

Public Health Library & Informatics

Newsletter

Spring/Summer 2005

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Public Health Library & Informatics is part of the University of Michigan University Library System and School of Public Health

Director's Update

Greetings and welcome to the first online edition of the Public Health Library & Informatics Newsletter. We have many new projects and initiatives underway.

We are making exciting and significant strides in online learning through the work of the Informatics Division. We have defined the following core service areas: 1) Training, instruction & informatics curriculum support; 2) eLearning and distance education; 3) Instructional technology; 4) Web services; 5) Research and grants support; and 6) Outreach. We are developing training resources in support of the School's degree programs, non-degree programs, the overall curriculum, and outreach to the community.

Working with faculty in Health Management & Policy (HMP) and with a well-equipped lab of video production resources and an eLearning Specialist on board, we have created a distance education and learning environment complete with faculty lecture series and other curriculum support materials. The new learning environment also features web conferencing and uses online testing and evaluation components. The learning modules will be made accessible via a Rich Media Library that offers searching by department, instructor, course name and number, and topic. Creating the new distance learning environment has reduced by half the number of times that students in the Executive Education Master's Program in HMP travel to campus. Now that we have completed a successful pilot and are fully supporting the HMP program, we are planning to add distance education support for the Environmental Health Sciences Master's Program. For more information, see the interview with eLearning Specialist Vic Divecha.

We've integrated informatics into the classroom through programs such as the "Tailored Curriculum Support" pilot and introduced a very popular new technology for enhancing the classroom teaching experience, the SMART Board interactive whiteboard (funded by the University Library and the UM Center for Occupational Health and Safety Engineering as part of the SPH Distance Learning and Instructional Technology initiative). We participated in a teleconference and webcast featuring successful partnerships in support of public health research and practice and co-sponsored (with the SPH Office of Communications) a seminar on digital copyright issues and policies. We are also engaged in efforts to support the public health workforce through collaborations with the National Library of Medicine, the National Network of Libraries of Medicine, and Partners in Information Access for the Public Health Workforce. One of the outcomes of the collaboration is the Public Health Information and Data Tutorial. The tutorial is web-accessible and features four online learning modules: Staying Informed,



Health Education Resources, Health Statistics, and Evidence Based Public Health. Key contributions to design and development of the tutorial were made by instructional designer Steve Burdick and project manager Monique Uzelac.

With funding from the National Library of Medicine, we've also introduced a new position to the School, that of the Public Health Informationist. The Informationist combines knowledge of information science with subject expertise to become an information specialist in public health. In her new role as Public Health Informationist, Gillian Mayman is completing formal coursework in HBHE as well as a practicum and a research project focusing on information technology and training. To connect with the public health workforce in Michigan by providing training and information research services, we are partnering with the Michigan Center for Public Health Preparedness and the Michigan Public Health Training Center.

Summer is an important time for our unit in advancing major projects. Our staff has been re-energized by participating in a variety of Enriching Scholarship classes for professional development. We have begun work on creating the MI-INFO (Michigan Informatics) online curriculum, now that onsite training has been completed for our three partner organizations: Detroit Department of Health and Wellness Promotion, District Health Department #2, and Washtenaw County Public Health. We are moving forward on the merit database project, envisioned to automate the work and documentation for the merit review process, with a central repository of data that allows additional functionality for dynamic report generation. We are also exploring options for delivery of a document management service for managing individual office files and personal documents. We'll include information about these projects in a future edition of the newsletter.

Nancy Allee

Nancy Allee, Director, Public Health Library & Informatics

PHLI Newsletter Staff

Nancy Allee: Director
Helen Look: Editor
Jonathan Koffel: Layout and Design

Interview with Vic Divecha, eLearning Specialist

What do you do as an eLearning Specialist at SPH?

I look after students' needs for electronic learning content. This includes lecture presentations synchronized with lecture videos, facilitating online exams and helping students make the best of these resources. I also manage the video lab, which is SPH's very own environment for producing videos. I co-ordinate the post-production of classroom videos and subsequent production of CD-ROMs & streaming media via the internet. I oversee assignment of metadata to these online materials so that they are searchable. Finally, I identify where new content should be developed to meet the learning needs of students.



What projects are you currently working on?

I am primarily working on supporting the HMP Executive Education Master's Program, which includes eLearning objects created by faculty from many SPH departments: Health Management and Policy, Biostatistics, Epidemiology, and Environmental Health Sciences. We have produced about 1,000 CD-ROMS for the HMP Executive Education Cohort 18, and that content is also available online. Next year we are planning to support the EHS Executive Education Master's Program. To view sample content and completed course projects, please visit sitemaker.umich.edu/tour.

