

# Substance Abuse Librarians & Information Specialists

*Setting Sail: Best Practices for the Next Decade/  
Cap vers l'avenir: Meilleures pratiques pour la prochaine decennie*

31<sup>st</sup> Annual SALIS Conference

Art Gallery of Nova Scotia ~ May 6 – 9, 2009



**Setting Sail: Best Practices for the Next Decade /  
Cap vers l'avenir: Meilleures pratiques pour la prochaine decennie**

**May 5 - 9, 2009 · Halifax, Nova Scotia, Canada**

SALIS Friends and Colleagues:

Welcome to Halifax, Nova Scotia and the 2009 Substance Abuse Librarians and Information Specialists Conference! This year we are celebrating the 31st anniversary of SALIS, an outstanding achievement for a small, specialized group which thrives on challenge and adversity.

This year's conference, Setting Sail: Best Practices for the Next Decade/Cap vers l'avenir: Meilleures pratiques pour la prochaine decennie, explores the use of social networking technologies in an information/knowledge environment, provides current and historical context to substance use, and focuses on the role of best practices from a variety of perspectives.

We hope SALIS 2009 provides you with fresh opportunities to learn, to network, to recapture your enthusiasm for what you do, and to enjoy Nova Scotia.

Ruth Hart  
Nova Scotia Department of Health  
Nova Scotia Department of Health Promotion  
and Protection

Sheila Lacroix  
Centre for Addiction and Mental Health

SALIS 2009 has received financial support from:

- Atlantic Canada Council on Addictions (ACCA)
- Canadian Centre on Substance Abuse (CCSA)
- National Institute on Drug Abuse (NIDA)

Image on front cover by Scott Crouse

## CONFERENCE AGENDA

### Tuesday, May 5, 2009

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|-----------------|---|
| 9:30am – 4:00pm | SALIS Board Meeting – Summit Place Boardroom, 5 <sup>th</sup> floor, Summit Place, Lower Water Street |
| 5:00 – 6:00pm   | Registration  |
| 6:00 – 9:00pm   | Welcome Reception   |

### Wednesday, May 6, 2009

(All sessions are at the Art Gallery of Nova Scotia, 1723 Hollis Street, unless otherwise marked.)

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|-------------------|--|
| 7:30 – 8:30am     | Breakfast - Hotel  |
| 8:00am – 4:00pm   | Registration   |
| 9:00 – 9:30am     | <b>Welcome and SALIS: From Reno to Halifax</b><br><i>David Man, SALIS Chair, National Centre on Addiction and Substance Abuse at Columbia University</i>   |
| 9:30 – 10:30am    | <b>A Systems Approach to Substance Use in Canada: Recommendations for a National Treatment Strategy</b><br><i>Carolyn Davison, Director, Addictions Services, Nova Scotia Health Promotion and Protection</i>  |
| 10:30 – 11:00am   | <u>Break</u>   |
| 11:00am – 12:00pm | <b>Building a Better Drinker: Citizens, Alcohol, and the State in Nova Scotia</b><br><i>Greg Marquis, Professor, Department of History and Politics, University of New Brunswick Saint John</i>  |
| 12:00 – 12:30pm   | <u>Lunch</u>   |
| 12:30 – 1:30pm    | <u>Business Meeting I</u>  |
| 1:30 - 2:30pm     | <b>Key Challenges of Universal Prevention Approaches: Best Practices in Developing Culturally-Appropriate Messages for American Indians and American Adolescents</b><br><i>Robert Denniston, Director, National Youth Anti-Drug Media Campaign, White House Office of National Drug Control Policy</i> |
| 2:30 – 3:00pm     | <b><u>Poster Sessions</u></b><br><br><b>Substance Abuse and Its Substantial Health Issues</b><br><i>Rozeena Gillani, Aga Khan University Hospital, Karachi</i><br><br><b>Bringing a Research Library to the Web</b><br><i>Diane van Abbe, Information Coordinator, Ontario Tobacco Research Unit</i>   |

### Highlighting Online Resources to Support Knowledge Exchange in Tobacco Control

*Marilyn Pope, Research and Information Dissemination Coordinator, Ontario Tobacco Research Unit*

- 3:00 – 3:15pm      Break
- 3:15 – 4:00pm      Legislative Library Tour

**Thursday, May 7, 2009** (All sessions are at the Art Gallery of Nova Scotia, 1723 Hollis Street, unless otherwise marked.)

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- 7:30 – 8:30am      Breakfast – Hotel
- SIG and Committee meetings – Hotel
- 8:30 – 9:00am      Registration
- 9:00 – 10:00am      **The Influence of Research on Policy and Practice: Great Idea, Poor Delivery**  
*Mark Asbridge, Assistant Professor, Department of Epidemiology and Community Health, Dalhousie University*
- 10:00 – 10:30am      **Setting Up a User Survey**  
*Jorunn Moen, Senior Advisor, Norwegian Institute for Alcohol and Drug Research*
- 10:30 – 11:00am      Break
- 11:00am – 12:00pm      **Web 2.0: Let's Get Social!**
- Introduction**  
*Sheila Lacroix, Library Coordinator, Centre for Addiction and Mental Health*
- A Shipping Forecast for ATOD 2.0**  
*Anne Welsh, Lecturer in Library and Information Studies, Department of Information Studies, University College, London*
- Blogs: Creating an Online Newsletter**  
*Pamela Scheuermann, Systems Librarian, Pacific Institute for Research and Evaluation*
- Wiki: Creating a Shared Space for a Library Community**  
*Sheila Lacroix, Library Coordinator, Centre for Addiction and Mental Health*
- 12:00 – 1:30pm      Lunch (not provided)
- 1:30 – 3:00pm      **Web 2.0: Let's Get Social (continued)**

