

Make Friends, Get Healthy

A “Supporting Healthy Communities Through Library Partnerships and Collaboration” Activity Book

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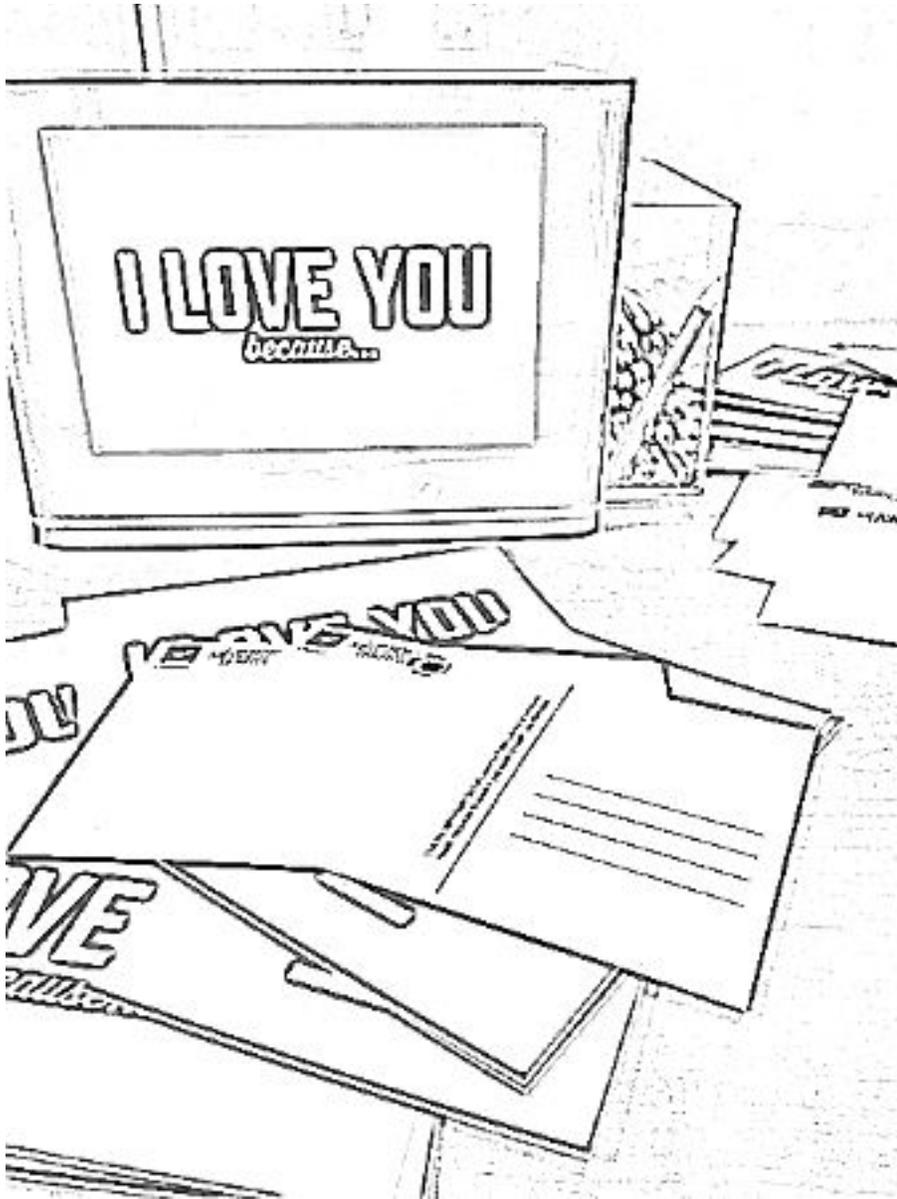


Contents

<u>Seeing the Potential: Coloring Sheets</u>	2-3
<u>Setting Priorities: Coloring Indicators</u>	4
<u>Discovering What You Have To Offer: Doodle Pages</u>	5-6
<u>Goal Setting and Strategies: Take the Quiz!</u>	7
<u>Raising Awareness: Crossword of Potential Partnerships</u>	8
<u>Community Collaboration: Fill In the Blanks Game</u>	9
<u>Find Resources: Word Search</u>	10
<u>Takeaways: Keep moving forward!</u>	11-12

Seeing the Potential

What is possible in your library if you are willing to dream, experiment, pilot projects, try something new?



Find 5 self-help books at your library that encourage communication and list their titles:

- 1.
- 2.
- 3.
- 4.
- 5.

How will these books encourage a reader to express their feelings?

How can a postcard project like the one pictured be effective at improving health?

