

Marketing for the new decade in the INMO Library -

Aileen Rohan, Assistant Librarian, Irish Nurses and Midwives Organisation

Librarians are realising more and more that marketing of information products and services is an integral part of the job. With the current economic climate and the increasing pressure on libraries to prove their value in the organisation, marketing is a vital role. The INMO Library is not immune to these pressures and it has become essential for us to look at all the services we provide and what we could do better to serve our users. We need to change the perception that members and staff have of the library. For us it has moved from a 'yes, we should really do that' to 'right, where do we start!' Marketing a service type business is different from marketing a product based business. Services marketing is marketing based on relationship and value. The customer is key and must be kept central to all marketing plans. Here is a basic marketing plan in six steps.

1. Background

Often this is a mission statement that clearly and concisely describes the nature of the organisation, services offered, and markets served. Look at the wider picture. Who are you and where does your department fit in?

2. Define your Library's Audience

So who are your customers/users? It is vital to look at who your users are and also who your potential users are? Do you know who they are? Are you targeting the right people? The INMO Library market can be broken down into several different segments internal staff, department heads, Executive Council, and our member users; who can be further segmented into pre and post-registration, age and specialist groups. By undertaking this step, we realised that we had placed a huge emphasis on our members to the detriment of our own colleagues. They are potential users who we provided

information to on an ad-hoc basis, but do not specifically target with current services, nor do we create or tailor services especially for them.

3. Describe your services.

What are your services and what makes you stand out? This involves critically looking at the environment in which you operate; your competitors; as well as looking at your library and services' uniqueness in comparison to competitors. Most librarians are familiar with the SWOT analysis method. You may need to conduct some sort of research to understand what your users need and what they require. This could mean looking back over past statistics to see a trend in subject interests or services used or requested. Look at the services you currently offer and determine which could be targeted to other user groups or identify new services for users. For a marketing plan, decide on one service or message that you want to highlight, and work out what makes your service particularly vital for users. For example; we provide a literature searching service for members who are studying, but we never extended that to internal staff members who are currently undertaking educational programmes.

4. Identify and understand the competition.

As mentioned above, you need to know what your services are; your strengths and weaknesses and most importantly, what unique features do you want to highlight to your potential users. We know there are loads of resources available to nurses and midwives but what makes our service unique? We've always felt that the added value services of the INMO make our library stand out and we have to emphasise this more.

Continued Overleaf...

IN THIS ISSUE

Marketing for a New Decade	1 - 2	PubMed Training Reports	8 - 10
Chairperson's Corner & A Day in the Life	3 - 4	Denise Rush Memorial & A Day in the Life - Memorial	11 - 12
HSLG Conference: Tweeting thoughts	5 - 8	Upcoming Conferences	13
		My Favourite Five	14

Marketing for the new decade in the INMO Library continued...

We often include information on referencing for students who ask for searches, or provide quasi-counselling to mature students who feel overwhelmed with their assignments. We can offer these services online and over the telephone and should emphasise them more to our users.

5. Identify marketing & promotional strategies.

Various strategies work better for different target markets, therefore, several may be required. The service or message you want to promote may also dictate the communication process used. Digital marketing methodologies such as twitter, facebook, or blogs can be employed, if appropriate for the audience and the objective. It really is trial and error to see what will work best. If something works, repeat it and if it doesn't try something different. Some examples that the INMO have used recently include: direct marketing to recurrent users including letters about our services; sending an electronic newsletter to internal staff; short presentation at staff meetings; advertising in our monthly journal; writing a monthly article specifically targeting a different segment of our market; increasing our presence at training programs through a short presentation and inclusion of library materials in training packs; and participating at INMO conferences and meetings. Obviously some of these would not work for other organisations and this further highlights that marketing is very customised, one size does not fit all!

