



Health Happens In Libraries



Community Health Engagement in Public Libraries – Prioritizing Outcomes

OCLC WebJunction.org | TrueBearing

April 1, 2015

Today's Agenda



Revisit HHIL outcome priorities
(5 min)



Re-Introductions
(20 min)



Explore intentional outcome development
(45 min)



Discuss next steps/ongoing support
(20 min)

Program Outcomes Priorities



Re-Introductions

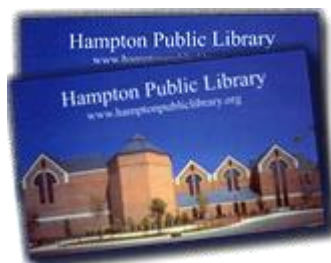


Please share with the group

-Your name

-Your library location and role in your organization

-A brief update on the community health engagement activity you are implementing *or* considering, and potential outcomes



 St. Charles Parish Library

Developing Intentional Outcomes - Logic Model Overview



Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Intermediate Results	Long-term results
Assumptions and External Factors					

Pima County Public Library – Santa Rosa Snacks



Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Intermediate Results	Long-term results
Assumptions and External Factors					
85% of children in library vicinity qualified for free or reduced lunches					

http://www.urbanlibraries.org/santa-rosa-snacks-innovation-968.php?page_id=279

Pima County Public Library – Santa Rosa Snacks



Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Inter-mediate Results	Long-term results
<p>Partner research + relations</p> <p>Staff time</p> <p>Space</p>					
<p>Assumptions and External Factors</p> <p>85% of children in library vicinity qualified for free or reduced lunches</p>					

Pima County Public Library – Santa Rosa Snacks



Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Inter-mediate Results	Long-term results
Partner research + relations Staff time Space	Obtain parental permission Provide healthy snacks 2X/week				
<p style="text-align: center;">Assumptions and External Factors 85% of children in library vicinity qualified for free or reduced lunches</p>					

Pima County Public Library – Santa Rosa Snacks



Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Intermediate Results	Long-term results
Partner research + relations Staff time Space	Obtain parental permission Provide healthy snacks 2X/week	Hungry school-aged children Families Other libraries			
<p style="text-align: center;">Assumptions and External Factors 85% of children in library vicinity qualified for free or reduced lunches</p>					

