

Section 1: Contact details	
Name of practice or organisations (e.g. charity)	Lancashire Libraries
Name and title of person writing the case study	Amy Niven Bibliotherapy Officer
Date submitted	17.06.2020
Practice population / client / user profile	Library customers of all ages across Lancashire (64 library branches)
Section 2: The problems/issues and how you tackled them	
What is the context to this case study (e.g. the area you work in)?	Public Library Service
What was the problem/challenge/issue you were faced with?	We have such diverse communities with different health needs across Lancashire, so we knew one size would not fit all. The challenge was working out what locations would benefit the most from hosting a Wellbeing Festivals as part of Self Care Week and how we could tailor this offer to meet the needs of the people in that area.
What was the solution or approach to this (ie. brief description of self care initiatives)?	One library from each of our districts (9 in total) were chosen to host a Wellbeing Festival for their community. These libraries were chosen based on their capacity, their accessibility, and the population size that they serve. Each library was given a brief which outlined what the offer would be for the week. The aim was to invite local partners and community support groups to come into the library and have a 'marketplace' of information stands to provide details on the services they offer to support people's health and wellbeing. We would also use this to promote the library service's own health

	<p>offer (called Reading for Health) and the Books on Prescription schemes, as well as giving our own groups (such as reading groups, knit and natter groups, craft groups) a platform to promote themselves and recruit new members.</p> <p>While this was the outline given to all library branches, it was up to the libraries themselves to invite local partners and use their contacts in the community to put an offer together that would best suit the needs of their local area.</p>
<p>Section 3: Barriers</p>	
<p>What barriers, difficulties or challenges did you encounter?</p>	<p>The 'marketplace' model did not suit every library. Some libraries decided that a marketplace of information stands would either not suit the needs/appeal to their local communities or would not get a lot of footfall despite attempts to advertise it.</p>
<p>How did you overcome them?</p>	<p>We adapted the Wellbeing Festivals so that the libraries where 'marketplaces' were not suitable would instead offer a range of bookable 'taster sessions' that were run by local partners (fitness sessions hosted by local gyms, blood pressure checks by local GPs etc.) and their own community groups (knit and natter, creative writing etc.).</p>
<p>Looking back, what would you have done differently?</p>	<p>Based on the feedback we have received from our own staff, local partners and customers, we would put greater emphasis on the bookable 'taster sessions' and offer a wider range of sessions. The 'taster sessions' were by far the most popular part of the festivals, and while there is still value in a 'marketplace' of information stalls, this should not be the main focus of the festivals.</p>

<p>Section 4: Who was involved from the organisations and outside?</p>	
<p>List job titles, descriptions and roles</p>	<ul style="list-style-type: none"> • Library Officers from each of the chosen libraries made contact with and booked partners/sessions for their local communities, requested posters to advertise the events, helped to set the festivals up, and promoted library health offers on the day. • Information Development team from Lancashire libraries posted photos from our festivals on our social media pages and advertised the events online. • Bibliotherapy Officer from Lancashire libraries developed the initial plan for Self Care Week, briefed the chosen libraries and was in regular contact with them to support them where needed. Also received frequent updates from libraries about the activities they were doing in order to promote the festivals on our Eventbrite page and social media platforms. Liaised with the Self Care Forum about what was happening in Lancashire.
<p>Give details of any external partners involved</p>	<ul style="list-style-type: none"> • <u>Bolton le Sands Library Partners:</u> Lancashire Adult Learning – provided a free gratitude course NHS Mindsmatter – provided a free 2 hour relaxation session • <u>Brierfield Library Partners:</u>

