

Poster Abstract

Title: HEART: Health Education and Resources Team, a Public Library/Medical Center Partnership (Case Study)

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Purpose: This poster will report on the partnership created between Newberg Public Library and the Providence Newberg Medical Center to expand consumer health outreach in Newberg, Oregon.

Setting/Participants/Resources: The Newberg Public Library is part of a cooperative consortium, and the newly opened Providence Newberg Medical Center is part of a large regional hospital system, but does not have its own library. Within the last year the library and medical center renewed a commitment to their consumer health alliance, and the medical center opened a Health Resource Center (HRC).

Brief Description: By creating a shared and branded core collection, a system for library referrals from the HRC, pathfinders and linked web pages, the two organizations have created a unified partnership to increase consumer health outreach to the community. Through creative budgeting the majority of partnership resources are available at both locations, although the items at the HRC are primarily available for retail sale. Each organization is financially responsible for their partnership contribution and the project started with a core collection developed as a practicum project. Further collection development is made with consideration to available library resources and consumer requests.

Results/Outcome: This ongoing project has resulted in increased collaboration between the public library and the medical center, and additional points of contact for consumer health outreach to the community. We hope to expand collaborative services, including dual-sponsored programs and further cross-marketing of services and resources. The newly opened medical center will be marketing the HRC and the HEART partnership to medical staff, seeking a collaboration that promotes referrals to the HRC and collection development input. With links to the partnership available on the consumer health pages of both institutions' website, a further branding and availability of health information is expected.

Evaluation Method: Through a hand tally system at both locations and a circulation report at the library, we are monitoring use of the shared resources, as well as categories of interest and recommendations for further collection development.