

[Answering Consumer Health Questions](#)

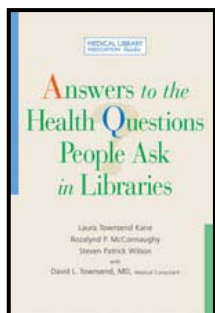
Michele Spatz
Neal-Schuman Publishers, 2008
ISBN: 9781555706326
\$65.00

From the Publisher:

Patrons seeking medical information are often trying to gain control following an upsetting diagnosis--working with them can be rewarding and difficult. In this practical, readable guide, consumer health reference expert Michele Spatz, gives you an understanding of the psychology of those seeking medical information and the skills necessary to respond usefully and appropriately.

Spatz outlines the most common inquiries and behaviors of health information searchers and the most useful go-to resources. Sample librarian-patron interactions in every chapter give you useful strategies and scripts. Dozens of templates and forms and tips on everything from setting up the reference desk to encourage confidential inquiries to using body language to signal your availability will help you create a welcoming, empowering atmosphere in your library.

Chapters on ethics and potential legal issues guide you through the nitty-gritty of what constitutes practicing medicine without a license, confidentiality requirements, and more. Sections on email, virtual, and telephone reference will help you establish clear guidelines, and creative tips on marketing to healthcare providers will help you forge valuable new partnerships. A section on self-care offers strategies for dealing with job-induced stress. Every information professional who helps patrons with health inquiries will want a copy of this useful, inspiring book.



[Answers to the Health Questions People Ask in Libraries](#)

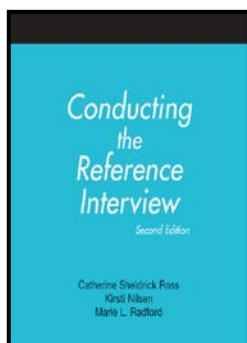
Laura Townsend Kane, Rozalynn P. McConaughy, and Steven Patrick Wilson. With David L. Townsend, M.D., Medical Consultant
Neal-Schuman Publishers, 2008
ISBN: 9781555706425
\$65.00

From the Publisher:

We've all heard the questions...asked with urgency and genuine need. "Does the flu vaccine cause the flu?" "How do I find a LASIK surgeon?" "Will Echinacea treat my daughter's cold?" This new consumer-focused handy reference volume will give your staff a reliable, authoritative resource to suggest when patrons come to you with health questions.

Each entry provides a clear, easy-to-understand explanation of medical conditions and treatment, and provides critical call-out facts to support better understanding. In addition, your patrons can use the handy "? Ask the Experts" information to find additional, authoritative information and answers to their specific questions. They'll also discover tips, checklists for questions to ask healthcare professionals, charts and other easy-access information to address their specific concerns and provide important background information as they determine the next appropriate steps for their care.

When it comes to consumer-friendly, reliable health information and answers, this new reference work is....that's right....just what the doctor and the librarian ordered!

**COMING SOON!****Conducting the Reference Interview, 2nd ed.: A How-To-Do-It Manual for Librarians**

Marie L. Radford, Kristi Nelsen, and Catherine Sheldrick Ross

Neal-Schuman Publishers, 2009 (June 30, 2009)

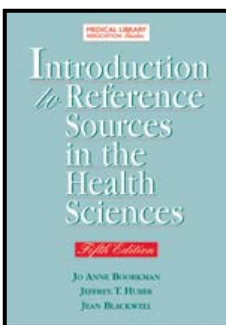
ISBN: 9781555706555

\$75.00

From the Publisher:

Find your bearings in this rapidly evolving hybrid reference environment through proven strategies, advice, exercises and research from three experts in the field. The revised second edition of this practical how-to for all types of librarians will teach you to understand the needs of public, academic and special library users across any virtual setting - email, text messaging, social networking websites - as well as in traditional and face-to-face models of communication.

Based on the latest research in communication theory, the book includes new exercises and examples to help you practice effective reference transactions and avoid common pitfalls. Guidance for helping users with special language-related needs (such as speech and hearing disabilities and English Language Learners) and social difficulties is also included, as are updated chapters on readers' advisory interviewing and policy and training procedures. An extensively revised chapter on virtual reference features new sections on live chat and instant messaging services, as well as a discussion of Web 2.0 initiatives and updated information on e-mail reference.

