

## **Managing outreach in Health Service libraries - CILIP Outreach Training (21/06/2017 – York)**

### **Background on Trainer:**

The trainer, Terry Kendrick, had been a librarian in the 1980s, before becoming a library consultant, and then moving into Marketing and lecturing Marketing at East Anglia Uni. He is now the Director of Executive Education for the University of Leeds School of Business. He's been teaching CILIP courses for years.....

### **Training:**

Powerpoint slide presentation, with lots of management quotes and lots of "I am so great – I tell everyone I'm really great" comments.

First Group Activity – Didn't really work as we needed to choose a library user group and then assess how we rated our service provision to them and what we thought they'd rate our service – We had to plot a graph. It didn't work because we were all from different Trusts and our service provision for the group selected was wildly different.

Lunch

Powerpoint slide presentation, again with lots of management quotes and the "I'm amazing" stories.

Second Group Activity – 10 minute discussion on how we view library vendors when they cold-call. The moral of that exercise was how we feel about cold-callers is how medical staff feel when we approach them to promote our service.

Powerpoint slide presentation – he read through slides for the last hour to get through them all.

### **Buzzwords:**

His buzzword was “Testimonials”. We need to use testimonials to promote our service.

### **Promoting Service:**

- He said that we should NOT use Trustwide emails to promote individual aspects of our service because by promoting one aspect of the service we are alienating other teams of people, who think we are ignoring them and the library is not for them.
- We should use Testimonials as an intro to other teams.
- We need to engage with Consultant’s secretaries as they contact libraries requesting papers (according to Terry).
- Do not list all the library services in a roll – ETOCs, literature searching, books, e-books, library space, training, etc. Instead find out what a person does and then tailor our services to them. E.g. Junior Doctor – Exam books and how you can help with them with research (according to Terry all junior doctors want to be famous researchers!).
- Every member of staff does Outreach work. Front desk particularly ‘sell’ the service and need to do the above.

### **My thoughts on the Training Day:**

I felt that the trainer was now too far removed from libraries, particularly health libraries.

I don’t think he really understood Health Libraries, let alone the hierarchy within the NHS.

He gave examples from his professional career on how great he was at Outreach, which left me a bit baffled because I didn't see them as "wins". An example he gave was how one of his twenty-one clients when he was a Library Consultant was the British Army Libraries. He said that he advised the libraries to ensure that all Army staff used the library. The library organised that all workshops for soldiers when their commissions were coming to an end took place in the library. I don't really see that as a great Outreach success story, the staff were using the library as they were leaving the Army. Wouldn't a more successful story been if they'd used the library from the start of their careers?

At a Clinical Librarian's Meeting about two and a half years ago, Gil Young chaired a session on Outreach, in which Victoria Treadway and Michelle Madden also input. It was 90 minutes and much more informative than the training day that I went on.

We discussed how Library management has to do Outreach at a strategic level and ensure that Libraries have slots to speak at Inductions and special inductions e.g. New doctors, Preceptors, etc.

Staff levels have to be able to support Outreach work and trying to emulate Leicester's structure with dedicated Outreach Librarians to specific departments can only really be done if you have an army of librarians.

Gil Young also stressed the importance of pitching the libraries message in a way that medical staff understand and played us the Lancashire Care Library videos in which they have Paul Bibby and Joanne Inman explain in less than two minutes each how the library specifically helped them:

<https://www.lancashirecare.nhs.uk/Library-Information-Service>

I would suggest that if an Outreach Training Day were to be planned again, that Terry should not be invited back. I would recommend Gil Young and Victoria Treadway head up a session. Vicky is massively successful at Outreach and as a manager has had real strategic Outreach success. Gil Young understands Health Libraries and also is brilliant at linking everything into LQAF. They'd deliver a much more meaningful session. Michelle Madden is a great Consultant and has extensive health sector experience, she'd also be a great addition to the day.