**Program/Project Name:** Promoting Healthy Communities Publication Series

[ ]  New [x]  Expansion of existing initiative

Strategic Goal Area(s):

[x]  Transformation [ ]  Leadership [ ]  Advocacy and Awareness [ ]  EDISJ [ ]  Organizational Excellence [ ]  Not applicable

**Problem or Opportunity Being Addressed**:

PLA has had considerable success with its health initiatives since 2017, training hundreds of public library staff through live events and webinars; creating a new e-newsletter, web site ([publiclibrary.health](https://publiclibrary.health/)) and [health information course](https://digitallearn.org/courses/online-health-information) on DigitalLearn.org; developing a new health-related set of Project Outcome questions; promoting insurance enrollment; and creating new relationships with the National Network of Libraries of Medicine (NNLM), Medical Library Association, and others. Much of this work has been funded by nearly $500,000 raised from outside sources. PLA used these new programs to identify ongoing needs of public library staff related to health literacy, programming and partnerships. The ideas generated through this work represent opportunities for expanded PLA activity.

These successes, as well as event evaluations and anecdotal input, suggest there is substantial interest in additional continuing education on health, so PLA might invest in additional webinars, live events, and training toolkits. However, we have the potential to secure continue funding from NNLM and Robert Wood Johnson Foundation, and to engage new funders. This funding would most likely support educational programming and communications. PLA funds will be used to develop publications and other products that can be sold to generate revenue. Training related to use of the products may also be developed and offered, either for free as part of a promotional strategy or for fees as part of an implementation support package.

**Program/Project Short Description**:

PLA will create a series of publications and other tools for purchase by libraries seeking to improve or expand their health programming and partnerships. We will engage subject matter experts from the field, as volunteers and/or for stipends, as well as paid writers and editors. We will begin by refining the proposed product list, identifying authors and editors, and developing production schedules. Ideally publications would begin to be available to the field by early 2020. PLA may work with ALA Publishing to develop, market and sell these publications, or explore other strategies.

Products that have come up through brainstorming with PLA member leaders (see attached) and NNLM partners include:

* An “Ideabook” for health-related programming, to help libraries implement programs for different age groups, and in different focus areas (movement, nutrition, disease management, etc.)
* A toolbox for library leadership related to health programming and partnerships, including “infrastructure” tools. This can include national positions or recommendations from PLA/ALA, model job descriptions, staff training protocols, sample strategic plan language, staff wellness strategies and programming ideas, sample grant proposals, community partnership strategies, and more.
* A product that walks libraries through the steps of conducting a community health assessment (using publicly available data on health and other factors as well as partners in public health and social services), and results in a strategic and operational plan for the library and community.
* A community presentation toolkit for public libraries to present to local health-related groups (clinics, hospitals, social service agencies, patient advocacy groups, insurers, funders) about the role of public libraries in health literacy and access to health information.
* Additional publications on potential topics such as the following.
	+ How to integrate health into your library programming, for instance by including physical activity or nutrition themes in your storytime programming. This can include ideas on how to promote health to diverse, underserved audiences through library services and programs focusing on citizenship and immigration, small business support, early literacy and family engagement.
	+ Consumer-focused materials that libraries might purchase to display or distribute. For instance, PLA is currently developing a bookshelf end-cap poster featuring health-related messaging to library patrons.
	+ Additional ideas will be generated by reviewing the bookstores and publications of groups like MLA as well as healthcare provider and patient advocacy groups. Some publications that may work well, with adaptation, to the public library setting could be licensed for revision and resale through ALA.
* PLA may also explore the opportunity to work with other groups to codevelop publications to be sold to non-library audiences. For instance, publications could be developed to sell through patient advocacy groups or child health providers to promote how to use the library to learn and stay healthy.

**Measurable Outcomes and Measurement Strategies**:

After the planning phase when the initial publication series and related timelines are established, PLA will measure process in terms of success meeting deadlines and making publications available for purchase. A marketing plan will be developed and include its own measures for reach and awareness. Ultimately, success will be judged by numbers of products sold and revenue generated.

**Relationship to Other PLA and ALA initiatives:**

The ALA Store does currently carry some related products (*Promoting Individual and Community Health at the Library,* 2018; *Get Your Community Moving: Physical Literacy Programs for All Ages*, 2018. Additional work is needed to determine the extent of ALA’s catalog related to health and the intentions of ALA Publishing or other ALA units to produce related content in the future.

