Report on Health Information Week 2017
3-9 July 2017 #HIW2017

Health Information Week Project Team
Health Education England / CiLIP Leadership Development Programme

- Louisa Fulbrook - Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust: louisa.fulbrook@rjah.nhs.uk
- Steph Grey - Public Health England: stephanie.grey@phe.gov.uk
- Linda Kalinda - Great Western Hospitals NHS Foundation Trust: l.kalinda@nhs.net
- Jenny Kendrick - National Institute for Health and Care Excellence (NICE): jenny.kendrick@nice.org.uk
- Sarah Lewis - Buckinghamshire Healthcare NHS Trust: sarah.lewis23@nhs.net
- Clare Quigley - Self Help UK: clare.quigley@selfhelp.org.uk
## Contents

1. Background ................................................................................................................................. 3  
2. Aim ............................................................................................................................................. 3  
3. Methods ...................................................................................................................................... 3  
4. Survey findings ............................................................................................................................ 4  
   4.1 HIW 2017 events .................................................................................................................. 5  
   4.2 Reasons for taking part in HIW ......................................................................................... 6  
   4.3 Target groups ..................................................................................................................... 6  
   4.4 When and where did events take place? ........................................................................... 6  
   4.5 Resources ........................................................................................................................... 6  
   4.6 Promotion ........................................................................................................................... 7  
   4.7 Attendance levels ............................................................................................................... 7  
   4.8 Positive outcomes ............................................................................................................. 7  
   4.9 Evaluating 2017 HIW activity ......................................................................................... 8  
   4.10 Delivering and evaluating future events ....................................................................... 9  
5. Case study findings .................................................................................................................... 9  
   5.1 Main themes from HIW2017 ............................................................................................ 9  
   5.2 Tips for future events ....................................................................................................... 10  
6. Evaluation and Recommendations ............................................................................................ 10  
   6.1 HIW publicity materials/resources for HIW2017 ............................................................ 11  
   6.2 Social media campaign ..................................................................................................... 11  
   6.3 Events ................................................................................................................................ 12  
   6.4 Evaluating 2017 HIW events ........................................................................................... 13  
7. Conclusion .................................................................................................................................. 13  
8. Appendices ............................................................................................................................... 15  
   8.1 Survey Graphs .................................................................................................................... 15  
   8.2 Case Studies ....................................................................................................................... 17  
9 References ................................................................................................................................. 35
1. Background

“Health Information Week (HIW) is a multi-sector campaign to promote the good quality health resources that are available to the public. This campaign aims to encourage partnership working across sectors and benefit all staff and the public by raising awareness of the resources that are available to them.” (KfH website)

- 2005 - Started as West Midlands health libraries initiative
- 2016 - Health Education England Midlands and East endorsed as a geography wide initiative
- 2017 - National initiative 3-9th July 2017
- 2018 - Health Information Week 2-8th July 2018 #HIW2018

A project group was set up as part of the 2017/18 Health Education England (HEE)/Chartered Institute of Library and Information Professionals (CILIP) Leadership Programme. The group was tasked to explore options for building on existing work to embed HIW as a national campaign. This included collating activity that took place in 2017 to outline lessons learnt and develop recommendations for HIW 2018 and beyond.

2. Aim

This report will outline the results of the survey that took place to capture examples of HIW activity in 2017 and present selected case studies that were identified through the survey.

The recommendations of this report will be used to form the basis of a toolkit to support libraries and other organisations to plan and deliver HIW events during future campaigns.

3. Methods

In order to establish the current picture, a series of tasks were undertaken by members of the project team as follows:

- A twitter search for hashtags and comments relating to HIW2017 was undertaken. Comments were collated under the hashtag #HEECILIPHIW.
• A search for any previous branding, logos and templates was carried out by means of an internet search and a look at literature previously sent out by bodies such as HEE.

• Other campaigns particularly related to libraries and health such as World Book Day, Libraries Week, Self-Care Week and Mental Health Awareness week were also looked at for ideas.

• Existing reports and information from previous years located on the Knowledge for Healthcare webpages were reviewed.

• Project group members identified previous examples of what had worked well within their own regions and sectors. This was used to help identify some key partners.

• A survey consisting of 21 brief questions was then compiled using Survey Monkey and circulated aiming to capture experiences of HIW2017 across all sectors. In December 2017, the survey link was posted to a variety of health networks.

• Key case studies of previous activities and events held during HIW2017 were drawn out of survey results to represent a cross sector of regions and libraries. A total of 8 cases studies were selected. (See appendix 8.2). Some of the of the survey respondents were contacted directly to clarify information, provide more detail or to establish that they had granted permission for the information they had provided to be used as a case study and shared.

4. Survey findings

The purpose of the survey was to gauge the level of activity that took place in HIW17, identify the range of different approaches taken and identify requirements for future campaigns in terms of delivery and evaluation. There were 55 responses to the survey in total although one service responded to show interest in HIW but had been unable to get involved in 2017 due to resourcing issues. The majority of the responses were from NHS libraries but in many cases the feedback obtained through the survey included numerous examples of joint working with other libraries and organisations.

