Stronger Together: Public/Private Partnerships

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October 18, 2018

Who We Are

Bobbi Newman
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● Public libraries

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● Family engagement, digital literacy, health, and EDISJ
● American Academy of Pediatrics

Agenda
Partnering on:
● Digital literacy/programming
● Health literacy/programming
● Other examples
Challenges
Q&A

Strength in Partnerships
Choosing a Partner

- Audience: Do you need help in attracting certain target audiences to your program or to the library in general?
- Publicity: Do you need help publicizing your program?
- Funding: Do you need additional funds to present your program?
- People: Do you need additional people to help you plan and present your program?
- Space: Is your event too large for the library?
- Ideas and how: Has another agency hosted a similar event?
- Presenters and performers: Are there local talents?
- Think inside the library: Do library staff have connections?

Community Partners (Tips)

- Approaching Your Community Partner:
  - Be clear about what you want from your partner
  - Think about how the partnership will benefit your community partner
  - Be prepared
- Working With a Partner:
  - Communicate
  - Agreements
  - Be prepared

Follow-up:
- Thank partner publicly and privately
- Keep in touch
- Plan for future events

7 Key Questions

- Who?
- What?
- When?
- Where?
- Why?
- How?
- How Much?

Logic Models – A Planning Tool

Example Partnerships
Community members come into public libraries every day, hoping to complete life tasks many of us take for granted, but lacking the basic computer skills to do so. PLA’s DigitalLearn.org, an online hub for digital literacy training, builds upon the work of libraries to increase digital literacy across the nation.

PLA strives to enhance public libraries’ abilities to provide literacy services in their communities and increase awareness of the types of literacy necessary for 21st century skills development and success.

Digital literacy training in libraries

- 69% of the US has poor, terrible, or nonexistent computer skills
- 78% say libraries should definitely offer digital literacy programs
- 65% of government leaders say advancing digital literacy is important
- 90% of libraries offer digital literacy training

What is DigitalLearn.org

- 23 modules
- 6-22 minutes long
- English and Spanish
- Video with narration
- PDF Transcripts
- Captioning

Types of partners

- Government
- Employment/economic development
- Senior services
- Education – primary and adult
- Health
- Employers/business
- Financial institutions

Nashville Public Library

Topeka & Shawnee County Public Library
East Baton Rouge Parish Library

Spreading the Word
• TV ads: 1,400 times, $70k value
• Email blasts to patrons
• Billboards
• Bus station ads
• Handouts/bookmarks

EBRPL/Cox Commercial

Partners for Resources
- Library board, foundation or friends group
- Partner with other libraries or library systems
- Approach large employers and other businesses
- Solicit corporate and private foundations

Health Literacy

Fill in the blanks
- One out of ? American adults reads at the 5th grade level or below
- One out of 5 Americans read at the 8th to 9th grade level, yet most health care materials are written above the 7th grade level.
- 10th grade
What is health literacy?

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.


Why people need health literacy

- Access health care services
- Analyze relative risks and benefits
- Calculate dosages
- Communicate with healthcare providers
- Evaluate information for credibility and quality
- Interpret test results
- Locate health information

Health literacy requires

- Basic literacy
- Numeracy
- Biology
- Cultural and linguistic competency
- Computer literacy
- Media literacy
- Digital literacy

Costs of limited health literacy

- Poorer comprehension of nutrition labels
- Less likely to act on public health alerts
- Less likely to use preventative services
- More likely to skip tests
- Less likely to adopt healthy behaviors
- Struggle to manage chronic diseases
- Misunderstand prescription labels or instructions
- More emergency room visits
- More preventable hospital admissions

How Can Libraries Help?

- Access to evidence-based up-to-date health information
- Safe environment to conduct health information searches
- Health related programming and outreach
- Model health behavior with workplace wellness

Libraries are partners in a healthy community
Family Engagement

Short Story Project


Q&A