Another project is the HBHE Prospective Student's Web Site. This entails showcasing how HBHE programs have played a significant part in the careers of its alumni. The medium we are experimenting with is short narratives with photomontages, less than two minutes, to keep the prospective students engaged.

I am working on the Rich Media Library. It is envisioned as a searchable digital library of educational objects which will be a resource for reusable educational content from the field of public health. We are ingesting all kinds of learning objects with metadata into the Rich Media Library.

What can you do with the wide-array of software and equipment in the lab?

We can produce a broad spectrum of learning objects. Content can range from simple videos to

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SMART Board: Interactive Whiteboard Technology

-Jonathan Koffel

Public Health Library & Informatics is pleased to announce the availability of the new SMART Board 2000i interactive whiteboard.



The SMART Board is an exciting new tool for giving presentations, teaching classes, and interacting with information. It can be thought of as a gigantic touch sensitive computer screen. The user's finger functions like a mouse to select objects, open programs, move windows, and scroll through webpages. In addition, the user can draw on top of the computer image using virtual ink. This is helpful for making annotations and entering text via handwriting recognition. While the SMART Board is connected to its own networked computer, you can also control the SMART Board using your laptop. This will allow you to access your own files and programs through the SMART Board. Finally, the SMART Board can record the user's actions and annotations as a movie which can be played back later.

The SMART Board is located in 3001 SPH I. If you have any questions about its use or would like to arrange a demonstration, please contact Jean Song, Reference and Instruction Coordinator, at 936-1392 or jeansong@umich.edu. For more information, you can also visit www.smarttech.com. ↗

The SMART Board was purchased from funding provided by the University Library, Public Health Library & Informatics, and by the UM Center for Occupational Health and Safety Engineering supported by National Institute for Occupational Safety and Health grant T 42 CCT 510428, as part of the School of Public Health's Distance Learning and Instructional Technology initiative.

New Online Public Health Information and Data Tutorial for Public Health Professionals

-Monique Uzelac [NLM Press Release]

The National Library of Medicine (NLM), a component of the National Institutes of Health, in collaboration with Partners in Information Access for the Public Health Workforce and the University of Michigan Public Health Library & Informatics announces the Public Health Information and Data Tutorial. This online tutorial is a new tool designed to help the public health workforce effectively locate and use health information.

The Public Health Information and Data Tutorial helps public health workers access and manage the wealth of information available from myriad sources. The tutorial is made up of four modules: "Staying Informed," "Health Education Resources," "Health Statistics," and "Evidence Based Public Health." In these modules, users can learn how to build a plan to stay informed about developments and events related to public health, find reliable and authoritative consumer-oriented materials to support health education goals, retrieve statistical information, access data sets relevant to public health, and use information in support of evidence-based practice.



The Public Health Information and Data Tutorial builds on the success of Public Health Information and Data: A Training Manual, a publication for those developing training for the public health workforce published by the National Network of Libraries of Medicine and the National Library of Medicine, and prepared by the NN/LM Public Health Training Workgroup. The Public Health Information and Data Tutorial captures these critical strategies employed by information specialists in the field to locate and manage public health information in an easily accessible online format.

The Public Health Information and Data Tutorial is available at phpartners.org/tutorial/. ↗

Tailored Curriculum Support: Bringing Informatics into the Classroom

-Gillian Mayman

This past year, the PHLI Instruction Team has been working closely with faculty to integrate informatics instruction into the curriculum. We created a variety of interesting new workshops, tailored to meet the needs of each individual course. In addition to teaching the workshops, we also created related homework assignments and were available for individual instruction to students with additional questions. Our goal is to support the faculty in their teaching and to ensure that all students gain advanced information and computer literacy skills during their time at SPH.

After a workshop on searching databases for scholarly and professional literature, the faculty member teaching the course responded, "Thank you for the tremendously valuable session...I learned a lot!"

From students we have heard, "keep offering the workshops which I think are a great resource to students" and that our instructors are "very accessible and helpful, even after the presentation."

