

*Every day across the healthcare sector in England, a million decisions are made  
Knowledge and information professionals can help you make evidence based decisions  
[#AMillionDecisions](#)*

**#AMillionDecisions – Espresso Café with Louise Goswami and Sue Lacey Bryant**

What is working well re <a href="#">#AMillionDecisions</a> ?	What are your best examples of how it has been impactful?
<ul style="list-style-type: none"> <li>• <a href="#">#AMillionDecisions</a> used on email signatures</li> <li>• Raising profile of health library profession</li> <li>• Social media cards are succinct, engaging. Elevator pitch opportunities raised</li> <li>• Logos, branding and consistent message</li> <li>• Increased sense of community</li> <li>• Impacted at local level. Raising profile of LKS</li> <li>• Brings all of our value together</li> <li>• Broadening understanding of what LKS can do: business critical</li> <li>• Librarians like it</li> <li>• Phrase is recognisable. We hear it used by other professionals</li> <li>• Partnership working. CILIP NHS endorsements.</li> <li>• Highlights projects/work which would otherwise have been lost/forgotten about: shows the outcome</li> <li>• Aimed at senior level</li> <li>• Aligned with HEE</li> <li>• Branding. Social media message is simple</li> <li>• Helps to inform library strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrating impact in terms of cost saving and time saving (case studies)</li> <li>• Marketing tools e.g. social cards</li> <li>• Being able to tie people/organisations to their own stated goals e.g. evidence that's required for evidence based practice</li> <li>• Used the lure of being in a case study to get engagement with clinical staff/consultant to set up a reading group. Demonstrating innovation, research, increasing profile of the reading group as well as the project of the consultant</li> <li>• Written impact study</li> <li>• Credibility and legitimacy of having a national campaign behind it</li> <li>• Promotion of our role in evidence based healthcare</li> <li>• Do once and share. Time saving</li> <li>• Copied by others</li> <li>• Statistics for take up of training/learning offered?</li> </ul>
<b>In what other ways can HEE and CILIP use <a href="#">#AMillionDecisions</a></b>	
<ul style="list-style-type: none"> <li>• Challenge executive team to ask and use <a href="#">#AMillionDecisions</a></li> <li>• Spread awareness among other professional library groups</li> <li>• Part of promoting as a career of choice</li> <li>• Continue to use it to open doors, speak to influential people</li> <li>• <a href="#">#AMillionDecisions</a> promote with HEI/Library Studies students</li> <li>• Information in outside organisations e.g. G.P. surgery</li> <li>• Encourage other professional bodies to get behind it</li> <li>• Involving students in <a href="#">#AMillionDecisions</a>. More grassroots promotion</li> <li>• Could this be linked to patients and public agenda? Evidence –based care</li> <li>• Linking with academic libraries – targeting students</li> </ul>	<ul style="list-style-type: none"> <li>• NICE. How could they support?</li> <li>• Patient awareness of the campaign so they know decisions should be evidence based</li> <li>• Incorporate slides into library services presentation at trust induction</li> <li>• Engagement. Getting the message across that we have usefulness, in a non-challenging way to experts for e.g</li> <li>• HEE/CILIP produce video/rolling PowerPoint explaining <a href="#">#AMillionDecisions</a></li> <li>• A Mozilla <a href="#">#AMillionDecisions</a> open badge would be fun</li> <li>• Cascade information about campaign through to non-NHS organisations</li> <li>• Further enhance the aspect of patient info:               <ul style="list-style-type: none"> <li>○ For consultants and those in direct impact with the patient</li> <li>○ For the patient themselves</li> </ul> </li> </ul>