

# Extending our Reach: Libraries Teaching Presentation Skills

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# Objectives

- **To extend the role of libraries: teaching communication skills**
- **To integrate instruction in design and software into curriculum**
- **To facilitate active learning**
- **To respond to increased demand for poster design consultations**

# Background

- **Setting: Large academic health sciences library serving 5 schools and a 700-bed teaching hospital**
- **Allied Health Department (School of Medicine)**
- **Participating Allied Health Divisions**
  - **Speech and Hearing Sciences**
  - **Physical Therapy**
  - **Occupational Science**
  - **Rehabilitation Counseling & Psychology**

# Methods

- **Collaborated with faculty to integrate teaching of media design & communication skills into graduate courses**

- **Initial brainstorming sessions**
- **Curriculum planning and logistics**
- **Developing support materials**
- **Piloting, refining, customizing classroom teaching models**

# One year pilot of teaching methods

- **Online tutorial**
- **Interactive classroom session(s)**
  - Context of professional communications
  - Poster development process and design elements
  - Discussion of example posters
- **Hands-on class session using software**
  - Students bring own text, graphics, photos, data to work with
- **Optional follow-up consultations**
- **Self-serve video clips demonstrating software procedures**

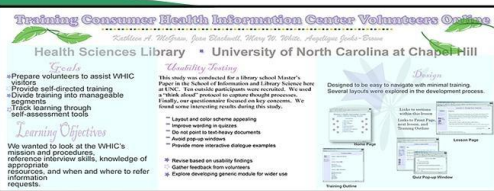
# Designing Effective Posters

## Adapted from the UNC Chapel Hill Health Sciences Library tutorial, "Designing Effective Posters"

Kelli Monahan, Robert Ladd, MA, Barbara Roehen Renner, PhD

### Introduction

To communicate effectively using a poster, you need to know how to make good use of the design elements.



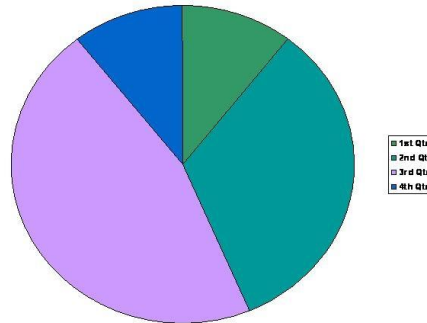
\*What not to do: a poster that does not follow good design principles

### Content

- Make purpose clear
- Include relevant and significant information
- Remove unessential information
- Organize information into major sections
- Use bullet points where possible
- Avoid wordiness and jargon
- Spell out acronyms the first time you use them

### Layout

- Include a banner at the top with informative title and author names
- Align headings, text, and graphics
- Distribute content so that the poster looks balanced
- Use white space
- Keep font consistent
- Use color judiciously; not too many or too intense hues

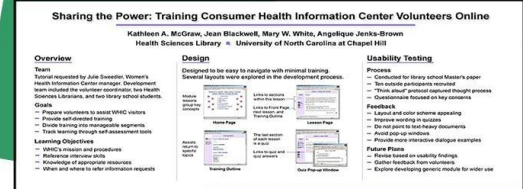


A chart inserted from a spreadsheet without opening Excel

\*click poster image for hyperlink to actual poster examples

### Graphics

- Use graphics, but don't overwhelm the viewer with them
- Include photographs, charts, diagrams, and/or artwork
- When using photographs, remember that increasing an image's size too much can pixelate it



\*Improved poster after applying design principles

### For More Information

For more information, see the online tutorial developed by the Media Design Studios Team at [http://www.hsl.unc.edu/services/tutorials/poster\\_design/process\\_pages/process3print.htm](http://www.hsl.unc.edu/services/tutorials/poster_design/process_pages/process3print.htm)



Introduction

Design Elements

Design Process

Using PowerPoint

Using InDesign

Tutorial Contents

HSL Home



Welcome! The purpose of **Designing Effective Posters** is to help you communicate through a poster. This tutorial includes the following sections:

**Design Elements** presents criteria for determining the effectiveness of a poster. Use these criteria as guidelines for designing your poster.

**Design Process** describes the tasks for creating a poster. Refer to this section for help with planning and executing your poster project.

**Using PowerPoint** describes the techniques for creating a poster with Microsoft PowerPoint software.

**Using InDesign** describes the techniques for creating a poster with Adobe InDesign software.

**HSL online tutorial *Designing Effective Posters***

[http://www.hsl.unc.edu/services/tutorials/poster\\_design/home.htm](http://www.hsl.unc.edu/services/tutorials/poster_design/home.htm)

# CHARTING THE PHARMACEUTICAL EDUCATION LITERATURE: PAST, PRESENT ... AND FUTURE?

K.T.L. Vaughan, MSLIS, University of North Carolina at Chapel Hill Health Sciences Library; William H. Campbell, PhD, University of North Carolina at Chapel Hill School of Pharmacy

## Objective

This study characterizes major themes and trends in the pharmaceutical education (PE) literature of the past 35 years by analyzing subject headings assigned to a core set of articles from the American Journal of Pharmaceutical Education (AJPE).