6. Measurement & Evaluation

This is where you need to be realistic about what you want to achieve and ensure that results are measurable. The aim of our marketing strategy is to show the value of the library to users. We can see this by the number of registrations on our website www.nurse2nurse.ie and the increase in the number of new clients using our services. This is an on-going process for us. It will involve regular surveys with users to see why they find certain services important. A helpful hint from one of the marketing sites is to get to know your repeat users and ask them for detailed feedback and suggestions. We hope to undertake a more in-depth evaluation of services and current marketing strategies before the summer and will use these results to prepare the marketing plan for the second half of 2011. So that's the plan. It is an on-going process and will be refined and amended as we proceed. Now all we need is the time and hopefully all our work will be successful.

Aileen Rohan, Assistant Librarian, INMO

I have been working in the Library of the Irish Nurses and Midwives Organisation for the past 8 years. Previously, I worked in DIT Kevin Street, Dublin Tourism and Bord Bia – Irish Food Board. It was while working in Bord Bia that I first became interested in marketing and completed the Irish Marketing Institute's Certificate in Marketing.

Report on CPD Activities 2011

Whilst there are ongoing funding problems and it is difficult for employers to provide money and time to members for training, the CPD working group has been working hard to develop a programme of CPD activities for 2011. Training this year will be focused primarily on Pubmed, a database of significance to all our jobs. This focus is premised on the fact that the HSLG Committee funded the training of two of our members, Jane Farrelly and Gethin White, to partake in specialist Pubmed training in Bethesda last December. Jane has already run a successful Pubmed workshop in Cork and Gethin will be running two Pubmed related workshops in Dublin later this year. Another course of note is the Cochrane for Librarians workshop with Professor Mike Clarke. This took place on April 28th and was kindly sponsored by both the HRB and HSLG. The fact that this was free to members was a real bonus and reflected in the high demand for places. The group is also looking at running online courses after the summer. As ever we are constantly seeking feedback from members regarding what courses we should be running and what CPD they require to enable them to manage their constantly changing roles. Please do not hesitate to contact me. With best wishes.

David MacNaughton, CDP Group Leader E-mail: macnaugd@tcd.ie

Chairperson's Corner

This year got off to a good start with a rewarding conference and much positive feedback on the content and scope of the two days held in Athlone. The aims of the conference were to create awareness about the work of the HSLG committee in relation to the action plan and provide members with an opportunity to catch up, meet new colleagues, discuss library & librarian issues, talk about change and how to influence or drive it. The two facilitators; Ann Caulfield and Karen O'Shea were well received by our group and made the day a rewarding one. In the evening we had a surprise in the form of a magician who shared with us some of his magic. Thanks to Michael O'Doherty for organising this. All in all, I think people came away refreshed and rejuvenated for the year ahead.

The HSLG continues to offer some worthwhile dates for your diary. Jane Farrelly gave a course on PubMed in University College Cork and Gethin White is scheduled to deliver PubMed training on May 25th in Trinity College Dublin. A Cochrane course was also offered for free to all HSLG members in April. The joint HSLG/ A&SL sections of the Library Association enjoyed a rescheduled social evening in January hosted by the Royal Irish Academy. The turnout was so impressive that we have decided to run this event in January from now on. Another social evening took place in April. This included a visit to the new Dublin Dental Hospital Library.

The Library Association of Ireland held its annual general meeting on March 10th. I attended and raised two motions on behalf of the HSLG which were both accepted and passed. It was a lively AGM with much discussion and participation from the wider library group. Kate Kelly was nominated to serve on the executive board of the LAI which is a welcome development. This means we have representation from the health libraries section at the executive level.

The LISU team at Loughborough University have completed the survey named "SHeLLI" (The Status of Health Libraries and Librarianship in Ireland) and are moving along to the next phase of the research which includes a focus group. Kate Kelly and I are going to present at the joint LAI/CILIP conference in April on the rationale for this research, its importance and value to our profession and some findings to date. The final research report is due later this year so keep an eye on the website and discussion list as the HSLG committee will be in touch when a launch date is set.

Aoife Lawton, HSLG Acting Chairperson

A day in the Life....Cathal Kerrigan



Who are you?

Cathal Kerrigan, Subject Liaison Librarian, Boston Scientific Health Sciences Library, UCC

Where are you from?