	<p>Carers Link, Quit Squad, Falls Team, Homestart & Community Genetics team, Age UK, Burnley FC in the Community, Pendle Dementia Action Alliance, Lancashire Fire & Rescue, Little Islands (interactive reminiscence trolley) – all provided an information stand with interactive displays, free giveaways, and leaflets Up and Active Pendle – provided free blood pressure checks</p> <ul style="list-style-type: none">• <u>Fleetwood Library Partners:</u> Local Yoga instructor – provided a free relaxation taster session• <u>Freckleton Library Partners:</u> Falls Prevention team (NHS) – provided a free talk on falls prevention and gave out free grips for shoes and new ferrules for the bottoms of walking sticks• <u>Garstang Library Partners:</u> NHS Quit Squad - provided an information stand with interactive display and leaflets Steady On Falls Prevention team - provided a free talk on falls prevention Wyre Council – provided a self-care information stand and a free dementia-friendly arts session• <u>Kingsfold Library Partners:</u> Heart of Yoga Preston – provided a free beginners yoga session Pharmacy First – local pharmacists spoke to customers
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	<p>about 'Pharmacy First' Peter Booth Opticians - an optician provided a free talk about eye health Quit Smoking Team – provided an information stand with leaflets</p> <ul style="list-style-type: none"> • <u>Skelmersdale Library Partners:</u> Active West Lancashire – provided a free presentation about healthy eating • <u>Tarleton Library Partners:</u> Age Concern, Churches together Hesketh Bank, Active West Lancashire, Rowlands Pharmacy, West Lancs CCG, Lancashire Volunteer partnership, Social Prescribing Programme - all provided an information stand with interactive displays, free giveaways, and leaflets • <u>Whalley Library Partners:</u> Flavours Cookery School – provided free samples of healthy food Local holistic therapists – provided an information stand (including a massage table which was part of their display)
Section 5: Outcomes and impact	
<p>How much did you spend (breakdown for each issue and initiative and also give total)?</p>	<p>We used resources that we already have, or have access to (such as the memory boxes, robot, refreshments, pull up banners, and our venues). Partners provided taster sessions or information stands for free in return for the chance to promote their service to our</p>

	<p>customers. Library staff spent time organising the festivals/activities, working with partners, putting publicity together (posters, adverts in local newspapers or leaflets etc.), promoting the events and giving out posters (in local medical centres, pharmacies, supermarkets etc.).</p>
<p>How much did you save (as above and as opportunity costs)?</p>	<p>-</p>
<p>What were the benefits for your patients / customers / users?</p>	<p>By attending the taster sessions at our wellbeing festivals our customers were able to learn new skills to encourage them to self-care, including exercise/yoga, healthy eating, relaxation and mindfulness.</p> <p>Our customers were also able to find out what local services are available to them to support them to look after their own health such as the Quit Smoking Squad, Falls Prevention Team, Dementia Friendly activities, eye health tips, and fire safety.</p> <p>Customers were also able to talk to, try and sign up to the community groups that are run by or meet in our library spaces, such as knit and natter, creative writing, and reading groups. A number of customers have made new friends from these groups which has helped to combat loneliness and support their overall wellbeing. The connections our customers made on the day have been invaluable, and the support network they now have (both local services and new friends) will help them to continue to self-care in the future.</p>
<p>What were the benefits to you and/or your colleagues (e.g. improved job satisfaction, smoother running practice/pharmacy etc, happier service users)?</p>	<p>Our staff found the wellbeing festivals as a useful opportunity to make new connections with local health/wellbeing services. As a result, we have found a new way to promote the library service to a wider audience and have also been able to book further</p>

