business planning, bidding for funding, sharing good practice, planning new projects, protecting existing services and mapping out current service provision.

Visit [www.lihnn.nhs.uk/map](http://www.lihnn.nhs.uk/map) to find out more.

How can I contribute?

As the MAP toolkit expands we require additional support from health library and information staff in the following ways:

- **Content Editors**
  Each Content Editor will be responsible for maintaining the MAP wiki content relating to one or more strategic drivers. Responsibilities include writing a short description for strategic drivers assigned to you, monitoring your driver(s) at the specified intervals for changes, updates and ensuring that the relevant page is updated bi-annually. We anticipate this will take approximately 2-3 hours per annum. Content Editors will also attend developmental meetings as required (anticipate no more than once per annum).
• **Case study submissions**
We need individuals to write case studies using the templates provided. You can submit case studies about your own library projects and activities to the Steering Group who will share them on the MAP wiki for the benefit of sharing knowledge within the health library community. We anticipate that a case study (using the templates provided) should take approximately 30 minutes to write. You can see examples of case studies that have already been written on the wiki.

**How do I find out more?**
To express a tentative interest, offer your support, find out more, or to make suggestions about the future direction of the project, please contact:

Tracey Pratchett (Project Lead)
Clinical Librarian
Library and Knowledge Service
University Hospitals of Morecambe Bay NHS Foundation Trust
Tel: (01524) 516224
Email: tracey.pratchett@mbht.nhs.uk

We have pens and leaflets advertising the MAP toolkit available; if you would like some of these please contact Tracey.

We look forward to hearing from you!

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Articles

New professional, new sector, new challenges.

Why the healthcare information sector?
After a short stint of work experience/shadowing at an NHS library I decided healthcare information was the sector I wanted to build my career within. The field fascinated me and that coupled with the educational element of the service I knew it would be a sector that could maintain a high level of interest and motivation. Therefore, it was at the top of my list when picking modules during my MA in Librarianship at the University of Sheffield.

In September 2012, straight after finishing my MA, I began working at The University of York, as the Academic Liaison Assistant for Hull York Medical School (HYMS) and Health Sciences department (maternity cover until June 2013).

Having now been in the role for over five months, I decided it was the right time to reflect upon and share my experiences with others.

What does my first professional post entail?
My role involves providing support for the HYMS Librarian (alongside my colleague based at Hull) and the Academic Liaison Librarian for Health Sciences. My work focuses on ensuring students and academics can access and utilise the resources they need for their course/research effectively; this includes ordering, updating reading lists and information literacy (IL) skills sessions. I regularly assist in these sessions and I am beginning to lead them more frequently. All the sessions are normally focussed to a specific skills/project e.g. ‘introduction to e-resources’, ‘searching the literature for your dissertation’, ‘searching for research’ (postgraduates). For those with specific research needs, or those in need of a refresher, I offer 1-to-1 training/support sessions. Outside my ‘core’ duties I am on various working groups and library committees. I also provide second line support for the enquiry desk once a week.

New sector, new challenges?
With all new jobs there are challenges; below I discuss the three key things I have found most “difficult” about working within the health information sector:

- Databases – I am sure all other subject specific databases cause users stress and difficulties but, from my experience, medicine and health specific bibliographic databases are the strangest breed of index. Luckily, I had a lot of experience in using databases such a Medline, CINAHL and The Cochrane Library and when I began to assist students in using medical databases the “teaching” process furthered my own skills, subsequently allowing me to assist the students at a more advanced level. The shift of perspective from student to librarian opened my eyes to a few shortcuts I’d previously missed in my student life. However, I discovered that it is inevitable that once you get more confident using a database it then gets updated, which means you have to re-learn the search functionalities, adapt all teaching materials; and assist a number of stressed students who see the changes and panic.
• Jargon/acronyms – the NHS and HE sector have to be two of the worst offenders when it comes to jargon, and sometimes the combination of both specialist vocabularies is a little overwhelming. I did know some of the terms and acronyms from my healthcare information module and my years as a student in HE. My particular “favourite” is ‘SLA’ it can mean multiple things, e.g. Senior Library Assistant and Service Level Agreement (amongst others). I am now, however, it has taken a while, fluent in both fields but there is still an audible click from my brain going in and out of ‘work’ mode.