I was born in Cork city in 1955. In 1980 after doing an arts degree in UCC, I was President of the Students Union for a year. In 1981 I moved to Dublin where I got my library qualification in UCD in 1983. I was Librarian with AIB in their HQ in Ballsbridge for seven years until 1991. I spent seven years living in Amsterdam in the 1990's. On my return to Ireland I worked in the Oranmore branch of Galway Public Libraries. In 2003 I returned to live and work in Cork.

Why did you become a librarian?

My father was a Labour Party politician and was Lord Mayor of Cork 1973-4; he had had to leave school at 14 for economic reasons and like many an autodidact greatly prized books and reading. From him I inherited a belief that "*knowledge is power*". This led to a conviction that librarians have an important role to play in society and in furthering social change; this inspired my choice of career/ vocation.

Where do you work?

I work in the health sciences branch library of UCC Library.

A quick word about Boston Scientific Health Sciences Library

BSHSL is part of UCC Library and opened in 2005; it is a very busy library with a total staff compliment of eight and serves a demanding clientele.

Who do you cater for?

Undergraduate and postgraduate students, staff and researchers in the College of Medicine & Health in UCC.

How do you cater for them?

I'm responsible for the management of the branch; providing information literacy training;

Continued Overleaf...

A Day in the Life....Cathal Kerrigan continued...

supporting the departmental library representatives in budgeting and acquisitions decisions; acting as secretary to the college library committee; and providing any other support required.

What is the first thing you usually do in the day?

I start by checking e-mails – specifically those addressed directly to me and then try to prioritize what I need to do.

What type of task occupies most of your working day?

My main activity is delivering information literacy sessions to classes of students but additionally to individuals and small groups. Together with colleagues in NUIG and TCD we developed an online resource <http://www.informationliteracy.ie/> which is now a credited postgraduate module here in UCC; delivering this is now a key aspect of my work.

What do you feel you are good at?

I feel my strongest strength is in the area of teaching; communicating with people and responding to their needs.

What do you enjoy?

I enjoy greatly the sense of adventure in information finding. One of the best compliments I've ever received was from a lecturer who said: 'Cathal you did an excellent job – my postgraduate students returned from your training session enthused about doing a literature review – that's the gift of a good teacher!'

Do you have any unfulfilled personal ambitions or goals?

I have had a longtime interest in Chinese calligraphy and art but have never been to the country; I would like to take a long vacation there.

How would you like to see health librarianship develop?

I believe that health librarianship should focus on the knitting – that is, on being the intermediary who facilitates the empowering of the library user and thereby is a powerful tool for social change.

What is the last thing you usually do each day?

Turn out the light – the one in my office and later at my bedside!

What book are you reading at the moment or what kind of books do you enjoy reading?

I'm a member of the **UCC LGBT Staff Network book club** and am reading Christopher Isherwood's *A Single Man* for our get together next week. I'm also reading Dumas' *The Man in the Iron Mask* – I enjoy a good big read – especially if it's part of a series! I also like reading poetry – at present I'm re-reading Byron's poetry.

What words of wisdom would you pass on to the next generation of Librarians?

'Don't dream it, do it!'

Tweeting thoughts from bursary winning delegates who attended the 2011 HSLG conference

The two facilitators, Ann Caulfield and Karen O'Shea, were excellent and extremely enthusiastic. I particularly liked their first "ice breaker" exercise whereby each conference attendee was asked to stand beside one of a number of statements pinned to the walls which most represented their attitude to change.

Tom Martin



*(Left to right) Facilitators:
Ann Caulfield & Karen O'Shea*

During the facilitated session, we thought about the key skills we possessed as librarians and what we would say in our elevator speech to the CEO of our organizations. This proved tougher than envisaged as the nature of an elevator speech requires that you convey the key skills you bring to the organization before the elevator door opens.

Fiona Morrissey

The HSLG was a great conference; I enjoyed all the talks, the chance to meet my counterparts in other organisations, a chance to hear about all the wonderful innovations taking place in other institutes, the chance to hear about the new technologies and services suppliers are developing.

Denise Duffy

The facilitators also expressed their own perceptions about the attributes and abilities of health science librarians from their interactions with us, which I found to be particularly welcome.

