A Health Sciences Library Collaboration: Using Digital Media for Creation, Outreach, and Communication

Thursday, Apr 15, 2010  |  11:20am - 12:10pm

Barbara Rochen Renner, PhD.
Robert Ladd, MA

Health Sciences Library
University of North Carolina at Chapel Hill
About Us and Our Roles

- Digital media designer and consultant
- Liaison to Allied Health Sciences
About This Presentation

Health sciences library collaborating with users

- for outreach and engagement
- using digital media
  - print/still
  - audio
  - video
  - Web 2.0 tools
About This Presentation

Some key issues:

- Digital media tools rapidly evolving
- Library roles must evolve to keep up
- Collaborations result in creation of new materials and relationships
Scholars and clinicians need help with outreach and engagement

- Specialized research & clinical focus
- Little time to keep up with communication technologies
- Appreciate help “translating” for non-specialists
Outreach is important for building relationships

- within & between departments
- among faculty, students, alumni
- with potential applicants
- among different health professions
- to engage the larger community
Unique position of libraries to help meet these needs

- Space & tools for collaboration
- Expertise in innovative uses of technology
- Expertise in information literacy
- Community resource for sharing virtually & in communal physical space
How the library benefits

- Reach new users
- Expand services & repertoire
- Create new content & resources
- Learn more about faculty research
- Expand relationships with faculty & others
- Partner in community engagement
Two Examples

- **Speech and Hearing Sciences 40th Anniversary Celebration**
  - physical and online exhibitions
  - images, audio, video

- **Your Health Radio Show website**
  - interactive website = blog
  - editing audio clips
  - indexing for easy access
Clinician with Ginna

Researcher
Aphasia group

Interview
40th Anniversary Welcome Video
Exhibit visitors
Online exhibit

From helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother’s eyes when she hears her child say “I love you”. From helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother’s eyes when she hears her child say “I love you”. From helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother’s eyes when she hears her child say “I love you”. From helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother’s eyes when she hears her child say “I love you"
Here's To Your Health

The nationally recognized UNC Department of Family Medicine has developed and is now producing a weekly one hour radio talk show on patient health, called Here's to Your Health. The show is co-hosted by Dr. Adam Goldstein, and Dr. Cristy Page, nationally known physicians, teachers and researchers. Here's to Your Health provides practical health-related news and information to its listeners.

The show provides useful health information in a manner that is comforting, convenient and understandable. The weekly show airs on 1360 WCHL and features health experts, patient experiences and health topics in the news.

Coming up this week...

Listen to the Show

For a complete schedule, including air times, please visit www.wchl1360.com

10/12/08 – Alcohol Addiction, Dr. Bob Gwyther
10/19/08 – Influenza and Adult Immunizations, Dr. David Weber
10/26/08 – Health Care Reform, Dr. Ned Brooks
11/1/08 – Health Information on the Internet, Dr. Tom Linden
11/8/08 – Providing Healthcare to Underserved Populations, Dr. William Roper
11/23/08 – Medical Students and Community Service, UNC Medicine and Nursing Students
11/30/08 – Pediatric Rehabilitation Medicine, Dr. Joshua Alexander
12/7/08 – Medication and Your Health, Dr. Mary Boederer
Video and audio blog

Protected: Grindstaff videos
Posted March 8, 2010 by Robert Ladd
Categories: Uncategorized

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Lucia Mendez and Kaitlyn Wilson audios
Posted March 4, 2010 by Robert Ladd
Categories: Uncategorized

Kaitlyn Wilson:

Lucia Mendez:
Some challenges...for our collaborators

- **Mixed audience** (e.g. lay, scholarly, etc.)
- **Envisioning possibilities** (e.g. exhibit, blog)
- **How best to contribute**
- **Hesitancy about Web 2.0 and multimedia**
  - Lack of familiarity in professional settings
Some challenges...for us

- Helping collaborators envision possibilities understand what we need from them
- Details, details
- Project management needs
- Collaborations need continual nurturing