

LIHNNK UP

**Library and Information Health Network
Northwest Newsletter**

BY HEALTH LIBRARIES, FOR HEALTH LIBRARIES

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innovate

The lesson I take away from reading this issue of LIHNNKUP is the diversity of activities carried out by today's librarians and the range of skills a modern librarian needs.

We all know that the NHS has to make savings, and in this climate, it is even more important that libraries maintain a high profile and continue to look for ways they can develop innovative services. There are some great examples in this issue of LIHNNKUP.

It's "all change" in Southport and Ormskirk, as **Glenda Morris** writes about the move of the Sanderson Library into a newly refurbished education centre and the creation of the new Sanderson Library Resource Room.

The first LIHNN Big Day Out took place in March and **Jane Roberts** describes some of the key issues examined on the day. Among the items discussed, Kieran Lamb talked about how mobile technology and social media are useful for libraries in promoting services, while Sue Lawson discussed how she uses social media to raise the profile of Manchester Public Library.

In the first of her two articles for this issue of LIHNNKUP, **Fariba Mahjoob** gives her impressions of the LILAC 2013 conference. This conference looked at the importance of information literacy (IL) on a global scale, the role of changing technology on IL, and the skills needed by librarians delivering IL.

In "Show me the money" **Tracey Pratchett** describes her talk to chief executives, finance directors, and heads of procurement at an NHS Procurement Conference in London. Tracey tells us about "Inside Government" inviting her to speak after finding details of her work on the net.

Jennifer Perestrelo and **Rebecca Roylance** write about their day at the Library Assistant Study Day. After telling us

about how useful they found the session on searching, Rebecca and Jennifer go on to discuss how they became social media converts in the space of an afternoon.

Using technology to promote libraries and ourselves continues in the "Land of Geek": a new regular slot that looks at how librarians can use technology to their advantage. In this issue, **Matt Holland** looks at how to raise your professional profile online, while **Kieran Lamb** suggests some possible replacements for Google Reader.

Eileen Hume writes about the Umbrella 2013 conference. A theme of the conference for Eileen was the wide range "of skills that the practicing librarian can bring to the market place". Topics discussed at the conference included making collections digitally available, knowledge management, cloud computing, and business information modelling.

Fariba Mahjoob is back with an interesting article on Functional Requirements for Bibliographic Records (FRBR). FRBR is a "conceptual entity-relationship model" that has had a major influence on a new standard for cataloguing called Resource Description and Access (RDA). Fariba's article takes us through why these developments are important, provides specific examples of how FRBR and RDA work, and discusses the implications for library management systems and OPACs.

Steve Glover updates us on the "Medline and Full Text" deal with EBSCO. After explaining the financing of the deal, Steve provides us with the download statistics for 2012. Steve then assesses the value of the EBSCO deal for the North West.

"Are you interested in evaluating your library service?" **David Stewart's** article may be for you, as he explains all about the new HEALER Network. There is also a timely article on the Quality Group Survey for those of you involved in LQAF.

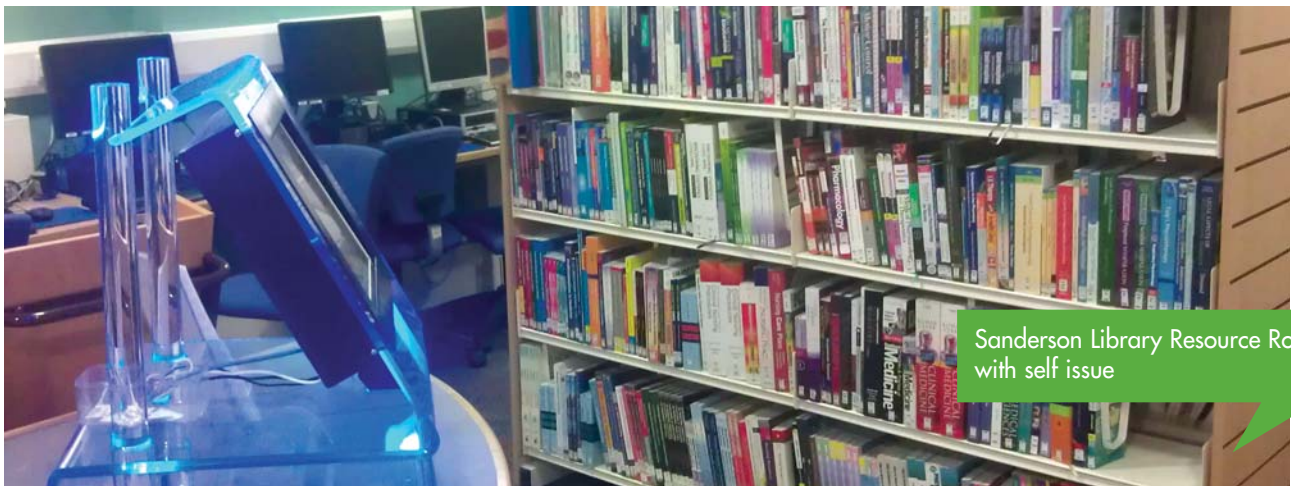
Last but not least, **Michael Farrell** tells us

about himself in this month's "New Starter" section.

Andrew Craig
ELECTRONIC RESOURCES OFFICER
LANCASHIRE TEACHING HOSPITALS
NHS TRUST

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Sanderson Library Resource Room with self issue

THE SANDERSON LIBRARY **HAS MOVED**

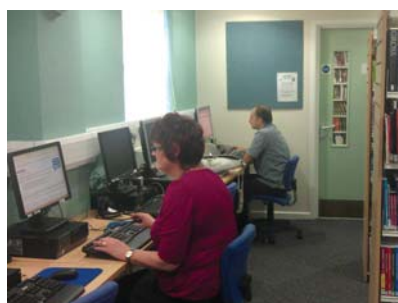
Southport and Ormskirk Hospital NHS Trust offers a 24 hour access library service at each of the two hospital sites.

As part of a Trust cost savings plan, the Sanderson Library at Ormskirk & District General Hospital recently moved into the newly refurbished multidisciplinary Education Centre where the education and training services are now located. The Education Centre was officially opened on the 15th April by Dr Jonathan Parry, the Chief Executive of the Trust. The Education Centre comprises a 70 seat lecture theatre, three training rooms, a clinical skills facility, a computer training suite and the Sanderson Library which reopened as the Sanderson Library Resource Room.

The Sanderson Library Resource Room incorporates an adjacent Quiet Room and is a smaller facility than the previous library. It was a challenge to make good use of the space available but the final layout works very well in accommodating the PCs, book stock for loan and a self-issue machine. The Quiet Room has an additional PC, a Reference Section and space for quiet study. A successful bid to the North West Health Care Libraries Unit



Sanderson Library Quiet Room



Sanderson Library Resource Room

Development Fund provided funds for minor refurbishment. 24 hour access to the Resource Room is also available.

Trust staff were offered the opportunity to take withdrawn stock from the library. Surplus books and the extensive journal archive were donated to the East Nile Hospital, Khartoum, Sudan.

