Reimagining Print Materials in a Health Science Context

Creating and Marketing a Wellness Collection

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Collection Context

Evolving Collections & Programming at an Academic Health Center Library
University of Florida Health Science Center Libraries

- Serves 6 health science center colleges (Medicine, Nursing, Pharmacy, Dentistry, Public Health and Health Professions, Veterinary Medicine)
- “Libraries”: main campus in Gainesville and Borland Library in Jacksonville
- Students, residents, and affiliated faculty also work and train at off-campus clinics from Pensacola to Orlando
- VPN and proxy servers are essential for our liaison groups working in off-campus clinics
Focus on e-Books

- Due to the wide geographical users and the difficulties of keeping a medical collection up-to-date, the HSCL had an unwritten rule to only purchase e-Books.
- But in a survey of technology use issued annually for the last 5 years, HSCL users longed for print.

For academic purposes, do you prefer reading ebooks or print books?

- eBooks
- Print Books
- No preference

For leisure reading, do you prefer reading ebooks or print books?

- eBooks
- Print Books
- No preference
Wellness Initiative Overview

• More professional organizations and curriculums are focusing on wellness and resiliency for providers and health science students

• Library is a valuable partner in wellness because it serves faculty, staff, and students in all six colleges and offers a space that is neither a clinic nor a classroom

• HSCL Wellness Team developed a Wellness Initiative Proposal that included active and passive programming and information resources

• Part of the proposal that was funded included a Wellness Collection
Purchasing the Collection
Choosing Graphic Medicine & Wellness Materials
Student Wellness

**Built on Prior Experience:**
Library piloted consumer health services at a local community health center using grant funding, including a small print consumer health collection.

**Emphasis on Student Needs:**
Non-academic titles with a focus on stress, mental health, complementary/integrative medicine, and narrative medicine.

**Collaborative Selection Process:**
Draft title list developed, reviewed, and finalized by the entire Wellness Team.
Graphic Medicine

“When did we start buying comic books?”

Graphic medicine refers to graphic novels or comics written from the perspective of healthcare providers, patients, and caregivers that address a healthcare topic

Selection Criteria:

• Related to upcoming classes
• Related to current or upcoming exhibits or special events
• List of recommended Graphic Medicine texts

Lessons Learned:

• Let your cataloger know you are buying comics well before comics arrive
• Purchasing some as e-books is still okay (comics walk quickly)
Storing & Circulation

Making Materials Accessible to Users
Location & Identification

Storage:
• The remaining print collection is on the 3rd floor, designated for quiet study – the other two floors have been renovated to increase student study space.
• The graphic medicine and wellness collection is displayed on their own shelving unit on the 1st floor, near a lounging area not used for study.

Old-School Solutions:
A note was added in the catalog records of the new wellness and graphic medicine titles marking them as part of this collection, and the books spines were tagged with color-coded stars to ensure proper re-shelving.
Marketing the Collection

Traditional Displays, Social Media, and Instructional/Programming Integration
Traditional

**Digital Displays:**
On library website home page and video monitors outside the library entrance
Social Media

On Friday, Phred takes a break to read a book. Learning more about the human psyche is always on his mind!
#FnYAY! #PhrenologyPhred
Integrated

**HIV/AIDS Graphic Novel Contest:**
Advertised graphic medicine collection to potential entrants as examples of health-related comics.

**Wellness Programming:**
Collection co-located with other wellness activities, such as jigsaw puzzles, coloring, and therapy dog visits. Also advertised as additional resources during activities such as meditation.

**Honors Student Coursework:**
Librarian-led credit-bearing course on graphic medicine referred to collection as reference materials for final projects.
Questions?

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