Maura Flynn

We were encouraged to reflect at the end of each session in our personal change journal. The change journal asked questions such as what qualities, skills, resources and competences do I have to help change situations. In this way, I could identify my own strengths but also ask, what are my weaknesses? What barriers stop us from achieving more and moving forward? What can empower us to look forward?

Helen Clarke & Joanne Callinan

Tweeting thoughts continued...

Reflections on some of the HSLG conference papers

We were excited to view the new-look RSCI library where Kate Kelly and her team have managed, with limited funding, to reorganise and brighten the library spaces and to adapt services and staff roles to meet the changing demands of a 21st century information service.

Donna Ó Doibhlin

Dr Janet Harrison gave us an overview and progress report on "The current status of health libraries and librarianship in Ireland – a work in progress" and encouraged us all to complete the online survey. Such a report in these times will be an important marker to identify and place both our services and our professions within the overall health system in Ireland.

Denise Duffy

What delegates found enlightening about the lightning presentations

Interspersed between facilitated sessions throughout both days were the lightning presentations and for me these were (and are) the most useful and interesting aspects of the conference. They offer practical tips and insights into our own working world.

Denise Duffy



Anne Madden, SVUH Library

Jean Harrison gave an interesting presentation on streamlining services creatively in challenging times while Tony Linnane talked about value for money or how not to get screwed and survive in the downturn!



Tom Martin, AMNCH Library

Fiona Morrissey

Anne Madden spoke about the online journal club for librarians and this was a reminder to us all to sign up and get active in our own continuing professional development.

Joanne Callinan

Emma Quinn spoke about a clinical query service (offered by HSE South East Library) which supports evidence based practice. Emma showed how the library staff analyse a query with PICO components on receipt of a query request. To facilitate their searching library staff & also ask whether the query can be limited by age group, sex or date of publication.

Fiona Morrissey

Tweeting thoughts continued...

Tom Martin's presentation provided lots of ideas for "thinking outside the box" and for finding new ways to take the Library and its services to our users.

Helen Clarke

Marie Carrigan also gave an interesting presentation on lunchtime information events to raise the profile of the library.

Fiona Morrissey



Marie Carrigan, St. Lukes, Oncology Resource Centre

The lightening presentations were a great success over the course of the two days. Their snappy / innovative format really added to the conference.

Tom Martin



David Mac Naughton, TCD Library

Susan Boyle closed the lightening presentations with an engaging talk on problem clinics for information literacy using the triage approach. The problem clinic treats googlitis... Wikipedia dependency, resistance to databases and project anxiety disorders. In the information literacy triage, histories are taken, core symptoms noted, key problems diagnosed, and a treatment is given which is appropriate recovery!

Fiona Morrissey

The take-away thoughts about the conference

I left Athlone with ideas for service developments and in the knowledge that colleagues all over the country will share their own plans with us through the mailing list. There is a wealth of experience in HSLG to harness and share in these times.

Denise Duffy



Aoife Lawton: HSLG Acting Chairperson

I found my first HSLG conference to be a very enjoyable experience. I would like to congratulate the organising committee for arranging such an excellent event.

Tom Martin

Tweeting thoughts continued...



Bernard Barrett, HSLG Conference Coordinator
& former HSLG Chairperson

The conference featured many fascinating and diverse presentations which I very much enjoyed.There were many wonderful insights, innovations and ingenuities that were shared during the conference.

Maura Flynn

The HSLG was a great conference; I enjoyed all the talks, the chance to meet my counterparts in other organisations, a chance to hear about all the wonderful innovations taking place in other institutes, the chance to hear about the new technologies and services suppliers are developing.

Denise Duffy

Pubmed Training Report by Jane Farrelly

Accustomed as I am to never winning anything (not even a €2 scratchcard), it was with great excitement and some disbelief, that I discovered I had been selected as one of two Irish librarians to go to California for National Library of Medicine training in PubMed, Toxnet and the NLM Gateway. The months between September and December 2010 were filled with various activities such as course registration, booking flights and accommodation, completing pre-course tests and liaising with my travelling companion and fellow attendee, Gethin White of the HSE East.

