

# MEDLI E-News

*Spring/Summer 2011 Issue 7*

## News from the Medical & Scientific Libraries of Long Island

### President's Message

Dear Members,

According to Vincent Lombardi, "The achievements of an organization are the results of the combined effort of each individual." MEDLI is an example of such an organization. During my year as president, I frequently enlisted the advice of those who were officers before me, which I always appreciated.

We still have a few ongoing topics to work on for the future. Our relationship with BQSI/MB and the Fiftieth Anniversary of MEDLI are just two such issues that we should consider for 2011-2012. Having official joint meetings or providing each other with open invitations to each other's programs, or perhaps having a designated person as delegate to the BQSI/MB are all options that would be mutually beneficial. MEDLI and BQSI/MB have only to benefit from sharing with each other.

A committee was formed to plan for the 50th anniversary. Gerri Flanzraich, Mary Lou Glazer, Jeanne Strausman, and Mary Westermann-Cicio will lead the committee. If you have any suggestions or would like to help out, don't hesitate to contact the committee. This is a golden opportunity to get involved.

I want to wish Mahnaz good luck in the coming year. Have a great summer!

Marlene Horowitz,  
President of MEDLI

### 2011-2012 MEDLI ELECTIONS: VICE PRESIDENT/PRESIDENT-ELECT CANDIDATES

- **Colleen Kenefick**  
(Health Sciences Library, Stony Brook University)
- **Jeanne Strausman**  
(NYCOM Medical Library)

Please email Mahnaz Tehrani at [mtehrani@nyit.edu](mailto:mtehrani@nyit.edu) with your candidate of choice. Don't wait; the deadline for submissions is June 30, 2011.



# Snapshots: *The ABCs of the FDA*

## June 14, 2011 | MEDLI Spring Meeting

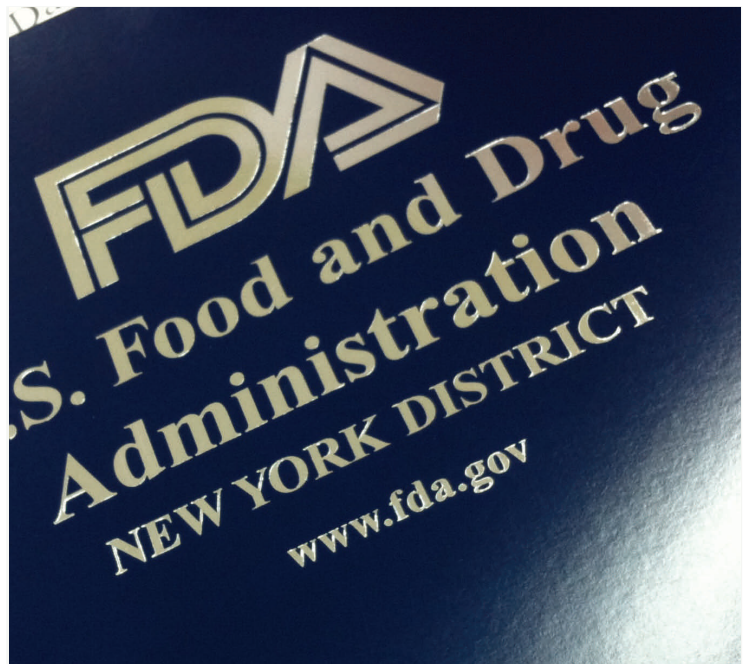
**June 14, 2011**— MEDLI members joined for the 2011 Spring Meeting at the New York Institute of Technology, with guest speaker Dilcia Granville, Ph.D., Public Affairs Specialist, U.S. Food & Drug Administration, who presented, “The ABCs of the FDA.”

Dilcia kicked off the meeting in an in-depth and fascinating description of the FDA, including an overview of how the agency works, the diversity of areas that the FDA covers, significant historical events, and much more—all while incorporating attendee questions. She shared inspiring stories with the group that were insightful and humorous. Our session concluded with a quick look at the resources available on the FDA website (<http://www.fda.gov>).

The day’s events then concluded with the MEDLI meeting, in which Marlene Horowitz was thanked for putting together a terrific program.

