

KENNEALLY: Welcome to *Beyond the Book*. My name is Christopher Kenneally, Director of Author Relations for Copyright Clearance Center, and we're in Boston today, just ahead of the spring meeting of the International Association of Scientific, Technical and Medical Publishers, talking about a very special program they support, called Research4Life. And joining me is the Director of Outreach Programs for STM, Morris Long. Morris, welcome to *Beyond the Book*.

LONG: Chris, it's very good to be here in Boston again. Thank you.

KENNEALLY: Well, it's nice to see you here, and looking forward to chatting with you about a project that you've been very much involved with over the years called Research4Life. And you're the publications coordinator for STM for Research4Life.

Tell us, what's it about? Why is it – why was it started, and how did you become involved yourself?

LONG: OK, Chris. The World Health Organization, WHO, realized with the birth of the Web that it was possible to do something you couldn't do with physical print. It used to cost the *British Medical Journal*, where I worked, 80 pounds a year, so it was \$120 just to send a copy each week of the *British Medical Journal* just to one African doctor.

With the Web, all those costs disappear, and the WHO having negotiated discounted drug rates for anti-retrovirals of malaria with the great pharmaceutical industry, thought they would do a similar thing for a research publication and research publishers.

And we organized a small meeting in New York in January of 2001, and within a very short time, the first program called HINARI, with the World Health Organization, was born. And in that program, publishers – and we now have 140 publishers alone in HINARI – make their text available, their science research journals, available to researchers and now clinicians and other people in 100 developing countries.

KENNEALLY: There are some eligibility guidelines for those countries. Can you briefly describe what they are?

LONG: Yes. Broadly, we worked along data supplied by the World Bank, and within certain tolerances, the publishers entered into a private – public/private partnership agreement with the WHO. They do have open access to vast numbers of journals, but in some countries, access is being worked around more commercial. But in general, over 100 countries are benefiting from this.

KENNEALLY: And there are three elements to Research4Life. Briefly describe those for us.

LONG: The health one, organized by the World Health Organization, is called HINARI. Not long after HINARI was – went live in 2002, the Food and Agriculture Organization in Rome asked if they could do a similar program in agricultural sciences, and the publishers agreed to that. And very shortly after that, in 2006, the United Nations Environment program, based in Nairobi, Kenya, asked, could they do a similar thing for environmental sciences. And so the three programs are now fully up and running.

KENNEALLY: And those would be areas of research that would seem to be especially relevant to the developing world, right? Environmental concerns, health concerns, agricultural concerns. Those are really sort of day to day survival issues for those countries.

LONG: They are indeed, and we hope that they are becoming truly effective. But they're also survival issues for us in the north, and particularly in some of the agricultural and environmental research being done in the developing world, that will show great relevance and importance for us here in the north. So, it's a two-way thing.

KENNEALLY: Right, and I wonder if you could describe for people who haven't had the chance to visit the developing world, what the conditions are for accessing knowledge on the Internet. I mean, the Internet is, by definition, global, but we have today in our country and in your own, easy access to it. That's not true, say, in Uganda.

LONG: It isn't, although luckily, things are changing. But as a rule of thumb, the things we in the north and the USA, the United Kingdom, Europe, Australia – things we take for granted being very cheap – airline travel, Internet – are very, very expensive things in the developing world, enormously expensive. And plus, the infrastructure is sometimes very weak in terms of electrical supply.

But having said that, the ingenuity of researchers, librarians, is quite amazing, the amount they actually do make work, and it's an extraordinary, vibrant and encouraging sign, the way they make things which we couldn't make work, the way they do make them work.

KENNEALLY: And what this is about is not simply providing the research to the various clinicians and others, but to encourage them, and by having that research available to them, make it possible for them to do research of their own and contribute to the scientific knowledge.

LONG: Absolutely, and I've said earlier that some of that research will benefit us. It is not a one-way process. And in fact, we are about to do a research project looking at

the effectiveness of HINARI and AGORA, both programs which started seven years ago, eight years ago, to see whether these people who have had access to the research, where they're publishing and what they're publishing. And the indications are that, indeed, it is becoming very effective. They are getting published, both in national, their own local journals, and hopefully more and more in international science literature.

KENNEALLY: So there's talk on the website about a gap, and do you see that gap already closing in the nearly ten years that Research4Life has been active?

LONG: I'm sure – well, I'd like to think that it is. Hopefully by the end of this year, we will have some proof that it might be. It's a very long-term process, because it isn't just only the technical access to the literature. There's a whole culture of education that needs to be done behind that.

But there are great strides being made, and we are fairly confident that vital research being done in developing countries will find its way now into the northern publications.

KENNEALLY: Of the three elements of research that you are making possible, the environment, health, and food and agriculture, are there regions of the world that are more inclined to, say, be concerned with food and agricultural issues, or environment? I just wonder if you can tell us whether that breaks down at all, or is it sort of equal across the board?

LONG: My guess, Chris, is that it's equal across the board, as it is here in the US and the UK. And in fact, health leads into food, leads into nutrition, leads into agriculture, leads into environment. These are almost indivisible facets. These are the basics of human life.

So I would expect that in all three broad topics of health, food, and environment, they are so interrelated, they are all equally important.

KENNEALLY: And some of the research has had direct and immediate impact. You were telling me about a program in Africa that realized, from the basis of the research, they could change a common practice and really make a difference in people's lives.

