



**“Moving Library” - new approach to health information.
Examples of best practise**

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162 — *Beyond barriers to accessing health information* — Health and Biosciences Libraries Section with Library Services to People with Special Needs

Abstract:

The paper focuses on the following:

- *What is the role of public libraries in supporting health information initiatives?*
- *How can libraries support local health strategies?*
- *How can libraries partner with others to promote health information?*

*Examples to illustrate the focus points are embedded in the project presentation “**Moving Library**”.*

About the project

The project is established among three of the largest libraries in the Region of Copenhagen: Gentofte (Ordrup Branch library), Gladsaxe and Lyngby Public Libraries. All three municipalities have adopted a health policy focusing, among other things, on the importance of exercise and movement. The aim of the project is to show how libraries can support the political targets by starting initiatives to promote the health policy of the municipality. **“Moving Library”** focuses on the competencies and strengths of the library compared to other health actors and the role of the library as collaborator and facilitator.

Focus points of the project

- Health knowledge
- The library as organizer
- The library as facilitator, meeting place and venue for user driven initiatives
- Partnerships
- Health on loan
- Health initiatives for the staff

The project started in 2010 by publishing a catalogue of ideas. The ideas will be released as a tree-stage rocket during 2011:

1. "Movement Backpacks". Backpacks filled with "movement" gadgets.
2. Literary Walks and Bike Rides in the local area.
3. When Literature Soothes. Reading groups for people with mild depressions.

Examples, experiences and results will be presented in the paper.

The final paper will be presented as a power point presentation.

Libraries in the project



Lyngby-Taarbaek Library



Gentofte Library



Gladsaxe Library



Ordrup Branch Library, Gentofte

Health profile and Health strategy of the region

The health profile describes in figures the health statement and health challenges. It is based on surveys to about 100.000 adult citizens from 16 years. Statistics are published every second year. The health strategy is used to prioritize and formulate the challenges.

Health strategy of Lyngby-Taarbaek Municipality

The health strategy of Lyngby-Taarbaek Municipality is based on a broad understanding of health as physical, mental and social well-being based on the WHO definition of health:

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”.

Health is seen as a shared responsibility where individuals, civil society and municipality should contribute to a healthy life with high quality.

The health efforts of Lyngby-Taarbaek Municipality shall strengthen the abilities and possibilities of the citizens to make healthy choices in order to live longer and have better lives with less illness and higher quality of life. The four focus points are: Diet – Smoking – Alcohol – Motion abbreviated to KRAM which is the Danish word for a “hug”.

Target groups of the local health policy are children, young adults, the elderly and socially vulnerable groups.

Health profile of Lyngby-Taarbaek Municipality shows that about

- ½ of the citizens
Have sedentary work
- 1/3 of the citizens
Have risky alcohol behaviour
Exercise less than 30 minutes a day
Are moderately overweight
Suffer from chronic diseases
- ¼ of the citizens
Have suffered from musculoskeletal pains
- 1/5 of the citizens
Have too high blood pressure
Have been sick during the last 2 weeks

Health and Culture

It is estimated (WHO) that if nothing is done all disease in the western world will relate to stress. Rethinking of health is needed. The question is: Is there an identifiable potential link between health and cultural activities? According to WHO’s definition of health it is obvious that health and culture is a perfect symbiosis.

New studies from Norway show that people who are engaged in cultural activities live longer and have better quality of life. The study documents that this effect of culture should be used in health strategies. The quotation “*An apple a day keeps the doctor away*” means that a concert or lecture should have a similar effect especially if cultural experiences form part of social relations e.g. reading groups. Cultural activities keep the world open to you and continue to show new possibilities.

What is the role of public libraries in supporting health information initiatives?

It is important to focus on the competencies and strengths of the library compared to other stakeholders within health. The library shall not compete with these but focus on what makes the library unique and in what areas the library can enrich the already existing health initiatives – in brief the library should take the role as partner and facilitator. The challenge is also to rethink the library as a meeting place.

