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NER NEWS & INFORMATION

From Ship to Shore...

Tox Town's New Port Scene Delivers the Goods on Coastal Environmental Health

What do longshoremen, sunbathers, ship crews, and shrimp lovers have in common? Whether they live on the coast, work in a maritime industry or play on the beach, they can find information about the environment and how it might affect their health at Tox Town's new Port neighborhood. This imaginary port illustrates drinking water and air quality concerns along with wastewater treatment, shellfish safety, work hazards, sun and surf safety, aquaculture and many other topics. The port also highlights possible locations and descriptions of 26 hazardous chemicals.

Tox Town, <http://toxtown.nlm.nih.gov>, uses neighborhood scenes - the Port, City, Town, Farm, and US-Mexico Border region - along with color, graphics, sounds and animation to add interest to learning about connections between chemicals, the environment and the public's health. Each scene focuses on unique environmental health concerns. There are 16 new locations to explore in the Port: beaches, shipyards, algae blooms, coastal brownfields, fuel tanks and pipelines, shipping centers, cruise ships, marinas, nuclear power plants, shellfishing, fish farms, storms and floods, urban and industrial runoff, septic systems, cesspools, and wastewater treatment facilities.

Tox Town's target audience is the interested public, plus high school, college and graduate students, and educators (see the link on the home page For teachers). Tox Town also has a growing number of resources en espanol.

Librarians interested in promoting classroom use of Tox Town and other National Library of Medicine (NLM) resources may find these useful:

- **Resources for Science Teachers - Classroom Resources from NLM.** Introduces NLM web resources useful in Biology, Chemistry, Genetics, Earth Science, and Environmental Science courses. Also includes resources on the history of medicine, information on health careers, and Spanish-language resources.
 - o 38 PowerPoint slides with script
 - o Color handout, one page, double sided
 - o Trifold brochure
- **Tox Town**
 - o 27 PowerPoint slides with script introducing Tox Town to teachers and students
 - o Video and transcript for a general audience. This 2-minute video file is 20 megabytes and uses Windows Media Player.

Tox Town is a project of the Specialized Information Services Division of the National Library of Medicine, National Institutes of Health. Promotional materials and Tox Town images for Web sites and publications are listed at <http://toxtown.nlm.nih.gov/clipart.html>. Please send your comments or questions on Tox Town to tehip@tehip.nlm.nih.gov.



MedlinePlus Magazine Bulk Order

Are you a fan of the new [MedlinePlus Magazine](http://www.nlm.nih.gov/medlineplus/magazine.html)? Want to receive 25 or more copies? Bulk order is now available at a cost of one dollar per copy. Order now at:

<http://www.nlm.nih.gov/medlineplus/magazine.html>

NLM in the news!

Jane Brody's Personal Health column article, "[The Importance of Knowing What the Doctor is Talking About](#)" (January 30, 2007, New York Times) discusses health literacy and the importance of "taking the lead" to communicate better with your doctor.

Here is a great excerpt from the article:

"If the doctor says something you do not understand, ask that it be repeated in simpler language. If you are given a new set of instructions, repeat them back to the doctor to confirm your understanding. If you are given a new device to use, demonstrate how you think you are to use it.

Insist that conversations about serious medical matters take place when you are dressed and in the doctor's office. Take notes or take along an advocate who can take notes for you. Better yet, tape-record the conversation to replay it at home for you and your family or another doctor."

In her conclusion, Jane recommends looking for more information about your diagnosis on reputable sites like [MedlinePlus](#) and [Healthfinder!](#)

A recent online ABC News column (December 8, 2006), "[Health Care is a Consumer Decision Too](#)" urges patients to rely on a reputable source like MedlinePlus for education about a disease or condition.

NN/LM offers free distance learning education



Check out new offerings for free distance learning opportunities for Medical Library Association contact hours. Eight NN/LM coordinators attended the MLA web based course development institute in Chicago last year. The classes are finally ready and currently being offered. The MLA institute included 8 other [scholars](#) from around the country. Some of the "non-NN/LM" classes are offered for a fee. Many of the classes qualify for the Consumer Health Information Specialization. Look for the CHIS logo. "Caring for the Mind: Providing Reference Services for Mental Health Information" is being offered by Michelle Eberle in February, April and July.

Check out the new [distance learning classes](#) offered by the Medical Library Association!

MedlinePlus: NLM Director's Comments

Want to hear about what's new with MedlinePlus while you are on the go? You can subscribe to Donald Lindberg's (Director of the NLM) latest [director's comments](#) on iTunes. You may also listen to the audio files online or check out the transcript. The latest director's comments focused on tuberculosis in Senegal and colonoscopy safety.

HHS Seeking Proposals to Support the President's HealthierUS Initiative

The Department of Health and Human Services (HHS) Office of Public Health and Science, Office of Disease Prevention and Health Promotion and the Regional Health Administrators are requesting proposals from community-based organizations and others to evaluate the impact of a unique set of healthy lifestyles activities in local settings that support the President's HealthierUS initiative. As part of the Take Action: Healthy People, Places and Practices in Communities Project, the proposed activities should address one or more of the four parts of the President's HealthierUS initiative: 1) be physically active, 2) eat a nutritious diet, 3) get preventive screenings, and 4) make healthy choices/avoid risky behaviors.

Not-for-profit, community-based organizations including faith-based groups, after school programs, coalitions and others are encouraged to submit proposals. The one-year project period will run from July 1, 2007 through June 30, 2008. Funding for these activities will be between \$2,000 and \$5,000 and a national evaluation of the project will be conducted. The deadline for receipt of proposals is March 30, 2007. Background information on the project, proposal instructions and forms are attached and also available at www.osophs.dhhs.gov/ophs/healthypeople.

If you have questions or need more information about the Take Action: Healthy People, Places and Practices in Communities Project, please call 1-866-224-3815 or email your questions to answers@JSI.com.

Genetics Home Reference InformationRx

A new program launched by the National Library of Medicine (NLM) and the National Institute of Child Health and Human Development (NICHD) encourages practitioners to refer their patients to Genetics Home Reference, a free, user-friendly NLM Web site at <http://ghr.nlm.nih.gov>. Under this program, doctors can request free "Information Rx" pads, which enables them to write "prescriptions," pointing patients to the Genetics Home Reference site for information about newborn screening and related genetic disorders. Four of the nation's most respected medical associations-the American Academy of Pediatrics, the American Academy of Family Physicians, the American College of Obstetricians and Gynecologists, and the American College of Medical Genetics-have teamed with NLM and NICHD on this initiative. The Information Rx pads can be ordered from the following Web site: <http://www.informationrx.org>.

Genetics Home Reference includes over 500 topics on genetic conditions and related genes. The site also features an illustrated tutorial that explains the basics of genetics and a glossary of genetics terms. The site is regularly updated by scientific staff and reviewed by external experts.

The press release announcing the Genetics Home Reference InformationRx program is available at: <http://www.nih.gov/news/pr/nov2006/nlm-20a.htm>

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CHIC Chat:

Consumer Health Information Coordinator Chat

Can CAM Help Me? Deciphering Truth from Myth About Complementary and Alternative Medicine

By Michelle Eberle

Complementary - together with
Alternative - in place of



Guaranteed, we all have a story of how complementary and alternative medicine (CAM) has helped us or someone close to us to cope with illness and improve our health. The CDC gathers statistics on how many people have used a form of CAM to cope with a health condition. According to the latest report, over one out of every three persons used CAM in the last 12 months. This statistic becomes one out of every two persons when prayer, a mind body therapy is included.

The headlines are full of constantly changing information about complementary and alternative medicine. In just the last couple weeks, the following headlines were released in MedlinePlus Health News.

- Acupressure May Ease Dementia Patients' Agitation
- Taking the Hype Out of Hypnotherapy
- 'Natural' Remedies May Interfere with Clinical Trials

With the constant flux of new information on Complementary & Alternative Medicine and with so many unanswered questions about CAM, how can we find the evidence that is available and guide our patrons to quality information on this topic?

A little healthy skepticism goes a long way. We have heard ads for different supplements that guarantee dramatic weight loss or enhance your pleasure. We can help our patrons to learn how to recognize these scams. Here is an example of a Web site that will surely give you a chuckle: <http://www.getslimslippers.com/> If these slippers only worked, I would certainly be wearing these.