## Hypotheses

1. The PE literature is growing faster than the overall pharmaceutical literature.
2. Major themes in the literature can be identified using subject heading analysis (bibliometrics).
3. Trends within these themes can be quantified using bibliometrics.
4. Publication trends reflect policy and program trends in pharmacy education.
5. Trend analysis may predict future areas of PE.

## Methodology

Identified 2293 articles from the American Journal of Pharmaceutical Education (1970-2005).

Downloaded citation and subject heading information from International Pharmaceutical Abstracts (IPA).

Combination of MeSH and domain-specific subject terms

Only complete indexes of AJPE for study period  
Managed citations using EndNote and RefWorks databases.

Identified most popular subject headings and categories.

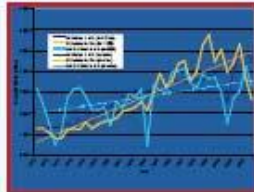
Graphed trends as a percent of articles per year.

## Growth of PE Literature

All three categories of literature (overall, PE, and AJPE) show growth in annual number of articles published over the study period.

The PE literature is growing faster than the overall literature as indexed by IPA.

Growth in Pharmaceutical Literature



## Major Themes in Pharmaceutical Education

Subject heading analysis identified 906 categories of subjects, with 10,351 total subject headings.

The number and percent of articles containing a subject category was determined. Several subject categories constitute a significant proportion of the overall PE literature from 1970-2005:

- Curriculum (37%)
- Sociology, economics, and ethics (21%)
- Pharmacy practice (16%)
- Administration (15%)
- Degrees (10%)
- Information processing and literature (10%)

## Trends

Curriculum-related publications are the most frequent of all AJPE topics for the entire 35-year period of study.

Technology-related publications appear to increase in a manner consistent with general interest in internet and distance education.

Manpower-related publications peaked during the 1980's, reflecting the nation's priorities for research and expansion in this area.

'Clinical pharmacy' and 'PharmD' appear to be strongly correlated, but with a lag of 2-3 years. It will be interesting to observe whether these topics continue now that the PharmD debate is resolved.

Topics in the pharmacy education literature appear similar in content and relative frequency to other health professions, although this should be empirically determined through literature analysis.

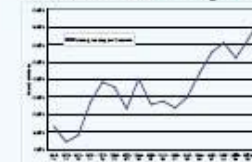
## Using Bibliometrics for Literature Analysis

Subject heading analysis ("bibliometrics") works as a tool for quantitatively analysing themes and trends in a body of literature due to the unique nature of controlled subject headings.

Subject headings describe the "aboutness" of an article more succinctly than an abstract and title. Controlled vocabularies such as MeSH allow for flexibility in free text and uniformity in indexing.

## Major Trends in Pharmaceutical Education

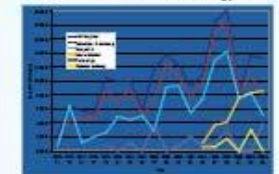
Trend #1: Curriculum, Teaching, & Learning



Search: curriculum OR teach\* OR learn\*

There has been a significant increase in the proportion of articles published on curricular issues in the past 35 years. Surges have occurred around the late 1970s/early 1980s and the late 1990s. In 2004/05, approximately three quarters of AJPE articles were about curricular topics.

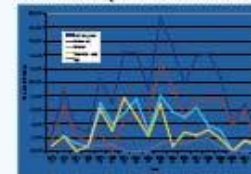
Trend #2: Instructional Technology & DE



Search: information processing OR computers OR [internet OR World Wide Web OR WWW] OR [technology NOT biotechnology OR pharmaceutical technology] OR distance learning

'Technology' is a stable term, at approximately 1% of the literature, while information processing and computers are increasing gradually. Internet/WWW has had a dramatic increase in the last ten years.

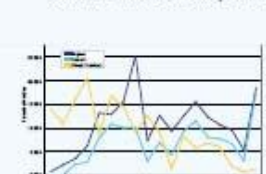
Trend #3: Manpower & Personnel Issues



Search: [Manpower OR personnel OR job] OR [sex OR women OR men] OR [race OR ethnic OR Asians OR Hispanics OR Negroes] OR age

This thematic area saw a peak in publications in the late 1980s, but has been declining as a proportion of AJPE articles to approximately 2% in 2004-05.

