Transforming Your Library into a Brain Health Center
Small Group Breakout Summaries
And Next Steps for Brain Health Center Concept

Group 1: Area of Discussion: Socialization
Outcomes:
1. A safe gathering place: physically and technologically/virtually
2. A place to learn social skills
3. A reason for gathering

Library examples:

1a. Physical gathering place
- Board games, jig saw puzzles, book club kits, Geek trivia, booth seating in teen area, rocking chairs in various areas, kid's corner; puppet shows, gabby's café
- Allowing normal volume conversations
- Physical meeting rooms

1b. Virtual gathering place
- Facebook
- Blogs
- Skype
- Twitter
- Good reads-Library page
- Staff picks
- Book clubs
- On-line games-Kid Zui
- Tumblebooks

2. Place to learn social skills
- Teaching appropriate behavior: PSR and developmentally challenged
- Social Media Classes (Formally & informally)

3. Reasons to Gather: Formal activities:
- Knitting
- Book clubs
- Computer classes
- Community meetings
- Before hours senior program, coffee hour
- After hours teen programs

Potential Partners:
- Zoo
- University
- Social workers
- Medical professions
- Schools
- Extension office
- Foundation center
- Volunteer match
- Friends of the Library

Metrics for success
- Surveys
- Evaluations
- Quantitative, i.e. percentage increase in attendance
- Qualitative, i.e. group

Group 2: Area of Discussion: Nutrition
Outcome:
Become recognized as an expert resource on nutrition for Brain Health

Brainstorming:
- Healthy eating
- Basic cooking
- Cost of fast food versus home cooking
- Resources available
- How to increase awareness, library staff, and customers
- How to get buy-in from staff

Library examples:
- Invite people who are comfortable/ knowledgeable on giving nutrition advice.
  - Home economists
  - Extension agents
  - Dieticians
  - Nurse practitioner
- Resources
  - Links on library web sites
  - Displays with worst diets ever
  - Food pyramid=the new one

- Mobile apps
- Develop app for library on brain health and nutrition.
- Games
- Collections
  - Materials that support all types of formats, video, you-tube
  - Grants to provide materials
- Programs
  - Packing child's lunch to promote brain health
  - Simple recipes (healthy & quick)
  - Food preservation
  - How to cook and budget on a budget
  - Teens, get off the bagged snacks
  - Programs for moms during story time
  - BMI-food tracking exercise
  - Personal trainer-food for exercise effectiveness

Partners:
- Financial institutions
- Local Restaurants
- Farmer's market participants
- 4-H leaders
- Churches
- Local growers
- Co-ops

Metrics for success:
- Circulation and database hits
- Programming attendance/evaluations
- Library card-new customers
- Anecdotal information
- Partnership requests
- Long term community partnerships
- Statistics-healthier community from insurance companies (CSA)

Marketing:
- Library as the bountiful basket, drop area for locally grown fruits & Veggies
- Seasonal and informational recipes to match the basket contents
- Piggy back on other community events-fairs, etc.

Group 3: Area of Discussion: Spirituality
Outcome: Create an environment that recognizes and encourages spirituality and related practices on a personal level or for end user/staff.

Library examples:
- Meditation Rug: Activity: Define spirituality using engaging tool; facilitate public conversation
- Overarching Brain Health event over a month
- Provide resources about different ways of being spiritual
- Estimation game
- Personal insight into surroundings and inner mental health
- Tolerance of diverse ways of thinking
- Collections
  - Health databases
  - Religion/philosophy collections
  - Web resources
  - Lib guides
  - Introduce music to library
  - Opportunity for staff down time
- Staff training in how to have conversations about spirituality with the public
- Reinforce self-care practice in mindfulness and intentionality

Partners: identity community partners

Metrics for success:
- Benchmarks
- X# programs/yr
- X# manip/events
- Staff/awareness, tips/best practices for managers
- Mentors/managers set examples

Group 4: Area of Discussion: Mental Stimulation

Outcome: The community recognizes the library as the choice for mental stimulation "Grow Your Mind"

Resources:
- Tutorials (online)
- Games
- Interactive programs:
  - On-line

- Games
- Oral Histories/stories
- Different Book Clubs
- Crafts
- Makerspaces
- Language
- Film Discussions
- Music
- Planning Travel
- Financial Planning
- Stimulating readers
- Advisory Collections

Programs:

- Local interest Topics
  - Interactive History/Genealogy
- Id Humanities/Chautauqua
- Local antiques road show-or with natural artifacts
- Stealth programming
- Board games
- Musical programs/Theater
- Re-enactors/Larpers
- Art- create a wall
- Outreach-Fairs
- Trailers

Partnerships:

- Books to action: Working in community
- Financial institutions
- Medical/health institutions
- Cultural/Historical groups
- Travel agents/groups
- Entrepreneurs
- Teachers/Schools-College
- Unique Professions/hobbies
- Local Authors
- Government agencies
- AARP and Senior Centers

Metrics:

- Feedback forums

- Crowd sourcing
- Observation/anecdotal evidence
- Social media
- Survey monkeys
- Quantitative data
- Interviews w/unicorns and/or centaurs (but only those who play piano)

Next Step: Try something new!

Group 5: Area of Discussion: Physical Activity
Outcome: Library staff and patrons experience the library as a place to increase physical well being.

- Sense of belonging
- Fewer "walkers"
- Understand connection between physical and mental
- Library a place for holistic health
- Novel (not a book)
- The library won't judge you
- Combine intellectual and physical

Resources-library resources @ fitness centers:

- Web-based tools and games
- Programs that focus on physical activity
- Motivational apps and web tools
- Library card chips that track physical activity
- Incentive programs for physical activity (summer reading for being active)
- Walking/hiking clubs
- Library card discounts at health clubs
- Facebook

Resources @ the library:

- Check out dumbbells
- Wii programs
- How to books
- Digital resources for physical activities
- How to Videos and exercise DVD's
- Take the stairs promotions
- Mouser size
- Re-arrange physical experience of the library

Programs/Events:

- Hiking/walking club
- Stairs Club
- Trek across America club
- Yoga
- Bikers that power the internet
- Fit and Fall proof classes for seniors
- Bikes/treadmills at computer stations
- Spin and Surf
- Professional training
- Physical trainer at the library
- Promote Brain resiliency

Partners:

- Health clubs
- AARP
- Friends and foundations
- Physical activity groups
- Retailers for outdoor activities
- Dog walking club
- Humane Society
- Hospitals
- Dance studios
- Community gardening
- Knitting clubs
- Insurance companies

Metrics:

- Circ Stats
- Patron testimonials
- Less "walkers"
- More stairs use (worn carpets?)
- Health club memberships
- Web stats
- Program participation
- More Sweaty patrons
- Programs that track stats on physical activities

Summary observations:

- Conduct talent inventory to identify persons or organizations who can provide programming
- Need to remember to tell patrons "why" you are doing something and its relationship to Brain Health
- Brain Health can help position library as "go to" place
- Important for library staff to "walk the walk" and be involved in activities-not just for users
- Brain health is a culture not a program
- Education is base of brain health

Next Steps:

- Compile and distribute group work
- Post programs and ideas for sharing and feedback
- Share best examples for best practices
- Develop Lib guides for each of the 5 brain health areas
- Include meatier content in "messenger"
- Involve staff and get their buy in before beginning a program
- Explore branding for brain health and what it means
- Partner/pool resources to obtain evaluative resources
- Maintain ongoing support between libraries
- Review library programs on transforming life after 50 website
- Use pilot project and share successes with other libraries