There have been lots of positive comments from users about the new Resource Room such as *"Bright, clean and a good working environment"*

The move puts the library in a more convenient location with staff passing the Education Centre en-route between the hospital and the main car park. The library team look forward to promoting the new resource to the staff and students based at Ormskirk Hospital.

The Hanley Library at Southport & District General Hospital continues to offer a full library service.

Glenda Morris

DEPUTY LIBRARIAN
SOUTHPORT AND ORMSKIRK HOSPITAL
NHS TRUST LIBRARY SERVICE

HEALTH INFORMATION AND LIBRARIES FOR EVALUATION AND RESEARCH NETWORK

HEALER – JOIN US NOW!

Are you interested in research and in evaluating your library service?

Then the HEALER Network is for you!

It's free to join and open to anyone who is interested in improving the evidence base for health sciences librarianship whether that is through formal research, service audit or local evaluations of service.

Our formal aim is to "bring together all those interested in developing the evidence base for health sciences librarianship in the UK. The network recognises that research, evaluation and service audit are all valid and important elements of the evidence base."

We have a broad and growing membership of the individuals and group that includes:

- NHS and Higher Education health library staff
- NHS Strategic Health Library Leads Group (SHaLL)
- University Departments of Library & Information Sciences
- University Departments of Health Sciences with researchers interested in health information
- Publishers (in particular the Editor of Health Information and Libraries Journal)
- NICE: NHS Evidence Service
- National Institute for Health Research
- Consortium of Health Independent Libraries in London (CHILL)
- Social Care Institute for Excellence (SCIE)

Our objectives are:

- To provide an opportunity for individuals to meet colleagues interested in developing the evidence base through research, evaluation and audit
- To identify areas and questions that need research and to agree priorities for shared approaches

- To develop the research, evaluation and audit skills of health sciences librarians and to develop tools to support them

We have at least one event each year, part of which is learning and sharing and part is a short business meeting. You can see what has happened at previous events at our web pages: <http://www.libraryservices.nhs.uk/healer/>



David Stewart

We have also created an online step-by-step guide to carrying out research in the health library setting: <http://www.libraryservices.nhs.uk/healer/researchguidelines/>

If you would like to join the HEALER Network - then email Hannah Spring at: h.spring@yorks.ac.uk
We will add you to our email discussion list.

David Stewart
HEALER CHAIR

- To explore options for shared funding and commissioning of research
- To share information about research calls in this field
- To find ways of getting research into practice and of sharing the results with the wider health community
- To link NHS and HE individuals and organisations publishing in this field
- To be an advocate for improving and developing research in this field
- To find ways of increasing research capacity and capability

LIHNN Big Day Out

15th March 2013 Holiday Inn, Liverpool

The first LIHNN big day out took place in Liverpool on the 15th March. The event was well attended with around 30 delegates from across the North West.

We had two guests at the event. Lisa Jeskins, from Lisa Jeskins Training, who spent the day assisting attendees to set up Twitter accounts and blogs, and Sue Lawson from the Manchester Public Library Experience. The format of the day was quite relaxed with plenty of opportunity to network with colleagues and discuss the content of the talks. Attendees were encouraged to tweet their thoughts on presentations throughout the event.

First Keynote

The day started with the first keynote speaker, Kieran Lamb from FADE, delivering an excellent presentation on mobile technologies. Kieran's talk provided a definition of what we mean by mobile technology: "a portable device that can connect to the internet via wifi or 3G". This was followed up with an overview of various mobile devices including Smartphones, eReaders, tablets, Netbooks and Ultrabooks (lighter and thinner versions of notebooks). The presentation provided some useful statistics regarding mobile technology, shown in the box below:

Mobile Technology:

Some useful statistics

- Between 39% - 59% of the UK population have a Smartphone
- 11% have a tablet device
- 10% have an eReader

Kieran then moved on to discuss how mobile technologies could be utilised and exploited by libraries, for example using social media (accessed on mobile technology devices) as a means of marketing your library service (a theme also running through Sue Lawson's presentation) and utilising technology such as Quick Response (QR) codes to promote easy access to resources. For many of us using social media is particularly difficult due to various organisational/I.T. issues. However, Kieran pointed out that social media can play a big role in assisting our users to access library services out of hours or even in work if they own a mobile technology device such as a Smartphone. When deciding whether to invest our time into utilising mobile technology and social media there are two questions we should bear in mind: is there a market for developing social media within our libraries? And what do our users want? Kieran's Prezi can be viewed at:

<http://prezi.com/nff5zg54qpic/mobile-and-libraries/>

Exchange of Experience- Part 1

Two exchange of experience sessions were held during the day which gave attendees the opportunity to speak for 5 minutes on something their library is currently undertaking or alternatively, to pose a question to the group. Attendees presented on a number of topics, the majority focusing upon training or social media.

Tracy Owen started off the session trying out an ice breaker exercise on the group, which involved moving around the room to answer questions whilst getting to know each other a little better- who knew most of us owned a cat or dog and possessed a history

degree! I followed Tracy with a talk on Salford Royal's Infoshot programme, a series of short 30 minute training sessions run over lunchtime.

Gil Young fed back on two techniques for improving promotional material from the Effective Copywriting course run by LIHNN in February 2013. The first was a method of appraising promotional material using AIDA (Attention, Interest, Desire and Action) the second was a formula for determining the customer focus ratio of promotional materials.

Tracey Pratchett presented next, reflecting on how she had improved her critical appraisal sessions after attending the Trainer's Study Day last October. Peta Jones posed a question about setting up a Twitter account, something Jo Whitcombe was able to answer in her talk in the afternoon about setting up a Twitter account for Pennine Acute Trust.

Finally, Michael Reid delivered an insightful talk on how he developed a Clinical Librarian Service at Blackpool Hospital without attending ward rounds (make friends with clinicians and get them to recommend your services!). After Michael's talk we were given the opportunity to talk to colleagues about the content of the presentations before going to lunch.

Second Keynote

After lunch the second keynote speaker, Sue Lawson from the Manchester Public Library Experience, delivered an inspiring talk on how she has utilised social media to raise the profile of Manchester Public Libraries. The library uses various social media sites including Twitter, Flickr, Facebook and a blog to engage and communicate with their users. They have developed

an app for the library which has had over a 1000 downloads. Social media has been utilised by Manchester Public Libraries to raise their profile and share content. Over 8,000 images from the library's archive have been made accessible to the public via Flickr. Engaging and giving users a sense of ownership was very important in the library's successful use of social media. For example, customers had the opportunity to upload their own photos of Central Library before it closed for refurbishment. Manchester Public Library's successful use of social media is reflected in the following figures: 8,182 Twitter followers, 3,256 Facebook 'likes', 6,000 blog visits and 2 million views on Flickr.

Sue stressed the importance of using several different social media sites as different user groups prefer different social media. She also pointed out that through using social media, communication between the customers and the library had become much more transparent.

Exchange of Experience- Part 2

Sue's talk was followed by another exchange of experience session. Emily Hopkins delivered a useful presentation on the CILIP chartership and certification qualifications. LIHNN members working towards a CILIP qualification now have a dedicated mailing list (cilipquals@lihnn.nhs.uk) which can be used to post questions and generate discussion around chartership or certification.

