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Contents of this issue:

Raising Awareness - Providing a Library and Information Service on Motor Neurone Disease in Scotland

Sandra Wilson

Abstract: The Scottish Motor Neurone Disease Association is an independent Scottish charity which in 1998 received grant funding to develop a library and information service. This service is for patients, families, and health and social care professionals as well as charity staff, trustees and the general public. As the charity has received additional grant funding to develop services in education, counselling, and volunteering, the library service has widened its information provision. The benefits of networking with SHINE colleagues and partnership working and collaboration with library staff in the NHS have enabled the librarian to raise awareness of the condition.

What is motor neurone disease?

People with MND gradually lose all freedom of movement and independence.
Some people describe their mind as being trapped inside their body.

- MND is a fatal group of related diseases which destroy the motor neurones of the body. Muscle wasting results.
- As MND progresses, loss of muscle function spreads throughout the body.
- Paralysis, loss of speech and eating difficulties are inevitable.
- Intelligence and memory are usually unaffected.
- The cause of MND is unknown and there is no cure.

Facts and Figures

- At any one time, almost 280 people are affected in Scotland.
- 137 people were diagnosed in Scotland last year.
- Over 120 people die of MND every year in Scotland.
- Over 105,000 people are diagnosed each year worldwide.
- Average life expectancy from diagnosis is 14 months.

The Scottish Motor Neurone Disease Association was founded in 1981 by a young policeman with MND who believed that people with MND and their families should receive care and support suited to their individual needs, enabling them to live their lives as fully as possible. The association is a registered charity and brings together all those people concerned with MND in Scotland, including those living with the disease, their carers, and health and social care professionals. The Scottish Motor Neurone Disease Association aims to fight the disease in three ways:

- By providing care, information, and support for those living with MND in Scotland
- By promoting and funding research into the causes, treatments and a cure for MND
- By improving the understanding and knowledge of health and social care professionals and working towards recognised, consistent standards in care.

In 1998 the charity received funding from the Scottish Executive to improve the provision of information. Two new posts were created, including one full-time Communication Officer post dealing with the media, website maintenance and publications. I was recruited to the part-time Information Officer/Librarian post to set up a library and information service from scratch. Both posts have helped to raise awareness of the disease.

The library serves the following client groups:

- People with MND and their families/carers
- Health and social care professionals/researchers
- Charity staff and trustees
- The general public.

The library and information service is a hybrid between a business and health sector library. The small but growing collection supports the running of the charity with material on charity management, fundraising, and volunteering as well as the core subject areas of MND, palliative care, bereavement, caring and disability issues. Running the library combines the skills of a business and clinical librarian together with counselling skills. However, the charity now has a professionally qualified Counsellor and Befriending project staff in Fife and Tayside so the collection has also grown to support their information needs. The information role is wider than in some libraries and regular attendance is made at various fundraising and awareness raising activities.

One also needs a more varied wardrobe for this role – you might be at a ball assisting with online donations or meeting our President, HRH Princess Anne. Last week a famous footballer even popped into the library for a photo session with a patient! Activities outside of the library are important, such as taking an information stand on MND to exhibitions or conferences. You are a solo librarian but very much part of a larger team effort raising awareness about the condition. You are both library assistant and library service development manager rolled into one!

The last eight years have seen an explosion in health information on the internet and within a year of being in post the charity had launched its first website. The current website offers even more in the way of information provision with downloadable patient and health professional material, reading lists and a current awareness bulletin.

Most enquiries are received by telephone but others arrive by post, by email, by fax, or in person. The majority are from Scotland but having a website means that enquiries come from all over the globe. Many people with the disease or their families arrange to visit the library for further research and we now host regular family information evenings, some of which are held in the library. The saddest part of the job is knowing that many of your best library users are going to die.

Some patients and families make contact during the rather lengthy diagnosis process but most have never heard of the disease. After diagnosis the desire for knowledge about the disease is at its peak and a referral is made by the neurologist to one of the six members of our funded Care Team. The team is made up of MND clinical nurse specialists with backgrounds in neurological nursing, palliative care or occupational therapy. A week after diagnosis a phone call is made offering a home visit. Up to fifteen health and social care professionals can be involved in a case of MND and the Care Team smooth that process for the patient and family. They also educate other health professionals and network with their English colleagues who have a similar role although the two charities in Scotland and England are completely independent. During 2006 the charity expanded its education role with the appointment of an Education Officer working closely with the Care Team and the Information Service to expand education to families, health professionals and in particular to social care professionals. It is hoped to set up a Shared Space for MND using the community of practice software available from NHS Scotland Knowledge Services.

Both charities are part of an International Alliance of MND Associations working to improve care and research worldwide. An annual international symposium on MND takes place each year and now attracts over 500 delegates including patients. As I write this year's symposium is taking place in Yokohama, Japan, where the majority of MND patients receive ventilatory support, which is not always available in the UK.

