

# CHILDREN'S HOSPITAL LIBRARY OUTREACH

## PROMOTING LIBRARY SERVICES TO CHILDREN'S HOSPITAL VISITORS AND EVALUATING EFFECTIVENESS

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### Background

Program implemented in 2013 dubbed Library Traveler (LT) was designed and executed to increase awareness of the hospital libraries and promote literacy to families in both the in-patient units and out-patient clinic waiting areas.

The LT was equipped with a rolling cart full of giveaways like books, magazines, coloring/activity books. The LT read to children waiting for appointments and offered library research services by handing out library info brochures and research fliers/cards with health info.

### Objective

Since the children's hospital library lacked a method to reach out to families that were waiting on their child(ren)'s appointment, this program was mainly implemented to serve those families who potentially lacked knowledge about the hospital's libraries and their various services.

LT program was deemed successful in 2013 as the library continues the program with their volunteers today.

The methods and information gained from this program could be a platform for implementation in similar institutions.

### Methods

- Observational Studies (logs to count those served)
- A diary for qualitative findings
- Surveys (evaluate satisfaction and use of services)

### Results

2013 results were measured over the course of 1 month from project start to project end.

- 5 hours of LT services rendered
- Approx. 100 adults and 50 children served
- 4 story-times offered
- 87 received giveaway materials with 14 asking general questions about the hospital
- 0 health questions were asked but were available as a service
- Nearly 100% surveyed didn't know about nor visited the library but 100% responded they would use the library's services again

"Thank you for being here." - parent

"Something awesome, keeps kids occupied without using electronics" - parent

"It is a big hit not only with the volunteers, but the patients and families as well" - Carol M. (Librarian at CMC)

### Discussion and Suggestions

- According to quantitative and qualitative feedback gathered, the LT Program was largely successful in promoting library services, furthering literacy, and connecting with the public. Many families encountered during LT runs were repeat visitors to the hospital but did not know about or use the libraries.
- Most respondents indicated the most helpful service was the interaction with the children as they had a greater need for distraction while waiting.
- The least successful was the LT's service for serving the adults with research and consumer health questions in a waiting area. Though some adults appreciated the health websites and mobile apps.
- The success to continue the program is time availability of staff, volunteers, and/or interns, regularly stocked supplies, and training.
- Recommendations for similar institutions interested in a similar outreach program is to collect data over a longer period of time to evaluate whether it is feasible to begin the program, and implement tracking methods for library visitors to evaluate effectiveness of the program. This can be as simple as asking the library visitor a "How did you hear about us" and logging the amount of visitors to denote increases or decreases.

### Conclusion

Again, the Children's Medical Center libraries had a great program in place for connecting with inbound patients and their families who were in the hospital for a considerable time, but had very little in place for other hospital visitors. The feedback and data collected from the pilot in 2013 was successful in promoting the Children's Medical Libraries' services, fulfilling the mission of furthering literacy, and connecting with a largely underserved population (general public visitors). Unfortunately, a 2015 follow-up evaluation could not be conducted at the same site due to a permissions issue. It is suggested to other hospital libraries to implement and collect feedback over a longer period of time and create methods to track library visitors as a direct result of the program.

### Acknowledgements

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- Special thanks to Carol Miller and all medical librarians at CMC.