The months flew by and it was no time at all before we were touching down in Sacramento, California on the 4th of December where we immediately made our way to our final destination - Davis, California. Having spent the best part of a day travelling, we were grateful to see our beds on Saturday night and luckily had the following day to acclimatize and find our bearings in Davis. The town of Davis is centred around the University of California Davis Campus (www.ucdavis.edu) and is very much a "university town". The Davis campus supports more than thirty thousand students and is just one of **ten** University of California campuses dotted around California. Our training was to take place in the Shields library on the UC Davis campus, named after Peter J. Shields, one of the founders of the UC Davis campus.

Training began at 8.30am sharp on Monday the 8th of December and was provided by librarians Sharon Brown and Joey Nicholson who have roughly 50 years of library experience between them! Both Sharon and Joey are based in the New York Academy of Medicine and provide training on behalf of the NTCC (National Training Center and Clearing House) of the National Network of Libraries of Medicine. Training is sponsored by the NTCC and as it is federally-funded, it is provided free-of-charge to librarians throughout the United States.

Day one of the training was all about the PubMed database. While we are all probably very familiar with this database, we might all be forgiven for taking it a bit for granted. PubMed is such a powerful interface, it is sometimes easy to forget that there is literally no other database like it available free-of-charge in any other discipline. The day was broken up into different segments, with Sharon and Joey speaking about the parts of PubMed that they each feel strongly about. Dividing the workload in this way was a great idea, as it meant that we were treated to training delivered with much passion and enthusiasm, and so the trainers were able to impart their passion and enthusiasm to us. Sharon is a strong advocate of the "My NCBI" feature in PubMed and this was where we started the day. Joey feels equally strongly about MeSH and he took over the training at that point.

Continued Overleaf...

Pubmed Training Report continued...

A feature of PubMed that I had not been aware of prior to the training, was the availability of full-text books via the PubMed Bookshelf. Both trainers used examples throughout the day to clarify their points and training was very much of a "hands-on" nature.

The topic of training on day two was the Toxnet database. Toxnet is a collection of more than fifteen different databases related to the field of poisons, toxicology and environmental health. It is a very different animal to PubMed and is very much US-centric. The general consensus on the day was that the interface is not as user-friendly as PubMed and some of the databases contained within Toxnet are no longer being maintained. The database within Toxnet that is most similar to PubMed is the

Toxline database which is a collection of bibliographic references relating to the biochemical, pharmacological, physiological, and toxicological effects of drugs and other chemicals. These references are also contained within the toxicology subset of PubMed.



Our final day of training covered the NLM Gateway and Clinical Trials resources. The NLM Gateway is similar to a federated search engine, in that it allows you to search multiple NLM resources simultaneously. As such it is ideal for "one-stop-shopping" for information. The Clinical Trials database (www.clinicaltrials.gov) provides up-to-date information on current trials that are being conducted around the world. It also includes trials that are recruiting volunteers.

Attending this training was an incredible opportunity and one for which I shall be forever grateful to HSLG. While the major goal of attending this event was to develop local PubMed trainers in Ireland, it also provided a great opportunity to meet with colleagues from all over the United States and discuss the issues currently facing the profession. We may think that the library community in Ireland is small and closeknit, however I think the same can be said of the library community worldwide – it was easy to establish a rapport with our classmates by virtue of the fact that we were all librarians and had that common link. I think this is a rarity and something that we should all treasure – it's difficult to imagine for example, a group of accountants or solicitors (apologies to accountants and solicitors in advance!) sharing the same type of professional bonds that we librarians do.

In terms of the situation facing libraries and librarians globally, it was re-assuring to hear that the difficulties that Irish healthcare libraries are currently experiencing, are not just an "Irish" problem. While in Davis, we heard of one American institution which had slashed its journal budget from \$200,000 to \$20,000. Stories such as this just reinforce the importance of making the most of the free resources that are available to us, such as PubMed, Biomed Central etc.

