

HLA NEWS

NATIONAL NEWS BULLETIN OF **HEALTH LIBRARIES AUSTRALIA**

The national health group of the AUSTRALIAN LIBRARY AND INFORMATION ASSOCIATION • ISSN 1448-0840

FORGET ORANGE... COLLABORATION ...IS THE NEW BLACK!

The 2014 ALIA National Conference was held in Melbourne in September, with a health stream on 18 September, the last day of the conference. A professional development day jointly organized by Health Libraries Australia (HLA) and Health Libraries Inc (HLI) was held immediately following the ALIA conference. The theme of the ALIA conference was 'Together we are stronger' and Collaboration was both the theme and the organising principle behind the professional development day. This report by Suzanne Lewis provides an overview of the two days and highlights the exciting work taking place in health libraries around Australia.



The health stream of the ALIA conference commenced with a panel discussion on the topic

of consumer health. The session was well attended by both health and public librarians, as both sectors have a role to play in connecting consumers with high quality, relevant, current health information, and there are possibilities for collaboration across sectors.

Kate Arnold, Special Libraries Association president and Information and Support Program Lead at Macmillan Cancer Support in the UK opened the discussion with a presentation entitled 'What's the future for health information?'

Kate set the scene with an overview of key issues including levels of health literacy in the community, availability of health information in a digital world, the ageing population and increasing numbers of people living with chronic conditions. She drew our attention to two key reports that provide compelling evidence of the vital role of information in the patient journey: KPMG Global Healthcare's *Creating new value with patients, carers and communities, 2014* and *Making the case for information, 2013* compiled by the Patient Information Forum (PIF), UK (<http://www.pifonline.org.uk>). The KPMG report states that patients need information that is often very different from what doctors think they need, and that the biggest gap between what patients needed

and what they got was information. The PIF report describes health information as the 'blockbuster drug' of patient engagement and essential to successful self-management of chronic health conditions.

Four short case studies presented by Australian librarians working in a range of sectors followed. Jan Richards, Manager of the Central West public library service and past president of ALIA,

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Join the discussion about this article or other issues relating to health librarianship by emailing the Editor at HLA_News@hotmail.com

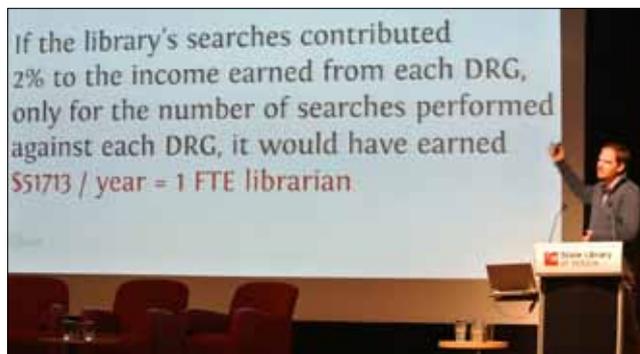
Forget orange, collaboration is the new black
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discussed the Books on Prescription project currently being developed in partnership with the University of Newcastle Centre for Rural and Remote Mental Health and funded by a Library Council of NSW Library Development Grant. The project aims to help people with common mental health disorders as well as their families, friends and community. GPs and other health professionals prescribe books from a list of high quality texts selected by experienced mental health practitioners. The prescribed books will be available for loan from the 44 public library service points across Central Western NSW.

Daniel McDonald, Librarian at the Darling Downs Hospital and Health Service in Queensland spoke about a public lecture series about to commence, which was inspired, in part, by the podcast project his library had initiated several years ago and for which he and his colleagues were awarded the 2012 HLA/HCN Health Informatics Innovation Award. The upcoming public lectures will allow local and invited clinicians to share information on topics of interest with the local community.

Andrea Curr from the State Library of NSW outlined the drug info @ your library service. A joint initiative of the State Library and NSW Health, drug info @ your library provides up to date information about alcohol and drugs through a dedicated website, collections in public libraries across the state, and activities with a specific focus on parents and carers of young people, and secondary and TAFE students.