It is good to get a bit of background information about use and categorization of complementary and alternative medicine. Here are some interesting facts about CAM according to the CDC.

The top reasons people seek CAM treatments:

1. Back pain or problem
2. Head or chest cold
3. Neck pain or problem
4. Joint pain or stiffness
5. Anxiety or depression
6. Arthritis, gout, lupus or fibromyalgia
7. Stomach or intestinal illness
8. Severe headache or migraine

The top 5 alternative therapy treatments:

1. Natural products / dietary supplements
2. Deep breathing exercises
3. Meditation
4. Chiropractic
5. Yoga

Top 10 herbal supplements:

- | | |
|------------------|-------------------------|
| 1. Echinacea | 6 St. John's Wart |
| 2. Ginseng | 7. Peppermint |
| 3. Ginkgo biloba | 8. Fish Oil |
| 4. Garlic | 9. Omega 3's / Fish oil |
| 5. Glucosamine | 10. Ginger |
| | 11. Soy |

The National Center for Complementary and Alternative Medicine categorizes CAM into 5 areas:

Alternative Medical Systems

- Chinese medicine, Ayurveda, homeopathy, naturopathic medicine

Mind Body Interventions

- Relaxation, hypnosis, visual imagery, meditation, yoga, biofeedback, tai chi, group support, and spirituality

Biologically based therapies

- Botanicals, functional foods, whole diet therapy, osteoarthritis

Manipulative and body based therapies

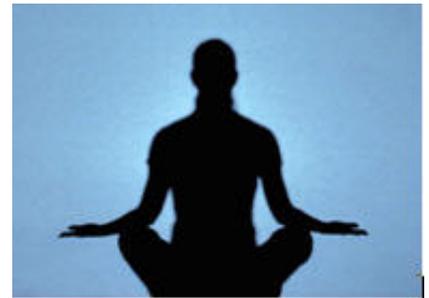
- Chiropractic, manipulation, massage therapy, reflexology, rolfing, Alexander technique, Feldenkraus method

Energy therapies

- Qi gong, reiki, healing touch, intercessory prayer, magnetic therapy, light therapy

Some interesting facts about the history of CAM:

- In ancient China the doctor is paid as long as the patient is healthy. The doctor stopped getting paid when the patient became sick.
- Claims against chiropractors, massage therapists and acupuncturists occur less frequently than claims against medical doctors



- In the 1850s, 80% of medicines in the United States Pharmacopeia were derived from plants. Today, approximately 20-30% of the drugs listed are plant-derived
- The World Health Organization reports that approximately 75% of the world's population depends on botanical medicines for their basic health care needs.

When asked at classes for public librarians about the top three online resources for CAM, I recommend the National Center for Complementary and Alternative Medicine (NCCAM), the Memorial Sloan Kettering Herbs and Botanical Resource and PubMed on CAM. The NCCAM shares information about how to be an informed consumer of CAM including selecting a CAM practitioner and paying for CAM.

The take home message is there are lots of ways CAM can help you - but don't think it can't hurt you too. There are many dangerous interactions between CAM treatments and medications. Certain CAM therapies are not suitable for persons with particular health conditions. A recent study by the AARP and the NCCAM showed that three out of four older adults are not informing their care providers about their use of CAM. Be sure to talk with your doctor about any CAM treatments you are considering or currently using.

This article is first in a mini-series of "summarizations" of National Network of Library of Medicine/ New England Region consumer health classes.

Interested in this topic? Call me at 508-856-2435 or by [e-mail](#) to inquire about course offerings.

**Here is a list of resources that are highlighted in the NN/LM class,
"Will duct tape cure my warts?
Examining Complementary and Alternative Medicine."**

Complementary and Alternative Medicine Recommended Websites

General

MedlinePlus

<http://medlineplus.gov>

MedlinePlus provides extensive information from the National Institutes of Health, Department of Health and Human Services, and other trusted sources on over 600 diseases and conditions. The Complementary and Alternative Therapies Topic section contains links to information on common complementary and alternative medicine therapies.



National Center for Complementary and Alternative Medicine

<http://nccam.nih.gov>

One of the Institutes at the National Institutes of Health (NIH), NCCAM is dedicated to exploring complementary and alternative healing practices in the context of rigorous science, training researchers, and disseminating authoritative information to the public and professionals. The site contains general information on complementary and alternative medicine, research and clinical trials.

Alternative Medicine Foundation

<http://www.amfoundation.org>

The Alternative Medicine Foundation is a nonprofit organization that provides consumers and professionals with responsible, evidence-based information on the integration of alternative and conventional medicine. The site contains resource guides on a variety of alternative treatment modalities, health issues and a primer on medical research studies. It is also the home of HerbMed

CAM on PubMed

<http://pubmed.gov>

PubMed provides access to citations from the MEDLINE database and additional life science journals. It also includes links to many full-text articles at journal Web sites and other related Web resources. Users can limit their results to journal articles related to complementary and alternative medicine (CAM) by selecting "Complementary Medicine" under the Limits option. PubMed is an excellent resource for locating research article citations.

Cochrane Collaboration

<http://www.cochrane.org>

Produces and disseminates systematic reviews of healthcare interventions and promotes the search for evidence in the form of clinical trials and other studies of interventions. Although a subscription is required to read the full text of a review, abstracts can be viewed online for free.

NOAH-Complementary and Alternative Medicine

<http://www.noah-health.org/en/alternative/>

NOAH (New York Online Access to Health) provides access to high quality consumer health information. NOAH volunteers (librarians and health professionals) find, select, and organize full-text consumer health information that is current, relevant, accurate and unbiased.

Acupuncture

American Academy of Medical Acupuncture

<http://www.medicalacupuncture.org>

AAMA is a physician-only professional acupuncture society. The "Learning Center" on this Web site provides general information on acupuncture as well as analysis of clinical evidence and research.

Cancer

Office of Cancer Complementary and Alternative Medicine (OCCAM)

<http://www.cancer.gov/cam/>

OCCAM was established to coordinate and enhance the activities of the National Cancer Institute (NCI) in the arena of CAM. Information is available on CAM issues related to cancer, research and clinical trials.

Chiropractic

American Chiropractic Association

<http://www.acatoday.com>

The largest chiropractic professional organization, the American Chiropractic Association Web site includes an overview of the field, information on finding a chiropractor and health and wellness tips.

Dietary Supplements

Dietary Supplements - US Food and Drug Administration

<http://www.cfsan.fda.gov/~dms/supplmnt.html>

The FDA regulates dietary supplements under a different set of regulations than those covering "conventional" foods and drug products. Although manufacturers do not need to register their products with FDA nor get FDA approval before producing or selling dietary supplements, they must make sure that product label information is truthful and not misleading.

International Bibliographic Information on Dietary Supplements (IBIDS) Database

http://dietary-supplements.info.nih.gov/Health_Information/IBIDS.aspx

The IBIDS database is a free database from NIH which provides reliable information from the published scientific literature on dietary supplements including vitamins, minerals and botanicals. Full-text is not available.

Office of Dietary Supplements - NIH

<http://ods.od.nih.gov>

The mission of the Office of Dietary Supplements is to strengthen knowledge and understanding of dietary supplements. The Web site includes information on dietary supplement use and safety, nutrient recommendation reports and tables and vitamin supplements.

Food and Nutrition Information Center

<http://www.nal.usda.gov/fnic/>

The Food and Nutrition Information Center (FNIC) at the National Agricultural Library (NAL) provides a directory to credible, accurate, and practical resources for consumers, nutrition and health professionals, educators and government personnel. FNIC nutrition information specialists review all site content to ensure top quality resources.

Herbal Medicine

About Herbs - Memorial Sloan Kettering Cancer Center

www.mskcc.org/mskcc/html/11570.cfm

This Web site for consumers and healthcare professionals provides objective information and a clinical summary for each agent and details about constituents, adverse effects, interactions, and potential benefits or problems. Evaluations of alternative or unproved cancer therapies also are given.

AGRICOLA

<http://agricola.nal.usda.gov/>

A bibliographic database of citations to the agricultural literature created by the U.S. National Agricultural Library and its cooperators, AGRICOLA contains citations for journal articles, books, audiovisuals and other resources.