**A Picture is Worth 1,000 Search Terms: Using Flickr as a Library Finding Aid**

*Dan Lawrence, Director, RMC Health, Prevention Information Center*

**Mind Manager and Evernote: Tools for Improved Organization, Collaboration, Attractiveness, and Wealth**

*Jessica Hinkson Desmarais, Director of Library and Archive Services, Education Development Center, Inc.*

**LinkedIn: Growing Your Network, Building Your Brand**

*Julie Murphy, Manager of Library and Information Services, Pacific Institute for Research and Evaluation*

**Facebook in 15 Minutes**

*Eric Helmuth, Director of Technology and Online Communications, Join Together*

**Everything in Moderation: The Pros and Cons of Comments**

*Meg Brunner, Librarian, Alcohol and Drug Abuse Institute, University of Washington*

**Using Social Bookmarking to Promote Your Library Website**

*Eric Helmuth, Director of Technology and Online Communications, Join Together*

3:00 – 3:15pm

Break

3:15 – 4:00pm

**Emerging Practice: Setting a Course**

*Anne Welsh, Lecturer in Library and Information Studies, Department of Information Studies, University College, London and other presenters*

4:00pm

**SALIS & Web 2.0: Strategies for our Cyber Presence**

*SALIS Membership and Outreach Committee*

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**Friday, May 8, 2009** (All sessions are at the Art Gallery of Nova Scotia, 1723 Hollis Street, unless otherwise marked.)

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7:30 – 8:30am

Breakfast – Hotel

SIG and Committee meetings II – Hotel

9:00 – 10:00am

**Information Science, Evidence Based Approach and Knowledge Exchange: A Clash of Cultures or a Marriage of Skills?**

*Christine Goodair, Coordinator National and International Programmes, International Centre for Drug Policy, St. George's University of London and Bette Reimer, Research Associate, Centre for Addictions Research of BC*

- 10:00 – 10:45am **Canada's National Network of Health Libraries**  
*Patrick Ellis, Head Librarian, Kellogg Health Sciences Library,  
Dalhousie University*
- 10:45 – 11:15am Break
- 11:15am – 12:00pm **Behavioral Harms: Enforced and Survival Tactics in Ritual Abuse – Torture Victimization**  
*Linda MacDonald, Human Rights Defender and Jeanne Sarson,  
independent scholar*
- 12:00 – 1:30pm Lunch (not provided)
- 1:30 – 2:00pm **"Tuned Out or Tuned In" Clubbing, Drugs, and the Dance Scene: A Global Perspective**  
*Geoffrey Hunt, Senior Scientist, Institute for Scientific Analysis,  
Alameda, California*
- 2:00 – 2:45pm **Building a Working Relationship with Users**  
*Vaughan Birbeck, Information Management Support Officer,  
European Monitoring Centre for Drugs and Drug Addiction*
- 2:45 – 3:00pm Break
- 3:00 – 4:30pm Business Meeting II
- 4:30pm **Conference adjourns**

## **SALIS 2009 Presentation and Poster Abstracts** (in order of program)

**Wednesday, May 6, 2009**

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### **SALIS: From Reno to Halifax**

*David Man*

*SALIS Chair and National Centre on Addiction and Substance Abuse at Columbia University*

SALIS as an organization functions not only at conferences but also between them, and a broad determinant of its success may be measured by how well it functions within both areas. David Man presents evidence to show the importance of the inter-conference functions of SALIS. A short overview of what has been accomplished since the 2007 Reno planning meeting will be presented, and in particular the role of committees and SIGS. This will give conference participants an insight into the formal structure of SALIS and how that structure affects change within the organization.

### **A Systems Approach to Substance Use in Canada: Recommendations for a National Treatment Strategy**

*Carolyn Davison*

*Director, Addictions Services, Nova Scotia Health Promotion and Protection*

A National Treatment Strategy Leadership team has been established to lead the implementation of the recommendations made in *A Systems Approach to Substance Use in Canada: Recommendations for a National Treatment Strategy*. This report, released in November, 2008, was produced to improve the quality, accessibility, and range of options to address harmful substance use – one of 13 priority areas identified under the *National Framework for Action to reduce the Harms Associated with Alcohol and Other Drugs and Substances in Canada*. The report makes 20 recommendations in the areas of building capacity across a continuum of services and supports, supporting the continuum of services and supports, and moving the strategy forward.

### **Building a Better Drinker: Citizens, Alcohol, and the State in Nova Scotia**

*Greg Marquis*

*Professor, Department of History and Politics, University of New Brunswick Saint John*

In 1930, Nova Scotia became the second last Canadian province to jettison prohibition. Yet the century old temperance movement and the tumultuous prohibition years (1870s-1920s) bequeathed a highly regulated system of government control that allowed community input on the location of liquor stores or whether licensed premises should be authorized. 'Beer by the glass' was not permitted until the late 1940s and even with the end of prohibition, many areas of the province remained dry. The guiding principal in alcohol control for decades after 1930 was that Nova Scotians could not be trusted with unfettered access to alcohol. This presentation discusses how provincial authorities attempted to encourage Nova Scotians to become 'better drinkers' in the decades following the end of provincial prohibition.

