

# Closing the Gap: Public Health and Public Libraries: NOSORH Presentation

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Let's Move in  
Libraries



**UNC GREENSBORO**  
School of Education

# Prologue



**Harold L. Paz, MD**  @drhpaz · Jun 28



.@OhioStateMed has received a grant to investigate the capacity of public libraries to respond to opioid activity on their premises. This is an important step because we have seen a rise in drug purchases, use and overdose on library grounds.



Pilot study on capacity of Ohio public libraries as opioid responders ...  
Here is some info from Ohio State – improving lives through excellence in research, education and patient care.

 [medicine.osu.edu](https://medicine.osu.edu)



Delaware Journal of  
**Public Health**

Volume 6 | Issue 3  
September 2020

A publication of the Delaware Academy of Medicine / Delaware Public Health Association



**Public Libraries  
& Public Health**

Featured in  
this issue



Dolly Parton's Imagination Library | [delawarelibraries.org/imagination](http://delawarelibraries.org/imagination)

Inspire a love of reading! Kids who read, succeed!



*One of the telehealth kiosks launching in three Sussex County libraries.*



**Star-Advertiser**  @StarAdvertiser · Jul 26

Federal funding to provide telehealth services at 15 Hawaii libraries

[808ne.ws/2Veicfs](https://808ne.ws/2Veicfs)

The \$3.7 million project is part of a partnership between Hawai'i State Department of Health & the Hawai'i State Public Library System and the University of Hawaii at Manoa's Pacific Basin Telehealth Resource Center. Funding comes from the CDC, via ARPA





# Prologue

Columbus Metropolitan Library is partnering with Columbus Public Health to provide free COVID-19 vaccines at select locations until Aug 4. Residents can also get vaccinated at 10 neighborhood satellite clinics until Aug. 16. People getting their first vaccine at the satellite clinics will be eligible for \$100 Visa cash cards.

Columbus Metropolitan Library is partnering with Columbus Public Health to provide free COVID-19 vaccines at select locations until Aug 4.



Columbus libraries offering free COVID-19 vaccines

Columbus Metropolitan Library is partnering with Columbus Public Health to provide free COVID-19 vaccines at select locations until Aug 4. Residents ca...



**Greene County**  
Public Library

**Ohio**

Department  
of Health



**Public Health**  
Prevent. Promote. Protect.  
**Greene County**

## COVID-19 VACCINE CLINIC

**TUESDAY, JULY 13, 2021**  
**11:00am - 5:00pm**

**Jamestown Public Library**  
**85 Seaman Dr., Jamestown, OH**

1st & 2nd doses; Pfizer vaccine ONLY.  
*Ages 12-17 must be accompanied by a parent/guardian.*

**WALK-INS WELCOME!**

Schedule an appointment at  
<https://gettheshot.coronavirus.ohio.gov>





**July 13 • 3pm - 6pm**

Pontiac • Pontiac Public Library

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**One by one...  
get vaccinated  
& get \$50**





# Prologue



Why More Public Libraries Are Doubling As Food Distribution Hubs  
Efforts that ramped up during the pandemic have succeeded thanks to partnerships with school districts, food banks and other ...

[nextcity.org](https://www.nextcity.org)

## WHY LIBRARIES AND SUMMER MEALS?

Libraries are free and open to all, welcome children and teens, offer engaging programs, and typically have a community meeting room or space where food may be served.



### BENEFITS TO THE LIBRARY:

Access to new groups, especially underserved and marginalized populations.



Increased visibility of the library as a community asset.

Opportunities for new partnerships.



Support for summer library program through increased attendance.



### HELPFUL LINKS

<https://www.fns.usda.gov/sfsp/summer-food-service-program>  
<https://www.cslpreads.org/libraries-and-summer-food/>

### WHAT'S NEEDED?\*

- Staff and/or volunteers.
- Designated room or space, inside or outside.
- A sponsor.

\*There are also eligibility guidelines for the USDA Summer Food Service Program. See the USDA and CSLP links for details.

### GETTING STARTED

- Establish room or space to use.
- Determine what days and hours to serve and which meals to serve.
- Find a sponsor.
- Complete training and any paperwork.





# Prologue

'Walk to Your Library' campaign seeks to foster public health [thelcn.com/news/local/wal...](https://thelcn.com/news/local/wal...) via [@TheLCN](https://twitter.com/TheLCN)



'Walk to Your Library' campaign seeks to foster public health

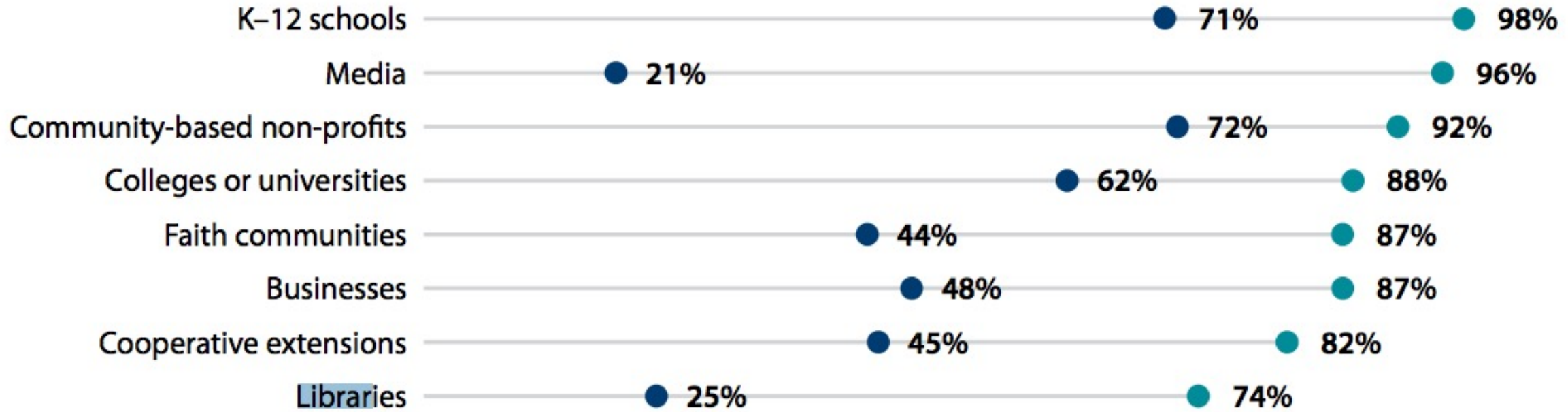
The Pioneer Library System is sponsoring a Walk to Your Library campaign at the 42 public libraries in Ontario, Wayne, Wyoming and Livingston counties ...

