

# THLA NEWS

VOL. 13 NO. 2  
November 1993

For longer than there has been an official organization of health sciences librarians in Toronto, there has been a tradition of gathering for a holiday celebration. For approximately 30 years we have gathered in the first week of December to issue in the season of good cheer. This year we gather once again at the OCI staff house for the:

## THLA

### 30th Annual Holiday Party

held at the

**Ontario Cancer Institute Staff House**

**2 Wellesley Place**

**on**

**Monday, December 6, 1993**

COST: THLA MEMBERS \$15.00

NON-MEMBERS \$20.00

PAY AT THE DOOR

#### FEATURES OF THIS YEARS PARTY:

Hot & Cold Hors d'oeuvres

Additional drinks \$2.00

Rosemary Ulliot will tend bar

One free drink (wine or beer)

Deserts, Deserts, Deserts

Great Door Prizes & Music

New this year: We will be collecting donations for the daily bread food bank. Please bring your donation of non-perishable foods. Especially needed are peanut butter, tinned fish, baby formula and powdered milk.

As in past years deserts will be provided by THLA members. Anyone who has a traditional treat that they would like to donate please call Teresa Helik before November 30th at 442-2500 ext 2226

Once again we owe our thanks to Carol Morrison for her yeoman like service in hosting this party, as she has done for so many years. Thanks Carol!

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## **TORONTO HEALTH LIBRARIES ASSOCIATION**

P.O. BOX 94056, 3333 YONGE STREET  
TORONTO, ONTARIO M4N 1M4

AN OFFICIAL CHAPTER OF THE CHLA/ABSC



## **President's Message**

by Sylvia Newman

Membership in THLA has always been a bargain, but this year it is even more so! At its' last meeting the Executive decided to bring all THLA functions into line and to establish our operational year as June 1 - May 31. As such, all current THLA memberships which are due for renewal as of January 1, 1994, will be automatically extended to June 30, 1994 at no additional cost. You will be able to enjoy all the terrific programming coming up in the New Year, free!

We have had a very busy Fall, and I would like to thank all THLA members who made a special effort to come to the opening reception of the UNYOC/MLA Conference which was co-sponsored by THLA. It was a great reception and an excellent conference and I know that our members made a large contribution to it.

The Fall seems to be prime programming time for many organizations and certainly this year was not exception as there were many activities to attract the interest of THLA members. As such, we again decided to limit our fall programme offerings and schedule more in the winter and spring. Teresa Helik has lined up an excellent series of programmes and we hope to have a good turnout for all of them.

The next THLA activity is our annual holiday bash at the OCI Staff House on Monday, December 6, 1993. It is a special celebration this year, so plan now to attend. Unfortunately, because of the decision taken to extend the membership year at no cost to members, we are unable to subsidize this event to the same extent as previously and a small increase in ticket price had to be included. It will still be worth every penny. Come out and enjoy.

As always your Executive Committee remains open to complaints, compliments and comments from all members. Keep in touch!

<b>THLA Executive 1993-1994</b>	<b>Newsletter Team</b>
<b>Past President: Madeline Grant</b>	<b>Editor: Rebecca Strange</b>
<b>President: Sylvia Newman</b>	<b>Associate Editor: Cathy Lindsey- King</b>
<b>President Elect: Teresa Helik</b>	<b>Mailing List: Dorothy Davey</b>
<b>Secretary: Helen Michael</b>	
<b>Treasurer: Valda Poplak</b>	



## **Editor's Message**

**Rebecca Strange**

If you take a look at the front of this issue, you'll notice that the THLA has adopted a different newsletter masthead!! With the help of Gail Knaggs, we have "modernized" our logo, retaining the CN Tower but changing the location of the logo to the top of the newsletter rather than the side.

We have had a busy last few months, with the UNYOC Conference, the September meeting and plans for the new year. Please take note of our 30th Annual Holiday Party (see front cover) and the Interassociation Holiday Social - they are both an excellent way to meet fellow THLA members and librarians from other types of libraries.

As Sylvia Newman mentioned in her President's Message, our operational year has been changed, therefore all current THLA memberships will not come up for renewal until June 30, 1994.

I hope you find this issue informative, and please feel free to call me if you have any news or comments on your THLA newsletter.

## **September Meeting Report**

**Helen Michael**

Most of us at some point in our careers are required or motivated to get our message across in the form of a flyer, brochure, or similiar piece of "graphic art". Yet few of us have any training in this area, and our productions are often less than sublime.