Jo Whitcombe followed Emily with a talk on how she had set up a Twitter account for Pennine Acute Trust. Library staff shared responsibility for adding content to the account which includes tweeting about new books and resources, evidence updates, news and events and bulletins. Sue Lawson spoke on her experiences of running library camps and how she overcame her fear of public speaking.

Tracey Pratchett delivered another presentation on a technique called 'flipping the classroom' which requires learners to look up answers to questions set by the facilitator using resources such as books or the internet. Tracey also demonstrated how to create your

own quizzes to reinforce learning using the quiz-busters website:

(<http://www.teachers-direct.co.uk/resources/quiz-busters/>).

After Tracey's talk we had another opportunity to discuss the content of the presentations in the afternoon.

This was followed by closing remarks from Gil Young.

Reflecting back on the event we managed to fit a lot into one day with most of the presentations focusing on mobile technologies, social media and training. The time allocated after each of the exchange of experience sessions was really beneficial as we got to share ideas, discuss the content of presentations with colleagues and explore social media sites such as Twitter. During the day I managed to set up a Twitter account and have a play around on it...something I'd been meaning to do for a long time.

All of the presentations were very inspiring and I took away lots of ideas on how to improve my training session. For example, I'll be using the quiz-busters website to create quizzes for future training sessions. One thing that really stood out for me was how powerful social media tools can be, not only to promote your library service but also in creating a sense of involvement and ownership for library users. As a result I'll definitely be looking into ways we can utilise social media at the Trust library at Salford Royal. Another big day out is being planned for next year so if you get the opportunity it's well worth attending. Finally thank you to the organisers of the event and to all those who attended for an enjoyable and informative day.

Jane Roberts

OUTREACH LIBRARIAN, SALFORD ROYAL
NHS FOUNDATION TRUST



A Librarian is not only an information supplying machine,
but a skilled navigator of a complex terrain.

LILAC 2013 – A day delegate sponsored by LIHNN

Fortunately, I was able to attend The Librarian's Information Literacies Annual Conference – LILAC 2013, organised by CILIP's Information Literacy Group, held in Manchester University on 26th of March.

Discussing new ways and tools to support information/digital literacy, the role of technology on education and effects on professionals in this field, gradually changing the role of librarians were debated extensively – 6 distinct themes of the conference were:

1. IL and employability (sponsored by Department of Information Studies, Aberystwyth University)
2. IL and the digital future (sponsored by Department of Information Studies, Aberystwyth University)
3. Trans literacy
4. Future-proofing the IL practitioner
5. Collaboration and partnerships (sponsored by The University of Manchester)
6. Active learning and creative pedagogical approaches

The following are my impressions of the event:

Keynote speech

Irmgarda Kasinskaite-Buddeberg from UNESCO delivered the keynote speech on the Global context of Information Literacy (hereafter referred to as IL) and Media Literacy, describing everyone as information consumers, producers and evaluators and expressed that IL / accessing information is a human right as well as it being a survival skill in some parts of the world.

The speaker also talked about many changes that technology has brought to Information/ digital literacy, and how it must be provided to everyone of all ages promoting constructive dialogue amongst different cultures.

The fact that there is no official convention or treaty directly linked to Media Literacy and IL was pointed out.

Parallel sessions attended

Using visual literacy in teaching and learning

By: Gwenda Mynott and Catherine Bonser from Liverpool John Moores University

During this talk we looked at how visual learning techniques are being used in teaching and learning as part of undergraduate modules. This is utilised through a variety of visual learning activities, such as asking students to

draw metaphors of themselves as a learner, or to create visual boards that included photos of work experience, personal interests and career ambition. These are then used during discussions about management topics and experiences and to review their learning style.

For the end of module assignment, the students were required to produce a concept map of key management topics. This involved drawing a graphical representation of their learning and develop meaningful hypothesis about key aspects of the module. This approach is due for evaluation to measure its impact on development of visual literacy and IL skills of students.

Experienced, empowered, engaged: showcasing skills for the future

By: David Parkes and Alison Pope, Staffordshire University

This session described the development of an online skills register tool by generating a skills matrix initiative to support a personal and professional development (PPD) plan for library staff, delivering any form of information / digital literacy skills to readers at Staffordshire University.

Influenced by the CILIP Professional Knowledge and Skills Base, members of staff can calculate their skills score against the skill sets required for each job.

Ten essential core skills to deliver information / digital literacy training activities at the acceptable level have been identified which then later form the idea of 5 basic levels of competency consisting of:

- 1/ basic understanding,
- 2/ ability to identify current issues,
- 3/ ability to apply skill routinely,
- 4/ ability to apply skill proactively, and
- 5/ ability to innovate.

Following the self-grading, the library management can create a portfolio for each member of staff and detect skill gaps and consequently devise their PPD plan.

Sharing IL resources globally: the opportunities and challenges of open education

By: Nancy Graham, University of Birmingham and Dr Jane Secker, London School of Economics

Both Nancy and Jane started their presentation with a brief definition of IL and background of their team.

Although the majority of librarians are sharing IL open educational resources (OERs) 'informally' with colleagues, it has emerged through previous research on sharing of IL teaching material and earlier projects, that there is a demand for librarians to share those materials, keeping them up-to-date, produce rich and high quality metadata, following a formal framework for doing so.

The speakers believed existing IL OERs repositories such as Jorum, Merlot, Primo, BRUM, NDLR, InfoLit Global, UNESCO OER Community and OER Commons need to be unified, forming a central repository for IL teaching material OERs.

The speakers hope to boost capacity through partnership with IFLA and UNESCO and collaboration with UNESCO's Media and IL Curriculum to organise these resources centrally. The alteration ended with group discussion, exchanging ideas as how this platform should be formulated.



Murder in the library

By: Olivia Else, University of York

Olivia showcased the imaginative and light-hearted library induction tool they have used at their university for the new students, titled 'Murder in the Library', which has replaced compulsory library tours. "Murder in the Library" consists of a crime scene inside the library building, inviting the students to find the murderer through checking the alibis of all suspects (genuine library staff) and the motive. This activity required students to inspect most of the university library facility and explore some of the library's key web pages and electronic resources. As an incentive, £100 worth of Amazon vouchers was offered to encourage students to participate in this induction activity.

Can information literacy support social enterprise?

By: Geoff Walton, Staffordshire University

Geoff is currently conducting a research on social enterprise which he suggested is an area of Government activity.

Geoff defined social enterprise as 'businesses with a social purpose of trading in the markets and reinvesting their profits to benefit communities', reasons why it has been slightly slow to grow in the information field were explained.

Then we were divided into groups to come up with ideas as how libraries could support social enterprise through IL. Geoff has promised to list our suggestions in his research if it gets published.

Mainstreaming IL on an international level, sharing teaching resources and being more creative in delivering sessions are the main messages for me to take away from this conference.

I have also now joined the very energetic IL group as part of my CILIP membership.