[thelcn.com](https://thelcn.com)

● Percent of LHDs working with organization in any way

● Percent of LHDs regularly scheduling meetings, have written agreements, or share personnel/resources with organization

**Community-based partners (e.g., education, non-government)**



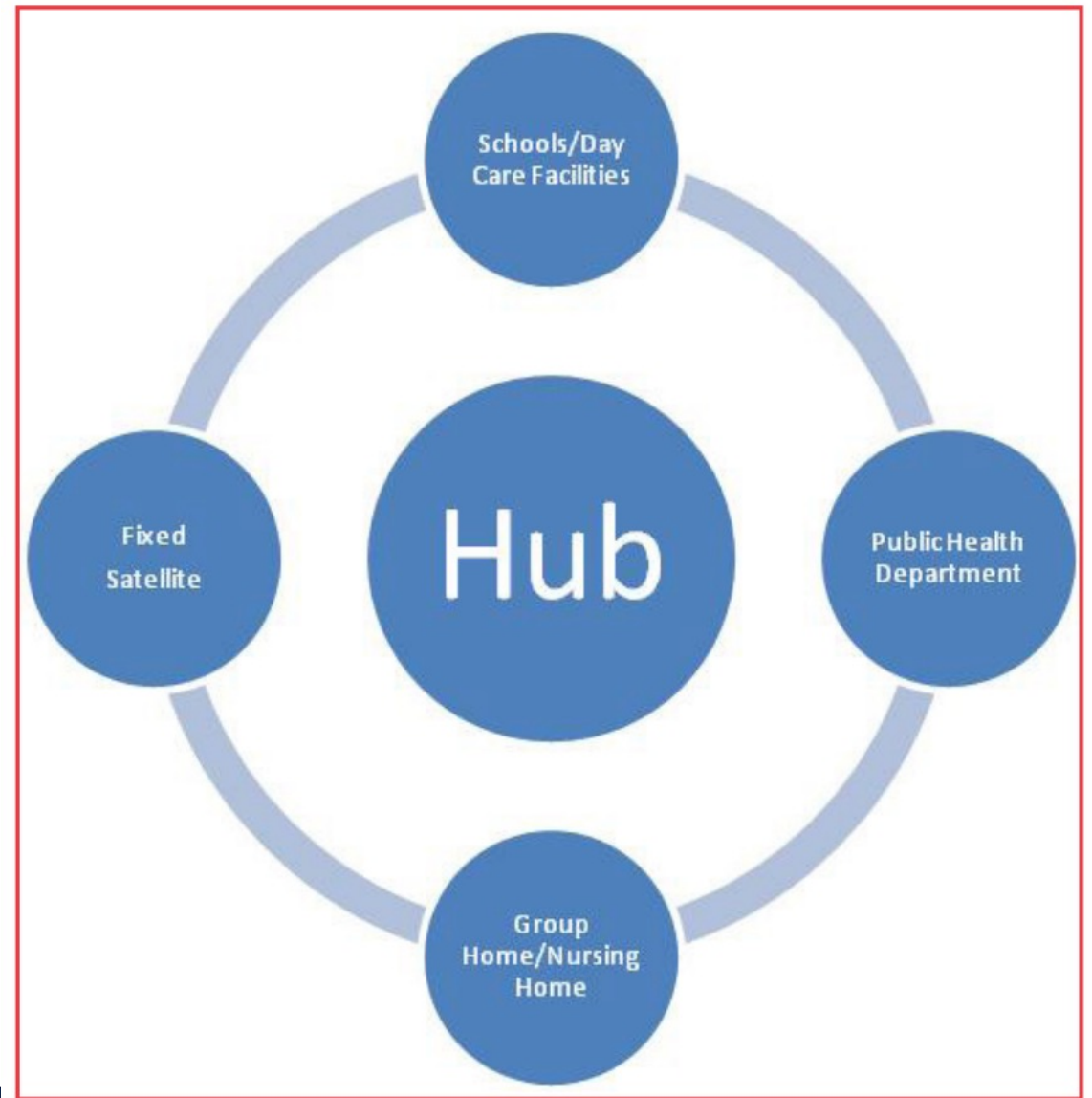
NATIONAL  
**PROFILE**  
OF LOCAL HEALTH DEPARTMENTS



# I am interested in understanding public libraries as a spoke and a Hub and Spoke model of public health

Simmer-Beck, M., Gadbury-Amyot, C. C., Ferris, H., Voelker, M. A., Keselyak, N. T., Eplee, H., ... & Galemore, C. (2011). Extending oral health care services to underserved children through a school-based collaboration: Part 1—A descriptive overview. *American Dental Hygienists' Association*, 85(3), 181-192.

Figure 2: Hub and Spoke Model<sup>9</sup>



# Introducing me





# LET'S MOVE



## Let's Move in Libraries



# HEAL (Healthy Eating and Active Living) at the Library via Co-Developed Programming

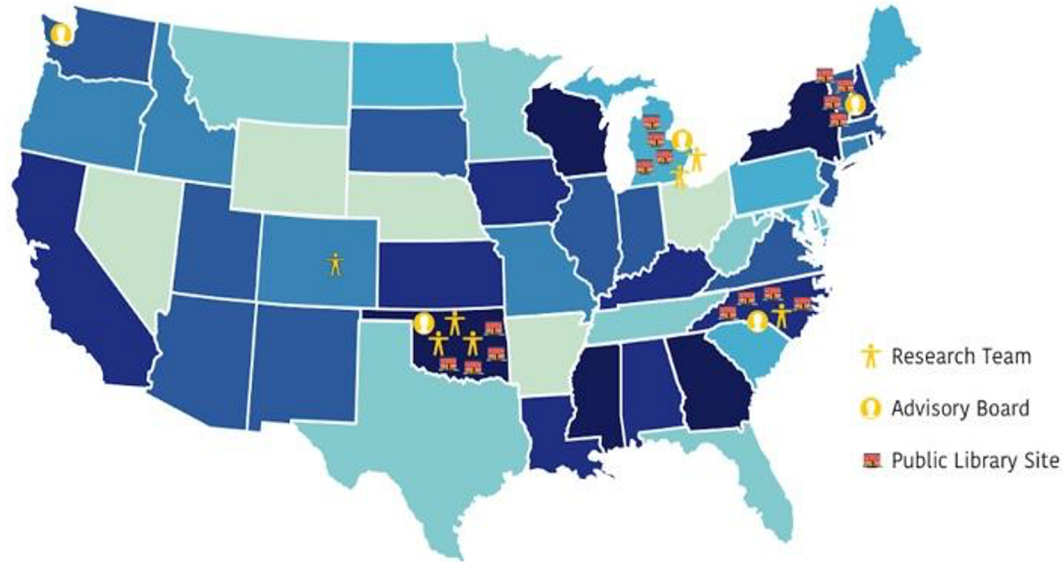


**RQ:** How, why, and with what impacts do public libraries collaborate with others to co-develop programming around healthy eating and active living?

