

LIHNNK UP

by Health Libraries, For Health Libraries **ISSUE 39** SUMMER 2012

turning up the HEAT

I'm currently writing this on the hottest day of the year so far, which is appropriate as this is the hottest issue of LIHNNK Up so far. Watch it doesn't sizzle your fingers as you pick it up tssssssssssssssss.

The Health Libraries Group conference is looming and with budgetary pressures, we may feel that we'll miss out. Fear not, **Chris Thornton** provides us with a timely reminder of a number of awards and sponsorships that are available for interested parties to apply for. Suddenly, Glasgee doesn't seem that far away....apologies for the Scottish accent, it was a rubbish attempt, luckily heard only within the recesses of my own mind.

From a conference...to...an unconference. If, like me, you're wondering what the hell an "unconference" is, we are lucky to have **Kieran Lamb** to enlighten us all. Kieran attended the North West Library Camp (I can't help think of American Pie whenever I read that phrase) which focused on modernising and transforming libraries of all kinds. From harnessing social media to engage with users, the interesting concept of pop-up libraries, to the cake he ate, his article is full of engaging ideas for us to get our teeth into (see what I did there?).

Onto another conference, this one with an international flavour: Internet Librarian International 2011. The place? London. The attendee? **Riz Zafar**, who reports back on a number of interesting sessions which include library services via mobile devices such as Kindles and iPads; what social media sites do we connect to; do we engage with our users or just colleagues via these sites; and for all those of us that are thinking about redesigning our web presence, some useful information about how to audit your website.

LQAF self-assessment is again looming and if like me, you're worried how you're going to get full-compliance on surveying users and non-users, worry no longer as **Michael Cook** rides over the horizon on his steed. The Quality Survey, devised by the LIHNN Quality Group, is finally available via the LIHNN Wiki. The survey can be customised to suit and is available in a variety of formats...race you to it!

Continuing with the survey theme, we have the results from two surveys which we all recently completed. The first, being the Training & Development Programme for 2012-2013. **Gil Young** takes us through the results and what training we can expect to be available over the next twelve months.

Linda Ferguson takes us through the LIHNNK-UP survey results, have a read through and discover that you're not the only one that loves reading it! I won't spoil what the results were so you'll just have to read them for yourself!

Am I getting old or are new library staff getting younger and younger these days? **Chris Thornton** introduces us to CMFT's new arrival.

If you were unable to attend the Trainers' Study Day then worry not as **Caroline Green** has provided us with an informative overview of the day, which will be of interest to all who have a responsibility for training. Although lunch was mentioned, no further details were provided as to its content...

I'm now off to top up my tan and try not to look like the illegitimate son of David Dickinson... even if I have similar hair.

Gary Sutton

KNOWLEDGE AND LIBRARY SERVICES MANAGER
WARRINGTON AND HALTON HOSPITALS NHS
FOUNDATION TRUST

IN THIS ISSUE

Internet Librarian International 2011: Navigating the New Normal - Strategies for Success <i>Riz Zafar</i>	2
#libcampnw an unconference at MADlab <i>Kieran Lamb</i>	4
Notable achievements	6
News from LIHNN's African branch!	7
The Quality Survey LIHNNK-Up Article <i>Michael Cook</i>	8
New staff member at CMFT?	8
Training & Development Programme for 2012-2013 <i>Gil Young</i>	9
LIHNNK-Up for a connected future <i>Linda Ferguson</i>	10
North West Trainers' Study Day <i>Caroline Green</i>	12
When I find myself in times of trouble... <i>Chris Thornton</i>	15



Internet Librarian International 2011:

27 & 28 October 2011

A Summary of Highlights

The Internet is dead. (Åke Nygren - Stockholm Public Library)

That was the title of one of my favourite slides of the conference. This provocative statement from the speaker was to emphasise that webpages are no longer destinations in themselves; their interconnections with other destinations - other webpages - make them part of a 'mycelium' of connections, which no longer have a beginning or end; connections that are continually being reborn.

This theme of connections was covered in Dr. Klaus Tochtermann's (ZBW - Leibniz Information Centre for Economics - Hamburg <http://www.zbw.eu/index-e.html>) keynote speech. He mentioned the four dimensions of the internet: People, Content/Knowledge, Things/Objects and Services e.g. People: There are 2.1 billion+ users of the Internet worldwide and 70 million of them are on Facebook.

Content/Knowledge: Linked Open Data (LOD) provides metadata about the content of web repositories e.g. Wikipedia - using semantic technologies. There are currently 295 repositories in the LOD cloud, including libraries - <http://ckan.net/group/llid>. schema.org provides a joint controlled vocabulary used by Google, Yahoo and Microsoft (Bing) to describe content e.g. people, locations, events etc. Using these tools provides methods of enriching and adding value to library content and collections.

Another way of linking the physical with the virtual is via <http://www.bookcrossing.com>. This is a well established site, but this is the first time I've ever come across a library using it! But this is something they tried at ZBW. It involves tagging the book, logging it on the website and leaving it for someone to discover. The speaker stated that the reaction from this was that the librarians were territorial ("but this is our book!") and people who came across the book would return it to the library saying they'd found it and thought it was lost. A gimmick or future practice? Are we ready to tag and leave our stock in plastic bags on park benches and in pubs?

