

## Reimagining Print Materials in a Health Science Context: Creating and Marketing a Wellness Collection

Margaret Ansell  
*University of Florida*, meansell@ufl.edu

Ariel Pomputius  
*University of Florida*, apomputius@ufl.edu

Author ORCID Identifier: <https://orcid.org/0000-0003-1653-3816>

Follow this and additional works at: <https://docs.lib.purdue.edu/charleston>



Part of the [Collection Development and Management Commons](#), and the [Medical Humanities Commons](#)

An indexed, print copy of the Proceedings is also available for purchase at:

<http://www.thepress.purdue.edu/series/charleston>.

You may also be interested in the new series, Charleston Insights in Library, Archival, and Information Sciences. Find out more at: <http://www.thepress.purdue.edu/series/charleston-insights-library-archival-and-information-sciences>.

---

Margaret Ansell and Ariel Pomputius, "Reimagining Print Materials in a Health Science Context: Creating and Marketing a Wellness Collection" (2017). *Proceedings of the Charleston Library Conference*. <http://dx.doi.org/10.5703/1288284316657>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

# Reimagining Print Materials in a Health Science Context: Creating and Marketing a Wellness Collection

Margaret Ansell, University of Florida

Ariel Pomputius, University of Florida

## Abstract

In the healthcare field in which out-of-date information can harm patients, the currency and immediacy of digital collections is highly valued. As a result, many health science libraries have deselected much of their print collections (Haapanen, Kultamaa, Ovaska, & Salmi, 2015; Lingle & Robinson, 2009; Tobia & Hunnicutt, 2008; Xiaoli & Kopper, 2005). However, print materials continue to be valued by health science library users for a variety of purposes (Houghton, 2017; Watson, 2016). This paper describes how one academic health science center library found a role for print materials in the context of a wellness initiative, which (1) gave a clear purpose to the collection, (2) allowed for creative marketing strategies, and (3) anchored a suite of planned wellness activities and services. The paper will describe the process of selecting titles for the collection, the logistics of creating a special use collection after converting the majority of library space to study space, the marketing strategies used to advertise the collection, and the ongoing evaluation of the collection and its relation to user needs.

## Reimagining Print Materials in a Health Science Context: Creating and Marketing a Wellness Collection

In this presentation, two librarians from a large, research-focused academic health center will describe the efforts of their library to reinstate targeted print collections in a health science library that has recently transitioned to a majority digital collection. This project may serve as a model for other health science libraries looking to find a place for print in the 21st-century library.

## Collection Context: Evolving Collections and Programming at an Academic Health Center Library

### *University of Florida Health Science Center Libraries*

The University of Florida (UF) Health Science Center (HSC) Libraries serve six colleges: Medicine, Nursing, Pharmacy, Dentistry, Public Health and Health Professions, and Veterinary Medicine. “Libraries” in the name refers to both the main HSC Library on the Gainesville campus and the Borland Library located at UF Health in Jacksonville, Florida. In both cities, many departments in the Health Science Center have faculty and students who commute between freestanding off-campus health clinics and the medical campus where the library is located. In addition

to the students, staff, and faculty located at these two campuses, the libraries also serve UF students, residents, and affiliated faculty training and working in hospitals and clinics from Pensacola to Orlando.

### *Focus on E-Books*

Because of the broad geographic range of library users, the libraries had an unwritten rule to only purchase e-books, and virtual private networks (VPN) and proxy servers are essential tools for users connecting to the libraries’ electronic resources remotely. While the Borland Library and HSC Library both have small print collections stored in the libraries, the residents and students on clinical rotation to clinics around the cities or hospitals as far away as Pensacola only have access to what print resources were offered in their departments; the libraries do not have a responsive system for sending print materials to these places quickly. In this environment, electronic resources—both monographs and journals—allowed for better and faster access to materials than a print collection would, and keeping collections up-to-date for all users was simpler than the elaborate weeding projects required for print. However, despite the convenience of e-books, in a technology survey administered for the last five years, users of the HSC Libraries expressed repeated interest in using print materials over e-books—see Figures 1 and 2 for details. In order to best serve