This project was made possible in part by the Institute of Museum and Library Services,  
Grant # RE-246336-OLS-20



# Community Health and Wellness: Small and Rural Library Practices, Perspectives, and Programs



Geographic distribution of the research team, advisory board, and public libraries participating in the research

Graphic Credit: Ginny Schneider, Abbie Rose, Rebecca Floyd



Ellen L. Rubenstein & Susan K. Burke



Noah Lenstra



Christine D'Arpa

## Research Questions

- What programs and services do small and rural public libraries provide that they see as related to health and wellness?
- How are these programs and services developed and implemented?
- What factors contribute to or deter libraries from offering these programs?
- How do public library patrons engage with and benefit from these programs?
- How do small and rural public libraries measure outcomes that result from these programs?

## Methods

- 16 case studies of library systems and individual public libraries in small and/or rural areas in four states: Michigan, North Carolina, Oklahoma, Vermont
- Interviews, observations, analysis of public documents
- Collaborative work with distributed network of faculty & graduate assistants

## Goals

Provide small and rural public libraries with evidence-based model for successful strategies and common challenges associated with developing and delivering health and wellness programs that develop health literacy.

This project was made possible in part by the Institute of Museum and Library Services, Ig-18-19-0015-19

1. Start off on the **right footing**
2. Find a **champion**
3. Build your **relationship**
4. Build a **shared infrastructure**



# Roadmap to Success: Example

## Libraries Connecting You to Coverage: Affordable Care Act

### PLA's Insurance Education and Outreach Initiatives

PLA, in partnership with [Community Catalyst](#) and the [Robert Wood Johnson Foundation](#), for the third year are working together to inform communities about health insurance enrollment. PLA will continue to help libraries promote the Open Enrollment period of the Affordable Care Act for 2021 and will add information on how to promote Medicaid all year long.



# Roadmap to Success: Example

## Library Mini Awards

On [September 14, 2020](#) PLA announced awardees for its [third year](#) (PDF) of the Libraries Connecting You to Coverage initiative. New to the initiative this year, PLA has awarded 19 libraries \$1,000 to support their organization in becoming a Certified Application Counselor Designated Organization (CDO) and certifying at least one staff member and/or volunteer as a Certified Application Counselor (CAC). 13 libraries have received \$1,000 to support efforts to increase communication, awareness and education about the upcoming Open Enrollment period, 8 of which also received funding to become CDOs!

During its second annual initiative in 2019–2020, PLA offered mini-grants to support up to [100 U.S. public libraries](#) (PDF) who disseminated information, offered education, partnered with health insurance enrollment and provider groups, and encouraged community members to enroll in the Health Insurance Marketplace during the open enrollment period. For its first year of the initiative in 2019, PLA distributed quality materials and communications, and offered mini-grants to [64 U.S. public libraries](#) (PDF) and again to [40 U.S. public libraries](#) (PDF) to implement outreach and education activities for understanding health insurance and health information.

*This national partnership to assist uninsured consumers in enrolling in the Affordable Care Act is made possible by funding from the Robert Wood Johnson Foundation and Community Catalyst.*



Up to now, what have been your experiences working with ***public*** libraries or librarians around health and health-related initiatives, of any sort?

# Partner evolution in thoughts about public libraries

- Stage 1: Library => Book Repository
- Stage 2: Library => Trusted Resource  
(Always there, people turn to it, stable, trusted:  
Space to use for food distribution, programs, coalitions  
meetings, etc.)
- Stage 3: **Librarian** => **Partner**  
(We work **together** to figure out what to do = Collective Impact)



# Fourth most read story in APHA newsletter in all of 2018

<https://www.thenationshealth.org/content/most-read-public-health-news-stories-year-2018>

## Addressing triggers

### reduce asthma disparities

**I**N NEW YORK City, where vehicle exhaust fumes mingle with tobacco smoke and pet dander and people coexist in tight quarters, triggers for asthma are abundant.

As is the case for many big-city residents, New Yorkers are regularly exposed to both indoor and outdoor allergens that could result in an asthma flare-up. But a closer look at where asthma is most prevalent and symptoms are most severe reveals disparities rooted in socio-economic inequity.

"We are all more or less breathing the same particulate matter, and the differential in terms of impact...really comes down much more to poverty," Shoshanah Brown, MBA, MS, CEO of At-Home Integrated Relief for NYC, told *The Nation's Health*.

See **ASTHMA**, Page 16

## Settings serve as community hubs

### Libraries, public health work together on community health

**W**HEN IT COMES TO finding the best health information available, getting a blood pressure check or even finding a safe, cool place to spend an afternoon during a heat advisory, many people do not turn to their doctor or health department. In the U.S., they visit their local library.

In 2015, Americans stopped by their libraries more than 1.39 billion times, according to the Institute of Museum and Library Services. In comparison, they visited health care professionals 990.8 million times, according to

2015 National Ambulatory Medical Care Survey data. The Pew Research Center in 2016 reported that 38 percent of people using libraries did so to seek out

See **LIBRARIES**, Page 12



Photo by Lane Turner, courtesy The Boston Globe/Getty Images  
People practice yoga at a class at the Boston Public Library in 2016. Across the country, public libraries serve as locations for exercise, health education, outreach and public health services, often partnering with local health agencies.

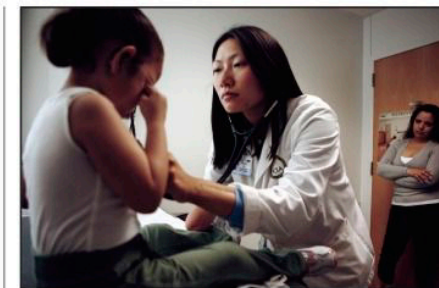


Photo by Mark Boster, courtesy The Los Angeles Times/Getty Images

In 2007, Kellie Lim, then a fourth-year medical student, checks one of her patients during rounds at the University of California-Los Angeles Medical Center pediatrics ward. New programs are working to address stress in health workers.

