

Sharing and implementing best practices

Karolinska University Hospital's menu put into action in Kuopio University Hospital, Finland

Background – the usefulness of attending conferences

The Kuopio University Hospital (KUH) Medical Library provides tailored library services for KUH staff, including training sessions on library resources. We have been active in marketing our services and visiting staff-meetings but very often we have felt that we do not reach as much audience as we should. Luckily we attended EAHIL 2010 in Estoril, Portugal, and listened to Marie Källberg who presented how the Medical library at the Karolinska University Hospital (Karolinska), Sweden, created a menu to improve hospital staff information literacy¹.



Methods – our menus

In August 2010 the first versions of the menu tailored for KUH were published and disseminated. We ended up making two menus – a la carte and buffet – and we decided to split the a la carte into three sections, parallel to starters, main dishes, and desserts of restaurant menus.

Our a la carte

Something to nibble = 4 different 15 min snacks

- how to access e-journals and e-books, how to use alert services, a short introduction to Impact Factors

Slap-up portions = 4 different 30-60 min proper portions

- library OPAC Josku, the Finnish health sciences database Medic, CINAHL, and PubMed/MEDLINE

Selection of delicacies = 6 different 30-60 min sweets

- UpToDate, JBI Connect+, Cochrane Library, PsycInfo, Pedro and RefWorks

The buffets are open sessions with diverse contents.

During autumn term 2010 the most popular dish from the a la carte was the 15-minute introduction to e-journals. The next popular were JBI Connect+, Medic, PsycInfo and PubMed.

Results – what did we achieve

The menus were chosen to be our marketing tools from now on. They were slightly modified for year 2011 according to the feedback and the success of the different servings.

The contents of the a la carte did not change much. We left off the portions that were not ordered at all or only once, and we added a new one. On the other hand, the buffets were reformed a lot. They were shortened but the number of them was added so that there is a buffet almost every week.

During autumn 2010, the sessions from the a la carte had an average of 15, and the buffets an average of five participants. Both the number of training sessions and the number of participants in them grew significantly compared to previous years. The number of sessions increased about 30 %, and the number of participants tripled.

Most sessions have been 15 to 30 minutes with one choice from menu, but some have had as much as four portions and lasted 2 hours. Tailoring the sessions according to the user needs has been essential.

Conclusions – why the menu work

The new marketing tool gave the library more visibility in the organization. Having the menu to choose from made it easier for organizers of the staff meetings to choose the training they need. New requests often follow the first a la carte session in the unit as more staff members become aware of the variety of the menu.

The concept of the menu demanded to be implemented, developed and tailored for us. Like Karolinska's innovative staff, we also found the menu to be an excellent way to reach the hospital staff and to market our competence. The case also shows how important it is to share excellent ideas and best practices.

Reference: 1) Marie Källberg, Anneli Mindemo, Barbro Wiström, Natalia Berg, Maria Åsberg. The Menu – not to eat but good to digest. - How to improve hospital staff information literacy. In: Proceedings of 12th European Conference of Medical and Health Libraries, Estoril, Portugal, 14th-18th June, 2010.

