

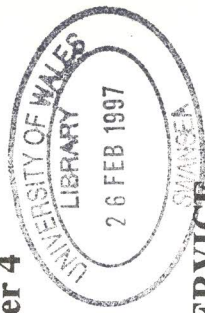
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LIBRARIES for NURSING

Bulletin

Volume 16 Number 4

Winter 1996



MARKETING YOUR SERVICE -
MARKETING YOURSELF

Nurse education :

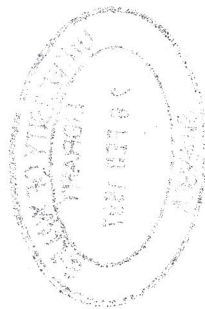
developments in Scotland and Northern Ireland

New journals

LfN

CURRENT ISSUE

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Borrowable



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LfN BULLETIN

Vol.16, No.4, Winter 1996

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EDITORIAL

In this issue we have reports from last year's summer study day on 'promoting yourself and your service'. Marketing a library service is an important issue when libraries have to justify their cost and we have views of this from the theoretical and practical perspectives. Let us forget, our image may be as much to do with how we present ourselves as what services we provide. One of our speakers addressed that issue.

We also have reports from Scotland and Northern Ireland on the reorganisation of nurse education in those places. Managers in health services, universities and libraries have had plenty of opportunities to discover how not to carry out such exercises. Let us hope that they have learnt some lessons.

New technology and the changing role of libraries continue to have an impact on nursing libraries. The Royal College of Midwives library in London has been closed and the RCM *Current Awareness Service* has ceased publication. The RCM has decided that the information needs and delivery to midwives needs to reflect new technology. Some midwives are alarmed at the closure of the library and the LfN and LA are greatly concerned and have been in communication with the RCM.

Another development in IT is the combination of the *RCN Nurse - ROM* and the *Nursing and Midwifery Index* to form the *British Nursing Index* which is to be available during 1997 on CD-ROM and on the Internet. See the item in this issue. Let's hope they combine the comprehensiveness of the RCN Nurse with its British material and the up-to-date-ness of the NMI. Then they will rival the Americans.

The coming months should see the publication of the EVINCE project on how information can contribute to continuing education in nursing. The Library and Information Commission's health panel has also commissioned a study on library and information services to the nursing professional. This is being carried out by Sue Capel at the University of Northumbria at Newcastle. The interim report shows that a lot has been achieved in a very short time. Like EVINCE, the final report should be available by May of this year. The *Bulletin* will seek to keep you informed of developments.

LfN would like to wish Veronica Fraser well in her new post as NHS Library Advisor. As Professional Advisor : Special Libraries with the Library Association, she would attend LfN Committee meetings armed with much needed practical and useful advice.

If you have any practical and useful advice, or simply wish to keep us informed about what you are doing, then the *Bulletin* would be pleased to hear from you. Oh, and if you were hoping to find out what response we got to last issue's questionnaire, and whether you've won £20 in the prize draw - all will be revealed in Volume 17.

The Editors

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MANAGING CHANGE: MARKETING IN PRACTICE

Caroline Plaice

The Importance of marketing

In a collection of papers on marketing published some ten years ago, Wood (1986) distinguishes between the 'ineffective' and 'effective' marketing attitude. With the former approach, the role of marketing is seen by staff as 'appropriate for libraries: valuable, but beyond the staff's capabilities'. With the effective attitude however, the role of marketing is seen as 'vital for libraries: essential and *doable*' (p18).

So why is marketing, defined by the Chartered Institute of Marketing as '... the management process which identifies, anticipates and supplies customer requirements efficiently and profitably' (Hannigan, 1992, p.1) so vital for us as information professionals today?

A culture of change

We live in a culture of change. Whether through incorporation into HE, amalgamation of trusts or a change in the management structure of our organisation, the climate demands that we develop our skills in marketing in order to survive, let alone thrive. We need to develop our competence in using those very same methods that managers further up our corporate ladders use. By doing so we achieve a number of advantages, not least, we are seen by the organisation as having 'management savvy' and because we understand the problems and opportunities being faced, we can develop with the organisation to become a core part of its business.