Many patients want information on complementary or alternative treatments, many of which have not undergone rigorous clinical trials and would not be recommended by their neurologist. However, the library service must try to track down as much information on the patient's behalf without endorsing the treatment. Thanks to Dr Ann Wales, access to the full NHS Scotland e-library has enabled the charity to access the best resources for evidence-based healthcare. The charity also gained funding for a Volunteer Development Officer and has made use of library volunteers to help with projects such as maintaining an enquiries database and, more recently this summer, to update an Access database in preparation for the unified library management software project. I have been delighted to be one of two voluntary sector libraries in the forthcoming new Scottish health libraries' consortium which will go live in 2007 with a web-searchable catalogue. I have thoroughly enjoyed being on the working group of the first 36 pilot libraries and upgrading my knowledge of Marc21 cataloguing and third-generation library management software.

The benefits of networking with SHINE colleagues and partnership working and collaboration with NHS librarians are very important when providing this library service as the majority of the charity's core services are still funded by voluntary donations.

Sandra Wilson, Information Officer/Librarian
Scottish Motor Neurone Disease Association
76 Firhill Road
Glasgow
G20 7BA
T. 0141-945-1077
F. 0141-945-2578
E. info@scotmnd.co.uk
W. www.scotmnd.org.uk

Guest Article

BECTIS

Margaret Chapman

Bectis – Bell College of Technology Information Service – was set up in 1976, and was the brainchild of then College Librarian, David Bissett. Long before the age of the personal computer, Mr Bissett realised that business was swamped by information of all kinds, and that small companies in particular did not have the time or the money to spend on information searching and management. He also realised that supplying the information which businesses really need could mean the difference between success and failure in the commercial world. This is even more true today when everyone struggles to cope with the vast amount of information available from the ever increasing world of online resources. The present College Librarian, Barbara Catt, was Bectis Information Officer herself in the 1980s, and continues Mr Bissett's legacy of support for Bectis.

Bectis is run from an office in Bell College Library and is subscription-based, offering an information service to companies both local and national, local government departments, and other colleges. The service is run by an Information Officer, who is a Chartered Librarian. I have been in the post since 2001 and report directly to the College Librarian. All enquiries from members are channelled through me; members have access to all college library resources, as well as the enquiry service, by the same means. Most business is done by post, e-mail, and fax, making distance no object, and personal callers are always welcome. Members also receive 10 issues per year of *Bectis Bulletin*, a current awareness journal which draws their attention to relevant journal articles, books, government publications, and websites.

From card indexes and bound volumes, to drawers of CDs, to online databases – over the years the service has developed and evolved to meet the needs of clients in an increasingly computerised and shrinking world. Bell College too has evolved and is now a Higher Education Institution and a member of Universities Scotland. Bectis membership is fairly wide and varied, which explains the mixture of articles and books in *Bectis Bulletin*. Members include Honeywell, Brunton's Aero Products, Calcarb, Motherwell College, Ogilvie Construction, SEPA, Consarc Engineering, DB Fluid Control, FTW Engineers, Coatbridge College, KRG Industries, NCE Switchgear, Scottish Security Association, Oticon, Clydebank College, and Real Time Engineering - there are 62 members at the time of writing. Some are part of multinational companies and some are as small as one-person businesses, with everything in between. Many are located within the west of Scotland area, but there are members in East Lothian, Fife, Aberdeen, Edinburgh, Stirling, and Angus. Membership prices vary according to the size of the company, but on average the cost is £200 per annum, with a discount for direct debit payments, which are taken quarterly. There is also a small charge for information searching, which is billed separately, but most companies qualify for a certain amount of free time before any charges are made.

The aim of the service is to save businesses time and money. The Bectis advice to members and potential members is: *"The cost of finding information is high, but the cost of not finding it is higher still."* The expertise of college lecturers and their contacts can be called upon, so although Bectis is a one-person operation, it is by no means narrow or confined. As Information Officer, I also work an evening shift and an occasional Saturday morning on a rota basis at the College Library issue desk, and help students looking for particular information or resources. It's a good mix of working on my own and being part of the library team. I am also responsible for the administration of Bectis, including membership renewals and payments, raising invoices, and liaising with other departments who give invaluable support to the service, such as the Finance Department and the Marketing Department. Records of enquiries and charges are also kept.

Compiling the Bulletin takes up a good proportion of my time. The content of the Bulletin reflects the membership, which is why there can be a summary of an article about construction followed by one about aircraft plastics or security, as well as coverage of general management, IT, and health & safety subjects. I include anything I think will interest the readership. Each day I scan the journals that arrive in the library for suitable articles. I write the summaries and members can request a photocopy of articles that interest them. I also search through the new books and again write a brief summary and include full details of each, and do the same for government publications. Finding websites can

sometimes be more difficult as these don't present themselves on a shelf like books and journals. Increasingly, Bectis Bulletin is being sent out via e-mail rather than by post.