HerbMed

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

HerbMed is a searchable database which provides hyperlinked access to the scientific data underlying the use of herbs for health. It is an evidence-based information resource for professionals, researchers and the general public.

Medicinal Herb Garden - Images

<http://nml.gov/pnr/uwmhg/>

Located on the campus the University of Washington in Seattle, the Medicinal Herb Garden is a resource for herbalists, medics, and botanists of all levels. The site contains high quality photographs of a wide variety of herbs.

Native American Healing

American Indian Health

<http://americanindianhealth.nlm.nih.gov/>

This Web resource on American Indian Health, sponsored by the National Library of Medicine, is designed to bring together health and medical resources pertinent to the American Indian population including policies, consumer

health information, and research.

Tribal Connections

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

This database developed by the National Library of Medicine provides health related resources for Native Americans and Alaska Natives. Content includes columns from Native American health specialists that combine western and Indian approaches to healing and healthy living and that focus on nutrition and diet.

Consumer Protection

MedWatch

<http://www.fda.gov/medwatch/>

MedWatch, the FDA Safety Information and Adverse Event Reporting Program, provides important and timely clinical information about safety issues involving medical products, including special nutritional products (e.g., medical foods, dietary supplements and infant formulas).

Quackwatch

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

This nonprofit organization was created by a physician to battle health fraud and promote consumer awareness. The Web site consists of links to articles and information on suspicious treatments, diagnoses and therapies. The articles are written by medical, scientific or legal specialist

Sources:

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Barrett B, Kiefer D, Rabago D. Assessing the risks and benefits of herbal medicine: an overview of scientific evidence. Altern Ther Health Med. 1999 Jul;5(4):40-9.

Studdert DM, Medical malpractice implications of alternative medicine. JAMA. 1998 Nov 11; 280(18):1610-5.

Consumer Health Library Profile
Fallon Clinic Foundation Lifetime Center
Author: Robin McCoy - Ramirez



Lifetime Center

Worcester Medical Center • Suite 170 • 123 Summer Street • Worcester, MA 01608 • (508) 368-3192 • (800) 391-2300

The Fallon Clinic Foundation Lifetime Center is a health education and information resource center that is open to the public. Our mission is to connect, educate, and empower individuals, families and communities to improve health throughout a lifetime.

A health library, free Internet access to health information, health education classes, and support groups are just some of the services available. The Lifetime Center is located in the atrium of Worcester Medical Center, and is comfortable, private, and welcoming. Parking validation is available.



The Fallon Clinic Foundation Lifetime Center offers:

- **Full-service Health Library** - books, magazines and videos...read on site or take home on loan. (Free to join.)
- **Free Pamphlets, Brochures, and Handouts** on a wide variety of health topics.
- **Free Internet Access to Health Resources** - If you are unable to come to the Lifetime Center, just call. Our staff can help you by conducting the research and mailing it to your home.



- **Free Blood Pressure Screening** held each month at the Worcester Medical Center.
- **Monthly Information Tables** that highlight different health issues or concerns.

- **Corporate, School, and Community Activities**, including health fairs and lectures.
- **Support Groups** held each month for people dealing with infertility issues or coping with cancer.
- **Health Education Classes and Lectures** - CPR and Home Blood Pressure Monitoring, etc.
- **Internship Programs and Much More** - Contact us to see what's new at the Lifetime Center, or check out the program calendar and program offerings on our website--www.fallonclinicfoundation.org/lifetime/indexlifetime.aspx



We invite you to visit, call, or email us at Lifetime.center@fallonclinicfoundation.org for more information.

Fallon Clinic Foundation Lifetime Center
 (800) 891-2300 or (508) 363-3192
 Hours of Operation: Monday-Friday, 8:30AM-500PM
www.fallonclinicfoundation.org/lifetime/indexlifetime.aspx

Consumer Health Outreach Profile

GRASP - Grandparents and Relatives As Surrogate Parents
 Rutland Regional Medical Center
 Author: Claire LaForce

The Health Sciences Library at Rutland Regional Medical Center became aware in 2004 of a population within the community in need of consumer health information - grandparents raising their grandchildren. Serendipitously, this awareness coincided with an invitation from the NN/LM NER to consider applying for outreach subcontract funds, targeting an underserved section of our community.

The diversity and urgent need of this population led us to immediately partner with other community organizations to develop the methods to respond to the issues and needs of these individuals and families. This collaboration was facilitated through the Rutland County Caregivers Coalition, of which the RRMC Librarian is a founding member. Ultimately, we have engaged the regional Council on Aging, community social services and family support personnel to develop, implement and continue to grow Grandparents and Relatives As Surrogate Parents (GRASP), an information-based support program for the adults and children in this emerging social situation.

In Vermont, as across the nation, the issue of grandparents raising their grandchildren has been growing and has begun to garner attention as a distinct social issue needing community, state and national support. In many cases, laws have not been re-visited to reflect the reality of kinship care needs. In Vermont, 4,067 children live in grandparent-headed households and 966 children live in households headed by other relatives.

I recognized the varied need for physical and mental health care information that would benefit the caregivers as well as the children being cared for. Developing a comprehensive information program supported by direct and easy access to such information through handouts, guidance and instruction on Internet access and searches, and topic

specific speakers has proven to be a fundamental asset for these individuals and families.

Even prior to receiving notification of the NER outreach education award, the Southwestern Vermont Council on Aging provided a small grant to begin a support group for grandparents. A location was found that afforded both adult meeting space and a separate area for the children to play under supervision. The provision of childcare is critical to the ability of grandparents to attend the meetings, and the provision of a healthy meal for all supports the educational goals while also alleviating a major stress and additional barrier to attendance.

The NN/LM NER funds were used to hire a social worker with experience in group facilitation, who was able to handle the planning, scheduling, and promotional work for the first year. Ads were placed in the local paper, flyers posted in libraries, senior centers, and any public place we could think of, and a descriptive information letter was sent to local pediatricians.

The group meets twice a month from 5:00 - 7:30 p.m. Each meeting begins with a light congregate meal; then the adults break off to a separate room to discuss issues of interest. One meeting per month usually is dedicated to a particular topic, or features a guest speaker. Some of the topics presented include: bullying, stress reduction, incarcerated parents, the probate/court system, daycare subsidies, behavioral issues in children, substance abuse and family dynamics, and use of the public library's online catalog.

During the first year, I attended almost every meeting, bringing handouts on topics relating to parenting, as well as sharing resources purchased with the grant money. She provided presentations on evaluating health information on the web, demonstrated the library link on the hospital's public website (www.rrmc.org), shared information on preventing medical errors and patients' rights, and promoted MedlinePlus as one-stop-shopping for reliable health information.

Since the group began, the numbers have been small, varying from 4-6 regular attendees up to a dozen sparked by interest in a particular topic. Continued promotion and raised awareness throughout our community, has garnered attention and interest, including a planned editorial series in the local newspaper.

The project has not been without difficulties. Challenges have included:

- Inability to meet requests for care for children with severe behavioral issues
- Confidentiality concerns, especially inevitable in a small rural community
- Instilling sense of ownership rather than entitlement
- The fact that the stress of grand-parenting contributes to depression, anger, separation, among the grandparents themselves

When there is a true need in the community, ways must be found to continue the project once started, and I again turned to our Development Officer & Grants Coordinator to help find further funding for GRASP. Within a few months, we applied for a grant from the Vermont Community Foundation. Our award came through in December! Along with continued support from the Southwestern Vermont Council on Aging, the group has another strong year ahead.

I am fortunate to have the support of my hospital in the outreach work that I do, and a lot of autonomy in how my time is spent. The Community Education and Public Relations Departments of the hospital have provided in-kind support in the form of advertising our meetings on a regular basis, which demonstrates their support and the importance of this project to our community.

I continue to be involved and the project does require a fair amount of time. The role I have chosen to assume at this point is to attend planning meetings with the facilitator and co-facilitator, help establish goals for the group, arrange for guest speakers as needed, submit expenses and quarterly reports for all grants, bring health information topics of interest to the group and share resources.

This is time well repaid, because the project has allowed promotion of the Library and other hospital services not only

within the group itself, but with guest speakers and with members of other community organizations. Best of all, I have connected to an underserved part of our community deserving of improved health information and health care access. What price Good Will?