My day came to a close with networking and exchanging ideas with colleagues from different parts of the country. Special thanks to LIHNN for their support and funding;

I was impressed by examples showcased that I could relate to at my own workplace.

Fariba Mahjoob

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LAND OF GEEK

Managing your professional profile online

The topic for this issue are online profiles and web tools to manage your professional presence.

Examples of websites to do this include ResearchGate [www.researchgate.net] and LinkedIn [www.linkedin.com]. If you have publications Mendeley [www.mendeley.com] or Zotero [www.zotero.com] and if you have a research profile, ResearcherID [researcherid.com]. These are not exclusive. There are reasons why you might want to create multiple profiles to reach different audiences.

There is little point in dwelling on the "how", if you use Facebook, you have the transferable skills you need.

For the "why", there are good arguments for creating an online profile(s). They do **save time**. Put a link to your online profile in your email signature, send it to new professional contacts or include on your Library website. Following the *do once - use many principle*, creating and maintaining an online profile takes less time than creating/editing something new every time you are asked for professional background. It helps you to **manage your professional online presence**. When you create a profile you are prompted for basic factual information, however, you get to choose what you include. A short professional bio, your qualifications, previous employment or consultancy skills frames the professional picture you choose to give to the world.

In the hybrid (online and face to face) workplace, **professional engagement** requires online participation. Discussion groups come as a package with LinkedIn and ResearchGate. For example, there was a discussion on LinkedIn about the recent CILIP rebranding exercise, whereas discussions on ResearchGate are less specific but address topical issues with an added international perspective. To join in the discussions you have to *put*

yourself in harms way, an online profile is the first step.

Websites that have profiles also have added functionality. The most useful is **networking**, the ability to find and talk to people who can help you with challenges at work. *Does anyone have any experience with ...? Can someone advise on ...?* Alternatively, they make it possible for people to find and talk to you. Profiles can **promote your research or publications**. ResearchGate acts as a personal repository, enabling you to upload pre/post prints of your presentations, conference papers and articles. Use Mendeley and Zotero to create an online bibliography of your work. Of course there is much more to these as research management software. This is covered elsewhere.

Have some really strong research publications? Get a ResearcherID, network with other researchers and let ResearcherID calculate your personal bibliometrics, H-Index and Citation Count. It is easier to sell the benefits to users who are involved in research if you can say *do as I do, not just do as I say*.

Finally these tools help you to **connect to your users and work colleagues** and lets **users find you online**. Here is a very brief summary of audiences ...

- LinkedIn - connect to professional colleagues in the UK and internationally. Work colleagues can seek you out on LinkedIn and join your network.
- Mendeley - has a large international membership from the health libraries community
- ResearchGate - populated by a growing number of NHS clinicians 5000+

Matt Holland

www.researchgate.net/profile/Matt_Holland/

LAND OF GEEK NEWS AND NOTES:

Google Alerts Alternatives

The unintended consequences of Google Reader's big switch off are becoming apparent. Google Alerts which has been used as a useful tool to monitor the web for new items on a topic basis used to support RSS export allowing it to be used to keep up-to-date without cluttering your mailbox. With the demise of reader, this functionality has been turned off.

Talkwalker

Looking suspiciously like Google Alerts but with a full set explicit of Boolean operators, Talkwalker is the talk of the web. It will export new information either as a RSS feed or email. A weekend's test with Julian Cope's seminal 'The Teardrop Explodes' as proof of concept worked fine. I am now more aware of the re-release of 'Wilder' than I needed to be!

Bing

If your concern is only picking up on new stuff once it is sufficiently popular to make it on to the front page of the Bing search engine, you can do so by using the following syntax:

<http://www.bing.com/search?q=the+teardrop+explodes&format=rss>

the &format=rss being the crucial three elements to add to the end of your search (there's a reward for anyone spotting the puns in there).

Kieran Lamb

HEAD OF EVIDENCE SERVICES
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SHOW ME THE MONEY!

At the start of the year, I received an email from Inside Government about an NHS Procurement Conference and was hovering over the delete button when I realised that it wasn't a mailshot but an invitation to speak.

My first thoughts were to tell them that they had the wrong person, that I'm a librarian and know very little about NHS procurement. Once I'd calmed down and read their proposal I guessed that they must have seen either my case study on the MAP toolkit about working with our Trust Nursing Supplies Group, or our Sally Hernando Award (2011) "Clinical Librarian produces evidence summaries to underpin Trust procurement decisions to help save £100,000".

Initially, I hoped to present alongside our Trust Head of Procurement as I'd been inspired by the persuasiveness of Victoria Treadway's collaborative presentations with Dr Girendra Sadera at Wirral. Unfortunately, he was not able to attend on the date in question, so I decided to bite the bullet and present alone. As a speaker the conference fees were covered and HCLU kindly offered to support my travel arrangements to London, so there was nothing holding me back. I found the prospect of speaking to procurement professionals daunting; I am comfortable presenting to library and information colleagues and happy to stand up in front of staff within my own organisation, but this was a different ball game.

I wanted the presentation to highlight my role within the Supplies Group, whilst being clear that I was only part of

the process and not providing the definitive answer. The reason the project has been so successful at achieving savings within our Trust is the collaborative approach to decision making. It is clinician-led which, coupled with expertise in synthesising the evidence and procurement staff knowledge about purchasing issues, has saved the Trust in excess of £600,000 over 3 years. I obtained some examples of the highest areas of savings so that I could demonstrate key product changes which have had the highest impact. I checked that the Trust Procurement Team were happy with my presentation and set off to London.

Attendees on the day included a mix of chief executives, finance directors, heads of procurement, members of Clinical Commissioning Groups, purchasing and supply managers, and heads of innovation from the NHS, wider-health sector, central government, and private sector. I think it is safe to say that I was the only librarian in attendance and people seemed surprised to see me on the bill alongside Beth Loudon, NHS Procurement Programme Lead (Dept of Health) and Stephen Browning, Head of Small Business Research Initiative (SBRI) and Smart, Technology Strategy Board and others.

I have to say that I was quite nervous presenting but overall I was pleased with the response on the day and feedback since. The presentation evaluations were reassuring with ratings of 58.33% Good and 41.67% Excellent with one attendee stating that "I found Tracey Pratchett's presentation insightful because it highlights achievements through collaborative working".

I am definitely glad that I bit the bullet and attended a non-librarian conference as a guest speaker – I would highly recommend it. One of the key things for me was that it raised the profile of the librarian/information role with this group of high profile professionals at a national level. A number of people asked me whether they have access to librarian support in their Trusts and I said I would find out for them. It has also generated contacts and discussions about new ways of working which were not anticipated at the time.

Recommendations for practice:

- Get your work on the net by submitting a case study to the MAP toolkit – you don't know where it will lead!
- Don't let any opportunity go by to talk about your work, it could open unforeseen doors
- Be an advocate for the profession, don't just focus on local wins
- Apply to speak at non-librarian conferences about your work and look for financial support from outside your organisation (HCLU, SHaLL etc)
- Be confident that you have something worthwhile to offer (I am still working on this one!)