## New demands adding to burden

### Concerns grow about burnout, stress in health care workers

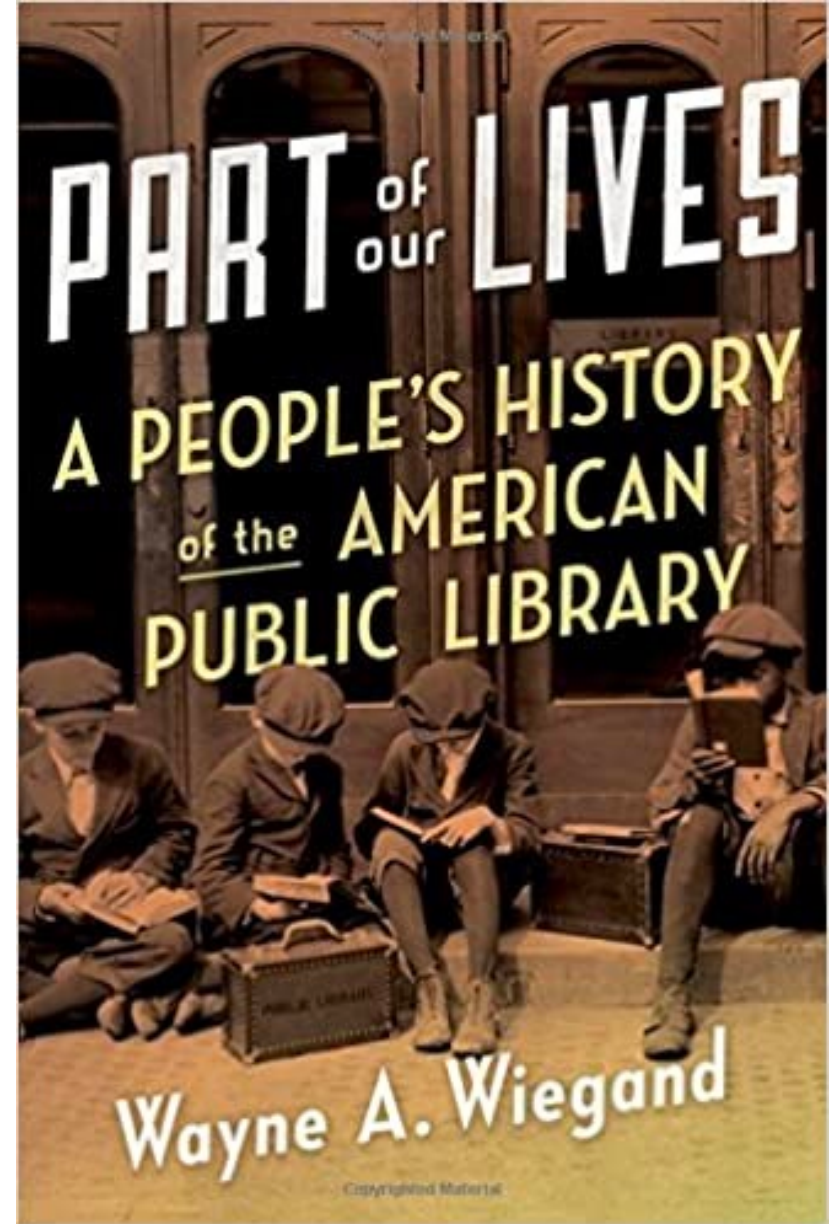
**F**ACED WITH RISING PRESSURES to produce better outcomes at lower costs, the U.S. health care system is making big changes in how it delivers care. The shift is good for patients, but behind the scenes, health workers are burning out at alarming rates.

"This is a significant public health problem, because it affects the functioning of all of our health systems," Bryan Bohman, MD, senior advisor to the WellMD Center at Stanford Medicine, told *The Nation's Health*. "Imagine a problem that affects quality of care, results in high turnover,

and 2014 while specialists, finding that nearly half reported at least one symptom of burnout, putting doctors at higher risk than other U.S. workers. In 2015, a study published in *Mayo Clinic Proceedings* found that burnout prevalence went up by 9 percent among U.S. physicians between 2011

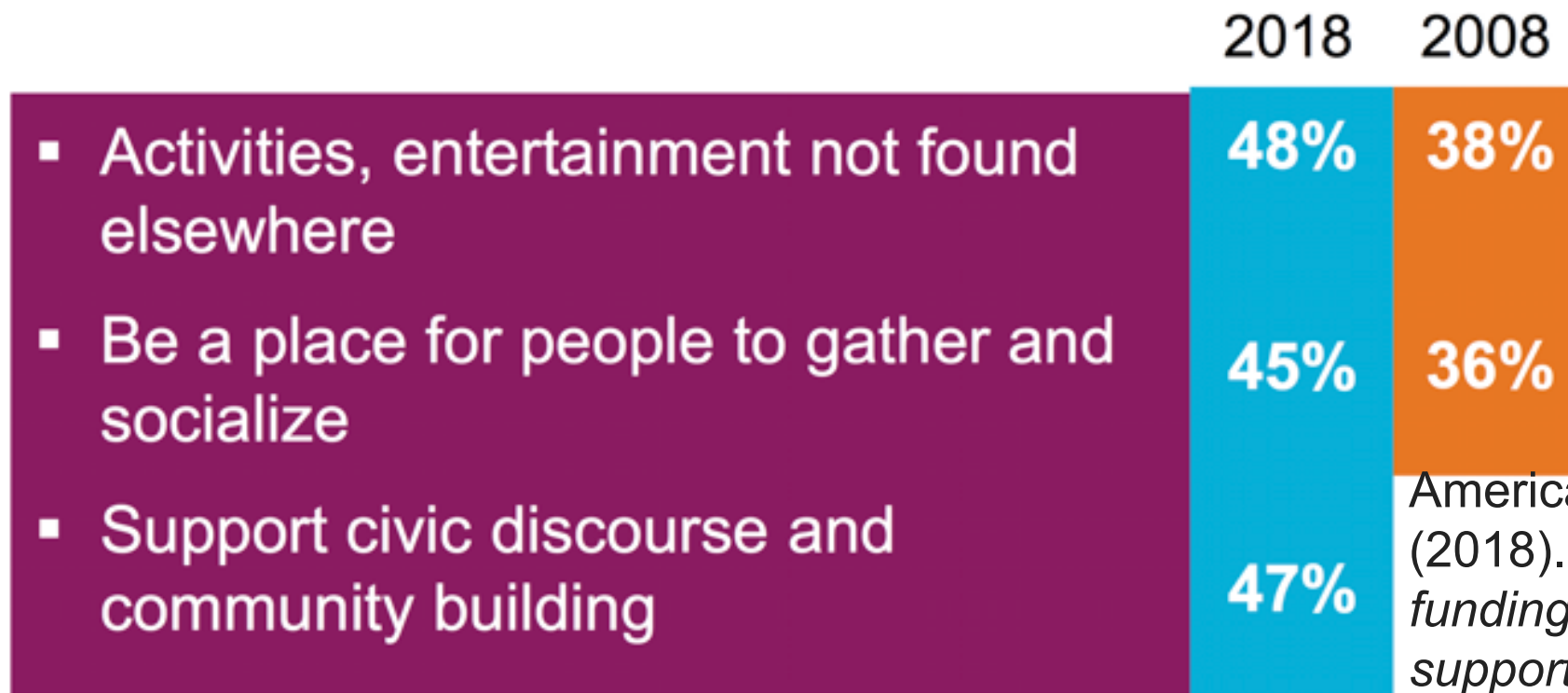
Americans love (and fund)  
libraries for three reasons:

1. Transformative potential  
of reading
2. Useful nature of  
information
3. **Community building  
capacity of public space**





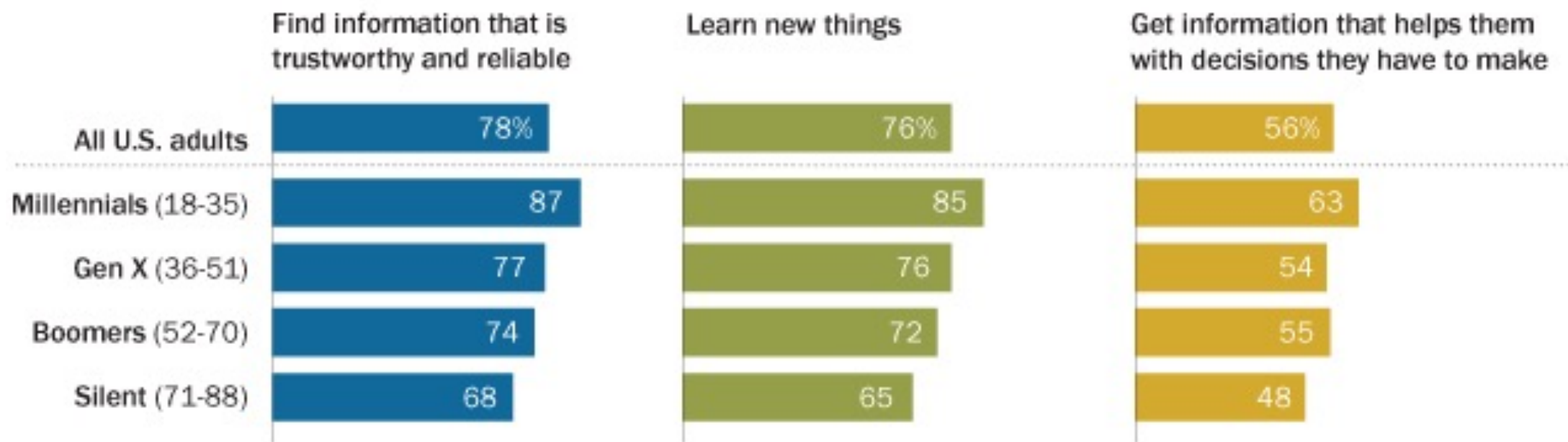
# More voters today say it's important for the library to be a community hub.



American Library Association. (2018). *From awareness to funding: Voter perceptions and support of public libraries in 2018*. <https://bit.ly/2RKJSU4>

## Millennials more likely than older generations to say libraries help them find trustworthy information, learn new things and make informed decisions

*% of adults who say they think the public library helps them ...*



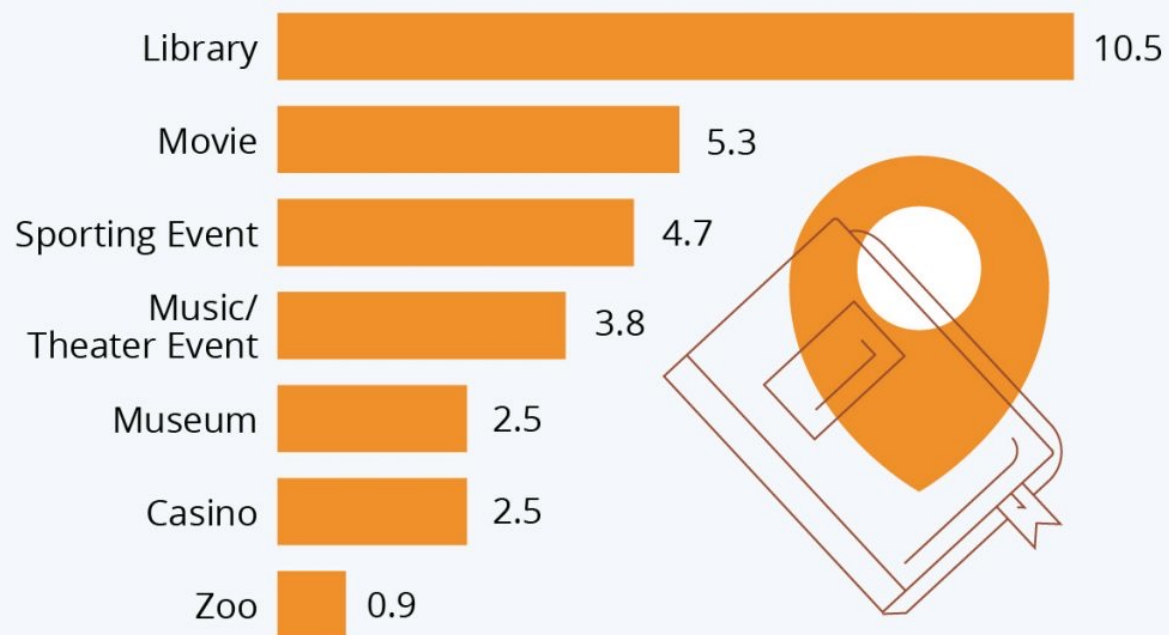
Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER



# When in Doubt, Go to the Library

Number of times a person said they visited/ attended each activity in the U.S. in 2019



Scores are based on the average respondent's answer  
Source: Gallup



statista

<https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx>

# PUBLIC LIBRARIES

- 17,000 public library locations, 9,000 administrative entities
  - e.g. Chicago Public Library is 1 entity with over 70 branch locations
- ca. 90% of funding is from local sources
- Administration
  - Municipal government – 53%
  - County or parish government – 10%
  - Library district/independent taxing authority – 15%
  - Non-profit – 14%



# Find your PUBLIC LIBRARIES

<https://www.imls.gov/search-compare/>

INSTITUTE of  
Museum and Library  
SERVICES

## Library Search & Compare

Search for libraries

State ▼

IL

Locale ▼

Legal ..

✕ Clear All Filters

City 21

Rural 229

Suburban 227

Town 146

Enter a keyword in the search box above to



California  
STATE LIBRARY  
FOUNDED 1850  
PRESERVING OUR HERITAGE. SHAPING OUR FUTURE



# ALMUERZO

en la

# BIBLIOTECA



# Health Literacy Begins at Your Library

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## *The Oklahoma Story*

**Leslie Gelders** Literacy Director  
leslie.gelders@libraries.ok.gov (405) 522-3242

Oklahoma  
Department **of Libraries**

## Right footing, summary

Public libraries are at the **heart** of almost every community in America.