How can libraries support local health strategies?

Libraries can support the political targets by starting initiatives and events to promote the health strategy of the municipality. Furthermore the library is a good place to organize events for other partners and stakeholders as so many people visit the library¹. Other strengths of the library are:

- Meeting place or focal point for informal motion- and moving offerings.
- Materials – all different types
- Competencies in disseminating and facilitating the above focus points so they can be put at play (physical as well as virtual)

How can libraries partner with others to promote health information?

The library is an attractive partner because so many people visit the library each day. The library is a good place to promote information. Partnering with the library also means that you might use facilities of the library for free. The synergy effect means that the library can attract both public health consultants, patient associations and other public and private actors. Sponsoring might also be result of partnerships.

The website www.motion.ltk.dk

The website www.motion.ltk.dk is part of the local health strategy. Partnership with the webmaster of this site has been very successful. An English edition of this website is now available as part of a new initiatives directed towards knowledge workers and their families in Lyngby-Taarbæk Municipality.

“Moving Library” - with no wagging fingers

The target of the project is:

- Generate ideas promoting physical activity and exercise in the library
- Propose events promoting health knowledge and exercise both in- and outside the library
- Propose the library as basis for informal exercises both physical and virtual
- Propose partnerships with external actors

Success criteria are:

- Prepare a catalogue of ideas
- Carry out the proposals
- Carry out proposals for future cooperation
- Prepare a manual as inspiration for other libraries

¹Visitors 2010

Lyngby: 426.000 visitors. 305.000 visitors on www.lyngbybib.dk

Gentofte: 785.716 (2009) visitors. Ordrup: 136.056 visitors. 507.000 visitors on <http://www.genbib.dk>

Gladsaxe: 692.000 visitors. 337.000 visitors on www.gladbib.dk/web/arena1

Catalogue of Ideas “Moving the Library”

The catalogue focuses on the competencies and strengths of the library compared to other stakeholders and the role of the library as collaborator and facilitator.

Focus points are:

1. Health Knowledge

Marketing to local care professionals e.g. doctors, pharmacies about events and other initiatives.

Articles and dissemination via Face Book or other social medias.

Walk with the book/ walk with music – dissemination of materials connected with activities.

Dissemination of apps about health to smart phones

2. The library as organizer and event maker

Literary tours in the local area guided by local authors

Wii-gaming in the library

3. The library as facilitator, meeting place and venue for user driven initiatives

Draw attention to the library as meeting place to local partners.

4. Partnerships

Local associations, local sport clubs and fitness centres, health consultants and local archives

5. Health on loan

Mp3's pod casted with activity programs

Backpacks filled with “movement” gadgets

6. Health initiatives for the staff

New meeting concepts – walk and talk

Short activity programs in the office

“Movement Backpacks”.

“Movement Backpacks” are backpacks filled with “movement” gadgets. The backpacks are adapted to different needs depending on whether you are heading towards fighting form, a little sweat on your forehead, balanced mind, or exercise and playing with your family. The four different themes are: Playful, Dummies - “Get going”, Body and Soul – the Seventh Heaven, Action men and Iron Ladies.



1. Movement for playful families

Backpack for families who want to focus on playing in movement and daily life. The backpack contains books with inspiration for playing and exercises together with hula hoops and different games.



2. Movement for dummies – to you who wants to get going

Backpack for persons who want to be inspired and motivated. The backpack contains literature, DVD, jump rope, and pedometer and it is for beginners.



3. Movement for body and soul – to you who seek harmony and calm

Find calm and harmony with this backpack containing books, cd's about mindfulness, meditation, and massage together with massage balls.



4. Movement for action men and iron ladies – to you who are heading towards fighting form

Are you heading towards fighting form and want to be top-fit you should go for this backpack challenging you with books, DVD's about running, marathon, cycling and pulse watch.



4. actionmænd og jernladies

Links to different relevant websites connected to the four themes are also part of the content.