I would like to say a big thank you to trainers Sharon Brown and Joey Nicholson for providing such excellent training and looking after us so well throughout our stay in Davis. We are also very grateful to Ruth Gustafsson, the local UC Davis librarian who arranged for training to take place in Davis and who also made sure that we felt very welcome. Finally, I would like to thank HSLG for sponsoring this trip. It was a fantastic opportunity and our American colleagues were very impressed with the level of commitment and support that HSLG gives to its members. I'm very much looking forward to working with HSLG in providing future PubMed training in Ireland.

Jane Farrelly, Librarian, HSE South Library & Information Service

Pubmed Training Report by Gethin White

I recently attended (along with Jane Farrelly) a National Library of Medicine Training (NLM) Training Programme at the University of California Davis in Sacramento. The Training Programme covered some key NLM resources including the world renowned PubMed as well as other specialist databases such as TOXNET and Clinical Trials.

Having recovered from the shock of finding out that I had received a bursary from the Health Sciences Library Group (HSLG) I was determined to make full use of this fantastic opportunity to develop my knowledge and skills around the use of these resources.

In this short report I will examine the key learning objectives that I had identified in my application form to the HSLG and see whether they were met on this course.

Supporting The Clinical Library Service

I am currently involved in the establishment of a Clinical Library Service (CLS) at Connolly Hospital in Blanchardstown.

The central aim of a CLS is to provide an enquiry service that gets closer to the point of care in answering queries that relate directly to patient care. This is achieved by the Librarian attending ward rounds, multidisciplinary team meetings and any other forums where patient care is discussed.

The NLM databases are key resources in support of this new service and the knowledge and skills that I gained on the training course will be vital in developing the quality of the Clinical Library Services that we provide for users.

PubMed is a key resource for all health professionals and although I was a reasonably experienced user of PubMed prior to attending the course, the advanced searching skills that I gained have really made me appreciate just how effective PubMed can be as a support to professional health-care practice.

When I deliver the Pubmed training days to the HSLG users I feel that I will be able to utilise some of the training skills that I learnt on this course.



Training Skills

The two NLM trainers (Sharon Brown & Joey Nicholson) brought a vast amount of experience in terms of the delivery of medical and health information programmes. I felt I learnt a huge amount from their ability to work through a detailed training programme whilst still maintaining the interest levels of all the participants.

Networking

Aside from the actual course programme, both Jane and I were able to build up an invaluable network of contacts with other library professionals from all over the United States. These contacts provide the opportunity for the development of further initiatives between the NLM and the HSLG.

In conclusion, this course met all the learning objectives that I had noted on my bursary application form. It was a wonderful opportunity to further my professional development as a Irish Health Library Profession. On a personal level it was fantastic experience that I will remember forever and I hope that the training that Jane and I offer will in turn aid the development of HSLG members

Gethin White, Librarian, Connolly Hospital, Blanchardstown

Memorial: Denise Rush

It was with great sadness that we informed Denise's colleagues in the HSE West and the Health Sciences Libraries Group of her sudden passing on the 23rd of March 2011, and unsurprisingly we received a huge outpouring of shock and sadness. Denise was well-known and well-liked and respected by all who knew her. Many times people mentioned how helpful and kind she was. As her fellow library colleagues, we all recognised her inspiring professionalism, her generosity of spirit, and her good humour. But it was her innate kindness to strangers that stands out. It reflects above all the type of person Denise was.

Her tremendous work ethic coupled with her always happy outlook on life meant not only were we privileged to work alongside her but also she helped create a tremendously happy working environment. Denise excelled in her chosen profession, having gained a Masters Degree in Library Science from The National Library of Wales.

We were looking forward to her return to work next month, to being regaled with stories of family, and in particular baby Saoirse. Unfortunately this is not to happen, that was not in her gift to give or ours to receive.

Denise's young life has been cut short, far too quickly but for the few years we were privileged to work with her and enjoy her company we are eternally grateful. She is no longer with us to share a coffee, to have lunch in the canteen, to moan about work. She may be gone from us now, but she will never, ever be forgotten.

Personally and on behalf of my staff also we have lost a tremendous friend and an exemplary colleague. Our sympathies are with her husband Noel and baby Saoirse, her parents, brother and sisters, extended families and friends at this very difficult time.

