



*Empowering people of all-abilities to reach their full potential.*



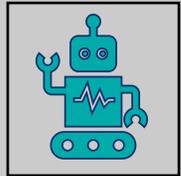
# Using AI Responsibly

Guidelines for Ethical and Safe AI Use

## Question for Reflection:

**What do you know about AI? How have you used it or seen it used, both at work and in daily life?**

# What is AI (Artificial Intelligence)?



**Artificial Intelligence (AI)** refers to the simulation of human intelligence processes by machines, especially computer systems.



It encompasses a range of technologies and techniques that enable machines to perform tasks that typically require human intelligence.

AI systems are designed to analyze large amounts of data, recognize patterns, and make decisions based on that data.

They can be trained using historical data, allowing them to improve their performance over time.

# AI and You

AI generated content is becoming more commonplace as the technology advances. You likely have come across it, whether you know it or not, on social media and in advertisements.

While most of this training applies to AI in the workplace, it can also be applied to your daily life.

# Before we move on...is it Real or AI?

Raise your hand or drop your guess into the Teams chat to lock in your answer and check your AI spotting skills!

# Real or AI?





---

## Answer: It's AI!

- What gives it away: Look at the hands on the people in the hieroglyph. Some are blurred and misshapen (common with AI images), and the photo is too clear; a real papyrus scroll would show signs of aging.

# Real or AI?



## Answer: It's AI!

- What gives it away: Look at the reflection of the lights in the water. You'll notice that the reflections are in the wrong color and wrong place for where the lights are.



# Real or AI?





## Answer: It's Real!

- What gives it away: The text on the signs is legible and correctly spelled. In AI images, text is often blurred, misspelled, or does not make sense.
- The photo, due to its age, is grainy, but details are still clear enough without looking artificially smoothed out.

Last one...which is real? Which is AI?





## Answer

- Image 1 is real, while image 2 is AI generated.
- What gives it away: This one is tough! Image 1 and Image 2 both include "imperfections" and inconsistencies, but image 1 has more realistic and lifelike detail, while image 2 has a retouched finish.

# Why does it matter?

- It is important to be able to spot the differences between real images and AI images due to ethical and safety concerns.
- AI generated content can be helpful, interesting, and fun to consume. However, it can also include misleading or incorrect information.
- Because AI is created by humans (who have biases), outputs can contain biased or harmful information.
- In personal life and at work, always use your best judgment when consuming or creating AI content.

# How can I use AI at work?

AI is a tool that can boost:

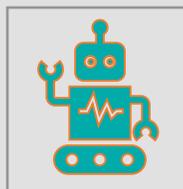
- Efficiency: helps to automate repetitive tasks so you can focus on more complex activities.
- Accuracy: can help to reduce “human error.”
- Insight: analyzes large amounts of data to help you get the most accurate information.

AI tools are great for writing simple emails, summarizing information, finding new information, and staying organized. However, it's important to use AI responsibly.

# Limitations and Considerations



Recognize that AI tools may not always provide accurate or comprehensive information. When in doubt, do your own research to supplement and check what AI provides.



Use AI as a supplement, not a replacement, for professional judgment.



Be a responsible AI user. Familiarize yourself with how AI works and ensure all use complies with relevant laws and regulations (HIPAA, etc.)



Refrain from entering personal, confidential information into AI systems.

# Examples of Acceptable AI Use at Work

- Using an AI tool to help craft an email that contains no personal information about yourself or someone you support.
- Using AI to improve the wording of a sentence or paragraph.
- Asking AI for information about something you need to research for work.
- Asking AI to make your writing more concise.
- Using AI to create a sample schedule or template.
- Asking AI for ideas for an activity or event you are hosting.

In any of these examples, remember that personal or confidential information about yourself, someone you support, or the company should **never** be included in your AI prompt. Always double-check prompts for accuracy and bias!

# AI and HIPAA: Protecting Personal Health Information (PHI)

- As a mental health and disability services provider, it is our responsibility to abide by HIPAA and protect the health information of the people we serve.
- Because AI relies on **Machine Learning**, a process by which AI captures entered data to learn how to provide more accurate information, it should be assumed that any information entered into AI systems could potentially become available to others. **Many AI systems are not yet advanced enough to recognize the difference between general and personal information.**
- Under no circumstances should PHI or sensitive information about someone we work with be entered into any AI system (ChatGPT, Gemini, Google AI, etc.).

Reach will provide updates if a HIPAA compliant AI system becomes available for staff to use.

# Guidelines for Safe AI Use at Reach

1. Use AI as a supplement, not a replacement, for professional judgment.
2. Never put sensitive or personal information or PHI into AI systems.
3. Monitor AI outputs for accuracy and analyze outputs for bias.
4. Report any suspicious activity or breaches of sensitive information to Larissa Beck, HIPAA Privacy Officer, immediately.

# Considerations for General Use

- Refrain from putting personal information into AI, even outside of work.
- Remember that AI can convincingly recreate images, voices, videos, music, and more. This can be fun, but can also be used to spread misinformation, run scams, and impersonate people. This can be a major cybersecurity threat (phishing, voicemail scams, etc.)

If something looks or sounds "off", it could be AI. Check for:

- Blurred details in an image or things that don't make sense (out of context details, misspelled text)
- Images and videos that look too smooth or lack detail
- Movements that are too fluid, speech with an odd rhythm, or mouth movements that don't sync up to the person's words.
- Implausible or unlikely information being presented as fact with little context
- Strong appeals to emotion

# Questions for Reflection/Discussion

1. How might AI be a valuable tool in your position?
2. What are some ways that AI is beneficial in the workplace?
3. What are some downfalls of AI?
4. What are the ethical considerations of using AI in the workplace?
5. How can Reach help support the use of AI while abiding by responsible use guidelines?

# Resources to Learn More

- Navigating the AI/HIPAA Privacy Crossroads: <https://www.forbes.com/sites/shashankagarwal/2023/12/22/ai-and-hipaa-navigating-the-privacy-crossroads/>
- IBM: What is AI? <https://www.ibm.com/topics/artificial-intelligence>
- Ethics and AI in the Workplace: <https://www.servicedeskintstitute.com/five-ethical-issues-of-ai-in-the-modern-workplace/>
- Bartels, M. (March 31, 2023.) “[How to Tell If a Photo Is an AI-Generated Fake.](#)” Scientific American.
- Nexcess. (June 14, 2023.) “[Surprising new study reveals humans struggle to spot AI-generated content, says Nexcess.](#)”