During the 2004-2005 academic year, PHLI taught the following curriculum integrated courses:

- Creating Web sites with DreamWeaver
- Using and Creating Digital Images
- Finding Health Statistics Online
- Searching the Professional and Scholarly Literature
- Using Epi Info to Create a Data Entry System
- Managing Citations Using RefWorks
- Beginning & Intermediate Microsoft Excel
- Beginning & Intermediate Microsoft PowerPoint
- Beginning Microsoft Access

PHLI is expanding the project for the Fall 2005 semester and is currently seeking additional instructors to work with. Tailored Curriculum Support includes not only curriculum integrated instruction, but also the creation of resource guides, online tutorials, PowerPoint consultations, and more.

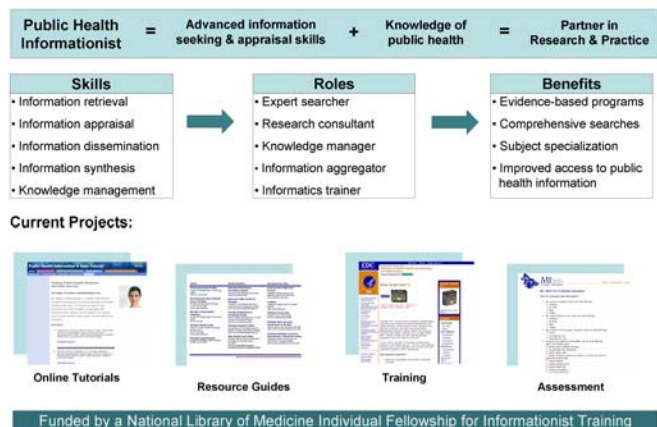
If you are interested in participating, please contact Gillian Mayman, Public Health Informationist, at 734-763-6637 or gmayman@umich.edu. ☺

Public Health Informationist

Gillian Mayman, Public Health Library & Informatics staff member, has been awarded a two-year National Library of Medicine Fellowship for Informationist Training.



Informationist fellows pursue an individually tailored program that includes formal coursework, practicum experience, and a research project that focuses on the application of information technology in a health sciences discipline. Gillian will work within Public Health Library & Informatics to expand public health informatics training and will work with local health departments in Michigan to assess information needs and to develop online, competency-based informatics resources.



A public health informationist is an information specialist who has received graduate training and practical experience that provides them with disciplinary background both in public health and in information sciences/informatics. This cross training provides informationists with a unique perspective on the acquisition, synthesis, and application of information to problem solving and program development.

The public health informationist can fulfill many roles. A few examples include: computer and information literacy training for the public health workforce; information retrieval and synthesis for grant proposals and evidence-based programs; knowledge management for large departments or organizations; information architecture and content management for public web sites; and reference services for health information queries from the public. ☺

Seminar on Digital Copyright Issues & Policies

- Theresa Arndt, Taubman Medical Library

On March 15th, Public Health Library & Informatics and the SPH Office of Communications sponsored a lively session on copyright. James Hilton, Associate Provost for Academic, Information and Instructional Technology Affairs; and Jack Bernard, UM Assistant General Counsel, provided information and answered questions about copyright issues that arise in the university setting.

Dr. Hilton began by dispelling common misconceptions about U.S. copyright law. In spite of the current climate emphasizing author rights, copyright's primary constitutional purpose is to promote learning by providing for a limited monopoly to encourage science and the "useful arts." Copyright does not protect ideas, but protection is granted at the moment a tangible work is created – no copyright symbol or registration is required. The copyright holder has exclusive rights to copy, distribute, create derivative works, publicly perform and display his/her work.

Dr. Hilton went on to discuss the special issues that have arisen in the "digital age." It is now easy and cheap to distribute many high-quality copies of a work and anyone can be a publisher. With the Digital Millennium Copyright Act, the emphasis has shifted toward owner rights and limiting access. There has also been a rise in contracts for licensing information, rather than purchasing it, a situation in which "fair use" does not apply unless specific rights are given in the contract. Examples of issues that have arisen at the University include ownership of football game films, business students' projects, class notes taken by students, and collaborative works produced by students and faculty. Regarding scholarly works by faculty, court rulings have been mixed. UM policy is that individual faculty own the work they have created at their own direction without "unusual" support from the University.

Mr. Bernard produced an original "artwork" on the spot to illustrate the importance of distinguishing between an idea, a fixed work, copies of the original work, and the underlying copyrightable work even if all copies are destroyed. He noted things that are not copyrightable: facts, ideas, procedures (though patent may apply), works in the public domain, federal government documents, unoriginal works and "freeware." A further distinction was made between the legal standard of "copyright" and the academic standard of "plagiarism".

