HLA/HLI 2026

PARTICIPANT WORKBOOK

FROM INVISIBLE TO INDISPENSABLE

Marketing Health Libraries in Busy Clinical Environments

Use this workbook to capture ideas, test messages and build a focused 90-day visibility plan for your service.



Name

_____

Organisation

_____

02

Audience Mapping: Group Discussion

Compare your audience maps. Draw on the experience at your table and record the strongest insights.

Which audience is hardest to reach, and why?

Which audience has the greatest influence?

Which audience is easiest to show value to?

OTHER OBSERVATIONS

03

Visibility Translation: Find the Value

Copy the audience selected in your Audience Mapping activity.

Priority audience:

Library service or capability	What does this help the audience do?
Literature searching	This helps our audience to...
Research support	
Education and training	
Point-of-care resources	
Publishing advice	

What problem, pressure or priority does it address?

Why does this matter to the organisation?

04 Visibility Translation: Build the Message

Craft, test and refine a concise message for your priority audience.

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

FIRST DRAFT

REFINED MESSAGE: 25 WORDS OR FEWER

ADAPT THE MESSAGE FOR A CLINICIAN OR LEADER

TEST YOUR MESSAGE

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

05 Create a Visible Moment

Choose one realistic opportunity to engage your priority audience.

Where does this audience already gather?

Team meetings • Orientation • Committees and governance

Where do they already receive information?

Email or Teams • Staff newsletters • Educator networks

Who already has their attention?

Clinical educators • Managers and professional leads • Existing library advocates

Choose one realistic opportunity:

What action do you want the audience to take?

Contact the library • Request evidence support • Invite or refer

06

Add Strategic Novelty

Make the communication easier to notice or remember without becoming a gimmick.

 **FORMAT**	Could a short video, visual prompt, demonstration or interactive element work better?
 **TIMING**	Can you connect the message to a current organisational priority, event or pressure?
 **CHANNEL**	Could a trusted educator, manager, peer or champion introduce the message?
 **EXPERIENCE**	What would make the first interaction useful, simple and worth repeating?

Your idea: Describe one small change to format, timing, channel or experience.

Why is it appropriate for this audience?

How will you keep it credible and useful?

07

Make the Impact Visible

Choose proportional evidence. Measure what the activity enabled, not only what was delivered.

REACH

Who encountered the message?

Attendance • views • teams reached

ENGAGEMENT

What did people do?

Enquiries • registrations • referrals

RELATIONSHIP

Did the library's position change?

New contact • invitation • partnership

OUTCOME

What changed or became possible?

Time saved • evidence used • capability strengthened

What evidence can you realistically collect?

How will you collect it?

Follow-up question • Testimonial or case study • Service or organisational data

Where will you share the result?

08

Your 90-Day Visibility Plan

Turn one priority audience into a practical sequence of action.

Priority audience and 90-day change

DAYS 1–30 PREPARE + CONNECT

Learn more - refine message - identify a partner

ACTION	DEADLINE

DAYS 31–60 MAKE VALUE VISIBLE

Use the channel - tell the story - invite action

ACTION	DEADLINE

DAYS 61–90 FOLLOW UP + BUILD

Collect evidence - share results - request the next opportunity

ACTION	DEADLINE

My quick win: what can I do within seven days?

How will I know the plan is working?

09

Peer Coaching + Commitment

Take turns. Explain your plan in two minutes, then use the questions below to give practical feedback.

Is the audience specific enough?

Does the message focus on their priorities?

Is the activity achievable within 90 days?

Is the requested action clear?

How will progress be recognised?

What would make the plan easier to begin?

The strongest part of the plan is...

One practical suggestion is...

One question I still have is...

MY COMMITMENT: Within the next seven days, I will...

Reflection and Notes

Use this space for reflection, additional ideas, or notes.