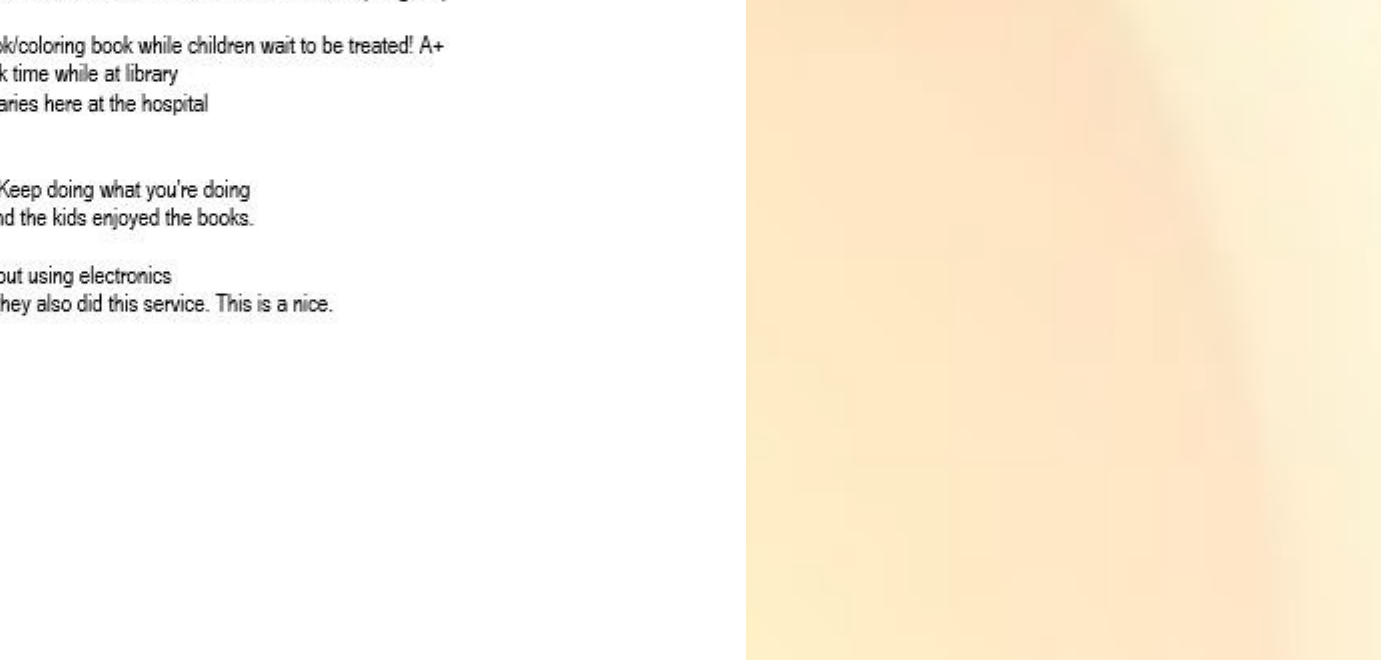
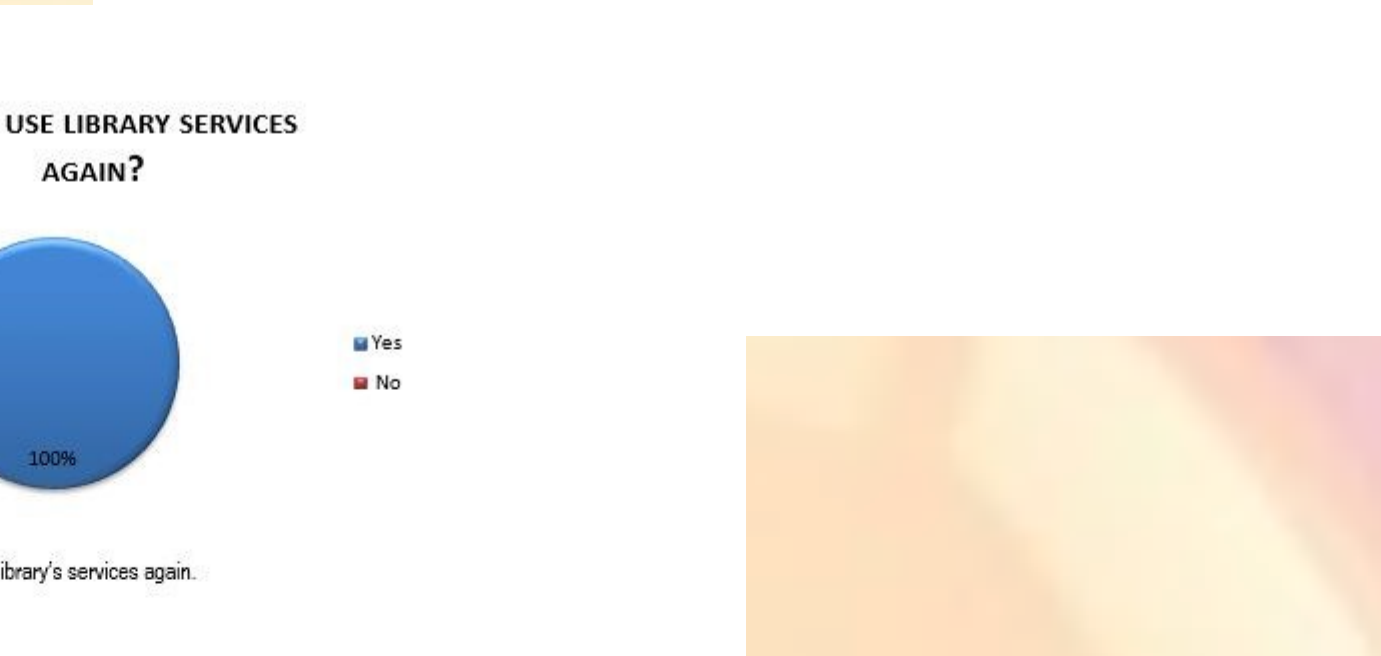