Contact:

Tracey Pratchett

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tracey.pratchett@mbht.nhs.uk

If you have any questions or would like to write a case study for the MAP toolkit.

References

Inside Government (2013) NHS Procurement 2013: Delivering Quality, Innovation and Value Available at: www.insidegovernment.co.uk/event-details/nhs-procurement/122/#agenda

MAP Toolkit (2013) Case studies Available at: <http://lihn.whisinternet.org/wiki/MAP.Portfolio-of-case-studies.ashx>

Sally Hernando Award (2011) Clinical Librarian produces evidence summaries to underpin Trust procurement decisions to help save £100,000

Available at: http://www.libraryservices.nhs.uk/document_uploads/LQAF/NW_Product_UHMB1_Procurement_Supplies_2011.doc

Wirral University Teaching Hospital NHS FT (2010)

Clinical Librarian Service Available at: <http://www.whnt.nhs.uk/hrod/development/integratedlibraryservice/clinicallibrarianservice/>



SEARCHING & SOCIAL MEDIA TO TWEET OR NOT TO TWEET?

A report from the Library Assistants Study Day on 4th June 2013
by Jennifer Perestrelo and Rebecca Roylance.

Library Assistants at Wirral University Teaching Hospital NHS Foundation Trust

Our thoughts before training:



RR

Rebecca Roylance

JP When I was asked if I wanted to attend a training session on searching and social media my immediate response was “yes” to searching but a resounding “no” to the social media. As far as social media goes, I have never really been interested and can’t see how it would be of any use to me. The whole Facebook thing and Tweeting seems like a complete waste of time and I don’t really want to be “LinkedIn” to anything.

RR Well, I on the other hand am a great fan of Facebook but that’s as far as my social media interest goes. I haven’t got a clue about Tweeting and blogging but I’m dying to know more.

JP Tweeting is something that birds do isn’t it? I think so. We’ll see.....

I do have some questions that I’d like answered though:

- What is the benefit of having a social media account?
- Why would anyone be interested in anything I have to say?
- What’s the difference between Facebook and Twitter?
- Can these things really be used in the workplace or is it just a trendy way of wasting time?



JP

Jennifer Perestrelo

RR What is this “PIN It” thing?

JP Hold on, I’ve heard of that one – it’s PINTEREST but don’t ask me what it is.

RR So how do we use social media in a library context?

JP Simple, we probably won’t.

RR Never say never.

What happened next:

JP Well that was good wasn’t it?

RR It was more than good, I learnt so much. I think we should definitely set up a Facebook page for the library and I’m dying to PIN something and I even know what one of these “#” is and how to use it. I am impressed.

JP Yes, it wasn’t what I was expecting but I enjoyed it. The morning session with Victoria Treadway (Clinical Librarian) was excellent. We discussed what our current roles as library assistants entail in the way of searching and at what point we would normally hand a request over to a librarian. We discussed the areas that are useful for searching and how we can go about engaging with library users to establish exactly what it is they are looking for to get the most up to date, relevant research for them



Jen and Becky training

RR It left me feeling more capable of being able to deal with searching enquiries and thought how useful it was to engage with the user so that they get exactly what they need.

JP I completely agree. I think that instead of running off to find the nearest available librarian, I can help the library user to a certain degree.

RR And it's interesting that the first thing a user says is usually not what they actually need or want.

JP The afternoon session with Lisa Jeskins (Freelance Training Officer) was good fun. We laughed a lot (mainly at my lack of knowledge and misconceptions of social media). When we discussed YouTube as a form of social media I was thrilled – I hadn't realised I was already taking part in this global phenomenon. I also realised that I do have some experience in blogging – albeit for the library and I don't actually contribute

to the content. Still, it's a start. So, what did we actually learn?

RR Well, we know that Twitter is great for sending short messages but isn't very visual so it would be a better idea to go with Facebook if we were to set something up for the library as it has more options like linking to other information and being able to add video and pictorial help guides.

JP I learnt that people are quite curious and naturally interested in what other people are doing so they might, in fact, want to listen to what I have to say. Or not.

RR I feel that it would be useful for the library to have a Facebook page. It would allow us to keep our users updated with things in the library, and promote our services. We also include pictures and "how-to" videos. We could link to our events and it would reach out to so many more of our users than we are currently doing.

JP I have come around to the idea of social media as a communication tool and am quite excited about setting something up to engage with our users. I don't think I'll be using it outside of work as it still seems like too much time is wasted on it and I don't have that time to spare at the moment.

RR People access social media every day. What better way of reaching out and engaging with our users than by entering their social networks with our very own Facebook page.

JP Absolutely, if we are going to keep up with our library users, we need to engage with them on their terms.

Our plans for the future:

RR Well we fed back to the team in the monthly meeting and, we've now made a start, after being asked to do some research, on designing a mock-up Facebook page and I'm extremely excited.

JP Yes, it looks really good so far. Our Library Service Manager is going to present our findings to the Trust's Director of Informatics for approval. I am still sceptical about whether we'll be allowed to have it authorised.

RR The security issues are quite a barrier but you never know.

JP We'll keep you posted.

CILIP

UMBRELLA 2013 CONFERENCE

I was lucky enough to be awarded funding from LIHNN to attend the first day of the CILIP Umbrella 2013 Conference.

It has been over 10 years since I last attended Umbrella, it was when I worked for Knowsley Metropolitan Borough Council and Umbrella was held in Senate House in the then UMIST, Manchester. The latest venue at University Place on Oxford Road was equally easy to reach and very impressive.

On the Tuesday I attended the keynote speech by Roly Keating, the Chief Executive of the British Library. His presentation was very interesting to me as it focused on making collections accessible in the digital age and having the BL as a digital repository. I am really interested in any activity around improving access to collections using technology as I spent 7 years in my last job working at Knowsley doing this type of work with funding provided by the Department of Culture Media and Sport

The spotlight session I chose to attend in the first part of the morning centered around the theme of "Beyond Information Matters". This was concentrated on the topic of knowledge management (KM). David Smith, Assistant Director: Corporate Records and Information Assurance Services, Department for Communities and Local Government gave a very lively talk on the topic of records management, information assurance and knowledge management at DCLG. He sits on the

Government's Knowledge Council (this is something I never knew existed).

This talk was followed by one delivered by Helen Clegg, Knowledge Team Director, Procurement and Analytic Solutions at the company A.T. Kearney. This again was an illustration on how "librarian" skills can be utilised to ensure that knowledge is shared effectively without direct KM intervention. It showed how a commercial company could transform a department (procurement and analytical solutions) into a strategic knowledge enablement force within the company. This talk



was really fascinating to me as I am very keen on implementing KM into organisations.

The next talk in this session was given by Leo Appleton, Acting Director of Library Services at JMU, Liverpool, where he talked about the "Cloud" and what it means to libraries. There is so much talk around Cloud technology it was really useful to hear someone talk that was knowledgeable and actually using the functionality of the "cloud" in every day operations.