Southmead Library and Information Service (LIS): A case study

At Southmead we have grown from a service with 5 staff - 4.06 whole time equivalents (WTE) and three service points in 1994 to running six LISs, including two high profile external contracts with 9 staff (6.14 WTE). In addition, plans for an extension to the Medical Library have recently gained financial backing at trust board level and a project to enhance the computer assisted learning facilities supported by the Postgraduate Medical Dean will start next year. Yet, none of this happened just by good fortune; the successes are the result of developing a marketing plan - making ourselves part of the core business of the organisation, as well as finding a powerful advocate for our cause.

The Marketing Plan

Much of what is written about marketing is common sense, yet it is useful to consider the elements of the process and more importantly, how they can be applied ('applied' - italics) to our own library and information services. In addition, you may find it useful, as I did, to obtain some theory in this area. I have gained a great deal by completing the Certificate in Management course at Bristol Business School. The first stage of the Diploma in Management, it is a marvellous way to start developing a strategic approach and to see how other managers tick. Put it on your list of things to look at this year!

The elements of the Marketing Plan

The development of a marketing plan is essential to becoming a core part of the business of your institution. There are several components to the plan which is very much a continuing process (fig 1).

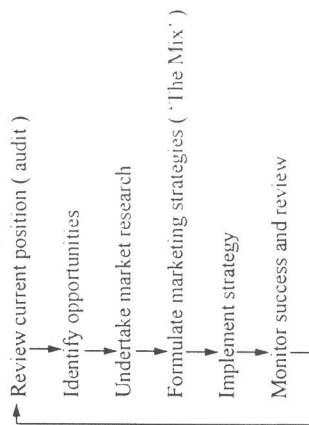


figure 1: The Marketing Plan

The Audit

The first element is that of the marketing audit, a process which considers both the external and internal factors affecting your service. This involves an identification of your library service in terms of its strengths, weaknesses, opportunities and threats, sometimes referred to as a SWOT analysis. In addition, you need to look at what is happening around you and your organisation - the political, economic, sociological and technological (PEST) developments.

At Southmead my first task (and I mean this quite literally; it's no good doing this two months down the line when you've started to develop your own set of prejudices, as human beings are wont to do), when I arrived in the autumn of 1994, was to work with each member of staff for a day to find out what their views were. Following that we had a brain storm as a group about what was good and bad about the service we provided. Never underestimate the value of doing this as a group; Southmead LIS was truly enriched by this process.

Our skills audit identified two key points on the plus side. We had an ability to attract customers from outside the Trust by virtue of our extensive IT facilities - particularly the emerging CD-ROM network and we had a high level of expertise in setting up SDI services for small specialised institutions. On the negative side, we had a preponderance of paper based filing systems and a definite Achilles heel when it came to obtaining grey literature.

Identifying opportunities

The next step of the process at Southmead was to identify where the skills we had could be used outside our organisation and how we could rectify our deficiencies. These elements are very much interrelated: by selling our services I could see that we could finance changes to our operational management which in turn would benefit those buying our services. In addition, a new client could bring with it a wealth of resources which would help us in tracking down grey literature.

MARKETING THROUGH CHANGE: MAKING THE BEST OF YOUR SERVICE

Notes from a presentation by Helen Cootie

Definition - Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing is vital for the organisation's survival - it entails promotion, publicity, targeting specific customer "segments" and making the customers aware of the value of the product or service offered, and therefore seeing off the competition.

The client needs to see you/your organisation as preferred supplier of service. Marketing is how we persuade them of this.

The customer is the most important part of your service and, at the bottom line, keeps you in a job. He/she should feel good about doing business with you. The customer is not an interruption, but the reason you are there. You need to know about them by identifying "customer groups" or "market segments" (to use the jargon).

