NHS choices
www.nhs.uk

Future of Library Services in the Big Society

How can library services support government service delivery?

Bob Gann, Head of Strategy

NHS Choices

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Information Revolution

"Our vision is of an information revolution in which people have the information they need to stay healthy, to take decisions about and exercise more control of their care, and to make the right choices for themselves and their families"

Liberating the NHS White Paper July 2010

"Health and social care information will be liberated from a closed bureaucratic system in order to serve patients and the public, and to help drive better care, improve outcomes, foster innovation, and facilitate better use of resources"

Liberating the NHS: An Information Revolution October 2010

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Digital exclusion

8.7 million people not online

Of these…
82% over 55
38% unemployed
More likely to be disabled or living with long term condition

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Ensuring everyone benefits from information revolution

How can a health and social care information revolution benefit everyone, including those who need care most but may not have direct access to or know how to use information technology? This might include those who do not have access to a computer or are remote and can not access the internet, people using mental health or learning disabilities services, older or disabled people or their carers who may need support in using technology, and those requiring information in other ways & formats?

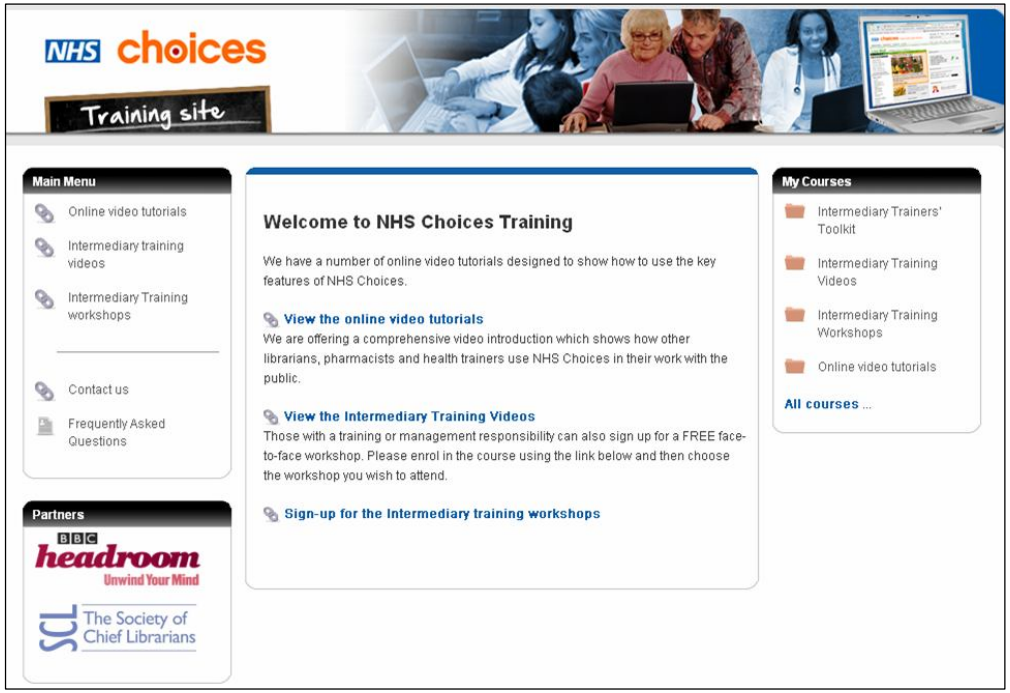
(Information Revolution consultation October 2010)

Libraries supporting health

- Community information centres
- Bibliotherapy
- Information prescriptions
- Choose & Book

NHS Choices training programme

- For professionals who work with the public
- Online training tutorials
- Face-to-face workshops
- Over 2000 library staff done course



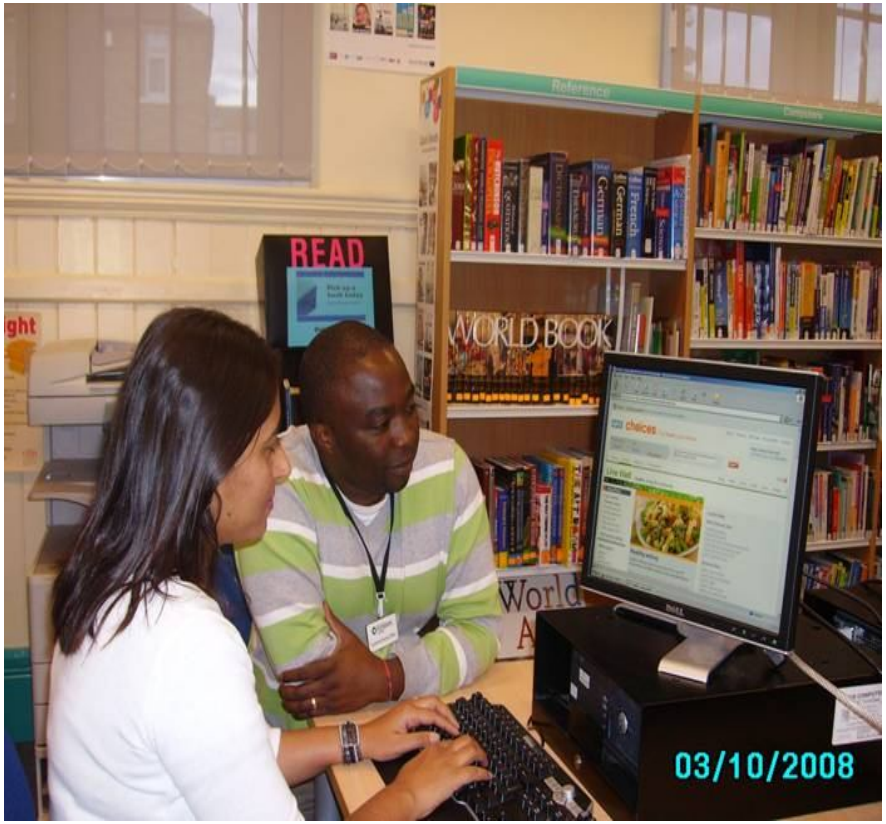
www.nhschoicestraining.co.uk

Marketing

- 500,000 bookmarks distributed via The Bookmark People
- 12,000 information posters in GP practices & libraries

NHS Choices library roadshows

- Run during 2009-10
- Visited libraries in 10 cities
- Health assessments eg BMI, alcohol use, personal health risks
- Consultations with health trainers
- Branded giveaways including fitness DVDs
- Competitions to win Wii Fit



Working together in future

- Budget constraints
- Continuing to provide free training to library staff – online & face-to face
- Downloadable products from NHS Choices site – factsheets, posters etc
- As RaceOnline 2012 partner, promoting libraries & UK Online centres as key access points

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Reaction from libraries

The NHS Choices E-Learning Programme has provided library staff with an opportunity to offer an extension of skills to provide a more comprehensive and holistic service to the public……We believe that it will further enhance the information skills of library staff working at the hub of local communities, enabling them to better help individuals and local communities to improve their health.

Bernard Murphy – Manager, Rotherham Central Library