Technology Developments and Trends

Åke Nygren (Stockholm Public Library) talk in this slot looked at this from a different perspective. What are you linking to? Are you on Facebook? Twitter? And the warning - is everyone linking to the same destination? Are we just creating echo chambers and silos reinforcing our own knowledge - and lack of knowledge? What about the alternatives to mainstream sites e.g. the newly launched <http://www.unthink.com/> promoting itself as the alternative to Facebook?

The speaker stated that as important as it is to make sure we connect to the places others are connecting to, the job of the librarian has become harder in that the extreme personalisation of the web challenges serendipity - of finding those sources our users may miss; the web has become ego-driven not thought provoking. As Facebook becomes embedded as a destination, he stated that we need to be careful we don't just become part of the echo chamber. And as things in the web world change so fast so does the terminology. The speaker predicted that in five years' time 'social media' as a term will die because as it becomes the new norm no one will use the term (web 2.0 anyone?)

On the Move: Library Services on Mobile Devices

Jennifer Baxmeyer and Trevor A. Dawes gave a talk on e-reader circulation at Princeton University Library. More here <http://www.princeton.edu/ereaderpilot/>

An e-book pilot scheme using the Kindle DX at Princeton, in the classroom, saved paper but failed to meet most students needs as regards to taking notes and accessing multiple texts simultaneously (this was in 2009 - the Kindle has changed since then!)

But it was the request for a book item that was only available as a Kindle e-book that led to the library exploring the option to lend out e-readers.

They decided to pilot the Kindle and iPad as this covered the main formats of e-book readers (the iPad able to cover more e-book reader formats via their apps) - 3 iPads and

4 Kindles were purchased. The iPads would have the same content across devices, and users could request new items which would be reviewed by the library as a normal stock request. The Kindle would have specialist material on it, and each Kindle would have different content on them and no duplicates. All the devices and content were catalogued and the scheme advertised via email and a newsletter.

Then the scheme ran into accessibility issues which had been raised in the Kindle DX pilot. The accessibility issues were raised by US National Federation for the Blind and led to the Department of Justice requesting that no e-book readers could be incorporated into the curriculum or for use of students until they were accessible to readers with visual impairments. The agreement is binding until June 2012 and more on this can be found here: <http://www.ada.gov/princeton.htm>

During this delay to launching their lending program the library launched a 'staff technology sandbox' where staff could loan an iPad or Kindle for three days so they could see what did and didn't work for them and to become familiar with the technology. Princeton have since been given permission to go ahead with an iPad lending program and aim to start it in June 2012, but there are still issues with the accessibility of the Kindle.

Alison McNab (De Montfort University) gave a talk on Reference Management and mobile devices/services. The speaker looked at the history of reference management and the move from simply 'reference management' to 'pdf' management. For those looking to purchase reference management packages important questions to ask are if the packages are: subscription or free/open-source, web based or client based, central support or peer-support.

Navigating the New Normal - Strategies for Success

Copthorne Tara Hotel, London, UK

The move towards mobile solutions means that many references are being stored 'in the cloud', this makes it easier to access references on handheld devices and easier to share references. There is also the move beyond traditional reference management, as many tools (e.g. Mendeley) incorporate collaborative research and social bookmarking. The speaker emphasised the challenges if you store your references 'in the cloud' as you will need a stable backup.

Revisiting Library Websites

Jennifer Phillips-Bacher (Wellcome Trust) gave an interesting talk titled Content Strategy for the Wellcome Digital Library – a work in progress and talked of the importance of needing a content audit when redesigning a website. The speaker had a 'spreadsheet of doom' listing every single one of their webpages, which she accessed one by one over a three week period

The result of their audit was a proposed cull of 30% of the website and an action plan to 'update, recast or omit content.' The speaker recommended this as a method for reviewing websites and also this book by Kristina Halvorson: <http://www.contentstrategy.com>

These were some of the highlights of the conference for me, but as I was only there as a day delegate there is much more to explore that I missed and can be found on the conference website.

The important themes of the conference, for me, were raised quite early on by a speaker who stated that the main risk to you, your library and your users is to do nothing i.e. to stay with outdated practices because 'that's what's always been done'. Another theme was the importance of connections, of linking your content, not only so that users can discover resources, but also that your content can be discovered - to find and be found. But not just linking to established resources but seeking out resources users may miss – collective intelligence not the echo chamber. Encompassing all this was the emphasis of being able to connect wherever you may be.

But a telling example of how difficult this can be was illustrated by what happened at the conference venue. Many delegates there had laptops, iPads etc. and we were encouraged to tweet during the conference and to access

various online resources. But the hotel's wireless bandwidth couldn't cope, so most of the time no one could access anything...

A final quote:

"We need to change perspective completely if we in the future want to be able reach out to our users in the sealed information bubbles that are currently being created by all the increasingly personalized search interfaces. Now the digital library isn't solely about our own websites but just as much about strategic presence in all kinds of channels where digital conversations are taking place."

Åke Nygren <http://kistaidealab.se>

The Internet is dead. Long live the internet! 

Riz Zafar

KOSTORIS LIBRARY
THE CHRISTIE NHS FOUNDATION TRUST



Links from the Conference:

Conference Presentations:

<http://www.internet-librarian.com/2011/presentations.php>

The Technology Outlook for UK Tertiary Education

2011-2016 is a collaboration between

The NEW MEDIA CONSORTIUM and The JISC Innovation Support Centres CETIS and UKOLN <http://blog.observatory.jisc.ac.uk/>

<http://wp-content/uploads/2011-Technology-Outlook-UK-Published.pdf>

The report "...explores the impact of emerging technologies on teaching, learning, research or information management in UK tertiary education over the next five years, as identified by the Horizon Report."

