FROM INVISIBLE TO INDISPENSABLE

MARKETING HEALTH LIBRARIES IN BUSY CLINICAL ENVIRONMENTS



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HNE HEALTH LIBRARIES

HNE HEALTH LIBRARIES
linking evidence with practice

NSW GOVERNMENT
Hunter New England Local Health District



Hunter New England Health Libraries proudly acknowledge the Traditional Custodians of the many lands and waters across our region, upon which we live, learn, and share knowledge.

We pay our deepest respects to the **Awabakal, Kamilaroi/Gomeroi, Gomilaroi, Geawegal, Bahtabah, Thungutti, Anaiwan, Biripi, Worimi, Nganyaywana, Wonnarua, Banbai, Ngoorabul, Bundjalung, Yallaroi, Darkinung, Ngaraba**l, and all other nations who have cared for this Country for tens of thousands of years.

We honour their ancestors, Elders past and present, and recognise the enduring strength, knowledge, and cultural resilience of Aboriginal and Torres Strait Islander peoples.

We acknowledge that these lands have been places of learning, storytelling, and knowledge exchange for tens of thousands of years. Through our library services, we commit to fostering culturally safe and respectful spaces that value Aboriginal and Torres Strait Islander ways of knowing, being, and doing. We recognise that true learning and innovation are strengthened by diversity, inclusion, and the voices of communities who hold deep wisdom about health, wellbeing, and resilience.

Together, we look forward to building a future of knowledge sharing that reflects the strength of Country, the power of collaboration, and the shared vision of healthier communities for all.