Finally, Mary Simons, Clinical Librarian at Macquarie University Library, discussed the creation of a patient information libguide for patients, carers and families accessing the Macquarie University Cancer Institute services. Currently the project is in the promotion and evaluation phase. There are plans to set up patient information kiosks to host the website in the hospital and clinic waiting rooms, and to link the website to the internet screens provided to each inpatient of the oncology ward. The director of the neuro-oncology program has introduced the guide to his brain tumour patients and their families during consultations. The next step is to conduct a pilot study with these patients, with client feedback determining future modifications of the service.

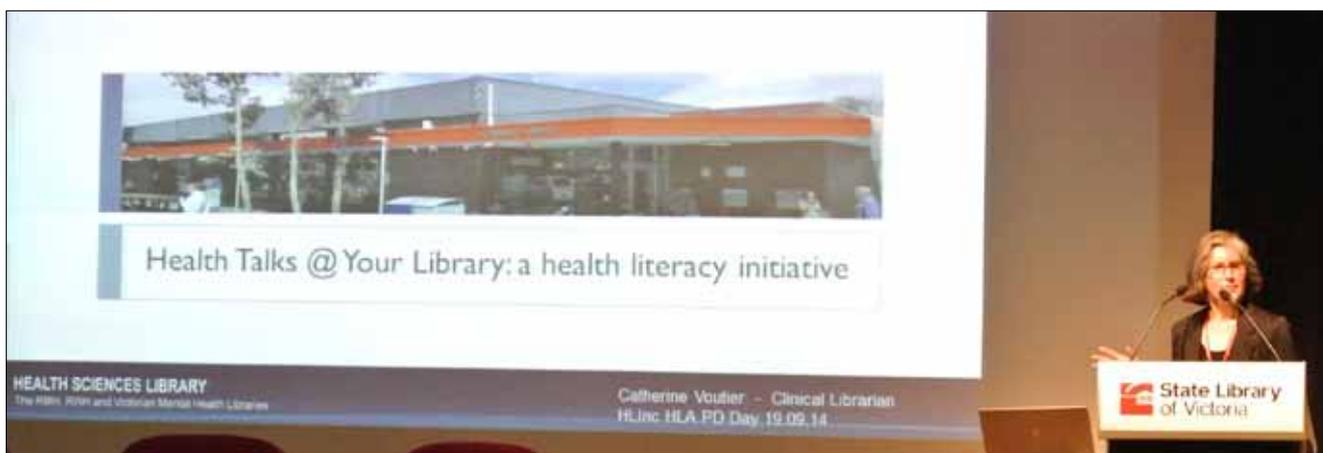


ABOVE – Daniel McDonald

In the final part of the session all the speakers participated in a panel to discuss and answer questions from the audience. There was discussion around the problem of information overload for cancer patients and the role of librarians in curating the large number of cancer information resources available; the specialist training provided to public library staff to enable them to deal sensitively and appropriately with the information needs of people suffering mental illness; and the potential for gamification in delivery of health literacy initiatives. Not surprisingly we ran out of time but I am sure that much discussion took place after the session, over lunch.

The two afternoon sessions that followed consisted of five papers relating to the theme of emerging roles for librarians and changing models of service for librarians in health research. Cecily Gilbert from the University of Melbourne explored the potential overlap between health librarian competencies and the functions of the research assistant in a research team. Then Sharon Karasmanis from La Trobe University discussed emerging roles for academic health librarians in research support against a background of repackaged research support services, new interdisciplinary research focus areas and organisational restructure. Sarah Petchell from the Australian Drug Foundation followed with a paper describing the process of changing models of service in the ADF Library, particularly integration within a broader information unit, investment in digitisation of resources, delivery of information via SMS and launching a new website for parents – The Other Talk. Next, Diana Blackwood and Jayanthi Joseph