Seeing the Potential

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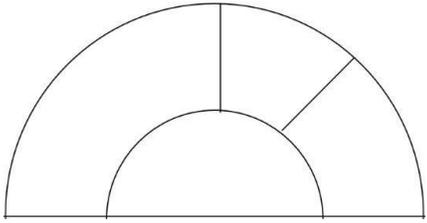
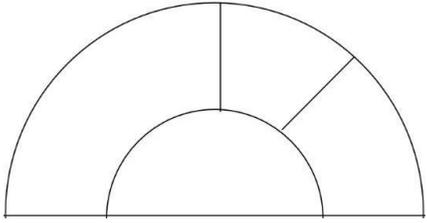
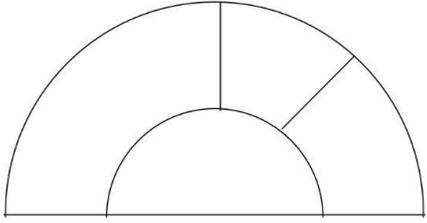
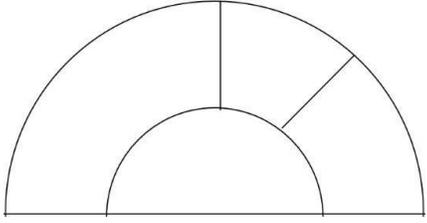
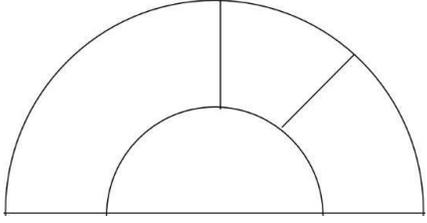
What can you dream for your library?



Setting Priorities: What's your indicator?

Look up your county's stats on health issues at Kansas Health Matters <http://www.kansashealthmatters.org/>.

Not from Kansas? Check out CHSI from the CDC <https://wwwn.cdc.gov/CommunityHealth/>, or BRFSS for your local information <https://www.cdc.gov/brfss/>. Color in the indicators, then list three ways the library can make a difference on the issue in your community.

	<p>Percent of Adults Who Reported Consuming Vegetables Less than 1 Time Per Day</p>	<p>My library can make a difference by:</p> <ol style="list-style-type: none"> 1. 2. 3.
	<p>Percent of Adults Doing Enough Physical Activity To Meet Both The Aerobic AND Strengthening Exercise Recommendations</p>	<p>My library can make a difference by:</p> <ol style="list-style-type: none"> 1. 2. 3.
	<p>Uninsured Adult Population Rate</p>	<p>My library can make a difference by:</p> <ol style="list-style-type: none"> 1. 2. 3.
	<p>Families Living Below Poverty Level</p>	<p>My library can make a difference by:</p> <ol style="list-style-type: none"> 1. 2. 3.
	<p>Percent of Adults Ages 65 Years and Older Who Were Immunized Against Influenza During the Past 12 Months</p>	<p>My library can make a difference by:</p> <ol style="list-style-type: none"> 1. 2. 3.

Discovering What You Have To Offer: Doodle Page

What health information and services are you already offering?

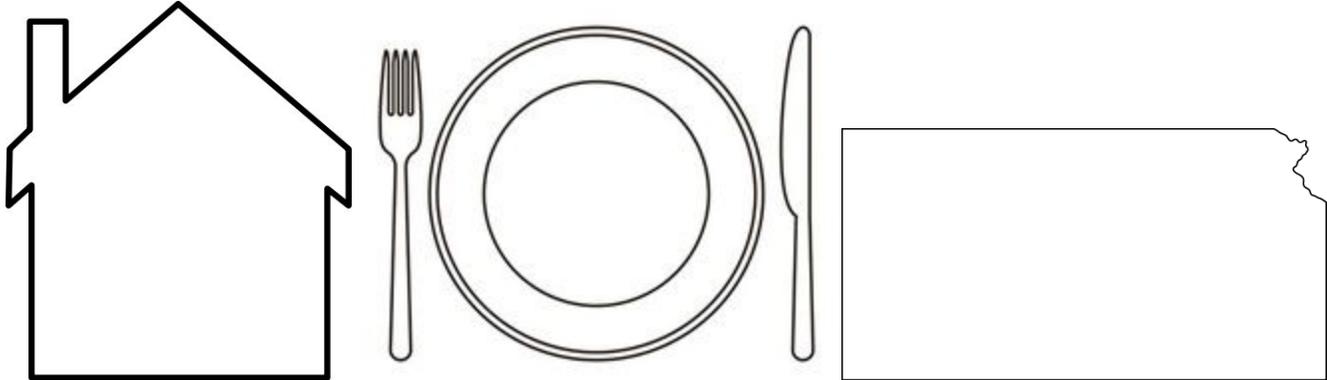
How can you connect the library with more people in your community?