Pima County Public Library – Santa Rosa Snacks

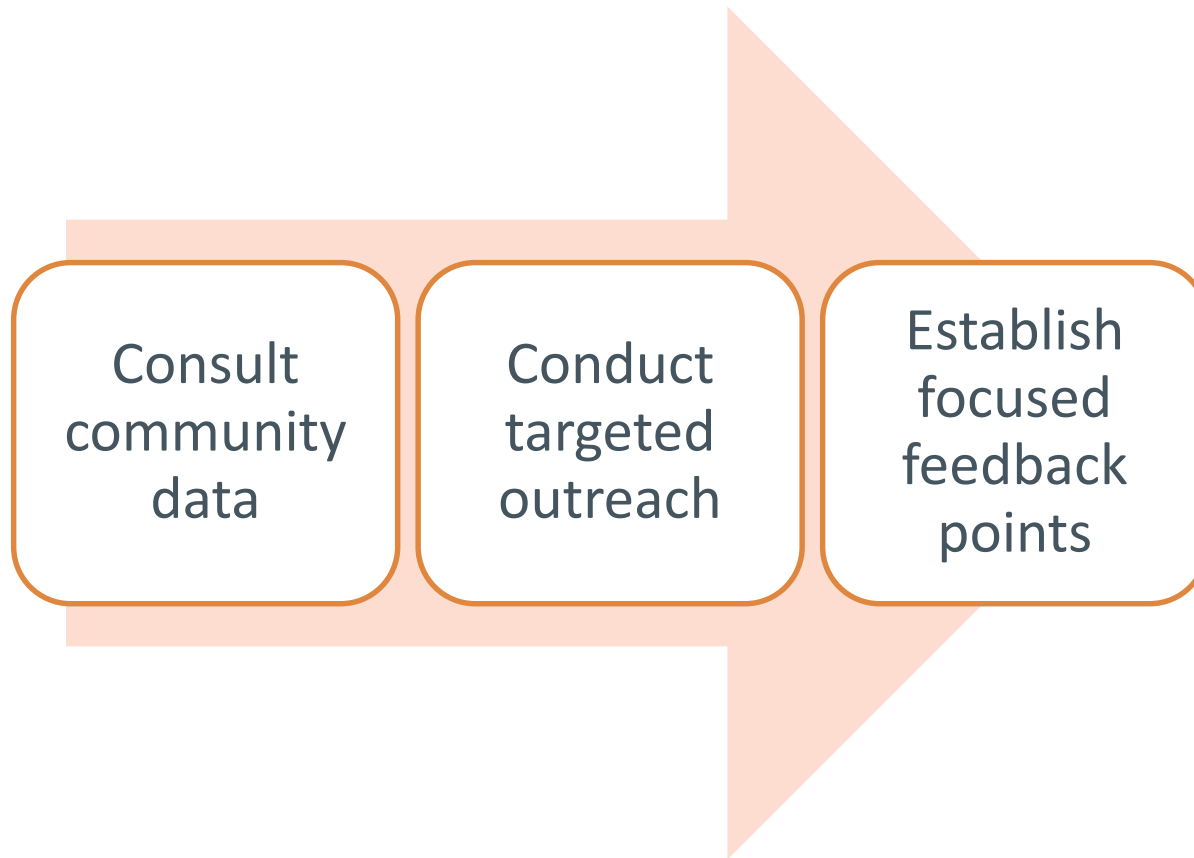


Inputs	Activities		Outcomes – Why We Do It		
What we Invest	What we Do	Who we Reach	Short-term results	Inter-mediate Results	Long-term results
Partner research + relations	Obtain parental permission	Hungry school-aged children	30 – 60 small meals served at each snack time	Families get introduced to other library resources	Building youth literacy through promoting community health
Staff time	Provide healthy snacks 2X/week	Families	1,900 since Sept. 2013	Behavioral issues in lib. decrease	
Space		Other libraries			

