

HEALTH AND MEDICINE COLLECTION PLAN 610-619

I. COLLECTION DESCRIPTION

A. Coverage. The health and medicine section contains primarily materials designed to assist individuals in achieving and maintaining good health, coping with and gaining knowledge about illness and understanding natural human conditions such as reproduction, childbirth and menopause. This area also includes the history of medicine, health careers and information about human anatomy and physiology.

B. Collection Purpose. This collection serves a variety of purposes that don't fit neatly into "support life-long learning" and "enhance cultural and leisure activities," although both of these stated purposes can describe some uses of the collection. Books on coping with disease, dieting, exercising, getting pregnant and giving birth, etc. are needed when individuals are confronted with the necessity of learning more about a topic as it becomes a factor in their lives.

II. COLLECTION SCOPE

This is clearly an area for lay persons interested in various aspects of health matters. We attempt to have a number of current medical dictionaries and "family health guides" as well as current (no older than five years) materials on diseases, dieting, exercise, etc. For many areas, such as cancer, heart disease, mental illness, pregnancy, exercise, etc., we attempt to provide a broad range of information, including case studies and personal narratives; our overall goal is to have at least one current title on every health problem for which information might be sought.

There are often differing views on treatment in areas such as cancer, dieting, hormone replacement and the like, and we attempt to acquire credible titles which promote these differing viewpoints. Alternative medicines and treatments have a strong following in Iowa City, and books on aromatherapy, homeopathy, natural healing, etc. are purchased and used heavily.

III. AUDIENCE.

The largest audience for this area is the independent learner--someone who has a need to know and understand an issue that has become important in his or her life. A woman becomes pregnant and immerses herself in books about childbirth preparation, diet and exercise while pregnant, choices in delivery, breastfeeding and recovery from pregnancy. A young person is diagnosed with diabetes, and wants to know not only medical information, but how people and their families cope with the disease. Caretakers of victims of Alzheimer's, mental illness, or other debilitating conditions need up to date material on management of the condition.

Students are often assigned papers on medical topics, and may also consult the books on medical vocations and the personal narratives of doctors and nurses--an area also popular with browsers.

IV. SIZE AND DUPLICATION.

Call #	Items Owned	Circulation in FY06	Turnover FY06
610-619	4,395	14,920	4.1

The collection makes up 1.6% of the Nonfiction collection and accounts for 1.1% of the circulations. Duplicate copies make up 8.6% of the collection These are usually multiple copies of books on popular diets, personal narratives of individuals (sometimes famous) about their illness, and titles by popular authors are purchased in depth.

V. SELECTION PLAN

See "Introduction to Collection Plans for Adult Nonfiction" for broad selection plan criteria. Areas of special importance are highlighted below:

A. Criteria.

1. Accuracy and Currency: Books that describe conditions and methods of treatment need to be as current as possible. This includes all areas dealing with disease as well as birth control, gynecology, drug and alcohol treatments, etc.

2. Demand/Popularity/Notable Authors: Diet and exercise books are often purchased in multiple copies because of their high visibility on TV talk shows and in other media. Books by authors who have a strong following are purchased in quantity to satisfy patron interest. Certain topics often become popular and generate strong interest—Avian flu, natural cures and anti-aging are recent examples. Books on sex instruction are high demand and high replacement items.

3. Study Guides for Standardized Tests. This area includes study guides for nursing school, practical nursing and emergency medical technicians, as well as the *Medical College Admissions Test* (MCAT). These must be current, and some are on standing order to ensure currency. Multiple copies of these titles are purchased.

4. Career Guidance. A number of titles which explore careers in medicine are purchased, along with personal narratives by doctors and nurses, which are popular with the general public and provide glimpses into career possibilities for young people.

B. Tools.

In addition to the standard selection tools, the selector reads widely in specialized health magazines such as *Health*, *Men's Health*, and *Natural Health*, as well as general circulation magazines such as *Self*, *Shape*, *Muscle and Fitness*, and *Parents Magazine*. The latter group of titles often provides information about currently popular diets, exercise plans, etc.

There are many requests for materials from the public, often for titles that have been discussed on radio or television programs.

VI. MAINTENANCE CRITERIA

Items in this collection are evaluated when circulation of an item drops below one per year. This helps to keep the collection up to date, but closer inspection is necessary because patrons tend to check out subject material of any age in order to get information on a topic of concern to them. When physically deteriorated materials come across the selector's desk, the catalog is searched for other materials on the topic. Those that are more than five years old are withdrawn and at least one new title is sought.

Gray's Anatomy is the only classic work kept in stock, although a number of titles such as the *Scarsdale Diet* and the Kinsey reports remain popular and are retained.

As stated before, it is important to have current medical dictionaries and family health guides in the collection.

VII. GOALS

Although attempts are made to eliminate titles with outdated information and to find a consistent sources for newer titles, especially new editions of popular works, the selector needs to spend more time in the stacks removing unnecessary multiple copies and outdated materials that have slipped through the usual maintenance resources.

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