An attempt was made to fill this gap when Veronica Fisher, Graphic Artist at the University of Toronto Library, came to our September meeting at the Queen Elizabeth Hospital to talk on Printed First Impressions: a Graphic Artist's View. In an excellent presentation, supplemented by concrete visual examples, Veronica stressed the need for a problem-solving approach to layout, why it is important, and what it can achieve. She followed this with down-to-earth advice on page organization, use of graphics, considerations when choosing type, and the importance of balance, harmony, and readability. Finally she helped us to understand how to evaluate a layout design.

At the end of the presentation members shared samples they had brought with them, and constructive criticism followed. The presentation was received with great enthusiasm by the more than twenty attending members and a vote of thanks was offered to Veronica on behalf of THLA by Madelaine Grant.



<b>Calendar Of Events</b>
<b>Rebecca Strange</b>

November 18, 1993    **Just in Time Expertise - How to Sell the Boss on Hiring a Consultant**  
SLA-Toronto Chapter  
Speaker: Bonnie Campbell  
Contact: Leslie Peel 536-0876

November 19, 1993    **Copyright**  
9:00-12:30            FLIS CE Course  
Instructor: Francoise Hebert

November 26, 1993    **Disaster Planning**  
8:45-4:30            FLIS CE Course  
Instructor: Karen Turko

December 3, 1993     **Dealing with Chaos:**  
8:45-4:30            **Transformational Leadership Skills**  
FLIS CE Course  
Instructor: Stephen Abram

**December 6, 1993     30TH ANNUAL THLA HOLIDAY PARTY**

December 10, 1993    **Indexing: A Hands-On Workshop**  
8:45-4:30            FLIS CE Course  
Instructor: Michele Hudon

December 10, 1993    **The Future of Management Information**  
8:45-4:30            FLIS CE Course  
Instructor: Sally Grande

**December 14, 1993    INTERASSOCIATION HOLIDAY SOCIAL**

**February 7, 1994     THLA PROGRAMME - The Toronto Freenet**

**March 21, 1994       THLA PROGRAMME - Career Diversity in Health Sciences Librarianship**

**NOW AVAILABLE: THE THLA/CONSORTIUM UNION LIST OF PERIODICALS 9TH REVISED EDITION.** The union list now includes 62 contributors. Glaxo, Providence Centre and Purdue Frederick are welcomed as the newest contributors. There are a total of 6,969 titles listed in this edition. One hundred and seven new titles have been added since the last edition and a total of 1,185 holdings changes were made. PLEASE SEE ORDER FORM ATTACHED TO BACK OF THE NEWSLETTER.



**Student Projects Needed**

Do you have a challenging project in your library that you just don't have time to do? Could that project be done by a student in the **Health Sciences Information Resources** course at FLIS? If so, please consider submitting the following information about the project to Joanne Marshall at FLIS by **December 1, 1993**.

- project title
- brief description of the project (one paragraph)
- any special student background required to do the project
- name, address, telephone, fax and email of the librarian supervisor.

The project must be a discrete piece of work that can result in a final written report by the student. The project should take about 30 hours of the student's time. More than one project can be submitted. At the end of the project, the librarian supervisor is asked to fill out a short questionnaire evaluating the student's performance, but this does not involve assigning a grade. Students select their projects by the second week of January 1994. Supervisors are then contacted by the student at which time a more detailed project description and work plan are developed. The work must be completed by early April 1994. Past projects have ranged from evaluating CD-ROMs to developing marketing strategies, producing annotated serials lists and reorganizing vertical files. The projects are intended to be both a learning experience for the students and a benefit to the host libraries.

For more information or to submit a project contact:

Professor Joanne Marshall  
Faculty of Library and Information Science  
University of Toronto  
140 St. George Street  
Toronto, ON M8X 1R4  
Voice: (416) 978-4664  
Fax: (416) 971-1399  
Internet: marshall@flis.utoronto.ca

**New In the Literature**

The Summer 1993 issue of **Library Trends** focuses on **Libraries and Information Services in the Health Sciences**. Individual issues can be obtained from the following address at a cost of \$18.50 (U.S.):

University of Illinois Press, Journal Department, 54 E. Gregory Drive, Champaign, IL 61820.



New in the Literature - Cont.
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Cathy Lindsey-King
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A new paper co-authored by Joanne Marshall (University of Toronto), Dorothy Fitzgerald (McMaster University), Lorraine Busby (University of Western Ontario), and Gwynneth Heaton (University of Toronto), appears in the July 1993 issue of the Bulletin of the Medical Library Association, (81)3: 299-305. For those interested in the topic, "A study of library use in problem-based and traditional medical curricula", here is an abstract to whet your appetite.

