



SLA/PHT Division 2014 Spring Meeting
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The U.S. Food and Drug Administration “Reaching In, Reaching Out”



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FDA provides for the safety, effectiveness, quality, and security of the products it regulates.

Without it...



A Wonderful Discovery

A Scientific Means of Purifying the Blood that Never Fails

ASKINS

HEART BATTERIES

These alleged heart batteries consist of two sealed hollow lookout-like devices. One is made of copper, the other of zinc. The copper disk is worn over the heart, the zinc disk on the back.

The copper disk contains vinegar, and a strip of copper. The zinc perforated disk contains cotton and a trip of zinc to be dipped into vinegar once a week. The device is inserted electrically but is alleged to purify the blood, stimulate vitality, heart circulation, etc.

A booklet includes brain fever, insanity or paralysis, tuberculosis, stomach ulcerations, indigestion and cancer, typhoid fever, bright's disease, "diabetes and other kidney troubles". All skin diseases. Claims these diseases will fade away and disappear when these batteries are worn.



A Brom Thymol Blue
Test For
MASTITIS (or Garget)




The Ko-Ex-7 Mastitis DETECTOR

GLOBE LABORATORIES
PITTSBURGH
FORT WORTH, TEXAS

FDA History Office

WM RADAM'S MICROBE KILLER



REGISTERED TRADE-MARK DEC. 13, 1907

YOUR GLANDS WEAR OUT!

If You Could Preserve the Wear and Tear on Your Glands Caused by Schism, Age, Disease, etc., You Would Look and Feel as Young as 19 as at 25. Science However Has Invented the Secrets of the Glands and Now for the First Time Shows You the True Way to Keep or Regain Your Vigor by Feeding and Replenishing the Most Important Glands.

50,000 Demonstration Treatments Sent Absolutely FREE.

You Will Receive One if You Send the Coupon.

Yes We Throw Away Your "Tonic" and Your Medicine!

"Medicine" Does You No Good! "Tonic" Does You No Good! At All! Health Builders.

...[text continues]

The "Lewin" Treatment

...[text continues]

This Coupon

...[text continues]

FREE

What You May Expect This Treatment to Do for You

...[text continues]

What You May Expect This Treatment to Do for You

...[text continues]

Not a Mere "Medicine"

...[text continues]

Not a Mere "Medicine"

...[text continues]

FDA Regulates=FDA Library collection contains resources covering:

- ▶ Food – except for meat from livestock, poultry and some egg products
- ▶ Drugs
- ▶ Medical Devices
- ▶ Radiation-Emitting Products
- ▶ Vaccines, Blood and Biologics
- ▶ Animal Feed, Pet Food, and Animal Drugs
- ▶ Cosmetics
- ▶ Tobacco





> 14,500 FDA employees worldwide => 14,500 potential FDA Library customers

- ▶ U.S. Headquarters staff
- ▶ U.S. and territories field staff (i.e., inspectors)
- ▶ Offices:
 - Asia-Pacific
 - China
 - India
 - Latin America
 - Europe
- ▶ Sub-Saharan Africa Post