Assumptions and External Factors

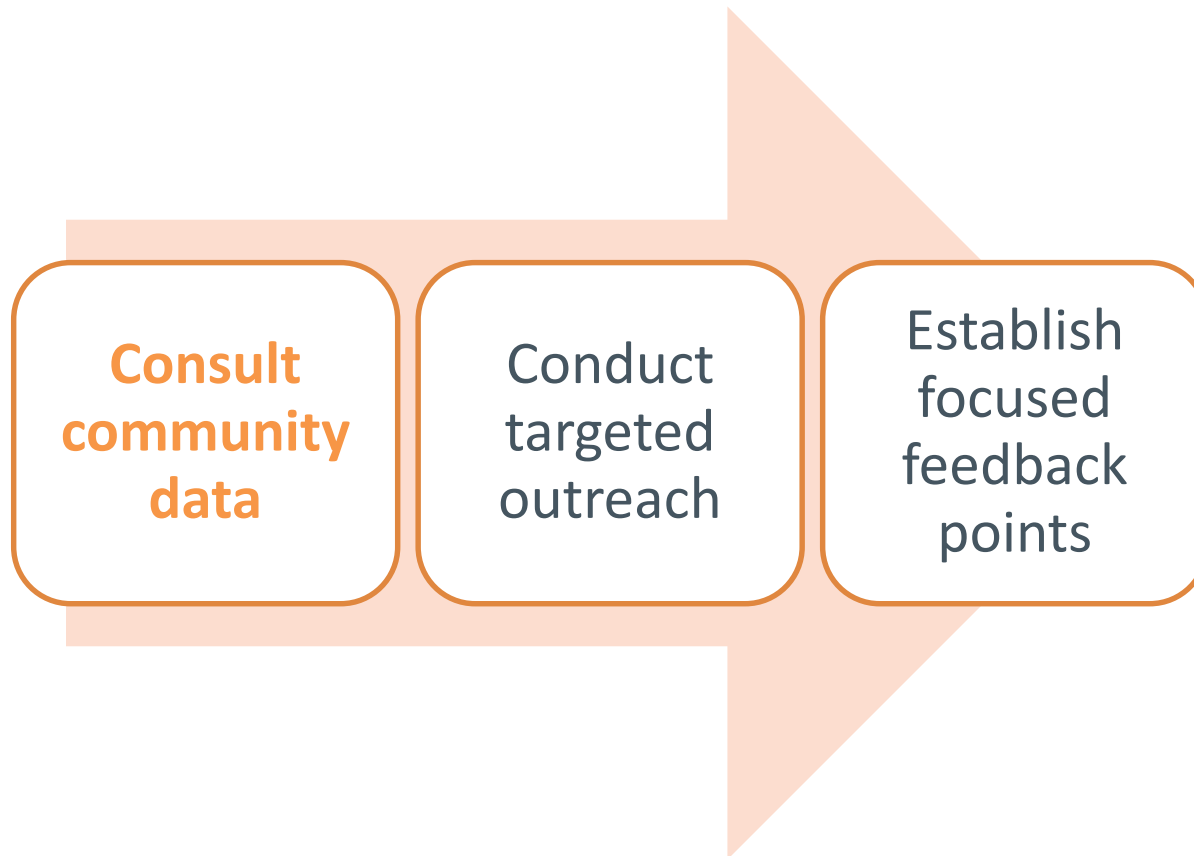
85% of children in library vicinity qualified for free or reduced lunches

Capturing Intentional Outcomes



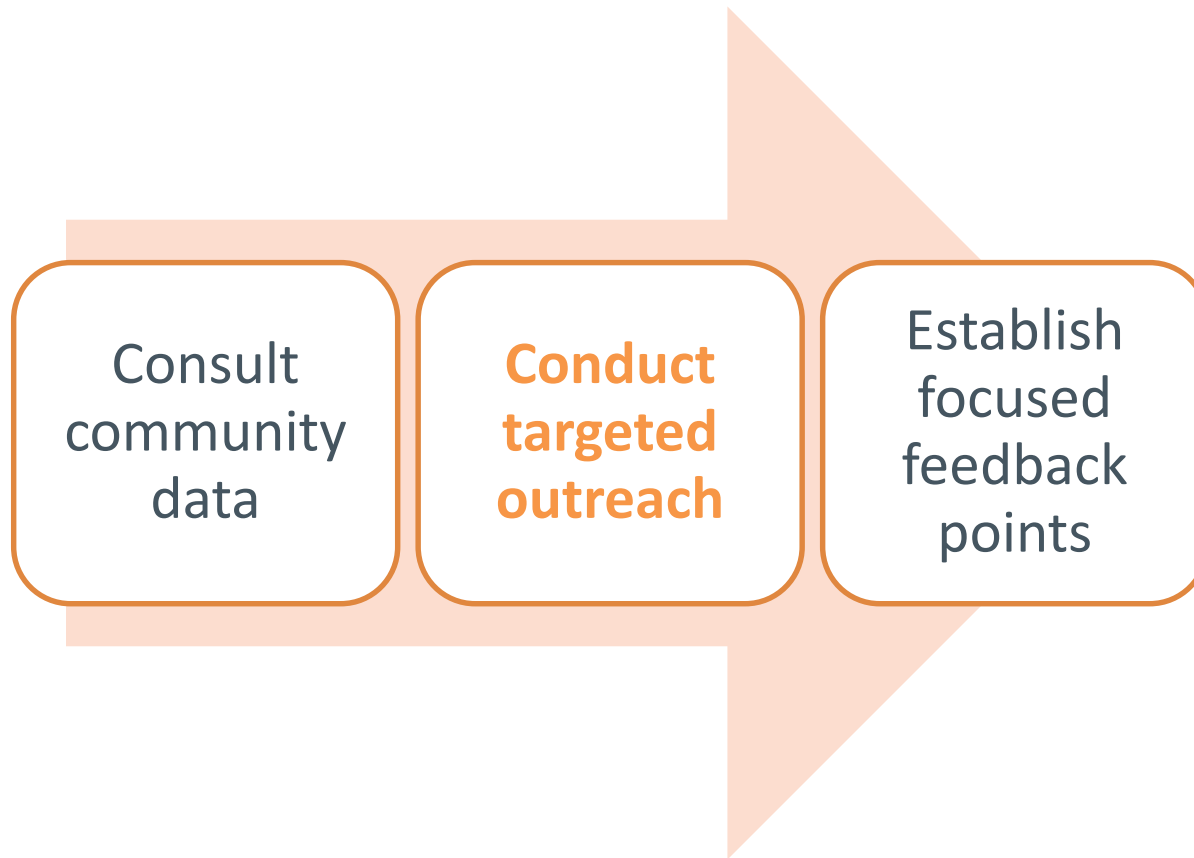
If there were no constraints, what outcomes would be achieved through your upcoming community health engagement activity?