Enquiries are received by telephone, fax, and e-mail, and can be on anything at all. This summer, for example, members have been enquiring about the new age discrimination legislation which came into force in October. Other enquiries include checking standards and specifications for amendments, withdrawals and equivalents, information on the Work and Families Act, Legionnaire's disease, steps in swimming pools, copper roofing, Orlit houses, tree roots in the built environment, chemical warehousing, paternity leave – the list is endless. Each enquiry is input into the Bectis database, which is the basis for working out the appropriate charges for invoicing. Most enquiries are answered the same day if possible and any loans are posted first class. The first search is always the library database, which obviously points to anything that is available from the library stock. Searches of other databases to which the library has access follow, and members of the academic staff can also be consulted. The advent of Pricing in Proportion has not increased the postal charges by any significant amount, though the situation is being monitored. There is a great deal of job satisfaction to be gained when a client says the information Bectis has supplied is exactly what they wanted and they don't know how they would manage without it. We also have the added attraction of a coffee machine in the office for visitors.

The service is largely self-funded by its subscription fees and other charges, backed up by college library resources. One of the main benefits is the raising of the profile of Bell College and its services.

This year Bectis celebrated its 30th anniversary. We wanted to mark the occasion by recognising the support Bectis has had from its members over the years and showing what Bectis and Bell College have to offer the business world. The main event, a half-day seminar and lunch, took place on 18th May. All Bectis members received invitations, along with other interested parties. After coffee and biscuits, delegates were welcomed by Bell College Principal, Professor Alex MacLennan. The theme of the morning was knowledge transfer. Speakers included Jamie Henderson from Knowledge Transfer Partnerships and lecturers from Bell College. Sandy Sinclair spoke about business information, Eddie Dempsey talked about Quality Management, Kenny Cameron and Dave Kennedy spoke about different aspects of knowledge transfer with particular reference to the Scottish Polymer Unit (which is run from Bell College), and Jim Watt gave a view from the college's school of business. Presentations of red wine and organic dark chocolate were made to representatives of the longest serving Bectis member, Organon Laboratories, and to the two most frequent users, Terex and DBT GB. (This is a standing joke, as it is well known among the membership that I love these two foodstuffs. Everyone knows they are health foods!)

As the service is mainly telephone based, it was fascinating to put faces to voices and to meet so many people. Everyone praised the quality of the buffet lunch, and wished their own catering was as good as that of Bell College! It was from this event that the decision was taken to send the Bulletin by e-mail where possible, as so many delegates asked why it wasn't sent that way. I was frequently told that the paper copy tended to get lost in transfer around the offices, and that it would be much easier for recipients to pass it round their organisations, making it readily available to many more people.

One of the attendees at the anniversary was Stuart James, Librarian of the University of Paisley. Bell College and Paisley University are continuing plans to work towards a merger of the two institutions, which is proposed to happen in the autumn of 2007. The future, therefore, is looking very positive, as being part of a larger organisation can only benefit the service and its users.

Margaret Chapman
T. 01698 285658
F. 01698 286856
E. bectis@bell.ac.uk
W. www.bell.ac.uk/library.htm

shine
scottish health information network

SPOTLIGHT
Why can't I find what I want on the web?

To kick off the spotlight series I have intentionally picked a subject that has broad general appeal. This article takes us back to the basics of searching the web and why we can't always find what we are looking for as it is embedded in the invisible/deep web. I also offer some tips and updates for searching the web.

Synopsis

A couple of months ago I was reading an article about the nation's online searching habits (1). Specifically, it reported that most people who search the web are "top of the heap" searchers. That is, we will scan the first page of records using the links that most suit our needs with very few of us seeming to bother with any other pages of results. I pondered this for a moment and dismissed this notion as being a "lay searchers" technique. After all, we information professionals pride ourselves on being able to locate information quickly, efficiently and effectively. It is our business to be ahead of the game in search retrieval skills. However, upon reflection I had to hold up my hand to the frustration of when my "quick fix search" yields very little from the "top of the heap". In truth I believe that we (information professionals) have become blasé (dare I say lazy) about searching the web, hopefully finding what we need with the fewest click-throughs. So why not hold up your hand also, revisit the basics and learn some new tips and ideas on the way.

How do we find stuff on the web?

There are basically four ways to find stuff on the web.
- *Browsing*
  This is the act of following a trail of hypertext links. When the web was small, browsing was adequate, but the growth in size and diversity of the web has made this an inefficient method.
- *Search engines*
  This usually involves aspects of keyword searching and you are, in fact, searching a database containing indexes of web pages. The database is constructed using a web crawler (or spider) that travels round the web collecting pages.
- *General web directories*
  These are generally collections of links to web pages organised by subject. Yahoo (http://www.yahoo.co.uk) is an example of this.
- *Targeted specialised directories*
  These are guides that focus on specialised topic areas and are generally compiled by subject matter experts. Resources are examined for quality, authority, and reliability.

What stops us from finding stuff on the web?

