



PARTILHA DE CONHECIMENTO EM SAÚDE
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Advocacy: Why It Matters & How to Get Started

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Advocacy: Why It Matters & How to Get Started

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Health Science Libraries in the United States

- Estimated **2,645** health science libraries
- The National Network of Libraries of Medicine, managed by the National Libraries of Medicine, consists of **5,600** member libraries, with **5,000** libraries located in hospitals and clinics.

Source: Medical Library Association:
<http://www.mlanet.org/>

Health Science Libraries in the United States

- Health care is one of six sectors predicted to grow.
- Yet librarian jobs were down by 5% at the end of 2012 (148,400 → 140,700)
- Slow growth in health librarian positions predicted until 2020.
- Increased availability of electronic information is expected to increase demand for librarians in research and special libraries.

Source: Medical Library Association:
<http://www.mlanet.org/>

Current Issues

- Economic Difficulties
- Changing healthcare landscape
- Mergers and closings of institutions and in libraries.

Source: Medical Library Association:
<http://www.mlanet.org/>

What is advocacy?

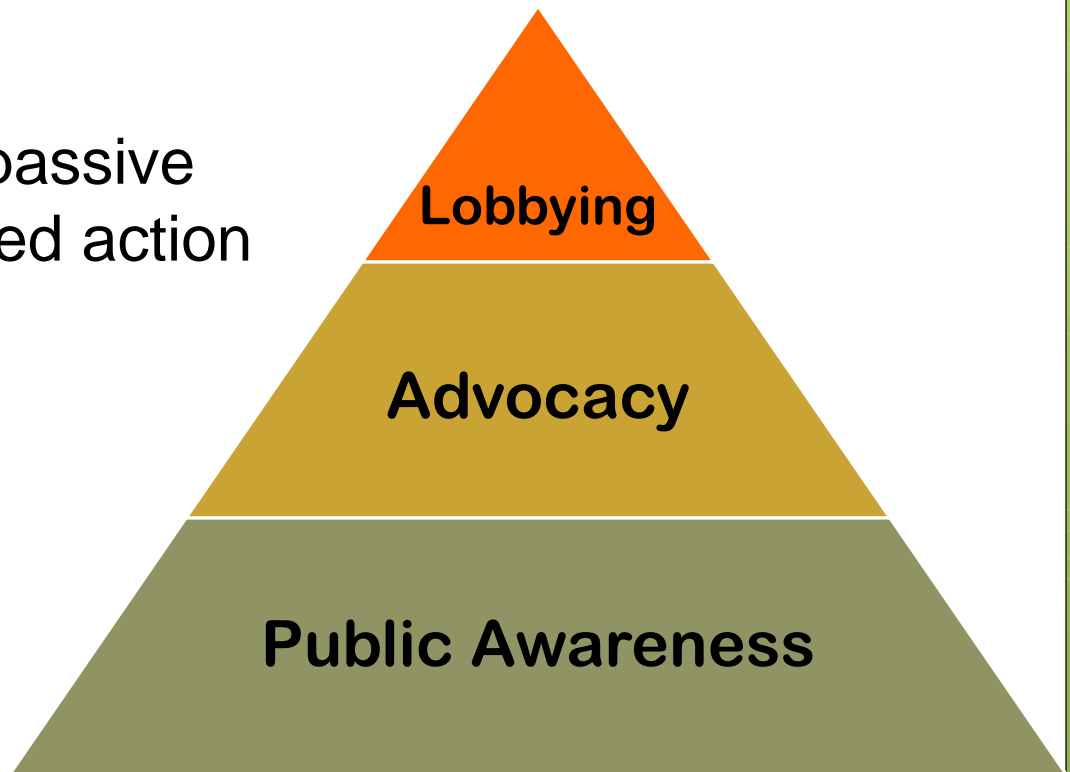


- to articulate the need and value
- to champion something, or to defend a cause; to speak or write in favor of; to support or urge by argument
- to turn passive support into educated action by stakeholders

public awareness: efforts to inform a given public about a particular issue or idea

lobbying: to try to influence the thinking of legislators or other public officials for or against a specific cause.