A key question for librarians and medical educators who are planning for curriculum change is whether students and faculty in problem-based learning (PBL) programs use the library and its resources differently than do participants in traditional programs. During 1991, this research question was explored at three medical schools in the province of Ontario, Canada. At the time of the study, McMaster University medical school was totally problem-based, the University of Western Ontario had one PBL day each week for first-year medical students, and the University of Toronto, although planning for medical curriculum change, had not yet initiated PBL. Data collected in the study suggest that more medical students in the problem-based curriculum than in the more traditional programs use the library and that, when the PBL students use the library, they do so more frequently, for longer periods of time, and as a source of a greater proportion of their study materials. PBL students also use the library more than their counterparts as a place to study and meet other students. Students in the problem-based curriculum use the following resources more extensively: end-user MEDLINE searching, library journals, reserve or short-term loan materials, photocopy services, and audiovisual materials. PBL students also report purchasing more textbooks. In contrast to the differences found among medical students, however, patterns of library and resource use by medical faculty at the three schools were quite similar.

Faces and Places
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Rebecca Strange
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This column is for your news to THLA members. Please, contact Rebecca Strange at (905) 420-4991 or Cathy Lindsey King at 630-6331 regarding any information you have about changes or new faces in your library!

Leslie Sutherland has accepted a contract position as Library Director at the Hamilton General Division Library at Hamilton Civic Hospitals. Ms. Sutherland formerly worked as a health sciences librarian, specializing in nursing, at the John Scott Library at the University of Alberta from 1986 to January of this year. We welcome her to Toronto and to the THLA.

Daphne Moskal, a 1993 graduate of the University of Toronto's Faculty of Library and Information Science, became an information specialist at Allelix Biopharmaceuticals Inc. in September of this year. Ms. Moskal was employed in the cataloguing division at CISTI and in the reference department in the Science and Medicine library at the University of Toronto during her studies.

Susan Craig, of the Michener Institute for Applied Health Sciences was married in June of this year and is now Susan Reynolds.



## Interassociation Holiday Social

For the past 3 years the various library organizations based in Toronto have gathered together for an interassociation holiday social. Organizations involved include CASLIS, SLA, and TALL. In the past the social was held on the first Tuesday of December, the day after our THLA festivities and, consequently, few of us were able to attend. This year, especially to enable more THLA members to attend, the organizers have moved the event to the second Tuesday in December, December 14.

**EVENT:** Interassociation Holiday Social

**LOCATION:** Toronto Eaton Centre Marriot

**TIME:** 5:30 - 10:00

**COST:** \$20-25 not yet determined

**RSVP:** This event must be preregistered. Please register by calling Teresa Helik at 442-2500 ext 2226.

**Event includes:** hot & cold hors d'oeuvres, deserts, door prizes and a CASH bar

There will be a collection of non-perishable food for the Daily Bread Foodbank.

This will be a great opportunity to see your colleagues in other libraries, and attach faces to the names of those you know only in writing or over the phone. I look forward to seeing you there.

## DIRECTORY CHANGES

### Personal List:

#### **Add:**

Goldberger, Mrs. Annette  
15 Carscadden Drive  
Willowdale, ON  
M2R 2A6  
TEL: 638-2811

#### **Change:**

An, Mrs. Jeannie  
TEL: 978-1847

Bhatnagar, Miss Neera  
TEL: (905) 525-9140 x3775

Flemming, Mr. Tom  
TEL: (905) 525-9140

Hendricks, Ms. Susan E.  
TEL: (905) 576-8711 x3334  
FAX: 905-433-2794

Strange, Miss Rebecca  
TEL: (905) 420-4991  
FAX: 905-420-4193

Uleryk, Mrs. Elizabeth Mary  
Hospital Library  
Hospital for Sick Children  
555 University Avenue  
Toronto, ON  
M5G 1X8  
TEL: 813-6695  
ENV: HSC.LIB  
FAX: 813-7523