Capturing Intentional Outcomes



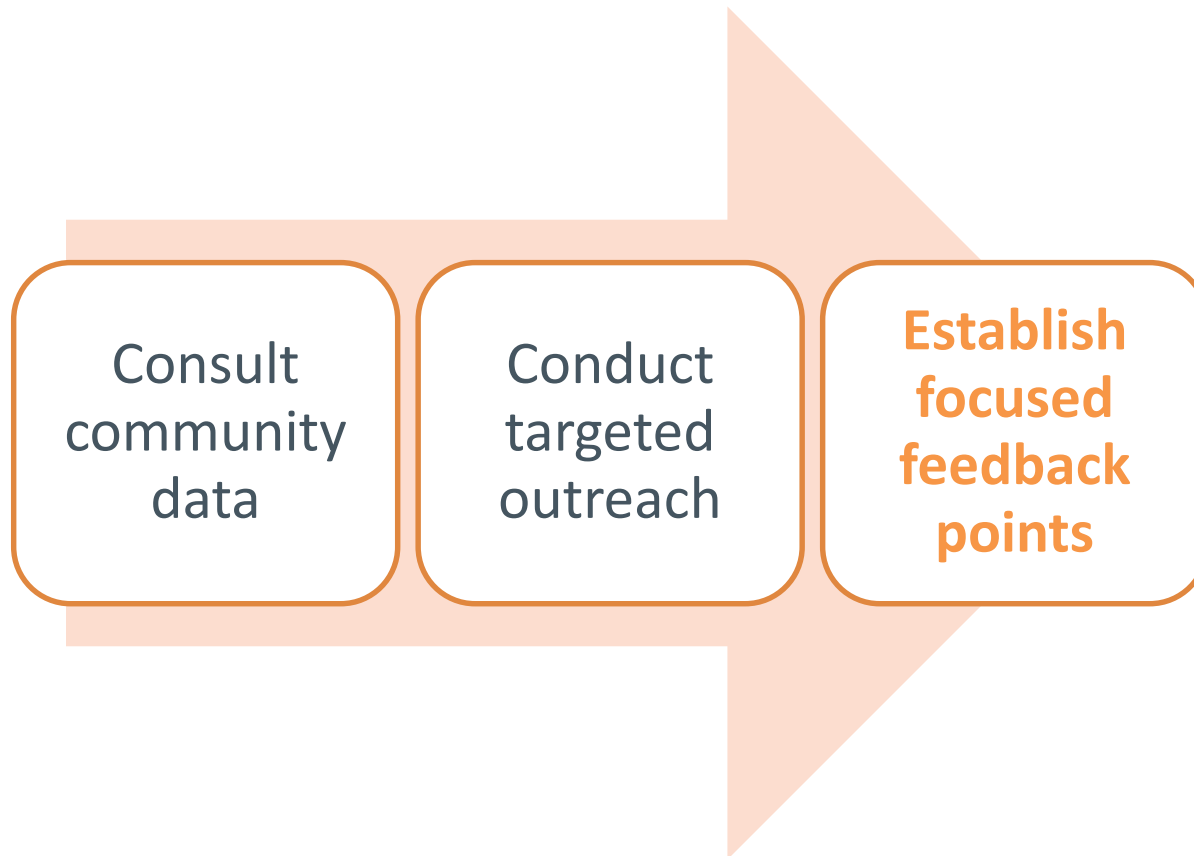
What community data is already available to you to inform your community health engagement activity? What have you learned? Are there other sources you are interested in exploring?

