



Vol 31, Number 2, June 2014, ISSN 02666-853X

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Editorial

Hello and a warm welcome to the June issue of the Newsletter.

We have three articles in this issue – all very different but really interesting reads. The first article is a further update on a search strategy comparison project which has been reported in previous issues of the Newsletter. We then have the winning project of the national *Sally Hernando Awards for Innovation in NHS Library and Knowledge Services*, which is about a mobile training suite at Leeds & York Partnership NHS Foundation Trust. And finally we have a report from a visit to the House of Commons Library and a reflection on relevant themes for the health librarian. We also have a report from a recent HLG Wales study day on marketing in health libraries, and of course all the usual features.

Our HLG Conference is next month – for those who have got tickets I hope you enjoy the conference and remember to consider writing a report of your experience for inclusion in the Newsletter.

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 hope you find this issue of the Newsletter useful, informative and enjoyable. See you next issue.

Elise Hasler, Editor, HLG Newsletter



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

Getting Started: Writing for Publication Workshop 25th July 2014, HLG Conference, Oxford <http://bit.ly/IR2SLM>

Come along to this workshop and explore issues around identifying writing opportunities in your every day work setting with Maria J Grant, Editor-in-Chief of the ISI listed Health Information and Libraries Journal, the official journal of the HLG.

Contents of the June issue

Editorial

Keeping up-to-date with current practice. R Bridgen

Review

Comparison of search strategies in systematic reviews of adverse effects to other systematic reviews. S Golder, Y Loke, L Zorzela

Original articles

Developing a long-term conditions information service in collaboration with third sector organisations. L McShane, K Greenwell, S Corbett, R Walker

The academic librarian as co-investigator on an interprofessional primary research team: a case study. R Janke, K Rush

Student attitudes towards clinical teaching resources in complementary medicine: a focus group examination of Australian naturopathic medicine students. J Wardle, J Sarris

Choosing and using methodological search filters: searchers' views. D Varley, S Beale, S Duffy, J Glanville, C Lefebvre, D Wright, R McCool, C Boachie, C Fraser, J Harbour, L Smith

Measuring HINARI use in Nigeria through a citation analysis of Nigerian Journal of Clinical Practice. E Anyaoku, C Anunobi

Regular features

Dissertations into Practice

Can your public library improve your health and wellbeing? An investigation of East Sussex Library and Information service. A Ingham

International Perspectives and Initiatives

Trends in health Science Librarianship. Part 10 Greater China Area 2000-2001. China – Z Xie; Hong Kong – JLY Chan, LM Chun Lam; Taiwan - T-H Chu

Learning and Teaching in Action

"Today and more than ever, I FEEL LIKE A RESEARCHER": successful online learning collaboration between librarians and a Graduate School. Newall, C Gratton, J Maltby

Corrigendum

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Sub-Group News

Libraries for Nursing (LfN)

The Libraries for Nursing Committee supports librarians who work with nursing students or staff. We run regular study days, create news bulletins, supply current awareness and make use of social media. Follow us on twitter at www.twitter.com/libs4nurs or browse our collection of bookmarked websites at <http://www.diigo.com/user/libs4nursing>

Please look out for our stand at the HLG Conference on the 24th and 25th July at Oxford. We will have information about the group, its role and how to join. We will also have a selection of exciting freebies. We hope to see you there.

Emma Ramstead, Secretary, LfN
Email: Emma.Ramstead@SASH.NHS.UK

HLG Wales

Peter Keelan, Head of Special Collections and Archives (SCOLAR) at Cardiff University, has been named the CILIP Cymru Wales, Welsh Librarian of the Year 2014. Peter won both the Academic Library category and the overall Welsh Librarian of the Year Award.

Susan J Thomas, Librarian, Public Health Wales - Health Promotion Library, Cardiff won the Public Sector (local authority, government and health) category.

The award recognises and celebrates the contribution of librarians and information professionals to contemporary society in Wales and beyond. Awarded to an individual librarian or information professional, the award champions the achievements, impact and innovation of those who make a significant difference to either the communities which they serve or to the profession in Wales.

<http://www.cilip.org.uk/cilip-cymru-wales/news/winner-welsh-librarian-year-award-announced>

International

Winner of the 2014 HLG/ILIG/Phi International Award

HLG is pleased to announce that Virginia Hamwela from the Copperbelt University Medical Library, Zambia is the winner of the HLG/ILIG/Phi International Award. This award was established by Health Libraries Group in 2012 and is run in partnership with CILIP's International Libraries Group (ILIG) and Partnerships in Health Information (Phi). It is aimed at health librarians working in a country served by the WHO's HINARI scheme to low income countries. It will enable Virginia to attend HLG's annual conference in Oxford in July and additionally to follow a short programme tailored to her particular professional interests.

Hélène Gorrington, International Officer for HLG
Email: helene.gorrington@bsmhft.nhs.uk

Articles

Search strategy comparison project: searching CDSR, Central, DARE, NHS EED and HTA across three interfaces

Introduction

The Cochrane and CRD databases (CDSR, Central, DARE, NHS-EED and HTA) used by the Information Resources team at the National Institute for Health and Care Excellence (NICE) are key resources used extensively to identify evidence for topics searched for by the team. These databases are available via three interfaces; CRD website, Ovid and Wiley. The search strategy comparison project leads on from previous projects, which have been reported upon in past HLG newsletters and the Health Information and Libraries Journal.¹²³

This project aimed to use the best match search commands as identified in the previous work, within real life applications using full search strategies.

This article provides a summary of the search strategy comparison project, with examples of the project findings.