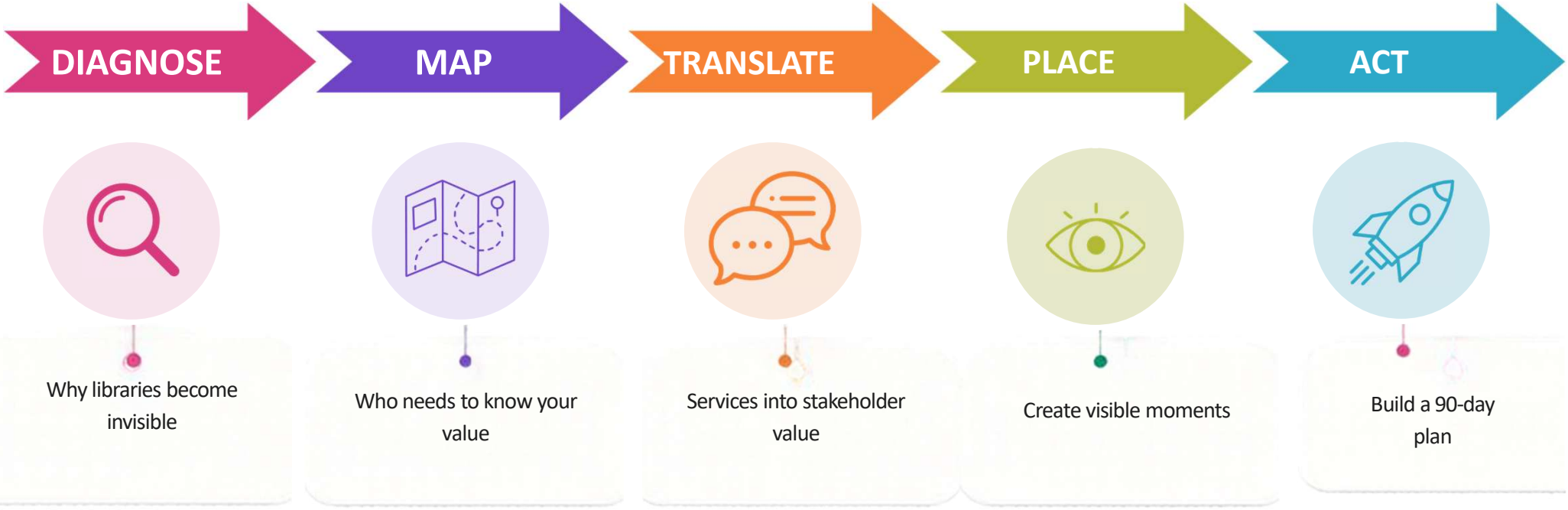
ABOUT ME



My role within **HNE Health Libraries**

- Library marketing
- Managing the historical collection
- Good witch of grants

FROM DIAGNOSIS TO ACTION



Participant outputs: an audience map • a value statement • a visible-moment opportunity • a 90-day visibility plan

Visibility Has Conditions

Mentimeter word cloud | one or two words per response

What makes a health library visible?

Think about a time when your library gain attention or engagement.

In one or two words, what made the difference?

JOIN

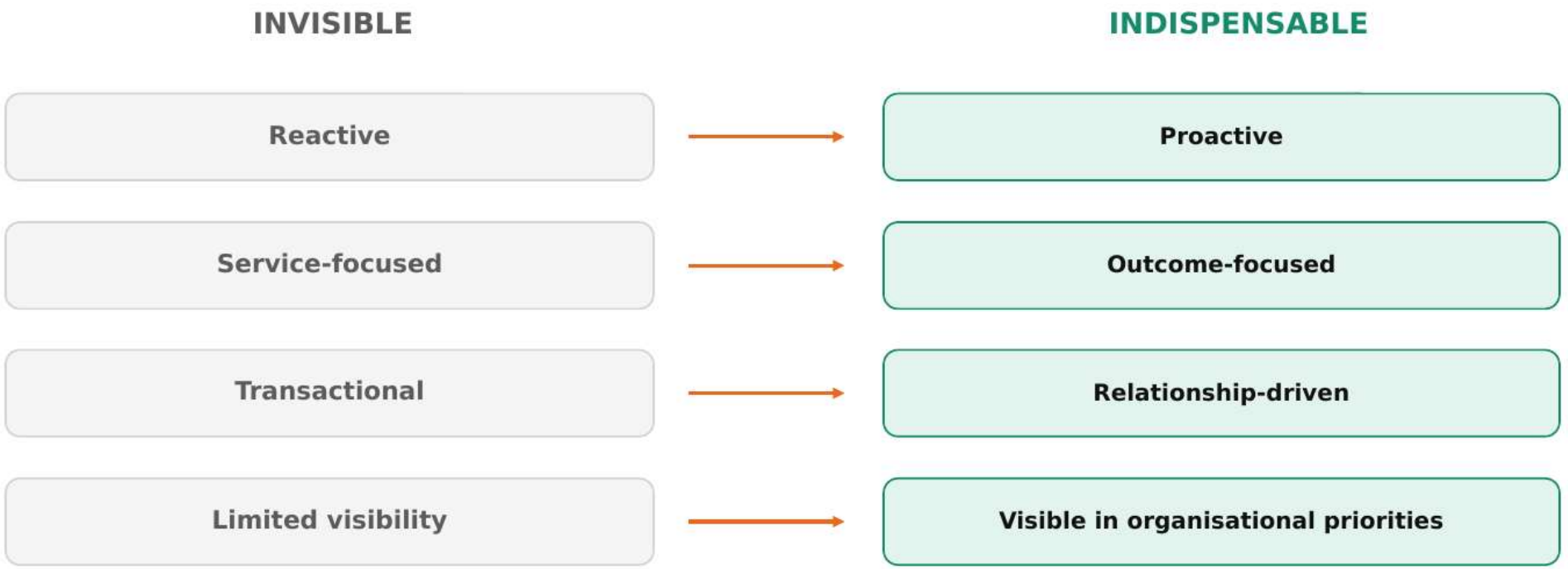
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Libraries become invisible when value is left for others to infer

01	**Waiting to be discovered**	Availability does not guarantee awareness.
02	**Marketing to everyone**	Broad messages make relevance harder to recognise.
03	**Describing services, not outcomes**	Audiences must make the value connection themselves.
04	**Visible only at point of need**	The relationship remains transactional.
05	**Failing to communicate impact**	Activity is seen; contribution is not.