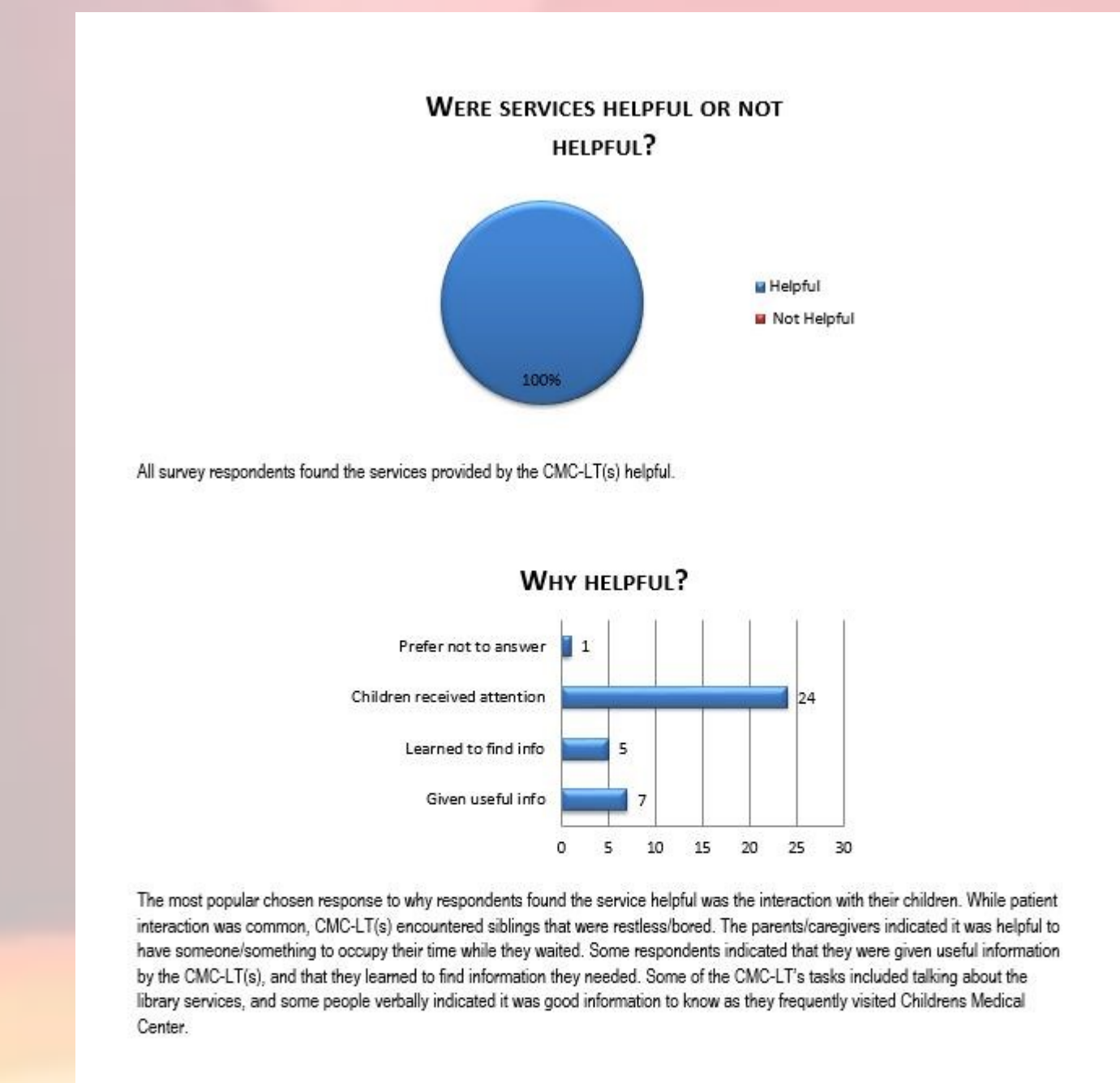
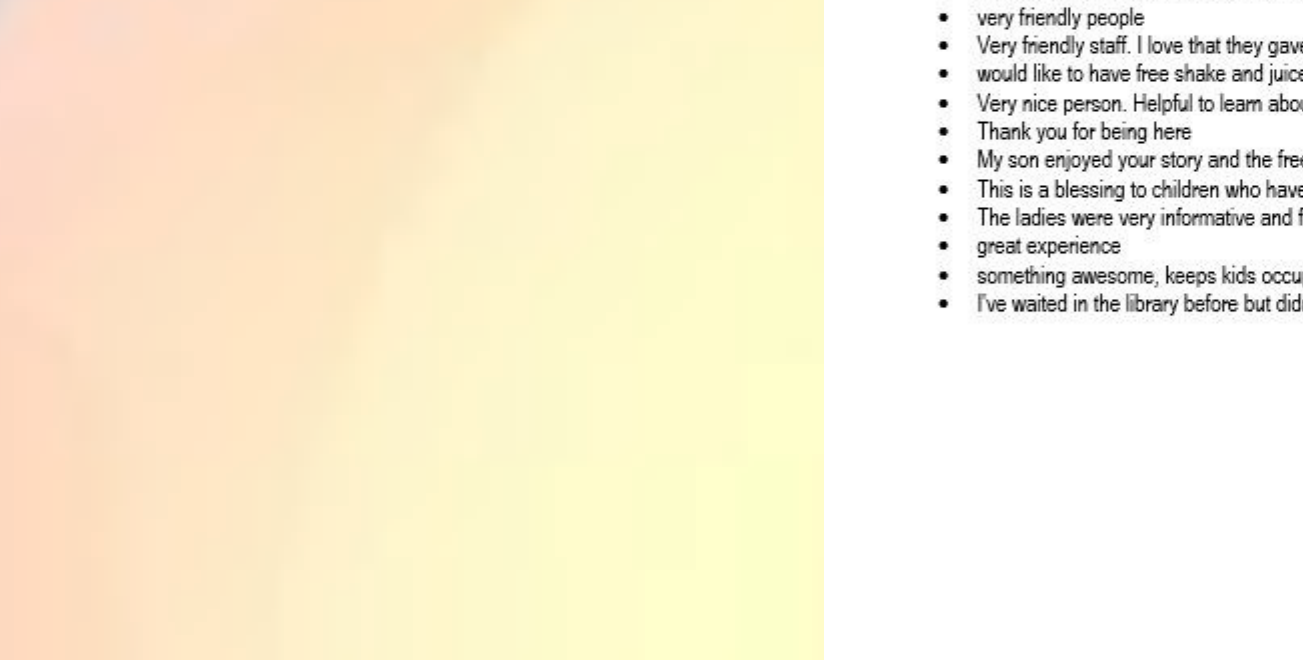