They are heavily utilized, especially among a) older adults, b) families with young children, and c) housing insecure.

Their secret sauce has three elements:  
Public space, reading, and information.

Magic happens when those elements come together,  
**with the support of partners like you.**



# Find a champion



# LIBRARY HEROES MAKE HEALTH HAPPEN

*Just as libraries are about more than books, health is about more than healthcare. Public libraries are powerful contributors to the health and vitality of the communities they serve. You and your library can champion health for all.*

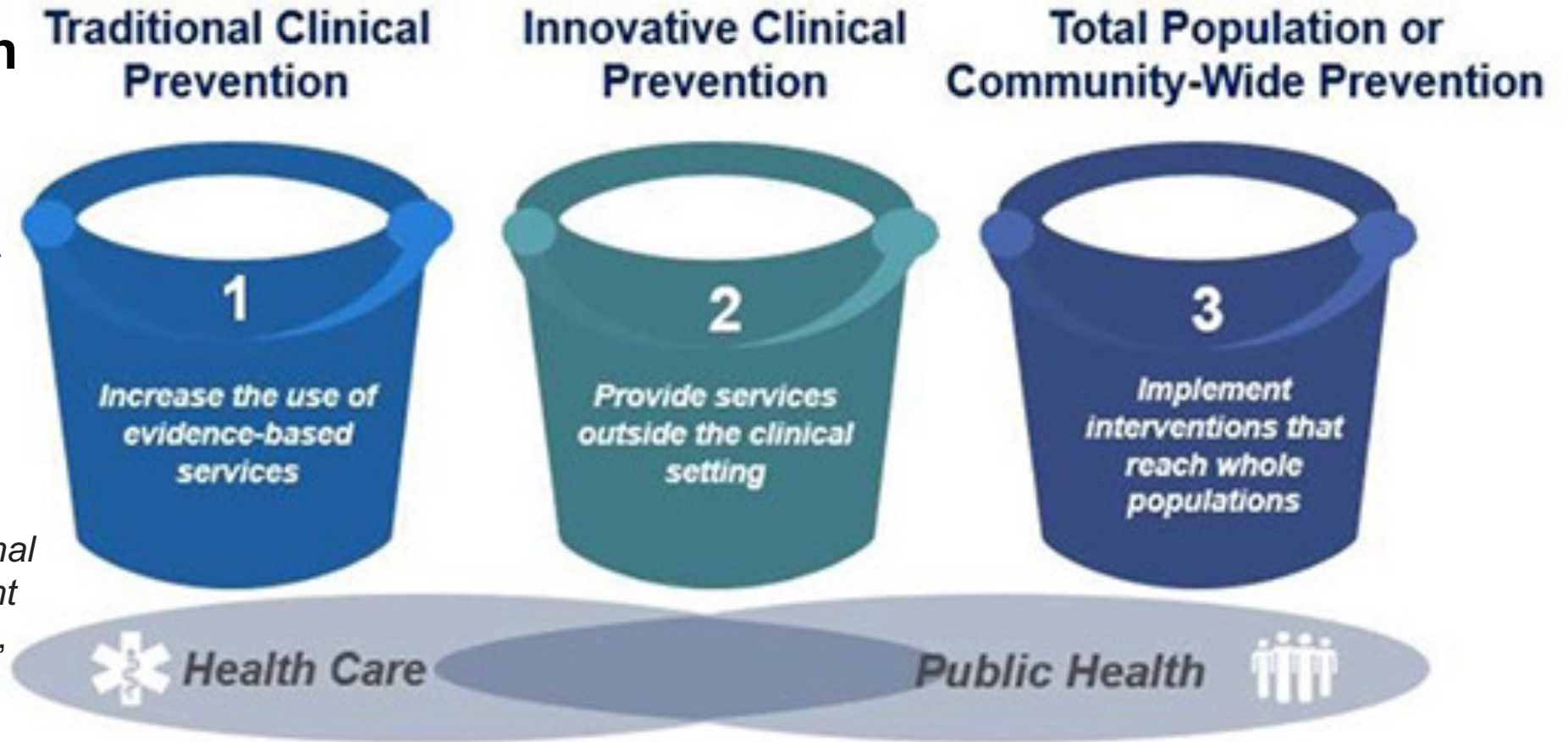
# The “Buckets” of Prevention Framework

Historically, we in libraries have been here



**Consumer health reference**

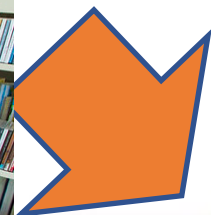
Auerbach, J. (2016). The 3 buckets of prevention. *Journal of public health management and practice: JPHMP*, 22(3), 215.







Increasingly, we are here



Innovative Clinical Prevention

Total Population or Community-Wide Prevention



Just as public health leaders challenged  
to become chief health strategists

Public library leaders challenged to become  
community ***access and equity*** strategists



"If I don't walk, it's really not a great day" - Seattle Public Library's Nancy Pearl

"Last year, Pearl started combining her two greatest pleasures — reading and walking."



HERALDNET.COM  
America's action figure librarian walks a good book for exercise | HeraldNet.com

**CONNOLLY BRANCH LIBRARY** October 30 · 🌐

Snow can't stop the Story Walk! The Story Walk will stay up until Wednesday, November 4. Stop by the branch during BPL to Go hours for an activity kit.

¡La nieve no puede detener el Story Walk! El Story Walk permanecerá activo hasta el miércoles 4 de noviembre. Pase por la biblioteca durante las horas de BPL to Go para obtener un kit de actividades.

[See Translation](#)



**America's 17000+ Public Libraries employ nearly 150,000 individuals.  
ALL POTENTIAL HEALTH CHAMPIONS AND PARTNERS**

# HOW TO FIND A CHAMPION

- National
  - Association for Rural and Small Libraries
  - Public Library Association
  - Urban Libraries Council
- State Library Agencies
  - <https://dpi.wi.gov/pld/directories/state-agency/websites>
- State Library Associations
  - <http://www.ala.org/aboutala/affiliates/chapters/state/stateregional>
- Regional Library Cooperatives
- Direct connection to a library

## Find a champion, Summary

America's nearly 150,000 public librarians are **as diverse as the communities they reflect and serve.**

The first person you reach out to may not be the right fit, but if you keep reaching out you ***will*** find a partner.