Survey charts are available from Appendix 8.1.
4.1 HIW 2017 events

The wordle below shows the most commonly used words when describing HIW 2017 activity.

Many NHS libraries reported getting involved along with local public libraries. Some HIW campaigns included joint working with local charities, carers groups, universities, GPs, pharmacists and also occupational health/healthy lifestyle teams.

HIW events commonly consisted of hosting stands and/or noticeboard displays to highlight library services, wellbeing book collections and signposting to online resources. Some services used HIW to focus on promoting resources for particular topics such as diabetes and cancer. Others capitalised on the recent focus on fake news to raise awareness of the International Federation of Library Associations and Institutions (IFLA) postcards or promote guides to finding quality information online. Other approaches included Living Libraries (where people could ‘borrow’ a human ‘book’ to find out more about their professional role), hosting a summer fete including quizzes and games, delivery of training sessions to public library staff or focussing the campaign on social media activity.

Competitions with prizes such as fitness trackers or vouchers, freebies (fruit, water or mindfulness colouring) health checks, relaxation sessions were used by some to attract visitors to HIW events.
4.2 Reasons for taking part in HIW
The most common reason for participating in HIW was to raise awareness of the availability of health information (98%). The results also indicate that HIW was an opportunity not only to promote the role of libraries in providing health information to patients and the public but also in raising awareness of the library service more generally. Around 70% reported that involvement in HIW provided evidence for the NHS Library Quality Assurance Framework. Although a smaller number used HIW to develop new partnerships, some of the comments to this question indicated that instead of developing new partnerships, HIW was used to cement existing ones. One respondent commented that it was used for library team building.

4.3 Target groups
Respondents were asked to rank potential HIW audiences by those they were mostly targeting. HIW events were mainly aimed at the public (44% 1st choice or 74% in top 3 choices), closely followed by health care staff (38% top choice or 82% in top 3 choices) then patients (13% top choice or 65% in top 3 choices).

4.4 When and where did events take place?
The majority of HIW events took place in a healthcare setting often in hospital restaurants or foyers. It was also common to host an HIW event in a healthcare library and/or public library. A smaller number of events joined together with existing conferences or were held in a public space. Other campaigns were run online only.

The time commitment involved in participating in HIW varied. Over 25% of campaigns took place across the 5 day working week and an additional 16% of campaigns ran for the full 7 days. Others held events for part of the week. Some reported that the online presence used for HIW was still running even months afterwards.

4.5 Resources
In terms of resources required to support HIW, 90% reported using display materials and leaflets. Some libraries created their own specifically for HIW whilst others adapted leaflets created by other services. NHS Choices, the Care Quality
Commission website and leaflets for locating good quality health information online were mentioned several times in the comments.

Some services produced resource lists or promoted resources available through organisations such as the Reading Agency – Reading Well, Quick Reads, Mood-boosting books. Healthy eating resources such as free fruit, donated by local supermarkets or greengrocers were used by 14 respondents. A similar number of organisations used competition prizes such as fitness trackers often donated by external suppliers.

4.6 Promotion
The most popular way to promote HIW events was Twitter using #HIW2017, followed by local intranet pages then library or organisational websites. Facebook, newsletters and poster campaigns received a similar level of usage. In the comments people added that they had used email lists and staff bulletins. Blogs and Instagram were used less. A small number of people also used local media to help raise awareness.

4.7 Attendance levels
The number of people attending HIW events was wide-ranging with an equal amount of services reporting a turnout of 10-25, 50-100 or over 100 people. However, some reported difficulties in quantifying exact attendance levels, particularly those whose campaigns were wholly or partly online (23%).

4.8 Positive outcomes
Several respondents reported making useful contacts with a range of bodies such as social prescribing organisations, local art groups, charities and Recovery Colleges. Events also seemed to provide opportunities to raise the profile of the library service to a wider audience and to senior managers.

The selection of quotes from the survey give a flavour of the different ways HIW had an impact.
4.9 Evaluating 2017 HIW activity

There were several comments that it was difficult to evaluate the impact of events as it was not possible to follow up on patient or public visitors. Of those who were able to evaluate their HIW activity, the most popular methods were to obtain formal feedback through surveys (n10), measure footfall (n9), record the number of leaflets taken (n7) or count web or social media hits or retweets (n5). Some services used specific evaluation techniques such as questionnaires or running a post event team reflection.
One library service that had approached members of the public directly for feedback about the Living Library received the following quote “loved it – such a good idea, do a bigger event in a more public place it would be such a hit”.

**4.10 Delivering and evaluating future events**

The survey generated a number of ideas for improving the delivery and evaluation of future events. By far the most popular request was for help with branding and marketing (n13), followed by help with evaluation (n8) and making available centrally held resources and leaflets (n5). Some of the requests were targeted at specific audiences e.g. how to raise awareness among executives, how to engage with libraries in other sectors and how to promote in the general media. Three respondents recommended suggesting some related themes to promote during the week.

**5. Case study findings**

Following on from the survey 8 case studies representing different sectors and regions were pulled together by the project team. The main themes from the HIW2017 campaign were drawn out.