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from Curtin University described the journey they and their colleagues have undertaken, "From Base Camp to Summit", to build skills and provide support to academic staff in the area of evidence based practice. And finally, Fiona Russell and Alice Fahey from Deakin University presented a project undertaken at their library to examine the extent of academics' copyright, licensing and open access knowledge, and to develop support and education programs leveraging librarians' existing and new skills and knowledge in this area. Therapeutic Guidelines sponsored a prize for best presentation in this stream, and the award was won by Sarah Petchell for her engaging and entertaining presentation during which audience members were actually encouraged to use their mobile phones – to try out the Australian Drug Foundation's SMS drug information service. The judges' decision was very difficult as all five presentations were excellent and highlighted the diversity of established and emerging roles of health librarians.

The health stream, and indeed the National Conference, concluded with the presentation of a number of awards. Cheryl Hamill, Head of Library and Web Services, Fremantle Hospital and Health Service, was awarded an ALIA Fellowship. Many (probably most) of the Australian health library community know Cheryl as a tireless advocate for health libraries and a knowledgeable and generous colleague. Cheryl has been an active member of ALIA for 25 years and has served in many roles on the Health Libraries Australia executive, and in local West Australian groups. Her appointment as an ALIA Fellow is certainly well-deserved.

Cheryl was also the winner of the Anne Harrison Award which is presented every second year to support and encourage research and education projects which contribute to the development of health librarianship in Australia. This year the award was worth \$3,000. Cheryl's project, "On the Road to Expert Searching in Medline", aims to develop and pilot a curriculum and associated training modules for PubMed search skills using the train-the-trainer model of delivery. Two other projects were highly commended and received \$1500 each. The first of these was awarded to Kate Davis from QUT for the "Essentials of Health Librarianship" project which aims to develop an online course delivered by QUT to equip new librarians with the skills and knowledge needed to commence practice as health librarians. The other award was won by Veronica Delafosse from Caulfield Hospital Health Sciences Library to support preparation of a history of health librarianship in Australia between the 1970s and the 1990s.

The other major health libraries award was the HLA/HCN Health Informatics Innovation Award. This award to the value of \$3,000, was presented to Lisa Kruesi from Monash University and Connie Schardt, recently retired from Duke University, North Carolina, USA, for their collaborative project to establish and

RIGHT – Cheryl Hamill, winner of the Anne Harrison Award. Cheryl's Fellowship of ALIA was also presented during the Conference.



develop the Australian EBP Librarians' Institute. This is the sixth year that the Health Communication Network has generously sponsored the Health Informatics Innovation Award, and Allison Hart from HCN presented the award and a gift to Lisa Kruesi. Lisa announced that she and Connie would use the award to fund the development and implementation of an advanced Australian EBP Librarians' Institute. The range and quality of projects receiving awards was impressive, and evidence that health librarianship in Australia is a dynamic and exciting place to be at present.

The following day over 100 health librarians assembled at the State Library of Victoria for the 11th Health Libraries Inc. (HLI) Conference combined with the Health Libraries Australia (HLA) Professional Development Day. This was the first time these two professional groups collaborated to create such an event. The day consisted of a varied program of presentations as well as plenty of opportunities for networking and discussion with the industry vendors who supported the day with sponsorship. The full papers from all five presentations were published in a special edition of HLA News, so I will provide a brief overview only and encourage you to read the papers in their entirety.

The theme of health literacy which featured in the health stream at the ALIA conference was further explored by Kate Arnold, Mary Simons and her colleague at Macquarie University Library Christine Yates, and Catherine Voutier (Clinical Librarian, Royal Melbourne Hospital) in their papers. Kate also addressed the question of what collaboration actually looks like, and how it differs from cooperation and partnership. Her takehome message is that planning is the key to successful collaboration; be very clear about who is doing what and by when, regardless of whether collaboration takes the form of a grand plan or small steps.

