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

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

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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

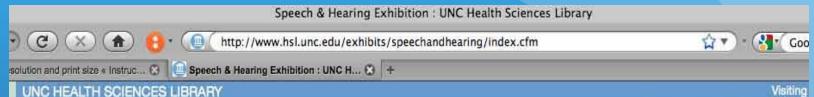
40th Anniversary Welcome Video



Exhibit visitors



Online exhibit



HSL > About the Library > Exhibition



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

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

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

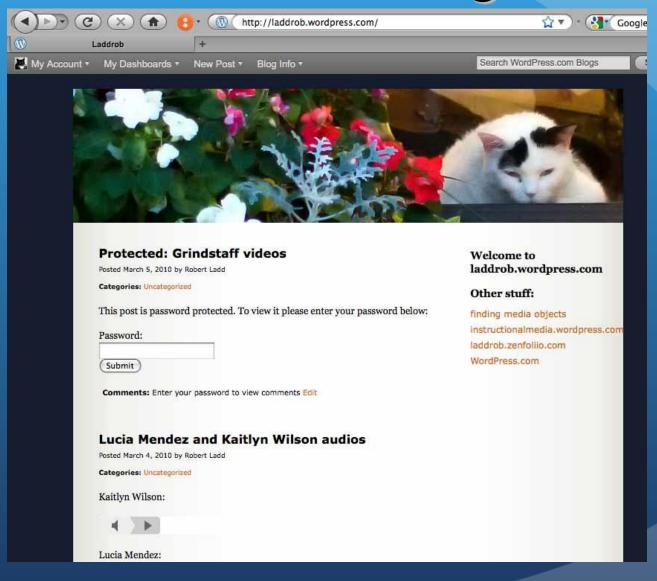
rom helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother's eyes when she hears her child say "I love you"

Family Medicine website

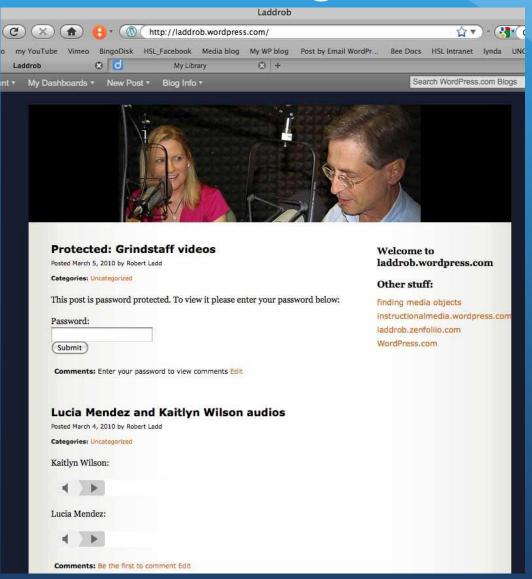




Video and audio blog



Your Health Blog Header Demo



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