You have two starting points: 1) Your local library, 2) State library agencies that support your local library



Build up your relationship

DO NOT ASSUME YOU KNOW WHERE  
YOUR LIBRARY RELATIONSHIP WILL  
LEAD UNTIL YOU'VE ESTABLISHED IT



✓ **BORROW**  
 ✓ **RIDE**  
 ✓ **RETURN**

**A FREE program operated by the Bethlehem Health Bureau & partners. Bring ID to borrow a bike and lock.**

**Explore the city, run errands, and enjoy the outdoors!**

**LOCATIONS**

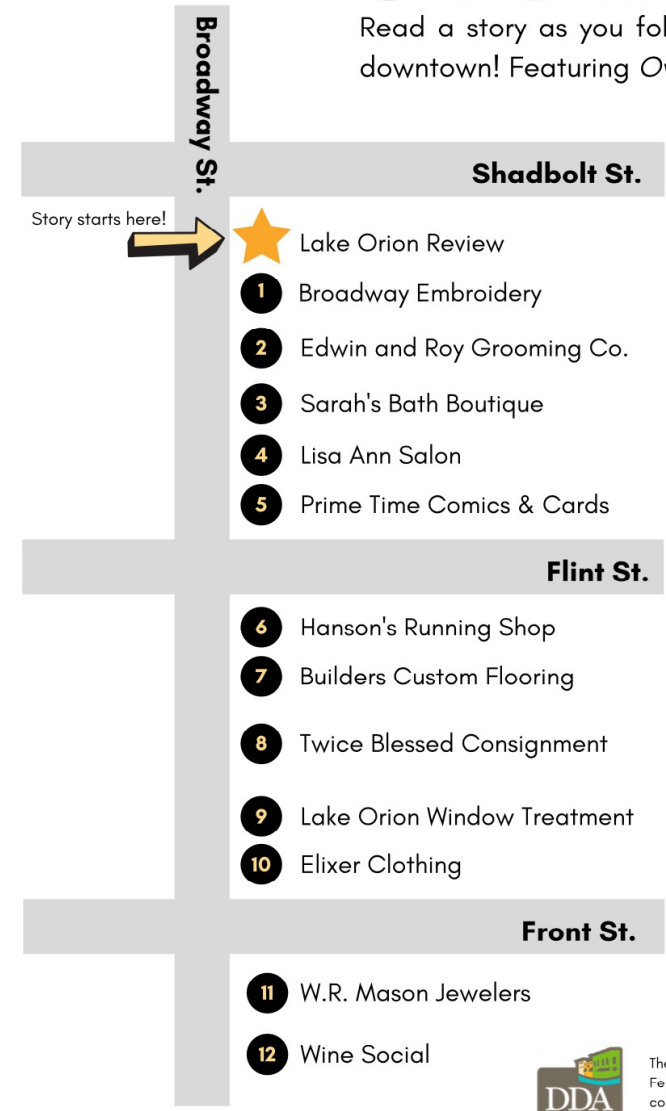
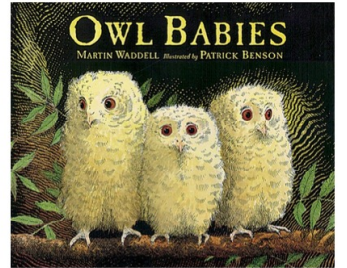
Comfort Suites  
(3rd Street)

Bethlehem Area Public Library - Main  
-Temporarily unavailable-



# LAKE ORION STORYWALK®

Read a story as you follow the path and explore downtown! Featuring *Owl Babies* by Martin Wadell



The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Kellogg-Hubbard Library. Storywalk® is a registered service mark owned by Ms. Ferguson.



# LAKE PROVIDENCE WALK AUDIT!

Join us for a walk audit to help make Lake Providence safer for all road users in the community.



**Friday, May 14th | 9am - 10:30am**  
**Starting Location: East Carroll Library**  
**109 Sparrow St | Lake Providence, LA**



CENTER for  
PLANNING  
EXCELLENCE



East Carroll Parish Library

*Made possible with funding from the Centers for Disease Control and Prevention.*



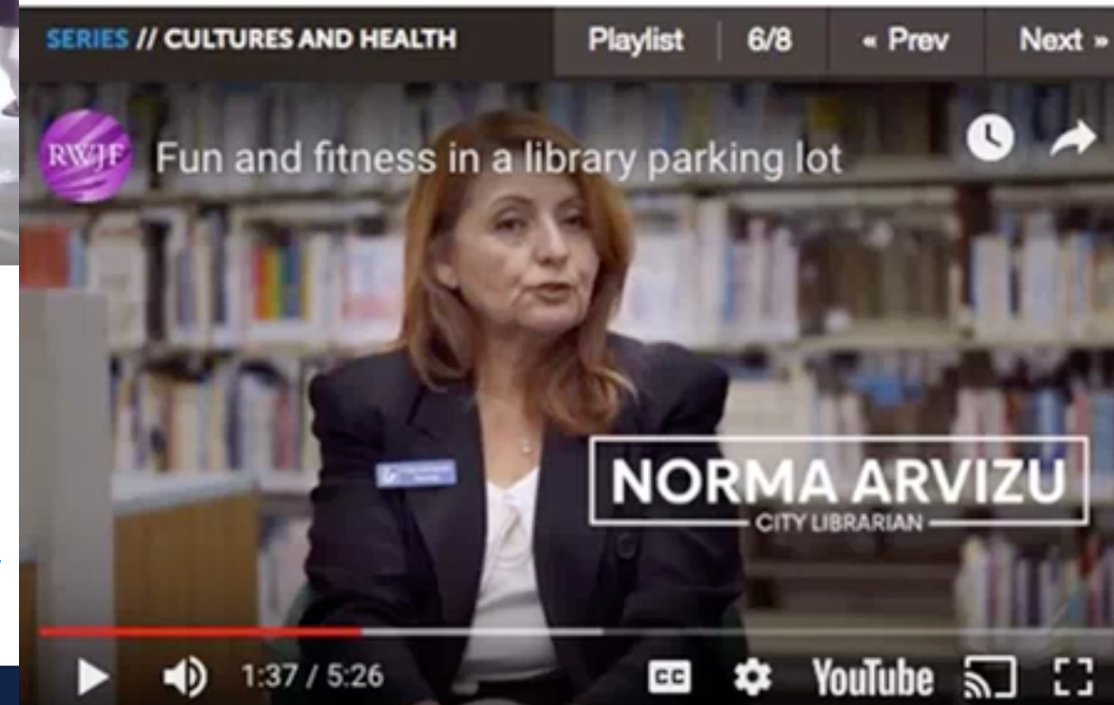
## Shared use

# Embracing the SHARED USE of the library



Robert Wood Johnson Foundation. (2017).  
“Achieving Health Equity: Fun and Fitness  
in a library parking lot.”