How can you connect more people in your community with health information?

A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A large, light blue rounded rectangle with a thin black border, intended for a detailed note or idea.A large, light blue rounded rectangle with a thin black border, intended for a detailed note or idea.A vertical, light blue rounded rectangle with a thin black border, intended for a note or idea.A large, light blue rounded rectangle with a thin black border, intended for a detailed note or idea.A large, light blue rounded rectangle with a thin black border, intended for a detailed note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.A small, light blue rounded rectangle with a thin black border, intended for a note or idea.

Discovering What You Have To Offer: Doodle Page

How often do people in your community make decisions that affect their health?
Where are these decisions made?
How can the library provide health information to help the community?



How helpful and healthful is your library?

How well do you connect your library customers to community health information? Take this super-fun Goals and Strategies Quiz to find out!

Check all that apply:

What community health information is available through your library?

- Library books that contain health information
- Multimedia library resources like DVD's, CD's, and online databases that contain health information
- Online websites that are known to have trusted health information
- Resource guides, pamphlets or information about local agencies and services that contribute to health
- Curated collections that inform the community about health, like health bags, boxes or kits
- Programs and events at the library that inform health
- Walk-in-clinic for administering immunizations**
- Full-time nursing staff for treating minor medical emergencies**
- Direct appointment booking at local medical providers**

How do you provide community health information?

- Health literacy education--how to find and use reliable health information and community resources
- Book-a-librarian service--in-depth research assistance for health information topics and community resources
- Health collections in print and online-creating and maintaining collections of resources about health
- Health collections that connect to fitness - Check out a Gym Pass! Check out a kettlebell!
- Health programming--entertaining and useful programs and drop-in services about health
- Outreach and collaboration--strengthening relationships with library staff and partner organizations to further connect the community to health
- In person assistance - librarians accompany customers to medical appointments to hold their hands and take notes on important details**
- Health interventions - librarians confront customers with obvious health issues and offer services**
- Direct sales - librarians can also sell insurance policies, nutritional supplements and cure-all tonics right from the reference desk!**

Score your quiz!

Give yourself one point for each check box and see how you rate:

0-4 - *Look closer!* Your library is likely already doing more for health than simply buying books in the 610's.

5-8 - *Try something new!* Consider piloting an idea with a community partner.

9-12 - *Keep it up the great work!* You are connecting your community with health information.

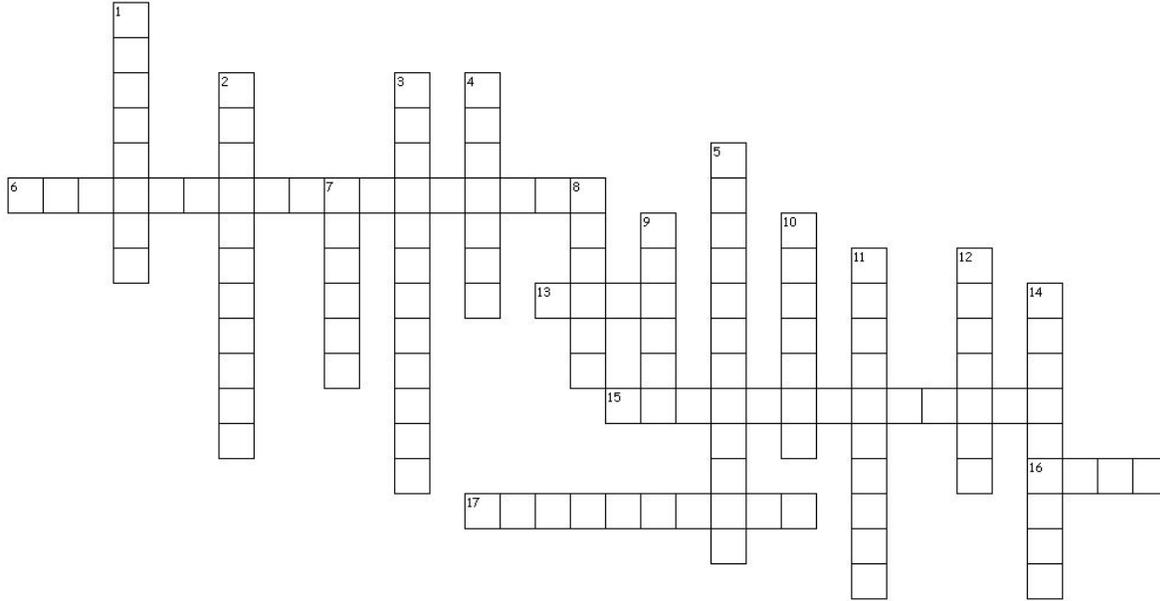
13-18 - *Whoa, there! Is there a doctor in the house? The ideas with ** after them are fake suggestions.*

Matching the goals of your library to the health needs of your community is a balancing act. Libraries generally align with providing information and referral, not directly providing health services.