#libcampnw

an unconference at MADlab

Library Camps and Unconferences: the Concept

What is a Library Camp? Seems like a reasonable question, it was one I was asking myself as I signed up for the event. The description on the Library Camp page of it being 'A place for anyone interested in modernising and transforming libraries of all kinds to ask, connect, consider, converse, convince, create, debate, deliberate, disagree, discover, discuss, dream, enjoy, examine, explore, invent, investigate, laugh, learn, listen, plan, plot, question, reflect, relax, share, talk, teach, theorise, think, wonder ...and to eat cake!' Kinda sold the concept, it's what we've been trying to achieve over the years in LIHNN, so was a bit of a no brainer. Those who've ever been to a Horizon Scanning Steering Group know that I'm always up for a bit of baking too!

Unconference was an interesting concept too. An anarchic participant-driven meeting at which people pitch sessions, that is not about conference fees, sponsorship or a top-down hierarchy.

All based on the concept of openspace technology (OST). Maybe not for the faint hearted and for those that get stressed by detail but it works and the dynamic was good. Of course as a profession we do like a touch of organisation in there somewhere so there were pre-pitches placed on a wiki and the day was structured into three time slots interspersed with drinks and cake.

Go Beyond Your Comfort Zone

I hadn't given that much thought to this beforehand, I'm used now to rocking up at LIHNN events, chatting, drinking coffee and knowing people. Knocking on the door of the MADlab it dawned on me that I was in an environment where I didn't have that level of comfort. Raised the mental question of would I have anything to say (my gobs too big for that to be a risk but I did find myself considering it as a possibility). So having placed the

pistachio and lemon drizzle cakes on the table I went in search of a cup of tea (yes that did read tea, I tend to drink more of the stuff at a weekend). A couple of conversations along the way and my sense of slight unease was dealt with.

Pitching

The day began in earnest when we all gathered round the timetable board and people began pitching sessions. The format was someone standing at the front and stating that they wished to talk about something. These were transferred to post it notes, arranged along the timeline and within defined meeting spaces. The diverse nature of the people at the event was also evident; lots of public librarians, the odd special librarian, academic and

even a prison librarian were around. A quick crowd round, selection of pitches to attend and I was off to:

1. Marketing Libraries
2. Pop-up Libraries
3. Telling Our Stories to Demonstrate Value
4. Social Media for Special Collections

It must be said that there were any number of pitches that I wanted to participate in but unfortunately there was only one of me so I couldn't be everywhere.



Marketing Libraries

The session began with the simple assertion that library marketing exists within the echo chamber; it is aimed at existing users. Involvement from libraries themselves in the corporate environment is complicated by the need to feed everything through Communication Departments for approval. Worse still is when marketing is undertaken by the Communication Department with no participation from the library, resulting in billboards, adverts on taxis or buses of happy, smiley people, that are young, old and seen to be reading books. This reinforces stereotypes and fails from the public library point of view to address the missing 15-30 age group. There was some discussion of the national public library catalogue <http://www.fablibraries.worldcat.org/> but who knew it was there!

From the prison world was the ability to use prison radio (yes there were bad jokes about captive audiences) and word of mouth marketing.

From outside public libraries was the suggestion that marketing is more than advertising, it needs research to understand and then segment the market so that messages are specifically targeted. Unfortunately there were no answers to my eternal question, how do we measure the impact of marketing.

The big take away for me was the simple concept of cascade marketing. Find your top ten users and ask them to tell 10 colleagues about the service. So deceptively simple it might just work!

Pop-up Libraries

Driven by a librarian working in a career service at a University who'd taken their service as a pop up in a variety of campus locations. Key points of the discussion were:

1. Location is key – needs to be somewhere that people naturally slow down and have time to engage with the pop-up service.
2. You need to be quick to make the connection with the person visiting, what do they need? Why do they need it? How can you deliver?
3. Look at the retail models for pop-ups; look at the whole notion of display.



Books flat on a desk are just not attractive; boards that are overloaded with information are too much to cope with. Can you deliver a multilevel display to catch the eye of passing trade?

4. Think about the logistics, is the location practical for you to get your library in a box to, can you use a MiFi to deliver wifi and electronic resources.
5. Think freebies and can you use social media to publicise e.g. location based services like Foursquare.

Telling Our Stories to Demonstrate Value

Statistics are an interesting entity, we all collect them, we use them as an indicator that things are happening and when you do as much social media as we do at Fade, you become a bit of a stats whore. Despite this there is still this residual memory I have of a room at the University of Ulster in which I watch Sean Connolly talk about an article he'd written about premarital sex in 17th Century Ireland.

The purpose of the lecture was to tell us about the statistics he'd presented in the article and how meaningless they really were. Consequently if you ever hear me muttering about premarital sex in 17th Century Ireland I am probably pondering the value of statistics. This pitch was around the stories of success that we generate in libraries but somehow forget to tell when we present statistics. For me the story of how a Jeanette Winterson book bought with a specific individual in mind in a prison who as a result came to terms with who they were, and the support offered to job seekers were amazing. This made me wonder do we have mechanisms for capturing these stories that demonstrate our value in such a human way?

Social Media for Special Collections

Raised by the Royal Society's library, this pitch was a fascinating conversation about the use of social media by special collections. There was some discussion of blogs and vodcasting but the main focus was Twitter and Facebook.

continued...