Trend #4: Clinical Pharmacy & the PharmD



Search: Degrees OR [Doctor of Pharmacy OR PharmD] OR [clinical pharmas\* OR pharmacy clinical OR pharmacist, clinical]

As expected, peaks in interest coincide with the PharmD vs. BSPH debates of the mid-1980s and 1990s. Note that peaks in clinical pharmacy articles happen roughly two years before peaks in PharmD publications.

Poster example: "Needs Improvement"



# Charting the Pharmaceutical Education Literature: Past, Present ... and Future?

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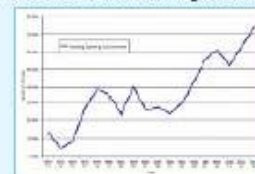
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Poster Example: Improved Version

# **An Observation**

**Students are most engaged, learn more effectively, and have more fun**

- **when they are working on their own projects with actual content (text, data, graphics)**
- **when they will be presenting their projects in a formal or professional setting**
- **when instruction is timed appropriately**



# Equine Facilitated Psychotherapy: An Adjunct Treatment for Veterans with Posttraumatic Stress Disorder

## Diagnostic Criteria:

Posttraumatic stress disorder (PTSD) is a psychiatric condition that is triggered by exposure to an intensely distressing traumatic event, and it is characterized by more than one month of reexperiencing, avoidance, and hyperarousal symptoms (DSM-IV-TR, 2000).

## Prevalence:

- 2% of the general population meets the diagnostic criteria for PTSD (Lombardo & Shaw, 2006)
- Between 5-30% of veterans meet the diagnostic criteria according to the DSM-IV-TR (Cook, 2005)

## Comorbid Features:

- Depression
- Anxiety
- Substance Abuse (Lohr et al., 2007)

## Current Treatments:

- Cognitive Behavior Therapy (CBT)
- Exposure Therapy
- Eye Movement Desensitization and Reprocessing (EMDR)



## Current Treatment Efficacy:

Although current treatments reduce symptoms of PTSD in veterans, they are less effective for treating veterans (Friedman, Young, & A. Stevens, 2006).

## Animal Assisted Therapy:

Animal Assisted Therapy (AAT) is a goal directed intervention which is designed to be an adjunct to other treatment (Patterson, Young, & A. Stevens, 2006).

## Equine Facilitated Psychotherapy (EFP):

EFP is a form of AAT that involves the use of horses and riding to provide support in handling, coping, and self-esteem (Young, 2006).

## EFP and AAT Outcomes:

- EFP is associated with a 50% reduction in PTSD symptoms (Young, 2006).
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Rehabilitation Counseling



## Participation and Community Theater: Safe

OTs, The University of M

### Why Study Participation in Community Improv Theater?

- Law (2002) stated that "participation is the raison d'être of occupational therapy" when explaining the need for studies of participation and their clinical application.
- We use occupations to define ourselves, to build community, and to gain fulfillment in our daily lives.
- Our choices of occupation beyond those obligatory and mundane tasks of self-care and survival can influence our context, reflect our culture, and even have implications for future generations.
- Studying participation provides insight into individuals as occupational beings as well as into the values of a culture.

### Research Questions

1. What influences participation of self-identified actors and non-actors in improv theater?
2. Does the perceived confidence that improv actors appear to possess translate into everyday life and other theatrical endeavors?
3. Can the environment, context, and individuals comprising the group influence the outcome and perceived success of the group and their performances?
4. Can a nurturing environment or "safe space" be purposefully created to maximize comfort, confidence, creativity, and performance success of the individual and the company?