### **Key Challenges of Universal Prevention Approaches: Best Practices in Developing Culturally-Appropriate Messages for American Indians and American Adolescents**

*Robert Denniston*

*Director, National Youth Anti-Drug Media Campaign, White House Office of National Drug Control Policy*

Reaching targeted populations with clear, consistent, credible, and culturally-sensitive messages is an essential component of universal prevention approaches such as media campaigns. New methods are being applied to ensure such campaigns, including the National Youth Anti-Drug Media Campaign, address audiences effectively. This presentation covers Native American methamphetamine use and adolescents' use of new technologies. A new anti-meth campaign, developed in consultation with Native communities and produced by Native-owned media production firms, involved a process of message development and evaluation. Steps were taken to ensure that the messages are culturally-relevant, provide a sense of empowerment, and are widely disseminated through Native channels. This research-based campaign is designed to reach Native youth, adults, and elders, and to refute myths and misconceptions about meth. The second audience, American adolescents, increasingly use a wide array of newer technologies and are exposed to a high volume of pro-drug messages. To provide anti-drug messages that are timely and relevant, this campaign employs new channels to help youth remain "Above the Influence."

**Thursday, May 7, 2009**

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## **The Influence of Research on Policy and Practice: Great Idea, Poor Delivery**

*Mark Asbridge*

*Assistant Professor, Department of Epidemiology and Community Health, Dalhousie University*

How research is transformed into policy is an area of considerable interest among academics the broader research community, policy brokers, NGOs, practitioners, funding bodies, and many others. In fact, an entire field has been developed in an attempt to better understand and map out the process, a field with its own audience and lexicon. Just witness the varying acronyms devoted to the topic, such as Knowledge Translation (KT), Knowledge Synthesis (KS), Knowledge Exchange (KE), and Evidenced Based Policy/ Practice (EBP). Yet, the act of successfully taking a research product and having it shape policy development continues to be elusive. More often than not, evidence remains absent as a basis of policy. Instead policy development follows the more traditional paths of shortsightedness due to partisanship, political weak will, and vote mongering. The aim of the presentation is to review the research to policy process, broadly, and highlight some success stories, including those drawn from my own work in addictions, while focusing on ways by which the research community and policy makers can better connect to articulate their distinct and common interests.

## **Setting Up a User Survey**

*Jorunn Moen*

*Senior Advisor, Norwegian Institute for Alcohol and Drug Research*

The SIRUS library is the Norwegian competence library for alcohol and drug research. During 2009, the library will undertake a user survey. Questionnaires were disseminated in March. The results of the survey will be presented in November. The aim of the survey is to find out if the library services meet the demands and needs of the users - and if the library has potential users. Questback ([www.questback.no](http://www.questback.no)) is being used to implement the survey electronically. The system is easy to use and can handle the survey electronically. Questback, developed by a Norwegian company, is available in 10 languages and used internationally. The questionnaires have been developed with the assistance of a lecturer from the College of Librarianship in Oslo and Questback and library staff. In the presentation, I want to display two questionnaires, one for present users and one for potential users, and also demonstrate how to use Questback.

## **Introduction, Web 2.0: Let's Get Social!**

*Sheila Lacroix*

*Library Coordinator, Centre for Addiction and Mental Health*

## **A Shipping Forecast for ATOD 2.0**

*Anne Welsh*

*Lecturer in Library and Information Studies, Department of Information Studies, University College, London*

This paper provides an overview of the current state of the art in the drug sector's use of Web 2.0 technologies. It then considers the strengths, weaknesses, opportunities and threats of 2.0 and suggests what the future might look like. It builds on the presenter's Information Masterclass at Online Information 2008 and her papers at Elisad 2007 and 2008, available at [http://www.online-information.co.uk/online08/files/conferencing/17/Anne%20Welsh\\_Thur\\_Info%20Master.pdf](http://www.online-information.co.uk/online08/files/conferencing/17/Anne%20Welsh_Thur_Info%20Master.pdf) , <http://annewelsh.wordpress.com/cuttings/adding-value-beyond-google/> and <http://www.slideshare.net/AnneWelsh/online-collaboration-presentation#> respectively.

## **Blogs: Creating an Online Newsletter**

*Pamela Scheuermann*

*Systems Librarian, Pacific Institute for Research and Evaluation*

Blogs are increasingly being used to as replacements and/or supplements for newsletters. This presentation describes the rationale and process for two newsletter to blog transitions.

## **Wiki: Creating a Shared Space for a Library Community**

*Sheila Lacroix*

*Library Coordinator, Centre for Addiction and Mental Health*

This brief session showcases a wiki developed and used by a closed community of librarians working within a large consortium. The Health Science Information Consortium of Toronto (HSICT) includes 50 libraries within 38 parent organizations, including the University of Toronto Gerstein Health Science Library. The HSICT Professional Practice Subcommittee Wiki is a means to share resources, collaborate when important issues arise, and generally to be a 'space' for our work and a resource for all HSICT members. We use wiki host PBWiki (<http://pbwiki.com>), free for smaller wikis. Highlights will reflect how we are using the wiki, ease of use, and challenges encountered.