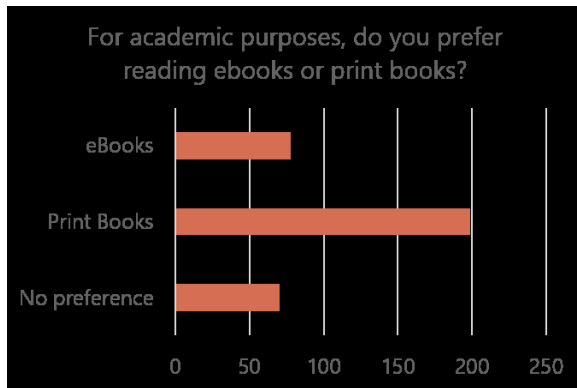


Figure 1. User book preferences for reading books for academic purposes.

our users, the HSC Library continued to purchase e-resources, but considered options to address the recurring feedback offered by the technology survey.

### Wellness Initiative Overview

As the healthcare field changes and develops to better meet the needs of the community, more health science professional organizations and curricula are focusing on wellness for providers and health science students as a way to build resiliency and protect against professional burnout. Although all the health science colleges are addressing these challenges in their own way, libraries can offer a valuable partnership in wellness, because they serve faculty, staff, and students in all six colleges and offer a space that is neither a clinic nor a classroom. In order to support the efforts of HSC colleges and promote the wellness of students, staff, faculty, and clinicians, the HSC Libraries created an interdepartmental wellness team to develop library programming and resources related to wellness. The HSCL Wellness Team developed a Wellness Initiative Proposal that included active and passive programming and information resources; part of the funded portion of the proposal included a Wellness Collection.

### Purchasing the Collection: Choosing Graphic Medicine and Wellness Materials

The print collection was purchased using a small portion of the HSC Libraries' annual interdisciplinary firm order/monograph fund. Two types of materials were purchased: consumer health materials related to wellness, particularly in an academic setting, and graphic novels on health topics. See the Appendix to this paper for the full list of titles.

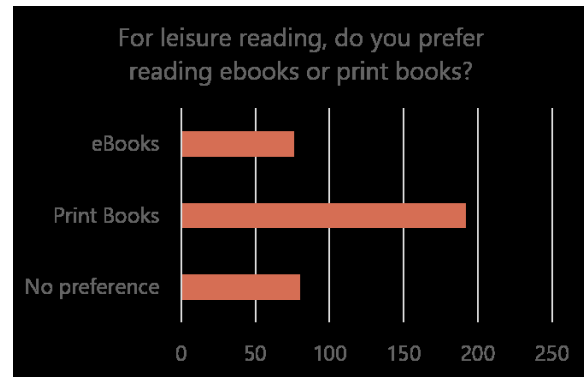


Figure 2. User book preferences for reading books for leisure purposes.

### Student Wellness

Much of the work of the selection for the consumer health materials was based on the library's prior experience with purchasing a small print consumer health collection for a local community health organization, as part of a grant-funded project (Ansell, Tennant, Piazza, & Cottler, 2017). However, rather than creating a general collection of consumer health materials written for users with limited health literacy, library staff selected nonacademic titles that focused on topics related to stress, mental health, complementary/integrative medicine, and narrative medicine, as areas of wellness more relevant to users in an academic setting. A draft title list was developed by members of the HSCL Wellness Team, a process involving several discussions and rounds of review, as several members of the team were not usually part of the materials selection process.

### Graphic Medicine

While the larger collection purchased was the Wellness Collection, the HSC Libraries also took this opportunity of reinvesting in print materials to purchase another specialized collection focused on graphic medicine. Graphic medicine refers to graphic novels or comics written from the perspective of healthcare providers, patients, and caregivers that address a healthcare topic; graphic medicine has been used to build empathy between patients and providers, encourage self-expression for those involved in the healthcare field, and improve health literacy. The criteria for selecting graphic medicine materials for this collection included titles from a list of recommended graphic medicine texts developed by Matthew Noe, graphic medicine specialist from

the New England Region of the National Network of Libraries of Medicine, with the input of other librarians and faculty members interested in graphic medicine (available at <https://graphiclibrarian.wordpress.com/2017/01/18/second-pass-at-a-graphicmedicine-book-list-bring-on-the-feedback/>), as well as titles relevant to upcoming library-sponsored instruction, exhibits, and programming. At the time of selection, the HSC Libraries were just starting an HIV/AIDS outreach grant focused on graphic novels and social media, so several graphic novels on HIV/AIDS were purchased to support that project; two upcoming National Libraries of Medicine exhibits on Civil War medicine were planned for the fall semester, so a few graphic memoirs on veterans' health were purchased in connection.