Case studies are available from Appendix 8.2

**5.1 Main themes from HIW2017**

The cases studies showed that many library services created a space where library staff could meet healthcare professionals, patients and the public to promote the importance of health/patient information and raise awareness of their services. This included:

- Display boards at the entrance to hospital sites etc.
- Presentations/posters/lunch and learn events.
- Leaflets on self-help resources/specialist collections

Social media played a huge part in the promotion of the event. Twitter and the use of #HIW2017 being the main promotional tool used. Some organisations also used their
own hashtags as well as advertising events on their own intranet pages, writing blogs and providing links to useful resources, e.g. the resources available on the Knowledge for Healthcare/NHS choices websites.

HIW activities were generally aimed towards patients, followed by the public and then healthcare professionals. It was a great opportunity to raise awareness of the importance of accessible health/patient information and useful for librarians to connect with new audiences. Many attendees were made aware of the library services that were available to them. It was also a chance to develop new partnerships and enhance existing ones.

5.2 Tips for future events

- Plan well in advance – many commented this would give you a better chance of running a successful campaign.
- Branded promotional materials would be useful, e.g. poster templates to add to display boards.
- Networking to help promote events and reach a wider audience.
- Display stands may be more useful in staffing areas e.g. staff canteens.
- Improved record of attendees/evaluation materials.

6. Evaluation and Recommendations

Whilst HIW has been running since 2005 as a West Midlands initiative, 2017 was the first year that it was launched as a national campaign.

Even though our survey was a small sample, responses show that the HIW aims of promoting good quality health resources, encouraging partnership working across sectors and raising awareness of resources available were met fairly well in 2017.

The recommendations made below are based on what worked well in 2017, as reported by respondents of the HIW project group survey and as detailed in case studies provided, plus based on respondents’ suggestions for future campaigns.
6.1 HIW publicity materials/resources for HIW2017

On the Knowledge for Healthcare website under HIW, templates were available in 2017 for a poster and a press release, also a list was included of websites offering free or low cost resources. The e-poster template provided a branded poster that could be used for promoting local events. This was the only resource mentioned in the surveys.

It is notable that 63% of survey respondents used the Reading Well books or similar during HIW and 88% provided displays and leaflets. These were the most popular resources used and worked well. Signposting to online resources was also a common theme.

**Recommendations:**

- It might be beneficial to include further resources and to try listing useful websites/resources under different themes for easier access.
- Continue to use resources that worked well in 2017 e.g. Reading Well books.
- To include more branded HIW materials, e.g. branded promotional items and printed posters for displays.

6.2 Social media campaign

Given the aims of HIW, the Twitter campaign worked well to raise awareness widely of good quality health information resources, with participation across sectors. Staff with limited time or funding that were not able to run events themselves, were still able to contribute to the social media campaign. The key messages had a big impact particularly when they were repeated many times on the same day through participation in the ‘thunderclap’. To evaluate their social media campaign survey respondents looked at engagement website hits and retweets. We do not have detailed statistics for 2017, but we do know that in 2016 #HIW16 reached 1.3 million Twitter accounts\(^2\). There were also increases noted in website traffic where events were promoted.

**Recommendations:**

Health Information Week Project Team
Health Education England / CILIP Leadership Development Programme
• Use a local hashtag to promote your events as well as the national hashtag e.g. HIW2018, to increase engagement locally.
• Use a different theme each day during HIW on social media and your website to maintain interest.

6.3 Events
A range of events took place during HIW2017 from small pop-up information stands with 10-25 people attending to large partnership events with over 100 attendees. Feedback showed that HIW events provided a useful opportunity for networking, whatever the size of event and enabled participants to make new contacts and renew old ones. Many events had cross sector representation with a range of healthcare professionals involved. From the feedback gathered, criteria for successful events included:
• Giving something away free as this works well to draw people in e.g. Quick read books, healthy snacks.
• Eye-catching displays to attract attention and promote key services or resources.
• Providing health information leaflets e.g. stop smoking information.
• Including stalls from other organisations e.g. Marketplace events.
• Running competitions with prizes.

Recommendations:
• Plan events further ahead and schedule meetings well in advance.
• Send out event details earlier through networks.
• Select an event location which has natural footfall and is a ‘neutral’ space (e.g. not a hospital or school as people attending may have negative associations).
• Meet possible partner organisations face to face before joint events, and then communicate by email to save time. (Nevertheless, that initial face to face is important.)
• Consider using external speakers to raise the profile of your event
• Promote more widely
  o Posters e.g. in local supermarket
6.4 Evaluating 2017 HIW events
Survey respondents named their top three target groups for events, as the public, healthcare staff and patients, but it is hard to know which target groups were reached. Many survey respondents commented on how difficult it was to evaluate their event and would welcome suggestions for the future. The most common evaluation methods were noting the number of attendees and encouraging completion of feedback forms, as well as verbal feedback. However, respondents did find that HIW events not only raise the awareness of where to find good quality health information, but also raised the profile of their library service. After HIW16 events, there was a substantial increase in new library memberships. It would be interesting to find out whether this also occurred following HIW17.