advocacy: turning passive Support into educated action by stakeholders



**BECAUSE MORE
THAN A
QUARTER OF U.S.
HOUSEHOLDS
DON'T HAVE A
COMPUTER WITH
AN INTERNET
CONNECTION.**

**BECAUSE
EMPLOYERS
WANT CANDIDATES
WHO KNOW
THE DIFFERENCE
BETWEEN A WEB
SEARCH AND
RESEARCH.**

**LIBRARIES
TRANSFORM**





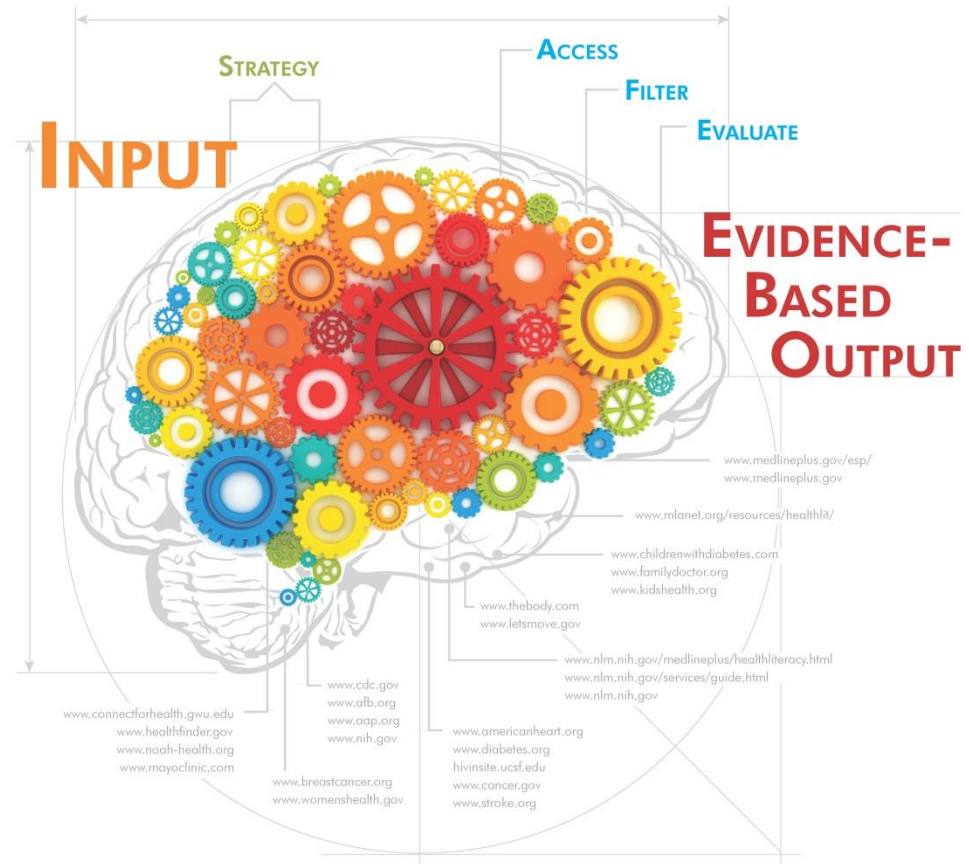
Fishing for Quality Health Information?

@sk Your Medical Librarian

Are You a Risk Taker?



When you need to be right,
ask your medical librarian



MEDICAL LIBRARIANS:

Your Ultimate Search Engine

@sk Your Medical Librarian

Professional Competencies for Health Science Librarians

1. Understand the health sciences and health care environment and the policies, issues, and trends that impact that environment
2. Know and understand the application of leadership, finance, communication, and management theory and techniques
3. Understand the principles and practices related to providing information services to meet users' needs
4. Have the ability to manage health information resources in a broad range of formats

Source: Medical Library Association:
<http://www.mlanet.org/>

Professional Competencies for Health Science Librarians

5. Understand and use technology and systems to manage all forms of information
6. Understand curricular design and instruction and have the ability to teach ways to access, organize, and use information
7. Understand scientific research methods and have the ability to critically examine and filter research literature from many related disciplines

Source: Medical Library Association:
<http://www.mlanet.org/>



10 Steps to an Advocacy Plan



**1. Get a team
together.**



**2. Have your
team evaluate
the library.**

SWOT ANALYSIS



SWOT ANALYSIS

PONTOS FORTES

How does your library contribute to your institution's success? What does it provide that is unique or special? What do your colleagues and patrons like best about the library?

FRAQUEZAS

In what areas does your library have fewer resources than you need? What else needs improvement? What do students, staff and others wish you did better?

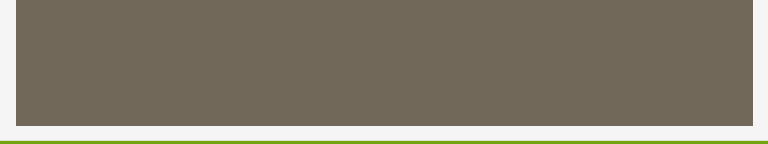
SWOT

OPORTUNIDADES

What could you do better if you had the resources? What is happening in the world (in your world) that you wish you could take advantage of? How can your STRENGTHS open doors for your library?