During the selection process, librarians learned that good communication with both the acquisitions and cataloging departments was essential when purchasing nontraditional materials and print resources after several years of focusing on e-resources. While the librarians planned for the shelf space, there was originally no catalog record tag to indicate the unique location of the collection and no indicator on the books that titles should be shelved separately when returned. This led to some books being misshelved in the general collection and some confusion about where users could locate the books. After focusing on e-books and e-resources for so long, it was difficult to return to print books moving in physical space.

But the library did not completely escape the precedent of its implicit e-book collection policy. When a few graphic medicine titles were available electronically, the librarian purchased digital licenses for these resources. Maintaining some graphic medicine resources as e-books allowed for more access to library users not located on campus and also ensured that resources circulated smoothly and were readily available as needed.

### Storage and Circulation: Making Materials Accessible to Users

In the last decade, the first and second floors of the HSC Library were renovated to increase the amount of study space available to students. As the library has reduced its print collection to create this space, the only floor with print titles left was the third floor, which was dedicated to quiet study. The HSCL Wellness Team wanted to create a space in the

library specifically for nonstudy activities, as a way of encouraging students to take a break. By storing the graphic medicine and wellness collection on its own shelving unit on the first floor, near furniture with low tables and chairs designed more for lounging than studying, the team hoped to give students a healthy, productive activity to do when taking breaks from schoolwork.

However, separating the print collections like this did require some additional legwork. In addition to adding a note in the catalog records describing the new collection's location, the team used the low-cost solution of star stickers to identify these titles, so that circulation staff could easily identify and reshelve them in the proper location.

### Marketing the Collection

In addition to separating the graphic medicine and wellness collection from the rest of the library's print materials, the team used a variety of marketing techniques to promote the use of these new acquisitions: traditional marketing strategies, social media, and integration with library instruction and programming.

#### *Traditional*

"Traditional" in the HSC Library means standard modes of digital advertising: emails, announcements on the library website homepage, and digital signage outside the library entrance. The library's graphic specialist and webmaster collaborated with librarians to create a beautiful, calming image for the library to use as background for their collection announcements.



Figure 3. Advertising graphic for Library Wellness Collection.

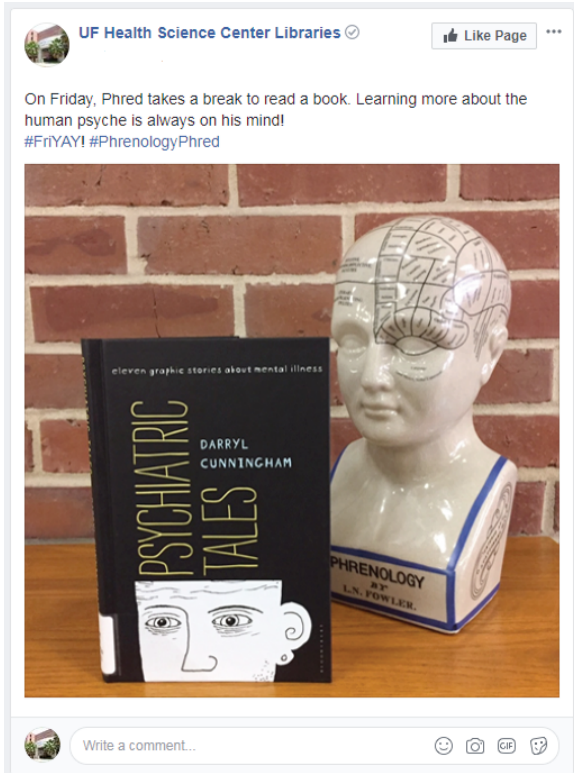


Figure 4. Example of Facebook post featuring a graphic medicine title.

### Social Media

Figures 4 and 5 are examples of social media posts used to advertise the new collection, both featuring #PhrenologyPhred. Normally, this phrenology bust sits on a shelf in the library archivist's cubicle, but for the purposes of social media, he has been dragged all around the library with various props, including selections from the graphic medicine and wellness collection.