<https://www.rwjf.org/en/library/features/achieving-health-equity.html>



## Trends: Formal Partnerships

“[The partnership] became formalized, I would say, during the pandemic. I reached out to the director of Parks and Rec and said, ‘Look, we're all trying to do the same sort of stuff here. Let's work together.’

And so we did do a big Zoom call with me and some of my librarians that do programming along with him, his team that does programming, and we did some brainstorming of what we could do” – Michigan Library director

## Trends: Trusted Models

“[When] the book bike comes, people are reminded that we have a bike trail system that allows the library to come see us using their bike.

Having a librarian ride their book bikes: They're wearing their bicycling gear - really helps remind the public that everybody can be healthy”

Head of Main Street Organization





Class at the library was the “most diverse class ever taught”, included new Americans, retirees, college students, men and women, all of whom built relationships through “sharing of recipes”  
- Nutrition Educator for SNAP-Ed agency

# How were relationships sustained?

- Librarians invited to sit on committees and coalitions
- Libraries host community coalition meetings
- Intermediaries (e.g. United Way) serve as glue to keep relationship going
- Over time partnering becomes part of local culture: Back-and-forth becomes just part of what you do

### Partner evolution in thoughts about public libraries

- Stage 1: Library => Book Repository
- Stage 2: Library => Resource  
(Always there, people turn to it, stable, trusted)  
(Space to use for food distribution, programs, coalitions meetings, etc.)
- Stage 3: **Librarian** => **Partner**  
(We work **together** to figure out what to do = Collective Impact)



# Building a shared infrastructure

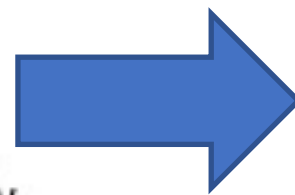
## What is needed to close the gap?

1. Spaces for state and national conversations on community-based partnerships w/ librarians
2. More research on how and why local partnerships emerge, are sustained, and spread to other places



CPHFC

Caucus on Public Health and the Faith Community  
in affiliation with the American Public Health Association



“Caucus on Public Librarianship and Public Health”

# Building a shared infrastructure

## Bringing Public Health and Public Libraries Together

Explore the benefits of strong partnerships between **Public Libraries and Public Health** departments based upon findings from a collaborative project by **Midwestern Public Health Training Center, National Networks of Libraries of Medicine, and Public Library Association.**

### Webinar Sessions

Interactive presentations from individuals engaged in the public health and public library partnerships.

#### **Bringing Public Health and Public Libraries Together**

*Tuesday, January 12*

#### **Examples from Iowa**

*Tuesday, February 9*

#### **Pitching Public Health to Public Libraries**

*Tuesday, March 9*

#### **Public Health in Public Libraries Panel Discussion**

*Tuesday, April 13*

### Discussion Sessions

Informal and action-oriented sessions with the goal of helping equip attendees to establish and sustain collaborative partnerships.

#### **Getting Started with Collaborations**

*Tuesday, January 26*

#### **Finding Common Ground**

*Tuesday, February 23*

#### **Sustaining Partnerships**

*Tuesday, March 23*

#### **Where Do We Go From Here?**

*Tuesday, April 27*

Sessions begin at 1 PM Central

### For more information visit [mphtc.org/libraries](http://mphtc.org/libraries)

Content for this series was informed by a collaborative project between the Network of the National Library of Medicine Greater Midwest Region, the Public Library Association, and the Midwestern Public Health Training Center.



# Building a shared infrastructure

<https://idph.iowa.gov/News/ArtMID/646/ArticleID/158290/IDPH-Project-Pairs-Public-Health-and-Libraries-12120>



## Protecting and Improving the Health of Iowans

“The Iowa Department of Public Health (IDPH) has received a \$50,000 grant from Telligen Community Initiative (TCI) to fund an innovative program that offers public health tools, resources and programs through targeted public libraries. The “Harnessing the Power of Iowa’s Libraries” project is being piloted in Perry and Cedar Rapids. Because public libraries and local public health agencies are at the heart of Iowa’s communities, they are well positioned to be partners in addressing health equity – helping all people to have the opportunity to attain their highest possible level of health.”



Join us!



# PAPREN

PHYSICAL ACTIVITY POLICY RESEARCH  
AND EVALUATION NETWORK



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PhD, MPH**

*West Virginia University  
School of Public Health  
Co-chair  
[CGABILDSO@hsc.wvu.edu](mailto:CGABILDSO@hsc.wvu.edu)*

- Rural Active Living Work Group focusing on “public libraries as physical activity promotion partners”
- Monthly meetings – all welcome to join – [lenstra@uncg.edu](mailto:lenstra@uncg.edu)

<https://papren.org/papren-work-groups/rural-active-living-work-group/>

Learn more

NOAH LENSTRA

# HEALTHY LIVING AT THE LIBRARY



Let's Move in Libraries



- HOME
- ABOUT US
- GET STARTED
- LET'S MOVE STORIES
- EVENTS
- CONTACT US
- SEARCH

## STORYWALK(R) AND SCAVENGER HUNT

### RINGTOWN AREA LIBRARY, PENNSYLVANIA

How has this library supported healthy living?

During the COVID-19 stay-at-home order in Pennsylvania, the Ringtown Area Library started monthly scavenger hunts around the community, relating to a children's story when possible (green sheep for Mem Fox's Where is the Green Sheep? and

strawberries for Don Wood's The Little Mouse, The Red Ripe Strawberry and the Big Hungry Bear.) The library began offering StoryWalk(R) programming during summer 2020, and in September 2020 unveiled the 4th StoryWalk(R) of the year at a local farm's pumpkin patch, choosing Pumpkin Trouble by Jan Thomas.

What impacts have you seen this work have?

The scavenger hunts and StoryWalk(R) both provided no-contact, fun activities that got families moving and kept them engaged with the library while it was temporarily closed and/or after reopening but with limited services and capacity. In addition to encouraging families to get out for a walk, these outreach efforts brought awareness of our library to many people who rarely or never utilize traditional library services. The library also believes that these activities led to an increase in monetary donations to the library this year.

[LEARN MORE >](#)



**Lessons learned:** Don't be afraid to think outside of the library! Lots can be done using outdoor spaces to engage communities in healthy living programming.

Combine stories and literacy with outdoor programming. Weave stories into public space and you promote the library, promote reading, and also promote fun, active engagement in the outdoors!



# FOR DISCUSSION

- In your state, what ***stands in the way*** of, or ***enables*** partnerships between public libraries and the health sector?
- What have you heard that is ***new*** to you?
- Is there anything you would like to ***try out*** that you heard?
  - What support would you need to begin?
  - What is your first step?

*Other ideas? Share them in the chat window.*



Thank you!

## Noah Lenstra

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