## **A Picture is Worth 1,000 Search Terms: Using Flickr as a Library Finding Aid**

*Dan Lawrence*

*Director, RMC Health, Prevention Information Center*

3D anatomical models, posters, folding displays, and interactive games are part of a visual aid collection at the Prevention Information Center (PIC). Without the ability to upload photos, our library catalog has proven ineffective at helping clients to identify visual aids to use at health fairs, in groups, or to supplement classroom curricula. In this session, we will demonstrate how we have used Flickr to allow browsing of collections by more visual and dynamic means while still allowing for easy linking to the catalog in order to place holds and requests.

## **Mind Manager and Evernote: Tools for Improved Organization, Collaboration, Attractiveness, and Wealth**

*Jessica Hinkson Desmarais*

*Director of Library and Archive Services, Education Development Center, Inc.*

MindManager is a popular mind mapping software program. More than a task or project planning program, the software can be used to show relationships between concepts, ideas, or other pieces of information. MindManager is proprietary software, but free web-based versions will be highlighted as well. OneNote and Evernote are programs for free-form information collection, including traditional handwritten or typed notes, audio recordings, images, and web links. Users also rave about the multi-user collaboration possibilities. Such software programs have been likened to an electronic version of a tabbed three-ring binder with far more functionality.

## **LinkedIn: Growing Your Network, Building Your Brand**

*Julie Murphy*

*Manager of Library and Information Services, Pacific Institute for Research and Evaluation*

Creating a professional online presence is important, regardless of your employment status. LinkedIn is an interconnected network of experienced professionals from around the world that allows you to find, be introduced to, and collaborate with other professionals. Julie will give a brief tour of LinkedIn's features, then focus on creating effective profiles, making connections, and developing and promoting a personal brand via recommendations, asking and answering questions, and joining groups.

## **Facebook in 15 Minutes**

*Eric Helmuth*

*Director of Technology and Online Communications, Join Together*

You can set up a Facebook page in the time it takes for this 15 minute presentation! It really is that easy to stake out some real estate on the world's fastest-growing social networking site that is most definitely not just for kids any more. Learn how Join Together's Facebook presence is helping us reach new constituents and strengthen ties with existing ones, and how Facebook can help your organization too.

## **Everything in Moderation: The Pros and Cons of Comments**

*Meg Brunner*

*Librarian, Alcohol and Drug Abuse Institute, University of Washington*

This fifteen-minute presentation for the Web 2.0 session will address the pros and cons of allowing your users to get more involved in your blog, catalog, or other Web 2.0 applications. If you are considering the addition of user/reader comments to your blog or catalog, you may want to think about drafting a "comments policy" and coming up with a plan for how (or if) you will moderate what gets posted. Although initially your site may not attract many comments, eventually you will find yourself faced with somebody who has a chip on his/her shoulder and/or serious issues with the concept of "logical argument." How you deal with the good, the bad, AND the ugly in your comments section will impact your site's reputation (as well as your own) and make or break its ability to build an active community of users.

## **Using Social Bookmarking to Promote Your Library Website**

*Eric Helmuth*

*Director of Technology and Online Communications, Join Together*

Many of your website's visitors will gladly promote your online content for you, if you make it easy for them to share it on their social networking or bookmarking website of choice. Learn about simple, free tools for including a Share button on your webpages that lets your visitors quickly "bookmark" your content on services such as Digg, Buzz, Reddit, Facebook or MySpace. You will also find out which social bookmarking services are most popular with Join Together Online visitors, and what kind of stories our users "Share" most often.

## **Emerging Practice: Setting a Course**

*Anne Welsh and other presenters with input from the audience*

*Lecturer in Library and Information Studies, Department of Information Studies, University College, London*

## **SALIS & Web 2.0: Strategies for our Cyber Presence**

*SALIS Membership and Outreach Committee*

**Friday, May 8, 2009**

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## **Information Science, Evidence Based Approach and Knowledge Exchange: A Clash of Cultures or a Marriage of Skills?**

*Christine Goodair*

*Coordinator National and International Programmes, International Centre for Drug Policy, St. George's, University of London*

*Bette Reimer*

*Research Associate, Centre for Addictions Research of BC*

The evidence based industry has grown considerably in the past 10 years. Starting in the health sector, the principles of evidence based medicine have been applied to other professional settings, including substance misuse, social work, and the information sector. This joint paper will explore two aspects of the information work and the evidence based approach. Firstly, from a personal perspective, the question of how transferable is the evidence based the approach to information work and what does it offer. The second theme will discuss bringing the principles and skills of information science to knowledge exchange activities aimed at supporting evidence-informed services and decision-making. What opportunities and tensions exist?