As part of a separate marketing initiative, the HSC Library has been becoming more engaged in social media—currently, the HSC Library Facebook page is in the midst of a social marketing campaign raising awareness about HIV/AIDS information using graphic medicine. One way that the library engages and creates content for its social media profiles is by posting regularly with day-specific hashtags, like #FriYAY! and #WellnessWednesday, highlighting different resources and services that the library offers that are thematically appropriate to these hashtags. The team made sure to include the new print collection in these posts.

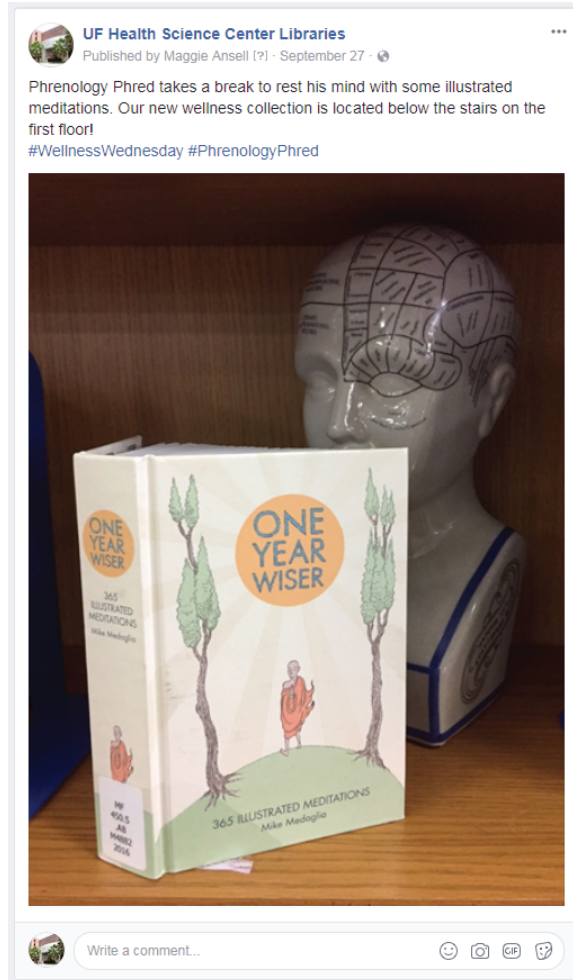


Figure 5. Example of Facebook post featuring a wellness title.

### Integrated

One unique way that the team spread the word about the new collection is by incorporating it into library instruction and programming. This has been done in three ways, so far:

Earlier this year as part of a project raising awareness about HIV information resources on campus, the HSC Library hosted an HIV/AIDS-themed graphic novel contest. To give potential contestants an idea of what health-related comics looked like, the library linked to digital graphic medicine materials on the project's Library Guide and recommended materials in the print collection as references.

This collection was also one arm of a multifaceted wellness initiative begun earlier in the year, one that includes community jigsaw puzzles, coloring, visits

from therapy dogs, and meditation. The majority of the wellness activities are conducted in the open space adjacent to the collection, so that visitors participating in one wellness activity might find additional relevant resources easily. For activities like meditation that happen elsewhere, the collection is advertised as another resource for those interested in learning more.

Finally, librarians at the HSC Library often teach 1-credit honors courses called (Un)Common Reads, which are discussion-based seminars centered around a nontraditional text. This fall, two librarians taught a course on graphic medicine and referred to the collection as a good source of reference material for the students' final projects.

## References

- Ansell, M., Tennant, M. R., Piazza, V., & Cottler, L. B. (2017, October 18). Piloting consumer health information services in collaboration with a community research engagement program. *Medical Reference Services Quarterly*, 36(4), 348–361. <https://doi.org/10.1080/02763869.2017.1369283>
- Haapanen, M., Kultamaa, P., Ovaska, T., & Salmi, K. (2015). Reducing library space can promote the shift from storage of print-collections towards a learning-centre without limiting access to information. *Library Management*, 36(8/9), 685–689.
- Houghton, F. (2017). Another one bites the dust . . . *Journal of the Medical Library Association: JMLA*, 105(2), 192–193. <https://doi.org/10.5195/jmla.2017.37>
- Lingle, V. A., & Robinson, C. K. (2009). Conversion of an academic health sciences library to a near-total electronic library: Part 1. *Journal of Electronic Resources in Medical Libraries*, 6(3), 193–210. <https://doi.org/10.1080/15424060903178879>
- Tobia, R. C., & Hunnicutt, S. C. (2008). Print journals in the electronic library: What is happening to them? *Journal of Electronic Resources in Medical Libraries*, 5(2), 161–170. <https://doi.org/10.1080/15424060802064360>
- Watson, E. M. (2016). The importance of leisure reading to health sciences students: Results of a survey. *Health Information & Libraries Journal*, 33(1), 33–48. <https://doi.org/10.1111/hir.12129>
- Xiaoli, L., & Kopper, C. (2005). Cancellation of print journals in the electronic era: A case study. *Against the Grain*, 17(6), 1–22.