	<p>sessions in our libraries with these contacts/services.</p> <p>Our staff have also increased their awareness of self-care and how we can encourage our customers to take a bigger interest in looking after their own health and wellbeing. Staff have also been able to learn some tips to support their own health and wellbeing.</p>
<p>Please give details of other benefits (and quantify, where possible) e.g.</p> <ul style="list-style-type: none"> • Reduction in unnecessary visits • Increase in time spent with patients with more serious conditions • Impact on addressing health inequalities 	<p>The customers who attended the wellbeing festivals commented that they have been able to make new friends at the sessions which has helped to reduce feelings of loneliness.</p> <ul style="list-style-type: none"> • <i>'The new lady who attended the scrabble club had been looking for something to attend to keep herself occupied and was very happy to find something locally.'</i> – Freckleton Library • <i>'The best part was meeting such friendly, interesting people'</i> – Tarleton Library <p>Library staff were able to spend more time with customers to promote and demonstrate the library service's own health and wellbeing offers such as Books on Prescription, robo pets for dementia, memory boxes, and group activities like Shared Reading etc.</p>
<p>Section 6: Impact evidence</p>	
<p>Do you have formal or anecdotal evidence of success/impact (e.g. qualitative, quantitative, informal feedback)?</p>	<p>We collected informal feedback from customers attending our Wellbeing Festivals. Below are some examples of feedback we received:</p> <ul style="list-style-type: none"> • "What a nice way to spend time in the library. We both really enjoyed the session and will look out for this type

	<p>of event again." – Customer from Fleetwood Library</p> <ul style="list-style-type: none">• "The best part of the festival was getting to know what's on in the area and making links between the organisations" – Customer from Tarleton Library <p>General Feedback:</p> <ul style="list-style-type: none">• The Fall Prevention talk was very informative, and the knitters really enjoyed talking to the lady from the NHS. The ladies really enjoyed the informal setting and found her advice genuinely helpful. The new lady who attended the scrabble club had been looking for something to attend to keep herself occupied and was very happy to find something locally – Freckleton Library• People were impressed by the services available through the Library Service, such as the robo pet and the range of health and wellbeing books. Fun Arts got in touch a few weeks later to tell us that an individual who had attended their taster session was progressing well and communicating with the group and wanted to recommend to her friends – Garstang Library• The Wellbeing Festival worked much better than previous health displays because of the focus on creativity, mindfulness and self-care rather than just specific health conditions – Garstang Library• Some of the contributors were able to translate for some of our customers who have limited English. It was a good networking event and Age UK had potentially 4 new volunteer signups. The library made a good contact with the Dementia group who have the Jolly Trolley and hope to invite him to their future dementia café. Blood pressure checks were very much appreciated by customers – Brierfield Library
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<p>Do you have any images/materials/weblinks to supplement your case study?</p>	<ul style="list-style-type: none"> • A press release was published on the Lancashire County Council news website to promote all activities taking place in our libraries for Self-Care Week https://www.lancashire.gov.uk/news/details/?Id=PR19/0322
<p>Section 7: Self Care in the 'new world'</p>	
<p>How do you envisage self care working in a clinical commissioning group?</p>	<p>N/A</p>
<p>Section 8: Next steps</p>	
<p>Where do you intend to go from here (e.g. future plans)?</p>	<p>Library staff who helped to host activities or a wellbeing festival provided feedback which we will be using to help shape our future Self Care Week offer. This included more taster sessions for our customers.</p> <p>Things have slightly changed due to the Covid-19 pandemic, so we will try to adapt and develop our 'wellbeing festivals' into more of a digital offer this year, working closely with local partners to achieve this. We will be ensuring that we follow the most up to date guidance from the Government on social gatherings and will plan Self Care Week 2020 around this.</p>
<p>Please give details of specific initiatives (and dates), where appropriate</p>	<p>Self-Care Week 2020 16-22 November</p>
<p>Is there something your local authority can do to help you continue to promote self-care?</p>	<p>Help us make better links to local services and partners that we can invite to future wellbeing festivals, as well as helping us to promote the events to a wider audience.</p>
<p>Section 9: Your top tip!</p>	

What is your top tip to others wanting to encourage people to self care?	Have a look at what you're already doing, what you have access to and any connections you might already have. You might find that a lot of what you already do encourages people to self-care, you just need to shout about it!
Section 10: Self Care Forum	
Did you use any of the Self Care Forum resources, if so please specify.	We used the Self Care Week posters to promote the festivals in libraries, and we also used the logos to advertise our events on Eventbrite and on Facebook/Twitter. Self Care Forum factsheets were also circulated to all library staff to raise their awareness about the campaign and the communications document helped us compose our posts on social media.