## **Canada's National Network of Health Libraries**

*Patrick Ellis*

*Head Librarian, Kellogg Health Sciences Library, Dalhousie University*

Patrick Ellis is the co-chair of the National Network of Libraries for Health/ Réseau national des bibliothèques pour la santé (NNLH/RNBC) task force of the Canadian Health Libraries Association / Association des bibliothèques de la santé du Canada (CHLA/ABSC). The Canadian health knowledge infrastructure is a patchwork of local and national initiatives, with no coherent centre and many holes in service delivery and collections. CHLA/ABSC has proposed the NNLH/RNBC to provide the missing

infrastructure and content. In 2008, with funding support from Canada Health Infoway, the task force completed an environmental scan and readiness assessment for the NNLH/RNBC. This can be viewed at <http://www.chla-absc.ca/nnlh/activities.html>

2009 is a significant year. Along with recruiting stakeholders for the next phase of the development of the NNLH/RNBC, the task force has worked with the Canadian Cochrane Network and Collaboration. On April 15, 2009, a national trial of the Cochrane Library was announced. All Canadians with internet access will have access to the Cochrane library for a nine month trial. This trial is planned as "a proof of concept" for the NNLH/RNBC.

## **Behavioral Harms: Enforced and Survival Tactics in Ritual Abuse – Torture Victimization**

*Linda MacDonald*

*Human Rights Defender*

*Jeanne Sarson*

*Independent scholar*

Using a visual model, ritual abuse-torture (RAT) is explained as a form of non-state actor torture. The ordeals and drawings of persons who report surviving RAT are shared to help illustrate the discussion which includes:

1. How perpetrators enforce the use of alcohol and drugs and teach self-harming conditioning such as head banging, hair pulling, self-bruising, and self-cutting to refocus and silence those they victimize.
2. How victimized persons deal with harmful, triggering, physiological, emotional, sensory, cognitive, and behavioural responses that are consequences of the teaching, conditioning, and tortures. These can include the need to use alcohol and drugs, the conditioned need to self-cut and self-scrub until their skin bleeds, and engage in other high risk behaviours.
3. That best practices of remembering and recovery require separating consequential harmful torture responses from the victimized person's coping mechanisms, which are used to de-escalate overwhelming pain and suffering - the double torture. Coping can mean the use of drugs, smoking, alcohol, shopping, running, or prostitution. Non-pathologizing of the victimized person's responses is an essential best practice.

## **"Tuned Out or Tuned In" Clubbing, Drugs and the Dance Scene: A Global Perspective**

*Geoffrey Hunt*

*Senior Scientist, Institute for Scientific Analysis, Alameda, California*

The global development of electronic dance music is an important and relatively recent example of global cultural flows. The dance scene and its associated drug use has emerged center stage as a global phenomenon. With its distinctive and fluid lifestyle in dress, music, setting, and drug use, it is flourishing across the world from Europe to the Americas, to Australia and most recently to Asia. Sociologists and cultural studies theorists examining the processes of club and dance cultures have attempted to assess the extent to which these processes can be viewed as either yet another example of Westernization leading to increasing homogenization or as an example of hybridization in which the local modifies and reshapes global culture. Unfortunately, while researchers within the field of youth cultures have seen the importance of examining the dance scene within a comparative and global perspective, researchers in the drug field, with only a few exceptions, have restricted their enquiries on drugs and the dance scene to single cultures and locales. It is against this background that this presentation explores the processes of globalization, drugs, and the dance scene. Drawing on our own and our colleagues' research, we compare the dance scene and drug cultures in San Francisco and Hong Kong. While these two cases reflect global developments within the electronic dance music scene, they also illustrate, in different ways, the importance of considering local characteristics, whether that be in specific drug using practices or preferred types of music. By adopting a transcultural approach, we hope to highlight the extent to which the dance and drug scenes in San Francisco and Hong Kong are both involved in global cultural exchange and influence.

## **Building a Working Relationship with Users**

*Vaughan Birbeck*

### *Information Management Support Officer, European Monitoring Centre for Drugs and Drug Addiction*

Drawing on personal experiences in a variety of jobs in special libraries (including starting information services from the beginning), this presentation will examine ways in which information professionals can develop working relationships with their client groups. This goes beyond marketing to look at the delivery of personal (bespoke) services, customer care, and relationship marketing. The presentation will also examine the ways in which information professionals can best develop their services and disseminate information in a changing information environment.

## **Posters**

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### **Bringing a Research Library to the Web**

*Diane van Abbe*

*Information Coordinator, Ontario Tobacco Research Unit*

Knowledge exchange is embedded throughout the work of the Ontario Tobacco Research Unit (OTRU) in research, evaluation, and capacity building. This poster highlights the development of one of OTRU's latest initiatives and a key resource supporting knowledge exchange: our online library catalogue. This web-based resource complements general library search engines by providing references to grey material and reports specific to tobacco control in Ontario and Canada, as well as our tobacco specific journal articles.

### **Highlighting Online Resources to Support Knowledge Exchange in Tobacco Control**

*Marilyn Pope*

*Research and Information Dissemination Coordinator, Ontario Tobacco Research Unit*

A leader in tobacco control research, monitoring and evaluation, and teaching and training since 1993, the Ontario Tobacco Research Unit (OTRU) is a respected source of science-based information for research and public health communities. This poster highlights OTRU's new initiatives and online resources supporting knowledge exchange in the tobacco control community. Policy makers, practitioners, and researchers need ready access to reliable information for decision making, program planning, and evaluation. OTRU's web based interface TIMS (Tobacco Informatics Monitoring System) will provide users with easy access to over 100 key tobacco control indicators related to prevention, protection, and cessation. The OTRU Glossary of Tobacco Control Terms provides information on more than 1,000 tobacco control terms and definitions. Two survey information databases on our website support tobacco control research. Tobacco and Public Health: From Theory to Practice is an award winning, online course on tobacco control aimed at Canadian health professionals. Our knowledge products are disseminated electronically to over 500 tobacco control researchers, practitioners, and policy makers in Ontario, across Canada, and internationally. They are also available on our website.