- *Stellar growth of the web*
  The financial costs associated with the rapid growth of the web make indexing every page an impractical economic proposition. Consider this: once a web page is indexed, a crawler may never visit that website again.
- *Difficult site to index*
  Real time content like news feeds and weather updates can be hard to capture. Also, pages consisting of PDFs, compressed files, or Shockwave can also be ignored. Database content and password-controlled sites are generally not categorised, either.
- *The web is big business*
  Don't forget the web is one big money making machine, so why should search engine providers go the extra mile? Providers try to be everything to everyone and that's fine up to a point. But consequently they may be less rigorous in comprehensiveness.

All the above points relate to the invisible or deep web.

What kind of stuff is in the invisible/deep web?

Non-profit making organisations like academic institutions, government departments, or think tanks, although their subject is narrow, can provide depth, authority, and comprehensiveness in a given subject area.

So, invisible web resources tend to have more specialised content. Generally you will find that they have a more advanced search interface giving you more control over searching capability, perhaps with a search feature using Boolean. Also, they generally will have increased precision and recall. Check out the INTUTE (http://www.intute.co.uk) specialised directory, as this is a good example of an authoritative, timely, and exhaustive resource.

Search Software Road Tests

Ultimately we use the web to satisfy an information need, so let's have a more focused and planned method of attack. This is not a case for abandoning our old trusted search engines; it's just a case of expanding the tools available to you and an appreciation of where to start taking into account invisible/deep web resources.

For the record, I still like Google for a "quick and dirty" search, but as I make a living out of delivering knowledge to people (and so do you) then sometimes we need to be a little more exhaustive. I have been test-driving some new search software recently and here is a selection of what I thought was consistently good.

- Rankingthumbshots: http://ranking.thumbshots.com
  A search engine that presents results showing overlapping links, unique links, and total links. Very good when you need to make sure that all the bases have been covered.

- Exalead: http://www.exalead.com
  I really liked this meta search engine and it has consistently given me good results.

- Jux2: http://www.jux2.com
  Another favourite meta search engine with consistently good results and high-ranking relevant results.

- Twingine: http://twingine.com
  This is a search engine I have used with very good results. It compares Google and Yahoo on a split page.

A more recent development in looking for good content on the web has involved searching blogs. I found both of the following very useful.

- Blogdigger: http://www.blogdigger.com
- Bloglines: http://wwww.bloglines.com

Top tips for searching the web

- After ten minutes, if you can't find what you are looking for, then change tack.
- Every month try out a new search engine or directory.
- Seek, don't search. Find out where the experts in your topic area "hang out" and use this as a starting point.
- Compare search engines, especially for narrow subject areas.
- Use subject-specific directories, as these are more likely to reach the invisible and deep web.
- Professional online services always allow for more complex search queries; the web does not.
- Search for sources, not just information.

Conclusions

For information professionals it is always worthwhile revisiting our most basic skills and services. What is more basic than web searching? It is this real value-added skill of efficient and effective web

searching that sets us apart. There are still some people who think "it's all free and easily available on the web", so it's worth reminding our clients and ourselves again that "top of the heap" style searching is bound to cause frustration and annoyance. We need to advocate an understanding of the web (visible/invisible/deep) and keep our clients up to date with new techniques for getting the best from web searching.

References

1. Arthur, C. Top of the heap. The Guardian 2006 August 31.

Further Reading

This is a small selection of texts I have found useful.

Hartman, K and Ackermann, EC. 2004. Searching and researching on the Internet and the World Wide Web. Franklin, Beedle and Associates.

Hock, R. 2004. The extreme searchers Internet handbook. A guide for the serious searcher. CyberAge Books.

Melvin, M and Thurow, S. 2003. Search engine visibility. New Riders.

Sherman, C and Price, G. 2001. The invisible web. Uncovering information sources search engines can't see. CyberAge Books.

Joanna Ptolomey is a qualified librarian and works as a freelance information professional. She has held positions in the business sector and the NHS as a librarian. She can be contacted at **joanna.ptolomey@ntlworld.com.**

Book Reviews

Title of Book	Managing change: A how-to-do it manual for librarians
Author	Susan Carol Curzon
ISBN	185604601x
Publisher	Facet
Publisher Website	www.facetpublishing.co.uk
Reviewer Name	Amanda Wright
Title	Library Manager
Contact Details	Library & e-Learning Service
	Gartnavel General Hospital
	1053 Great Western Road
	Glasgow
	G12 0YN
Email	amanda.wright@northglasgow.scot.nhs.uk

Review

As I write this I am anticipating the arrival of a new batch of compliments slips on my desk. They will be the proud bearers of the fourth logo I have seen in eight years of working for the NHS in Glasgow. My experience of new compliments slips is that, firstly, it will be unnecessary to order another batch (by the time I'm finished this one, a new set of headed stationery will be in circulation) and secondly, each new logo is the herald of widespread change bringing with it new challenges, hopes, and concerns. The appeal of Susan Curzon's book is irresistible. She promises a how-to manual for librarians. In the complex and fast-paced world of 21st century health libraries, anything that can give the emotive subject of change the same regulated approach as cataloguing can only be welcome.