Recommendations
- Better evaluation of impact, including capturing key comments.
- Improved way of recording attendees e.g. provision of an evaluation template for HIW2018 as part of the Toolkit on the Knowledge for Healthcare site.

7. Conclusion
HIW2017, the first national campaign, proved to be a success which was down to the enthusiasm and hard work of all involved across the different regions and sectors. There was a wide variety of events, resources and displays with great efforts used to raise awareness of these and encourage patients, public and healthcare staff to attend and learn more about the good quality health resources that are available to them.
In this report, the project group outlined the background and aims of the HIW project and described the methods of obtaining feedback on a sample of the events that took place during HIW2017. The findings of the survey and case studies described have been evaluated, providing recommendations for future campaigns.

This report will be posted on the Knowledge for Healthcare website on the Health Information Week page and will help provide ideas and recommendations for future events.

Health Information Week will next be taking place from the 2\textsuperscript{nd} – 8\textsuperscript{th} July 2018.
8. Appendices

8.1 Survey Graphs

![Survey Graph 1: Why did you choose to participate in HIW17? (select any that apply)]

![Survey Graph 2: Where did the activity take place? (select any that apply)]
Over how many days did your HIW17 activity take place? (select one option)

Did you use any specific resources? (select any that apply)
8.2 Case Studies

1. Avon and Wiltshire Mental Health Partnership NHS Trust
2. Epsom and St Helier University Hospitals NHS Trust
3. Frimley Health NHS Foundation Trust
4. Leeds Community Health Care Trust
5. Patient Information Forum
6. Royal Devon and Exeter NHS Foundation Trust
7. Shropshire Public Libraries
8. Surrey and Sussex Healthcare NHS Trust

Avon and Wiltshire Mental Health Partnership NHS Trust

Description of HIW Activity:
The library service hosted a Living Library for an afternoon. A Living Library is a space where staff, patients and the public could meet to discuss what it’s really like to work in mental health care and bring people together who might not normally have an opportunity to talk to each other. Staff including a psychiatrist, chaplain, social worker, psychologist, healthcare assistant acted as human books. Visitors could browse the catalogue, choose the human ‘book’ and borrow them for a set period of time. Borrowing the ‘book’ gave the opportunity to have a relaxed and informal conversation.

In addition to this the Library Manager gave a talk to carers and carer’s leads within the Trust about how the library could support the information needs of patients and carers including borrowing books and requesting articles.

Who was involved?
Avon and Wiltshire Mental Health Partnership Trust Library and Knowledge Service.

Resources used:
Healthcare staff to act as living books. We created a temporary library space with issue desk and places for books and participants to sit. Created a register of names and times, created a catalogue of the books, rules of the living library clearly displayed, feedback forms, etc.

What went well?
The Living Library was well received by the patients and staff who attended.

From a member of the public “loved it – such a good idea, do a bigger event in a more public place it would be such a hit”

From staff “a very worthwhile event. I wonder if people struggle to give themselves the excuse to take some time from work, which is such a shame is given that it is an opportunity to broaden our wider understanding and experience”.


The talk to the carers and carer’s leads lead to creation of links with carers groups for future collaboration and to share details of books on prescription and mood-boosting books.

**Hints and tips:**

Like all events putting on a Living Library is quite an undertaking so you have to be prepared to work hard to make it work.

Promotion is key if you want lots of people to come – you will need to use all avenues for promoting including posters, email, contacting outside agencies (we put up a poster in the local Tesco), intranets, library bulletins etc.

Where you hold it is also key – it has to be easily accessible to the public. We held ours in the foyer/reception area of our main Bristol hospital, public attendance was disappointing (someone pointed out to me after that it may be the act of entering a “mental hospital” that might put people off as there are still lots of ingrained beliefs around mental health and mental health services in general, so for our next event we are working with one of our local universities and taking the Living Library to a more neutral space.

**Quote:**

General quote “Living Libraries are a powerful space in which to have conversations – it allows one to ask questions that in ordinary circumstances one might not feel comfortable asking”

Quote for HIW: “Health Information week is a great opportunity for health librarians to connect with a new audience and to know that the work we do in some ways directly affects those who we come into contact with”

**Promotional activity:**

![Living Library Image]

**Epsom and St Helier University Hospitals NHS Trust Case Study**

**Description of HIW Activity:**

E&SH carried out HIW over seven days in the library, hospital and in partnership with the local greengrocer, pharmacy and GP practices.

- The pharmacist, based near St Helier Hospital, handed out resource sheets and put up the poster in his pharmacy window.
  
  Laminated copies of the resource sheet were sent to GP practices for display the week before #HIW2017.
- E&SH had static display stands across both library sites during HIW, featuring:
  
  - a selection from the 2015 mood boosting books list;
  - Fake News Postcards created using the IFLA poster and printed free-of-charge by Medical Illustrations. Dates of when the stands would be outside the Postgraduate Library.
Medical Centres were listed on half of the postcards; the other half were left blank for use post #HIW2017;
- a free prize draw to win a Nakosite activity tracker if they followed us on Twitter
- a Healthy Living Current Awareness leaflet;
- a practical guide for searching NHS Choices leaflet;
- and pencils with the @esthLISeduca Twitter handle given to everyone who followed us on Twitter.