#libcampnw an unconference at MADlab

...continued

Key challenges:

1. Engagement – social media should be social, how do you engage an audience?

Twitter

- a. Follow people in your field
- b. Retweet appropriate tweets
- c. Use hashtags to generate a following and share information.
- d. Give information away, it's all about raising awareness of the service.

Facebook

- a. A warm friendly tone is key.
- b. Think about the audience you are engaging with.
- c. Give information away, it's all about raising awareness of the service.

I've seen successful engagement with the OCD Centre but it's a unified and clear audience and libraries are engaging with multiple audiences, but discussing it appears harder in the library environment.

There was also discussion of the use and engagement with Wikipedia.

2. Wikipedia

- a. Manchester University are currently considering a Wikipedian in residence. From a health library perspective maybe we should consider engaging with Wikipedia, editing where we need to with a view to improving the quality of the end product and increasing awareness of what we do.



- b. Wikipedia entries for library services around the North West may be beneficial as a way of raising awareness of services. The big issue is that Wikipedia refuses marketing entries.

Take-aways

1. The unconference format is a great way to encourage creative thinking and communication, the anarchy though is not for the faint hearted.
2. Many of the marketing issues encountered by health libraries are out there in other sectors.
3. Cascade marketing may be a cheap and effective way of getting the message out by utilising key service users.
4. Stories of what the service can do are a powerful way of articulating impact and value and we need to develop mechanisms to capture stories and disseminate them.
5. Social media – audience is key, who are you delivering the message to, can you segment the message and can you create a buzz or do you need to create a buzz? Clearly we need to do lots more thinking in this area.
6. Cake and goodwill are wonderfully powerful things! 🍰

Kieran Lamb

HEAD OF LIBRARY SERVICES
FADE LIBRARY

Notable achievements



Steve Glover achieved the MSc in Health and Social Care Management. Steve passed with distinction.

News from LIHNN's **African branch!**

Our regional association with Tanzania continues. Michael Mason from Southport and Ormskirk recently circulated a plea to the LIHNN e-mail list for spare barcode readers, on behalf of Sheila Rudd and her library service in Katoke.

Two scanners were kindly donated by Lancashire Teaching Hospitals NHS Foundation Trust and Royal Liverpool and Broadgreen University Hospitals NHS Trust, and here they are being put to good use in their new home.

Sheila is no longer working with VSO,

but is now with the Katoke Trust.

More details here:

<http://www.katoke.com.au>



Adelina, the library student helper



The busy library at Katoke



Sheila Rudd at the issue desk



The Quality Survey

LIHNNK-Up Article



The LIHNN Quality group are proud to present the 'Quality Survey' to the rest of our LIHNN community. Developed by members of the group past and present, its purpose is to help our library services capture data about usage (and non-usage) of core library services. The survey has been a long running project that has seen many versions and guises, but we believe that it now offers the flexibility to be of use to all the library and knowledge services within LIHNN.

The survey is set-up in a way that suits your needs best. It covers many facets of the library from usage of library to preferred resources to training analysis. It can be modified as suits your needs – using as many or as little of the included questions as you like, and the 'Question Bank' feature allows best practice from other libraries to be embedded within the whole survey process. Although primarily designed for use within survey monkey it is also available in Word and PDF format. We believe the survey has multiple uses including (but not limited to): helping identify service improvements service delivery, changes or future service provision; show how the library service provides value; engage with users and raise awareness of the library services.

The survey and all its components including operational instructions and best practice are housed on the LIHNN Wiki – www.lihnn.nhs.uk It can be easily transferred to an existing SurveyMonkey Premier account or HCLU will host it for you on theirs.

A special thanks to all LIHNN members, both past and present who have contributed on this project.

For more information please contact Michael Cook on 01204 462490 or Michael.cook@bolton.nhs.uk 

New staff member at CMFT?

Well, not really, but the Trust Library Team at Central Manchester were delighted to welcome Kaitlyn Samantha Dutton (and her parents, Michelle and Ed) to the Library for a visit.



Submitted by Chris Thornton on behalf of the team at Central Manchester University Hospitals NHS Foundation Trust

Kaitlyn arrived on 19th December weighing 6 lbs 14 oz with a mop of ginger curls. Photos show Kaitlyn receiving her 'induction' from Chris Thornton and sharing a 'water cooler' moment with Rini Banerjee, Jane Phasey, Chris Thornton, Carol McGrath and, of course, proud Mum, Michelle. Missing from the photo are Colette King and Christine Bond who were busy running the library! Kaitlyn's view of her co-workers? *'They all seem very nice. I am sure I shall be happy working there.'* 



Training & Development Programme for 2012-2013

Thank you to everyone who completed the recent training and development needs analysis. A total of 107 complete responses were received. The information from the survey will form the basis of the LIHNN/HCLU training and development programme for the coming 12 months.

Overview

The main part of the questionnaire revolved around discovering what respondents viewed as the most important development needs. The two diagrams show the most popular answers in terms of personal development and meeting service objectives across all the bands.