Aims

The aims of the project were to:

- Using the best match search commands identified in previous projects, investigate how the retrieval of full search strategies compares across the different interfaces provided by CRD, Ovid and Wiley
- Identify any differences in retrieval across the interfaces
- Investigate and explain any discrepancies identified

Methods

The databases searched were CDSR, CENTRAL, DARE, NHS EED and HTA via the three available interfaces i.e. the CRD website, Wiley and OVID. Comparisons were undertaken of eight search strategies that had been developed previously to support a variety of NICE work. The searches were undertaken by four members of the Information Resources team. Consistency across the strategies was ensured by using the best match commands as identified by the previous projects. Searches were undertaken within an agreed timescale.

Search results were recorded in a word table. If a large number of references were retrieved these were imported into Reference Manager to identify unique records for closer inspection. Comments were added to each comparison, providing possible explanations for any differences. Areas were identified for further exploration.

¹ Craven, J., Kendrick, J., and Boynton, J. (2011) Cochrane project: a comparison of searching CDSR and CENTRAL via Wiley and Ovid, *HLG Newsletter*, December 2011

² Craven, J., Nicholls, D., Hickton, J. & Frankish, R. (2012) CRD Databases Project: a comparison of searching the CRD databases via the CRD website, Wiley and Ovid, *HLG newsletter*, September 2012

³ Craven, J., Jefferies, J., Kendrick, J., Nicholls, D., Boynton, J. and Frankish, R. (2014), A comparison of searching the Cochrane library databases via CRD, Ovid and Wiley: implications for systematic searching and information services. *Health Information & Libraries Journal*, 31: 54–63

Findings

The searches undertaken revealed three main differences when running the same strategy across different interfaces: the CRD interface retrieves unique records; DARE and HTA via Ovid do not have a publication date field; and some relevant records are indexed in Wiley but not retrieved by a search. These differences are discussed below.

1. The CRD interface retrieves unique records

Analysis of records retrieved that were unique to CRD revealed that records can often be retrieved from the CRD interfaces before they are added to the OVID and/or Wiley interfaces, and illustrates that the CRD interface is more current for DARE, HTA and NHS EED. There also seems to be some delay in indexing in OVID beyond that for Wiley which is consistent with the findings from the previous projects.

It needs to be borne in mind that there are sometimes differences in which database records are indexed between interfaces, i.e. a Cochrane review record will be included in DARE via CRD but removed from DARE via Wiley and OVID (because it will appear in CDSR via those interfaces).

The findings support the use of the CRD interface to retrieve the most current content of DARE, HTA and NHS EED above the Wiley and OVID interfaces. Depending on the importance of currency in a search, searchers may want to consider this advantage over the ease of using their usual interface of choice.

2. DARE and HTA via Ovid do not have a publication date field to search

The exploration of the issues identified with the display of publication date in Ovid (DARE, HTA) revealed that in Ovid, the DARE database does not have a Year of Publication field. To search for the publication date it is necessary to search on the Date of Most Recent Amendment field (.dr). Similarly, in HTA, advice from Ovid was to use the Database Entry Date field (.cy).

3. Some relevant records are indexed, but not retrieved in Wiley

Examination of the non-retrieval of records in Wiley revealed that across the databases in each interface, Ovid generally provides the highest yield, but not necessarily of material that was ultimately relevant to all aspects of the search being undertaken. There appears to be no single reason for discrepancies between the interfaces particularly as these can vary between the five databases. Date issues, possible adjacency problems and even the potential of differences in the application of truncation could have been at the root of the inconsistencies.

Discussion

These findings align with those of the Cochrane project⁴ and CRD Databases project⁵ which examined retrieval of single line search terms. The findings from this project also show that when running full search strategies there will always be differences in the number of records retrieved by different interfaces. This is because of differences

⁴ Craven, J., Kendrick, J., and Boynton, J. (2011) Cochrane project: a comparison of searching CDSR and CENTRAL via Wiley and Ovid, *HLG Newsletter*, December 2011

⁵ Craven, J., Nicholls, D., Hickton, J. & Frankish, R. (2012) CRD Databases Project: a comparison of searching the CRD databases via the CRD website, Wiley and Ovid, *HLG newsletter*, September 2012

in the way searches for MeSH headings are executed, differences in the fields searched, differences in the way proximity operators perform, use of stop-words, and that terms can be searched in a number of fields. It is also important to be aware of the differences between interfaces in terms of currency, the format and purpose of the interface as this will impact on the results retrieved.

The project was undertaken by the Information Resources team at NICE for internal purposes. This article provides a summary of the project, and the initial findings, for the purpose of sharing practice.

Limitations of the project are that for practical reasons, examination of a relatively small sample of strategies was undertaken. However similar initial findings identified suggest a reasonable degree of confidence in the results presented.

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Mobile Training Suite launched in Leeds & York Partnership NHS Foundation Trust

A mobile training suite developed by the Library and Knowledge Service in collaboration with the IT Department at Leeds and York Partnership NHS Foundation Trust recently won the runner-up prize for innovative processes in the national *Sally Hernando Awards for Innovation in NHS Library and Knowledge Services*.

In February 2012 the Leeds Partnerships Trust, previously covering the Leeds area, expanded to include mental health and learning disabilities staff from the former North Yorkshire and York PCT. The resulting Leeds and York Partnerships NHS Foundation Trust (LYPFT) provides specialist mental health and learning disability services to people within Leeds, York, Selby, Tadcaster, Easingwold and parts of North Yorkshire.

