

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

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

**Barbara Rothen 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 Ginna¹⁰

Researcher



Aphasia group



Interview



40th Anniversary Welcome Video

You Tube Search Browse Upload Create Account

UNC Chapel Hill Department of Allied Health Sciences UNCAH's Channel [Subscribe](#) [Uploads](#) [Playlists](#)

UNC Speech and Hearing Sciences 40th Anniversary!
From: UNCAH | January 07, 2010 | 111 views

[View comments, related videos, and more](#)

Related Videos:

- Early Reading First** 14 views - 3 weeks ago (7:45)
- Jackson Roush, Director of the Division of Speech** 9 views - 3 weeks ago (10:10)
- SPHS: Stephanie Sjoblad and Kathryn Wilson (Pa** 30 views - 3 weeks ago (9:06)
- SPHS 40th Anniversary: Stephanie Sjoblad and** 38 views - 3 weeks ago (9:09)
- UNC Hospitals Sleep Disorders Center and** 42 views - 1 month ago (6:08)
- UNC Speech and Hearing Sciences 40th** 111 views - 3 months ago (3:18)
- UNC Physical Therapy M Scholarship** 768 views - 6 months ago (7:46)
- UNC Occupational Science - Client Centere** 996 views - 7 months ago (7:55)

Exhibit visitors



Online exhibit

Speech & Hearing Exhibition : UNC Health Sciences Library

http://www.hsl.unc.edu/exhibits/speechandhearing/index.cfm

UNC HEALTH SCIENCES LIBRARY

Visiting

HSL > About the Library > Exhibitions



KEYS TO COMMUNICATION: Speech & Hearing Sciences



About
Speech Language Pathology and Audiology: The Professions >
UNC Division of Speech & Hearing Sciences >
Communication Development and Disorders: UNC Speciality Areas >
Research
Credits

ABOUT THIS EXHIBIT



Courtesy of Linda Watson

"Of all the gifts bestowed upon humanity, the ability to communicate is one of the most important. Any impairment of this ability can have far-reaching consequences, affecting every aspect of a person's life, from learning, to work to interactions with family, friends, and community. Audiologists and speechlanguage pathologists provide services to prevent, diagnose, evaluate and treat communication disorders."

— American Speech–Language–Hearing Association

An Exhibition Celebrating the 40th Anniversary of the
Division of Speech & Hearing Sciences
University of North Carolina at Chapel Hill,
School of Medicine,
Department of Allied Health Sciences

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"

Family Medicine website

http://www.med.unc.edu/fammed/htyh

UNC Health Care | UNC School of Medicine | UNC

UNC SCHOOL OF MEDICINE

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Department of Family Medicine

you are here: home > here's to your health radio show

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 vital 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.



Dr. Cristy Page, left, and Dr. Adam Goldstein, right.

Coming up this week...

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Department of Family Medicine

you are here: home > here's to your health radio show > listen to the show

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 Roederer

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Video and audio blog

Protected: **Grindstaff videos**

Posted March 5, 2010 by Robert Ladd

Categories: [Uncategorized](#)

This post is password protected. To view it please enter your password below:

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Lucia Mendez and Kaitlyn Wilson audios

Posted March 4, 2010 by Robert Ladd

Categories: [Uncategorized](#)

Kaitlyn Wilson:

⏪ ⏩

Lucia Mendez:

Welcome to laddrob.wordpress.com

Other stuff:

- [finding media objects](#)
- [instructionalmedia.wordpress.com](#)
- [laddrob.zenfolio.com](#)
- [WordPress.com](#)

Your Health Blog Header Demo

The screenshot shows a web browser window displaying the header of a WordPress blog named 'Laddrob'. The browser's address bar shows the URL 'http://laddrob.wordpress.com/'. The page features a dark header with navigation links like 'My Dashboards', 'New Post', and 'Blog Info'. Below the header is a large image of a woman and a man in a recording studio. The main content area is white and contains two posts. The first post is titled 'Protected: Grindstaff videos', posted on March 5, 2010, by Robert Ladd. It is categorized as 'Uncategorized' and is password-protected. A password field with a 'Submit' button is provided. The second post is titled 'Lucia Mendez and Kaitlyn Wilson audios', posted on March 4, 2010, by Robert Ladd, also categorized as 'Uncategorized'. It features audio player controls for Kaitlyn Wilson and Lucia Mendez. A 'Comments' section is visible at the bottom of the page.

Laddrob

http://laddrob.wordpress.com/

o my YouTube Vimeo BingoDisk HSL_Facebook Media blog My WP blog Post by Email WordPr... Bee Docs HSL Intranet lynda UNC

Laddrob My Library +

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Protected: Grindstaff videos

Posted March 5, 2010 by Robert Ladd

Categories: [Uncategorized](#)

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Password:

Comments: Enter your password to view comments [Edit](#)

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Categories: [Uncategorized](#)

Kaitlyn Wilson:

◀ ▶

Lucia Mendez:

◀ ▶

Comments: [Be the first to comment](#) [Edit](#)

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[WordPress.com](#)

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