A full summary of the survey is available on the LIHNN website at

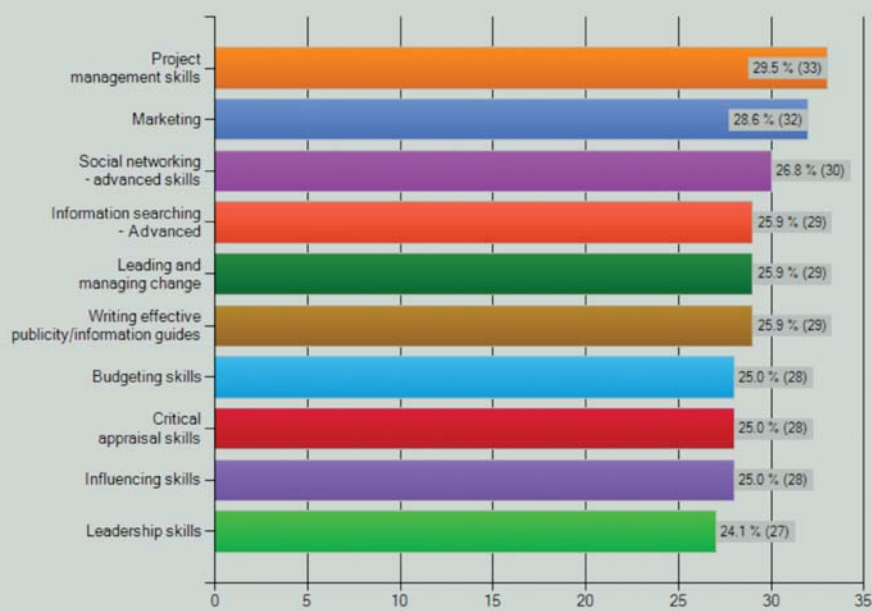
http://www.lihnn.nhs.uk/document_uploads/CPD_documents/NHS%20NW%20Libraries%20Learning%20and%20Development%20Needs%20Assessment%20Survey_2012.pdf

Programme for 2012-2013

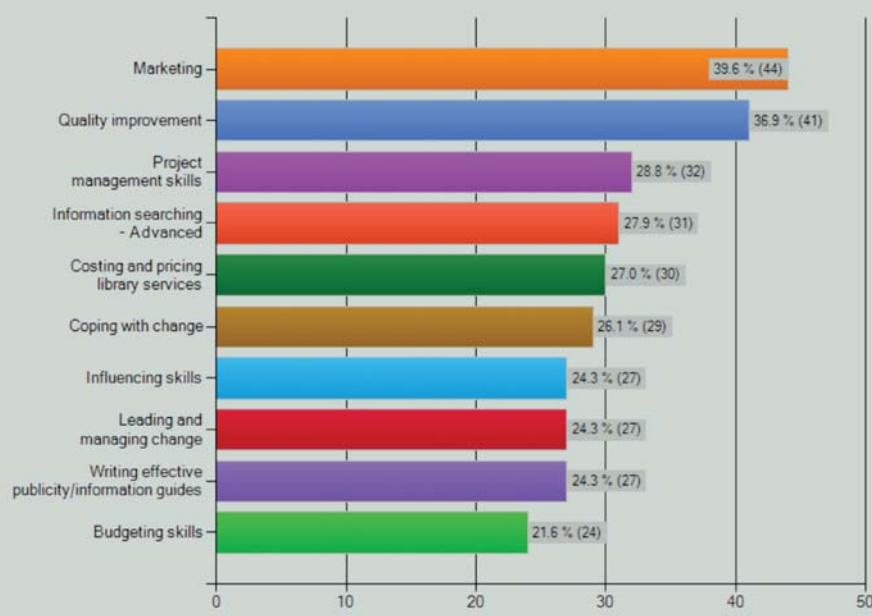
The LIHNN Continuing Professional Development (CPD) Committee analysed the findings of the survey at their last meeting. It was agreed that the following events, exact formats, locations and dates to be agreed, will form the basis of the training and development programme for 2012-13.

- The library assistant study days will focus on coping with change and building resilience.
- There will be at least two events aimed at supporting those delivering training.
- The residential for 2012-13 will focus on developing marketing plans.
- In conjunction with other North West partners such as NoWAL, Cilip North West and the Arts Council to hold an "unconference" on the theme of "the future of library and information services in the North West."
- A workshop day on how to use various web 2.0 technologies including Sceenr, Wordpress, and Twitter.
- A workshop aimed at supporting those working towards Cilip qualifications.
- Further costing events.
- Critical appraisal and information searching training.
- Applying project management principles to your day-to-day work

Which of the following do you feel you need to focus on developing to meet YOUR PERSONAL OBJECTIVES over the next 2 years - Top 10 selections



Which of the following do you feel you need to focus on developing to ensure you can meet the OBJECTIVES OF YOUR SERVICE over the next 2 years - Top 10 responses



- A course on writing effective publicity/information guides, which will take place after the marketing residential.

In the meantime if anyone has any suggestions for events then please contact me on gil.young@nhs.net.

Gil Young

CPD & PARTNERSHIPS MANAGER
HEALTH CARE LIBRARIES UNIT

Conclusion

Thanks again to everyone who completed the survey. It will run again in January 2013 with the aim of planning the programme for 2013-14.

LIHNNK-Up for

In October 2011 the LIHNNK-Up Editorial Board asked you to tell us what you thought about this newsletter and 104 of you did just that. Now it is time to share the survey results and tell you about the Editorial Board's plans.

The Survey Results

Gratifyingly, 96.2% of you read LIHNNK-Up with 18.3% reading all of it and 45.2% reading most of it. The value you place on the Newsletter was also supported by the ratings you provided:

Figure 1:

How do you rate LIHNNK Up overall?