But does she deliver? On the whole I would say yes. The book is laid out in ten chapters that take the reader through the change process, from conceptualisation, through implementation and the problems that may arise, to evaluation of completed change. Each chapter is broken down into clear step-by-step instructions. At the end of each chapter is a checklist covering the main points. The text is refreshingly jargon-free and the book lends itself easily to being dipped into as a quick reference tool.

This newly revised edition also contains a second section of fifteen 'Change Scenarios', hypothetical case studies with questions designed to encourage the reader to interact with the change process and put some of the techniques of the book into practice. The scenarios cover a wide range of challenging situations, from dealing with budget cuts to dealing with an influential person attempting to foist a useless collection upon the library. The situations are varied but there is a heavy emphasis on academic and public libraries (unsurprisingly, given the author's background in these areas). Of the 15 scenarios, 7 are set in an academic library of some kind; 6 are in the public sector. For teaching purposes the scenarios are short and self-contained. While I recognise the necessity of this, it's hard to sympathise with the librarian contemplating how he should clear the cataloguing backlog if the change you happen to be contemplating involves something more major, like moving to a new building across town, for example. There also seems to be an implicit assumption that most librarians dealing with change will not be solo practitioners.

Despite these small points I'd say that Managing Change is an excellent tool for new managers starting out and it still manages to provide plenty of interest for a more seasoned library manager.

Title of Book	Libraries without walls 6: Evaluating the distributed delivery of library services
Author	Peter Brophy, Jenny Craven, and Margaret Markland (eds)
ISBN	1856045765
Publisher	Facet Publishing
Publisher Website	www.facetpublishing.co.uk
Reviewer Name	Janice Grant
Title	MKN editor
Email	Janice9@fsmail.net

Review

This volume contains the papers from the sixth Libraries Without Walls Conference. 2005 saw the tenth anniversary of the series, which began in 1995, when the concept of delivery of library services to distant users was in its infancy. Now, ten years later, librarians routinely offer such services, either facilitating access to their own services to distant users, or allowing users within the library itself access to distant resources. In fact, most libraries now strive to do both.

Often such a volume, with a variety of authors reporting on different themes, can be difficult to read, but I was engrossed by this collection. It was fascinating to compare how different services have embraced, and attempted to evaluate, the vast array of resources made possible by rapidly advancing technology.

The focus of the volume is how libraries evaluate their readers' use of distant resources. As I read, several themes recurred:

- It is vitally important to find valid tools to evaluate digital resources.
- Readers today are accustomed to finding information digitally; in fact, they expect it. Is this a threat or a benefit to traditional libraries?
- To what extent should librarians be involved in the promotion of and tuition in the use of the new resources?

The papers in the book address these themes, each from a different viewpoint. For example, there is a paper on ensuring access for users with disabilities, one on a consortium of Greek libraries, several on the complexities of assessing the value of resources, and one on an innovative digital video project.

As health librarians in Scotland, we are familiar with the NHS e-library as a model of resource sharing that provides material far beyond the means of any individual library. It was very interesting to read the contributions in the context of my own experience of using and promoting the e-library.

Repeatedly it was stressed that we must strive to find robust evaluation tools for the value of digital resources and for the measurement of user satisfaction. We tend to think it is self-evident that providing multiple databases, full-text journals, and electronic books is obviously 'a good thing'. When we look closely, though, perhaps only ourselves and committed users are convinced. If we can produce realistic methods of monitoring libraries' performance against customers' expectations, then we have a powerful tool that allows customers access to the resources they require, gives the library a performance indicator to present to stakeholders, and gives the library staff standards at which to aim.

Such evaluation tools are not easy to create. We may count hits on a website or numbers of registered users, but such methods have as little value as book issue statistics in a traditional library. They do not take into account how valuable the resources have been in the actual learning process. Some of the papers demonstrate how poorly used the resources often are, academics and learners alike preferring to search on Google, if they search online at all. There are good papers on how different library services have attempted evaluation in a systematic way, including a very interesting one from Florida which attempted to prove in monetary terms the economic value of libraries. Alison Brettle's paper looks at the issues involved in evaluating the impact of health library services. She comprehensively identifies the problems involved in valid evaluation and describes the benefits of a variety of tools. She then reports on a research study undertaken in the North West of England, Effective Methods of Providing InfoRmation for patient Care (EMPIRIC). Although the research demonstrated the value of library services and training for health professionals, many health professionals have little time to use the array of available resources in their own practice. I'm sure many of us have found the same with our own clients, and raised the question of whether we should be doing more in the way of promoting our ability to carry out mediated searches.

In conclusion, I thoroughly enjoyed reading this book. I found the concepts stimulating and most of the contributions positive in the face of the threat of Google and other alternative sources. However, we must be aware of our users' information needs and their expectations of their libraries. In the future our users will increasingly expect immediate solutions. While trying to cater for this, we must continually strive to evaluate our services and their effectiveness. There are multiple demands on our authorities' finances and we will be listened to only if we can demonstrate the benefit of our services in economic and educational terms for patient care.

