

**2002 Annual Meeting
St. Augustine Casa Monica Hotel
April 11-13, 2002**

Medical Information: Putting the Pieces Together

CE Course Descriptions and Instructors

Portable Digital Assistants - Your Mobile Future

This course is an overview and introduction to handheld computing intended for novices with little or no experience. The course will discuss topics relevant to using the Palm and/or Pocket PC operating systems. The course will cover topics like data entry with handwriting recognition systems, using the calendar and "to do" lists, and promotion of the library with your handheld. Health care applications will be reviewed and discussed in small groups. In the hands-on portion, participants will enter data and use various Palm applications to increase their comfort level and basic knowledge. Students are welcome to bring their own hand held computer to the class. The goal of the course is to educate librarians to become leaders in terms of knowledge and use of this technology.

Clinicaltrials.gov and An Overview of the Drug Development Process

In the United States, over 20 billion dollars are spent annually on drug development. Tens of thousands of individuals participate in the testing of drugs through clinical research studies. For many, it is a way to help the scientific community. For some, clinical trials offer a chance to get a potentially new successful treatment. This two-hour course gives a brief overview of the drug development process in the U.S. and introduces several related government databases, including Clinicaltrials.gov, Medwatch, the Orange Book, and MAUDE.

Introduction to NLM Gateway & Getting the Most Out of Linkout

This two-hour class will go over two new services of the National Library of Medicine (NLM) - NLM Gateway and Linkout. NLM Gateway is an exciting new web portal that allows you to search several databases and web sites at the same time. It was released in the fall of 2000 and has several features that are useful for librarians. Since the summer of 2001, libraries have been able to link PubMed records to their electronic holdings. Linkout has been a great way to advertise electronic holdings. It continues to evolve and will soon allow users to see the entire serials holdings for a library. Come and see how your library can use this service.

Making Your Library Literacy Ready: An Introduction to Health Literacy

Health literacy is a major issue for the medical field, but it is a real challenge for librarians. Twenty-five per cent of Florida's adults read at the lowest literacy level, and most information in libraries is written at a much higher level. Find out what you can do to make your library accessible to lower educated adults. In this interactive session participants will learn more about how adults "survive" with low literacy skills. You will also find how to adapt or add items useful for low-literate adults. Learn about published material, how to write your own material, ways to partner with adult education

practitioners and public libraries, and other alternative methods to serve everyone in your community.

Evidence Based Medicine (EBM) in a Nutshell

This course is an overview and introduction to Evidence Based Medicine intended for novices with little or no experience or a basic knowledge of Evidence Based Medicine. A number of web based products that can be accessed free of charge will be introduced. Time will be spent on developing clinical questions. EBM terminology will be discussed. Alternative methods of locating high quality, clinically relevant articles using OVID MEDLINE or PubMed will be presented.

A Practical Guide to Marketing for Public Agencies and Non-Profit Organizations: Marketing Library and Information Services

This course is designed to introduce the concept of marketing and the practical steps in any successful marketing plan. The course includes a resource workbook, a bibliography and glossary, and seven in-class exercises designed to bring marketing into the real-life library and information agency environment. Participants will identify marketing activities in their organization, write a mission statement, identify strengths and weaknesses, and generally de-bunk the myths of marketing.

Biographical Sketches of FHSLA CE Instructors

Bryan Vogh

Mr. Vogh has been using the Internet since 1987 and has been training others to use it since 1988. As Internet Coordinator in the National Network of Libraries of Medicine, he creates, updates and plans for the Southeastern Atlantic region web site, and participates in a variety of electronic discussion lists related to web development. Mr. Vogh collects web resources and presents classes on the use of the Internet to health professionals. He also developed and taught the Introduction to HTML class both at McGoogan and with the National Network of Libraries of Medicine for the past three years. Mr. Vogh has recently completed a Publication Design course aimed at web developers.

Toni Yancey

Toni Yancey has worked in a variety of medical library settings. She has worked reference in an academic health science library and as a hospital librarian. As outreach coordinator for the National Network of Libraries of Medicine, Toni serves the states of Alabama, Georgia, and Florida, as well as Puerto Rico and the U.S. Virgin Islands. Prior to working at the RML, she worked for a pharmaceutical outsourcing company in Princeton, New Jersey. This is where her interest in drug development began. She has taken several continuing education courses from one of the most distinguished expert searchers, Bonnie Snow.

Sandra Newell

Sandra Newell is the Literacy & Lifelong Learning Specialist for the Florida Bureau of Library Development. Her varied experiences with adult literacy spans more than 20

years. She served as an adult basic education librarian for a 6 county rural library system, helped start three volunteer adult literacy groups, and has provided numerous programs on adult literacy. She served as Chair of the Public Library Association's Advancement of Literacy Award, and is currently a member of ALA's Literacy Assembly and the Florida Department of Education Practitioners' Task Force on Family Literacy.

Pamela Sherwill-Navarro

Pamela Sherwill-Navarro serves as the College of Nursing Librarian at the University of Florida's Health Science Center Libraries. Her medical library experience at All Children's Hospital and Bayfront Medical Center, both of St. Petersburg, FL, and her current position has taught her about evidence-based medicine, what it is, and how to find the best resources. Numerous CE classes through MLA and sitting in on a college of Medicine class at the University of Florida have also given Pamela a greater understanding of evidence-based medicine. Pamela is the Liaison Librarian to the College of Nursing and works collaboratively with the college faculty to integrate library instruction into the curriculum. She is a member of MLA and has AHIP certification.

Christine Koontz, Ph.D.

Christine M. Koontz is director of GeoLib, a research program within the Florida Resources and Environmental Analysis Center (FREAC), Florida State University in Tallahassee, FL. For the past decade Dr. Koontz has utilized geographic and marketing research to solve public library problems. Dr. Koontz's areas of expertise include market determination and demographic profiling with an emphasis on minority and low-income markets. She teaches marketing and marketing research to graduate information studies students and practicing librarians, nationally and internationally. Dr. Koontz is a member of SLA, ALA, and the Management and Marketing Section of IFLA.