The last session was very technical but to me illustrated the variety of the skills that Librarians can offer the workforce. This talk by Keith Wilson was amazing. He focused on the "I" in BIM: new directions for construction information. Building Information Modeling brings together three critical elements, cost, design and construction and facilities management in a shared logical, organised model for every project. He illustrated this by using the example of the new Manchester Central Library refurbishment. Whilst this was a technical talk, he managed to make it really interesting and illustrated what a useful tool BIM is.

There was then the lunch break which was probably included under the heading "Could Do Better" so I will say no more.

In the afternoon I again concentrated on KM by attending the "Beyond Information Matters" focus sessions. Brian Kelly UK Web Focus at UKOLN delivered the first presentation; he spoke on "Reflecting on Yesterday, Understanding Today and Planning for Tomorrow". This was perhaps poignant since UKOLN will be

no more in a few weeks' time. This again was a very lively presentation.

The next presentation was again around KM with Graham Monk, Head of Resources and capability – Information management, devolution of Government, Department of Work and Pensions. I must be very sad as I find the methodology of implementing KM systems within both large and small areas very interesting. The scale of the project talked about by Graham was amazing. It illustrated all the co dependencies involved to bring

something as vast as his project all together absolutely fascinating (well to me at least). The last talk during this session was delivered by Simon Barron titled "Rise of the Cyborgs – the growth of the librarian/IT hybrids". Simon again was very interesting as he talked about this role as a project analyst on the Qatar Digitisation project at the BL

After a very quick coffee, it was time to listen to the last talk of the day "Is it a bird? Is it a plane? No, it's a librarian!" Victoria Treadway, Clinical librarian at Wirral University Teaching Hospital NHS Foundation trust (WUTH) Library and Knowledge Service and Dr. Girendra Sadara, Consultant Critical care and Anaesthesia at WUTH, delivered this. This was an exemplary presentation (well I am rather biased perhaps!!!) illustrating the work that the clinical librarian undertakes to support evidence based practice within the ITU department at WUTH.

To sum up, and reflect, on my day at Umbrella 2013. My initial thoughts was that this was a very public library focused conference and indeed many presentations did focus on this type of

service however the theme I chose "Beyond Information Matters" illustrated the whole breadth of skills that the practicing "librarian" can bring to the marketplace. The impact in the commercial world both financially and organisationally that employing a library/information/knowledge professional can make is truly amazing.



The presentations I attended at Umbrella provided a very positive outlook for the future of our profession. I would advocate anyone to attend a future Umbrella Conference. It is a chance to listen and take part in many interesting, thought-provoking sessions. A chance to catch up with many former

colleagues from previous job roles and lastly to look around the exhibition and see what the companies have to view that could enhance service delivery. Umbrella provides the wider view of the library/information/knowledge profession whereas attending the CILIP Health Library Group (HLG) Conference focuses specifically on healthcare, both conferences are however extremely valuable in providing both new information about the profession and injecting new enthusiasm into us as practitioners.

Eileen Hume

LIBRARY SERVICE MANAGER
TRUST LIBRARY AND
KNOWLEDGE SERVICE
WIRRAL UNIVERSITY TEACHING
HOSPITAL NHS FOUNDATION TRUST

NEW STARTER Michael Farrell

I graduated from Corpus Christi College, University of Oxford, in 2003 with a BA Honours and Master's degree in English Literature and Language.

I then went on to study for a Master's degree at the University of Central Lancashire, which I completed in 2004, and returned to Oxford in 2005 to commence a PhD on the visionary poet and painter William Blake. During this time I was appointed a Lectureship at Corpus where I tutored undergraduates for two years.

Following the completion of my doctorate I decided to utilise the skills I had gained from my academic career within a managerial role. I joined the NHS

in 2009 and since then I have undertaken a number of roles in operational, quality, and project management. I was delighted to be appointed Knowledge and Library Services Manager at Blackpool Teaching Hospitals in April 2013.

Although I am still very new to post, I am thoroughly enjoying the role and have learned a great deal. For the duration of my fixed term post I hope to develop our outreach services for community staff, and develop the knowledge management strategy for the organisation. I also look forward to working with colleagues across the network in advancing service provision in the advent of local and national restructuring within the NHS.



The transition from operations to knowledge and library management has been aided by the support of my immediate colleagues and from the health libraries network, for which I am very grateful. It is a pleasure to belong to the library and information network and I would like to thank my colleagues for making me feel so welcome.

FRBR AND RDA: *Alchemy*

In the 1990's the cataloguing section at IFLA (International Federation of Library Association) published a document titled 'Functional Requirements for Bibliographic Records' FRBR (furbr)¹, a conceptual model.

It has been the major influence in restructuring cataloguing which has influenced the production of a new cataloguing rule named RDA (Resource Description and Access) using Semantic Web² standards.

RDA will be implemented and gradually replace AACR2 in the first quarter of 2013, according to the British Library and Library of Congress.

A good knowledge of FRBR is crucial for all library practitioners to understand RDA. It uses uniform vocabularies and data elements that will shape a new era of bibliographic data for libraries, capable of synergy with interlinked data on the Semantic Web.

What is it?

- ✓ A conceptual model, a way of thinking
- ✓ Not a data model (MARC) and not a cataloguing rule (AACR2)
- ✓ An opportunity for sharing online catalogued resources on the international level by developing common understanding of how bibliographic data should be and what they should attain
- ✓ Although a conceptual model, FRBR can be implemented once it is translated into a data model such as MARC or XML.

Why it was developed?

The Digital environment in which the current cataloguing principles have functioned for the past 40 years have been changed considerably with the advent of Web 2.0 and inevitable arrival of Web 3.0, therefore we need minimal catalogue records that contain all manifestations of one main work and are neatly organised in categories. It will:

- ✓ reduce the cost of cataloguing by avoiding duplicate efforts
- ✓ provide easier search facility for library patrons, FRBR taken into account

- ✓ keep pace with new styles of electronic publishing
- ✓ satisfy users' wishes and requirements in a networked data (linked data) environment

How it works?

FRBR establishes a group of user tasks (i.e. Find/Identify/Select/Obtain), then answers the question 'what data' is needed to enable patrons to perform those 4 tasks by the following steps:

1 - Identify entities:

- A) Bibliographic Entities - Work / Expression / Manifestation / Item [WEMI - main FRBR entities]
- B) A person or a corporate body
- C) Subject

References

1: IFLA Section on Cataloguing. Functional Requirements For Bibliographic Records. Final Report (1998). Freely available online at http://www.ifla.org/files/cataloguing/frbr/frbr_2008.pdf

2: Semantic Web by World Wide Web Consortium (W3C) : <http://www.w3.org/standards/semanticweb/>

for Bibliographic universe

2 - Identify attributes for entities:

Example of attributes for Bibliographic Entities:

Entities		Attributes
↓		↓
Work	-- realised through	→ title, date, etc.
Expression	-- embodied in	→ title, title (in another language), date, language, etc.
Manifestation	-- exemplified by	→ statement of responsibility, place of publication, etc.
Item	-- identified by	→ ISBN, size, etc.