## SALIS 2009 Presenters

(alphabetically)

**Mark Asbridge** is an Assistant Professor in the Department of Community Health and Epidemiology at Dalhousie University and a Canadian Institutes of Health (CIHR) New Investigator. Prior to joining Dalhousie, Mark completed his Ph.D. Sociology and Addiction Studies at the University of Toronto and a post-doctoral fellowship at the Centre for Addiction and Mental Health in Toronto. Mark's research program examines the areas of addictions, public and population health, injury prevention and emergency medicine, and public policy. His current projects include a study of cannabis use and traffic collisions in patients presenting to emergency departments in Halifax and Toronto, an examination of tobacco use among ethnic and cultural populations in Canada, and a study of how the pain medication OxyContin has become problematized in the mainstream media. Mark's first exposure to the area of addictions was during the completion of his undergraduate degree in the early 1990s, when he worked as a volunteer at the CAMH (old ARF) library under the direction of Sheila Lacroix.

**Vaughan Birbeck** was born in Carlisle, near the English Lake District. He is a graduate in Library & Information Studies, Manchester (UK) 1984, followed by an MPhil research project "Unobtrusive Testing of Public Library Reference Service" (also at Manchester) in 1986. He has worked as a manager of library and information services for the Ministry of Agriculture, Fisheries and Food, the Environment Agency, and the Joseph Rowntree Foundation in the UK, and he started working for the EMCDDA in Lisbon in 2006.

**Meg Brunner** has worked in libraries since high school, when she spent her summers toiling away at a virtually patron-free military library, spending most of her shifts reading her way through the mystery novel section and writing goofy little computer games in BASIC on a Kaypro 386. She earned her MLIS in 1998 from the University of Washington and has worked at the Alcohol & Drug Abuse Institute Library ever since. In her spare time, Meg reads voraciously, watches bad movies, and maintains her web site at <http://megwood.com>, as well as its companion blog at <http://megwood.wordpress.com>. Her website and blog encourage active user participation in the comments section, for better or for worse.

**Carolyn Davison** is the Director of Addiction Services at the Nova Scotia Department of Health Promotion and Protection. She is accountable for the overall lead for Addiction Services, which involves defining core services, defining standards and best practices for service delivery, developing provincial policies, monitoring and auditing programs, consulting with service providers in the District Health Authorities and IWK Health Centre, and facilitating provincial program development. Carolyn is also responsible for the Provincial Alcohol Strategy and is co-leading with the Department of Justice the development of a Provincial Drug Strategy. She co-chairs the National Treatment Strategy Leadership Team and the National Alcohol Strategy Advisory Committee. Before going to work for the Nova Scotia Government in 2001, Carolyn worked as a researcher and an evaluation consultant and taught part-time in the Faculty of Health Professions at Dalhousie University and Mount St. Vincent, teaching such courses as Research Methods, Health Promotion, Personal Health, Measurement and Evaluation, and Drugs and Drug Education. Carolyn has extensive experience in health education and community development in Nova Scotia, South East Asia, and West Africa. She is past Chair of the Nova Scotia Gambia Association, past Chair of the Atlantic Council for International Cooperation (ACIC), and former Vice-Chair of the Canadian Council for International Cooperation (CCIC).

**Robert Denniston** directs the National Youth Anti-Drug Media Campaign at the White House Office of National Drug Control Policy. This Campaign - the most visible component of the United States' effort to reduce youth drug use - involves advertising, media outreach, and partnerships with public and private sector organizations. He previously served as director of the HHS Secretary's Initiative on Youth Substance Abuse Prevention, within the Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services.

**Patrick Ellis** is the Health Sciences Librarian at the Kellogg Health Sciences Library, Dalhousie Libraries and Chair of the Atlantic Health Knowledge Partnership, the group of libraries responsible for networking the Cochrane Library in Nova Scotia. The partnership has served as an informal partnership platform for networking health resources in the province. He is the Co-Chair of a task force of the Canadian Health Libraries Association (CHLA) to develop a national network of health libraries to better support the information needs of health practitioners throughout Canada. With the support of Canada Health Infoway, they have completed the national environmental scan and readiness assessment for the proposed network. One of the targets of the National Network is pan-Canadian access to the Cochrane Library (national trial implemented April 2009). For more information see <http://chla-absc.ca/nnlh/indexe.htm> Patrick previously chaired the CHLA task force responsible for the Canadian implementation of Docline (library-based resource sharing program) and Loansome Doc (end user document delivery via PubMed).

**Christine Goodair** is Chair of Elisad and Secretary of SALIS, with over 20 years of information and library experience. She is currently working as the Coordinator National & International Programmes for the International Centre for Drug Policy, based at St. George's, University of London. This involves the management of various programmes of work in substance misuse, such as training and educational workshops both in the UK and abroad, curriculum development for substance misuse, assisting with research and dissemination of publications, and maintaining the Centre's website.

**Eric Helmuth** is the Director of Technology and Online Communications for Join Together, a project of the Boston University School of Public Health, where he is responsible for satisfying the information appetites of 52,000 hungry email newsletter subscribers and about twice as many monthly website visitors. He is proud that, to his knowledge, Join Together's Facebook page has more fans than any other addiction-related organization, but at 556 that's not saying much.