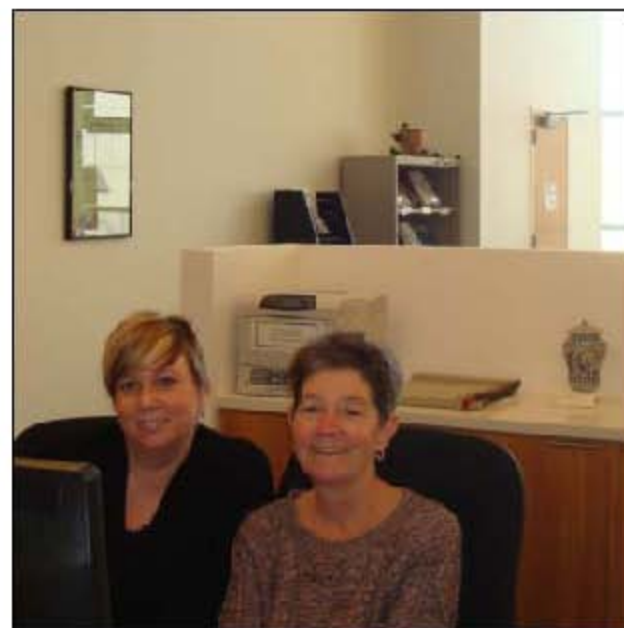
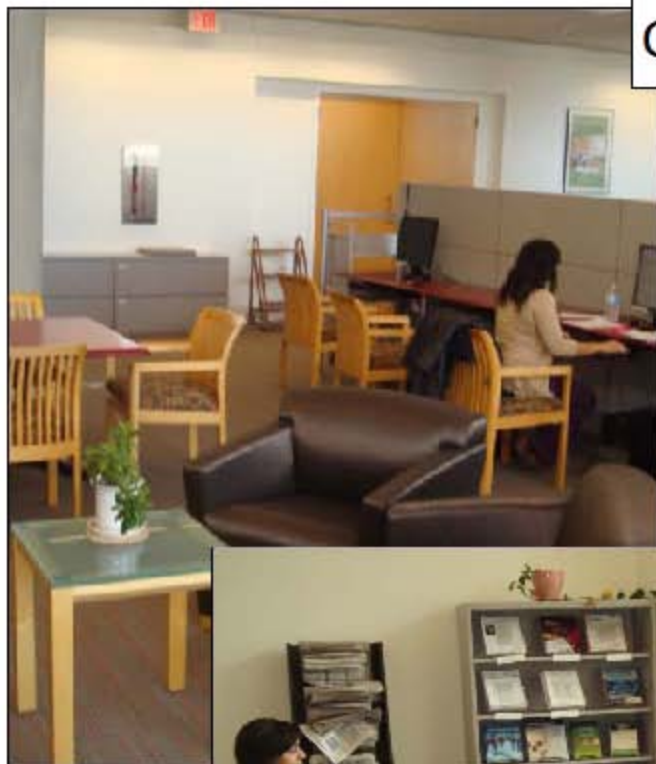


Bureau of Chemistry Library, circa 1910



FDA Library

Circa 2014





FDA Library

- 22 staff located in White Oak, Maryland, and at the National Center for Toxicological Research in Jefferson, Arkansas
- Website with
 - ~17,000 electronic books
 - More than 40,000 electronic journals



Library Services

- Hundreds of print books, journals, and other formats (CD, DVD, microfilm, microfiche, among others)
- More than 75 databases and other online resources, several with mobile versions
- Ask a Librarian



Services, continued

- Document Delivery
- Literature searches
- Project consultations
- Citation Management
- Bibliometrics

What makes our jobs challenging also makes them interesting!

- Awareness of our services
- Meeting resource needs of different customer bases
- Helping customers use our resources
- Obtaining feedback
- Measuring performance
- Professional development



Awareness of our services



- Attending and participating in FDA events
- New Employee Orientation/Library Orientation
- FDA Notices
- Website