• Student population – rather naively I thought that in working with students in the medical and health fields that they would be more receptive to IL skills workshops, as surely they would want to find the best information to support their clinical practice? In reality, I found that first year students especially are under so much pressure that they, rather futilely, cling to a textbook and resemble rabbits in headlights. Therefore, absorbing all information is impossible. In working with second and third years (and CPD students) I was glad, however, to see that they are more engaged and can see the relevance and importance of IL skills to their degree and future careers.

Dealing with these challenges
I know that in the coming months using all the features of the databases will become second nature and I will be prepared for their updates. I also eagerly await the day I become a seasoned jargon-user. These challenges are remedied by practice and use.

However, engaging students with IL skills sessions is more difficult to achieve. Embedding IL skills into the curriculum and assessing student’s use of them raises the profile, and highlights the value of IL. But I think the most valuable asset in engagement with IL is to have student helpers from subsequent years; they have more experience in the practical application of these skills and a positive attitude towards them; also students are also more likely to take on board what their peers say.

Using student helpers is the best method I have seen, although I understand it can create its own logistical challenges. I think the important point is just to try a new approach or perspective and find what works for you and the student population.

Looking forward
To all those considering a job with healthcare information my advice would be to go for it – it has met and exceeded all my expectations – and combines so many skills, covering a vast array of subjects that no day is ever the same.

I hope that healthcare information will always be central to my career. The combination of its fast-paced nature and the challenges it poses only serve to make the job more interesting, inspiring me to think more creatively about how to tackle them. I look forward to embracing the changes and challenges the field will bring in the future.

Penelope Dunn, Academic Liaison Assistant for Hull York Medical School (HYMS) and Health Sciences department

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8th Annual Patient Information Conference: Information and support – a service in its own right. 2nd May 2013 at St. Johns Hotel, 651 Warwick Road, Solihull, Birmingham

For anyone involved in providing health information to the public, 2012 has been a year where information has come of age. Within the Department of Health Information Strategy – The Power of Information - published in May is an assertion that ‘Access to good quality information, and being supported to use it effectively, is an important health and care service in its own right.’ It is a powerful statement, but what does it mean and how do we deliver the vision?

This 8th Annual Patient Information Conference explores how that service might look and showcases some of the work that is beginning to make the vision a reality. Bringing together experts from across voluntary, NHS, and commercial sectors, you will hear about important projects such as the new information on cancer screening, the lessons learned from Information Prescriptions and ‘the case for information’ - bringing together the health, economic and patient benefits of providing information. Breakout sessions focus on questioning and discussion this year; exploring the core topics of evaluation, cost effectiveness, dissemination and reaching your audience.

If you communicate with patients and the public about their health, this is your conference. Open to members and non-members. Book and pay for your place on the Patient Information Forum (PiF) website: www.pifonline.org.uk Early bird discounts apply.

Brand new look for the Patient Information Forum’s website
PiF - the UK association for professionals that work in the field of consumer health information - is delighted to announce the launch of its brand new website at www.pifonline.org.uk, following a successful application for funding from the Department for Health. The new website has a fresher and more modern appearance, with improved navigational structures that make it easy for members and non-members to find guidance, top tips, key resources and all the latest news on anything from funding patient information, to using social media, to user-testing and quality assurance. Members can connect to one another easily and securely, and the new ‘Groups’ area allows PiF members to seek support and advice from fellow members, to ask questions and find answers from their peers. Membership can be paid for and renewed online via a range of payment options. There is an online event booking facility and a new ‘PiF Shop’ for purchasing PiF guides and publications.

Health literacy survey
PiF is undertaking research on health literacy; developing an insight into how information producers and providers view it, what they understand about it and what strategies are in place to meet health literacy needs. The survey closed on 1st March 2013, and further details of this research will be available in due course.

This project has been supported by an educational grant from MSD and the secondment of A K Gilbert, researcher, and employee of MSD

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Internet sites of interest

I am writing this on Valentine’s Day and two issues are very much in the news. I suspect they will both be relevant for some time, and so this column is devoted to them both.

First, the **Francis Report** into care at the Mid Staffordshire NHS Foundation Trust. There have been two enquiries. The first, undertaken by the Healthcare Commission, looked at individual cases of patient care, and reported in 2009. This report is at [http://www.midstaffsinquiry.com/index.html](http://www.midstaffsinquiry.com/index.html).

The second reported on 6th February 2013, and was a public enquiry. That report is at [http://www.midstaffspublicinquiry.com/](http://www.midstaffspublicinquiry.com/). It looked at the role of the commissioning, supervisory and regulatory bodies in monitoring the work of the trust. Robert Francis QC chaired both enquiries.