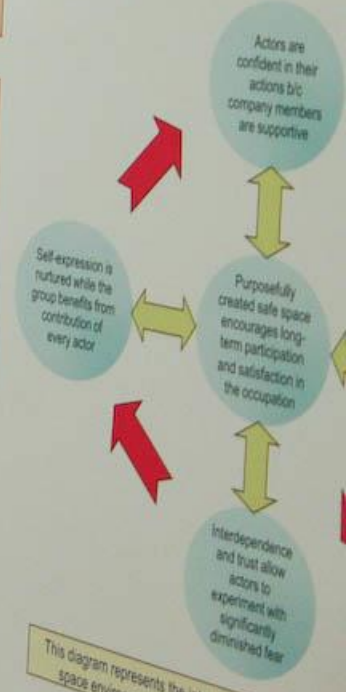
### Study Design

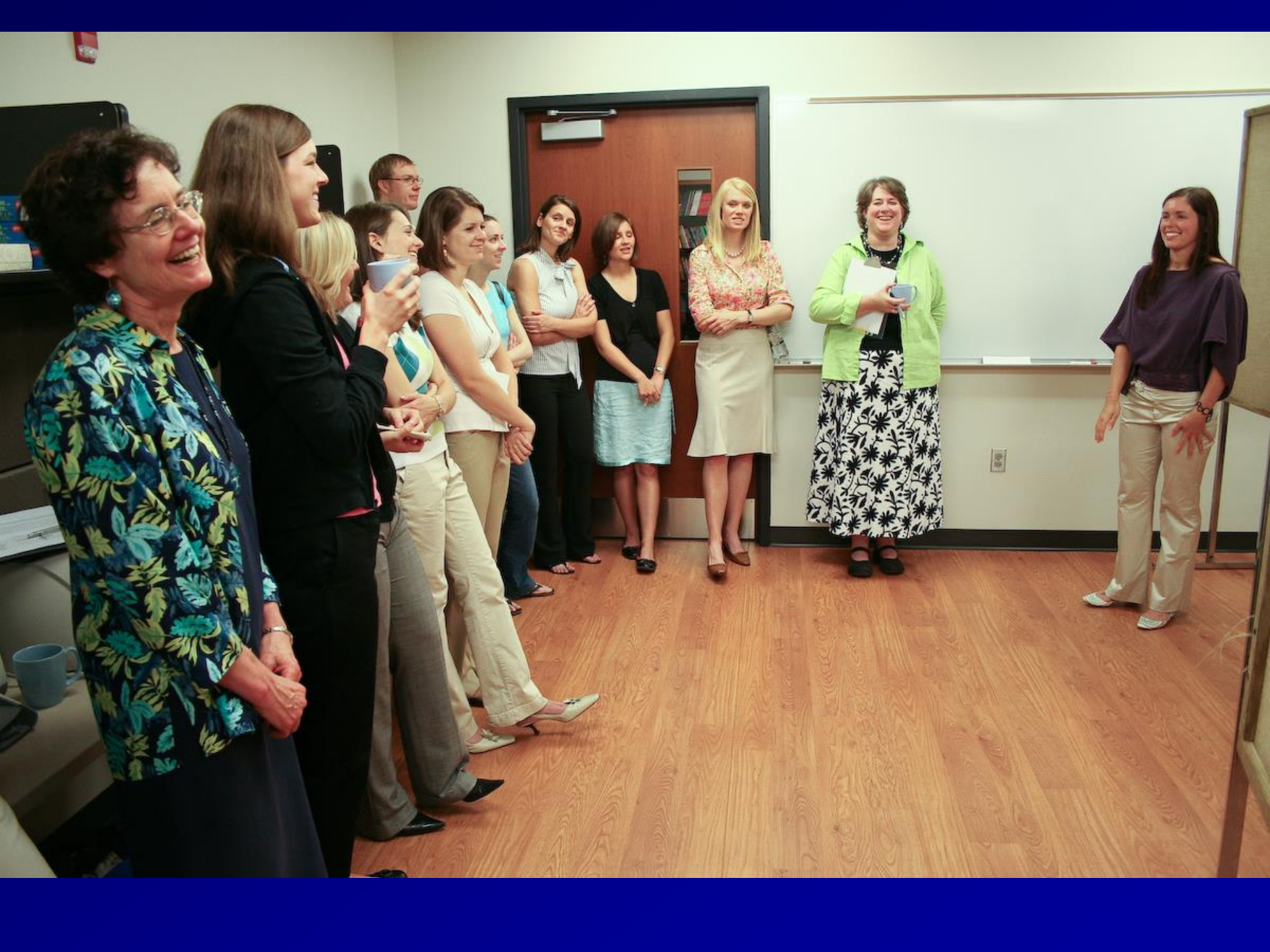
- A bounded theater group was observed over the course of six months.
- The observations included 8 rehearsals, 2 company performances, a one-man show starring a company member, and a scripted performance starring the company leader.
- Company members were interviewed after participant observation data was gathered.
- The researcher participated directly in a rehearsal as an actor.
- The company's website was also a source of data.

### Purpose

The purpose of the research we are conducting is to do projects as multi-layered sites of participation, and to community through do

Figure 1. Safe space in relation to participation and the company







**Physical Therapy**

# Outcomes

- **Received very positive feedback from faculty, students, and administrators**
- **Established & reinforced collaborative relationships with Allied Health divisions**
- **Improved integration of media design instruction and consultations into curricula**

# Outcomes

- **New strategies for media design instruction**
  - Self-serve video clips demonstrating procedures
  - Web-based tutorials
  - Course-integrated classroom teaching and special seminars
- **New role for media design specialist**
  - Curricula-integrated consulting
  - Closely works with HSL liaisons
- **Expanded teaching from basic design skills to the broader context of research and communication**