**Funding Amount(s) Requested (Estimate)**

|  |  |  |
| --- | --- | --- |
| Fiscal Year | Investment (PLA Funds) | Revenue (if applicable) |
| FY20 | $50,000-75,000 | < $10,000 |
| FY21 | $25,000 | $25-50,000 |
| FY22 | $0 | $50-75,000 |

**Short Description of Requested Budget**:

The above is a scenario, assuming consulting/editing/project management at an hourly rate would require $50-100,000 to develop a set of products, and that revenue projections for those products would repay PLA those funds and generate profit. This is scalable and will be adjusted based on individual products during the planning phases using hourly rates from identified consultants (or ALA Publishing staff’s time) and analysis of comparable products’ sales and profit. Generally, funds will be used to pay SME stipends, pay authors, and hire project management and editing services. Some marketing funds will also be needed (although discussion with ALA Publishing will occur to determine PLA versus ALA roles in terms of marketing, production, and sales).

**Anticipated Product(s):**

This work will generate a line of publications and toolkits, as well as some potential, related continuing education.

**Revenue Potential:**

* Type of Revenue (grants, registration fees, product sales, etc.): Product sales
* Paying Audience: PLA and ALA members, public libraries

**PLA Capacity:**

* Staff Time: The impact on staff (Allen, Wood) *could* be minimal if PLA can engage a strong editor/project manager to oversee these publications from start to finish. The publications manager (Hughes) and a new project manager coming on board in April 2019 may also be able to provide some staff support. If this cannot be outsourced easily to a consultant or ALA Publishing staff, it will strain staff time.
* Volunteer Leaders: PLA established an informal health advisory group from 2017-2018, and staff has continued to communicate with this body for input and project assistance. Many of these members would be interested in helping with this work, and others can be identified.
* External SMEs: In the public library field, identifying SMEs has been challenging. The public library staff doing health programming PLA has identified are often willing to speak about their own work, but few have considered themselves experts. We have had good success working with NNLM staff who are experts in consumer health and health literacy, and we can likely identify public health experts easily.
* Other Challenges: Developing publications is a long-term process, and timelines are often adjusted as contributors (particularly volunteers) are unable to meet deadlines. Also interest in purchasing these publications is assumed but has not been formally evaluated.

**Promoting Healthy Communities Advisory Group – Strategic Planning Session, 2018**

Discussion Questions

* What would a multi-year Promoting Healthy Communities program look like?
* How do we reach the right staff at public libraries, and as many as we can?
* What partnerships will be critical?
* What infrastructure does PLA/ALA need to support health literacy?
* How do we fund these programs?
* What professional development is needed in the field?
* Do we need more member involvement?
* What goals do we set? How do we know we are changing the field and making progress?

Brainstorming Results

Outcomes/Goals

* Public Libraries are connected to health providers in their communities
	+ Places to connect with in the community
		- Health departments, churches, educational org, clinics, rec departments, schools, senior centers, foodbanks, police, ER centers, homeless shelters, veterans’ orgs, healthcare providers: dentists, PTs, chiropractors, fitness centers, etc.
		- PLA to do: Factsheet on this, and below, collect facts and stats
	+ What to do
		- Relationship building, making contact, who is the person to work with?
		- Proving library credibility, track record
		- Listening, asking what they need. How can library help?
		- Focus groups, survey attendees
		- Local news, listservs, public meetings, hospital newsletters
* Health-related programs are as easy and routine in public libraries as storytime
	+ Create a bank of program ideas per age group
	+ Note major elements of health-related programs, I.e. movement/exercise, nutrition, etc.
	+ Toolkit on how to gather data on health needs in your community, so you can plan programs based on those needs.
		- And how to measure the health of the community? Local hospitals/ county health dept are required to log this info – can get it from them.
	+ Funding and resources to support these programs. Both from PLA/ALA and other sources. PLA advocate for funding. Work with pharma companies? Or Target? Dollar General?
* Public libraries are connected to the expertise in their communities to do quality programs
	+ Partnerships – how to build out of the box ones? Fraternities and Sororities?
	+ Workshopping around “adulting 101”. Program modules
	+ Age based expertise
	+ Look at what you’re already doing and layer health programming on it
	+ Safety aspects, opioid training
	+ Building trust with police.
* Public library staff are knowledgeable on how to help patrons and connect them to resources
* Health providers/industry are seeking our public libraries as partners to achieve their goals
	+ Identify health industry goals
	+ Collect stories
	+ Use PLs with good relationships to collect this information from their partners
	+ ID national partners (AMA, AAP, CDC, NIH, etc)
	+ Meet with national partners - High level strategy, ID cofounding, partnerships
	+ Reach the grassroots – conference presentations, newsletter articles
	+ Pilot some demonstration projects
	+ Continually promote resources
* Public libraries have underlying support from management/leadership and include health programs/support in their strategic plans
	+ Spotlight states/systems were libraries are leaders in working on health issues (Oklahoma library agency)
	+ Tap into state level initiatives in the health, mental health, fitness, wellness and social services sectors to see their goals and how they are working with CBOs/NPOs
		- Create some language libraries can incorporate into their own plans.
		- Official statements, recommendations, templates
	+ PLA collaborate with other ALA offices and divisions to communicate that. RUSA MEDREF committee: Guidelines on how to do health reference.