**Introduction to Reference Sources in the Health Sciences, 5th ed.**

Jo Anne Boorkman, Jeffrey T. Huber and Jean Blackwell

Neal-Schuman Publishers, 2008

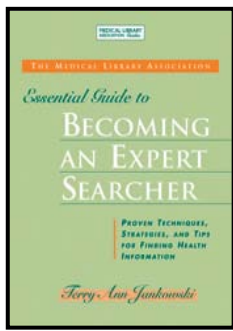
ISBN: 9781555706364

\$85.00

From the Publisher:

This new edition of the standard guide to health sciences sources is essential for students, librarians, and health professionals. Prepared with the Medical Library Association, this completely updated and revised fifth edition lists classic and up-to-the-minute print resources and helps librarians to meet customers' changing expectations for electronic versions of traditionally print reference sources, new reliable electronic only resources, and resources that they can access from their home computers through freely available Web sites or through library licenses. The authors address questions librarians need to consider in developing and maintaining their reference collections in both the print and electronic environments, focusing on works that can be considered foundation or basic works.

New contributors - including Jean Blackwell, Feili Tu, Katherine Schilling and Tom Flemming - provide fresh takes on organization and management of the reference collection; bibliographic sources for periodicals; indexing, abstracting, and digital database resources; U.S. government documents and technical reports; conferences, reviews, and translations; terminology; handbooks and manuals; drug information sources; and grant sources. Other chapters cover bibliographic sources for monographs, consumer health sources, medical and health statistics, directories and biographical sources, and history sources.



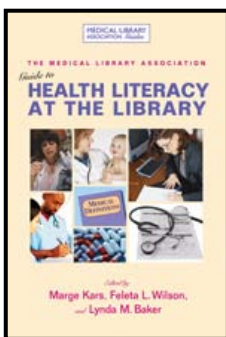
[The MLA Essential Guide to Becoming an Expert Searcher](#)

Terry Ann Jankowski
Neal-Schuman Publishers, 2008
ISBN: 9781555706227
\$65.00

From the Publisher:

What skills, resources, and techniques do expert searchers use when looking up health information? Here are the authoritative answers from the most authoritative source: the prestigious Medical Library Association's renowned trainer, Terry Jankowski.

Ideal for use as a course text or a workbook for self-instruction, this utilitarian guide will teach you valuable strategies and techniques, regardless of your current skill level. Begin with the self-evaluation tool--find out where you are on the novice-to-expert continuum and then follow Jankowski through all of the components of an expert search, starting with the reference interview. A useful interview checklist and examples of librarian-user interactions will help you plan a successful, efficient search. Jankowski then guides you through the basics of search construction, offers practical guidelines for deciding what resource to start with, passes on tips and tricks from expert searchers, and reviews the usefulness of some of the most popular health science databases, like MEDLINE and PubMed, PsychInfo, CAB Abstracts, ABI/Inform, ERIC, and more. Featuring a dozen checklists and 30 exercises plus tips and strategies for maintaining and growing your skill set over time, here is your direct path to becoming an expert health information searcher.



[The MLA Guide to Health Literacy at the Library](#)

Marge Kars, Lynda M. Baker and Feleta Wilson, Eds.
Neal-Schuman Publishers, 2008
ISBN: 9781555706258
\$75.00

From the Publisher:

Nearly a quarter of the U.S. population struggles with low literacy—and low health literacy. The inability to read, understand, and effectively utilize health information is linked to higher levels of chronic disease, more frequent emergency room visits, and early mortality. The cost and quality of care implications are enormous, and health literacy is a hot topic for policy makers and researchers—and for libraries struggling to respond to patrons' unmet health information needs.

This authoritative MLA guide will help you understand the vital role that medical, hospital, public, and health libraries are uniquely qualified to play in improving health literacy. You will learn innovative ways to use collection development, the reference interview, community health information, and Web resources, as well as strategies for working with special needs populations, including seniors, the disabled, ESL groups, and people of diverse social and cultural backgrounds. Case studies illustrate best practices, including ways to partner with health care providers and other organizations to create and fund health literacy programming in your community and make your library a vital player in this increasingly important information needs area.