Future plans include:

- Promote the group by a mailing to daycares, physicians, and schools in the county to spread the word about GRASP and seek referrals to grow the group.
- Plan special events such as a summer picnic
- purchasing access to online parenting classes offered through a local university account finding new space for the group
- helping the group define itself by stating a mission, establishing group guidelines and rules, structure the time available for the meeting, share roles such as time-keeper, etc provide a bit more structure for the children's time together, incorporating a story, a beginning or ending activity that will help them transition from leaving the grandparents at the start of the meeting, and leaving each other at the end of the meeting.

In addition, the group has become affiliated with a newly formed statewide grassroots group called "Vermont Kin as Parents," that has become incorporated, formed a board of directors and captured the ear of the Director of the Department of Children & Family Services of the State of Vermont, all within the past year. Their third annual Kinship Care Conference will take place on April 19, 2007. At this conference, grandparents, other kin, and all sorts of professionals and interested organizations come together to share stories, swap ideas and form partnerships that last well beyond the conference. This year, two members of GRASP will participate in the conference: one is a teenager who will join other teens to tell attendees what it's like to be raised in a household without parents, and the other is a very young grandmother who has had to take on a legal fight against her own substance-abusing daughter to win custody of the grandchild for whom she has served as primary caregiver since birth.

It's wonderful to think that an initial grant from NN/LM NER has provided the foundation at a very local level for these individuals to find the confidence and the voice to speak out at a statewide conference on behalf of their peers.

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**BEAR
WITH
US..**

NN/LM MEMBERSHIP RENEWALS MOVE OUT OF HIBERNATION

NN/LM's membership renewal process occurs as part of a 5-year cycle, timed to concur with the start of the NLM (National Library of Medicine) contract period.

As part of that process, institutional and member contact information is verified or modified, followed by a review of the Institution Records within DOCLINE (R). Finally, NN/LM member certificates are mailed out individually to the entire membership. The NER has recently placed their order with the printer for the certificates. As soon as they arrive at the NER office, we will immediately begin to mail them out individually to the membership. We hope to have this task

completed before the end of March.

As of February, 2007, the NER consists of 507 members: 234 Full Members and 273 Affiliate Members.

As outlined in the NER website membership requirements are as follows:

Qualifications for Membership: Full and Affiliate

There are two categories of membership within the National Network of Libraries of Medicine (NN/LM): [Full Member](#) and [Affiliate Member](#).

Full Member

A Full Member may be any health sciences library or health-related information center, institution, or organization that meets the following criteria:

- **Regular Staffing:** A minimum of three or more mornings per week is recommended.
- **Network Connectivity:** At least one computer connected to the Internet.
- **Health Science Collection:** May include books, journals, audiovisuals, and electronic databases. (A minimum of 25 titles is recommended.)
- **Information services:** includes DOCLINE participation, along with traditional reference services and online literature searching provided to health professionals-and/or-the general public.

Full members are also encouraged to provide Loansome Doc service to their own patrons and/or unaffiliated users.

Affiliate Member

An Affiliate Member may be a library or information resource center that provides health information services to their patrons/users, but they do not meet all of the criteria (listed above) for Full Membership. Public libraries are encouraged to join the NN/LM as Affiliate Members. Some Affiliate Members may form a cooperative relationship with a Full Member for assistance with reference services or document delivery.



WHAT'S COOKIN' ON THE HOSPITAL LIBRARY SUBCOMMITTEES'S FRONT BURNER?

The Hospital Library Subcommittee (HLS) of the Regional Advisory Council (RAC) of the NER is currently working on a **Hospital Library Promotional Toolkit**. Action items for the completion of the toolkit are expected to be realized towards the end of the RML's current fiscal year (April 30).

When the product is completed and approved by the entire Subcommittee, both the **Hospital Librarian Orientation Toolkit** (completed last year) and the **Hospital Library Promotional Toolkit** will be made publicly accessible via the NER web site.

While on the back burner...

The Subcommittee has submitted a poster for MLA'07, which has been approved and assigned to the Administration & Management section for the conference poster session. If you're planning to be at MLA'07 in Philadelphia, please stop by and see us!

Also waiting temporarily in the wings (behind the curtain)...

At NAHSL'07, the Subcommittee will be putting on a production of "*Nursing Practice Court*", a play about evidence-based nursing. The playwright is Jean Slepian, who is the librarian at Cheshire Medical Center. Please stop by to see the show!



Hospital libraries take advantage of NER's advocacy services

...the answers may be blowing in the wind!

Expecting a reduction in staff, hours, services, or space?	Y / N ?
Organizing a move of the library within your institution?	Y / N ?
Leaving the library (for a new job, retirement, etc.), yet hoping the institution will hire a suitable replacement?	Y / N ?
Just got word that your institution (and library) will be going through a consolidation or merger?	Y / N ?
Are rumors circulating about the possible elimination of the library function?	Y / N ?
Has your institution announced that it's closing its doors?	Y / N ?
Arriving to your institution as the new librarian?	Y / N ?

If you responded "Yes" to any of the questions above, contact Mark Goldstein at the NER for a consultation over what the Regional medical Library can provide you in the way of an appropriately measured response.



The Nutz and Boltz of LinkOut

If you're thinking: it's about time we added link resolver software to our repertoire to provide full-text access to our online journals, why not consider NCBI's LinkOut program as one of your options?

Link resolver software brings together information about the cited resource, the user, and the library's many subscriptions, policies, and services. The link resolver becomes activated when the user clicks on a link or button ("Search for full text") embedded in the user interface of PubMed (or other services). Using the OpenURL Framework, information, such as the metadata for that citation, is bundled together from the Source and sent to the resolver software that will process the data, comparing it to the Knoweldgebase.

LinkOut is a service of Entrez that allows you to link directly from PubMed and other Entrez databases to a wide range of information and services extending beyond the Entrez system. LinkOut aims to facilitate access to relevant online resources extending, clarifying, and supplementing information found in the Entrez databases. Examples of LinkOut resources include: full-text publications, biological databases, consumer health information, research tools, and more!

For more information about LinkOut:

<http://www.ncbi.nlm.nih.gov/books/bv.fcgi?rid=helplinkout.chapter.Public>

<http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/linkout.html>

Also, you may contact the LinkOut Representative for your region:

Mark Goldstein, 508-856-5964, mark.goldstein@umassmed.edu



Membership Updates at the NER

Reinstated Members-Full Members

1. Southern Maine Medical Center, Biddeford, ME - MEUWEB
2. Springfield Technical Community College, Springfield, MA MAUIEF

Affiliate Members-Former Full Members

1. St. Joseph Hospital, Bangor, ME - MEUSJY
2. Waldo County General Hospital, Belfast, ME - MEUWAS
3. New Hampshire Community Technical College, Nashua, NH - NHUKQI
4. North Adams Regional Hospital, North Adams, MA - MAUNAB
5. North Shore Community College, Danvers, MA - MAUFOY
6. Otis Health Care Center, Townshend, MA - VTUARG

Affiliate Members

1. Colebrook Public Library, Colebrook, NH -NHULDR
2. Conway Public Library, Conway, NH - NHULDU
3. Dalton Public Library, Dalton, NH - NHULDW
4. Gateway Community College, New Haven, CT - CTUKCG
5. Granite State Colleg, Portsmouth, NH - NHULCN
6. Morrill Memorial Library, Norwood, MA - MAULDT
7. Morse Institue Library, Natick, MA - MAULEY
8. Vernon Free Library, Vernon, VT - VTULDV
9. Ineyard Haven Public Library, Vinyard Haven, MA - MAULGJ



Help? Advice? Questions?

Please contact Mark at:
508-856-5964 -or- mark.goldstein@umassmed.edu.

[NLM](#) | [NN/LM](#) | [NER](#)

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INSide OUTreach



Where in the world are those NER people?

We're at the Hynes Convention Center in Boston!

We just finished exhibiting at the **Yankee Dental Congress**. Over 27,000 dentists, dental assistants, hygienists, office people, and dental students of all types attended this conference at the Hynes. It's the largest gathering of dental-related folks in New England. The NER was there in the exhibit hall, demonstrating PubMed and MedlinePlus. This conference was not for the dentally squeamish. I don't think I've ever been around so many dental tools in my life. However, our booth was located next to a vendor that sold toys, not surgical instruments. A particular favorite of attendees was the stuffed purple dragon puppet complete with teeth and an over-sized toothbrush used to teach children how to brush properly.

