



Ontario Health Libraries Association

OLA Superconference 2008

Reinvention, Regeneration, Rejuvenation

January 30 to February 2

Metro Toronto Convention Centre

The Conference is going to be exciting with pre-conference workshops, plenary and session speakers, OHLA social events, exhibitors and a tribute to Larry Moore on the Friday evening (ticketed event). You won't want to miss author Dr. Vincent Lam speaking at the All Conference Plenary, Friday at 8 :00 AM and our Spotlight speaker, Dr. Alan Cassels on Saturday at 10:40 AM. Register by December 15 to save \$35.00 and enter the early bird prize draw.

OHLA Special Events :

Thursday January 31

5 :15 PM – OHLA Annual Meeting

6 :00 PM – OHLA Reception Sponsored by Ovid

Friday February 1

****7:00 AM – Breakfast Sponsored by Ebsco
(New Date and Time)**

OHLA Sessions:

Thursday January 31

301 Cancer, Current trends & Treatment – Speaker: Dr. Pamela Catton

425 Women's Health Care Decision Making – Speaker: Nadine Wathen

#611 National Network of Libraries for Health – Speaker: Jim Henderson

Friday February 1

#1004 Critical appraisal: An introduction – Speaker: Melanie Browne

#1211 Influence Without Authority – Speaker: Jane Dysart

#1307 From Librarians to Prospect Researchers – Panel

Saturday February 2

#1715 Strategies for Effective Questionnaires – Speaker: Lisa M. Given

#1800 Spotlight speaker: ABC's of Disease Mongering – Speaker: Dr. Alan Cassels

THE ABC'S OF DISEASE MONGERING IS THE MASS MEDIA INVOLVED IN CREATING MASS HYPOCHONDRIA?

Alan Cassels,
Director, Media Doctor Canada, Pharmaceutical Policy Researcher, School of Health
Information Sciences, University of Victoria.

Alan Cassels is a drug policy researcher affiliated with the University of Victoria. He casts a critical eye at both the media reporting of medical treatments and the marketing of disease. He wrote *Selling Sickness* (2005, with Ray Moynihan), a "seditiously, deliciously illustrated children's fable, not for the faint of heart at any age, but meticulously footnoted for use by health policy works of all shapes, sizes, and chemical compositions." *The ABC's of Disease Mongering: A Guide to Diseases and Disorders* with illustrator Jeremy Gordaneer, is due out this fall. He created and still directs a medical media reviewing service called Media Doctor Canada [www.mediadoctor.ca] aimed at raising the levels of accuracy of reporting of medical treatments.

Reporting of new medical treatments in the lay press often exaggerates facts to create unnecessary sensationalism. Gain insights into how the world's biggest pharmaceutical companies are turning us all into patients, how the mass media have failed to report medical discoveries in a neutral, objective way and how librarians can find accurate assessments for our clients who demand access to new and expensive therapies.