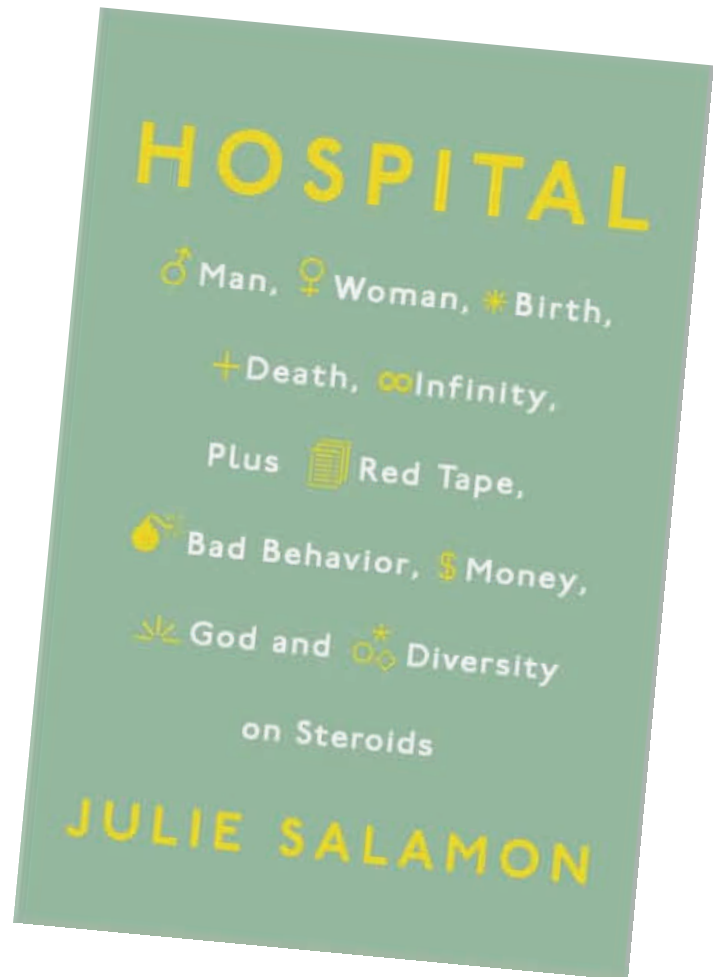


**Pictured Above:** Dilcia Granville, Ph.D., Public Affairs Specialist, U.S. Food & Drug Administration



# 2011 MEDLI Fall Meeting

Co-sponsored by the Long Island Library Resources Council



## SAVE THE DATE

Monday, November 7, 2011  
Farmingdale Public Library

Guest Speaker:

**Julie Salamon**

(Author)

### About the Author:

Julie Salamon has written a series of award-winning books, including *Hospital* (2008), *Facing the Wind* (2001), *The Net of Dreams* (1996), and *Rambam's Ladder* (2003). *The Devil's Candy* (1991) is considered a Hollywood classic about film making gone awry, and her novella *The Christmas Tree* (1996) was a *New York Times* bestseller and has been translated into eight languages. To further her work on *Wendy and the Lost Boys* she was chosen as a MacDowell Colony Fellow in 2010. She was a reporter and the film critic for *The Wall Street Journal* for many years, and then a culture writer on the staff of *The New York Times*. Her journalism has appeared in *The New Yorker*, *Vanity Fair*, *Vogue*, *Bazaar*, and *The New Republic*. She has been an adjunct professor at NYU's Tisch School of the Arts. For *Hospital* she became a Kaiser Media Fellow for 2006-2007.

[-http://www.juliesalamon.com/about](http://www.juliesalamon.com/about)

# MEDLI Members on the Move

## 2011 Medical Library Association Annual Conference

This year's MLA Annual Conference took place in Minneapolis, Minnesota. The poster sessions featured the work of some of our local librarians. Here's a look at the poster sessions that took place on May 17, 2011. Please note that all posters are available online, with your MLA password, at: <http://posterexperience.com/mla/?cd=Ni8yNy8yMDEx>.



**Jeanne Strausman** (above left) & **Mahnaz Tehrani** (above right), librarians at NYCOM's medical library, presented a poster called *"Through the Library Lens: Using Videocasts to Market Library Services."*

**Colleen Kenefick** (left) & **Susan Werner** (right), librarians at SUNY Stony Brook Health Sciences Library, presented a poster called *"Trends Over Time: Bibliometric Analysis of a Health Sciences Library Journal."*

# In the News...

## FREE MLA CE Course

### Get Mobilized! An Introduction to Mobile Resources and Tools in Health Sciences Libraries

Get Mobilized! An Introduction to Mobile Resources and Tools in Health Sciences Libraries is a free, self-paced, web-based class that will be held July 18-October 2, 2011. Drawing from the experience of health sciences librarians working in the field in direct experience with mobile devices and resources, this course will cover the following:

- Introduction to mobile resources
- Mobile applications
- Mobile trends and issues in academic & hospital environments
- E-readers
- Promoting mobile resources
- Mobile site creation

This course is approved for 6 CE credits from MLA. However, you do not need to be a member of MLA to participate.

Registration is open June 23-July 14, 2011 at: <http://sites.google.com/site/getmobilizedmla/home>.

## Google Health Retiring January 1, 2012

Google has announced that it will be retiring Google Health on January 1, 2012, with data being available for download through January 1, 2013.