Indispensability is built through proactive, outcome-focused relationships



The shift does not require a new service. It requires existing value to be easier to recognise, access and repeat.

Choose one audience: relevance increases when the message becomes specific

Nurse educators | Allied health clinicians | JMOs / SRMOs | Executive leadership | Researchers

MAP THE AUDIENCE

1. **What keeps them awake at night?**

   Workforce shortages • Accreditation • Patient safety • Research performance • Service efficiency

2. **What does success look like for them?**

   Define success in their terms.

3. **How can the library help?**

   Connect a real capability to a real pressure.

4. **What evidence would convince them?**

   Identify the proof they would trust.

Prioritise the audience where better visibility can create the most useful change

1

Which audience is hardest to reach, and why?

2

Which audience has the greatest influence?

3

Which audience is easiest to show value to?

Work in groups • compare audience maps • record the strongest insight

Translate the service into an outcome the organisation can recognise



The library’s literature searching helped a clinical team identify best-practice interventions, reducing time spent reviewing evidence and supporting informed service planning.

Credibility check: describe contribution accurately and do not overstate impact.

A strong value message is specific, concise and audience-led

We help [audience] to [desired outcome] by [library contribution], supporting [wider benefit].

Literature Searching | **Research support** | **Education and training** | **Point-of-care resources** | **Publishing advice**

TEST THE MESSAGE

- ☐ Specific audience
- ☐ Begins with their priorities
- ☐ Describes an outcome
- ☐ Uses familiar language
- ☐ Avoids unexplained library terminology
- ☐ Does not overstate impact

Refine to 25 words or fewer, then adapt it for a clinician and a leader.

Place the message where the audience already gathers, listens and acts

WHERE THEY GATHER

- Team meetings
- Orientation
- Committees and governance

WHERE THEY RECEIVE INFORMATION

- Email or Teams
- Staff newsletters
- Educator networks

WHO HAS THEIR ATTENTION

- Clinical educators
- Managers and professional leads
- Existing library advocates

Choose one realistic opportunity → define one action: contact the library • request evidence support • invite or refer

Strategic novelty helps useful information earn attention

FORMAT

Could a short video, visual prompt, demonstration or interactive element interactive element work better?

TIMING

Could the message connect with an organisational priority, event, event, deadline or current pressure?

CHANNEL

Could a trusted educator, manager, peer or champion introduce the message?

EXPERIENCE

What would make the first interaction useful, straightforward and worth repeating?

Choose one small change to format, timing, channel or experience. Record why it suits the audience and how you will keep it credible and useful.

The goal is not to appear fashionable. It is to make something useful easier to notice, understand and act on.

Measure the change, not only the activity

REACH	**Who encountered the message?**	Attendance • views or opens • teams reached • intended audience represented
ENGAGEMENT	**What did people do?**	Questions • library contact • service request • registration • referral
RELATIONSHIP	**Did the library's position change?**	New contact • meeting invitation • repeat invitation • advocate • partnership
OUTCOME	**What changed or became possible?**	Time saved • evidence informed a decision • capability increased • earlier involvement

Choose one realistic indicator • one collection method • one place to share the result

Turn one priority audience into a focused 90-day visibility plan

DAYS 1-30

Prepare + connect

Learn more • refine message • identify a partner

Action: _____

By when: _____

DAYS 31-60

Make value visible

Use the channel • tell the story • invite action

Action: _____

By when: _____

DAYS 61-90

Follow up + build

Collect evidence • share results • request the next opportunity

Action: _____

By when: _____

Quick win: what can you do within seven days?

Evidence: how will you know the plan is working?

Commit to one action next week. Visibility grows through consistent, credible follow-through.