Integration of librarians into research teams was the subject of papers by Kathy Thorncraft of the Health Sciences Library, University of Sydney, and Caroline Yeh, Client Services Librarian at St Vincent's Hospital, Sydney. Caroline's colleague, Library Manager Rolf Schafer, described an enduring library partnership supporting University of Tasmania nursing students at St Vincent's Hospital. Maggie McCafferty, Library

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Forget orange, collaboration is the new black continues from p3...

Manager at Albury –Wodonga Health, described the challenges and advantages of the collaborative arrangements in place between herself and Suzanne Hannan, Library Manager of Southern NSW Local Health District, and Jenny Price, Library Manager of the Murrumbidgee Local Health District, including a shared catalogue and library management system. Daniel McDonald, Librarian at the Darling Downs Hospital and Health Service in Queensland presented the results of a project in which he analysed the searches his library had carried out over the last four years against the DRGs (diagnostic related groups) used to describe and quantify clinical activity. The aim of Daniel’s exploratory project was to arrive at a common ‘language’ he could use to describe the library’s activities and output in terms familiar to clinicians and health administrators. Five posters were also exhibited at the Professional Development Day and will be available on the HLI website (<http://www.hlinc.org.au/>).

I would like to acknowledge the generous support received from all the vendors who sponsored events over the week. The sponsors of the ALIA National Conference are listed on the conference website (<http://nationalconference2014.alia.org.au/>). Regarding health libraries, EBSCO hosted a wonderful dinner for health librarians on 17 September, and also provided wine for the HLA/HLI Professional Development day dinner. Elsevier hosted a cocktail party at the Australian Centre for Health Innovation where we were taken on a tour of the Centre and were able to see some of the amazing technology being used in teaching, research and clinical practice. Sage, Elsevier and HCN were the Gold Sponsors of the Professional Development day and representatives from each company participated in a panel session which included brief presentations and time for questions. I think some of the questions and ideas from the audience were a surprise to the panel, but some interesting discussion ensued. The exhibition sponsors included Cambridge University Press, OCLC, Prenax, Emerald, JR Medical Books, Swets, informa healthcare, Baker & Taylor, EBSCO, Oxford University Press, ProQuest, Coinfo, Ovid, MIMS Australia,

McGraw Hill Medical and Australian Medicines Handbook.

Finally, I would like to acknowledge and thank everyone who contributed to the organisation of both events. Ann Ritchie, HLA Convenor, represented the Health stream on the ALIA National Conference organising committee. She also, in partnership with Michele Gaca, HLI President, co-convened the collaborative professional development day. Thank you to both Ann and Michele for the huge amount of hard work they contributed to the events. All members of the HLI committee and the HLA executive contributed in various ways to the success of both days. The two events were a wonderful example of collaboration in action, and what can be achieved when resources – time, money and professional expertise – are pooled. The theme of the ALIA National Conference was ‘Together we are Stronger’ and this was certainly demonstrated by the success of both the conference and the HLA/HLI Professional Development day.

Suzanne Lewis

Manager, Central Coast Local Health District Library Service



CONVENOR'S FOCUS



I believe that the real picture is much more optimistic than what is being promulgated ...

In fact, there are illustrations of health libraries and health librarians 'reintermediating' themselves, and winning awards for their wonderful and intelligent services

...



'Reintermediation' is not the sort of word that's on the tip of everyone's tongue. It is, however, a word that attracts attention in the wake of the 'disintermediation' experiences of the last couple of decades, and the doom and gloom scenarios depicting the death of the book and the end of libraries that are bandied around. Tara Brabazon¹ in the August issue of Australian Library Journal puts a case for librarians to 'reintermediate' themselves and their activities by making key changes in the areas of profile, publicity and branding. Forget the unwieldiness of the word, and think about what it means. Brabazon has ideas about using technology in ways that can assist us in raising our profile, and suggests that the corporate strategy of 'Customer Relationship Management' has a place in academic libraries, refocusing on 'Scholarly Relationship Management'. She states: 'Academic integrity, respect and knowledge are brought back into an environment of plagiarism scares, trolls and data mining' (p200). I urge you to read the whole article and explore her argument in more depth, and think about how this can be applied in health libraries.