ALMEACAS

What is happening in your institution that could affect your library negatively? What library services can be found somewhere else? Which of your weaknesses leave you vulnerable to budget, personnel or other cuts?



**3. Determine
your goals and
strategies.**

What are your key issues? What are you trying to accomplish?

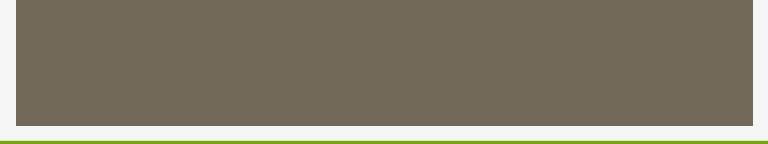
Prioritize.

Select one (for now).

Example 1: You need to get more people to use the library.

Example 2: You want to prevent the closure of libraries one day a week.

- What are the reasons this is important? These are your **objectives**. Start by listing all the *positive* results you expect if this goal is accomplished.
- What are the *negative* effects if the goal is *not* achieved?
- Why should anyone care?
- How will you persuade them?



**4. Understand
how your goal
fits into your
organization's
goals.**

Medical Librarians Matter

Research demonstrates that librarian-led information services improve clinical decision making and patient care outcomes. Library services and quality health information can:

- Reduce hospital costs and length of stay
- Improve diagnosis, patient care outcomes and clinical decision making
- Further their institution's mission and goals through expert searches, teaching health professional literature searching skills, providing community outreach programs, supporting innovation and research, and disseminating the best medical and business practice information.
- Contribute to Magnet Accreditation by teaching nurses and nursing students literature searching skills
- Help avoid adverse events
- Save health professionals' time

Reference: <http://www.mlanet.org/p/cm/ld/fid=58>



5. Create strong messaging.

- “Health science librarians further their institution's mission and goals through expert searches and by supporting innovation and research.”
- “When you want the correct information, turn to your health science librarian.”

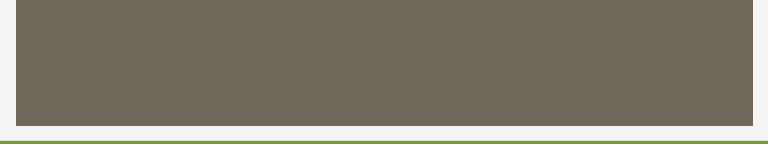


**Know how to tell your library story
(message + statistics + a personal story)**



**6. Identify your
target audiences.**

- What groups or individuals are currently most supportive of your library?
- What key decision-makers would you like to have on your side?
- What other groups would you like to reach?
- Why are these issues important to them?



**7. Determine ways to
communicate this
message out.**

Advocacy opportunities happen every day.

To Do List:

dishes
walk Spike
order books
***ADVOCATE**
wash car
call attorney
Schedule dr. appt.

The Elevator Speech

1. **Learn your library issues.** What are the overarching issues at hand in your community?
2. **Know who might ride your “elevator.”** Who might you run into during your work day? In your neighborhood? At the grocery store? Determine who your decision-makers are and understand what motivates them; what issues are important to them.
3. **Connect your issue to their issue.** Why does it matter to *them*?



**8. You now have an
advocacy plan! Write
it down. Share it.**

- Goal: what you trying to accomplish?
- Objectives: Why is it important?
- Strategies: What activities will you do to accomplish the goal?
 - What is your message?
 - Who is your target audience? Why should they care?
 - How will you reach them?

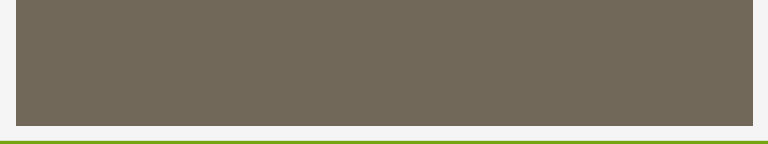
9. Get everyone involved.

10. Evaluate.



ADVOCATE





**“Anyone who thinks they
are too small to make a
difference has never
gone to bed with a
mosquito.”**

**Anita Roddick, Business Woman, Human
Rights Activist**

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ALA American
Library
Association

**XXII JORNADAS
APDIS**
*Abertas as
INSCRIÇÕES*

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