



Engaging Libraries

public engagement
on health and wellbeing

Workshop

July 10th 2017



What is Engaging Libraries?



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Engaging Libraries is an experiment. It is a pilot programme that is designed specifically to allow libraries the opportunity to move beyond health promotion, expand their repertoire and explore new dynamic and discursive ways in which to connect people with health and wellbeing. It is an opportunity to get creative with how they engage audiences.



What is public engagement?



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Public engagement involves creating an opportunity for people to consider, participate and debate ideas. It is a two-way process, which may involve activities like participation, conversation, interaction and listening. It can take many forms but it often made up of projects, activities or events, ranging from a family fun make-and-take activity, right through to an artist performing a new piece of work exploring an issue or concern to a public audience.



Public engagement at it's best...



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- **Creative and inventive approach**
- **Bringing people together on topics which are meaningful and relevant to them**
- **Inspire curiosity**
- **Spark debate**
- **Stimulate conversation**
- **Supporting people to make connections between ideas, their own lives and society**



Quick Idea Generation

- **CONTENT**
- **FORMAT**
- **AUDIENCE**
- **COLLABORATION**



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Your Audience



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- Who are your audience?
- How do they spend their time?
- What do they like?
- What don't they like?
- What are their hobbies and pastimes?
- What is important to them?



Content Development



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- What are the key messages?
- What aspects of the content would you like to know public opinion about?
- What aspects of the content relate to everyday life?
- What further research needs to be done to develop the idea?
- What are the 'hooks' – the aspects of the content that have the potential to generate wonder, fascination and inspiration?
- What are the useful metaphors, analogies or imagery that can be used to explain/describe/explore/pr



Starting Point Ideas



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- What are your engagement aims and what engagement format would allow you to achieve these?
- How are the audience invited to participate?
- What further research needs to be done to develop the idea?
- What is the audience experience?
- How will the activity stimulate conversation?
- What are the different levels of audience engagement?



Partnerships & Collaborations



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- Are there any partnerships that will help build your relationship with your audience?
- What additional perspectives would your idea benefit from?
- What additional expertise do you need?



Example 1



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YouTube Channel for Elders (Online)



Topic: Redefining narratives about ageing positively

Type of activity: Creation of a YouTube channel and online community with and for people over 50. The channel creates space for those over 50 and

the general public can learn about health and lifestyle issues.

Organiser: Professor Lois Weaver

Collaborators: Artist (Peggy Shaw), Gerontologist (Dr Ali Mears)



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**We think this project
is interesting because:**

The team thought carefully about the needs of their target audience and devised an engagement format that not only chimes with their needs but also works in regards to the topic being explored.

Example 2



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Health, Lies and Videotape, Brighton

Topic: The past, present and future of health research

Type of activity: Screening a series of public health films to facilitate an exploration of the audience's hopes, concerns and priorities around future public health issues.

Organiser: Academy of Medical Sciences



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**We think this project
is interesting because:**

The organisation have revived past content exploring health promotion and used it as an opportunity to catalyse conversations and discussion about our health now and the future, which was repeated across the country to reach different audiences

Example 3



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Still Birth Stories (Online)



Topic: Still birth

Type of activity: An online, oral history archive documenting the experience of stillbirth from the perspective of parents and clinicians.

Organiser: Oral History Archive Project

Collaborators:
Researchers and
clinicians



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**We think this project
is interesting because:**

It's a topic that affects people deeply and personally, yet something that is talked about very little with a lack of documentary support to explore stillbirth as a pregnancy outcome. This project is kick-starting a dialogue about the topic by bringing parent stories to life, creating a platform for conversations between parents, clinicians and researchers.

Engaging Libraries Top Tips



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- **Beyond health promotion.....**
- **Learning for everybody.....**
- **A two way process.....**
- **It's a LIBRARY scheme.....**
- **Look at the examples.....**
- **No such thing as failure.....**



Engaging Libraries

Contact details



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Thank you!