It irritates me when I hear stories of closures and mysterious disappearances expressed quite fearfully, and I often wish that we had better (factual) information about what the situation really is, and what the research evidence teaches us, to be able to counter these fears. I believe that the real picture is much more optimistic than what is being promulgated, and we should have a way of refuting this misinformation. In fact, there are illustrations of health libraries and health librarians 'reintermediating' themselves, and winning awards for their wonderful and intelligent services (a recent example is Karen Wilkins² initiative which used QR technology linked to library resources to get information seamlessly to ambulance workers at point-of-need; the Ballarat Health Library recently won one of their hospital's quality awards; the HLA/HCN Innovation awards provide examples of these over the years, and there are many more in our own circles and experiences that we could be publicising more effectively).

The HLA Census will provide objective facts about numbers and locations, and in subsequent years, trends will emerge. But we will need to do more with the data to advocate for the profession and tell the stories which recognise the underlying value and meaning of our professional role. I don't believe that the cynical view of the world will prevail, there is plenty of support for a profession that upholds the values of 'integrity, respect and knowledge' (to quote Brabazon), we just need to see the opportunities, and harness this support.

In February 2015 the HLA Executive will be meeting for our annual strategic planning day. We'll review the past year and our progress against our 5 year strategic directions workplan, and develop our action plan for the next 12 months. Last year we refined our vision to focus on our expertise and its value ('The vision of Health Libraries Australia is that all Australians benefit from health library and information professionals' expertise that is integral to evidence based health care'). We formed our 5 portfolios and this year we will work in these groups to look at the critical issues, and design our actions to address these. I'll be suggesting that 'reintermediation' is one of these critical issues. Please contact me if you have any ideas about how health librarians can be more effective in applying integrity, respect and knowledge in the delivery of health library services.

Ann Ritchie
Convenor HLA
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REFERENCES

1. Brabazon, Tara. (2014) "The disintermediated librarian and a reintermediated future". The Australian Library Journal, vol.63, No. 3. 191-205.
2. Wilkins, Karen. (2014) "Thinking outside the box; inside the square: How the QR Code is changing information access for South Australian Ambulance workers" paper presented at this year's Internet Librarian International conference in London.

EUROPEAN ASSOCIATION FOR HEALTH INFORMATION & LIBRARIES CONFERENCE REPORT

Perth-based librarian Marta Rossignoli attended the three day European Association for Health Information and Libraries (EAHIL) conference in Rome, Italy in June. Here she shares her experience.

The 14th EAHIL Conference – Divided we fall, united we inform: Building alliances for a new European cooperation – was a truly international conference, with over 25 countries represented and lots of friendly people.

There were a few Aussies attending as well. All of the talks were given in English. Along with some very interesting conference presentations and posters, there were a few social events such as a visit to the beautiful Galleria Borghese, a welcome reception, conference dinner and library tours. One fascinating tour was to the Angelica Library where I had the pleasure of being able to actually turn the pages of a beautifully illustrated 15th century natural history book. There was also a partner program which meant that my tag-along wasn't left out all the time!

Here is a quick overview of some of the talks and posters that interested me:

- journal apps comparison
- using mobile technology for book loans at remote library sites
- the development of a rare diseases guidelines database
- ways to increase the efficiency of duplicates removal from Endnote
- the health research reporting guidelines website EQUATOR
- using an evidence-based approach for library projects
- an embedded librarian experience
- helping with systematic style searches for health policy production
- relevance ranking in search engines
- and improving the speed of conducting multiple databases searches for systematic reviews.

You can access the conference program, abstracts and some presentation material at <http://www.iss.it/eahil2014/>. EAHIL has a conference every two years, alternating with a workshop year. The conferences and workshops are held at various locations in Europe. For more information on EAHIL visit <http://www.eahil.eu/>

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Guidelines for Health Libraries (4th ed)

You can access the Guidelines for Health Libraries (4th ed) at: www.alia.org.au/policies/health.libraries.html. The site includes a checklist with ACHS Equip standards that you can undertake for your library.