Market research helps you to identify

- Who they are?
 - What they want?
 - What benefits they are looking for from your service?
 - What expectations they have of your service?
- You can then target customers who are important to you, and match what you do with their needs.

So what is your role in all this?

You have to be aware of the larger organisation you are working in and get out-and -about and talk to people. Listen to customers and act on what they say.

Marketing does not say

"This is what we have got - how can we sell it?"

but

"These are our customer's needs - how do we meet them?"

MARKETING THROUGH CHANGE: MAKING THE BEST OF YOURSELF

Notes from a presentation by Bridget Batchelor

I thought the afternoon was fun although there was too much chat about lipstick for many people's taste. It was all about personal image, the importance of personal appearance and body language in the kind of impression you make.

First impressions are often quite lasting, and depend very little on what you actually have to say. They estimate that 7% of the impression you make is related to have you say, 38% is related to the way you say it, and 55% is down to body language and appearance.

We talked about what sort of image we wanted to have - that of a helpful, approachable, dependable, important and knowledgeable professional person.

People who make a strong positive impression have

- animated expression
- "open" gestures
- confident voice
- appropriate clothes

Bridget also talked about colour. (I have been "done" by a colour consultant, so this was familiar to me). Depending on your skin tone, different colours can make you look great, or like a corpse. There are 4 different colour types - Spring, Summer, Autumn and Winter. (I am a "Winter" who suits reds, purples, dark blues, bottle green, black and white and look like a corpse in beige, khaki, browns and orange).

I actually found this very useful to have done as it stopped me buying things in styles I liked but which really didn't suit me.

Like it or not, clothes are important in presenting a professional image. Ties are mandatory for men. Women should be wearing jackets, shoes with slight heel and no toes showing, touches of jewelry (I was amazed at the effect a little gold necklace had) and make-up.

Cardies and comfy sandals are out if you are dressing to impress.

MAKING A MARK: PROMOTING YOURSELF AND YOUR SERVICE - EVALUATION OF LFN SPRING STUDY DAY

Janice White

Yes, be assured, the return of those questionnaires dutifully distributed at the beginning of the study day is eagerly awaited, and they are read, collated, discussed and acted upon if necessary.

Evaluation of the June study day produced the following results:

All delegates were members of LFN, except one who was a substitute for a member. Interestingly enough for these times, half of the respondents came from Universities. Many had clear ideas of what they hoped to gain from the day - perhaps reflecting the currency of the topic - hoping to gain new ideas for marketing/improving/ promoting their service (and themselves).

Publicity and venue were in the main well regarded, averaging 8/10 (well, who could grumble about being just off Oxford Street?) and the cost was felt to represent very good value. Catering received comments ranging from excellent, to not enough variety and "more forks needed", but still managed 7/10.

Morning speakers received excellent ratings - many delegates appreciating the combination of marketing theory, followed by a demonstration of a practical application (especially one with a positive, real-life outcome). The afternoon session, concentrating on presenting ourselves, produced a more mixed reaction, but most found the colour co-ordination topic entertaining, if somewhat different from the norm. There were, as often happens, calls for more discussion time to discuss issues raised - a balance which is always difficult to achieve.

Overall, though, the day received an average of 8/10, with someone commenting "one of the best" - both a compliment and relief to the Study Day Organisers.

So, thanks to those of you who took the time to write, and, especially took the trouble to return them by post - I haven't had such an interesting mailbox for ages!

*Janice White
Napier University Library
Comely Bank Campus
Edinburgh*

NURSE EDUCATION IN NORTHERN IRELAND

The Health and Social Services Executive announced its intention, in December 1996, of negotiating with Queen's University, Belfast, for the provision of nursing and midwifery education throughout Northern Ireland. It is intended to transfer the work currently undertaken at five Colleges to two University sites. It is not clear at the time of writing what effect this will have on library provision but library closures must be a possibility.

