

Podcasting Across Nebraska

2006-2007 Application

Applicant: Northern Nebraska Area Health Education Center (AHEC)

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Norfolk, NE 68701

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1. Is this application from:

A single community

A single community with multiple partners (Please list partners below.)

A regional group of communities (Please list participating communities and organizations below.)

Participating communities and organizations:

Communities:

- Communities in the counties of: Antelope, Blaine, Boyd, Brown, Burt, Cedar, Cherry, Cuming, Dakota, Dixon, Dodge, Garfield, Holt, Hooker, Keya Paha, Loup, Knox, Madison, Pierce, Rock, Stanton, Thomas, Thurston, Washington, Wayne and Wheeler

Organizations: Northern Nebraska Area Health Education Center (AHEC)

Region 4 Behavioral Health Systems

Who will act as the lead for this project?

Gretchen Forsell, Executive Director
Northern Nebraska Area Health Education Center (AHEC)
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Where will the equipment be housed?

The equipment will be housed at Northern Nebraska AHEC and be available for use by AHEC staff and youth advisory council members, Region 4 Behavioral Health Systems staff and mental health professionals throughout the area.

2. Why is your community or region interested in podcasting?

There are three areas that make podcasting of interest to this region.

- There is a severe shortage of mental health professionals within the state of Nebraska and the shortage in the northern portion of the region meets or exceeds the shortage. Additionally communities in this region are trying various means to promote their communities/region and encourage health professionals to practice in the area
- Youth and adults looking in the health professions know little about mental health careers. With few mental health professionals in the area students are not exposed to their profession. Mental health is also a profession where job shadowing is restricted, so youth are again unable to learn about the opportunities that exist.
- Promoting this region as a location to do health profession clinical training is limited due to a lack of information about the area at many of the health profession schools. Current mental health profession students are able to do part of their clinical training outside of the academic center. Most students chose training sites that they have heard of from other students. Once a new site is started it can be very difficult to get students to go to the site because little information is available. In rural communities this is even more difficult because of student perceptions of the area.

These factors have created an environment where podcasting can provide answers. This new technology is being embraced by young and old alike. Podcasts provide an opportunity to provide information about the region and the riches that can be provided by this area.

3. Please describe how your community or region plans to use audio and/or video content to promote tourism, events, recreation, historic sites, and other activities. Please include project goals (i.e., to promote the county fair) and expected outcomes (i.e., an increase in visitors from outside the county) for at least two podcasts which will be made available over the Internet.

Northern Nebraska AHEC and Region 4 Behavioral Health Systems plan to utilize podcasts to increase student awareness in health careers in addition to promoting the region as sites for clinical training for currently mental health profession students.

AHEC will provided a minimum of 3 podcasts spotlighting a current health professions, (Social Worker, Licensed Mental Health Professional, etc.) or two complementary health professionals (Psychologist and Psychiatric Nurse Practitioner). The content will include but not be limited to: career information, schooling requirements, Nebraska schools offering required training, future salaries, and employment demand. Emphasis will be

made to encourage students to seek training at schools in this region first, Nebraska second.

Job Shadowing in mental health is currently very difficult, the opportunity to 'hear' from a professional about a typical day, what their job involves, why they chose the career, what are the benefits, are all things that can help shape and guide a student's career choice.

Podcasts will also be produced showcasing Northern Nebraska as a desirable location to do clinical training for current mental health professional students at Nebraska and adjoining state/private colleges. A minimum of 2 podcasts showcasing the eastern and western portions of the area will be produced. Information on the communities, attractions, benefits of living and working in the area, etc will be included. Consultation with the local chamber of commerce and tourism group will be included to ensure that accurate information is provided.

If more students become interested in mental health careers, go to colleges/university in Nebraska and do their clinical training in Northern Nebraska communities over time the economic impact could be great. Health care in many communities is a leading force in the economy. Every time a citizen has to leave the community and travel to another community for health care they also take dollars. Providing services close to home keeps those dollars also close to home and improves the economy.

4. How do you plan to promote the podcasts created through this project?

AHEC works closely with students in the middle and high schools throughout this region in a variety of programs and activities. Frequently contact with high school counselors and teachers is part of AHEC activities. AHEC routinely has onsite visits to the schools meeting with staff and students at various levels. During all of these activities the availability of the podcasts would be promoted widely.

During specific regional AHEC activities, (Science Meets, Groundhog Shadowing Day, Summer Career Camps, Medical Explorers, etc) students, teachers and staff would be provided materials on the podcasts, how to use them, the benefits of use, etc.

Region 4 Behavioral Health Systems would promote the podcasts through its network of mental health professions in 19 of the AHEC counties and three (3) counties they serve that are served by another AHEC center (Boone, Colfax, Platte).

Northern Nebraska AHEC is part of the Nebraska AHEC system (4 additional AHEC operate in Nebraska providing service to the entire state), and part of the National AHEC Network. This Network through various publications serves AHEC's in 47 of the 50 states and over 700 AHEC centers. AHEC centers as a way of controlling costs refer their staff and participants to other AHEC who are providing vital services. This promotion would increase the use of the podcasts to an almost nationwide audience.

5. Please list the regional or community Web sites which could link to the podcasts produced through this project?

Northern Nebraska Area Health Education Center (AHEC)	www.nnahec.org
Region 4 Behavioral Health System	www.region4bhs.org/
Faith Regional Health Service	www.frhs.org
Central Nebraska AHEC	www.cn-ahec.org
Southeast Nebraska AHEC	www.se-ahec.org
Nebraska Panhandle AHEC	www.np-ahec.org
Omaha Urban AHEC	www.ahecomaha.org
UNMC Rural Health Education Network (RHEN)	www.unmc.edu/rhen
National AHEC Organization	www.nationalahec.org

In addition after the podcasts are completed various schools would be contacted and provided a link to the podcasts as part of their guidance services to students.

6. Will this project involve youth? If so, how will they be involved?

Youth will be involved in this project as not only users of the podcasts but also as advisors. Northern Nebraska AHEC has recently developed a youth advisory panel. These youth from the 26 counties of are region provide guidance to the programs offered and services that youth need to make career decisions. A committee of this panel (5 – 7) will work in conjunction with AHEC and Region 4 Behavioral Health Systems staff to determine content of the podcasts.

Northern Nebraska AHEC currently is serving an average of 6000 middle and high schools student through school visits yearly within the region. It is anticipated that this would be a low estimate for exposure to the podcasts.

7. Are any other uses of podcasting within your community or region in place or planned?

We have heard a variety of organizations and some businesses that are looking into doing podcasts. Students have told us about various sporting and entertainment podcasts that they are listening to, so we know that the audience is ready.

E-mail completed applications to anne.byers@cio.ne.gov by 5:00 CT, October 13, 2006.