Statistics and evaluation

A questionnaire is included in every backpack– unfortunately with very little feedback so far.

Alder

Mand/dreng Kvinde/pige

Hvor aktiv er du til hverdag?

Under 3 timer/uge

3-7 timer/uge

Over 7 timer/uge

Hvilken rygsæk har du lånt?

1. For legesyge

2. Kom i gang

3. Energi til krop og sjæl

4. Actionmænd og jernladies

5. Bevæg børnene

6. Seniorrygsækken

7. Babyrygsækken

8. Ungerygsækken

Har du brugt rygsækkens indhold til fysisk aktivitet? Ja Nej

Er du blevet inspireret til nye former for bevægelse? Ja Nej

Har bevægelsesrygsækkene givet dig mere lyst til fysisk aktivitet?

Ja Nej

Kunne du forestille dig at låne en bevægelsesrygsæk igen? Ja Nej

TAK FOR DIT SVAR!

A great success

“Movement Backpacks” have been a great success according to statistics and reservations but also according to visibility of the library to different partners outside the library. The two most success full themes have been: “Dummies” and “Body and Soul”.

Impact measures were not part of success criteria from project start but have now been added.²

² Lyngby: Backpack no. 2: Body and Soul: 2011 Jan. – May: 13 loan, 29 reservations

Ordrup: Backpack no. 2: Body and Soul: 2011 Jan. – May: 6 loan, 7 reservations

Two more backpacks are being prepared – one for seniors and one for babies and toddlers. Both backpacks are prepared in cooperation with local partners e.g. organizations for the elderly and for nurses. In connection with the psychical “Movement Backpacks” we have created ”virtual backpacks” on the website of the library where you can see the content of the backpacks and find inspiration to links and training programs. <https://www.lyngbybib.dk/fleretilbud/bevgelsesrygske>.

Other libraries are interested

Several libraries in the region have been interested in starting similar projects and we have shared our experience with colleagues all over the region. Experiences will be shared in a more formal way by offering a three hour course to colleagues in the region who want to start similar projects.

The “movement backpacks” were presented at an event: “Recycle your Christmas Tree” outside the library just after New Year. 2000 people visited the recycling place .Focus of the day was voluntary work, exercise, and health. People could visit the health-bus of the municipality and the mobile library, and not least try some of the gadgets from the “Movement Backpacks”.



At the same occasion the library advertised the release of the Movement Backpacks by inviting visitors to an event in the library with the title:

“Health, fun and Zumba”

Do you have any New Years Resolutions to live healthier without too many deprivations and bans?
- was the headline of the event.

The event was a combination of health information and activity. Zumba is very popular in Denmark and at this event you had the possibility of trying this activity for free. About 50 people attended and exercised at full blast.

At the event there were posters and flyers with:

The 10 new year’s resolutions:

- Spend more time with your family
- Get to grips with your economy

Gladsaxe: Backpack no. 2: Body and Soul: 2011 Jan. – May: 10 loan, 18 reservations

- Live healthier
- Loose weight
- Stop smoking
- Exercise more
- Pull yourself together
- Be more active
- Be more effective
- Get more rest

- The library will help you get going – borrow, for instance, a Movement Backpack.

Marketing strategy

Local and social activities were part of the strategy. We agreed that anytime an opportunity occurred to promote the project the cooperation between the three libraries should be mentioned.

In Lyngby-Taarbæk Municipality marketing through the Library Club has been very valuable. The purpose of the Library Club is to give members a wide range of offers and benefits and networking with other users of the library. So far the library club has around 700 members.

Health Week.

Next initiative is organizing a health week in the library May 2011 ending up with a health day on the market square of the City of Lyngby.