Title of Book	A librarian's guide to the Internet: Searching and evaluating information
Author	Jeanne Froidevaux Muller
ISBN	1843340550
Publisher	Chandos Publishing
Publisher Website	http://www.chandospublishing.com
Reviewer Name	Rob Polson
Title	Subject Librarian
Contact Details	Highland Health Sciences Library, University of Stirling, Highland Campus, Centre for Health Science, Old Perth Road, Inverness, IV2 3JH
	01463 255600
Email	robert.polson@stir.ac.uk

Review

The author of this work is a Swiss public librarian with a background in cancer health information. She also contributes regularly to the information magazine "Managing Information".

The book was chosen for review from a professional development point of view, the subtitle in particular suggesting this would be a useful text to review. However, on receiving it, it transpired that the work is intended for "librarians and other information professionals who have very little experience of working with the Internet". This could have proved disappointing, but the book contains some very useful reminders for experienced Internet users. Surprisingly for being on a new books list, the book was published in 2003. This could have been problematic, especially with a subject as fluid as the Internet, but the volume has stood the test of time well – a sample of the sites used revealed that a high proportion were extant.

The work is divided into eight chapters, most chapters having a brief notes section, and includes an index of Internet sites as well as a general index. The chapters cover: an introduction to the Internet, search strategies, search tools (engines, directories, and gateways), interpreting results, teaching customers, keeping up to date, and developing customer service. It is written in an easy-to-read style which often feels as if the author is standing at your shoulder.

The introductory section covers the Internet, its strengths and weaknesses, and how valuable a tool it is to be able to master. The chapter on search strategies has the very sensible aim of getting across "the most efficient way and ... the least effort involved" in doing a search. A range of methods is given including the often neglected (where computers are involved) talking to other people. The results of using these methods are illustrated with examples of what the material you get back from the Internet looks like.

The section on search engines contains the valuable (and again often neglected) advice of looking at the search hints relating to particular search engines before attempting to use these tools. A variety of search engines are discussed and their workings described. Practical examples of using search engines are given using screen dump images acquired using Google.

The chapter on result interpretation covers evaluation of what comes back from search engines. Rather surprisingly, this section is the only one without notes. This is disappointing given the excellent evaluation criteria contained in sites such as http://www.vts.intute.ac.uk/tutorial/instructor/. Nonetheless, the book does contain worked examples of how to evaluate Internet websites and materials.

The chapter on teaching customers deals with the gatekeeping role of librarians. Muller suggests developing a web page of useful internet resources as part of the facilities an institution offers its customers. She suggests using the library classification scheme of your institution as the framework to do this.

The keeping up to date section gives a range of strategies for keeping yourself up to date including the sterling advice of not being afraid to play with the Internet and to spend a small part of each work day trying new things out. The book ends with a brief section on providing good customer service.

Overall this is a very useful book for the audience targeted. It is easy to read and its chatty style will not intimidate beginners. The ideas in the text such as creating web pages would serve as good projects for developing skills and confidence. As mentioned, it also contains much useful information for experienced users. Finally it would serve as a good resource for professional staff mentoring inexperienced staff.

Title of Book	Reference and information services in the 21st century
Author	Kay Ann Cassell and Uma Hiremath
ISBN	1-85604-598-6
Publisher	Facet
Publisher Website	www.facetpublishing.co.uk
Reviewer Name	Dr Helen S. Marlborough
Title	Senior Assistant Librarian
Contact Details	Glasgow University Library
	Hillhead Street
	Glasgow
	G12 8QE
Email	h.marlborough@lib.gla.ac.uk

Review

I was intrigued by the title and loved the dedication to "the intrepid librarian of the twenty-first century". Accounts of problematic situations such as 'the intermediary', 'communication accidents', 'negative closure' (aka the fob off), and "moments of flamboyance in reference transactions" are entertaining. Other ideas seemed more challenging. Could I "practice looking approachable" or "effectively leap reflexively"? What was meant by the "hierarchy of criticality", the "pedagogical aspects of search strategies" or the model of an "information commons"? Perhaps it was the North American perspective, which, for a UK audience, undermines the value of the extensive bibliography of recommended resources and the Top Ten Sources cited at the end of each chapter. The authors are, respectively, Assistant Professor in the School of Communication, Information and Library Science at Rutgers and Head of Reference services at West Orange Public Library. Reference is made to some UK and European sources in some categories (a woefully inadequate paragraph on UK government sources). NEJM and JAMA are mentioned, but not BMJ or Lancet; terms to which the acronym AA applies include the bra size but not the Automobile Association; DARE is a Dictionary of American Regional English; the BBC Health on the Web is cited as a source of up-to-date information on medical news but NLH is not mentioned; ProQuest Dissertations and Theses are erroneously described as listing British and European dissertations and theses; Embase is not mentioned in medical databases and indexes. Thankfully, some UK sources are cited in the section on English language usage, and it was gratifying to find my own work mentioned (advice on indexing time lags cited, p. 48).