Find inspiration in the Lawrence Public Library's list of "what we don't do" to create a list for your own library's health information services:

- We don't give medical advice, recommendations, or consultations
- We don't promote health as a business or the financial interests of health organizations
- We don't judge your health status, health goals, health needs, or health interests
- We don't promote any one path to health

Health Topics for Partnerships and Programming



Across

- 6. nervous system disease that affects brain and spinal cord
- 13. syndrome born with an extra copy of chromosome 21
- 15. also called lactation or nursing
- 16. symptoms include inattention, hyperactivity, impulsivity
- 17. more than just a feeling of being sad

Down

- 1. body can't regulate sugar in the blood
- 2. high levels increase your risk of heart disease
- 3. high blood pressure
- 4. unusual up and down mood changes
- 5. disorder that causes muscle pain and fatigue
- 7. immune system responds to gluten by damaging the small intestine
- 8. when blood flow to your brain stops
- 9. also called Carcinoma, Malignancy, Neoplasms, Tumor
- 10. having too much body fat
- 11. common form of dementia
- 12. activity which causes 87 percent of lung cancer deaths
- 14. prenatal care recommended for this condition

Did you know? Local and National health organizations want to reach people in your community with prevention and treatment information about these (and many more) health conditions: diabetes, hypertension, Alzheimer's, smoking, cancer, multiple sclerosis, ADHD, cholesterol, bipolar, stroke, obesity, depression, pregnancy, breastfeeding, fibromyalgia, celiac, down syndrome

Community Collaboration: Fill In the Blanks Game

Part One: As quickly as you can fill in the blanks 1-15 with fun and quirky answers.

1. _____ Important-sounding name
2. _____ Type of advertising
3. _____ Type of health worker
4. _____ Adjective
5. _____ Health or medical supply
6. _____ A targeted age group
7. _____ An important health issue
8. _____ Library Name
9. _____ Adjective
10. _____ Adjective
11. _____ Something to check out besides books
12. _____ A Number
13. _____ Adverb
14. _____ A Food
15. _____ Your Name

Part Two: Transfer your answers below and read the following creative letter, filling in the blanks with your answers from above -- and have fun! Note: *Don't send this sample to your community health partner. Rewrite it with compelling words of your own choosing to target their resources and promote your library.

Dear (1.) _____ ,

Hi! I saw a (2.) _____ about the event you are offering with our local (3.) _____. I've noticed that your organization has (4.) _____ health information to share with our community. I especially liked the way that you are providing free (5.) _____ for (6.) _____ as part of your efforts to teach them about (7.) _____ .

Here at (8.) _____ , I work to connect my customers with (9.) _____ health information and local referrals to (10.) _____ organizations. We have books, magazines, (11.) _____ , online health information for research – we even offer digital downloads of ebooks and audiobooks. In addition to our collections, we have an average of (12.) _____ people visit our location each day and can offer displays and information tables to promote health messages.

I'm reaching out to you because I think that we have some common goals and could (13.) _____ work together. I look forward to connecting with you – maybe we could meet for a healthy snack, (14.) _____ or coffee?

Sincerely,

(15.) _____

Find Resources!

Word Search terms are underlined below.

T L Z H T G G L J M J E B K C A S T P S G L Q Z B P W Y
T X Z J R R N O I S A X V S C V N R O R O I P P D K G T
D X J T R O O I A B N T U A N M E Z J M S B A D O K C I
S N O M M O C P T L R A T V L V P I N F O R M A T I O N
G V W N E E D S P E S A S E E U P A K L T A H E O Z N U
C H A L L E N G E U K B R N R E A X X N D R T S O I S M
S R E M O T S U C V S R T I A S H T E D U I L G L A U M
S U L P E N I L D E M I A R E K W R I E Y A A C B F M O
S G N I K N A R N C O N V M H S S G Z N Y N E V O E E C
V Q Y F Q U H J X N T O O L K I T Z U O G S H K X H R P

To Help Customers

- MedlinePlus: <https://www.medlineplus.gov/>
- MedlinePlus: Evaluating Health Information: <https://medlineplus.gov/evaluatinghealthinformation.html>

