

# ADVOCATING FOR MEDICAL LIBRARIANS

## The Colorado Council of Medical Librarians Advocacy Committee Takes Action

### CCML Advocacy Letter to Hospital Administrators

The CCML constructed an advocacy letter for the MidContinental Region to send to hospital administrators upon the medical librarians request.

During National Medical Librarians month in October of 2004, librarians within the MidContinental Region notified the Regional Medical Library in Utah that they would like a letter sent to their hospital administrator.

This initiative was replicated by three other National Network of Libraries of Medicine Regions as an advocacy measure for medical librarians during National Medical Librarians month.

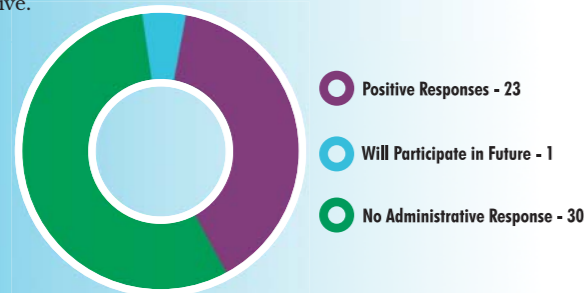


265 advocacy letters were sent to hospital administrators across four National Network of Library Regions.

- Greater Midwest Region = 68
- MidContinental Region = 60
- Pacific Northwest Region = 60
- Southeastern Atlantic Region = 77

To evaluate whether these letters had an impact, a request for feedback was sent to medical librarians who had participated in this initiative.

54 librarians out of 265 responded to our request for feedback about the advocacy letter initiative.



### CCML Member Serves as Representative to Colorado Medical Society

#### Goal:

To improve patient care in Colorado through the provision of quality knowledge-based information resources in hospitals.

#### Objective:

Adoption of the MLA "Standards for Hospital Libraries" (2002) by the Colorado Medical Society Committee on Professional Education and Accreditation, and for a representative of the Colorado Council of Medical Librarians to serve as part of the CMS Committee and Accreditation Site Surveys.

#### Method:

1. In August of 2003, the newly created CCML Advocacy Task Force reviewed Jeannine Gluck's article, entitled "Raising the Bar," in which the Connecticut librarians evaluated hospitals' information resources utilizing the MLA "Minimum Standards for Health Sciences Libraries in Hospitals" (1984) as part of CME accreditation activities.
2. The ATF reviewed the literature regarding the benefits derived from provision of quality knowledge-based information in clinical medicine, continuing medical education literature, and as described in the JCAHO accreditation manual.
3. In March, 2004, members of the ATF met informally with a key CMS Staff person so the ATF could begin to understand the operations of the CMS CME Committee. It was suggested that a presentation be made to the CMS CME committee.
4. A presentation was made October 7, 2004, during which the ATF representatives requested a "partnership for CME."
5. In December 2004, a letter of support was sent from the MLA President and Executive Director to the chair of the CMS CME Committee.

#### Results:

1. In February 2005, the ATF was notified that their efforts had met with success.

The CMS CME committee outlined the following approach:

- CCML should appoint one member to serve on the accreditation committee to foster mutual understanding of the issues, including the application of the MLA "Standards for Hospital Libraries" (2002) to the CME accreditation process.
- Surveys could be attended at CCML's expense.
- CME surveyors would be instructed on the performance of library services evaluations.
- After one year there would be an evaluation of the return on investment of the CCML involvement and a decision on whether to continue.

2. CCML approved funding for the one year pilot.
3. Using the MLA Standards as a foundation, the ATF is developing a tool that can be used to evaluate the wide variation in library services in Colorado hospitals.
4. The ATF will also try to ascertain the effect of their involvement in the CME Accreditation process.

### CCML Administrator Advocacy Award

#### Why give the award?

- To increase awareness of the value of libraries
- To recognize administrators who support librarians and library services

#### Process for developing the award

- Identify selection criteria
- Receive endorsement and recognition of award presentation plan from CHA
- Submit nomination form to the CCML membership
- Evaluate return forms and select a winner
- Utilize MLA Benchmarking statistics to determine an estimated value of library services with that institution
- Determine place and time of award ceremony
- Promote the award in various publications to bring recognition of the administrator and hospital libraries

#### Award criteria:

Colorado Council of Medical Librarians Administrator of the Year Award is given in recognition of exemplary support of a Colorado health science library and its staff during the last year.

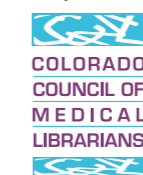
Award criteria include but are not limited to the following achievements:

- Record of promotion and support of medical libraries and librarians as essential components of quality health care and patient safety.
- Financial support of qualified library staffing, physical library facility, and quality knowledge based resources, both print and electronic.
- Encouragement of life long learning for health care professionals by supporting the utilization of available information resources.
- Inclusion of librarians on executive and managerial committees, work groups, and task forces that improve the quality of health care within the facility.
- Dedication to health information literacy, public access to information and expanded access to credible and authoritative information resources.



### CCML

<http://www.ccmlnet.org/>



COLORADO  
COUNCIL OF  
MEDICAL  
LIBRARIANS

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