- The greengrocers who are outside St Helier everyday (Monday to Friday) as part of a Trust wide healthy living initiative put fake news postcards in the shopping bags of all shoppers during #HIW2017.
- On 6th July the St Helier display stand went mobile and was situated in front of the St Helier PGMC from 11am to 2pm, including fruit donated by the local greengrocers.
- The stand was manned in conjunction with the Occupational Health Department, who not only displayed their healthy living resources and information but also offered free blood pressure monitoring.

<table>
<thead>
<tr>
<th>Who was involved?</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Epsom and St Helier University Hospitals NHS Trust</td>
</tr>
<tr>
<td>- Local Greengrocer</td>
</tr>
<tr>
<td>- Local Pharmacy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Resources used:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Self-help books such as Reading Well collections</td>
</tr>
<tr>
<td>- Healthy eating e.g. snacks and fruit</td>
</tr>
<tr>
<td>- Display materials and leaflets</td>
</tr>
<tr>
<td>- Competition prizes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What went well?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The promotional activities raised the profile of library services with the general public.</td>
</tr>
</tbody>
</table>

Forming partnerships with the greengrocers and pharmacist worked well, as did sending the posters to GP surgeries.

<table>
<thead>
<tr>
<th>Hints and tips:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Form partnerships</td>
</tr>
<tr>
<td>- Advertise the stands early to maximise footfall (especially for XXX such as the free blood pressure monitoring and free fruit at E&amp;SH).</td>
</tr>
<tr>
<td>- Be aware of internal communication systems and deadlines (e.g. for Trust bulletin) are sent Trust-wide in good time.</td>
</tr>
<tr>
<td>- Identify measurement tools in advance of HIW so that the impact can be measured.</td>
</tr>
<tr>
<td>- Evaluation could be measured by recording footfall and number of handouts (eg Fake News postcards at E&amp;SH)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quote:</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotional activity:</th>
</tr>
</thead>
</table>
@esthlISEducation partnership with @kingstonsharon outside @epsom_sthelier delivering “spot fake news” postcards to the public @FLA #HW2017

12:23 PM - 8 Jul 2017
4 Retweets 4 Likes

@esthlISEducation

#HW2017 Blood pressure monitoring being done by the lovely Ole from our @epsom_sthelier Oc Health Team!

11:53 AM - 8 Jul 2017
4 Retweets 7 Likes

@esthlISEducation

#HW2017 We’re ready!!! Come and see us outside @epsom_sthelier St Helier PGMC 11am - 2pm!

11:00 AM - 8 Jul 2017
5 Retweets 5 Likes

@esthlISeducation

#HW2017 Stand the chance of winning an @Nakosite activity tracker!! We’re just outside @epsom_sthelier StH PGMC!

10:45 AM - 8 Jul 2017

@esthlISeducation

#WednesdayWisdom #HW2017 get some free fruit and learn about quality resources. We are outside the @epsom_sthelier PGMC until 2pm

10:30 AM - 8 Jul 2017
4 Retweets 4 Likes
Frimley Health NHS Foundation Trust Case Study

**Description of HIW Activity:**
The library put a stand at the main entrance to the Wexham Park hospital over the course of three mornings:

- Health Information on the Internet
- Leaflets designed by library manager on 'Information for Patients, Relatives and Carers'
- Handful of library books which were changed daily.
- Some freebies (water bottles, bone pens, brain shaped erasers).

**Who was involved?**
Frimley Health NHS Foundation Trust (Wexham Park Hospital)

Main target audience: patients, public and healthcare staff.

**Resources used:**
Self-help books such as Reading Well collections. Healthy eating e.g. snacks and fruit. Display materials and leaflets. Intranet and Twitter.

**What went well?**
People who did not know there was a library service in the hospital were pleasantly surprised. Feedback on the leaflet was positive.
Some comments included:

"I didn’t know there was a library in the hospital",
"Good to know about this, I really need to pop into the Library..."
"Thank you, I usually rely on the doctors for information so this is good to know about”.

Having freebies was a good enticement for many, especially the free water, which is what we used as our starting point "would you like a free bottle of water?"

Over 30 patients or relatives took a leaflet and some freebies. People were made aware of the library location, the service in general and had a leaflet to take away with them which contained further information about the library service.
Hints and tips:
It was difficult to gauge the people approaching, some were patients or relatives who were anxious to get to appointments or visit people and were understandably not as approachable. Maybe try a different time and location each day to see if we get more or less attendances at the stand.

It would be useful to have some branded items or posters to add to the stand or promotional materials. (We added something about Spotting Fake News and the HIW poster, as well as some information from NHS Choices).

We had a clipboard at the stand which we used to tally the number of people approaching, which leaflets they took and also any standout comments we also wrote down and added to our monthly marketing statistics.

Quote:
“It was a worthwhile event for us and it was good to be involved in something where we could share with and inform patients and the public”.