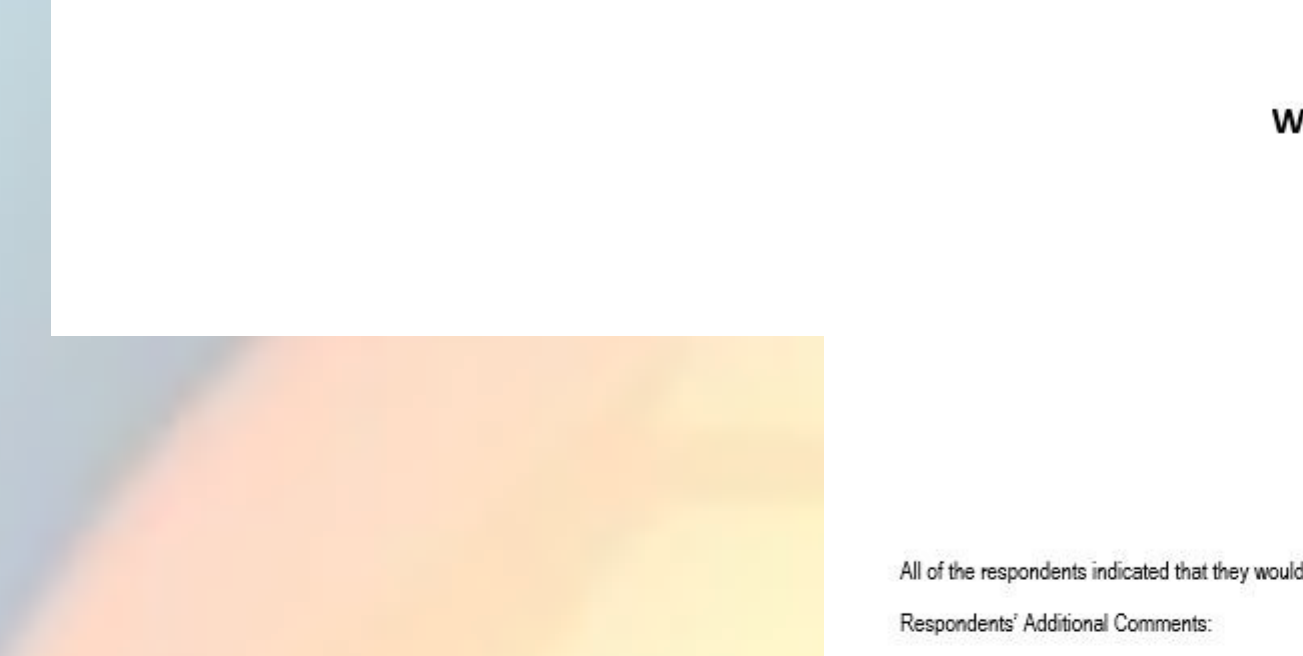
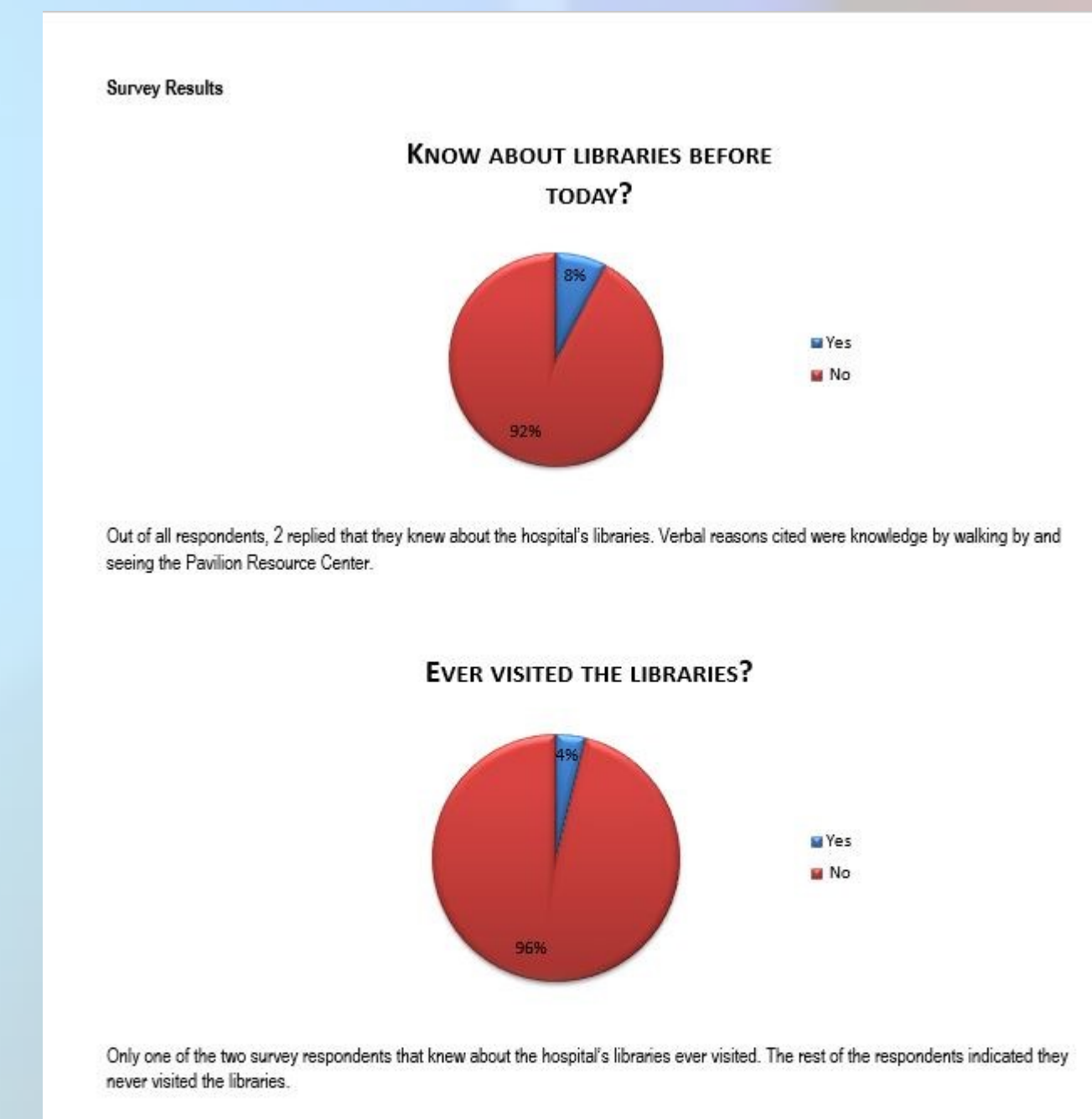
### Qualitative and Quantitative Data Collected (Visuals)