Capturing Intentional Outcomes



What questions or concerns do you have about developing messages that resonate with target community members? How can your library or partner communication channels help to reach people most likely to benefit from your program?

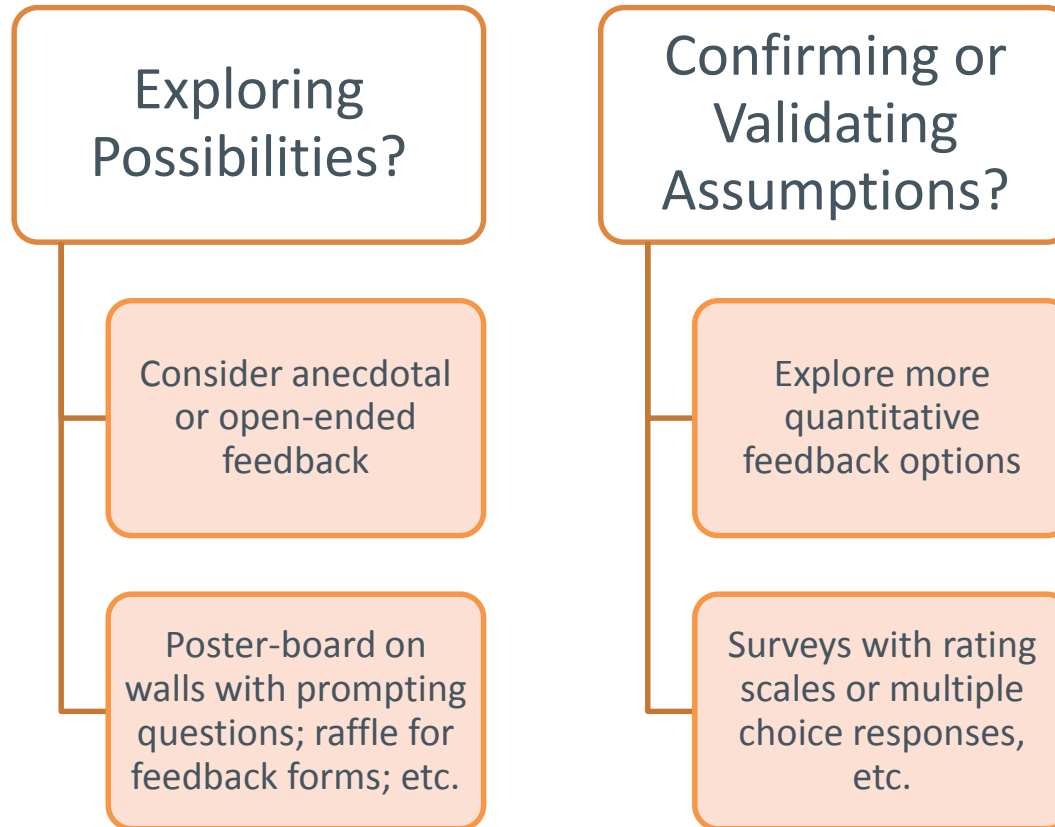
Capturing Intentional Outcomes



*What are a **few key things** you might want to learn from your upcoming community health activity/event?*