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Partnering for Public Health – Satellite Teleconference and Webcast

Over 2,000 participants at 100 registered sites viewed the Wednesday, March 9, 2005 satellite teleconference and webcast sponsored by the Medical Library Association (MLA) and National Library of Medicine (NLM) entitled, "Partnering for Public Health: Information, Librarians, and the Public Health Workforce."

The teleconference was designed to provide a fundamental knowledge about public health, explore the information needs of the public health workforce, present a variety of resources currently available to meet information needs, and discuss effective collaborations between health sciences librarians and the public health workforce. Organized into three categories (background, hot topics, and successful collaborations), the teleconference covered subjects such as the essential public health services; public health organization, structure, and workforce; preparedness and bioterrorism; infectious disease; obesity; and funding for library and public health collaborations.

Presenters included the following faculty, public health physicians, and health sciences librarians:

- **Nancy J. Allee**, AHIP, Director, Public Health Library & Informatics, University of Michigan.
- **Ann B. Duesing**, Outreach Librarian for the University of Virginia's Claude Moore Health Sciences Library, John Cook Wyllie Library, University of Virginia's College at Wise.
- **Kristine M. Gebbie**, Director, Center for Health Policy and Doctoral Studies, School of Nursing, Columbia University.
- **Jody Henry Hershey**, Director, New River Health District, Christiansburg, Virginia.
- **Bernard J. Turnock**, Clinical Professor of Community Health Sciences and Director, Center for Public Health Practice, School of Public Health, University of Illinois-Chicago.

A copy of the video is available at Public Health Library & Informatics for anyone interested in viewing the teleconference.

The video may also be ordered from MLA at the following web address: www.mlanet.org/education/telecon/publichealth/index.html. ↪

Uses may violate only one of these standards or both simultaneously depending on the circumstances.

“Fair Use” was also discussed at length. Not all use in an educational setting is automatically “fair use” and the only real determination is made if a judge rules on a situation. The guidelines that exist are not law; a judgment call must be made in each instance based on four factors: the purpose of the use, the nature of the copyrighted work, the amount used, and the effect of the use upon the potential market for the work.

Mr. Bernard observed that much of the copyright infringement which takes place at the University occurs via the World Wide Web. Most such situations are settled amicably by removing the offending material from the Web. However, statutory damages can potentially amount to \$150,000 per incident. Thus we need to learn about the situations in which copyright applies and not assume that use is “fair” just because it occurs in an educational setting. ↻

Where to Ask Questions About Copyright

- If you have questions about using copyrighted content from or for a web site, please contact sph.web@umich.edu.
- If you have questions about using copyrighted content from printed materials, please contact sph.reference@umich.edu.
- If you have specific legal questions pertaining to the University of Michigan, please contact the Office of the Vice President and General Counsel directly at (734) 764-0304.

Helpful Web Resources

- Association of Research Libraries, Copyright and Intellectual Property Website
www.arl.org/info/frn/copy/copytoc.html
- Copyrights at the University of Michigan
www.copyright.umich.edu
- Copyright Clearance Center, Inc.
www.copyright.com
- Stanford Copyright and Fair Use Center
fairuse.stanford.edu
- U.S. Copyright Office
www.copyright.gov

videos synchronized with PowerPoint slides or animations. Working with a subject matter expert, who can be a faculty member or a designated graduate student instructor, we add metadata to make the content accessible via the rich media database or CTools. We are a growing service and love creating solutions to digital content related problems. We can also process and make available videos recorded on the SMART Board.

What is your background?

I hold a Masters degree in Industrial & Operations Engineering from UM's College of Engineering. My study areas included usability, cognitive ergonomics, engineering aesthetics, universal design, and accessibility. My first real job as a high-school student was that of a graphics designer for a video post-production studio, and I have been fascinated by this field ever since.

What makes a successful learning module/online learning experience?

A great learning module will never let the learner lose track of what is being taught. We ensure this by limiting individual video modules to less than 20 minutes. It will accommodate the attention spans of a majority of audiences. The ability to review the content if needed is essential. A good module will make relevant supporting materials available alongside the video (e.g. URLs or publications referred to by the instructor in the video). Finally if the learning experience is validated through a quick follow-up quiz, it gives a learner a well-rounded and satisfying experience.

What do you see as the future of eLearning at SPH?

The future of eLearning at SPH is very exciting. Students, faculty, and staff are becoming more aware about how technologies such as CTools, Samigo, Centra, Camtasia, Captivate can move their work online and make it easier to share and access. In the future, I see students being able to work at far-flung field assignments and take online exams for their SPH courses. I see researchers at SPH videoconferencing with their colleagues on other continents and sharing their findings with an online audience. Similarly, we would be able to virtually 'meet' with subject matter experts worldwide.