HEALTH EDUCATION WEBSITE

HEBSWEB is a new internet site for material on health education. Its address is <http://www.hebs.scot.nhs.uk>. Contact them for more information at Health Education Board for Scotland, Woodburn House, Canaan Lane, Edinburgh, EH10 4SG (Fax: 0131 452 8140)

REPORT ON HEALTH LIBRARIES CONFERENCE, 14TH JUNE 1996

Judith Anderson

Continuing contact with other nursing and midwifery librarians is of great importance! This was one of the conclusions reached at the Health Libraries Conference held on Friday 14 June 1996 in the sumptuous surroundings of the Lothian College of Health Studies' Morningside site. Librarians in Scottish Colleges of Nursing & Midwifery/Health Studies/Health Sciences from all over Scotland attended.

Delegates at the final "Annual Conference of Librarians in Scottish Colleges of Nursing and Midwifery" in 1995 had decided to meet again as a group before the transfer of pre-registration nursing courses to the new providers on 1 September 1996. All but one of the new providers had a 'representative' at the meeting.

The main focus of the day was the move of pre-registration education into the Higher Education sector and its consequences for librarians and for library services. The agenda was designed to allow for free flow of discussion and the Conference covered a wide range of topics during the day. These topics included job security, services to trained staff, the English experience, ASHSL, assets, the identity of nursing librarians, the role of the NBS in setting standards, Scope and the future.

Those present were able to share experiences, problems and concerns with the integration process thus far. The experiences of individuals in some areas varied considerably from College to College, while in other areas they had more in common. Some of the topics discussed were 'old friends' that had frequently been raised at earlier meetings. Other topics were specific to the current changes in nurse education provision. The value of this kind of discussion was recognised in the lengthy explorations on how continued contact should and could be maintained. Those present finally agreed on a number of avenues; approaching ASHSL to suggest setting up a distinct grouping within the Association, organising a similar meeting in 12 months' time and setting up an electronic network of nursing and midwifery librarians.

By the end of the day considerable ground had been covered and the librarians acknowledged that this was of value and that it had been a worthwhile day.

Thank are due to Alison Aiton at Lothian College, Morningside site for hosting the day. The College had done us proud, even laying on a warm summer's day.

Judith Anderson is Dumfries campus librarian at Bell College, Hamilton.

NEWS FROM SCOTLAND

Janice White

1st September 1996 - a historic day for nursing/midwifery education in Scotland, when the business of most of the Colleges amalgamated into the tertiary education sector. The Scottish Office had announced seven successful bidders for the twelve Colleges: Glasgow Caledonian University, Napier University, University of Paisley, Bell College of Technology - Hamilton, University of Stirling, Robert Gordon University, University of Dundee.

Administrative amalgamation is, of course, just a first step and there are many issues to be resolved in the coming months and years... especially regarding grading, staffing levels, etc. It's too early yet to note major trends - but most have at least undergone a change of name, if not address, e.g.:

The Library
Glasgow Caledonian University
St James Road Campus
110 St James Road
GLASGOW G4 OPS

The Library
Napier University
Melrose Campus
Borders General Hospital
MELROSE TD6 9BD

The Library
Glasgow Caledonian University
Stobhill Campus
300 Balgrayhill Road
GLASGOW G21 3UR

The Library
University of Paisley
Craigie Campus in Ayr
Beech Grove
AYR KA8 0SR

The Library
Napier University
Comely Bank Campus
13 Crewe Road South
EDINBURGH EH4 2LD

The Library
University of Paisley
Dept. of Nursing, Midwifery
& Health Care
Inverclyde Campus
Larkfield Road
GREENOCK PA16 0XL

The Library
Napier University
Livingston Campus
St John's Hospital
Howden Road West
LIVINGSTON EH54 6PP

The Library
Napier University
Canaan Lane Campus
74 Canaan Lane
EDINBURGH EH10 4BT