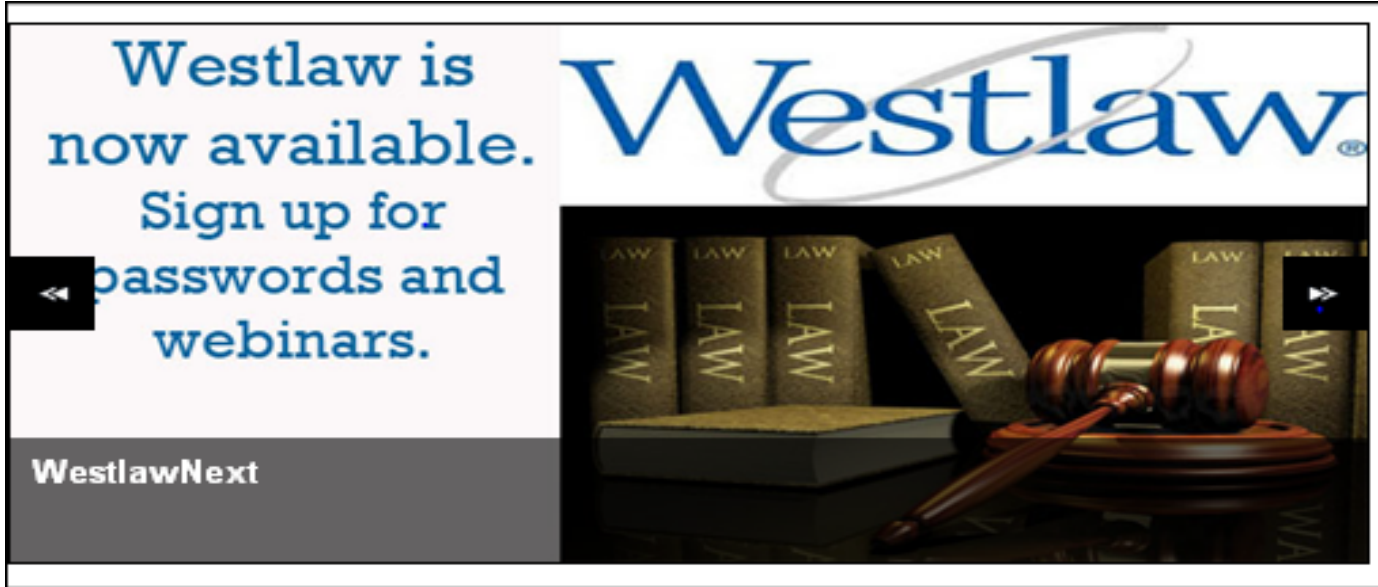


Meeting resource needs



- Ask a Librarian
- FDA Notices
- Focus groups/liaison

Helping Customers Use Resources



Westlaw is now available. Sign up for passwords and webinars.

WestlawNext

Westlaw

LAW LAW LAW LAW LAW LAW LAW

The advertisement features a dark background with several books labeled 'LAW' and a wooden gavel resting on them. The Westlaw logo is prominently displayed in the upper right, and the text 'WestlawNext' is in the lower left.

- Training on Demand
- Librarian-led training
- Vendor Training
- Website

Obtaining Feedback

- Evaluations
- Adobe Connect polling
- SharePoint
- Literature search evaluation
- Focus groups

Something Right? Something Well Done?
Something Missing? Something Wrong?

Describe what we did that you thought we did well.
OR
Tell us when, where and how you encountered difficulty.

▪ Be as specific as you can:

✓

▪ Center affiliation

✓

[Select option] ▼

▪ Name

▪ E-mail address

▪ How should we contact you?

✓

[Select option] ▼

If you would like us to contact you, please tell us how.



Professional Development

- Professional and technical staff meetings
- In-services
 - Librarian
 - Vendor
 - FDA Staff
- Attending FDA meetings
- Free and nominal-cost training
- Consortia/FEDLINK



In sum...

- ▶ We change and grow with the mission and scope of the agency.
- ▶ We save FDA staff time, so they can concentrate on their jobs.
- ▶ We're continually working to improve our outreach and our service to current and potential customers.



Social Media = Communication

FDA is using these tools to get our messages where people are. We reach out to communities.





Where We Were (April 2012)

- ▶ 1 Facebook Page
 - ~21,000 Followers
- ▶ 10 Twitter Accounts
 - ~7800 followers on @US_FDA
 - ~252,000 followers on @FDARecalls
- ▶ 1 Flickr Account
 - ~100,000 Views of recalls (over 3 years)
- ▶ 2 Blogs
- ▶ 1 YouTube Channel
 - 1.3 Million Upload Views



Where We Are Now

- ▶ 1 Facebook Page
 - 113,500 Likes (440% increase)

- ▶ 13 Twitter Accounts (over 750,000 total followers)
 - 51,500 Followers on @US_FDA (560% Increase)
 - 462,000 on @FDARecalls (83% increase)



Where We Are Now

- ▶ 1 Flickr Account
 - ~47,500 Views of recalled items in 2013
- ▶ 2 Blogs
- ▶ 1 LinkedIn Account
- ▶ 1 YouTube Channel
 - 2.69 Million Upload Views (106% increase)
- ▶ 1 Pinterest Account

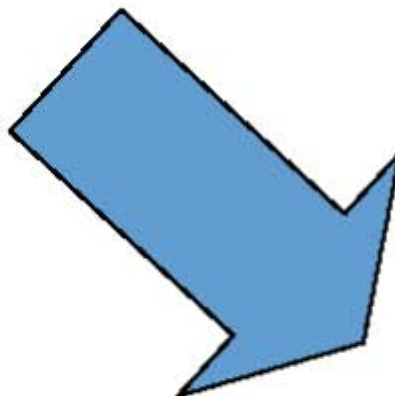


We've seen an increase in numbers.

But how do we give our audience a better experience?



ENGAGEMENT





- ▶ We use our social tools to reach out and ask our communities what they want, and also offer them information they don't know we have.



FDA Social Media

- Full Directory:

<http://www.fda.gov/NewsEvents/InteractiveMedia/default.htm>

- Facebook: www.facebook.com/FDA

- Twitter: @US_FDA
 - @FDARecalls

- Flickr:

<http://www.flickr.com/photos/fdapictures/>

- YouTube:

<https://www.youtube.com/user/USFoodandDrugAdmin>

Thank you!

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Thank you!

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