As I write this, Penny and Michelle are, once again, at the Hynes, exhibiting at the **American Physical Therapy Association Combined Sections Meeting**. Other NER staff will be taking their turns in the exhibit booth during the three days of that meeting.

On February 23 and 24, we will be back at the Hynes, exhibiting at the Emergency Nurses Association annual meeting.

The **American Academy of Neurology** Annual Meeting in April is the last national meeting we will be exhibiting at during this first year of our second contract. And where is that meeting going to be? Why, at the Hynes, of course!

Between now and May 1st, there are a lot of other exhibiting opportunities for the NER at regional activities in smaller venues. And then another contract year begins, bringing with it more exhibits at more national & regional meetings.

Donna Berryman, Outreach Coordinator
Donna.Berryman@umassmed.edu



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Public Health Review

New Topic Pages on PHPartners.org

Three new public health topic pages, Bioterrorism, Environmental Health and HIV/AIDS have been added to the Partners in Information Access for the Public Health Workforce Web site, <http://PHPartners.org>. The topic pages provide links to authoritative, reviewed online content and are divided by sub-topics relevant to each topic. The topic pages were developed by librarians with review assistance from public health professionals with the intent of making public health information easier to find. In this article I will provide a sampling of what you will find on the topic pages, but there is a lot more to explore.

Accessing the Topic Pages

The topic pages can be accessed from the drop-down menu on the PHPartners home page.

Partners
in Information Access for
the Public Health Workforce
A collaboration of U.S. government agencies, public health organizations and health sciences libraries

Search:

[Home](#) | [News](#) | [About Partners](#) | [Sitemap](#) | [Suggest Link](#)

Our Mission
Helping the public health workforce find and use information effectively to improve and protect the public's health

Public Health Topics:

Bioterrorism ←

Bioterrorism
Environmental Health
HIV/AIDS

- ▶ [Health Promotion and Health Education](#)
- ▶ [Literature and Guidelines](#)
- ▶ [Health Data Tools and Statistics](#)
- ▶ [Grants and Funding](#)
- ▶ [Education and Training](#)
- ▶ [Legislation and Policy](#)
- ▶ [Conferences and Meetings](#)
- ▶ [Finding People](#)
- ▶ [Discussion and E-mail Lists](#)
- ▶ [Jobs and Careers](#)

What's New on PHPartners.org?
Subscribe to the weekly announcement-only list of new resources

Public Health Information and Data:

[Tutorial](#) [Training Manual](#)

Research is just a click away...

Resource Guide for Public Health Preparedness

Latest News

[Call for Abstracts - SOPHE 58th Annual Meeting - Deadline March 15, 2007](#)

[APHA Scores Members of Congress on Public Health Congressional Record](#)

[First Large-Scale HIV Vaccine Trial in South Africa Opens](#)

▶▶▶ [more news](#)

National Public Health Week
April 2-8, 2007
[click here to learn more](#)

PH HA Core Public Health Journals V.2.0 Now Available!

Bioterrorism Topic Page

The Bioterrorism page includes access to information on specific biological and chemical threats, how to prepare for a possible bioterrorist attack, and education and training resources.

Go to "**Biological/Chemical Agents & Other Threats**" to get information on anthrax, botulism, smallpox, and other agents.

Practice Guidance

Home > Practice Guidance > Topics > Bioterrorism

Bioterrorism Agent Information

General

- [Biological Agents Fact Sheet - APIC DFW Chapter 9/1/2000](#)
- [Biological Agent Chart - Macon Northside Hospital](#)
- [Biological Agent Sheets - Protective Security Coordination Centre](#)

Anthrax

- [Anthrax - Ammon](#)
- [Anthrax, APIC San Francisco Bay Chapter - 5/12/1999](#)
- [Anthrax - DeMatteo](#)
- [Anthrax - Logan Regional Hospital 4/05/2000](#)
- [Anthrax - MMWR - 2/5/1999](#)
- [Anthrax - NYC DOH 10/5/2001](#)
- [Anthrax - York-Adams Joint Taskforce 12/21/1999](#)
- [Anthrax - Spanish Lanuage, York-Adams Joint Taskforce 12/21/1999](#) (Hoja Informativa del Antrax)

The Association for Professionals in Infection Control and Epidemiology provides fact sheets on anthrax, botulism, plague, and smallpox.

The "Education and Training" section links to online training course, videos, and satellite broadcasts on bioterrorism and other public health emergencies.

Online Training Course

Zoonotic Disease: Bioterrorism and Beyond



FREE training

*Multi-media training with
video
and case study.*

*Nursing contact hours
available at no charge*

Intended Audience

Environmental health professionals, and other public health professionals, first responders, nurses, infectious disease physicians, sanitarians, animal control personnel, and others who would like to gain a greater understanding of zoonotic disease basics.

Course Description and Objectives

This online training course will introduce zoonotic disease basics to non-veterinarians, and explore zoonotic diseases as potential bioterrorism agents with emphasis on the Category A zoonotic agents. The topics of

The Michigan Center for Public Health Preparedness supports preparedness efforts of state and local health departments nationwide and provides access to free competency-based online courses and webcasts.

Environmental Health Topic Page

The Environmental Health page includes information on children's environmental health, air and water quality issues, and information on hazardous substances such as lead, mold and pesticides.

Click on "**Hazardous Substances**" to learn more about the health effects and control measures for lead, mercury, and mold contamination.

"Mold Remediation in Schools and Commercial Buildings"

Introduction

Concern about indoor exposure to mold has been increasing as the public becomes aware that exposure to mold can cause a variety of health effects and symptoms, including allergic reactions. This document presents guidelines for the remediation/cleanup of mold and moisture problems in schools and commercial buildings; these guidelines include measures designed to protect the health of building occupants and remediators. It has been designed primarily for building managers, custodians, and others who are responsible for commercial building and school maintenance. It should serve as a reference for potential mold and moisture remediators. Using this document, individuals with little or no experience with mold remediation should be able to make a reasonable judgment as to whether the situation can be handled in-house. It will help those in charge of maintenance to evaluate an in-house remediation plan or a remediation plan submitted by an outside contractor.¹ Contractors and other professionals who respond to mold and moisture situations in commercial buildings and schools may also want to refer to these guidelines.

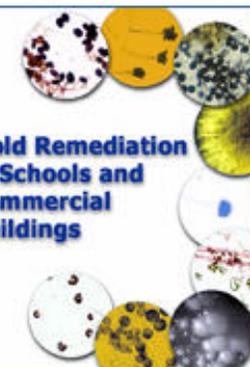
Molds can be found almost anywhere; they can grow on virtually any organic substance, as long as moisture and oxygen are present. There are molds that can grow on wood, paper, carpet, foods, and insulation. When excessive moisture accumulates in buildings or on building materials, mold growth will

Molds gradually destroy the things they grow on. Prevent damage to building materials and furnishings, save money, and avoid potential health risks by controlling moisture and eliminating mold growth.



Photo 2: Extensive mold contamination of ceiling and walls.