Some responses to the second, public, enquiry are:

- **British Medical Association**
  [http://bma.org.uk/working-for-change/shaping-healthcare/mid-staffordshire-inquiry](http://bma.org.uk/working-for-change/shaping-healthcare/mid-staffordshire-inquiry)

- **Department of Health**

- **The Health Foundation**
  The Health Foundation is an independent charity working to improve the quality of healthcare.

- **The King’s Fund**
  The King’s Fund response looks at building a culture of care.

- **NHS Confederation**
  [http://www.nhsconfed.org/priorities/Quality/francisinquiry/Pages/FrancisInquiry.aspx](http://www.nhsconfed.org/priorities/Quality/francisinquiry/Pages/FrancisInquiry.aspx)
  The NHS Confederation is a membership body for organisations that commission or provide healthcare.

- **Royal College of Nursing**
  These questions and answers summarise the RCN’s response to the issues raised in the report, and look at what the RCN knew about what was going on in the Trust. A press release summarising the RCN’s response to the report is at: [http://www.rcn.org.uk/news/events/news/article/uk/rcn_responds_to_francis_inquiry](http://www.rcn.org.uk/news/events/news/article/uk/rcn_responds_to_francis_inquiry)
Secondly, **horsemeat**. Horsemeat was found in some beef products produced in Ireland in January, and the list of affected products, and affected countries, is growing. A whole range of issues is coming to light, including the state of the food supply chain, food labelling and food safety.

**BBC**

http://www.bbc.co.uk/news/uk-21335872
A useful summary in the form of a Q and A.

http://www.bbc.co.uk/news/world-21412590
A list of affected products.


**Defra**

http://www.defra.gov.uk/food-farm/food/labelling/processed-beef-horse-meat/
Includes news updates, links to ministerial statements, and a summary of the background.

**Department of Health**

http://www.dh.gov.uk/health/tag/horsemeat/
This tag brings together statements from the Department. The Department of Health site is closing and moving to the new gov.uk site in March.

**European Commission**

The general site for consumers (at http://ec.europa.eu/food/index_en.htm) has nothing on it now about the issue, but there is a news item on what the EU is doing, at http://ec.europa.eu/unitedkingdom/press/frontpage/2013/13_14_en.htm.

**Food Standards Agency**

http://www.food.gov.uk/

**Guardian**

http://www.guardian.co.uk/uk/horsemeat-scandal.
A collection of articles discussing the issue.

**NHS Choices**

The main NHS Choices page on food safety says nothing at the moment, but this is a useful Behind the Headlines summary, including a list of affected products and information about phenylbutazone.
The new government site at www.gov.uk does not mention the issue (although it will give links to meat processing regulations) but I suspect this is because Defra and the Department of Health are still separate websites.

There are plenty of jokes in circulation - I will leave you to explore them yourself, lest I venture into the realms of bad taste!

If you have a suggestion for a topic, please contact me. If you would be interested in compiling the actual column, as some kind people have done in the past, please get in touch. I have limited contact with the NHS, so topics of relevance to NHS librarians are particularly welcome.

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Meeting reports

Libraries for Nursing Winter Study Day: Marketing your Service with a limited budget and limited time. CILIP HQ, London, 23rd November 2012

On Friday 23rd November, I made my way to CILIP HQ - along with around 30 other librarians and library assistants - to take part in a training session delivered by Terry Kendrick, a former librarian who now lectures on marketing at the University of East Anglia. Terry is an engaging, entertaining speaker who clearly knows his stuff when it comes to both libraries and marketing. In this article I’ll attempt to summarise what he taught us and give a flavour of the day.

Terry began by asking: In today’s world, where everybody is rushing here, there and everywhere, what can you do to get their attention? People won’t listen unless you can offer them something that will save them time or money, make them look good, and can be shown to be better than what they already have: in our case, this unfortunately means Google. In order to market successfully, you need to identify your stakeholders and their needs, how and when you are going to do it, and how you will measure success. Only then can you plan what your actual message will be.

Your stakeholders are not just the people who use your service, but also those who have a direct or indirect influence upon it such as senior managers or the Internal Communications team, and by understanding their needs, you can begin tailoring your marketing to them. If they spread the word that you are offering something useful, this in turn makes your job easier. One excellent way of harnessing this is to collect feedback for testimonials. It is a very strong message if you can say, “I have helped someone like you – here is what they said about it.”