Quibbles? Misplaced confidence in some sources and inaccuracies, omissions, and lack of clarity in the database section. If only it were true that subject dictionaries cover "any and every word'. Newspaper databases are not mentioned as sources of obituaries; Ulrich's Periodicals Directory is referred to as Ulrich's International Periodicals Directory; Web of Knowledge is not mentioned, other than as a citation index. Practical advice suggesting exchange arrangements with other institutions based on bartering institutional journals is arguably of little value in the age of Google Scholar, open access initiatives and institutional repositories. Advice to weed 'seldom used' is not always a valid criterion if the source is

used by a single researcher with an international reputation, and is "consistency and continuity" really achievable or even desirable in a collection development policy? Might fluid and dynamic responses to changing information needs be more important? The section on constructing a search strategy, described as "constructing the most effective search terms", was less than helpful. What was meant by "democratic strategy", "imposing a hierarchy", "tentative ranking", "stratification", "limiters to coalesce the search", and the need to "take control over idiosyncratic operator acceptances"? Advice is given on hitting the Return rather than Search key, yet no explanation is given of truncation, wild cards, quotation marks, proximity, plus and minus signs, matrices, or parentheses. The information literacy section is heavy with definitions and frameworks but light on practical implementation.

A more serious flaw is disproportionate detail on the traditional (history of bibliographies; definition and description of different bibliographical sources; descriptive definition of the ISBN) or self-evident (the advantage of electronic over print encyclopaedias) with only passing mention of newer technologies and no explanation of what they are or how they might be applied. I wanted to know more about live interviews, ongoing comment pages, cell phones with IM capability, podcasts, virtual and chat reference, RSS, blogs, and organising or archiving web pages. It was interesting to consider whether the balance between sensitivity and specificity and the subtlety of the comprehensive search strategy may be undermined by moves towards user-friendly federated searching and open URL resolvers, but what were these? In a 378 page monograph on reference services in the 21st century, the chapter on 'When and How to use the Internet as a Reference Tool' accounts for only 19 pages (including references and additional reading). The Models of Reference Service read more like a litany of tried, tested, and failed experiments in reference service reorganisation than a prescription for change.

So what are the book's strengths? It is a valuable handbook for the novice that directs generalists to subject-specific sources and subject specialists to resources outwith their specialty. It is also a guide to US sources. Excellent practical guidance is given on processes and sources, the 'how-tos' of traditional reference service provision, and the behavioural elements of reference transactions. The authors point to the paradigm shift from information to assistance and facilitation, suggesting that in the 24/7, 21st century reference service, librarians will be "high tech and high touch" information consultants who address the challenge posed by Google/Yahoo by:
- Providing user-friendly, proactive outreach and support
- Providing tools to enable end-users to find and use value-added, evaluated, subject-specific, filtered resources that Google does not reach
- Providing instruction in search strategies, sources, and information competencies
- Responding to users' values (immediate; interactive; personalised; mobile)
- Being competent in a variety of media
- Being able to market their services.

At the end of the day, expertise in answering queries and knowledge of sources are vital constants.

Meeting Reports

NHS Education for Scotland Conference
Delivering Knowledge for Health: Developing a Keystone Strategy
24th October 2006
Dunblane Hydro

Suzanne Wilson

This conference was open to a range of health professionals working across NHS Scotland, Scottish Executive, academia, and private health organisations, as well as numerous library and information professionals from NHS Scotland and outside of the service.

The focus of the conference was on developing 'keystones' or areas of interdependence where knowledge can be managed to mutual benefit through all stages of the patient journey. The conference aimed to:

- Facilitate the mainstreaming of knowledge services within healthcare delivery and development
- Engage key stakeholders in a fuller understanding of the strategic, practical, and economic benefits associated with knowledge services development
- Map out the future direction of travel for knowledge services strategy for NHS Scotland, identifying opportunities for engaging and involving the healthcare community in collaborative development.[1]

Dr Ann Wales (Programme Director for Knowledge Management, NES) opened the proceedings with a welcome to the delegates, followed by an introduction by Prof. Jack Rae, Deputy Chair of NES, who outlined the reliance of education on knowledge, and how frequently knowledge is seen as power. His key message was that for knowledge to be valuable it must be reliable, easily accessible, and from a robust source, with literacy skills and knowledge sharing also being vital in the quest for knowledge.

Managing knowledge for service modernisation

The first speaker to take the floor was Derek Feeley, Director of Healthcare Policy and Strategy for NHS Scotland. His address focussed on the contribution knowledge support makes to the key actions outlined in *Delivering for Health*,[2] which include:

- Reducing the health inequalities gap
- Shifting the balance of care to prevention
- Separating planned from unscheduled care
- Involving patients as partners.

