



PlaneTalk

The PlaneTree Health Library Newsletter

WALK IN WITH QUESTIONS. WALK OUT WITH CONFIDENCE

SPRING 2007

15891 Los Gatos-Almaden Road
Los Gatos, CA 95032
408/358-5667
www.planetreesanjose.org

PlaneTree celebrates 18th anniversary at crossroads; new directions and transitional funding needed for nationally recognized consumer health library

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PlaneTree's primary funder for the past 5 years is discontinuing its full sponsorship. In a phased withdrawal of support, Good Samaritan Hospital will cease paying for databases, books, Internet, and equipment costs on June 30, 2007. There will be no Good Sam funding to pay the medical librarians and support staff (2.5 positions total) after December 31. Fortunately, the hospital has committed to providing our current space, rent-free.

Strategic planning underway

Clearly, PlaneTree must identify new sources of operating support. We have begun exploring various options, such as –

- A new service model
- New operating partner(s)
- Merger with another entity

In preparation for strategic planning sessions this summer, PlaneTree board members and the director have been meeting with community, government, and philanthropic leaders.

If you have contacts that you think we should pursue, please contact library director Candace Ford or board chair Susan Fuller.

Keep the core and reinvent

While we investigate how PlaneTree can grow and evolve, we are continuing your favorite services and activities. As always, you and your family can visit us for –

- Current medical texts with details you can't locate elsewhere
- The wisdom of an author at one of our health lectures
- Tutoring in searching the Internet for health information
- Just the book you need, even though you didn't know of its existence
- Pleasant surroundings for support group and community meetings
- A packet of medical information mailed to your home
- Tools and encouragement to be an informed, actively involved patient.

Transition support is key

We have been here for you and your community since 1989 – now we need *you*. Your financial support will sustain our core services and traditional hours as we enter this new era. Please see our wish list on Page 4 and be as generous as you can. PlaneTree staff and volunteers – and the people we help every day – thank you for your ideas, connections, and contributions.

Tell others about our service: For 18 years, our patron surveys show that the top referral sources are satisfied users, librarians, and medical professionals. If you know someone who needs to make a health care decision, manage a chronic condition, or take the first steps toward a healthier lifestyle, tell them about PlaneTree. Call 408/358-5667 if you would like a supply of our bookmarks to make your referrals easy and effective. Thank you for helping us help more people who can benefit from our extensive collection and individualized reference services.

PlaneTree Health Library

BETTER THAN THE INTERNET

- One of the nation's largest medical libraries for the public
- Expert, friendly, hands-on help
- Online access, plus training for effective health searches
- In-depth information on:
 - Medical conditions and treatment options, including complementary medicine
 - Mental health, relationships and addictions
 - Healthy lifestyles
 - All ages and stages of life
- Spanish materials and assistance

Free and open to the public

Tuesday & Thursday
2 p.m.–8 p.m.

Wednesday, Friday & Saturday
11 a.m.–5 p.m.

Located at Mission Oaks
15891 Los Gatos-Almaden Road
Los Gatos, CA 95032
(408) 358-5667
www.planetreesanjose.org

PlaneTree is a community service of Good Samaritan Hospital



Director Receives Lifetime Achievement Award

Library director Candace Ford made a presentation during awards night at the international Planetree conference last fall. The annual meeting in San Diego attracted colleagues from over 120 hospitals and libraries from the U.S. and beyond. Ford's remarks were part of celebrating the 25th anniversary of the first Planetree library. She spoke about how much health information has changed since that pioneering library opened in San Francisco in 1981 – as well as what hasn't changed at all – “the need for human connection.” Later, President Susan Frampton told the crowd of 700 about Planetree's Lifetime Achievement Award – and called a very surprised Candace back to the stage to accept the honor.

In presenting the award, Frampton detailed Ford's accomplishments: directing the second Planetree library since she was hired at San Jose Medical Center in 1987, consulting with many affiliates as they opened their own consumer health libraries, revising the unique classification scheme sold to hundreds of libraries

around the country, and co-writing the chapter on patient education and health libraries in the Planetree textbook, “Putting Patients First,” which won a business award and is in its second printing. “We all know Candace as a tireless advocate for health literacy and consumer empowerment,” Frampton noted. Next time you come in the library, ask to see her “rock-solid” national award on display. Staff and volunteers are proud to show it to you.

New Titles & Staff Favorites in the PlaneTree Collection

Use your FREE PlaneTree borrower's card to take these titles home for two weeks! Other new book and dvd titles not typically found in other libraries are listed under “new acquisitions” in our online catalog. Check www.planetreesanjose.org and click on “catalog.”