HLA Group on LinkedIn

If you are a member of HLA and LinkedIn, you can request to join the Health Libraries Australia group <http://press.linkedin.com/about> for information on LinkedIn.

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OBSERVATIONS on Kate Arnold's COLLABORATION keynote

Rhonda Cotsell, Librarian with Ballarat Health Services, gives us an insight to the Kate Arnold's keynote presentation at the September Collaboration Conference.



ABOVE – Kate Arnold delivering the keynote address at the Collaboration Conference



It was an inspiring introduction to what could be done and a great start to the conference.



The theme of the day at the HLI/HLA Joint Health Library conference held at the Melbourne State Library on Sept 19th was the joint collaboration between HLI (Health Libraries Inc.) and HLA (Health Libraries Australia, the national ALIA health group).

Kate Arnold, President of the Special Libraries Association, and leading the Information and Support Programme at Macmillan Cancer Support (UK), gave the keynote presentation – Collaboration: is it a mindset, a skill or just the latest fad? And why should librarians be embracing it?

Macmillan Cancer Support (MCS) is a 100 year old charity supporting people on their cancer journey. The talk revolved around the collaborative activities of MCS on a specific need – answering patient information needs for cancer sufferers and their carers, covering a wide range of issues from medical to financial advice, looking at what they did, who was collaborated with, and examples of what came out of each collaboration.

Collaboration was defined as 'working together with a company or another person to achieve something' and can be between individuals, individuals and groups, and groups and groups. It was also seen as a commitment on a decision to a prescribed end, with clearly defined roles. And that it was different to a partnership.

It was important, Ms. Arnold stated, for librarians to be prepared to get out of their 'silos' and move from being handmaidens to more active involvement in research, exploring such avenues as partnering in research or co-authoring papers for example. This is not necessarily easy for librarians used to remaining within the library walls, but was essential and required working at.

MCS cannot do things alone as they are publicly funded. An aging population plus improvement in cancer treatment means the need for health information continues to rise sharply – and dramatically – as those suffering cancer increases each year. The many information centers MCS run are staffed by volunteer and professional staff, and provide a wide range of information and support services including financial information and a Helpline with oncology staff. Quality standards are maintained through strict adherence to the Macmillan Quality in Information & Support Services (MQUISS), developed in response to MCS managers' requests for clear guidance on how to set up and deliver information services.

Ms. Arnold spoke about and illustrated how each collaborative exercise required different approaches, and how that was tackled, from experience learning the need to be clear on the aims of the collaboration, and who will be doing what. Planning service development and delivery was vital, including how, and who would be worked with.

The collaborative reach for MCS was wide: examples included

- the Patient Information Forum www.pifonline.org.uk/ – for lobbying, evidence based information
- Glasgow libraries – reaching out
- NHS Choices & the British Heart Foundation – with the website, for content
- Professional associations – for what works, what doesn't, global reality, collaborative opportunities
- Vendors and practitioners

Continues p8...

Ms. Arnold said it was worth reading a [Financial Times/SLA survey](#) reporting on the value of information management, which lists five 'core attributes of best practice performers' on engaging knowledge providers with senior management (free to download).

It's probably better to read the report but my very rough notes list these as communication, understanding values, managing the process, keeping up with technical learning and providing decision ready information. There are twelve tasks at the back of report that show how and what to do.