3- Identify relationships between those entities:

Work	→ → → realised through	→ → → expression
expression	→ → → embodied in	→ → → manifestation
manifestation	→ → → exemplified by	→ → → item
Or		
Work	→ → → created by	→ → → Person (authorship)
Expression	→ → → realised by	→ → → Person (translations)
Manifestation	→ → → produced by	→ → → Person or Corporate body (Author / Publisher)
Item	→ → → owned by	→ → → Person (ownership of an actual item)

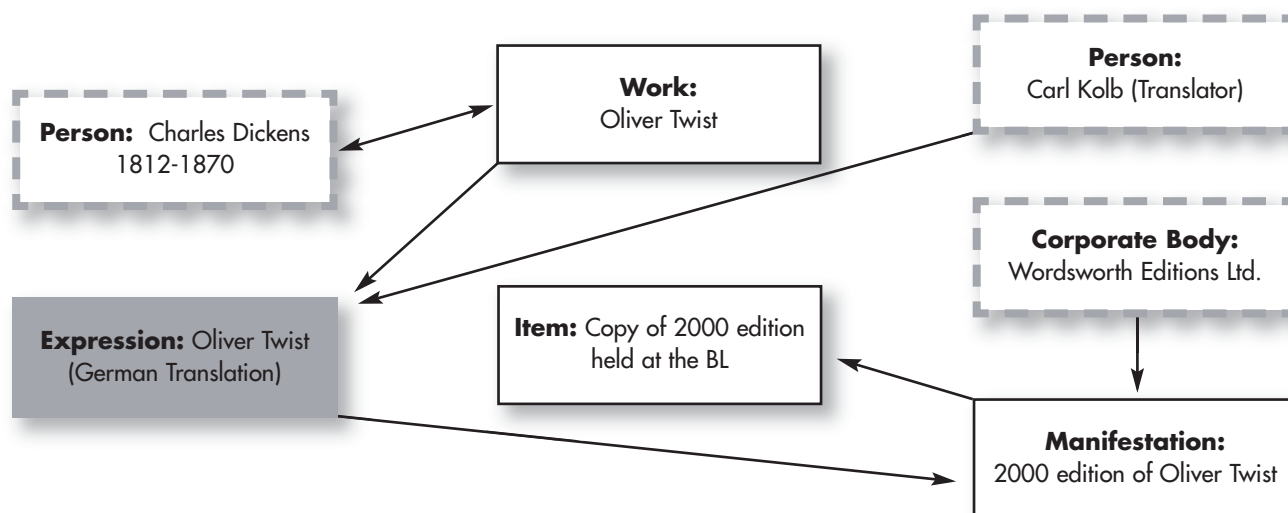
FRBRised Oliver Twist

Applying FRBR to Oliver Twist --	
Work -	the idea and thought in its abstract form in Dickens' mind
Expression -	Dickens' original copy in his words (first manuscript)
Expression -	Translation of Oliver Twist to German in 2011 by Carl Kolb and Carl Hartz
Manifestation -	2000 edition of Dickens' original work published by Wordsworth Editions LTD.
Item -	A copy of Oliver Twist held at the BL

NOTE: Derivative & Descriptive 'works' on Oliver Twist such as: Free translation, adaptation, criticism, commentary, parody, imitations are considered 'new work' and 'new expression'.

Continued...

Relationship of entities



Why it should be adopted?

As demonstrated in the previous section, each box represents a separate record that can be stored in a cloud computing facility, which can be used by other cataloguers.

FRBR model allows bibliographic records to be built as data elements joined by relationships where it can become a part of linked data of the Semantic Web.

FRBR can empower us to find all works, its expressions, all versions and formats displayed efficiently in search results.

Library Thing³ is a perfect example of a catalogue developed around FRBR model.

FRBR is in harmony with the Web environment; independent data records (data elements) can correspond with RDF (Resource Description Framework) triple - Subject/Predicate/Object - which are the building blocks of the Semantic Web, allowing computers to read and interpret them.

RDA

Resource description and Access (RDA), a new standard for metadata describing resources held in the collections of libraries, archives, museums, and other information management organizations, built under FRBR conceptual model will succeed AACR2 .

RDA is structured around entities, their attributes and relationship between them and a significant aspect of it is using Semantic Web enabled controlled vocabularies.

RDA uses Entity-Relationship model of FRBR which is a key element of the Semantic Web, but new in library cataloguing world.

Some visible differences between RDA and AACR2 are:

- ✓ RDA does not follow specific display standard (punctuation, etc.) of AACR2
- ✓ Each bibliographic entity can be presented in any sequence or order
- ✓ GMDs (General Material Designators) of AACR2 is absent in RDA

- ✓ In AACR2 abbreviations are used -- p. for pages or ill for illustration -- but in RDA such information will be typed in full.
- ✓ Latin abbreviations such as S.l. (sine loco) and s.n. (sine nomine) will be replaced by plain English equivalent

FRBRisation implications for Library Management Systems

LMS vendors are viewed as major stakeholders by RDA Project Managers at Joint Steering Committee in this process and continue to inform them when important RDA documents are available for comment, and keep them up-to-date regarding progress in RDA's online development, enabling them to utilise the functionality of the product.

It is likely that Library users will not notice major differences immediately, but some details change. Ontology for categorising information content and carrier types developed by RDA in collaboration with ONIX⁴, will be used to refine the AACR labels for resource

References

3: <http://www.librarything.com/>

RDA/ONIX Framework for Resource Categorization (2006) – available at: <http://www.loc.gov/marc/marbi/2007/5chair10.pdf>

formats to make a clear distinction between content and carrier formats.

Ultimately Library Management systems and OPACs will mature to take full benefit of the data created using RDA, with its inherent FRBR structure of work, expression, manifestation, and item. These changes will improve the comfort and effectiveness with which users are able to find, identify, and obtain the resources they desire, allowing users to view and navigate between related works in a variety of formats, belonging to a particular work or expression, bringing significant benefits for the end-user of an online catalogue with "FRBRisation" of catalogues, making RDA a momentous expansion in the globalisation of information retrieval services.

Challenges

After conducting an RDA test between 2010 - 2011 amongst libraries of different sizes and types, results were taken into account and the decision was made to implement RDA in March 2013.

Loss of staff time for training, annual subscription fee to RDA, although minimal but none the less a burden on some libraries stretched budget.

Although some experiments show that it is possible to implement FRBR using a MARC format, however MARC formats are not as advanced when it comes to actual linking devices, while FRBR highlights the idea of data relationships, which are best expressed as actual links.

Since RDA reaches its true potential with XML, considering its huge cost, this radical replacement of MARC formats with XML base formats remains a political and economic decision and a matter of concern. For the time being most are in favour of keeping MARC formats contained in XML tags, but libraries are aware they should take full advantage of the evolving cyber space.

Conclusion

It is confirmed that National libraries will be using FRBR influenced RDA cataloguing rule from March 2013. Should other libraries follow their example and RDA is implemented, the question of the enormous cost for developing new library software that can utilise the new data format and allows linking of data in Semantic Web environment is unanswered.

Breaking free from the confines of traditional cataloguing practices by using RDA which is friendly with The Web Ontology Language vocabulary and RDF standard, will benefit libraries of extensibility of the Semantic Web and will allow libraries to have a more significant presence on the World Wide Web.