Answer Options (n=96)	Response Percent	Response Count
Excellent: very valuable and useful	24.0%	23
Good: mostly valuable and mostly useful	56.3%	54
Fair: somewhat valuable and somewhat useful	17.7%	17
Poor: not very valuable and not very useful	2.1%	2

You either strongly agreed or agreed that the newsletter helped you feel connected to LIHNN (85.5%); that the newsletter is useful and valuable to you (79.4%); that it is easy to read (97.9%) and that it keeps you informed on who does what (92.6%).

We asked you to rate how interesting you generally felt categories of features were: The hot topic of whether or not LIHNNK-Up should be published as a paper or electronic version did not really resolve the issue. This may have been because you could choose more than one option but 48.4% would prefer a paper version and 55.9% an email message with a PDF attachment. Providing a complementary online presence proved popular with 72% saying it would either be very useful (22.6%) or somewhat useful (49.5%).

Your Suggestions and Comments

Asking about how we could improve LIHNNK-Up generated 55 responses some of which related to format (11), repeating comments made earlier in the survey and frequency (5) where some wanted fewer issues. Suggestions included:

- featured library services,
- hints and tips and short learning pieces,
- featured library staff/ "day in the life of...",
- master class section on specialist topics e.g. user education
- summaries of articles you may have missed from the literature
- upcoming events
- round up of hot topics e.g. library apps, useful Twitter accounts
- round up of good/best practice or library "quick wins"
- a leisure feature such as crossword or quiz
- articles by Library Assistants and other operational staff

Figure 2: Please rate the following features in terms of how interesting you generally find the following?

Answer Options (n=94)	Very interesting	Sometimes interesting	Indifferent	Not very interesting	Not interesting at all	Response Count
Event reports e.g. conferences	25	56	6	7	0	94
People news	37	46	8	3	0	94
Topical articles e.g. update on NHS Evidence, LQAF etc.	43	37	8	4	0	92
Articles that describe/promote good practice	57	31	5	1	0	94
Update on LIHNN issues	28	58	7	1	0	94
LIHNN Group reports	14	62	13	5	0	94

a connected future

LIHNNK-Up Archive

Only 47.4% of you knew that there was a PDF of each issue of the newsletter available at http://www.lihnn.nhs.uk/newsletter/lihnnk_up_archive.html General awareness about the availability of a subject index was even lower with 84.2% of you unaware of its existence.

What the Editorial Board Intends to Do

Over the next few months we will:

- publish the results of the survey on <http://www.lihnn.nhs.uk/newsletter/>
- continue to deliver a print version of the newsletter for the foreseeable future
- revise the guidance on contributions to encourage more people to contribute

- liaise with the LIHNN Co-ordinating Committee about the possibility of introducing annual awards for contributions such as best contribution from a para-professional
- trial an e-addition to LIHNNK-Up using the LIHNN wiki
- introduce new columns such as "Land of Geek" and people
- explore with Heaton Press how we can be more green with our paper versions
- test how we can improve access to individual articles in the PDF copies
- include reminders about the availability of PDF copies on the LIHNN website
- revamp the indexes on the LIHNN website and provide a link in the newsletter

How Can You Help?

Without your contributions all the good things you value about LIHNNK-Up could be affected. We welcome articles about anything that you think may be of interest to your colleagues from all LIHNN members. Please contact any member of the Editorial Board (see <http://www.lihnn.nhs.uk/newsletter/home.htm>) to discuss how you can take your first steps in writing for publication.

Your newsletter needs you! 

Linda Ferguson

DEPUTY DIRECTOR OF HEALTH LIBRARIES
NORTH-WEST, HEALTH CARE LIBRARIES UNIT



North West Trainers' Study Day

Background to the event

At the last two or three Trainers' Group meetings, there was a discussion about the possibility of having a second North West Trainers' Study Day. Possible speakers and locations were considered for the event and it was felt that the day would be useful for all trainers in the region. The Holiday Inn in Liverpool was suggested as a possible location due to its close proximity to Liverpool Lime Street station. Carol Maynard from Liverpool John Moores University was recommended as a speaker. Carol has run various teaching skills courses for HCLU in recent years that have been very successful so it was felt that Carol would make a great addition to the day. At first, a one minute madness event was suggested for the afternoon sessions to allow attendees to share their own training experiences. This was eventually changed to having 4 trainers give their experiences during the afternoon.

The Morning Session

After a short introduction by Gil Young, the morning commenced with Carol Maynard and Alex Spiers delivering a session entitled "Teaching and Training in the 21st Century: Trends, Triumphs, Tribulations and Technology". Carol began by considering the elements of effective teaching and training and stated that they can be split into three areas: 'Planning and Preparation', which involves considering your target groups and how adults learn; 'Interaction', which ensures that a trainer builds rapport and involves people in their training; 'Knowledge and Delivery', having enthusiasm and showing passion for the subject. Carol then discussed challenges that can be found when training. Challenges that we might encounter could be resources, expectations and staffing levels.

We then considered the use of clickers (student response devices) when training. Sets of questions appeared on the page with answers numbered and we used our

clickers to respond to the questions.

Clickers are a useful way to pick up on those that might be in need of attention and who are unsure of the subject. It is possible to download the results from the clicker exercise on to Excel and reuse them at a later date. They would be a good icebreaker at the start and end of a session and can be a confidence boost for trainers as they initiate interaction immediately.