On the question of critical success factors, Ms. Arnold spoke extensively on communication strategies and the importance of using social networking specifically, especially

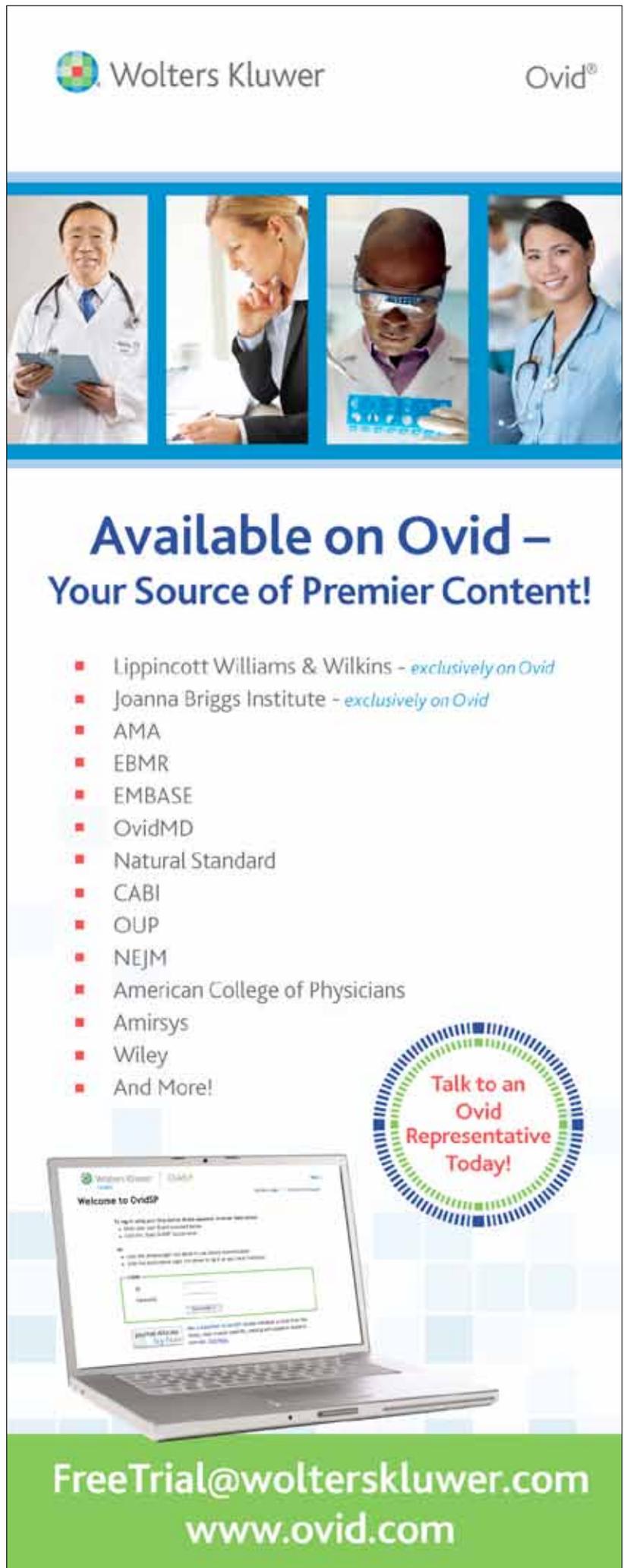
- twitter – suggesting #slatalk and #uklibchat – each month there is a discussion with a facilitator, that it is okay to comment, or lurk, and though responses differ from US there are a lot of Australians present and that it is a 'good place for collaboration'
- and LinkedIn – SLA has an account, there is space for discussions and questions – good to check out.

Overall, it was an inspiring introduction to what could be done and a great start to the conference.

The collaboration between MCS and other parties was obviously very worthwhile but there was little reference to detailed post analysis of individual collaborative activities apart from the reference to one collaboration that turned out to be more partnership. And I am still not sure what the difference between collaboration and partnership is. Given we are hearing the experiences of only one organization a more balanced picture would have resulted from hearing in this specific case what might have been done differently, were there unexpected results, difficulties, communication hiccups, unexpected costs and resources required, false starts and obstacles etc – or told there was none.

However, a strong picture of what could be accomplished was presented underlined in detail by what approaches and tools were used successfully in this instance. Lack of detail in some areas is probably due as much to time constraints, not everything could be covered.