Promotional activity:

Leeds Community Health Care Trust Case Study
Description of HIW Activity:
A multi-partnership online campaign which used a joint website and social media to promote a different health related theme each day – Learning, Healthy Living, Mindfulness, Mental health and Connecting with your Community. As part of the campaign Leeds –based websites Mind Mate and Mind Well were highlighted. In addition to the online activity, displays and events were held in local libraries (both public and NHS) during the week. A local hashtag (#HIW2017LDS) was used in additional the national #HIW2017

Who was involved?
Leeds Community Healthcare NHS Trust, Leeds and York Partnership NHS Foundation Trust, Leeds Teaching Hospitals NHS Trust, Leeds CCGs and social prescribing organisations, Leeds Public Health Resource Centre, University of Leeds, Leeds Beckett University, Leeds Public Library Services and Health Watch. A task and finish group was set up to help plan for Health Information Week. The group met face to face and via teleconference.

Resources used:
Twitter, Facebook, websites, Library guides, self-help books, Reading Well collections, displays and leaflets

What went well?
The week resulted in a high level of Twitter activity from a wide range of partners and saw an increase in website traffic. A key outcome from this campaign was the development of new partnerships and the enhancement of existing ones.

Hints and tips:
Start planning well in advance – we had some face to face meetings which were essential for getting to know new partners, before then moving on to conference calls. Given the large number of partners involved, it was quite difficult to schedule meetings when everyone was free, so again – allow plenty of time.

We had a different theme each day to give us something different to promote, and twitter activity remained high throughout the week, but activity on the website itself did tail off during the week. In future campaigns, we would make each theme “live” on its relevant day (similar to the online advent calendar model) to keep bringing traffic to the website.

The campaign was quite “light touch” for 2017 with partners still getting to know each other, and everyone getting a feel for Health Information Week as a concept. The plan for 2018 is to develop some events for the week, in addition to the online and physical promotions used in 2017.

Quote:
“Health Information Week has helped to develop some great partnerships in Leeds and has certainly made us all more aware of the vast amount of resources available across the city.”

Promotional activity:
MindWell

MindWell is the mental health website for people in Leeds. Funded by the NHS, MindWell brings together information from the NHS, Leeds City Council and other partners.

te: @ForwLeeds

For #HIW2017LDS this week, check out our blog with recommendations from our #ReadingWell collection @readingagency ow.ly/SvKkO3dazCR

4:15 PM - Jul 3, 2017

Health Information Week

This week is Health Information Week. It is a multi-sectoral campaign to promote good quality health resources that are available to the public. The campaign also aims to encourage partnership working.

leedsreads.net

The Library: Health Information Week: Wake up to Leeds Beckett Library @BeckettLibrary

It's Health Information Week, which promotes quality health resources that are available to the public: bit.ly/2IKZCMc

#HIW2017LDS

11:06 AM - Jul 5, 2017

LCH NHS Trust @LCHNHSTrust

Mindfulness is today’s theme for #HIW2017LDS and we’re highlighting this helpful guidance from @NHSChoices ow.ly/uHkv30doIyZ

1:00 AM - Jul 5, 2017

Rainbow Dinner: Leeds Libraries Storytelling Takeover day

Celebrate Health Information Week and join us for stories, songs, and activities to celebrate healthy eating, and growing through themed taking over the Children's Centre with fun festivals and sharing the love of reading.

The Library: Health Information Week: Welcome

@libguides leedsbeckett.ac.uk

For #HIW2017LDS it’s about healthy living today. Thinking about drinking less? #LikeMyLimit #HIW2017LDS #alcohol #Leeds

10:52 AM - Jul 4, 2017
<table>
<thead>
<tr>
<th><strong>Patient Information Forum Case Study</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description of HIW Activity:</strong></td>
</tr>
<tr>
<td>PIF held an event on accessible health information and linked a Twitter campaign promoting the value of health information for patients, carers and service users.</td>
</tr>
<tr>
<td><strong>Who was involved?</strong></td>
</tr>
<tr>
<td>The Patient Information Forum (PIF) and NHS England’s The Information Standard. Presenters co-ordinated sessions about providing accessible health information, including for specific needs, such as learning disabilities. Presenters were from public sector, NHS and charities and included the following organisations: CHANGE, Ability Net, Great Ormond Street Hospital, Solent NHS Trust, Northumberland Tyne and Wear NHS Foundation Trust, and NHS England.</td>
</tr>
<tr>
<td><strong>Resources used:</strong></td>
</tr>
<tr>
<td>PIF’s resources, Twitter, Newsletter, website, LinkedIn. <a href="https://www.pifonline.org.uk/pif/?ee=84">https://www.pifonline.org.uk/pif/?ee=84</a></td>
</tr>
<tr>
<td><strong>What went well?</strong></td>
</tr>
<tr>
<td>Health Information Week was a great opportunity to raise awareness of the importance of accessible health information.</td>
</tr>
<tr>
<td>At our event, patients shared their experiences of using accessible information resources, and the event brought together people from across the NHS and voluntary sector to share projects and questions around developing health information resources and services that are accessible to all.</td>
</tr>
<tr>
<td>Our delegates said that as a result of attending the event they will increasingly take into account accessibility needs when developing new information resources, explore options for making existing information more accessible, and encourage the provision of a wider range of accessible information formats.</td>
</tr>
<tr>
<td><strong>Hints and tips:</strong></td>
</tr>
<tr>
<td>Make use of the Health Information Week campaign resources and network to help your events and activities reach further.</td>
</tr>
<tr>
<td><strong>Quote:</strong></td>
</tr>
<tr>
<td>n/a</td>
</tr>
<tr>
<td><strong>Promotional activity:</strong></td>
</tr>
<tr>
<td>n/a</td>
</tr>
</tbody>
</table>
Royal Devon and Exeter NHS Foundation Trust Case Study