This is Not the Life I Ordered: 50 Ways to Keep Your Head above Water When Life Keeps Dragging You Down

The Chemistry of Joy: A Three-step Program for Overcoming Depression through Western Science and Eastern Wisdom

101 Tips for Raising Healthy Kids with Diabetes

You Mean I'm Not Lazy, Crazy, or Stupid? The Classic Self-help Book for Adults with Attention Deficit Disorder (updated edition)

True Green: 100 Everyday Ways You Can Contribute to a Healthier Planet

Big, Beautiful and Pregnant: Expert Advice and Comforting Wisdom for the Expecting Plus-sized Woman

Courage after Fire: Coping Strategies for Troops Returning from Iraq and Afghanistan and Their Families

The Atlas of Mind, Body and Spirit (a multicultural perspective)

Maybe Baby: 28 Writers Tell the Truth about Skepticism, Infertility, Baby Lust, Childlessness, Ambivalence, and How They Made the Biggest Decision of Their Lives

Cancer Etiquette: What to Say, What to Do When Someone You Know or Love Has Cancer

The American Medical Association's Boy's Guide to Becoming a Teen

Did you know? IRA gifts to charity have special tax meaning for 2007

The Pension Protection Act of 2006, set to expire at the end of this year, allows persons who are 70½ or older to make a direct gift to a charity from an Individual Retirement Account (IRA) without the distribution being taxed as ordinary income. This “qualified charitable distribution” may result in a much greater tax benefit to the donor.

PlaneTree currently operates under the 501(c)(3) status of the Auxiliary of Good Samaritan Hospital. All donations to the library are tax-deductible to the full extent of the law. We are in the process of attaining our own 501(c)(3) status, with IRS approval expected shortly.

PlaneTree offers a variety of planned giving opportunities including the donation of real estate, stocks, or other non-cash items, and designation of PlaneTree as a beneficiary in your will or on life insurance policies, pension plans, and IRAs.

You may be among PlaneTree supporters who can take advantage of this one-year only IRA tax savings opportunity to improve your own tax picture and support our worthy nonprofit agency at the same time. For more details, talk with your tax advisor or estate planner. Thank you for your consideration. PlaneTree needs healthy investment from members of the community.

Win a lovely dinner for two!

Name this art and its health-related location in San Jose. The first 20 people to drop by PlaneTree during open hours to provide identification will be entered into a drawing for a \$100 gift certificate from Diane Rose, chef and owner of Crimson. If you haven't been to her intimate, award-winning restaurant on the border of Los Gatos and San Jose, don't wait for the next contest. Learn more at www.crimsonrestaurant.com



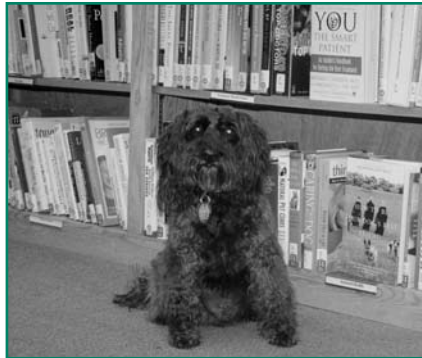
WORLD'S BIGGEST ANATOMY BOOK – You can borrow it!



Next time you're out of education ideas, want to wow your book club, or need to spice up a health fair, borrow this attention-getter. A free library card entitles you to take out circulating books and media from the 3,000+ items in the collection for two weeks. Pictured next to the tome of "life-size" color illustrations is Mario Daniel Tercero, 4, an enthusiastic browser of our wonderful children's section and the son of Mario and Oralia Tercero. A library assistant at PlaneTree, Oralia also makes frequent presentations about health issues for Spanish-speaking families throughout the county.

HEALTH INFO FOR THE WHOLE FAMILY – Animal health books and lecture

New patrons are sometimes surprised to learn that we have books, dvds, websites and article files on pet health. Pictured here is Snoodles, (aka Mr. Snoots) a 12-year old Schnauzer-Poodle. He is the best buddy of John Gray, longtime donor and veteran volunteer.



On Saturday morning, July 21, veterinarian Elizabeth Flinn will present: "Beyond the pet food scare: feeding your friend with care and confidence." Dr. Flinn's talk will be held outside in the covered breezeway next to the library.

Reservations are recommended for this free lecture. You are invited to bring your well-behaved leashed canine. Los Gatos gatos lovers are very welcome too!

New Services and Features at PlaneTree

What's New at PlaneTree?

- Website of the Week! Check out www.planetreesanjose.org for unusual and authentic health websites. Enjoy this new feature and our site's elegant new look with improved functionality. See our numerous recommended health links.
- Summer health lectures. In addition to the animal health topic mentioned above, "What to eat when you don't feel like eating" will be presented by Grace Avila, Courtside Club chef, on July 14, 10-11am. A special tasting fair will follow the lecture at the nearby Whole Foods Market Los Gatos.
- "Look Good, Feel Better" monthly workshop, in conjunction with the American Cancer Society and Good Sam volunteers. Support groups which meet monthly at PlaneTree are sponsored by the Leukemia and Lymphoma Society and the Eating Disorders Resource Center.