The Trust is served by a Library and Knowledge Service still based in the city of Leeds. One-to-one training and troubleshooting is made available to staff based in York through an SLA with York Hospitals NHS Foundation Trust, however LYPFT has a history of delivering timetabled group information skills training sessions with its partners in Leeds through the Leeds Libraries for Health cooperative (www.leedslibraries.nhs.uk). It was felt that in order to provide equity of service these sessions should also be offered in the York/North Yorkshire area of the Trust as well as in Leeds venues.

Although York and North Yorkshire sites had access to a range of meeting rooms, there were no dedicated IT training facilities and this initially proved an obstacle to delivering information skills training. However, necessity is the mother of invention and Nicola Walsh, Library and Knowledge Service Manager at the time, met with the Head of ICT Network Services to discuss potential solutions to the challenge.



The library already possessed a small suite of Wi-Fi enabled notebooks and laptops and it was decided to test a commercially available Huawei E589 mobile Wi-Fi (MiFi) device in conjunction with these existing technologies.

The MiFi device provided an internet connection to library netbooks and laptops allowing hands on information skills training to be provided on the various electronic Library and Knowledge resources in any location.

The facility has been deployed around a dozen times during the last 8 months, primarily at Bootham Hospital in York to deliver a range of library information skills training covering effective search techniques and the various electronic resources available to staff.



Bootham Park Hospital - York

The Library and Knowledge Service was the first department within the Trust to test the MiFi device and use it in regular service delivery. The success of the project has led to plans to use the device in other areas of IT skills training.

While the use of the MiFi device is doubtless widespread outside of the NHS, the authors had not heard of other instances of the MiFi device being used to deliver Information Skills training by NHS Librarians. It is recognised that experimentation with new technologies by colleagues in other NHS Library services is often dependent on the cooperation of IT departments, many of whom have worries over security, abuse and so on. Success stories such as this may assist in formulating the case for trialling new technologies.

The Leeds and York Partnerships NHS Foundation Trust Library and Knowledge Service was awarded a runner-up prize for this initiative by the February 2014 judging panel. The Sally Hernando Innovation Awards are made annually to recognise and reward new ways of working in Health Library and Information work. They are named in memory of Sally Hernando, former Head of Knowledge Management and E-learning at NHS South West, who led on many innovative national developments in library and knowledge services and who died in 2010.

Further information on the awards can be found here:

<http://www.libraryservices.nhs.uk/forlibrarystaff/lqaf/innovations.html>

*Dominic Gilroy, Library & Knowledge Service Manager & Heather Steele, Librarian;
Leeds & York Partnership NHS Foundation Trust*

Visit to the House of Commons Library: Reflections for the health librarian

“I hear you are going on a jolly to the houses of parliament” was the comment from my relative on hearing that the following week I was travelling from Shropshire to London to spend the day mooching around the hallowed – and beautiful – Westminster Palace. Of course all was not quite as it seemed to my relative – the actual purpose of my visit was partly curiosity and to have a nosey around the House of Commons (known as the Members’) sumptuous library – but also I hoped to come away with some ideas which would inform our own health library’s development and practice.

Having agonised over what to wear (advance notice of the dress-code being ‘smart-casual’) I arrived at Portcullis House to be frisked by police and security guards. Portcullis House is the new building (famous for the expensive fig trees in the atrium and the distinctive windows) on the opposite side of the road to Westminster Palace, and is essentially used to provide much-needed office and meeting room space for the 650 MPs and their staff. Several Library staff were waiting to greet and escort us to the meeting room on the first floor which was our base for the day – and the sight of cookies and coffees a welcome sight for those of us who had an early morning start!

There were essentially three parts to the day – the morning comprised sessions from various Members’ Library staff giving an insight into their roles and key tasks. In terms of learning points, this was probably the most insightful. After lunch we were split into groups to be taken on tours of the Members’ Library, the Houses of Commons and Lords, and have a hands-on electronic resources session back at Portcullis House.

It was pointed out to us that there are two libraries (adjacent to one another) at Westminster Palace – one in the House of Commons serving Members of Parliament (hence known as the Members Library), the other being the Lords Library. They operate as separate entities but do work collaboratively where beneficial.

It was heartening to hear that, like most other libraries these days, their focus now is very much on customer services. Chris Sear, in his new role ‘Head of Front of House’ explained that he and his team seek to engage better with their users by getting away from the library desks and floor-walking, greeting, promoting, collection of anecdotal information etc. Building up a rapport with the users is seen as the key way of promoting and encouraging better use of the library services and facilities. It is true to say that not many –if any –health libraries have the luxury of a team of staff to focus on customer engagement activities. But it was obvious that tough decisions had been made to enable this team to be put together – the existing staff roles had been reviewed and the changes made within their existing budget. They had also stopped doing activities which yielded little but took up staff time e.g. the annual Members’ library survey which told them the same information year on year- in favour of different forms of communication/feedback which includes ‘informal conversations’.

Another successful initiative they’ve introduced is offering to charge Members’ electronic devices chargers in the library. This has increased the library’s footfall and brought non-users into the library just to leave their flat battery phones/tablets for charging – and gives an opportunity for the front of house team to begin engaging with these non-users with a view to demonstrating other ways the library can help them.

Like most health libraries, the Members' Library has users based in the community, offering a service to Member's staff based in their constituency offices around the country. The conundrum of trying to offer these remote users the same consistently high level of service as those who are based on-site is something which the library is trying to address through outreach and engagement activities.

Personalised customer experiences and concentrating on the high yield activities which most impact on users echo the issues we are grappling with in health libraries at the moment. The scale of our libraries may differ but the challenge is the same – to be **proactive** and exceed the customer's expectations, rather than being **reactive** and overly procedural. Likewise, any low-cost ways of beginning to get non-users in the library (even if it is only to charge their phones!) are to be welcomed.