If you are interested in learning more, please contact sph.informatics@umich.edu. ↻

Web Services Update

- Patty Bradley

Patty Bradley, the SPH Web Administrator, is currently developing web-database applications for SPH Administration, Career Services, the Academic Health Department, and the Center for Risk Science and Communication. But by far her largest summer project will be transferring our existing web-database applications (such as the Faculty & Staff Directory and the Course Approval Intranet Database) to our new web-database server environment.

SPH Computing Services staff are busy upgrading the current server environment – which consists of a single web server that supports only Microsoft Access databases – to a much more robust, secure and scalable environment. We will now have a dedicated database server that supports large-scale open source database systems, as well as both a production and a development server for web-database applications. The existence of the development server will allow units to hire outside developers to create web-database applications. Additionally, the new server environment includes technologies that will allow users to accomplish a number of new things, including:

- Use the University's Kerberos authentication scheme
- Dynamically transform web content into high-quality, printable, PDF documents
- Save web content to disk, send in e-mail or print
- Build rich, high-quality web forms that will be much more user-friendly
- Use the powerful ColdFusion Report Builder to design crisp, well-formatted reports, including charts and graphs, automatically generate subtotals and totals, and much more
- Perform better text searches against file volumes and databases

This new environment is very exciting and will result in the development of many useful web-database applications for the School of Public Health. If you have any questions about the new environment or how it might help you, please contact Patty Bradley at sph.web@umich.edu or (764) 734-0300. ☺

Did You Know that in May, 2005...

- The SPH web site had over 46,000 unique visitors in May, 2005?
- The average number of page views per unique visitor was 37?
- The top 3 web pages visited in the SPH website (after the SPH homepage) were the Academic Departments & Programs page, the Admissions & Students page, and the Biostatistics Department homepage?
- 2,634 unique visitors accessed our online course listings?
- 1,392 visitors viewed our "Apply Online" web page?
- The top three countries web site visitors surfed from (after the United States) were United Kingdom, Canada, and the Netherlands?
- The top 3 web sites that referred visitors to the SPH web site are:
 - UM Graduate Studies page (<http://www.umich.edu/grad.html>)
 - Google (www.google.com)
 - UM Academic Units page (<http://www.umich.edu/units.html>)
- All of these website usage statistics are available on the SPH Intranet.

PHLI Statistics 2004-2005

Circulation

- 37,792 Library borrowers
- 10,928 Volumes circulated
- 1,749 Journals were processed

Reference

- 1,488 Reference Questions Answered

Workshops and Courses

- 70 Courses Offered
- 1,246 Participants

E-Reserves

- 54 Courses Supported
- 2,988 Resources Posted

Informatics Lab

- 400 Hours of Educational Videos Available
- 1,000 CD-ROMs Produced
- 11 Hours of Content per CD-ROM
- All Content Can Be Streamed

Accolades

- PHLI staff presented two papers and performed a skit at the Medical Library Association's annual conference in San Antonio at the end of May. The papers are titled "*The Psychology of New: Managing New Roles and Services for New Users*" and "*Mickey and Me: Disney, Copyright, and Digital Decisions,*" and the skit is titled "*Much Ado About Staffing.*"
- The University Library recently awarded PHLI staff the Streamliner's and Crunch Time Awards. The Streamliner's Award is give to individuals or groups who demonstrate creative thinking or innovation that results in improvement to the department, other units, or to user satisfaction. The Crunch Time Award is presented to groups which put forth extra effort during crunch periods to complete projects.
- Staff members Jonathan Koffel and Monique Uzelac both recently completed the Master of Science in Information program at the University of Michigan School of Information. In addition, PHLI reference department student assistant Mellanye Lackey was recently accepted into the Associate Fellowship program at the National Library of Medicine. Finally, Maria Cervone, who also recently completed the Master of Science in Information Program, was accepted into the Public Health Informatics Fellowship Program at the Centers for Disease Control and Prevention. Maria learned about the position through a CDC presentation organized by PHLI.
- Helen Look, Collection Management Coordinator, was chosen to be a Library Selector for Biostatistics in the creation of Doody's Core Titles (DCT) in the Health Sciences, which was published in December 2004. DCT is a core list of selected titles for 119 specialties in medical, nursing, and allied health.
- PHLI and SPH Computing Services welcome Jean Song as Reference and Instruction Coordinator.