Mr Feeley outlined how knowledge management can help to achieve these goals by:

- Providing 'hard' evidence to facilitate service change, ensuring that what we are doing is the right thing - enabling rather than inhibiting
- Developing a capacity for sharing knowledge and learning to bind clinical teams together
- Changing the knowledge culture to inform and support self management
- Supporting quality, integration and value
- Embracing new challenges of complexity – less is more.

This final point was illustrated with the scenario of a GP requiring simple information in order to manage a patient, but instead being faced with searching various resources and reviewing lengthy documents in order to retrieve this knowledge.

Developing a keystone strategy for knowledge services

Dr Wales delivered a presentation on *Developing a keystone strategy for knowledge services*. This built on the implementation plan outlined in *From Knowing to Doing* which includes: applying knowledge to patient care; health inequalities and patient/public involvement; sharing knowledge; and creating a

knowledge-competent workforce.[3] Detailed examples of developments within the NHS Scotland e-library illustrated how knowledge services link with *Delivering for Health*; for example, the specialist e-libraries and shared space encourage knowledge sharing throughout NHS Scotland and therefore deliver knowledge at the point of local need.

Workshop: Knowledge support for workforce modernisation

Following the coffee break, the first of two sets of workshops took place. This workshop looked at ways of optimising efficiency and effectiveness of current knowledge services and their future direction in light of current service modernisation initiatives. After a summary of resources and facilities offered by the e-library, small groups were given time to reflect on various knowledge dilemmas and asked how the resources could be exploited to address these dilemmas, how to engage staff, and what the keystones to enable use of the knowledge services might be. Given the variety of occupational backgrounds included in the groups, the discussion was lively and offered opportunities for future development.

The resulting keystone themes were displayed in the exhibition area for delegates to review. These included: KSF; access/connectivity; function and usability; promotion; training; alerting services; and desktop icons for easy access.

Ending the document game: seamless access to knowledge to support patient care

After lunch and an opportunity to explore the exhibitions (including NES e-library demonstrations; NSS – Information governance; Health Protection Scotland – Knowledge management and access), the second keynote address was delivered by Prof. Jeremy Wyatt, Director of Health Informatics Centre, University of Dundee. Prof. Wyatt addressed the issue of seamless access to knowledge to support patient care. He began with his definition of knowledge, the differences between explicit and tacit knowledge, and some of the potential problems associated with explicit knowledge, such as delays in dissemination and rate of growth. Numerous studies were used to underpin the discussion on how knowledge can be used to support clinical questions, especially in relation to access via 'The Medline Button.'[4] The concluding points emphasised that providing access is difficult without human intermediaries in order to understand clinical questions fully, and that 'info button' technology is still used infrequently. Furthermore, a variety of techniques should be employed to suit all users and types of question.

Workshop: Delivering knowledge for e-health: Developing the Scottish Health Information Environment

The groups in this workshop examined how knowledge support can be developed to underpin the e-health programme outlined in *Delivering for Health* and again defined keystones for knowledge services. The workshop groups were asked to select one of the people, organisations, or other sectors (e.g. local authorities or voluntary organisations) represented in the patient journey and highlight the knowledge resources they may use. For each of these resources the groups identified where else in the patient journey these resources may be used or created. This demonstrated the vast quantity of health information available and the diverse audiences to whom some resources may be relevant. The final part of the workshop allowed the groups to explore the challenges and keystones of various enablers, such as creating a knowledge sharing culture, or the use of a common language to describe knowledge consistently.

Delivering knowledge for Scotland's health

The final plenary session was delivered by Prof. Phil Hanlon, Professor in Public Health, University of Glasgow. Prof. Hanlon demonstrated the importance of delivering knowledge through a series of revealing slides illustrating the vast health inequalities apparent across Scotland, from the most deprived areas to the most affluent.

Summary

Dr Wales closed the event with an overview of the day and indicated that the findings of the day would feed into the keystone strategy that would be available in the early part of 2007. In the meantime,

supporting one of the key themes of the day (sharing knowledge), some of the presentations have been made available on the shared space accessible via the e-library.

The event reinforced the value of resources such as the e-library and the shared space to those of us already familiar with their functionality, as well as reminding us of the ever-increasing library of resources, tools, and research we can access. To those less familiar, the event demonstrated the importance of embedding such knowledge services resources into the NHS culture, in line with the aims of *Delivering for Health.*

Suzanne Wilson
Assistant Information Scientist
NHS Quality Improvement Scotland
suzanne.wilson@nhshealthquality.org

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Contact Details

If you have an article you wish to publish or a piece of news you'd like to share, please contact the editor:

Michelle Kirkwood
Glasgow Royal Infirmary Library and eLearning Centre
10 Alexandra Parade
Glasgow
G31 2ER
01412114760
michelle.kirkwood@northglasgow.scot.nhs.uk

To become a book reviewer contact:
Tracey McKee
0141 314 7178
mcke-li0@wpmail.paisley.ac.uk

To write a Spotlight article contact:
Joanna Ptolomey
joanna.ptolomey@ntlworld.com

Next Issue

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