Remember that different people want different things from you and your message is much more powerful if it is not lost among other things that are not relevant. When marketing your service don’t simply send out a list of books and databases to everyone and say, “This is what I’ve got.” Your marketing messages should be individual, well-planned and show the value to your stakeholders of what you have; they absolutely should not be one-size-fits-all.

In order to build up a better picture of your stakeholders, pay close attention to Internal Communications, have representatives on committees or project groups and sign up to distribution lists. The more information you can gather about your stakeholders the better you can market to them. Be prepared to do some personal marketing: be ready with ‘short stories’ about the service; don’t leave small talk to chance. Get yourself invited to things. Say ‘thank you’ if someone does something for you. Everything counts!

You also need to understand how your stakeholders view you. Are you a trusted partner? A servant? A customer? A burden? Are you on their radar at all? Remember that stakeholders don’t just have a positive influence. You need to know who the people are who might harm your interests and either make an effort to connect with them or do your best to defuse their negative influence. Once you have worked all this out, you can start thinking about what your marketing message will be.

After a splendid lunch, we moved onto more practical work in groups. We began by choosing an example of a stakeholder we might want to market to. Our group chose ‘nurses who aren’t studying’, as we agreed they generally under-used our libraries.
We then picked six ‘key user requirements’ (such as speed of service and having up-to-date resources) and scored them for both their importance to the stakeholder and our library’s performance. This gives you clues as to areas on which you can improve, on which you can focus when marketing – and importantly, in which you shouldn’t make any promises you can’t keep.

We then planned a marketing sequence, taking into account all that we know about our target stakeholders. We worked out when to implement it, what methods we would use, which other stakeholders would assist us – and finally what the message should be (in a nutshell: “The library can make your life easier!”) We also discussed the time-frame and how we would judge success. This illustrates the kind of process that is needed to plan a successful marketing campaign.

Since attending the training course I have been surprised by how much I have noticed its relevance to my job on a day-to-day basis. It is vital that you leave as little as possible to chance, that you are aware that you are involved in marketing activities all the time (whether you know it or not!) and that your targeted marketing is planned to the last detail.

David Abdy, Senior Library Assistant, St Andrew’s Healthcare, Northampton

Libraries for Nursing Winter Study Day: Marketing your Service with a limited budget and limited time. CILIP HQ, London, 23rd November 2012

In November I attended the Libraries for Nursing Winter Study, which was also open to Health Library Group members. The theme of this year’s day was ‘Marketing your Service with a limited budget and limited time’. I decided to attend the day as I am a member of a marketing group within my own library as well as being a member of the marketing project group within the NHS Midlands Regional Trainers Forum. I was hoping the study day would enable me to pick up some useful tips which I could then take back to the workplace.

The aim of the day was to enable delegates to “have real marketing messages for specific user groups and a plan for how to implement them”.

The presenter, Terry Kendrick, was very enthusiastic and kept our attention throughout the day. During the morning session Terry gave a lively and entertaining presentation on what marketing means in a library context, recognising the importance of what you have to market and how to communicate your marketing message. He gave a humorous analogy of “you can take a horse to water but you can’t make it drink. Instead you need to make the horse thirsty and then it will drink”. Translated into a library context this means that you can show people your services and products but it doesn’t mean they will use them. By ‘making people thirsty’ i.e. by showing them what they need, they will then come and use your service.

Terry also stated that people, your library customers, are busy rushing from A to B in their working lives and don’t always have time to come into the library. He said that what we need to do is to intercept them on their way to B and tell them how we can help them get to B quicker and easier. You need to show them how you can help them to do this. He gave the analogy of a plumber’s card being pushed through your door, saying the worst thing you can do is to say to people “come back when you need us” as people don’t know when they need you. This is particularly the case with
services as people don’t understand services as well as products. It is not as easy to know what a service does as it is with a product. You need to tell your users how your service can help them.

The afternoon session comprised group work. We were asked to think about ways of implementing the ideas talked about in the morning. Terry gave us all the analogy of a pizza. He described a ‘pizza of services’ with each slice representing a different library service. Specific slices are then given to specific customers; however it is important to ensure that the whole pizza is not given out at the same time. In other words don’t market all your services in one go, select slices for target groups.