Hard copy is still an important aspect of their collection, but electronic resources need to be mobile compliant for those who want them. In terms of access, the Library do not treat Member's staff any differently to the Member themselves, on the basis that the work the staff are undertaking is ultimately being done to serve the Members and, by default, their constituents. How does that resonate with health libraries and our (often complicated) access/registration policies? Do our policies discriminate between users and if so can we really justify it? As a result of this we have changed our own library's previously inequitable policy of only photocopying print journals for consultants so that we now photocopy articles for all staff. So what if we're copying articles for a lazy registrar who wants it for his own research? Ultimately he is still a practising doctor in the NHS and therefore any evidence he reads informs his patient care. We also get the pay-off of being better thought of by our registrars which in turn makes them more amenable, better engaged library users. It is a win-win situation. I'm not for one moment suggesting that all libraries should or could be doing this – merely reinforcing the point made by the Members' Library that inequitable procedures/policies for which the only justification is arguably the convenience of library staff are becoming increasingly difficult to defend.

My group missed the afternoon practical session to look at some of their online resources (due to our tours running late). However, useful sources of information gleaned for health and beyond are:

- Briefing papers prepared by the Member's Library but made publicly available. Of particular interest are the "research" briefing papers which provide in-depth and impartial analysis of all major pieces of legislation, as well as many areas of policy (you can narrow the search to health) <http://www.parliament.uk/briefing-papers/commons-research-papers/>
- A parliamentary search tool which is currently only accessible internally in parliament is to be made available on the parliament.uk website in the summer. Content includes PMQs, debates, briefings and other parliamentary material
- A forthcoming platform dedicated to publishing parliamentary data (Commons and Lords) in a variety of formats including XML, JSON, CSV, RDF, HTML, and PDF. The URL for this platform will be data.parliament.uk and it is currently in alpha testing.

As for the library itself – like many health libraries it is a blend of the old with the new. The difference is that the Members' Library has views overlooking the Thames and the 'old' is not 1970s strip lights but rather elegant oak shelves and tables, green leather chairs and stiff cream printed House of Commons Library paper for users. To describe it in detail is not possible with this word count – instead see it for yourself via

the excellent virtual tour <http://www.parliament.uk/visiting/online-tours/virtualtours/commons-library-tour/>.

A similar tool exists for the Lords Library at <http://www.parliament.uk/visiting/online-tours/virtualtours/lords-library-tour/>

If you get a chance to go on one of the excellent open days – jump at it! They are a real treat and the staff are to be commended for the effort they make in making it a professionally focussed yet memorable and enjoyable occasion. There was much food for thought as well as reinforcing the good practice that we endeavour to implement in our own libraries, both in the health sector and beyond.

Scott Rosenberg, Library Services Manager, Francis Costello Library, Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust, Oswestry

References:

www.parliament.uk

<http://www.parliament.uk/mps-lords-and-offices/offices/commons/commonslibrary/>

<http://www.parliament.uk/about/living-heritage/building/other-buildings/portcullishouse/>

Please note: this is in no way intended to be a comprehensive report of the House of Commons Library open day for information professionals. Rather, it is a collation of the aspects and learning points of the day which most resonated with health libraries.

Internet sites of interest

Mental Health

The mental health of academics has been getting some attention in the press recently⁶, and I came across a clinical trial investigating a web based resource to help students reduce symptoms of common mental health problems⁷.

And so, here are some sites that either:

- Cover mental health issues in general;
- Or, cover a wide range of individual mental health topics.

All links were checked on 16th May 2014.

If someone needs urgent help, try these for information about crisis services:

Emergency Mental Health Care

<http://www.nhs.uk/CarersDirect/guide/mental-health/Pages/emergency-mental-healthcare.aspx>

MIND

<http://www.mind.org.uk/> - click "I need urgent help" at the top of the page, or go to:

<http://www.mind.org.uk/information-support/guides-to-support-and-services/crisis-services/>

Rethink Mental Illness

<http://www.rethink.org/about-us/our-mental-health-advice/crisis-contacts>

Basic Needs

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

An international development organisation working mostly in Africa and Asia to address mental health and economic and social development.

British Psychological Society – Mental Health

<http://www.bps.org.uk/>

The BPS is the representative body for psychology and psychologists. There is relevant information all over the site, including news pages, which can be browsed by topic.

Care Quality Commission

<http://www.cqc.org.uk/>

The CQC inspects health and care facilities in England, including mental health services.

⁶ <http://www.theguardian.com/higher-education-network/2014/mar/06/mental-health-academics-growing-problem-pressure-university> for example

⁷ <http://www.controlled-trials.com/ISRCTN14342225/>

Centre for Mental Health

<http://www.centreformentalhealth.org.uk/>

Works towards a society “in which people with mental health problems enjoy equal chances to those without”. Works particularly on criminal justice, work related issues, recovery, children and public policy.

Health and Social Care Information Centre – Mental Health

<http://www.hscic.gov.uk/mentalhealth>

Statistics and data**Institute of Mental Health**

<http://www.institutemh.org.uk/index.php>

Promotes interdisciplinary research, supports clinical practice and provides education. A partnership between the University of Nottingham and Nottinghamshire Healthcare NHS Trust.

King’s Fund

<http://www.kingsfund.org.uk/topics/mental-health>

Information about the King’s Fund’s work on mental health services.