Alex Spiers commenced his section of the session with a clip about social media. One of the interesting facts from the video was that YouTube is now the second biggest search engine after Google. People use YouTube for searching for information as much as they do to look at films of funny cats and dogs! We were shown a quote by Erik Qualman "We don't have a choice on whether we DO social media, the question is how well we DO it". We should consider creating videos and screencasts for our training sessions. Different aspects of social media, social bookmarking, blogs, etc.



Tuesday 24th January 2012

Holiday Inn, Liverpool



were discussed and after the morning break we split into smaller groups to consider what we could use in our libraries for training events. Our table looked at the advantages and disadvantages of using WordPress when we contribute to Horizon Scanning. It was good to hear back from the other groups in the room about the benefits and limitations of using other aspects of social media.

One of the main areas of social media we considered in the morning session was screencasting. We looked at Screenr and Alex showed us how to create a video. Basically, you can record what appears on your screen and it is a very good tool for troubleshooting as you can record the different steps for setting something up and then send it on. For example if a library user is having trouble accessing a journal you can record the different pages that need to be accessed and then forward them to that person so they can see the steps rather than having to try to explain over the phone. You only get 5

minutes to record your item. This is good as it forces you to be more concise and engaging. We received a useful handout on links and resources to social media. Feedback on what was deemed useful from the event included "Learning about how a variety of new technologies and social media could be used", "using screencast" and when asked what we would do differently in the workplace somebody said "hopefully further explore use of screencasting in a practical capacity" and another person stated that they would "try to embed some online tutorials" in their teaching. Suggestions for future events included "a hands-on session would be really good" and "some sessions showing how to set up blogs/wikis etc. would be helpful, i.e. step by step instructions".

The morning session was followed by a wonderful lunch. There was a good chance to network during lunch and share ideas and experiences. One of the attendees stated that they "found the time we had for networking over lunch useful

as it gave us time to talk about our experiences in an informal manner". Many people found the afternoon of short sessions the best part of the day. One person said "I found the exchange of experience in the afternoon the most useful part of the day as it gave an insight into training techniques being used by other librarians".

The Afternoon Talks

Gil Young welcomed us back after lunch and we then had 4 short presentations with some interaction. The presenters were all current trainers, which is good as they experience the same issues as all the members of the group. The sessions began with "Icebreakers" with Judy Richardson showing us a number of interesting ways to build rapport with your students. Michelle Maden then did a session on "Demystifying MeSH". One

continued...


North West Trainers' Study Day

...continued

attendee said "I was also gratified that I found I was explaining certain definitions correctly (for instance the MeSH/thesaurus headings) during my training sessions. I wasn't sure!" The third session was "Training resources" with Clare Payne, which led one person to say "I will be using and recommending to colleagues the blockbusters game", followed by a coffee break, which gave us another opportunity for networking. After the coffee break, Joanne Taylor spoke about "Evaluating training - the Royal Preston experience" and on hearing this session one of the attendees said they are now "going to look through the LIHNN training evaluation survey and adapt it to evaluate my training sessions". Gil Young then gave the closing remarks and we ended on a round of applause for the day and the speakers.

Overall, this was a really useful day and most participants stated that there was

"nothing irrelevant" about the day and that they "found it all useful". When asked what they would do differently in the workplace as a result of attending the study day, some of the comments were "Look at using some interactive resources, web-based or the Turning point clicker", "Change my training to make it more interesting" and "I am keen to develop out use of social media - perhaps putting video tutorials on our site... as a way to enliven the sessions". I guess the only adverse comments were about the fact that we work in the NHS and we were "being shown technology that we can't deploy, because we can't get permission". It was also felt that "time might have been better used getting more idea of how to use a specific resource in reality". Most people reflected the following comments though - "Everything was useful - I have no complaints!" and "it was a very enjoyable and informative day, the only problem is it went to quick" and "I thought this a great session. I really liked

the format of the more formal training in the morning and the workshoppy / sharing shorter sessions in the afternoon". Another comment that was reiterated about the day was that the "hotel was lovely, staff really friendly". It is hoped that another Trainers' Study Day can be held next year. Thank you once again to everyone who organised the day and made it such an enjoyable event. 

For further information on the event and to view the presentations please visit the LIHNN website

<http://www.lihnn.nhs.uk/default.aspx>

Caroline Green

E-RESOURCES CO-ORDINATOR
WARRINGTON AND HALTON HOSPITALS NHS
FOUNDATION TRUST



“When I find myself in times of trouble...”

*‘When I find myself in times of trouble,
HLG will come to me
Bringing me some funding
Let it be’*

(With apologies to Lennon / McCartney)

With funding cuts all around us, one of the first things to suffer is often expenditure on training events. With that in mind, as the Committee’s Awards Co-ordinator, I thought it would be a good time to remind everyone of the support available from the Health Libraries Group [HLG].

- **Help to attend an HLG study day or workshop**

One free place plus a travel grant to assist with fares up to £75 is available on every HLG study day or workshop for unemployed HLG members. Please see the specific event advertisement for details of how to apply.

- **HLG members grants for the biennial HLG Conference**

Ten grants are being offered to support HLG members to attend the HLG Conference which is to be held

in Glasgow on 12th and 13th July 2012. Only CILIP Health Libraries Group members are eligible to apply for funding. Applications will be particularly welcomed from members who have never attended an HLG Conference before.