Also addressed were how requests are dealt with and what messages are communicated. We were advised not to bombard people with all our services but to only mention specific, relevant ones. We were also asked to conduct a stakeholder analysis; deciding on whom we thought our library stakeholders were and assessing their respective levels of power, interest and attitude, followed by devising a marketing strategy to use with each one. Different types of attitude were described including library champions, library saboteurs and sleeping giants. We learnt from the exercise that we needed to focus more on our sleeping giants i.e. those who support us in ideology but are not currently active library service users.

By attending the study day I learnt that it is important to understand the needs of your users and to target your marketing messages to meet those needs. We all need to be aware of the different initiatives facing our users and to match our marketing to reflect these; explaining to our users how we can help them meet those needs. However I have also learnt it is important not to overload our users with marketing messages but to send out a few powerful, targeted messages per year, at critical times.

Though I feel my own Library & Knowledge Service has built some very good relationships with our library users, and knows many of our user groups well, there is always room for improvement. It is important to try to understand all of our user groups, particularly those groups with whom we are not so familiar, and to establish relationships there too.

The highlight of the event could be said to have been when we lost power and were all plunged into darkness! However this was certainly not the case as it was a really enjoyable day.


The programme for the day can be found at http://www.cilip.org.uk/get-involved/special-interest-groups/health/subject-groups/libraries-for-nursing/pages/events.aspx along with photos taken of both the speaker and the delegates.

I would definitely recommend the course to others, particularly if you are new to marketing. Love it or loathe it, marketing is something that we all need to do as librarians, in order to let people know about our services and to ensure everyone has an up-to-date image of libraries, thus enabling us to survive.

Suzanne Toft, Assistant Librarian, Derby Hospitals NHS Foundation Trust

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HLG Workshop: Making an impact through influencing and negotiating skills
CILIP HQ, London, 10th December 2012

This was a one day workshop presented by Barbara Allen.

In four words: practical, in-depth and thought provoking.

My feeling was that the workshop aim was to focus on user issues on the front desk but it soon became apparent that the issues the delegates wanted and needed to discuss was how to deal with managers who do not value the library service. Barbara was able to take this shift in her stride and deal with the issues.

What are the values of these managers and departments? Think and prepare what you want to say and dress it in their language – don’t talk to the finance department about evidence-base but about savings. Notice and mirror language, and work with the context and individual. Look for the common aim “we all want patient safety” or “foundation status” or “to save money.”

These issues were discussed and expanded on in workshops, PowerPoint and open confidential debate.

The afternoon was spent looking at the psychology of self and motivation. There are tools we can use to influence and negotiate but there is also the ability to know when you cannot. Maybe find out if there is anything you can do about a situation before hand?

All in all – a great course which was useful and practical

David Chamberlain (FCLIP), Librarian, Worcestershire Health Libraries

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Book review


This book is the UK edition of an American Library Association publication, and aims to equip librarians with knowledge and insights to help us to move towards predominantly e-book collections. It is edited by the Dean of Library & Learning Resources at the Massachusetts College of Pharmacy and Health Sciences, but is explicit in its aim to cover all library sectors, especially public libraries.

The contents are clearly organised into three main sections: E-books in context, E-books in detail and E-books in practice, the latter including six example case studies. Early in the book, it is noted that e-books are “approximately five years behind scholarly journals in the migration from print to digital” (p.20) but that they are of growing importance, in both professional and leisure reading, and publishers are still assessing and developing their “e” strategies and marketing.

For me, the book was well-structured and a really good introduction to the history and development of e-books, together with general background on the interaction between publishers, libraries and their users. This information, in the context of global knowledge economies and markets, is very helpful. However, some of the platforms which have been available to me as a UK health library manager are not referred to in this book, which shows clearly its allegiances to the US context.

Overall, the content of this book is interesting and clearly written, but if e-books are five years behind e-journals, the people I run a service for are even further behind. The first sentence of the preface reads “Today libraries continue to move ever more rapidly away from print because users want all things digital.” (p.xi). Our local experience is that in the health context, even youthful students seem keener to use paper books than the electronic resources they have access to. While promotion and inclusion of e-books is not yet core to my practice, I feel that the demand for e-books is absent in most people for whom I offer a service. This book offers ideas about how to move on.

For instance, the principle of patron-driven acquisitions (rather confusingly labelled PDA) is supported by some purchasing models and appeals in that “each title acquired has already been used” (p.91). There are also discussions of whether to catalogue each title separately as an e-book, or to relate it to the hard copy book records, which filled in gaps in my knowledge, as did considerations of the record-
keeping needed to manage e-book collections well, which have been shown to take more time and staff input than managing print.