According to the Official Google Blog, when Google Health was launched, the “goal was to create a service that would give people access to their personal health and wellness information. . . . Now, with a few years of experience, we’ve observed that Google Health is not having the

broad impact that we hoped it would. There has been adoption among certain groups of users like tech-savvy patients and their caregivers, and more recently fitness and wellness enthusiasts. But we haven’t found a way to translate that limited usage into widespread adoption in the daily health routines of millions of people.”

For additional information, please refer to <http://googleblog.blogspot.com/2011/06/update-on-google-health-and-google.html>.

## Listen Safely When Summer Sounds Abound

### NIH’s Noisy Planet Campaign

When you think of the sounds of summer, you may conjure up the soft tinkle of the ice cream truck ambling down the street or the chirping of crickets outside your window at night. But that’s only part of the story. Some of the sounds you’re exposed to during summer months can be as loud as if you were working in a factory or at a construction site. And people in those occupations are required to wear hearing protection!

Attending summer concerts, watching a monster truck show at the fair, riding a personal watercraft, watching fireworks—these are the activities that make summer so much fun. But they can also wreak havoc on your hearing if they expose you to loud noises for too long.

Here’s a tip: If you have to shout to be heard over the noise, then it’s likely loud enough to damage your hearing. If you find yourself in those situations, walk away from the sound, turn down the volume or wear hearing protection.

Learn more about how to enjoy the sounds of summer for life at NIH’s Noisy Planet campaign website at [www.noisyplanet.nidcd.nih.gov](http://www.noisyplanet.nidcd.nih.gov).

# MEDLI Seen & Heard

## Getting Better Together

### 2011 Long Island Library Conference

For the third year in a row, MEDLI was represented at the Long Island Library Conference, and displayed info and raffled off a basket in the Associations area. Gerri Flanzraich (left) and Jeanne Strausman (right) provided information about MEDLI to fellow Long Island librarians.



## About MEDLI

### Membership Information

The purpose of MEDLI is to initiate, sponsor, and contribute to educational programs pertaining to medicine and related subjects. Keeping with this educational goal, MEDLI strives to bring to the medical library community continuing education seminars for both educational advancement in the profession and Medical Library Association certification and/or recertification. Twice yearly general membership meetings, e-mails, and our website keep the active medical librarian abreast of new ideas, changing roles, and technological advances in the library field.

Membership in MEDLI is open to anyone interested in the exchange and dissemination of medical and scientific information. Our members currently include librarians, hospitals, library suppliers, and others interested in libraries and medicine. Networking of medical librarians through the regional medical library network, interlibrary loan, and educational meetings will continue to be an important objective of the Medical and Scientific Libraries of Long Island.

Visit [http://www.medli.net/membership/form\\_membership.pdf](http://www.medli.net/membership/form_membership.pdf) for membership details.

# Social Networking Sites and Our Lives

## Pew Research Center's Internet & American Life Project Report

“Facebook users are more trusting, have more close friends, are more politically engaged, and get more support from their friends.”

**Washington (June 16, 2011)**—New national survey findings show that use of social networking sites is growing and that those who use these sites, especially Facebook users, have higher measures of social well-being than nonusers.

In a national phone survey of 2,255 American adults last fall, the Pew Research Center's Internet & American Life Project, controlling for other factors, found that:

- Facebook users are more trusting than others.** A Facebook user who uses the site multiple times per day is 43% more likely than other Internet users and more than three times as likely as non-Internet users to feel that most people can be trusted.
- Facebook users have more close relationships.** Someone who uses Facebook several times per day averages 9% more close, core ties in their overall social network compared with other internet users.
- Facebook users are much more politically engaged.** The survey was conducted during the November 2010 election season. Compared with other Internet users and users of other social networking platforms, a Facebook user who uses the site multiple times per day was two and half times more likely to attend a political rally or meeting, 57% were more likely to influence another's vote, and 43% more likely to have said they would vote.
- Facebook users get more social support.** A Facebook user who uses the site multiple times per day receives more emotional support and companionship. This additional boost is equivalent to about half the total support that the average American receives as a result of being married or cohabitating with a partner.



Read the Pew Internet & American Life Project's press release at: <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>. To view the entire report visit: <http://www.pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>.



View photos from recent MEDLI events:  
<http://www.flickr.com/photos/medli>

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**Visit MEDLI on the web @  
[www.medli.net](http://www.medli.net)**

## **MEDLI Officers** 2011-2012

### **President**

Mahnaz Tehrani  
[mtehrani@nyit.edu](mailto:mtehrani@nyit.edu)

### **Vice President/President-Elect**

Election in progress at time of  
publication

### **Secretary**

Curtis Carson  
[ccarson@ehs.org](mailto:ccarson@ehs.org)

### **Treasurer**

Gerri Flanzraich  
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## **MEDLI Membership Renewals**

*July 2011-June 2012*

**Please be sure to renew your  
membership today!**

Visit the MEDLI website online @  
[www.medli.net](http://www.medli.net)

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