[click on this image for a larger view]



Mold Remediation in Schools and Commercial Buildings

EPA 402-K-01-001
March 2001

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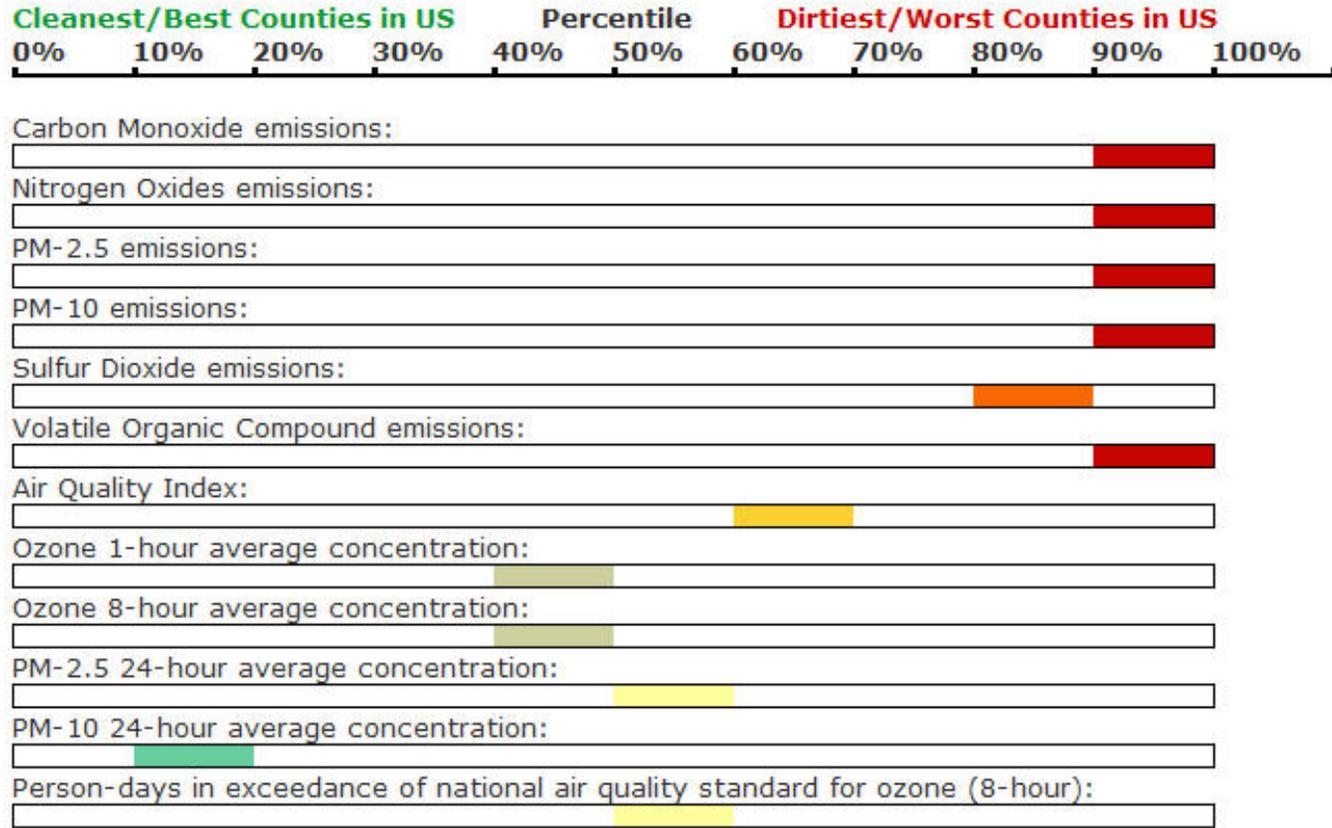
[Prevention](#)

[Investigating, Evaluating, and Remediating Moisture and Mold Problems](#)

The U.S. Environmental Protection Agency provides information on mold targeted to both consumers and environmental health professionals.

The "Data Tools and Statistics" section provides access to data and mapping tools on environmental health information including trends in water and air pollution and toxic releases at international, national, and local levels.

• [Air Quality Rankings: Health Risks, Exposure, and Emissions](#)



Enter a zip code and access air quality rankings from Scorecard: Pollution in Your Community

HIV/AIDS Topic page

The HIV/AIDS page includes links to prevention and education resources, research activities, surveillance data, and lots more.



CDC
SAFER • HEALTHIER • PEOPLE™

[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

National Center for HIV, STD and TB Prevention

Divisions of HIV/AIDS Prevention



[Search](#) | [Site Map](#) | [Subscribe](#) | [What's New](#)

Prevention Research



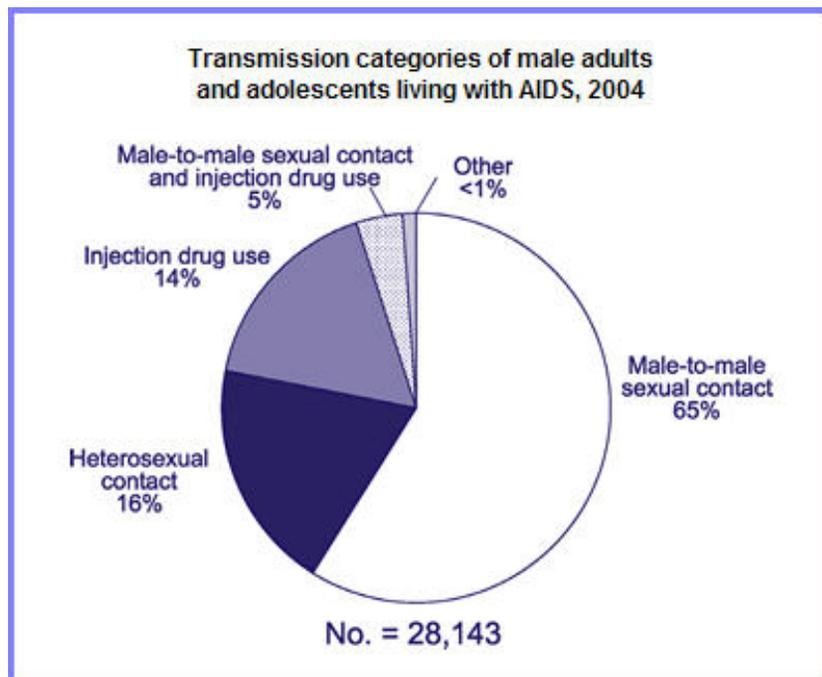
» **Overview**

[Definition of Community Level Intervention](#)

AIDS Community Demonstration Projects: A Successful Community-Level Intervention to Reduce HIV Risk

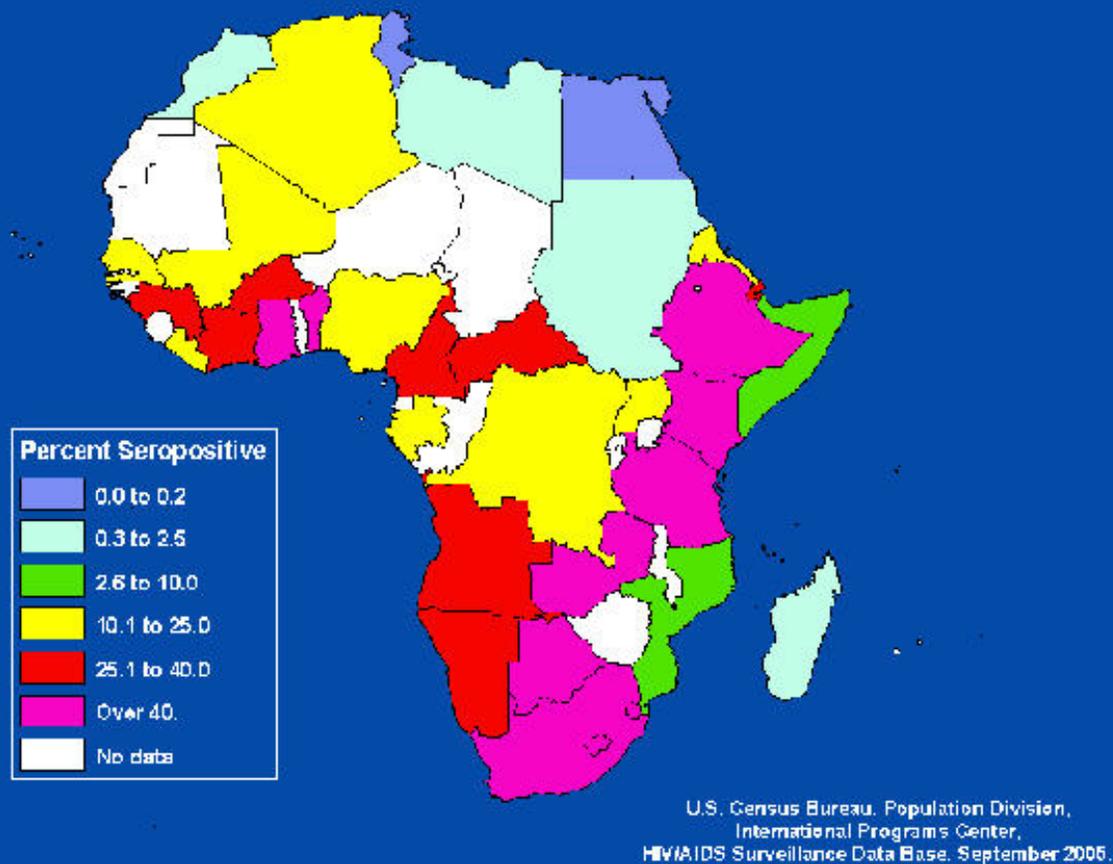
Welcome to the AIDS Community Demonstration Projects website! This site has been designed primarily for HIV prevention community planning groups and program planners in state and local health departments, community-based organizations, and other agencies. It provides valuable information about a peer outreach model that was successful in motivating adoption of reduced risk practices among several populations.