Mental Health Challenge (local authorities)

<http://www.mentalhealthchallenge.org.uk/>

Set up by a number of organisations to help local authorities promote mental health.

Mental Health Foundation

<http://www.mentalhealth.org.uk/>

“Committed to reducing the suffering caused by mental ill health and to help everyone lead mentally healthier lives”. Includes introductory information, an A-Z of topics, wellbeing podcasts and information on looking after your mental health.

Mental Health Providers’ Forum

<http://www.mhpf.org.uk/>

A collaboration between voluntary sector organisations to share best practice.

Mental Health Research Network Cymru (Rhwydwaith Ymchwil Iechyd Meddwl Cymru)

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

An all Wales network of researchers, clinicians, carers and service users.

MIND

<http://www.mind.org.uk/>

Provides help and advice, including through local groups, in England and Wales. Mental health information provided has achieved an Information Standard.

NHS Choices – Mental Health

<http://www.nhs.uk/Livewell/MentalHealth/Pages/Mentalhealthhome.aspx>

NHS Confederation Mental Health Network

<http://www.nhsconfed.org/Networks/MentalHealth/Pages/home.aspx>

An organisation for service providers in England.

NHS Choices Symptom Checker – Mental Health

<https://www.nhsdirect.nhs.uk/CheckSymptoms/SATs/DHASmentalhealth.aspx>

Read “Before we begin” before you begin!

NHS North East Regional Public Health Observatory – Mental Health

<http://www.nepho.org.uk/mho/>

The former Mental Health Observatory is no longer being funded, although the North East Regional Public Health Observatory (NEPHO) is continuing. The site contains a variety of mental health related information for local authorities and health service providers.

NICE Evidence Search – Health topics

<https://www.evidence.nhs.uk/topics>

This is the complete list of topics, including many individual mental health topics. You can also, of course, search NICE Evidence Search by keyword and then filter to types of information.

NICE National Collaborating Centre for Mental Health

<http://www.nccmh.org.uk/index.html>

A collaboration between the Royal College of Psychiatrists and the British Psychological Society, NCCMH produces guidance for NICE on mental health topics.

NIHR Mental Health Research Network

http://www.crn.nihr.ac.uk/about_us/mental_health

A community of clinical practice, providing a network of research expertise.

Rethink

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

Advice, information and campaigning. Operates an advice line (0300 5000 927)

Royal College of Psychiatrists

<http://www.rcpsych.ac.uk/>

Professional body for psychiatrists

SANE

<http://www.sane.org.uk/>

Raises awareness, provides help and initiates research. Under “Resources” you will find videos and audio recordings, and images that communicate something of individuals’ experience of mental illness.

Scottish Association for Mental Health

<http://www.samh.org.uk/>

Mental health information, and information about their work.

Scotland’s Mental Health First Aid

<http://www.smhfa.com/>

Information on this course, and about how to become an instructor. Originally from Australia, this course is the equivalent of a physical first aid course, covering how to act in a crisis and how to respond if you think someone is at risk of suicide. It also now runs in England (<http://mhfaengland.org/>) and Wales (<http://www.mhfa-wales.org.uk/>)

Scottish Mental Health Research Network

<http://www.smhrn.org.uk/>

Time to Change

<http://www.time-to-change.org.uk/>

A campaign led by Rethink and Mind, to challenge mental health stigma and discrimination.

Universities Mental Health Advisers' Network

<http://www.umhan.com/>

Charity working for students in higher education who experience mental health difficulties.

Young Minds

<http://www.youngminds.org.uk/>

Charity working to improve mental health and emotional wellbeing of children and young people.

A Google search will bring up organisations local to you. For example, if I search for “mental health” I find information about Leicester City Council, the local NHS Trust, and LAMPDirect, a support organisation for Leicester, Leicestershire and Rutland.

Have I missed something, or is something wrong?

Please let me know.

Is this column too English? Too higher education biased? Does it never cover anything of interest to you?

Please help by suggesting resources or topics, or even by compiling a column!

Contact me:

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Meeting Reports

HLG Wales Study Day – Marketing. 3rd March 2014, Swansea Central Library

Instead of hosting an individual study day this spring, HLG Wales collaborated with AWHILES and SWAMP to host a day's training on 'Big impact low budget marketing for libraries'. Held on Monday 3rd March 2014, the venue for the day was the Discovery room in Swansea Central Library, with a magnificent view of the Swansea coast. Terry Kendrick was uniquely qualified to deliver the training, having worked in libraries prior to his career in marketing, and it certainly felt as if the content of the day was appropriate to the audience of library staff.

The morning session was tailored towards the theory of library marketing: 'Thinking within a low budget – marketing concepts and libraries'. Terry started the day with the following quote which encapsulated the notion of successful marketing:

“Marketing is a dialogue over time with specific groups of customers whose needs you understand in depth and for whom you develop an offer with a differential advantage over the offer of competitors”
Professor Malcolm McDonald, Cranfield University

He underlined how we are all fighting for attention in a competing market, and that the only way to stand out is to ensure what we offer helps individuals to get where they want to go, at the time they need to go there. He also pointed out how critical it was to always deliver on what's promised in your marketing. We took part in a really useful exercise at this point, listing how a library supplier could convince us to accept an appointment with them. Responses included that we'd expect someone to have done their homework and know how their product could help us; that they could demonstrate clear value and benefit to us, and that they could provide evidence of how their product had worked for others like us. This role reversal helped us to see the kind of things we'd need to be doing to get people's attention.