- **Student grants for the biennial HLG Conference**


HLG is offering four grants for students to attend its next conference. All students currently studying on a CILIP-accredited course for a first degree or postgraduate qualification in library/information science in England, Wales or Scotland are eligible to apply.

- **Leslie Morton Bursary**

The Leslie Morton Bursary was established to encourage attendance at international conferences in health librarianship, medical bibliography or medical history. Up to £1,000 is available annually. Applications are invited in January (or again in March, if the bursary has not been awarded that year).

- **Research in the Workplace Award**

The Research in the Workplace Award (RIWA) is co-sponsored by the HLG and the University Health and Medical Librarians Group (UHMLG). It is a biennial grant that seeks to fund UK based small library and information professional-led workplace research projects. It aims to contribute to a research culture within the library and information community, and assist in developing our evidence base.

Projects can relate to any aspect of service provision, development or theory and should be achievable within a twelve month period. The award can be used to fund equipment, consumables, buy-out time, purchase technical support and so on. 

Chris Thornton
AWARDS CO-ORDINATOR
HLG COMMITTEE



Further details of these and other awards are on the HLG website:

<http://www.cilip.org.uk/get-involved/special-interest-groups/health/awards/pages/default.aspx>

Editor's Column

How you can contribute to the Newsletter

All members of LIHNN are welcome to contribute to LIHNNK Up. We particularly encourage contributions from para-professional staff and anyone who has not previously written for publication. Members of the Editorial Board would be pleased to "mentor" new writers and provide advice on what makes a good readable contribution.

What could you write about?

Really it is up to you as we are looking for topics of interest to health library staff. It could be:

- something new that you have used or your library has introduced
- an overview of a piece of software such as a social media tool
- lessons learned (good or bad) from doing something differently in the library
- good news that you want to share with LIHNN
- an account of events and courses attended. For conferences and courses please include what you found most valuable and what you will do differently from having attended the event or course.

Format of contributions and other "rules"

1. Please send your documents as Word (i.e. either .doc or .docx) files.
2. Photos and artwork should be submitted in JPG format. Please don't embed them in the Word documents. They should be submitted as separate files with a meaningful caption.
3. Don't forget your name, location, title of article and date of article.
4. Please give full details of events, courses and conferences attended. This should include:
 - The name of event and location
 - Date of event
 - Name of organising or sponsoring body
 - Details of how any support materials can be obtained e.g. website urls
 - Full references to any published reports, articles etc.
5. All acronyms should be written out in full for the first occasion they are used in the text.

PDF copies of back issues and indexes to the newsletter are available at:

http://www.lihnn.nhs.uk/newsletter/lihnnk_up_archive.html

Contributions should be submitted to:

Mike Hargreaves (Chair of the Newsletter Editorial Board) Uclan
Email: mhargreaves@uclan.ac.uk
Tel: 01772 892127

About Library and Health Network North West (LIHNN)

Website: <http://www.lihnn.nhs.uk>
for details of the groups and their activities

LIHNN Chair: Tracy Owen (Liverpool PCT),
tracy.owen@fade.nhs.uk

LIHNN Co-ordinating Committee:
lihnn_committee@lihnn.nhs.uk

LIHNN EDITORIAL BOARD

Mike Hargreaves (Chair)
Uclan mhargreaves@uclan.ac.uk

Rachel Bury
Edge Hill University/ University Hospital
Aintree rachel.bury@edgehill.ac.uk

Andrew Craig
Lancashire Teaching Hospitals NHS
Foundation Trust andrew.craig@lthtr.nhs.uk

Linda Ferguson
HCLU linda.ferguson@nhs.net

Steve Glover
The Christie NHS Foundation Trust
steven.glover@christie.nhs.uk

Matt Holland
NW Ambulance Service NHS Trust
matt.holland@nwas.nhs.uk

Victoria Treadway
Wirral University Teaching Hospital
NHS Foundation Trust
victoria.treadway@nhs.net

Kieran Lamb
Liverpool PCT kieran.lamb@fade.nhs.uk

Gary Sutton
Warrington and Halton Hospitals
NHS Foundation Trust
gary.sutton@whh.nhs.uk

LIHNN CHAIRS AS OF APRIL 2012

GROUP	CHAIR	E-MAIL
Cheshire and Merseyside Librarians	Chair alternates around the Group	
Clinical Librarians	Clare Payne	clare.payne@merseycare.nhs.uk
CPD Group	Tracy Owen	tracy.owen@fade.nhs.uk
Cumbria and Lancashire Librarians	Carmel Smith	carmel.smith@lancashirecare.nhs.uk
E-Resources Group	Kieran Lamb	kieran.lamb@fade.nhs.uk
Greater Manchester Librarians	Steven Glover	steven.glover@christie.nhs.uk
Information Governance	Tracy Owen	tracy.owen@fade.nhs.uk
Inter-Library Loans Group	Jeanine Fielding	jeanine.fielding@lthtr.nhs.uk
Mental Health Libraries	Cath McCafferty	cath.mccafferty@merseycare.nhs.uk
Newsletter Group	Michael Hargreaves	mhargreaves@uclan.ac.uk
PCT Librarians	Emily Hopkins	emily.hopkins@mhsc.nhs.uk
Quality Group	Michael Cook	michael.cook@bolton.nhs.uk
Trainers Group	Gil Young	gil.young@nhs.net
NWOPAC	Tracy Owen	tracy.owen@fade.nhs.uk