HIV/AIDS prevention strategies from the Centers for Disease Control Prevention



HIV/AIDS statistics on HIV transmission from the Centers for Disease Control and Prevention

African HIV1 Seroprevalence for High-Risk Urban Populations



Global statistics on the prevalence of HIV in Africa from the U.S. Census Bureau HIV/AIDS Surveillance Data Base

Check out the new topic pages when you get the chance, and if you know of any good resources that should be on PHPartners.org, you can submit the link at <http://phpartners.org/suggestlink.html>. To keep up-to-date with public health news and new content posted to the site, you can subscribe to the PHPartners.org weekly email announcement list, linked from the home page of PHPartners.org.

Developing the topic pages was a challenge, yet very rewarding once they were done. I had an active part in their development and I would love to hear back from you and know what you think. We are always trying to come up with better ways to reach out to the public health workforce to meet their needs. If you have any questions or ideas for public health outreach in the region, I would love to hear from you. I can be reached at 508-856-2085 or Hathy.Simpson@umassmed.edu.

Hathy Simpson, MPH

Public Health Coordinator

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Particulars

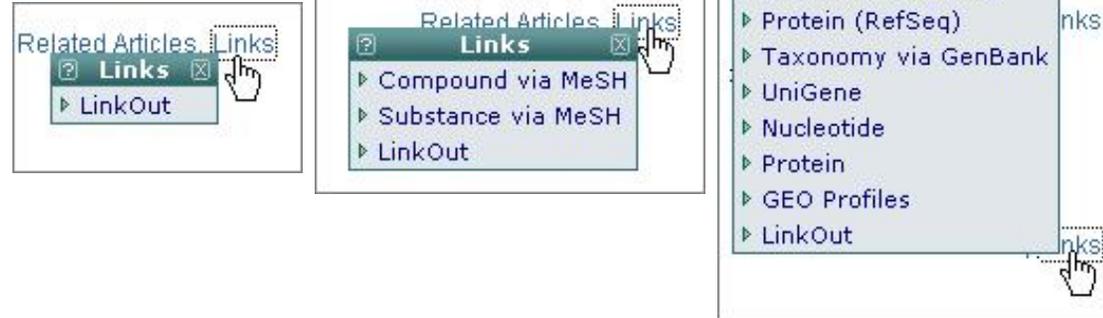
Links: Bye-bye Books

On February 6, 2007, the Books option was removed from the Links menu in PubMed. Are you saying, "What? What do you mean?" And are you thinking: "There was a books option in the Links menu in PubMed? Wait a minute - what's the Links menu?"

Here's where to find the Links:

<input type="checkbox"/> I: Li G, Liao B.	Related Articles, Links
 Allergen vaccine for moderate and severe allergic asthmatics. Expert Rev Vaccines. 2007 Feb;6(1):25-8. PMID: 17280475 [PubMed - in process]	

Clicking on Links will bring up a menu with various options depending on the subjects covered in the selected citation:

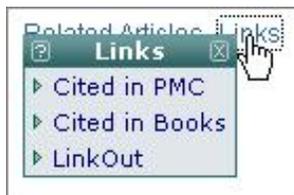


Links is an attempt to get users beyond the PubMed citation and into additional information available outside of PubMed in other NCBI Entrez resources and beyond (via the LinkOut option). That's why it exists.

There used to be a "Books" option in Links. Choosing the Books option would display the Abstract Format for that citation with many, many hyperlinks in the abstract and title field. Following any of those hyperlinks would produce a list of books from PubMed's Bookshelf that had content pertinent to the chosen link. It was, at times, very frustrating to use. And now it has been removed.

Don't despair. The good folks at NCBI are working on finding a better way to link the concepts discussed in a PubMed citation to relevant content in Bookshelf books. When they figure out how to do that, the Books link (or something similar) will reappear.

In the meantime, it may be useful to know that there are a couple of Links options that will point users to other bibliographic materials: Cited in PMC and Cited in Books.



Cited in PMC will alert users to the fact that this article was cited by an author of another PubMed Central article. Clicking on the link will display the following:

The screenshot shows a search results interface with a dropdown menu open. The menu items are: Summary, Brief, Abstract, AbstractPlus, Citation, MEDLINE, XML, UI List, LinkOut, ASN.1, Related Articles, **Cited Articles** (highlighted), Cited in Books, CancerChrom Links, Domain Links, 3D Domain Links, GEO DataSet Links, Gene Links, Gene (GeneRIF) Links, and Genome Links. The interface also includes tabs for Limits, Preview/Index, History, Clipboard, and Details. A 'Display' dropdown is set to 'Summary', 'Show' is set to '20', and 'Sort by' is visible. On the left, there are checkboxes for '1:' and '2:', and a '3:' label. A 'text: 28' and 'Review: 29' indicator is present.

The Cited in Books link will connect users to the book (or books) that cite the article:

The screenshot shows the Bookshelf interface. At the top, there is a 'Bookshelf' logo and a 'My NCBI' button. Below the logo, there are navigation tabs for PubMed, Nucleotide, Protein, Genome, Structure, PMC, Taxonomy, and OMIM. A search bar contains the text 'for' followed by a 'Go' button and a 'Clear' button. Below the search bar, there are tabs for Limits, Preview/Index, History, Clipboard, and Details. A 'Display' dropdown is set to 'Summary', 'Show' is set to '20', and 'Send to' is visible. On the left, there is a checkbox for '1:' and a 'Figures: 0' indicator. The search results show a link for 'Occupational exposures' under the heading 'Cancer Medicine -> Section 28: Gastrointestinal Tract -> 106. Adenocarcinoma of the Colon and Rectum -> Epidemiologic Risk Factors'.

Following the hyperlink that appears in the Bookshelf will take the user to the exact portion of text of the book where the reference of interest appears.

The Cited in PMC and Cited in Books options pertain only to articles in PubMed Central and books available via the Bookshelf. At this point in time, this may not seem like such a big deal. However, as the amount of content in PMC grows and as the number of books available increases, these two options could become incredibly rich research tools.

As is NCBI's custom, there is more than one way to find Cited in PMC and Cited in Books (along with the other Links options). The Display options in PubMed are one other way:



The screenshot shows the PubMed Central interface. At the top left, there is a logo for PubMed Central with a search bar and a 'Journal List' button. The main heading is 'Cited By ...'. Below this, there is a list of articles. The first article is titled 'A case-control study of the relationship between the risk of colon cancer in men and exposures to occupational agents.' by M S Goldberg, M E Parent, J Siemiatycki, M Désy, L Nadon, L Richardson, R Lakhani, B Latreille, and M F Valois. It is from *Am J Ind Med.* 2001 June; 39(6): 531-546. Below this, there is a section titled 'Is Cited by the Following Articles in this Archive:' followed by an article titled 'Maternal Exposure to Occupational Solvents and Childhood Leukemia' by Claire Infante-Rivard, Jack Siemiatycki, Ramzan Lakhani, and Louise Nadon. It is from *Environ Health Perspect.* 2005 June; 113(6): 787-792. Published online 2005 March 3. doi: 10.1289/ehp.7707. At the bottom of this section, there are links for 'Abstract', 'Full Text', and 'PDF-134K'.

This functions a little bit differently from the citation level Links option. Using the Display function will show all the citations from your search result set that have, for example, the Cited in PMC link. Just click on the option wanted and PubMed will display the items from your result set that have the selected criteria.

But wait! There's more. Most of these Links options are also available as filters in My NCBI.