LONG: Yes. I must say that I'm not a scientist, but I did come across a doctor just two months ago in Lusaka, an American doctor working in a health program out there, who, on articles he read in three journals, in the journal called *AIDS*, the *Journal of Infectious Diseases*, and the *New England Journal of Medicine*, that if babies were held – were not weaned until 24 months instead of the traditional nine months, the rates of survival for HIV-infected babies was just an astronomical growth, and most of them now surviving well through age teenage years.

So yes, as well as research, we are discovering that these programs have real clinical and practical outcomes.

KENNEALLY: Well – and to involve people in the publishing community is one of your charges, if you will, and you're trying to get people involved in training. Tell us about why training is important.

LONG: Training – without training, the programs would be so ineffective. Where there has been training – and we have very extensive programs. I might say about some of this that the publishers get no return, no financial revenues for any of this, so it is all pro bono on behalf of all of the publishers. We now have almost 200 across all three programs.

But training does cost. Remember what I said earlier, that just flying in Africa is ten times more expensive than it is here on the Washington shuttles. And so, we do need money for training, and we have been very generously funded by people at the Gates Foundation, by the Rockefeller Foundation.

And a small detail here, two major universities in the United States, Yale and Cornell, supply a great deal of the background information. They do that, too, pro bono. And it has been a great pleasure to us that CCC has been funding some of the training that we do here in the Americas, because in the Caribbean, and Central, and some of the South American countries, they are qualified and eligible for access to these three programs in Research4Life. So the work that CCC does in training is vitally important.

KENNEALLY: Well, with that, I want to turn to my colleague, Deanna Wamae, and Deanna, welcome to beyond the book.

WAMAE: It's great to be here, Chris.

KENNEALLY: You have just returned, Deanna, from a training program for Research4Life in the Dominican Republic, and for that, you had to rely upon your fluency in Spanish, right?

WAMAE: That's correct.

KENNEALLY: So what was that like, exactly? What sorts of things did you learn, and what other people did you meet there?

WAMAE: What I did was, I spent three days training in different parts of the Dominican Republic in the agricultural AGORA program. I managed to visit a number of different universities, and I found there what I find everywhere I go that I train, and that is, a tremendous eagerness on the part of students and faculty and researchers

to be able to access this content. Alongside that eagerness is a varying level of skills to access content on the Internet, to be able to do searches through PubMed, etc.

So the training that we do tries to give these researchers these skills, and to train the librarians, especially, on how to go out and train the student body, so that essentially, what we're trying to do is to create a whole new generation of researchers that are able to successfully and skillfully utilize this important resource.

KENNEALLY: Well, that's interesting, I think, because it's not simply providing the knowledge, providing the text itself in some kind of generic way, but to actually train people to use the text for their benefit.

WAMAE: Absolutely. Discovering the content online is as important as having the content available, and that's often a piece that is missing. On top of that, you often find in these universities that there are blocks that are preventing students from being able to use the content. For example, they do not have this content and training for this content as a part of their curriculum, and I work with the librarians and with the faculty at those schools to try to figure out a way to get over that, so that students are trained initially on how to use that content, and feel empowered to do so.

KENNEALLY: And how do they respond to this effort? Do they tell you about why it's important for them? And also, I wonder if you can share with us some thoughts about the relationship between the developing world and the developed world, as far as scientific knowledge is concerned?

WAMAE: Well, traditionally, the scientific research that's happening in the world has been done primarily by researchers from the developed world. What we hear from students and from researchers in the developing world is that through being able to access this content, and begin to feel confident about using it and absorbing it and understanding how, then, to produce content, they begin to be able to not only read the content and utilize the content in the clinical way, but they begin to really be able to shape the dialogue that's happening, the scientific dialogue in the world, that it has been mainly determined by developing world researchers.

KENNEALLY: So Deanna, for you as a representative of Copyright Clearance Center, what did you get out of it, and what do you think CCC might be getting out of this in the future?

WAMAE: Well, CCC has long been a partner of the STM publishers, and STM Publishing is international. So it really was a natural fit for CCC to be a part of this very important initiative. And CCC believed that the best way that we could

contribute would be towards the training programs, because that is an area where we do find that we need more help.

KENNEALLY: And Morris, you're here for this spring meeting of STM. Will you be trying to recruit other publishers? How will you be, if you will, waving the flag for this effort?

LONG: Well, Chris, the strange thing is, I don't have to anymore. We have virtually the whole of the large international scientific publishing community. I can think of only one medium sized company in northern Europe who is about to join, but then I think we actually have a complete deck.

Science publishing, however, is a little unusual. If you want to buy an airplane, you either talk to Boeing, or to British Aerospace, and if you want to buy a computer, you talk to – well, who do you talk to anymore? Just three or four manufacturers.

But in science publishing, and CCC will know this better than anybody, there are thousands of small publishers as well as the 10, 15 very large publishers. And so, getting some of those small publishers in who might have the key journal in their area, that's the long, long, long, long tale. And it's – it will take forever to do that.

But we think we probably have now something like 95% of the important literature in the program, and indeed, the average library in Nairobi, who accesses the Research4Life collection, has a larger collection than the Harvard Medical School.

KENNEALLY: That's a remarkable statement. Well, Morris, thank you for your work. Thank you for joining me today on *Beyond the Book*. Morris Long, who is Director of Outreach Programs for the International Association of Scientific, Technical and Medical Publishers. Morris, again, welcome to Boston, and thank you for talking to *Beyond the Book*.

LONG: Thank you, Chris. Great to be here.

KENNEALLY: And Deanna Wamae, my colleague, it's nice to have you join us for this special program. Thank you for being here.

WAMAE: It was my pleasure, Chris. Thank you very much for doing this.

KENNEALLY: And, this is Chris Kenneally for *Beyond the Book*, hoping you'll join us again very soon.

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