We then moved on to how you can make an impact by demonstrating your value. Terry highlighted the importance of a direct and unambiguous message about how the library can help. He noted how libraries normally carry out marketing by telling customers about all their 'stuff', and don't extrapolate about how this 'stuff' can actually help them. There were several nods around the room at this point, and I could certainly relate to what he was saying. This leaves potential users having to *work this out*, which most users won't bother to do. Library users want to get back more than they put in to the library, so we need to make sure that what they 'spend' in terms of money, time, effort etc. is rewarded by the value of what they receive. One discussion that resonated was that value is determined by the parity of the service with what the customer needs, and how librarians often 'over-perform' in their provision of information, both in terms of marketing and every day work – Terry reminded us that most of the time, our customers don't need or even want perfect information.

We were given the basis of a marketing message, enabling us to identify *how* our services are valuable to library users, and which should be the key to our marketing messages:

“One day..... came into the library/telephoned/emailed/ responded to a widget etc and..... as a result of which they were able to.....”

We then moved on to look at the importance of developing separate offers, specific and relevant to each segment of library users. Each group only needs to be told about what's relevant to them, and not just given a generic list of everything we offer. Terry stated that the biggest danger was to provide an 'average' service which tried to cater for everybody in a limited way, but actually provided nobody with what they wanted. For example, one segment may want a fast service and be willing to pay, and another would want to incur no financial cost, but be willing to wait a fortnight. Providing a partially subsidised service within a week would suit neither segment. He also affirmed the importance of not avoiding the 'elephant in the room'. For example, if there's something you absolutely can't provide which is crucial to a specific user group (he gave the example of the provision of toilets in a children's library), there is no point marketing to that group as the lack of that crucial element would be a deal-breaker.

We also talked about the importance of marketing to stakeholders (the people who can influence how your service is seen). Identifying what kind of stakeholder a person was (e.g.: powerful and interested, powerful and uninterested, not powerful and positive attitude etc. etc.), and what is important to them, can help you market to them effectively.

The final part of the morning focussed on the theory behind marketing communications, and how different types of communications (e.g.: testimonials, scientific evidence etc.) can be used to create tailored messages. For each group you need to figure out your audience, the value for that audience, which type of communication you would use, how you'd get the message out, and who would help you. Terry talked about the strategy of using personal marketing through networking and maintaining a presence at committees and departmental meetings, as well as initiating and maintaining contacts. The use of social media as a marketing tool was discussed, although Terry warned us to be aware that our users would probably not want us in this space. If you use social media, the importance of maintaining an up to date and relevant presence was underlined, as an unmaintained blog or Facebook page can actually have a more detrimental effect than no presence at all.

The importance of having a strategic marketing plan was discussed, and aiming your messages at specific audiences at relevant times of the year (for example advertising to students when they are about to start their first essay). The advantages and disadvantages of different types of marketing were looked at, including the impersonal but far-reaching use of posters, and the personal but time-expensive use of personal marketing.

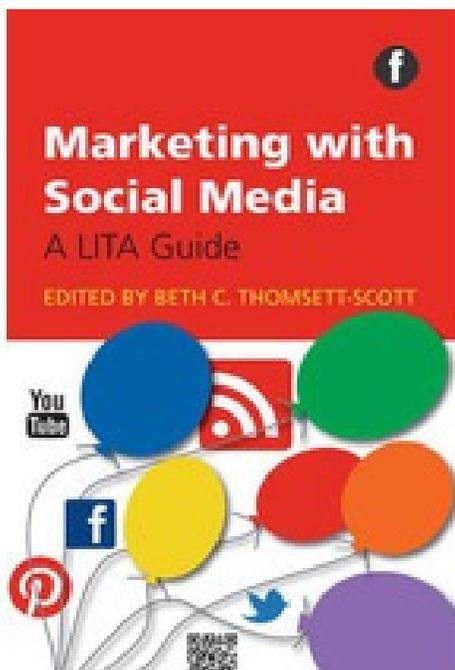
Following lunch in the library refectory, we returned for the afternoon session, where we had a go at developing our own marketing strategy in groups. We had to select a segment of our market to create an offer for. The members of our group, however, had little in terms of overlap with our user groups, which made the decision quite difficult. We eventually picked remote users, which we all had in common, and used the marketing theory from the morning session to create our marketing message. I found this exercise challenging, probably because our group members' library

backgrounds were so diverse, but also because it felt like we were following the very thorough and complex process of proper marketing. I certainly felt that the study day challenged my preconception of marketing as an 'add on' to proper library activities, and opened my eyes to the complex process that marketing really is.

As always with these study days, I got immense value from networking with other library colleagues, and got a sense that the challenges we face on a daily basis are similar across the board. The day itself was very detailed and there was very little wasted information. I certainly feel that I will take a lot of what I've learnt on this study day and implement it in my own work.

Sally Brockway, Information Specialist, RCN Wales Library

Book review



Thomsett-Scott, BC. *Marketing with social media: a LITA guide.*

London: Facet, 2014.

ISBN 9781783300013. 178 pages. £49.95

These days there are very few librarians who are not aware of the impact that social media has on people and society. And while the NHS and non-NHS librarians have struggled in the past, the health sector is slowly coming to realise, and in some cases understand, the importance of social media. This book is for librarians who are fortunate enough to have been given the go ahead to apply social media to their marketing strategies. It is directed at librarians who have very little experience with social media tools or those who are investigating alternatives to the tools they already use.

Each chapter is broken into sections covering: a detailed overview of the social media tool; the “how to” set it up guide or instructions; and Best Practices and Conclusions which discusses how best to use the tool in a marketing strategy. A few of the chapters have case studies where the contributors have discussed an example or two of how the social media tool has worked. Screen shots of the social media tools are provided as examples to illustrate what they would look like, how different they are and how they can be used.