If you are interested in the Bookshelf and would like to be notified when new books are added, subscribe to the Books-Announce list. Find that information <http://www.ncbi.nlm.nih.gov/mailman/listinfo/books-announce>

From the *NLM Technical Bulletin*

PubMed training materials have been updated to reflect changes made to the database through December 2006. Items updated are:

- PubMed Tutorial
http://www.nlm.nih.gov/bsd/pubmed_tutorial/m1001.html
- Branching Out: The MeSH Vocabulary (video)
<http://www.nlm.nih.gov/bsd/disted/video/>
- PubMed Training Workbook
http://www.nlm.nih.gov/pubs/web_based.html
- Link to the Technical Bulletin article:
http://www.nlm.nih.gov/pubs/techbull/jf07/jf07_technote.html#1

There's a new web page for journals chosen for indexing in MEDLINE. See http://www.nlm.nih.gov/bsd/lstrc/new_titles.html for the list of titles chosen after the 2006 meetings of the Literature Section Technical Review Committee (LSTRC). The web page contains the full title, title abbreviation, first issue to be indexed, ISSN, and language of the journal. There is also a link from each title to the NLM Catalog record for additional information. Be aware that some e-only journals are in a pending status due to some technical issues (NLM approval of their XML data) and confirmation that the publisher has a permanent archive arrangement.

Link to the Technical Bulletin article:

http://www.nlm.nih.gov/pubs/techbull/jf07/jf07_technote.html#5

Perhaps you didn't hear the great rejoicing throughout the land when NLM announced that the MeSH Subheadings will not be consolidated. If not, you may wish to read the Technical Note concerning: http://www.nlm.nih.gov/pubs/techbull/jf07/jf07_technote.html#2

Health Literacy subject page has been added. Access it by clicking on "Health Literacy" in the Special Queries page in PubMed. The subject page not only explains the search strategy used on the Special Queries page but provides links to information about health literacy. The subject page is located at http://www.nlm.nih.gov/services/health_literacy.html

Link to the Technical Bulletin article:

http://www.nlm.nih.gov/pubs/techbull/nd06/nd06_technote.html#12

A consolidated Bioethics Information Resources web page has had its debut. Read the announcement at <http://www.nlm.nih.gov/news/bioethics.html> and explore the web page at <http://www.nlm.nih.gov/bsd/bioethics.html>.

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Tech Time

Web 2.0 and You

I am sure you have heard the terms blogs, wikis, RSS, podcasting, instant messaging, and a long list of other technology buzzwords. So, let's add Web 2.0 to the buzzword list.

Web 2.0 is a phrase coined by O'Reilly Media in 2004¹. It refers to a second generation of Web-based services—social networking sites, wikis, blogs, and communication tools—that emphasize online collaboration and sharing between users.

The phrase "Web 2.0" can also refer to one or more of the following:²

- The transition of Web sites from isolated information silos to sources of content and functionality, thus becoming computing platforms serving Web applications to end-users;
- A social phenomenon embracing an approach to generating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation";
- Enhanced organization and categorization of content, emphasizing deep linking;
- A rise or fall in the economic value of the Web, possibly surpassing the impact of the dot-com boom of the late 1990s.

In simple terms, Web 2.0 includes a lot of the technology we are already talking about! You can learn more about Web 2.0 by viewing this video on YouTube: <http://www.youtube.com/watch?v=nsa5ZTRJQ5w>. The video is primarily based on the information included in the Web 2.0 description in Wikipedia: http://en.wikipedia.org/wiki/Web_2.

YouTube and Wikipedia are examples of Web 2.0 sites. They are based on decentralization of authority—anybody can add information to these sites. But remember, anybody can see information on these sites, so be careful what you post!

AJAX Programming

A term that often appears in discussion about Web 2.0 is "AJAX". AJAX is shorthand for Asynchronous JavaScript and XML. Some have called it "JavaScript that works".³

Basically, AJAX programming is a Web development technique for creating interactive Web applications. The intent is to make Web pages feel more responsive by exchanging small amounts of data with the server behind the scenes, so that the entire Web page does not have to be reloaded each time the user requests a change. This is meant to increase the Web page's interactivity, speed, and usability.⁴

Another important element of AJAX programming and Web 2.0 is the separation of Web content and Web page formatting. An interesting video of this concept can be found on YouTube. The title is: *Web 2.0 ... The Machine is Us/ing Us*. It can be found at: <http://www.youtube.com/watch?v=6gmP4nk0EOE>.

Social Networking Sites

Social Networking sites are also part of Web 2.0. Two popular Social Networking sites for teens are [MySpace](#) and [FaceBook](#). However, with the 2008 preidential election gearing up, many candidates are adding profiles to these sites. [Communispace](#) is a site for businesses who are interested in using this technology for online forums, usability studies, and customer communication. [LinkedIn](#) is used by many business professionals to connect to current and former co-workers and business acquaintances.

MySpace

If you have a teenager, I am sure you have heard about [MySpace](#). According to their Web site (<http://www.myspace.com/Modules/Common/Pages/AboutUs.aspx>):

- MySpace is an online community that lets you meet your friends' friends.
- Create a private community on MySpace and you can share photos, journals and interests with your growing network of mutual friends!
- See who knows who, or how you are connected. Find out if you really are six people away from Kevin Bacon.

Sounds innocent enough.

However, go to <http://www.myspace.com/> and select Browse. Do a search on your zipcode and see what comes up. Hopefully none of your children, or your children's friends included provocative photos. If you setup an account, you can access even more information. MySpace has added a number of security features, and many local police departments monitor the site to keep children safe. I still find this a scary site for teens and adults...and I don't have any children! (But then again, I am one of those "old" baby boomers.)

As I mentioned, several 2008 presidential candidates have MySpace pages in addition to their Web sites. (Please note that some of these pages are created by supporters of the candidates. Also, including them in this list is not an endorsement of the candidate.)

Here are a few 2008 presidential candidate MySpace pages:

[Barak Obama](#)

[Bill Richardson](#)

Mitt Romney

FaceBook

Facebook is a little more secure. You actually have to register to find out information about people.

This is what Facebook says on their About page(<http://www.facebook.com/about.php>)

- Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.
- Anyone can join Facebook All that's needed to join Facebook is a valid email address. To connect with coworkers or classmates, use your school or work email address to register. Once you register, join a regional network to connect with the people in your area.
- Discover the people around you Facebook is made up of many networks, each based around a company, region, or school. Join the networks that reflect your real-life communities to learn more about the people who work, live, or study around you.
- Keep it private At Facebook, we believe that people should have control over how they share their information and who can see it. People can only see the profiles of confirmed friends and the people in their networks. You can use our privacy settings at any time to control who can see what on Facebook.

Communispace

Communispace creates "Customer Communities" for businesses. This is what they say on their Web Page: <http://www.communispace.com/>

"Communispace helps global organizations change the way they listen to, and engage with, customers. We build, manage, and facilitate private, online communities making continuous customer conversations possible. The voice of your customer is virtually hardwired to every aspect of your business—generating critical insights, driving faster development, and increasing marketing effectiveness."

LinkedIn

This is from the [LinkedIn](#) Web site:

- LinkedIn is an online network of more than 9 million experienced professionals from around the world, representing 130 industries.
- When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you.
- Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals.
- Through your network you can:
 - Find potential clients, service providers, subject experts, and partners who come recommended
 - Be found for business opportunities

- Search for great jobs
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings
- Find high-quality passive candidates
- Get introduced to other professionals through the people you know

On my LinkedIn page, I am connected to 6 people. These people have a total of 4,600 connections. Then, if you count the connections of my connections, I am 3 degrees of separation from 540,000 people. (LinkedIn provides this information, I didn't count them!) And no, I am not 3 degrees of separation from Kevin Bacon. <http://www.linkedin.com/pub/3/223/504>

Maybe as librarians should develop our own social networking site.

Please feel free to contact me at penny.glassman@umassmed.edu

Penny Glassman, Technology Coordinator

¹Paul Graham (November 2005). [Web 2.0](#). Retrieved on 2006-08-02.

²Wikipedia. http://en.wikipedia.org/wiki/Web_2. Retrieved on 2007-02-07.

³Paul Graham (November 2005). [Web 2.0](#). Retrieved on 2006-08-02.

⁴Wikipedia. http://en.wikipedia.org/wiki/Ajax_%28programming%29. Retrieved on 2007-02-20.

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[The February 2007 NIH Public Bulletin](#)

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