| CMC:LT activities in numbers                 |      |
|--|------|
| Family Literacy Outreach                     | 133  |
| # of staff in hours                          | 5:00 |
| # of children met                            | 100  |
| # of adults met                              | 50   |
| # of children read to                        | 4    |
| # of ppl who received free book(s)/magazines | 4    |
| # of ppl who asked general questions         | 14   |
| # of ppl who asked health questions          | 1    |
| # of ppl who received other services         | 1    |

| Name      | Location             | General Comments  |
|-----------|----------------------|---|
| 6/26/2013 | Men - 1st Floor      | A slow start. Went to the radiology waiting room and it was mostly adults that were occupied with the television or their own mobile devices. Traveled toward the library waiting rooms and it was empty. Found one child attended by a nurse and her mother and dropped off a free book. Found 2 children and their caregiver in the hallway and met with them.  |
| 6/26/2013 | Pavilion - 5th floor | Traveled back and forth to Ophthalmology and Orthopedic waiting rooms. Encountered nearly 20 children and offered services to the families there. Collected surveys when I could. Answered some general questions and spoke about the library's services, but answered nothing about health in the area. The family of the little girl I did story time for stopped by the Pavilion library about three and five afterwards.  |
| 7/9/2013  | Men - 1st Floor      | Went during the morning this time. A lot more patients and families waiting. The children were occupied by the free materials. Again, once the child is seen, it would be better to meet 2-3 hours later to get new families. Spoke a bit with the parents to let them know about the library.  |
| 7/10/2013 | Single - Lobby       | Went into ADHD waiting area and found 2 girls (one was a patient and one was the sibling) without parents. A nurse was attending them. Offered and handed around for a bit and spoke and played with them. They were already coming to my each picked a book to read.   |
| 7/10/2013 | Pavilion - 5th floor | Went in the morning to Pavilion and started with the 5th floor centralized waiting areas. Car News and There was pretty busy. There were a good number of children already occupied with mobile devices and video games but I reached out to those that looked bored or restless.   |
| 7/10/2013 | Pavilion - 4th floor | Traveled to the 4th floor to the centralized waiting areas and administered to children there whenever I could. The waiting for one waiting area was too congested but I did my best to reach out to the parents and children waiting for care.   |
| 7/10/2013 | Pavilion - 5th floor | Before going to the Pavilion, I stopped by Library and Radiology in the main hospital. There were no children to encounter so I headed to the Pavilion. It was also fairly quiet on the 5th floor and encountered 2 children who received greetings and I read and chatted with their mom for a bit before heading to the 5th floor.  |
| 7/10/2013 | Pavilion - 5th floor | This was the busiest waiting area of the day. I encountered a child and his mom and read to the child before meeting the other kids in the room. It was mostly a pre-surgery run, but I made sure to hand out library information.  |
| 7/10/2013 | Pavilion - 4th floor | This was a fairly quiet floor and most of the children I encountered were teenagers who really appreciated having their own chapter books to take home. I did't interact much with the adults. Librarians and I went to Admissions first and met a couple of families, and then we headed to Radiology that was usually pretty full of admission patients there. The morning seems to be the best time to visit the 5th floor of the main hospital. Will head to the Bright Building in the evening as I am pretty sure the 5th floor is best in the evening. |
| 7/16/2013 | Men - 1st Floor      | Went in the evening and there wasn't anyone in First Care. I couldn't gain access to ADHD but from what I could tell, it looked empty in the distance. Evening at the Men and Bright seems to be best.  |
| 7/17/2013 | Pavilion - 5th floor | Went in the morning to Pavilion and walked the centralized waiting areas. The children actually gathered around me versus my coming up to them which was pretty cool. There were two little girls who spoke to me about their love of reading and really enjoyed that they could take their very own books home.  |
| 7/17/2013 | Pavilion - 4th floor | This was also a morning run and it was extremely quiet. I did encounter a couple of families and was able to do a quick story time with one girl. We did talk over and finished another complete a few minutes to an activity book (sounded as "later" on the report date).   |