The Library
University of Paisley
Dept of Nursing, Midwifery
& Health Care
Paisley Campus
Royal Alexandra Hospital
PAISLEY PA2 9PN

The Library
Bell College of Technology
Faculty of Health & Social Science
Hartwood Campus
Hartwood Hospital
SHOTTS ML7 4PE

The Library
Bell College of Technology
School of Nursing & Midwifery
Crichton Hall
Glencaple Road
DUMFRIES DG1 4SG

The Library
University of Stirling
Forth Valley Campus
Westburn Avenue
FALKIRK FK1 5ST

Highland Health Sciences Library
University of Stirling
Highland Campus
Old Perth Road
INVERNESS IV2 3FG

The Library
School of Nursing and Midwifery
University of Dundee
Ninewells
DUNDEE DD1 9SY

LAUNCH OF BRITISH NURSING INDEX

Two major professional indexes are being integrated to form the most comprehensive and up-to-date system of nursing information in the UK.

Bournemouth University's Library and Information Service has joined forces with the Poole Hospital NHS Trust, Salisbury Hospital NHS Trust and the Royal College of Nursing to establish this new venture.

The *British Nursing Index* (BNI) is a marriage of two already well-subscribed systems - *Nursing and Midwifery Index* (NMI) previously published by a consortium of Bournemouth University & Poole Hospital NHS Trust and Salisbury Hospital NHS Trust with *RCN Nurse ROM* and *Nursing Bibliography*, published by the RCN.

This will be the first time such an information source has been available in three distinct formats to satisfy increasingly varied professional demand - on the Internet, CD-Rom and printed text.

The pooling of these resources will result in a new database featuring over 220 health-related journals - with 9,000 references to be added every year.

"The BNI will enable nurses, midwives and health visitors to gain access to the latest professional literature simply, quickly and efficiently," explains Jill Beard of Bournemouth University's Library and Information Services. "It will be an extremely valuable resource for them wherever they are studying and will obviously have great benefits for patient care."

Tony Shepherd, Head of Library Services at the RCN, adds: "The advent of BNI could not come at a better time for nursing in the UK. There is an increasing demand for current information to be made more easily available to the profession. BNI is a major step forward in meeting this demand."

The Index will be based at Bournemouth University and will be maintained by a team of information specialists at the University, the RCN and the local Hospital Trusts. It will be available from 1 January 1997.

Contact for further information:

Mr Tony Shepherd
RCN Library
20 Cavendish Square
London W1M 0AB Telephone: 0171 409 3333 Fax: 0171 491 3859

JOURNALS NEWS

Child Health and the RCM *Current Awareness Service* have ceased publication. The RCM are considering the provision of such information in electronic form.

European Nurse was launched in April and is published quarterly. It covers nursing throughout Europe and contains original research and country reports and conference reports. It is available from Edward Arnold, 338 Euston Road, London NW1 3BH. The annual subscription is £70 p.a. for libraries.

Health Matters was launched in 1996 and is published quarterly. It covers health policy issues and health politics and the future of the NHS and health issues abroad.

Breakthrough began publication in spring 1996. It is published quarterly by the British Association of Social Workers and Anglia Polytechnic University. It covers the area of mental illness in the community, the move of patients from institutions into the community and evaluation of mental health services. It is available from Christine Sedgwick, BASW Trading, 16 Kent Street, Birmingham B5 6RD. The annual subscription is £45 p.a. for libraries. The 1(1) pilot issue had 6 papers on various mental health issues. These included self-help mental program in the USA and poverty and mental health services in the UK. Overall, the papers are readable but seem short on results and tend to be anecdotal and general discussion and thus lacking in scientific rigor. However there is a shortage of publications on mental health so this one is most welcome.

Health: an interdisciplinary journal for the social study of health, illness and medicine is to be launched in 1997 by Sage Publications, 6 Bonhill Street, London EC2A 4PU. The institutional rate will be £150 for the first 2 years and 6 issues are promised.

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