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QUALITY GROUP SURVEY

Where are we now?

You may remember that the Quality Group launched its updated and re-vamped survey at the Christmas Study Day in 2011 and highlighted the new format in last summer's LIHNNK-UP.

Well, it's that time of year again (shhhh I'm referring to the L-Word) so we thought it might be a good time to remind the LIHNN community of the survey's existence, but this time with a little help from our friends. Find out how our library colleagues at Wirral University Teaching Hospital NHS Foundation Trust; Salford Royal and Warrington and Halton Hospitals NHS Foundation Trust adapted and used the survey and see what they learnt along the way. The full case studies are available on the Frequently Asked Questions section of the Quality Survey Toolkit and make informative reading. Some highlights from each case study are summarised below with tips to help you to run a successful campaign, outlining the benefits of the survey, how it can be adapted to meet your needs and pitfalls to watch out for.

Wirral Case Study

Who did we survey? Users and non-users within our home organisation

What did we use it for? We wanted to gather feedback and improve engagement and consultation with our stakeholders. It was also important for us to evaluate existing services, identify areas for improvement and align the service to the organisation. The results were linked to LQAF Criteria 1.3 and informed the marketing strategy.

What worked? Using our local subscription to SurveyMonkey to run the survey and piloting the questions with library assistants to change the

wording and order of questions. It also allowed us measure timings which were then added to the start of the questionnaire to encourage a response. It was useful to make print versions of the survey available and promotional events and incentives were useful. We also used a variety of marketing channels and customised the survey to meet our needs.

What would we do differently? Due to time constraints some essential marketing channels were missed and only the home organisation was canvassed. Also the questionnaire coincided with other surveys within the organisation which may have impacted on the return rate.

Salford Case Study

Who did we survey? Users and non-users within home organisation including new community staff

What did we use it for? We had piloted the original survey in 2009 and wanted to run the survey again to benchmark our progress and see how things had changed. We wanted to identify areas for improvement, provide data to underpin our marketing strategy and identify areas which may be missing out on library services. The results also helped us to demonstrate impact of library /knowledge services for LQAF Criteria 1.3.

What worked? Using the NW subscription to Survey Monkey was quick and easy. In 2009, the respondents were mainly students due to the timing of the survey; in 2012 we ran the survey in July to capture other staff groups. We used email contact lists, the staff newsletter, the intranet, email footers and the web site to disseminate the survey and paper copies were available in the library and

one library computer was permanently set to the survey page.

What would we do differently? We did have an initial problem in that the links as originally provided only allowed for one completion of the survey per computer, however this was swiftly rectified. The survey was too long for some respondents and put them off completing.

Warrington Case Study

Who did we survey? We particularly targeted non-clinical members of staff and nurses as we considered them to be a latent group of users

What did we use it for? We currently distribute the Quality Survey on an annual basis to assess current activity and to outline potential barriers for non-users. The aim of the survey is to utilise the results to help inform service improvement and a detailed action plan will be included as part of the output. Engaging with our users means that our services reflect and meet their requirements.

What worked? We kept the survey open for 6 weeks and many responses came through in week 5 after 4 reminders. Using the Trust Intranet worked well and gave us a good cross-section of staff groups, including a high proportion of non-clinical staff. Distributing the survey face to face during Grand Round was a useful way of targeting non-users; we could meet them, discuss the aims and encourage completion. We were able to use the results to inform collection development.

What would we do differently? We had a low response rate from printed questionnaires and so would revise time and effort inputted into this area. We have learnt that collaboration with

other departments in the Education & Development Division would have been highly beneficial for increasing return rate. For example, the Training Team could have distributed surveys during mandatory training. We received ad hoc feedback that the survey was too long and so would revise certain questions/the number of questions in the future. We would also incorporate question logic to ensure that respondents are only answering questions that are applicable to them.

The Quality Survey Toolkit provides a range of resources to help anyone who wants to use the survey and some of the key areas are listed below:

User Survey & Guidance - This is guidance on how to use the survey. We recommend reading this!

Quality Survey - Frequently Asked Questions - This is a collection of

frequently asked questions regarding the survey and includes the 3 excellent case studies in full.

Other Survey Tools - This takes you to other available survey tools that you may find useful.

Archived User Survey Work - This takes you to previous versions of the survey. On this page you can see how the survey has developed and evolved.

Key Learning points

- Use a variety of marketing channels and incentives for greater impact and return rate
- Don't make the survey too long, it could put people off
- Think about timings to avoid other surveys within the organisation and target specific groups

■ Pilot the survey and make changes to questions running order before going 'live'

■ Think about the best format (print or online) and use the NorthWest subscription of SurveyMonkey if it is not available locally

If you are interested in using the survey, or would like some assistance adapting the Quality Survey to meet your needs, please contact Michael Cook in the first instance Michael.Cook@bolton.gov.uk 01204 337203. If you would like to find out more about using the North West subscription to SurveyMonkey contact Linda Ferguson e-mail: linda.ferguson@nhs.net Tel: 01942 482583

Tracey Pratchett

CLINICAL LIBRARIAN FROM UNIVERSITY HOSPITALS OF MORECAMBE BAY NHS FOUNDATION TRUST.

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A SUCCESSFUL VENTURE?

A first year report of the North West Medline with Full Text Consortium

In the autumn of 2011 I was approached by EBSCO to consider the possibilities of the North West entering into a consortium purchase of the full text resource, Medline with Full Text.

We would not be first NHS region to purchase the product on a regional basis but the evidence from the other consortiums was that we should be able to achieve a cost effective result in terms of cost per download.

My first thoughts were that this should be something we can do independently from HLCU in terms of funding and purchasing. One of the advantages of HLCU leading a consortium is the ability to procure services at regional level which may prove a challenge if led by a single

trust. With these two issues in hand I approached the NHS Library managers and EBSCO with a proposal.

EBSCO agreed that each participating trust could be invoiced directly for their contribution. Trusts would generate an order with EBSCO and EBSCO would invoice accordingly.

The pitch to the library managers was based on voluntary contribution. The target to raise was £46.5K and this was overachieved on the first round of pledges. I was able to scale down each trust contribution so that no trust paid over £1700 even though some trusts pledged up to £2500.

The 2012 EBSCO Medline with full text consortium was launched on 1 January 2012 and by 31 December we had recorded 16,293 full text

downloads at a cost of £2.85 per article. In addition to Medline with Full Text we managed to raise enough funds to get full access to EBSCO Biomedical Reference Collection. This added a further 3833 full text downloads bringing the consortium download cost to £2.31 per article.

The benefits to our users were that 20,126 articles were downloaded at the desktop at point of need. Reducing the need to use document supply services and supporting evidence based practice. I personally think the consortium was a success and hope the 2013 consortium brings similar results.

Steve Glover

EDUCATION BUSINESS MANAGER,
THE CHRISTIE NHS FOUNDATION TRUST

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/index.php/lihnn/lihnnk-up/read-the-newsletter>

Contributions should be submitted to:

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About Library and Health Network North West (LIHNN)

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

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