To Get Support and Ideas from Librarians

- NNLM-MCR: Marketing & Promotion page: <https://nmlm.gov/mcr/advocacy/toolkit/marketing.html>
- Health Happens in Libraries: <http://www.webjunction.org/explore-topics/ehealth.html>
- Public Libraries for Health Toolkit from BCBS of Minnesota: <https://www.publiclibrariesforhealth.org/>

To Make a Case for Consumer Health Information

- “Libraries leverage community relationships” Case Study by The Aspen Institute
<http://csreports.aspeninstitute.org/Dialogue-on-Public-Libraries/2014/library/details/53/Libraries-2014-Leverage-Relationship>
- The Challenge of Providing Consumer Health Information in Public Libraries
<http://ehrweb.aaas.org/PDF/ChallengePubLibraries.pdf>
- “Libraries as partners in promoting public health” resource article by Jill Krueger from The Network for Public Health Law:
<https://www.networkforphl.org/thenetworkblog/2016/02/17/743/librariesaspartnersinpromotingpublichealth>

To Learn about Your Community’s Health Needs

- County Health Rankings & Roadmaps: <http://www.countyhealthrankings.org/>
- Kansas Health Matters: <http://www.kansashealthmatters.org/>
- The Community Toolbox: <http://ctb.ku.edu/en>
- Community Commons: <http://www.communitycommons.org/chna/>

To Learn about Goals and Strategies

- National Prevention Strategy : <http://www.surgeongeneral.gov/priorities/prevention/strategy/>
- Healthy Kansans 2020: <http://healthykansans2020.org/> or Healthy People 2020: <https://www.healthypeople.gov/>

Takeaways!

It's time to take action. Use these four steps to jumpstart your success.

Step 1: See the Potential

- Start where you are at
 - How is your library and your community defining health? Is it narrow or broad? How could that change?
 - Who promotes health in your community?
 - What sort of health information gaps or needs do you see?
- Recognize what you're doing
 - What does your library currently offer that's related to health? (Workshops, classes, resources, reference questions)
 - Who are you currently working with for outreach?
- Envision where you can go
 - What would health happening in your library look like?
 - What role could your library play in your community's health?
 - What might the community need from you that you aren't aware of?

Activity idea: Start a conversation with your library team, and discuss the elements of seeing the potential in your library. Talk about where you are at, what you are currently doing and where you can go.

Step 2: Set Priorities

- Begin with a plan, but remain open to unanticipated possibilities.
- Identify information about health needs in your community
 - Health Roadmaps
 - Needs Assessments
- Research & Compare
 - What are other libraries doing?
 - How have they collaborated with their community partners?
 - What lessons can you learn or elements can you borrow?
- Goals & Priorities
 - Review the data you've collected
 - Listen to needs within your community and ask key players for guidance
 - Start small, keep it simple

Activity idea: Brainstorm with your co-workers to identify local resources for information about health needs, conducting assessments, and setting priorities. Don't forget to tap into the experience of your teammates and local health organizations and partners.

Step 3: Discover What You Have To Offer

- Place/Space/Promotion
 - Place: How does the visibility in your library benefit others?
 - Space: What types of spaces do you have that might be useful to others?
 - Promotion: What types of marketing do you do currently? Have you partnered with anyone in the past to promote an event? What was their response to your service?
- Identify what makes your Library special to your community
 - Each library is different and has unique things to offer
 - Capitalize on how you fit into the community and look for ways to partner around those qualities
 - Get a fresh perspective by communicating with staff, stakeholders, and more to see your library's potential with fresh eyes

Activity idea: Your local health department has identified Type II Diabetes as the leading health issue in your community. Brainstorm ideas that can assist your community health partner and what your library can offer. Pitch an idea for them to use.

Step 4: Raising Awareness & Engagement

- Stepping out into the community
 - You already have ideas of where to begin and who to connect with
 - Consider going to partner locations or inviting them to you
 - Look for local coalitions & groups that gather partners together
 - Don't forget your everyday world outside of work
- Begin the conversation
 - Remember the elevator speech? Use it!
 - Look for the need, what you have in common, or is interesting
 - Look for opportunities to talk about what you can offer
 - Ask how you can help
- Bring props/treats/handouts!
 - Never leave them empty handed
 - You card - if you have one
 - A handout or pamphlet about your library
 - Library swag - people love them! Buttons, stickers, magnets, etc.
 - Get creative!

Activity idea: With your library co-workers, identify the most recognizable outreach partners in your community (Health department, Hospital, etc.). Then work together to identify creative partnerships by having each member list their top 5 outreach opportunities and how you would work together.

Share your Success

Try something new, and tell us about it! We can celebrate your success!

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