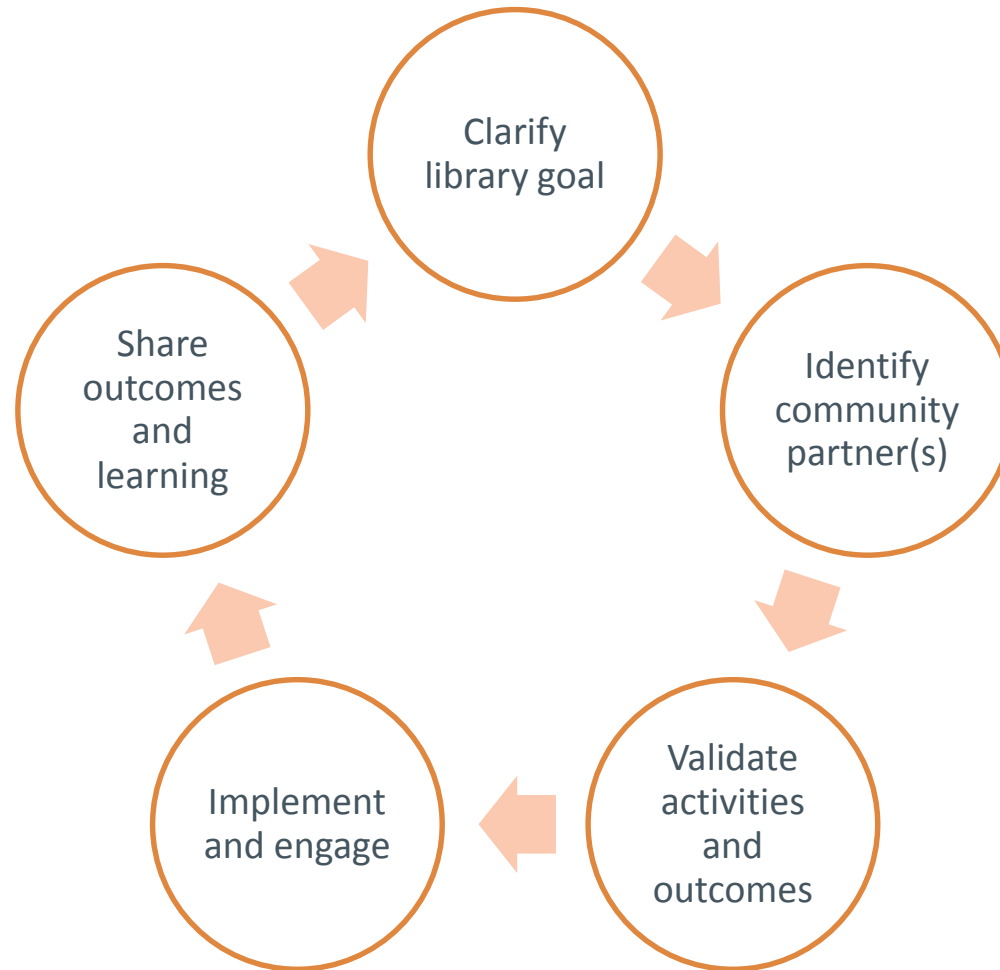
How might this inform what might come next for your library in community health services?