Description of HIW Activity:

Devon felt very fortunate with HIW this year, as they had already attended the excellent PPI (Patient/Public Information) workshop at Taunton and had a practice run training volunteers at the library in Cranbrook New Town on using NHS Choices.

The manager at Torbay, had also made contact with the charity, Libraries Unlimited, who run Devon public libraries, which resulted in a request to run a training workshop for public library staff. During this workshop, they demonstrated the NHS Choices and other websites, talked about how to critique sources of health information and the ethics of patient information vs health/clinical advice.

They provided training sessions for public library staff throughout Devon to help user’s access safe, accurate health information online. This included:

- To raise awareness of health information that was already available
- To raise awareness of the role of the service in health information
- To raise awareness of the service generally
- As a focus for developing new partnerships
- To demonstrate patient and public activity as part of a quality framework

Our activity was in the three locations Healthcare Library, Public Library, and Hospital. Over 5 days.

Who was involved?

The following were involved:

- Drink Wise Age Well
- Libraries Unlimited - charity who run Devon public libraries
- Exeter Health Library staff/ Library and Knowledge Services Manager
- Exeter and Barnstaple hospitals were able to provide space for the charity to run events during HIW and make valuable contacts across both Trusts.

Main target audience/attendees:
- Patients (3)
- Public (5)
- Healthcare Staff (1)
- Library Staff (2)
- Council / public health staff (4)
- Voluntary organisation staff (6)
- Stakeholders (7)

**Resources used:**
The resource we used were
- Self-help books such as Reading Well collections
- Other specialist collections such as reminiscence
- Healthy eating e.g. snacks and fruit
- Display materials and leaflets
- Asked staff or outside speakers to participate and give a talk
- Cross sector working e.g. having a stand outside Exeter Public Library.

The event was promoted on Intranet, Website, Twitter, and Poster campaign.

**What went well?**
Attended by 26-50 people.

Fruity Friday/contact with public library staff.

Launch of a Book Club ([https://exeterhealthlibrarybookclub.wordpress.com/](https://exeterhealthlibrarybookclub.wordpress.com/)) - geography on the hospital caused some difficulties so they started running the club online as a virtual blog alongside physical meetings, so people can feel a part of it, even if they can’t attend in person.

**Hints and tips:**
Although training was offered every day and at various times on the NHS Choices website, didn’t get a lot of uptake so will think again about how to market and run these sessions next year.

HIW took place when the medical students were on their summer break and so were not around to take part. Tip – think about highlighting at student induction or at medical school training.

What we would do differently:
- Having a fair type event and contact other healthcare staff e.g. OH/Stop Smoking a lot earlier to get event in their calendar

What would help to deliver and evaluate future Health Information Week?
- Increasing awareness so that external staff are willing to get involved - could be difficult to evaluate impact
Quote:

“We finished the week with a bit of fun and had a ‘Fruity Friday!’ Healthy snacks and drinks were provided in the Library and pictures of the disappearing fruit were regularly tweeted using the Library Twitter account @RDELibrary. We have now found that if we included the Trust hashtag in any of our tweets, these were retweeted by the hospital, so another good marketing tip for the list! The effort was worth it, as our Library was included in the top 10 tweeters for HI

So all in all, we feel that our first foray into HIW proved successful – although we may not have reached the public or patients directly, we have certainly provided our public library colleagues with useful health information skills, as well as networking across different sectors and having a bit of fun along the way – all food for thought for HIW 2018!”

“Good links created with external organisations and more confidence of Library staff about what is expected of them to provide PPI”.

Promotional activity:
Shropshire Libraries Case Study

Description of HIW Activity:
Shropshire Public Libraries used Health Information Week to highlight their health and well-being resources as well as to launch the new Reading Well for Long Term Conditions collection in their larger branches. A presentation was given to the NHS Community and Care co-ordinators to make them aware of the resources available.

In addition, a series of events were held at larger branches including:

- One library hosted the local Singing for lung health group
- The District Stroke Club provided advice
- A free relaxing “Flocks of Words” music and Poetry event
- Information was provided by local diabetes group and was available during the week

Who was involved?

- NHS - Community and Care Coordinators
- Public Health
- BBC Radio Shropshire
- Singing for lung health
- Whalebone and Kate Innes (poetry and music event)
- Shrewsbury Diabetes UK, Market Drayton and Oswestry District Stroke Club
- Library staff

Resources used:

- Self-help books such as Reading Well collections
- Other specialist collections such as reminiscence
- Display materials and leaflets
- Asked staff or outside speakers to participate to give talks etc
### What went well?

