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The starting point: Health challenges in Norfolk are

- A much older age profile than England as a whole
- Almost two thirds of adults are overweight
- Levels of activity among children vary
- Over 16,000 people in Norfolk have dementia
- Falls - a major reason for being admitted to hospital
SCL Universal Health Offer - inclusion messages for libraries and mobiles are

• Contribute to the health and well-being of local communities
• Promote and enable key health partnerships
• Provide a range of services including public health information and promotion, signposting and referrals, as well as creative and social reading activity
What is the Healthy Libraries project?

• Norfolk Libraries and Public Health working together to help people lead healthier lives
• Health information, activity and fun for customers in libraries
• Better health outcomes for people in Norfolk
What makes a Library healthy?
What makes this different?

• It’s in every library in Norfolk
• There’s a central framework:
  - workbook
  - campaign calendar
  - bidding process for small pots of money
  - training
  - evaluation framework
• It’s shaped by staff locally
<table>
<thead>
<tr>
<th>Campaigns you may like to promote</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>International day of older persons</td>
<td>1st</td>
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<tr>
<td>EU Coding week (Universal Information offer)</td>
<td>7th – 22nd</td>
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<tr>
<td>Fun Palaces weekend (Universal Culture Offer)</td>
<td>7th &amp; 8th</td>
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<tr>
<td>National Libraries Week (Universal Offer)</td>
<td>9th – 14th</td>
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<tr>
<td>World Mental Health Day (Universal Health Offer)</td>
<td>10th</td>
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<td>International Day of the Girl Child</td>
<td>11th</td>
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<td>World Sight Day (Universal Offer - Six Steps)</td>
<td>12th</td>
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<td>Family Learning Festival (Universal Learning Offer)</td>
<td>TBC</td>
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<td>Stoptober</td>
<td>All month</td>
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<td>Breast Cancer Awareness Month</td>
<td>All month</td>
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<tr>
<td>Black History Month (Universal Information Offer)</td>
<td>All month</td>
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<tr>
<td>Get Online Week (Universal Digital Offer)</td>
<td>TBC</td>
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What have you achieved this month?

**Staff**

**Could you:**
- Could you give recognition to any staff who had recently given up smoking or who are starting their journey to give up smoking this month?
- Have you started to think about a staff activity for Christmas, something healthy, maybe even something active this year?

**Customer engagement**

**Could you:**
- Do a display to support the Public Health Campaign
- Plan an activity for National Libraries Week
- Invite smoke-free organisations to the library for talks, workshops and displays.
- Reading Well & Mood Boosting displays to promote World Mental Health Awareness Day
- Flu vaccinations are important at this time of year; arrange a time for a local pharmacist to visit to raise awareness.

**Library environment**

- Are posters/leaflets displayed in visible spots?
- Are all your marketing materials up to date?
- Do you need to order any new leaflets from HILS?
- Remember to use #HealthyLibsNfk and @NflksLivingWell on your tweets and posts
- Have you sent details of events to the Social Media Champions?
- tweetlibraries@norfolk.gov.uk for promotion on Twitter and Facebook
- Start thinking/planning for activities for November/December/January
Healthy Libraries Catalogue

- Early years
- Mental Wellbeing
- Healthy Living
- Give It Up
- Medical Conditions
- Healthy Ageing

www.norfolk.gov.uk/libraries
What’s the real momentum?

- Hub and spoke approach
- Staff engagement and enthusiasm
- Public Health partners
Who do we work with?

• Norfolk Public Health
• Customers
• Local practitioners, supermarkets and shops
• Volunteers
• GP surgeries and dentists
• Pharmacies
• Community café
• Joy of Food
• Norfolk Community Learning Services
What have we learned?

• The workbook gives library teams freedom to shape activity
• Stick to enabling the experts to deliver
• Don’t cook anything
• Cover all bases!
• Wash up as you go and keep counting the bits on the smoothie bike….
What have we achieved?

• My children loved having a go on the bikes, **it encouraged them to get active in a fun way.** We also made our pledge to read more!

• Since participating in the colour me calm group & mixing with a variety of people - my only contact at the moment - **I have felt more able to cope…**

• **I want to brush my teeth more** to make the tooth fairy happy
What happens next?

- Mini Movers and baby weighing scales
- Make every contact count
- Promote **One You** - what people can do for themselves
- Use health intelligence based on local health trend data
- More partnership work with Macmillan and the Big C
- Part of the Council’s prevention agenda and business as usual
Resources to share with you

- Workbook
- Monthly action report
- Bid application form
- Bid writing guidance
- Evaluation progressions and statements
- We’ll talk to anyone…
And…!
We won the CILIP Libraries Change Lives Award - 2016

Questions?

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