Considering “Why” and “How”

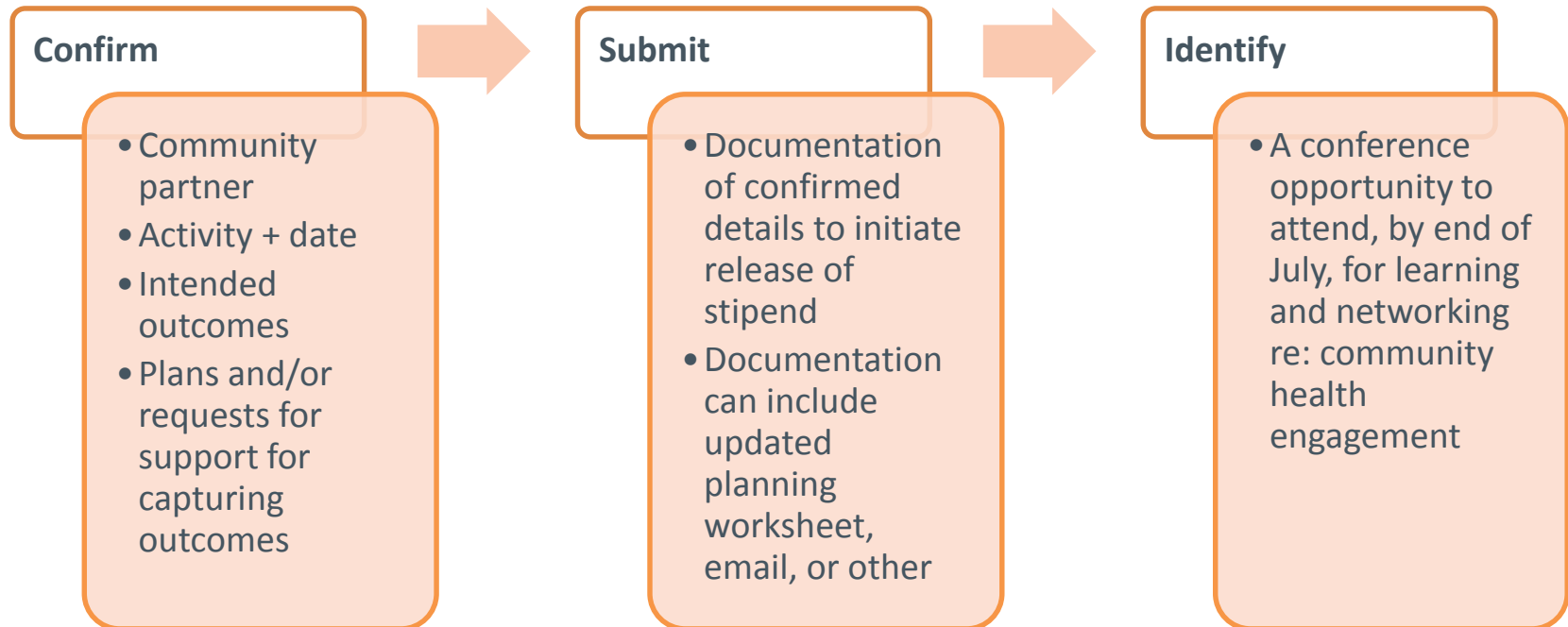


*What **existing** resources or strategies does your library already have to capture outcomes, particularly at the patron level? Do your partner(s) have access to data that your library can utilize?*

Next Steps in Community Engagement Planning



Next Steps in Community Engagement Planning



Connect at any time!

How can we help?



Based on today's conversation, what support do you need from the Health Happens In Libraries team to move forward with confidence?



Additional Resources



- 📍 County Health Rankings & Roadmaps:
<http://www.countyhealthrankings.org/>
- 📍 Finding Health and Wellness @ the Library: A Consumer Health Toolkit for Library Staff – 2nd Edition:
<http://www.library.ca.gov/lids/docs/healthtoolkit.pdf>
- 📍 Supporting Healthy Communities through Health Information and Services:
<http://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2015-01/supporting-healthy-communities-through-health-information-and-services.pdf>



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In Libraries



Thank you!