The range of libraries included in the case studies is wide, but overall my impression is that the contents translate to public library and academic library use better than to smaller health libraries. Many elements of the book apply to all sectors, though, e.g. the need for library staff to be comfortable with the technology of e-books, and the need to help readers to become more familiar with new ways to access books, such as by loaning e-readers as well as content.

The book’s US origins, despite an aim to be more general in application, and the strange feel of the cover’s material both put me off a little. However, overall, I learnt a lot from reading this book, but I don’t feel it equipped me to manage e-book collections straightaway.

Dorothy Halfhide, Peterborough & Stamford Hospitals NHS Foundation Trust

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This book is about “embedded librarianship”, defined by the author as ‘a distinctive innovation that moves the librarians out of libraries and creates a new model of library and information work’ (p.4). This concept has emerged from the changing information landscape in which librarians are working, which necessitates a change in approach at any individual and service level. The theory of embedded librarianship goes beyond simply encouraging librarians to provide services beyond the confines of the physical library and taking services to users, it is about a much more fundamental integration of library services in to the practice of the users it supports. The author argues that embedded librarianship is a fundamental principle which can and should be integrated in to all sectors. As such, the book includes chapters detailing how embedded librarianship has been implemented in various sectors including a chapter on health sciences.

It is a practitioner text that provides a theoretical base, but focuses primarily on implementing the concept in practice and its evaluation. The health sciences chapter primarily deals with clinical librarians, a role most will be familiar with. However, it includes useful case studies that provide practical examples of how embedded librarianship has worked in practice and inspiration for us all. The non-health related chapters are also worth reading, especially those working in multi-disciplinary or shared service libraries. All of these chapters are well-researched and would provide a good evidence-base for writing proposals for implementing such services. The
book draws on international examples, including many UK-based studies which make the chapters even more relevant to practice.

The first part of the book is focused on establishing (and, to an extent, selling to the reader) the idea of embedded librarianship, whereas the second part is more of a toolkit detailing how to implement these services in practice. These chapters cover all stages involved in implementing a new service. The author maintains a practical focus by including tools such as checklists to assess the individual and organisation’s readiness to change are included alongside worked examples. Different options and scenarios are provided, demonstrating the applicability of the theory and providing practical models for readers to draw upon.

This book is a thoroughly researched work that is authoritative yet accessible in its tone, primarily due to the author’s passion for the theory being mediated by his practical focus. It would make a valuable addition to a health library’s professional collection because, even if this is something you already practice, it is jam-packed full of inspirational ideas!

Elly O’Brien, Bazian Ltd.
Further information about embedded librarianship is available on the author’s blog, available at www.embeddedlibrarian.com.

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Current literature

Social media


Libraries that lack systematic metrics for evaluating success are at risk of pouring precious time into social media without knowing if they are promoting their strategic vision. In this paper the authors demonstrate how simple metrics can be used to gauge the effectiveness of a library’s Twitter usage.

Mobile technology


http://www.biomedcentral.com/1472-6920/13/6 (Open Access)

In this research article the authors explore the effectiveness of providing trainee doctors with a Smartphone library of medical textbooks. Results show that the Smartphone library was effective in terms of enhancing patient care, but should not replace regular discussion with peers in the workplace.

E-books


http://www.eahil.net/journal/journal_2012_vol8_n4.pdf (Open Access)

This article describes how librarians at the University of Liège in Belgium were able to utilise the results of an e-book user survey to remove barriers and promote usage of this important library resource. It is part of a themed issue on e-readers and libraries.

Government


This article offers a personal reflection on the new health information strategy in England, as published by the Department of Health in May 2012, including a comparison with developments in the other UK nations.
Patient information


http://www.londonlinks.nhs.uk/events-2012/november/poster-1.pdf (Open Access)

This poster provides details of a health information support service for cardiology patients, the aim of which is to make effective use of librarians’ information management skills and to provide high quality information directly to patients.

