

What do you want to get out of this session?

- How to collect impact data as opposed to feedback
- MAP Toolkit case studies created already – want to be able to publicise more widely
- Impact data should be easy to gather not too difficult and time consuming
- Justify existence to the wider Trust
 - Not just because we think it's a good idea
 - Think about who we are aiming stories at
 - What are the reasons for gathering impact data
- LQAF!!!
- Think about the idea of what impact will be
- How can we realistically measure impact?
 - We have to rely on other people e.g. clinicians, front line staff etc to report back to us
 - Obtaining proof of actual impact can be difficult
- In order to accurately collect impact, we need multiple, very specific questions which can end up being too long (if survey for example)
 - Can be quizzing someone for ages in order to find impact
 - Fine balance
 - How scientific can our collection methods actually be?

Group activity: How would you evaluate the following services in a way that captured impact?

Current awareness

Surveys and evaluation collected systematically and regularly e.g. every 6 months.

Discussion around whether impact was too intangible:

- How can you confirm actual impact?
- Maybe more general collection which is adhoc, asking for specific examples of impact
- Use the right language to collect information about impact

How can we demonstrate a behaviour change from current awareness?

- In order to demonstrate impact of this service, does there actually need to be a behaviour change?
- Can we just reinforce a message
- Is impact the increased use of document supply? This could be shown through KnowledgeShare which links to document supply.
- Providing RSS feed on pages can help to provide usage statistics, but cannot know 'how' this service is being used.

If we can't demonstrate impact, should we even be delivering this service?

- It is in LQAF so we have to!

Send current awareness out via a high profile individual e.g. Chief Nurse to increase engagement and chance of impact.

If we measure time and effort spent on current awareness services can we demonstrate a return on this investment. Currently, it is cost neutral as it is quick to do (once initially set up of course!)

Use current awareness as a marketing tool and link it to Trust objectives.

Promotional video

- Systematic collection of data – count the number of hits via a library landing page.
- Measure hits and usage via YouTube for example, although this may be classed as activity rather than impact?
- Review comments on the video
- Review who is viewing the video to provide an insight into user preferences when it comes to social media tools.
- It would be difficult to evaluate as a paper/online survey wouldn't work.
- There was some discussion around the impact of promotional activity generally.
- Often the impact of promotion cannot be seen immediately and it is less tangible than the impact of a literature search for example.
- The point of seeing the video is not necessarily the point of impact on service use.
- You can measure video views, but you cannot tell who watched it.
- TP experience – good for networking, developing contacts, raising profile and a wide range of unintended impacts e.g. collaboration with Blended Learning.
- Statistics and number crunching doesn't always reflect impact.
- More about the reputation and memorability of a library service than a direct link to increased usage or saving money.
- Poor advertising can create a negative impression/impact.
- John Lewis spends a lot on advertising because this perception of their product/service is important.

Inter Library Loans

- Did they collect the article from the Library?
- Who charges? Payment results in use or collection of article.
- Was it important for patient care, if so could survey or collect case study.
- Understand why the article was requested – if we have this data, we can follow up more effectively were impacts on patient care for example are more apparent.
- Find out what they would have done if they hadn't used the library. Calculate cost of their time and calculate a return on investment **Hugh Hanchard will find and share article of different NHS jobs and their cost per hour – TP will add to MAP Toolkit**

- Impact – might be clear verbally at the point of ordering. After delivering the article find out whether they read it.
 - Capture comments from reader via email or summarise yourself and ask user to confirm accurate description of impact.
- Discussion around LKDN statistics, what they are used for and purpose of collection. Currently being examined as part of the K4H TaF Group.
- Need to follow up any anticipated impacts, covered by Impact Toolkit.

Shout about it!

- Newsletters
- Intranet
- Posters
- Annual Report (Target @ users)
- Quotes on printed bookmarks to slip into books issued
- Innovation Hub – library sharing knowledge and offering support to others on proposed projects.
- AGM / Public Members
- Case studies presented in poster format (examples provided on the day)
- NHS Fab stuff – libraries publishing their work
- Library Blog
- Social media e.g. Facebook & Twitter
- Use Canva to create infographics, create posters of impact data etc.

When I get back to work I'm going to....