

Librarians on Tour

Pop-up libraries - an outreach initiative

Introduction

The Healthcare Library of Northern Ireland provides a free library and information service to health and social care professionals.

Problem

Majority of library training sessions focus on the main hospital sites.
Still a large number of staff unaware of the library service.

Solution

Pop-up libraries were introduced to take the library out to its user group and engage with hard to reach HSC staff.

Challenges

- Some locations and timings worked better than others
- Mixed audience - needed to establish if HSC or public
- Fear the stand was selling something

Where Next?

Develop Model Identify New Locations Training Sessions

Positives

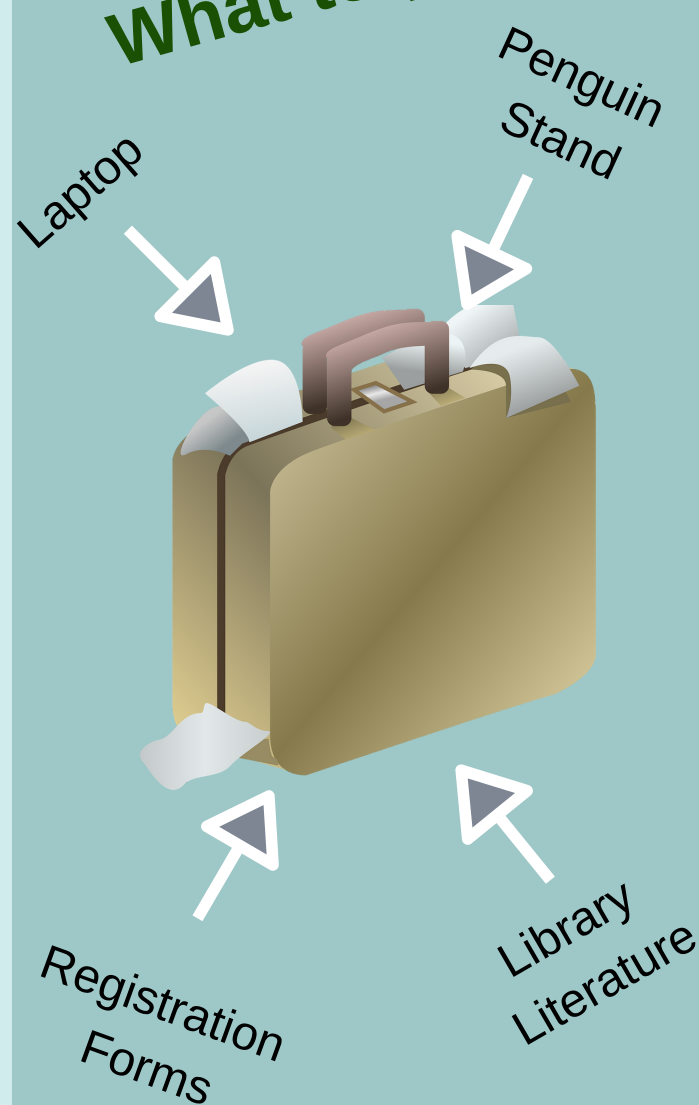
- Provided the chance to engage informally with HSC staff
- Freebies were an excellent tool in attracting footfall
- Pop-up library looked attractive
- Created opportunities for follow-up training

Travel Brochure

A Guide to Pop-up Libraries



Before you go... What to pack



Promotion



Destinations

Where to go

- ☒ All HSC Trusts
- ☒ Various hospital sites
- ☒ Central internal locations