The training session to the Community and Care Co-ordinators was particularly well received.

### Hints and tips:
- Plan well in advance and give yourself plenty of time.
- Talk to as many people as possible focussing on partnership work on a county-wide scale.
- Involve staff and crucially make sure all staff are kept informed, from casual staff to managers.

### Quote:

The library received very positive feedback about some of the events held and work undertaken in Health information week which highlight the benefits of partnership working. They included the following comments from the CCG who invited Mirka and her team to attend a Community and Care Co-ordinators training day at Shropshire Education and Conference Centres held on 6th July 2017:

“Shropshire Library Services demonstrated how effective they are and have been at making crucial information and services available to the local community. This information and the accompanying social interaction is so important to enable people maintain and improve their health and well-being. It is important that the Community and Care Co-ordinators know that this information is available and where they can sign-post patients wanting to help themselves. The relationship between the C&CCs is very positive and training days such as 6th July help to cement that relationship”.

Shropshire Council Public Health were also positive about the opportunities afforded by working with the Public Library at events such as Health Information week:

“Working with the Shropshire Library Service as part of our Communications and Engagement strategy has helped us to broaden our reach into communities. The Library service helps make a difference by working with partners to make health and wellbeing information available to the public; and by listening to people and helping people to engage with information and material that they can use to support their physical and mental health”.

### Promotional activity:
**Surrey and Sussex Healthcare NHS Trust Case Study**

<table>
<thead>
<tr>
<th>Description of HIW Activity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surrey and Sussex Healthcare (SASH) library service carried out HIW activity for 3 days (Wednesday to Friday) within the East Surrey Hospital and the healthcare library.</td>
</tr>
<tr>
<td>- Launched two new resources</td>
</tr>
<tr>
<td>- Finding Good Quality Health Information Online (SASH leaflet)</td>
</tr>
<tr>
<td>(This was adapted from the example on the Knowledge for Healthcare website, PPI resources page: <a href="http://kfh.libraryservices.nhs.uk/wp-content/uploads/2016/03/Health-information-on-the-internet.pdf">http://kfh.libraryservices.nhs.uk/wp-content/uploads/2016/03/Health-information-on-the-internet.pdf</a>)</td>
</tr>
</tbody>
</table>
A guide to using NHS choices for both patients and healthcare staff (generic leaflet from NHS choices)

- Permanent Patient Information display in the library – which are still there now.
- Two information stands at East Surrey Hospital (Wednesday and Friday) which included:
  - Information about Public Library initiatives (Reminiscence, Reading Well, Libraries at home services etc.), Macmillan information, and a fake news game which was put together with information from NHS Choices ‘Behind the Headlines’.
  - An iPad showcasing one of their resources which included patient information e.g. Anatomy TV.
  - Information about other e-resources that contained patient information,
  - Free pens.
- Lunch and learn session on the Thursday at East Surrey Hospital covering finding good information online for both clinicians and patients. (This session was put together from the ‘How to find good information online’ leaflet and from some sessions ran by Caroline Du Brun from Public Health England)

Who was involved?
SASH library staff - main focus was at the East Surrey Hospital.

Main target audience: health care staff, followed by the public, patients, library staff and stakeholders. (10-25 people in total)

Resources used:
HIW was promoted via the intranet, Twitter (@sashlibs), Facebook, Instagram and a blog.

Self-help books/specialist collections such as Reading Well collections/Reminiscence collection.

Display materials and leaflets.

What went well?
Talking to hospital staff about the role of Library and Knowledge Services in Patient and Public Involvement.

Literatures searches for the Obs&Gynae dept. which contributed to the update of a leaflet.

Hints and tips:
To plan more stands in staffing areas and to have an improved record of attendees (nothing structured used during HIW2017).

Quote:
“Getting involved with Health Information Week in 2017 was a great way to start conversations with our clinicians about using evidence for patient information. It was also something that the whole Library team got involved in, from creating displays, to producing leaflets and manning the stands.”

Promotional activity:
https://www.surreyandsussexlibraryservices.nhs.uk/health-information-week/
Health Information Week 3rd – 9th July 2017

Health Information Week (HIW) is an annual, multi-sector campaign to promote the use of good quality health resources that are available to the public. It is endorsed and supported by Health Education England, NHS England, the Society of Chief Librarians and Public Health England. As patients are encouraged to self-manage and be partners in their health care and decision making, we need to ensure that patients have access to high quality, reliable health information to engage and enable effective participation in their healthcare.

SASH Library and Knowledge Services will be supporting Health Information Week with the launch of two new resources; a guide to using NHS Choices for both patients and healthcare staff, and our ‘Finding Good Quality Health Information Online’ leaflet. There will be a lunchtime drop in session in the LKS at the Library at East Surrey Hospital on where to look for high quality and assessing the quality of online information. This will be on Thursday 6th July, 12-2pm. Bring lunch along and find out how to help your patients, friends and family find the right health information.

Library staff will also be outside the Three Arches Restaurant on Wednesday 5th July from 11:30am-2pm and at the East Entrance on Friday 7th July from 11:30am-2pm, with information on where to find high quality health information.
9 References


*Report produced: April 2018*