Global librarianship


This fascinating article provides an overview of the work of Partnerships in Health Information (Phi), the aim of which is to “promote the availability of health information for professional education and practice and for the general public by supporting partnerships between African and UK libraries”. This article is available online to CILIP members. Log in to the page above with your usual username/password. To find out more about the work of Phi visit their website: http://www.partnershipsinhealthinformation.org.uk/

Clinical librarianship


http://www.ncbi.nlm.nih.gov/pmc/issues/218110/ (Open Access)

In this article the authors explore the roles of practicing clinical librarians embedded in a patient care team. The results of this qualitative research lead the authors to suggest possible new practices for existing clinical librarians, provide direction for training new librarians, and raise awareness of the clinical librarian role among current and prospective health information professionals.

Kath Williams, Information Specialist @ ScHARR
Contributions should be sent to egc03kw@gmail.com

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Diary of events

8 – 10 March 2013
How to Practice EBHC (Evidence-Based Health Care)
St Hughs College, Oxford University, Oxford
http://www.cebm.net/index.aspx?o=6566
£850

14 March 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/march/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

15 March 2013
Refresher critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/march/refresher-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

25 – 27 March 2013
LILAC 2013
University of Manchester Library
http://lilacconference.com/WP/
Range of package options

25 April 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/april/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

3 – 8 May 2013
MLA 2013 Annual Meeting and Exhibition
Boston, MA
https://www.mlanet.org/am/am2013/
Range of package options

16 May 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/may/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

17 May 2013
Extended critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/may/extended-critical-appraisal-skills-workshop
£160 + VAT (lunch included)
22 – 25 May 2013
CHLA/ABSC Conference 2013
Saskatoon, SK, Canada
http://chla-absc.ca/2013/
Range of package options. Early bird registration until 19 April 2013

12 - 14 June 2013
EAHIL Workshop: Trends for the future – creating strategies to meet challenges
Stockholm, Sweden
http://eahil2013.kib.ki.se/
Early bird registration until 1 March 2013
Early bird rate 5600 SEK; Regular rate 6000 SEK

HTAi 2013 Annual Meeting: Evidence, values, and decision making: science or art?
Coex Convention Center, Seoul, Korea
http://www.htai2013.org/sub/sub01.asp
Range of package options

20 June 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/june/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

21 June 2013
Refresher critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/june/refresher-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

2 - 3 July 2013
Umbrella 2013 conference and exhibition
University of Manchester
Range of package options

2 - 5 July 2013
The Nottingham Systematic Review Course
University of Nottingham, Nottingham
http://szg.cochrane.org/workshops-and-events
£899

12 July 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/july/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

15 - 18 July 2013
EBLIP 7
Saskatoon, SK, Canada
http://eblip7.library.usask.ca/#homepage
Range of package options. Early bird registration until 1 March 2013
17 - 23 August 2013
IFLA World Library & Information Congress: 79th General Conference & Assembly
Singapore
http://conference.ifla.org/ifla79
Range of package options. Early bird registration until 15 May 2013

5 September 2013
Extended critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/september/extended-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

6 September 2013
Refresher critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/september/refresher-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

17 October 2013
Basic critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/october/basic-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

18 October 2013
Extended critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/october/extended-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

28 November 2013
Refresher critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/november/refresher-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

13 December 2013
Extended critical appraisal skills workshop
BMA House, London
http://bma.org.uk/events/2013/december/extended-critical-appraisal-skills-workshop
£160 + VAT (lunch included)

Julia Garthwaite, Deputy Site Librarian, Cruciform Library, UCL
Contributions should be sent to j.garthwaite@ucl.ac.uk

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Newsletter editorial notes

CILIP is the UK’s professional body for library and information professionals and includes the Health Libraries Group (HLG) as one of its subgroups. HLG has two regular publications: the Health Information and Libraries Journal (HILJ) and the HLG Newsletter. In a collaborative approach, they provide their joint readership with a comprehensive coverage of the health and social care information sectors. The HLG Newsletter is freely available to all across the globe and is posted quarterly on the HLG web site. Published by Blackwell Publishing Ltd., HILJ is the official journal of the HLG. Reduced subscription rates are available to members of HLG, the European Association for Health Information and Libraries (EAHIL), the Medical Library Association (MLA) and the Australian Library and Information Association (ALIA). Members wishing to subscribe to the journal should order direct from Blackwell Publishing Ltd., 9600 Garsington Road, Oxford OX4 2DQ, quoting their CILIP membership number.

Contributions to the Newsletter should be sent to:

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Next Copy dates:

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HLG Members email discussion list

Sign up today by going to http://www.jiscmail.ac.uk/hlg-members and following the onscreen instructions.

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