HSLG Committee

The HSLG Committee would like to express their deepest sympathy to Denise's family, friends and colleagues in the library world. She will be sadly missed. As a tribute to Denise, we have re-printed her "A Day in the Life" feature that she wrote for HINT in December 2008.

Tony Linnane, *Regional Librarian, Library Services, HSE West*



A Day in the Life of ... Denise Rush! (originally printed in HINT, 2008)

Who are you?

Denise Rush, Senior Library Assistant, Merlin Park Hospital, Galway.

Where are you from?

Co Mayo.

Why did you become a Librarian?

In 2001 I joined the Western Health Board library services as a library assistant as I was interested

in the information side of health. I decided to do the distance learning LIS course in Aberystwyth. This course has provided me an excellent opportunity to stay engaged and build new skills as I move toward a professional qualification. I am currently writing my dissertation.

The dissertation is looking at how green Irish libraries are. The reason why I chose this topic is I wanted to get some feedback on any green practices in place in libraries. I feel we all have a role to play and small changes can make a difference.

At the moment I am processing the results of the survey and the general feeling is that new library buildings are operating in energy efficient buildings. Some libraries are playing a role by recycling and purchasing recycled products, however the general consensus is there's a lot more work to do and a lot of decisions concerning heating and purchasing that are out of the direct control of the library.

One interesting result which cropped up in my survey: 76% of libraries reported they have active screensavers on their PC's and according to the power of one campaign "Switching off the screen saves even more energy than just setting the screen saver run on your computer". So something for us all to reflect on!

Where do you work?

HSE - West Library, Merlin Park Regional Hospital, Galway. Merlin Park library is the Headquarter HSE library for the other hospital library sites located in Galway, Mayo and Roscommon. We have a regional remit and all our resources are shared. Our library management system Heritage IV is networked to all our five sites. The server is located in Merlin Park

Who do you cater for?

The library caters for all HSE-West staff. Our library offers an enquiry service to support evidence based practice and decision-making for all HSE-West healthcare staff. Our library is also open to HSE partner organizations, students on placement and voluntary groups as a reference library.

How do you cater for them?

We provide access to a wide range of databases via www.hselibrary.ie and we offer training on how to use these resources. We also assist with academic research, process book orders and process inter-library loans.

Who works with you?

I work closely with the library staff located in Merlin Park Hospital and University Hospital Galway.

What is the first thing you usually do each day?

Check the book returns box, help with opening up the library, attend to post and emails.

What type of task occupies most of your working day?

These days, renewing subscriptions for next year occupies most of my day.

What is the most unusual request you have had?

We don't get many unusual requests from our users, they are a sensible bunch! However one conversation I had the other day brought me back to my student days.... I asked a nursing student when their assignment was due and they just looked at their watch!

What do you feel you are good at?

I feel I am very approachable and flexible - there's nothing worse than a scary librarian!

What do you feel you are bad at?

Saying no!

What do you dislike?

Bureaucracy in our organisation. I feel this alienates younger dynamic staff.

What are your ambitions /career goals?

Being comfortable with new tools and technology and finishing my Masters.

Do you have any unfulfilled personal ambitions/ goals?

Finish off my dissertation and some day visit South Africa!

How would you like to see Health Librarianship develop?

Given more freedom & resources to move quickly with new ideas rather than crawl through minefields of bureaucracy. Also I think the future is marketing and re-branding the library as a Learning Resource Centre / Learning Hub / Zone.

What are your plans for your library?

Implement more green practices and policies in our library services. Market our services more and promote our new resources for 2009.

Upcoming Conferences

NAIRTL 5th Annual Conference and Galway Symposium on Higher Education: Engaging Minds: Active learning, participation and collaboration in Higher education

Date: June 9 & 10, 2011

Venue: National University of Ireland, Galway

Higher Education institutions are increasingly focusing on the importance of active student engagement in the learning process, moving away from the traditional stereotype of passive lectures and examination towards processes that involve participation, challenging intellectual problems, imaginative use of technologies and new approaches to large classes. Learners who take responsibility for their own development and who feel a sense of purpose and ownership are more likely to meet the aims of a graduate population that has high levels of critical thinking, flexibility and creativity.