**Jessica Hinkson Desmarais** serves as the Education Development Center's (EDC) Director of Library and Archive Services. When she isn't establishing a digital archive and improving library services to EDC's 325 projects, Jess enjoys discovering and employing new technologies to improve efficiency and effectiveness.

**Geoffrey Hunt** is a social and cultural anthropologist who has had nearly 30 years experience in planning, conducting, and managing research in the field of youth studies and drug and alcohol research. Currently, Dr. Hunt is a Senior Research Scientist at the Institute for Scientific Analysis and the Principal Investigator on three National Institutes on Health projects. Two of these projects are on youth gangs in the San Francisco Bay - one of which focuses on teenage fatherhood and gang membership and the other on gender and drug sales. These studies represent the latest projects on youth gangs in the San Francisco Bay area, which began in 1990. Since then five additional studies have been completed. The third project, which Dr. Hunt is currently directing, is on Asian-American youth, club drugs, and the dance scene in San Francisco. This project, funded by the National Institute on Drug Abuse, is a continuation project on the culture of drug use in the dance scene begun in 2002. This project has also encompassed two comparative qualitative research projects in Hong Kong and Rotterdam. In addition, Dr. Hunt has been involved in two large scale comparative international projects. The first project focused on the study of alcohol treatment systems in sixteen countries and led to the publication of the book *Cure, Care or Control: Alcoholism Treatment in Sixteen Countries* (SUNY 1992). A companion volume *Drugs, Demons and Delinquents: Drug Treatment Systems in an International Perspective* (Sage 1998) examined the drug treatment systems in twenty different countries. Dr. Hunt has published widely in the field of substance use in many of the leading sociology, anthropology, and criminology journals in the United States and the UK.

**Sheila Lacroix**, BSc, MLS, is the Library Coordinator at the Centre for Addiction and Mental Health (CAMH) Library, Toronto, Canada. Ms. Lacroix has been providing reference and research service to CAMH staff and other professionals since 1991 and has been a member of SALIS for almost as long. Sheila has been active in SALIS for many years, serving as Chair and conference host. She has been involved in many SALIS committees and has presented at several past SALIS conferences. Sheila is the current Chair of the Professional Practice Subcommittee of the Health Science Information Consortium of Toronto (HSICT) and a recent recipient of the Joan Leishman Award presented annually by the HSICT.

**Dan Lawrence** works at the Rocky Mountain Center for Health Promotion and Education as Director of the Prevention Information Center (PIC) in Lakewood, Colorado. The PIC is a statewide substance abuse and health promotion library. Lawrence received his MLIS from San Jose State University, his MA in Educational Technology from the University of Northern Colorado, and his BA in English Literature from the University of California, Berkeley. He spends his spare time constantly remodeling and continually re-childproofing his 92 year old house. He also wishes he had more time to play Irish tin whistles and guitar.

**Linda MacDonald** is employed as a Home Care Coordinator for the Nova Scotia Department of Health, Truro, Nova Scotia, Canada and has been an independent scholar, co-writer, feminist researcher, human rights defender, activist, and grassroots supporter focused on the reality of non-state actor torture victimization as a human rights violation since 1993.

**David Man** holds an M.S. degree in Information Science and Library Services from Columbia University, graduating in 1991. He has worked in the libraries of New York Academy of Medicine and the Rockefeller University. Since 1996, he has been the director of the library at The National Center on Addiction and Substance Abuse (CASA) at Columbia University where he designed and implemented the library on the web. He is responsible for all aspects of library operations including cataloging, inter-library loan, and conducting bibliographic searches. He has supported SALIS in a number of capacities such as helping to plan and organize the New York conference in 2000, chairing a number of committees, as well as holding the Chair for 2008-2009.

**Greg Marquis** is professor of History and Acting Chair of the Department of History and Politics, University of New Brunswick in Saint John. He received his BA from St. Francis Xavier University (SFXU), his MA from the University of New Brunswick, and his PhD from Queen's University. He has taught at several Canadian universities, including SFXU, Saint Mary's University, and Dalhousie University. His current research interests include urban, criminal justice and popular culture history and the history of alcohol control. He is working on a book-length study called "Canada Learns to Drink: Alcohol and Society, 1867-1985." He lives in Quispamsis, NB with his wife Donna and his son Joe.

**Jorunn Moen** has worked as a Librarian at the College of Librarianship, the Norwegian Institute for Water Research (NIVA), the Kenya National Library Services (Norwegian Peace Corps), the Norwegian Music Information Centre (MIC), and the Norwegian Directorate for Assistance to Developing Countries (NORAD), and as the Head of Library at the Norway Post and the Norwegian Institute for Alcohol and Drug Research (SIRUS). He is currently a Senior Advisor at the Norwegian Institute for Alcohol and Drug Research (SIRUS).

**Julie Murphy** was introduced to the field of alcohol and drug librarianship through the APIS project at the CDM group. She subsequently became Manager of Library and Information Services at the Prevention Research Center of the Pacific Institute for Research and Evaluation in 2003, and Manager of Library and Information Services for all of PIRE in 2007. Julie has an MLIS from San Jose State University and experience in a wide variety of library settings. Julie's interests include medical and public health librarianship and researching the Open Access movement to make scholarly publications more freely available.

