

Two months ago, I knew very little about website design. If asked about basic computer terminology such as “domain”, I would flounder around helplessly in an attempt to scavenge a proficient definition. Though I am still far from being mistaken for a computer expert, I have quickly been learning about creating a webpage through a new program from Microsoft Office Suite: Web Site Designer. After researching several other webpage creation programs, this one proved to be the most user-friendly and professional-looking. The past two months, I have established an active account through this program and have been diligently working towards creating a professional webpage for the Medical Legal Partnership program, which was recently renamed the C.A.T. (Child Advocacy Today) Program for publicity reasons.

Thus far, I have mastered the computer lingo well enough to create an e-mail submission box, contact information page, out-of-sight website counter, interactive mapquest direction page and to upload logos/pictures onto the website. If you would like to view the current “rough draft” state of the website, feel free to visit <http://jmubel2.web.officelive.com/> (This url will change once the domain name is purchased and it is uploaded for the public). This upcoming month, I will be focusing more on making the website look more professional and organized. I have been researching various other Medical Legal Partnership websites in order to see how their information is best presented. After viewing their websites, I have compiled a to do list to make the C.A.T. Program website more professional by:

1. Uploading the C.A.T. logo, which a graphic artist designed
2. Taking and uploading photos of the current staff
3. Organizing the information to suit different audiences (i.e. potential partners, interns, etc.)

In addition to perfecting my mad computer skills, I have also completed one of three audience-specific brochures for the C.A.T. Program. The brochure I completed was targeted towards potential attorneys and pediatricians whose work will assist the C.A.T. Program by raising awareness and referring individuals to the program. My brochure was Xeroxed in color, courtesy of the C.A.T. Program and was distributed at a UK Pediatric informational meeting.

Future brochure work includes creating two additional brochures. One will specifically target the environmental issues C.A.T. assists (i.e. substandard housing conditions, education, family stability). The second brochure will focus specifically on the health issues and will be used by Pediatricians to hand to families for referrals. Both of these brochures will be translated into Spanish. Though I will be able to make preliminary translations, I have also found a translator who would be willing to ensure the accuracy of the translation for little to no compensation.

To gain a better understanding about the type of information which should be included in the brochures, I held a phone conference interview with Kate Marple, the Director of Boston's Medical Legal Partnership. I asked her questions specifically about the Boston Medical Legal Program such as: *How did you go about first spreading information about the Medical Legal Program?* To which she replied "It simply takes time and patience. We started our program 10 years ago with a link of of the Boston Medical Hospital Webpage and the program started growing from there." She recommended I start off the program's publicity similar to the manner I was planning and she advised that I take it one step at a time. She believed my first priority should be to get the information out to potential partners, lawyers and doctors. Then, the community aspect would just fall into place. Kate Marple was also able to provide me with sample brochures of several Medical Legal Partnerships around the United States (including Ann Arbor, Michigan and Cleveland, Ohio). This information will be very useful to use as an example when designing the remaining two brochures.

In addition to these brochures, I am planning on creating a poster complement which will be displayed in the Pediatric waiting room. These posters will essentially be blurbs of the brochures to alert families about the C.A.T. program, and to refer them to see the brochure or contact number for more information. The University of Kentucky Libraries has agreed to allow me to use the poster printer for a small fee to complete these posters.

Based upon what I have completed so far and what I would like to complete before February, my new tentative schedule is as follows:

December 8th- Complete environmental brochure design

December 15th- Complete health brochure design

December 19th- Have both brochures finalized and translated by translator

December 29th - Prepare the poster slides to print upon return to campus

Week of January 5th - Work on professionalizing website

January 9th - Have website completed

Week of January 12th - Get juror feedback on website, brochures, and posters

Week of January 19th - Make revisions to project, print posters and brochures

Week of January 26th - Finalize project, work on sustainability of project, link website to other pages, purchase domain name and upload to server.

Difficulties that may arise in the upcoming months include the availability and compensation (if needed) of the translator, cost of printing the brochures and the cost of the poster machine. In the grand scheme of the project, these are minor obstacles to overcome. I am still hoping perhaps the UK library might be willing to donate the cost of two small posters for a non-profit organization. Perhaps the C.A.T. Program will be able to again pick up the cost for printing the brochures?

I have enjoyed working on this project over the past two months because I believe I am picking up so many different skills while assisting the C.A.T. Program's much needed public relations. I have not only gained experience in web design, brochure making, and poster making, but have established contacts in both the medical and legal fields (such as Kate Marple, Jackie Duncan, Kim Northrip). This has provided me with the opportunity to experience first-hand what a career in the field of public health entails. My jurors have been most encouraging through this process. Wes Holbrook (senior mentor), Lisa Ross (UK member), and Jan Clark (Town member) have provided me with great suggestions, advice, and considerations. Wes was the juror who suggested I make the call up to Boston University's Medical Legal Partnership, because it was the program UK's C.A.T. Program was modeled after. Lisa has been most helpful in providing the meeting space, time, and suggestions for improving upon the brochures and website. Lisa has also contributed practical and useful critiques of the brochures and website. She was also able to Xerox my original brochures and distributed them during her Pediatric presentation at UK to raise awareness about the C.A.T. Program.

I am looking forward to the obstacles and triumphs this upcoming month of jury project work will bring. I hope to become even more computer savvy within the next month. Check back then and I just might be able to scrape up a comprehensible definition of "Active Server Page."