The health week matches the health strategy of the municipality. This means that the week should focus on:

- Physical and mental health
- Nature – Lyngby is a “green municipality” and walking in local green environment has good impact on your health.
- Eventful experiences urging people to try out health activities and to give new energy in everyday life.
- Inspiration to a healthier life

Target groups are: Families, young adults, adults and elderly and social vulnerable groups

Events during the health week should therefore:

- Include physical activities
- Include natural environment
- Inspire citizens to try health activities and obtain new energy in everyday life
- Inspire citizens to a healthier daily life
- Strengthen mental and social quality of life
- Strengthen Physical and psychical and social well being
- Visualize the connection between culture and quality of life

So far the following events are planned:

- Exercise in nature with a local guide who is also the author of a new book with the same title.
Covers several aspects: physical, nature, social, and has several target groups
- Music café
Covers social well being and culture. Target group: adults.
Library staff introduces visitors to their personal highlights combined with a surprise e.g. external professional musician.

Throughout the whole week different activities for visitors will be available:

- Exercise bikes – bike and listen to music or audio books
- Health check in the local health bus. The health bus will be parked just outside the library.
- Massage chair – also with possibilities to listen to music or audio books
- Wii sport
- Introduction to different exercise and training programs – one new program each day in cooperation with local partner's e.g. the local fitness centre.



Library materials about health will be exposed and the library café will serve healthy courses.

Health Week for the staff

A surprise for library staff will be arranged during the week before opening hours in form of introduction to exercise with rubber band. According to a newly published article³ training with

³ Effectiveness of small daily amounts of progressive resistance training for frequent neck/shoulder pain in Pain, Journal of the International Association for the Study of Pain, Volume 152, Issue 2, pages 440-446, February 2011. <http://dx.doi.org/10.1016/j.pain.2010.11.016>

rubber band two minutes a day can prevent problems with neck and shoulders for persons who have sedentary work.

Head line of the week is:

Be healthy at the library

It is said that an apple a day keeps the doctor away, but did you know that a visit in the library is good for your health?

Come and be healthy at the library – physical, mentally and not least cultural.

Health day on the market square

The health day is a project together with local health actors and the local centre of volunteers.

The health day will be advertised in a special supplement of the local newspaper.

The library will present “6 healthy offerings” from the library. These offerings will be presented in 6 different flyers. The themes are:

1. Music, play and movement for children
2. Literature
3. Recipe books – healthy food
4. Literary walk
5. Exercise and Movement backpacks
6. Music

Literary Walks and Bike Rides

Partners in this coming project are local historical archives and local associations. Plans so far include pod casting of some of the walks. Sponsoring according to layout, print, and technological support – e.g. apps on smart phones are part of the plans.

Library staff has been involved in this project already. In cooperation with the local archivist the library organized a literary walk in the local area. Many Danish writers have lived in the local area and the literary walks come across places and houses where the authors lived. This is an example on how you combine literature and exercise. We wanted feed back both on the idea and on the route from the staff. The feed back was positive and the planning continues with small corrections.



Moving the mind

Health is also moving the mind as well as the psychical body. An article in a Danish magazine “When Literature Soothes”, about Reading groups for people with mild depressions, inspired the project group to another initiative: Why not let the library create the setting for reading groups for people with special needs? The library contacted a psychotherapist and self-help coordinator from the local volunteer centre. Both the psychotherapist and the user groups are interested in this initiative and hopefully this activity will be realised at the end of the year.

Reading groups have been very successful in Danish libraries but there are very few experiences with vulnerable groups. There is a growing interest in these groups as a whole.

The needs of the users

User needs are in focus. The intention is to listen to the users and the library has been working with the NABC method. NABC is an idea generation method developed by Stanford Research Institute, USA. It has been developed for private industry but now mostly other sectors use this method.

N – Needs. What are the users needs?

A – Approach. How can the needs be met?

B – Benefits. How can user profit? How can the library profit?

C – Competition. How is the competition?

Conclusion

- Cooperation is a good idea
- Share your ideas with others
- Begin with small affordable projects – “low hanging fruit”
- Include both staff and visitors in projects
- Face and solve barriers with an open mind and with humour

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