Zarrin, Ms. Tahereh  
TEL: (905) 529-0700

#### **Delete:**

Green, Ms. Diedre  
Hospital for Sick Children

### Institutional List:

#### **Change:**

Hospital for Sick Children  
Uleryk, Mrs. Elizabeth Mary

McMaster University  
TEL: Exchange 416 to 905

Oshawa General Hospital  
TEL: (905) 576-8711 x3334  
FAX: 905-433-2794

Purdue Frederick  
TEL: (905) 420-4991  
FAX: 905-420-4193

Victorian Order of Nurses  
Hamilton  
TEL: (905) 529-0700

#### **Delete:**

Hospital for Sick Children  
Green, Ms. Deidre



# Upstate New York and Ontario Chapter

Medical Library Association



UNYOC '93 Focus on the Customer  
October 6-9, 1993 Toronto, Ontario

## UNYOC '93 Conference : Focus on the Customer

By all accounts, UNYOC '93 was a great success! With the timely theme of "Focus on the Customer," the conference - held at the Toronto Hilton Hotel from October 6-9 - attracted approximately 125 registrants from Ontario and upper New York State.

Conference presentations were rich and varied...

Dr. Richard Schabas delivered the keynote address on the changing public health information needs in the 90's. He traced the development of public health with its early emphasis on improving sanitary conditions and controlling infectious disease. He focused on health surveys, citing the Ontario Heart Health Survey as an example of the type of information that is needed in the 90's to make health care policy decisions.

A debate on the status of the intermediary offered perspectives from a librarian/intermediary, librarian/vendor and end-user. Elizabeth Uleryk emphasized the position of the librarian as educator/facilitator, while Ulla de Stricker argued that the librarian should be a bridge between users and industry rather than merely a river guide.

Contributed papers included Julia Sollenberger's computer-generated, graphical slide show investigating the future of the health sciences library (this will be made available in several formats to interested libraries in the near future); Rod Hamilton's description of Folio Views, the full-text database management package used at the College of Physicians and Surgeons of Ontario; and Dorothy Fitzgerald's report on the results of McMaster University's involvement in a National Library of Medicine study to determine a cost effective approach to providing institutional access to MEDLINE.

Lucretia McClure had the last word with her provocative presentation "Who Ultimately Defines Customer Service?" She examined the conflict of free access to information with customer demand for services with a cost component. Should the earlier literature be made accessible electronically? Who will pay for customized services? Lucretia argued that the only realistic option was a shared model with the user and library both shouldering responsibility. She encouraged librarians to foster the quest for knowledge. The librarian should be the bridge/link between the user and the wealth of knowledge in the library. We hope that the text of Lucretia's presentation can be printed in an upcoming UNYOC newsletter.



Twenty-five exhibitors - a mix of publishers, distributors, bookstores, serials subscription services, equipment suppliers, online vendors and professional associations - provided displays and material on the latest services and products.

Poster sessions highlighted cooperative ventures:

- Central West Library Network provides library service to to seven public health units in central west Ontario region
- Consumer Health Information Service provides free and confidential access to health information for Ontario citizens
- Toronto Free-Net is a computer-based information and communications service designed to serve the information needs of Torontonians: target date to begin is March 31/94
- Health Science Information Consortium of Toronto ensures that adequate and appropriate information services, facilities and resources are available to the health science community associated with the teaching and affiliated health care institutions of the University of Toronto

Conference attendees noted that they'd like to see many more poster displays to learn what other UNYOC members are doing.

Continuing education (CE) courses focused on improving customer service and updating professional skills. Topics included: running a customer-focused service, Grateful Med, making effective high-quality library presentations, and benchmarking. Evaluations rated all courses and instructors very highly. Empowering your library: running a customer-focused service had the highest enrollment with 30 attendees. Lower enrollment for courses held Saturday may have been due to their scheduling over Thanksgiving weekend.

Networking with colleagues continued more informally at social events: the welcome reception hosted by THLA on Wednesday evening (great munchies, Carol); people seemed to enjoy the "fun" luncheon with topics such as wine, film and chocoholics (I'm eagerly awaiting Jan's chocolate recipe list/chocolatography); Gale Moore's discussion at the MUG lunch of the futuristic communication technologies explored by the Telepresence Project; the well-attended "focus on chocolate" break; and banquet with great jazz and array of prizes.

Many things contributed to the success of the conference: the convenient and spacious surroundings of the Hilton hotel, the excellent programme and CE courses, the varied exhibits, the wealth of information in the hospitality packages, the effortless registration procedure, and the many individuals involved in the planning and smooth operation of the conference. Congratulations should be extended particularly to Elizabeth Reid, who most ably and amicably coordinated UNYOC'93, the conference planning committee and many committee volunteers.

- Susan Murray  
Public Relations Chair