**Marilyn Pope**, Research and Information Dissemination Coordinator, has been with the Ontario Tobacco Research Unit (OTRU) since its inception in 1993. She coordinates the development and production of OTRU's knowledge dissemination products and is responsible for OTRU's work plan for knowledge exchange products and services. She is an OTRU investigator and co-editor of the book, *Nicotine and Public Health*.

**Bette Reimer** is a research associate with the Centre for Addictions Research of BC, where her work focuses on knowledge exchange projects aimed at communicating evidence in a way that is accessible and understandable to professionals and the public. Previously she held positions at the Canadian Centre on Substance Abuse and the Alberta Alcohol and Drug Abuse Commission. Bette has worked for more than 25 years in the substance use field and has contributed to national and international dialogues related to improving access to policy and practice literature and information exchange.

**Jeanne Sarson**, MEd, BScN, RN, has been an independent scholar, writer, feminist researcher, human rights defender, activist, and grassroots supporter focused on the reality of non-state actor torture victimization as a human rights violation since 1993.

**Pamela Scheuermann** is a member of the Library & Information Services team and the Pacific Institute for Research and Evaluation's (PIRE) Systems Librarian. She is responsible for oversight and implementation of the library's electronic database resources, library web site editing and maintenance, and research and reference request support. Pam has been at PIRE since October 2005. Prior to joining PIRE, Pam was Coordinator of Information Services at The Council on Quality and Leadership (CQL) in Towson, Maryland where she managed CQL's information systems. She was data analyst for CQL's contract with the U.S. Department of Health and Human Services, Centers for Medicare and Medicaid Services (CMS) to conduct look-behind surveys in Intermediate Care Facilities for Persons with Mental Retardation (ICFs/MR) and information specialist for CQL's contract with the U.S. Department of Health and Human Services, Administration on Developmental Disabilities (ADD) to create the National Center on Outcomes Resources (NCOR). Pam's experience spans more than twenty years in all aspects of librarianship, including reference, database searching, user education, and cataloging at the University of Maryland Health Sciences and Human Services Library, National Library of Medicine, Defense Technical Information Center, and Quantico Marine Band.

**Diane van Abbe** has been the Information Coordinator with the Ontario Tobacco Research Unit (OTRU) since 1998. In addition to maintaining the OTRU library, she conducts literature searches and provides reference service to staff and partners. She is also involved in the production of some knowledge exchange products. Previously, Diane worked in the Centre for Addiction and Mental Health library as a cataloguer and reference librarian. She is a graduate of Library Arts from Ryerson University, Toronto, Ontario.

**Anne Welsh** spent four years as Information Officer at DrugScope, where she was responsible for the introduction of Web 2.0 technologies, including DrugData Update, the first blog in the UK drugs sector. A well-known speaker at national and European conferences with a background in law and health libraries, she has written for trade journals, including 'Library & Information Update', 'Library & Information Gazette,' and Online. She is co-authoring a textbook on 'Practical Cataloguing' for Facet Publishing.

## Sponsors of SALIS 2009

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### **Nova Scotia Health Promotion and Protection**

1601 Lower Water Street  
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<http://www.gov.ns.ca/hpp/>



### **National Institute on Drug Abuse**

6001 Executive Boulevard, Room 5213  
Bethesda, MD 20892-9561  
<http://www.nida.nih.gov/>



### **Canadian Centre on Substance Abuse**

75 Albert Street, Suite 500  
Ottawa, ON K1P 5E7  
<http://www.ccsa.ca>

## Print Exhibitors at SALIS 2009



**Gibson Library Connections, Inc.**  
PO Box 1029  
Saint-Lazare, QC J7T 2Z7  
<http://www.gibsonlibraryconnections.ca/>



**Hazelden**  
CO3, PO Box 11  
Center City, MN 55012-0011  
<http://www.hazelden.org/>



**The National Center on Addiction and Substance Abuse (CASA)**  
633 Third Avenue, 19th Floor  
New York, NY 10017-6706  
<http://www.casacolumbia.org>



**Karger Medical and Scientific Publishers**  
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<http://www.camh.net/>



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## Virtual Exhibitors



### **Brewers Association of Canada**

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<http://www.brewers.ca/>

### **2008 Worldwide Brewing Alliance Drinking and Driving Report**

[http://brewers.ca/UserFiles/BI\\_DrinkDriveRpt08\\_6\\_LR.pdf](http://brewers.ca/UserFiles/BI_DrinkDriveRpt08_6_LR.pdf)

### **Worldwide Brewing Alliance Global Social Responsibility Initiatives**

<http://brewers.ca/UserFiles/Documents/pdfs/eng/WBA%20Global%20Social%20Responsibility%20Initiatives%20Second%20edition.pdf>

### **Brewers Association of Canada Sales Bulletin**

<http://brewers.ca/UserFiles/Documents/Sales%20Bulletins/2008%20Sales%20Bulletins/Dec08.pdf>

### **Brewers Association of Canada 2007 Annual Statistical Bulletin**

[http://brewers.ca/UserFiles/Documents/pdfs/eng/statistics/asb/2007/Brewers\\_ASB\\_2007\\_Eng.pdf](http://brewers.ca/UserFiles/Documents/pdfs/eng/statistics/asb/2007/Brewers_ASB_2007_Eng.pdf)

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