

Elevating Medical Students through Media Education

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Background

- Built on existing *Eprofessionalism and Social Media* class
- Focus on leveraging media for professional benefit
- New elective proposed by two librarians and medical school dean
- 3-credit elective for MS3 and MS4 students
- *Using Media to Share Health Information*

Librarians:

- Wrote and presented proposal to Curriculum Committees
- Developed syllabus and grading rubric
- Wrote lessons plans and assignments
- Taught the class in Spring 2018 and 2019

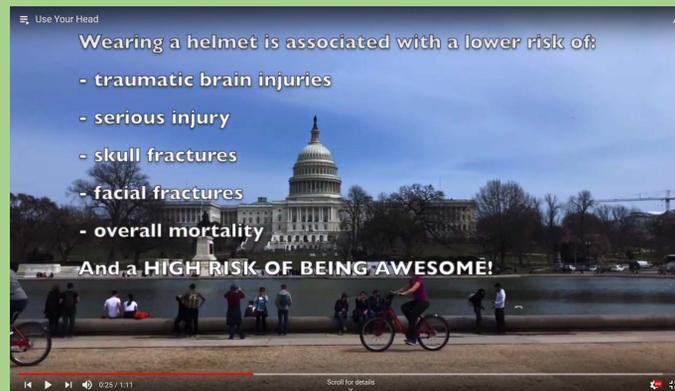
Course

- Two-week course
- Interdisciplinary faculty and staff guest speakers
- Three deliverables: Public Service Announcement video (PSA), social media publicity plan, PSA Best Practices Guide

“Thank you! This class was challenging as I learned and was expected to utilize many skills that were completely new to me, but it was such a great opportunity to have in medical school.”

Week 1: focus on creating PSA

- Topic selection and research
- Characteristics of effective PSAs
- Health literacy
- Storyboarding
- Shooting and editing digital video



Week 2: publicizing the PSA

- Social media platforms and use
- Media training and practice interview
- Advocacy and Capitol Hill
- Presentation of final PSA projects

Student Feedback

- Loved the guest speakers and their presentations
- Liked the small seminar setting
- Assignments were a good way to reinforce their growing skills
- Students plan to continue using their new skills to create additional PSA videos, share health information on social media, and use their media training to deliver polished remarks in public forums

Lessons Learned

- Expanded the librarians' knowledge and skills
- Requires lots of organization and coordination
- Be ready for the unexpected
- Take advantage of local expertise on campus

Conclusions

- Important for students to utilize media proactively
- Acquiring interview/media creation experience allows students to leverage these platforms and reach a broader audience
- Librarians are well-suited to create/deliver this course
 - Organized and creative
 - Can tap a network of faculty relationships for guest lectures
 - Easily handle the associated administrative and teaching responsibilities
- Curriculum development role
 - Strengthens librarians' ties with the School of Medicine's faculty and administration
 - Solidifies the library's role in the formal curriculum.