And Coming Soon...

- Our E-newsletter. Get beyond confusing headlines and conflicting studies; sign up for brief and valuable health gems for you and your family. Do we have your current email address? Are you sure? Please go to www.planetreesanjose.org then "contact us" to confirm your email and interest in our online newsletter.
- A new, truly easy-to-use cancer website. PlaneTree staff and volunteers are creating a powerful site that organizes information about cancer in a remarkable new way. We point you to authoritative websites while offering an inviting home page that organizes cancer topics in a consumer-friendly way.
- Donate online. Soon there will be an easy way to support your favorite health library.

Volunteers at the heart of our services

PlaneTree Thursday volunteers – Don Fuller, retired director of Santa Clara City Library; former children's librarian Shelley Powers; Pat Franza, a retired registered nurse – guide patrons to information sources in our library and update the 700 topical files of articles and pamphlets, among other duties. Our 15 weekly volunteers also include a college student, a business manager, and an on-call nuclear engineer. Many adept and dedicated volunteers have contributed their talents since PlaneTree opened in 1989. Some come weekly; Don, Pat, and bookcart volunteer Joan Thomas have been doing so for over a decade. Others prefer short-lived, intensive projects to weekly commitments – we depend on these "special projects" volunteers as well.

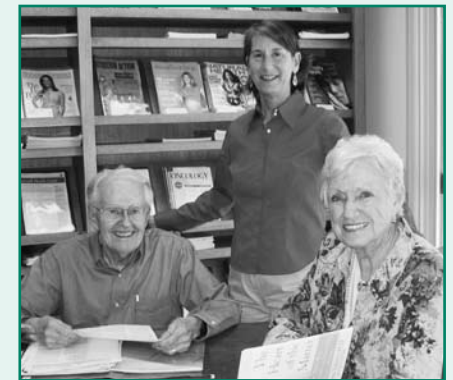


photo by Mary McCall

Would you like to be a PlaneTree volunteer? If you have experience with grant-writing and would like more, or if you would enjoy describing our services to individuals at community health fairs and to groups that have requested a presentation, please contact us about your volunteer interests. You'll be joining a rarified group indeed.

PLANETREE DONOR BOARD – Is your name here?

Our library depends on support from the community and we are grateful to many. Cumulative gifts of \$500+ are recognized on plaques under the handsome hand-carved logo. Other categories



acknowledge individuals, community organizations, and corporations at \$2,000 and \$5,000 levels.

Recent contributions to PlaneTree range from a \$10 check accompanied by a heartfelt note to a \$5,000 gift from the Hugh Stuart Center Charitable Trust. According to a biography of him and his family, Mr. Center (1905-1977), well known as an “attorney’s attorney,” served Santa Clara County with an impressive range of skills and expertise for nearly 50 years. The Trust was established to commemorate his life and values and supports community agencies.

WISH LIST

New edition of a primary medical text (\$300 each)	\$ 300
Replacement of well-worn health books for children (\$20 each)	\$ 400
Enlarge dvd section on nutrition and fitness (avg \$100 each)	\$1,000
Renewal of subscriptions to 5 health databases	\$5,600
Technology fund: new server and PC upgrades	\$7,000
Internet connection for 5 public stations	\$ 250/month
Insurance premiums for new organization	\$ 550/month
Lease of copier equipment	\$ 675/month
<i>And most important of all:</i>	
Expert, caring medical librarian for 30 open hours	\$ 750/week

A gift of any size for the categories above is needed and appreciated.

*We cherish the life and work of Laura Gilpin
1950-2007*

*First Planetree night nurse, Gifted writer,
Planetree Alliance director, Mentor to many.
See the national tribute to Laura at
www.planetree.org*

Tiny Treasures under the Big Top

The Showcase of Miniatures, the 4th best miniature show in the country, brings in \$15,000 annually to benefit the PlaneTree Library. In a change of venue, the 2007 Showcase will be in “South Hall,” the circus tent-like structure on the south side of San Jose’s Convention Center. Mark your calendars for this family-friendly show of dollhouses, exquisite scenes, and precisely crafted, miniscule works of art on the weekend of October 13 and 14. Enjoy another world as you support your local health library. For information about very affordable tickets and free children’s workshops, call PlaneTree staff at 408/358-5667 or check online at <http://goodsamshowcase.miniature.net>



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**Open, open, open!
Lots of news at PlaneTree!**