A variety of social media tools are discussed in the book. As one would expect Twitter, Facebook, wikis, blogs and video sharing sites like Youtube are covered. While not as commonly used and, Pinterest and Google+ are also discussed. The most controversial inclusion I thought was QR codes as they could be easily hijacked for malicious purposes and also the easiest tool to use incorrectly.

This book is a handy if you have no idea where to start in developing a marketing strategy using social media. Each chapter proves enough of an understanding for you to get an idea of whether or not the social media tool would be of use.

The majority of the examples are for American academic libraries however this is not surprising as it was produced under the umbrella of the ALA’s Library Information and Technology Association. However, because of these examples, I believe this book is especially useful to the librarians developing marketing strategies in the NHS university hospitals and the non-NHS libraries, which have involvement with students to some degree.

Unfortunately this book does not provide you with the tools or information to convince management of the relevance or importance to incorporate social media in the library service. The chapters are concise and informative, allowing for you to decide which tool you would like to consider for the library's marketing strategy and how it is should be used.

I would recommend that even the most experienced user of social media read the first chapter. It concludes with a suggested reading list with headings for General Marketing Principles, Getting Started with Social Media Tools and Keeping Current with Marketing Technologies. I believe the latter heading being very important if you do not already have a way for keeping with current trends.

Shaun Kennedy, Royal College of Psychiatrists

Current literature

Technology

Wright, Adam et al "A qualitative study of the activities performed by people involved in clinical decision support: recommended practices for success" **Journal of the American Medical Informatics Association** May 2014; 21(3): 464-472.

URL: <http://jamia.bmj.com/content/early/2013/09/02/amiainl-2013-001771>

Authors describe activities performed by people involved in clinical decision support. 18 activities are described and categorised into 4 areas. Recommendations associated with the activities are outlined. The activities are considered essential to the success of CDS programs.

Johnson, S.B. et al "Automatic generation of investigator bibliographies for institutional research networking systems" **Journal of Biomedical Informatics** 2014 (Open Access)

DOI: <http://dx.doi.org/10.1016/j.jbi.2014.03.013>

No agreed unique identifier for authors currently exists. This poses problems for research systems and for researchers wishing to identify potential collaborators. This article discusses the effectiveness of the ReCiter algorithm for extracting bibliographies from PubMed using institutional information about authors.

Wu, Jin et al "Measuring patrons' technology habits: an evidence-based approach to tailoring library services" **Journal of the Medical Library Association** Apr 2014; 102(2): 125-129. (Open Access)

URL: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3988763/>

A survey was designed to measure student's interaction with the library using technology and their ownership of devices. The survey was carried out in 7 health science libraries and the results show that student's interest in using technologies to engage with the library varies widely. Librarian's perceptions about awareness of technology are not supported by the results. The authors make the survey openly available and intend to update it yearly as new technologies emerge.

Library collections

Biagioni, Stefania et al "GreyGuide - Guide to Good Practice in Grey Literature: A Community Driven Open Resource Project" **Grey Journal (TGJ)** Spring2014; 10(1): 51-55.

URL: <http://www.greynet.org/thegreyjournal/currentissue.html>

A description of a grey literature repository project is outlined. Details include the benefits of the repository to furthering the cause of the grey literature community. The project is cost neutral with the exception of a commitment from participating members to carry out allocated tasks. It is intended to be a long term project and an important development in grey literature.

Role of Librarians in Health

Fredriksson, Marketta "The information specialist in an expert role in a capacity building project - a unique possibility to enlarge the library's role and status in higher education" **Journal of the European Association for Health Information and Libraries** 2014 10.1 (Open Access)

URL: http://www.eahil.eu/journal/journal_2014_vol10_n1.pdf

The author reports on a collaborative project between a Finnish University and the University of Eastern Africa Baraton. The project is named "Capacity Building in Crisis Preparedness in Health Care Education – CRIPS". The author describes her role as an information expert in the project.

Aldrich, Alison M. et al "Establishing a New Clinical Informationist Role in an Academic Health Sciences Center" **Medical Reference Services Quarterly** Apr-Jun 2014; 33(2): 136-146.

URL: http://www.tandfonline.com/doi/abs/10.1080/02763869.2014.897511?url_ver=Z39.88-2003&rfr_id=ori:rid:crossref.org&rfr_dat=cr_pub%3dpubmed

The pros and cons of introducing a new role of clinical informationist in an academic health centre is described. The role is aimed at internal medical residents. Organisational culture, pace of clinical rounds and becoming immersed in evidence based practice are all identified as key challenges.

Zhang, Jie and Mayer, Nevin "Proactive chat reference getting in the users' space" **College & Research Libraries News** April 2014; 75(4): 202-205.

URL: <http://crln.acrl.org/content/75/4/202.full>

Librarians based at Grasselli Library at John Carroll University report on their experiences of using chat reference both in state wide and local initiatives. A switch was made to a proactive chat approach which involves using trigger-initiated chat. They found that there was a readymade market for their library and information services right on their existing library webpages, and that their users would make enquiries and ask questions when approached.

Continuing Professional Development

Wales, Ann "International trends in health science librarianship Part 9: the UK - Scotland and Wales" **Health Information & Libraries Journal** 2014; 31(1): 79-83.

URL: <http://onlinelibrary.wiley.com/doi/10.1111/hir.12050/abstract;jsessionid=AB5657086DF7FDCA0D1D95D5CC7B8E77.f01t04>

This is the 9th in a series of articles looking at international trends in health science librarianship. This article reports on developments in Scotland and Wales. There are four more in the series covering the Far East, Africa, South Asia and the Middle East.