Rhonda Cotsell
Librarian
Ballarat Health Services



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MEMBER SPOTLIGHT

DIANA BLACKWOOD FAST FACTS

HLA member since:
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First professional position:
Librarian, Hellyer Regional Library, Burnie, Tasmania 1975.
Current Position:
Faculty Librarian, Health Sciences, Curtin University
Education:
BA, Dip Lib
Favourite Website or Blog:
ABC iView

What do you find most interesting about your current position?

Being involved in the amazing work done by the Faculty of Health Sciences, both teaching and research.

What has been your biggest professional challenge?

Moving from a public library to an academic library.

How did you join Health Librarianship?

Started working at the University of Western Australia's Medical & Dental Library in 2000.

What was your previous employment background?

I have worked in regional, state and special libraries. I really enjoyed my time at the State Film Library of NSW.

What would you do if you weren't a health librarian?

Retire and do community work.

What do you consider the main issues affecting health librarianship today?

Ensuring that health librarians are sufficiently skilled to adequately provide the kinds of services that are expected by their clients. This is particularly challenging in an academic environment where one is required to have both generalist and specialist knowledge and skills.

What is your greatest achievement?

Bringing up two children as a sole parent.

What is your favourite non-work activity?

Singing

What advice would you give to a new member of HLA or a new graduate information professional?

Find someone who can mentor you and seek out other health librarians with whom you can collaborate.

Anything else you would like to share about yourself?

Mid-career I had a break from librarianship and became a teacher of Transcendental Meditation. Still involved in the Perth meditating community and the Perth board of teachers.



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We encourage you to share how your ALIA/HLA membership benefits you with your colleagues – encourage them to join HLA too!

Australian Evidence Based Practice Librarians' Institute



Past Delegate's Feedback

- "The whole experience was extremely good, well run and very interesting. It met my expectations and more."
- "The tutors were extremely knowledgeable, friendly and easy to approach for information."
- "Residential workshop is really effective way of developing your knowledge in a classroom setting but as well to learn about how others plan to apply their knowledge."
- "The conference was faultless – absolutely fantastic."

Fifth Australian Evidence Based Practice Librarians' Institute, Melbourne late 2015

It is proposed that the Melbourne Institute will be an introduction to EBP and will be presented by health sciences librarians from Australia and the United States of America.

The program will combine general content in large group engaging lectures and small group interactive sessions to practise basic concepts of EBP in order to support services to clients. It will be a three-day program for librarians to work together in a relaxed and supportive environment. The 2015 program will be similar to the 2014 program, which is available from <http://ebp.institute.libguides.com/EBP>

This may be the last chance to attend the introductory program presented by USA tutors in Australia – so don't miss out!

The venue and date will be announced at a later time. Any suggestions to Lisa Kruesi regarding the program content, venue and dates will be welcome.

Evaluation of the 2013 Institute showed that 100% of participants who attended would recommend this course to their colleagues.

Email lisa.kruesi@monash.edu for further information



As we close the book on 2014 a final message from the HLA Executive...

Wishing you ALL THE VERY BEST for the festive season and new year.



6-8 July 2015
Brisbane Queensland

**Eighth International Evidence Based Library
and Information Practice Conference**

EVIDENCE AND PRACTICE: WORKING TOGETHER

The theme of this conference *evidence and practice: working together* reflects our focus on narrowing the gap between practice and evidence and in promoting evidence based practice in all parts of the information profession. Evidence based library and information practice (EBLIP), once based on the medical paradigm, is changing and evolving. We are developing practices and processes particular to the library and information profession and reconfiguring the traditional evidence based philosophy to suit individual circumstances and locations. Collaboration across institutions and sectors is fundamental to learning through sharing experiences, publication of quality research results, and a sustainable and connected EBLIP community.



The EBLIP8 Conference is proudly hosted by the Queensland University of Technology

Visit the EBLIP8 Conference website at <http://eblip8.info>



HLANEWS
DETAILS

Published by

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