Free Attendance.

For more information: <http://www.nairtl.ie/index.php?pageID=27&eventID=283>

EBLIP6 - 6th international Evidence Based Library and Information Practice Conference

Date: June 27 - 30, 2011

Venue: University of Salford, Salford, Greater Manchester, United Kingdom

This exciting international conference has grown out of an increasing interest in using the best available evidence in health libraries to improve library and information practice more generally.

Previous EBLIP conferences have been practical, friendly and inspirational in getting people involved in evidence-based practice.

For more information see

<http://www.eblip6.salford.ac.uk/>

INULS (Irish National and University Library Staff) Conference 2011: From Austerity and Bust to Recovery: Library Staff Leading the Way

Date: June 23 - 24, 2011

Venue: Trinity College Dublin

For more information go to:

http://inuls.com/?page_id=7

EAHIL Workshop: Active Learning and Research Partners in Health

Date: Tuesday 5th July – Friday 8th July 2011,

Venue: Istanbul, Turkey

For further information go to

http://www.ku.edu.tr/ku/index.php?option=com_content&task=view&id=4011&Itemid=3525

MEDINFO 2010: 13th World Congress on Medical and Health Informatics

12-15th September 2010 Cape Town, South Africa

This will be the first time MEDINFO is held in Africa. It promises to boost exposure to grassroots healthcare delivery and the underpinning health information systems. This will open the door to new academic partnerships into the future and help to nurture a new breed of health informaticians.

For more information see:

<http://www.medinfo2010.org/>

My Favourite Five

Our new feature; 'My Favourite Five' highlights five favourite websites of one of our members. Anne Madden shares her favourites with us in this issue.



Anne Madden, St. Vincent's University Hospital, Dublin

Anne Maddens' Favourites

As the Assistant Librarian at St. Vincent's University Hospital, working with Niamh, Gerry (and Breda in SMH), Anne handles e-resource access, the intranet page and the newsletter; the front of house bit includes training sessions, participation on the Clinical Audit Committee, clinical searching, service audit, SDI and fire marshalling!

Internet Search Challenge Blog: <http://internetsearchchallenge.blogspot.com/>

Search challenges designed to help us think laterally, hone our searching skills and generally keep the little grey cells exercised.

Dr. Bertalan Mesko's site: <http://scienceroil.com/>

He has a whole series of what he calls "PeRSSonalised medicine" pages with the best blogs and link for each of the disciplines. His general heading would be Health 2.0, but we've highlighted a couple of his finds in the past to healthcare staff and got a positive response.

Dean Giustini's Blog: <http://blogs.ubc.ca/dean/>

Covers health library and Web 2.0 related topics. He features "How to ..." and "Best of ..." lists and useful slides and presentation on Slideshare (<http://www.slideshare.net>) Some are specific to the College where he works. Approx 3-4 new articles added per week.

Kevin MD Blog: <http://www.kevinmd.com/blog/>

Insights into the medical world with an American slant. Often includes topics or tips you can feature in your newsletter. Roughly 2 articles added per day.

Behind the Headlines: <http://www.nhs.uk/News/Pages/NewsArticles.aspx>

A great resource from NHS that sources and appraises the research behind health stories making the national news. On average, about 2 items added per day.

Many Thanks to Anne Madden for her favourite five contribution

We Need Your Favourites too!!

Please send your five favourite sites to niamh.osullivan@ibts.ie for inclusion in future issues.

Congratulations to Mary Dunne winner of the last HINT competition, from the Health Research Board in Dublin. The correct answer was Philip Larkin.

Don't forget to take a look at the competition question in this issue!

HINT Competition. Enter the HINT draw for a 50 euro book token!

Just answer the following question and send your answer and contact details by e-mail to Susan.Boyle@ucd.ie

Who was the first woman president of the MLA?

HINT is the newsletter of the Irish Health Sciences Libraries Group of the Library Association of Ireland.

It is compiled & produced by the HINT Editorial Team.

Contact details: Send submissions to Susan.Boyle@ucd.ie

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