Blagden, Pauline "Supporting advocacy outside the profession" **CILIP Update** Mar 2014: 42-43.

Opportunities for health science librarians to advocate for their position, role and profession in healthcare are encouraged by way of giving presentations at 'non-library' conferences. Cases include two UK librarians who presented at National Health Services procurement conference and two health conferences in India.

Brigham, Tara J. "Taking Advantage of Google's Web-Based Applications and Services" *Medical Reference Services Quarterly* Apr-Jun2014; 33(2): 202-210.
URL: http://www.tandfonline.com/doi/abs/10.1080/02763869.2014.897521?url_ver=Z39.88-2003&rfr_id=ori:rid:crossref.org&rfr_dat=cr_pub%3dpubmed
This column takes a pragmatic approach to Google, describing new tools and applications available from the software giant. This is a practical article of interest to all health science librarians.

Editor's Pick:

Chamberlain, David (2014) "Nursing staff connect libraries with improving patient care but not with achieving organisational objectives: a grounded theory approach" *Health Information & Libraries Journal* Mar 2014; 31(1): 32-42.
URL: <http://www.ncbi.nlm.nih.gov/pubmed/24751227> DOI: 10.1111/hir.12053
Health librarians are under increasing pressure to demonstrate value and impact to their parent organisations. This article investigates the attitudes of nurses towards the contribution that libraries make to achieving the organisational objectives of their hospital. It specifically looks at the contribution of libraries to improving patient care. Focus group data combined with literature analysis and library statistics were used to develop four basic social-psychological processes.

Key points

- An evidence-based culture needs to be intrinsic in an organisation before all staff benefit.
- Nurses are found to connect the library service with their continuing professional development and long term improvements in patient care.
- Nurses prioritise patient care.
- Nurses are not aware of specific hospital or organisational objectives with the exception of senior nursing staff.

Take home message

- Some connection was made by ward staff between improved knowledge and improved patient care.

Aoife Lawton, Systems Librarian, Health Service Executive, Dublin, Ireland
Contributions should be sent to aoife.lawton@hse.ie

Diary of events

8-10 June 2014

SLA 2012 (Special Libraries Association) Annual Conference & INFO/EXPO
Vancouver, Canada

<http://www.sla.org/attend/2014-annual-conference/>

Range of package options

11-14 June 2014

14th EAHIL 2014 Conference
Rome, Italy

<http://www.iss.it/eahil2014/>

Range of package options

13-18 June 2014 [Pre-conference 13-14 June, Conference 15-18 June]

HTAi 2014 11th Annual Meeting : Optimizing Patient-Centered Care in an era of Economic
Uncertainty

Washington DC

<http://www.htai2014.org/>

Range of package options

16-20 June 2014

CHLA/ABSC Conference 2014: Scaling New Heights Together
Chicago, IL

<http://chla-absc.ca/conference/>

Range of package options

17-20 June 2014

The Nottingham Systematic Review Course
University of Nottingham, Nottingham

<http://szg.cochrane.org/workshops-training-and-events>

£750

27 June 2014

Refresher critical appraisal skills workshop
BMA House, London

<http://bma.org.uk/events/2014/june/refresher-critical-appraisal-skills-workshop>

£160 + VAT

24-25 July 2014

CILIP Health Libraries Group Conference
University of Oxford, Oxford

<http://www.cilip.org.uk/health-libraries-group/news/hlg-conference-2014>

Range of package options

16-22 August 2014

IFLA World Library & Information Congress: 80th IFLA General Conference & Assembly
Lyon, France

<http://conference.ifla.org/ifla80>

Early registration deadline 15 May 2014

Range of package options

1-5 September 2014

Systematic reviews and meta-analyses of health research
London School of Hygiene & Tropical Medicine, London

<http://www.lshtm.ac.uk/study/cpd/ssrh.html>

£1390

18 September 2014

Basic critical appraisal skills workshop

BMA House, London

<http://bma.org.uk/events/2014/september/basic-critical-appraisal-skills-workshop>

£160 + VAT

19 September 2014

Extended critical appraisal skills workshop

BMA House, London

<http://bma.org.uk/events/2014/september/extended-critical-appraisal-skills-workshop>

£160 + VAT

20 October 2014

Extended critical appraisal skills workshop

BMA House, London

<http://bma.org.uk/events/2014/october/extended-critical-appraisal-skills-workshop>

£160 + VAT

20-22 October 2014

Internet Librarian International 14

Olympia Conference Centre, London

<http://www.internet-librarian.com/2014/>

Prices and details to be confirmed

10-14 November 2014

Teaching Evidence-Based Practice

Rewley House, 1 Wellington Square, Oxford

<http://www.cebm.ox.ac.uk/courses-and-events/tebp-1>

Fees start from £1640

28 November 2014

Refresher critical appraisal skills workshop

BMA House, London

<http://bma.org.uk/events/2014/november/refresher-critical-appraisal-skills-workshop>

£160 + VAT

Julia Garthwaite, Deputy Site Librarian, Cruciform Library, UCL

Contributions should be sent to j.garthwaite@ucl.ac.uk

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:

Editor	Elise Hasler elise.hasler@wales.nhs.uk
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Current literature	Aoife Lawton aoife.lawton@hse.ie
Diary of events	Julia Garthwaite j.garthwaite@ucl.ac.uk

Next Copy dates:

Issue date	Deadline for content
March	14 February 2014
June	16 May 2014
September	15 August 2014
December	14 November 2014

HLG Members email discussion list

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