| Library Traveler Report  |                   |                 |
|--|-------------------|-----------------|
| Name: _____  | Date: _____       | Location: _____ |
| You are: <input type="checkbox"/> Staff <input type="checkbox"/> Intern <input type="checkbox"/> Volunteer | Time Spent: _____ |                 |
| Persons you met  | Tally             |                 |
| Children   |                   |                 |
| Adults   |                   |                 |
| What you did   | Tally             |                 |
| Read to children   |                   |                 |
| Gave away books/activity books   |                   |                 |
| Answered general information questions   |                   |                 |
| Answered research/consumer health questions  |                   |                 |
| Other  |                   |                 |



### Collection Tools (Visuals)

**Visitor Survey**

- Did you know about the hospital's Family Resource Libraries before today?
  - Yes
  - No
- Have you ever visited any of them?
  - Yes
  - No
- The services you/your children received from the library today were:
  - helpful
  - not helpful (please question #5)
- If you found the services helpful, why? (check all that apply)
  - The information I was given was useful
  - I learned how to find the information I need
  - My children were entertained during the wait
  - Prefer not to answer
- If you found the services not helpful, why? (check all that apply)
  - The information I was given was not useful
  - I already know how to find the information I need
  - Prefer not to answer
- If possible, would you use the hospital's library services again?
  - Yes
  - No
- Do you have any comments or suggestions for improvement about your experience with the library today?

**Sample Orientation Script**

The following are sample scripts on how to approach visitors. These scripts are designed to follow the ADEET fundamentals.

**Acknowledge:** Hi and welcome to Children's Medical Center.

**Introduce:** My name is \_\_\_\_\_ and I'm with the libraries.

**Duration:** I only want to take a few minutes of your time to...

**Explanation:** I have some free books and activities here that you can use while you're waiting... Would you like for me to read you a story? Do you want to color?

Would you like recommended websites and mobile apps to research health information about yourself or your children?

I wanted to make you aware of the libraries' locations, hours, and the services and programs provided.

**Thank You:** Thank you for your time. It was nice meeting you today. If you happen to come again or stay for a while, feel free to come visit us in any of our locations. If you don't mind, please complete this very short survey that will help us improve our services. It is entirely confidential. You can fill it out and give it to me, or drop it in the envelope on the side of my cart or return it to the library on the way out of the door. (If in Pavilion).