## Conclusions

In a growing era of solely digital materials, the UF HSC Library has found that small, targeted collections like this are an innovative way to reintroduce print to today's health science libraries in a way that is sustainable and visible to library users. In the coming years, the HSCL Wellness Team will be working to evaluate the usage of this collection compared to other HSC Library print materials, as well as recreation titles hosted in other branches of the UF Libraries. Additional research is also planned to evaluate how effective graphic medicine titles are in increasing the empathy that health science students and clinicians have for patients.

## Appendix: Collection Title Lists

### Wellness Titles

Title	Author	Year
<i>10 Steps to Mastering Stress: A Lifestyle Approach</i>	Barlow, D. H.	2014
<i>Be Brilliant Every Day</i>	Cope, A.	2014
<i>Enjoy Every Sandwich: Living Each Day as If It Were Your Last</i>	Lipsenthal, L.	2011
<i>Expressive Writing: Words That Heal</i>	Pennebaker, J.	2014
<i>Feel Good: How to Change Your Mood and Cope With Whatever Comes Your Way</i>	Pascoe, S.	2014
<i>First Steps Through Insomnia</i>	Atkins, S.	2014
<i>Fix My Shoulder: A Guide to Preventing and Healing From Injury and Strain</i>	Demirakos, G.	2016
<i>Functional Anatomy of the Pilates Core: An Illustrated Guide to a Safe and Effective Core Training Program</i>	Osar, E.	2016
<i>Good Life: Unifying the Philosophy and Psychology of Well-Being</i>	Bishop, M. A.	2016
<i>Good Life: Wellbeing and the New Science of Altruism, Selfishness and Immorality</i>	Music, G.	2014
<i>Healing Ceremonies: Creating Personal Rituals for Spiritual, Emotional, Physical and Mental Health</i>	Hammerschlag, C. A.	1997
<i>Health Issues When You're Transgender</i>	Meyer, S.	2017
<i>Honest Life: Living Naturally and True to You</i>	Alba, J.	2013
<i>How to Live Well with Chronic Pain and Illness: A Mindful Guide</i>	Bernhard, T.	2015
<i>I Am a Digital Addict. Now What?</i>	Hollander, B. G.	2017
<i>Inspire Me Well: Finding Motivation to Take Control of Your Health</i>	Belanger, L.	2012
<i>Integrative Approaches to Health: Biomedical Research, Ayurveda and Yoga</i>	Patwardhan, B.	2015
<i>Integrative Wellness Rules: A Simple Guide to Healthy Living</i>	Nicolai, J.	2013
<i>Intelligent Optimist's Guide to Life: How to Find Health &amp; Success in a World That's a Better Place Than You Think</i>	Kamp, J.	2014
<i>Intestinal Health: A Practical Guide to Complete Abdominal Comfort</i>	Hill, M.	2015
<i>Living Consciously, Dying Gracefully: A Journey with Cancer and Beyond</i>	Manahan, N.	2007
<i>Living with Anxiety Disorders</i>	Hand, C.	2014
<i>Lurching Toward Happiness in America</i>	Fischer, C. S.	2014
<i>Medicine and Compassion: A Tibetan Lama's Guidance for Caregivers</i>	Rinpoche, C. N.	2006
<i>Mindful Caregiver: Finding Ease in the Caregiving Journey</i>	Kriseman, N. L.	2014
<i>Mindful Learning: Reduce Stress and Improve Brain Performance for Effective Learning</i>	Hassed, C.	2014
<i>Mindful Twenty-Something: Life Skills to Handle Stress . . . &amp; Everything Else</i>	Rogers, H.	2016
<i>Mindfulness-Integrated CBT for Well-Being and Personal Growth: Four Steps to Enhance Inner Calm, Self-Confidence and Relationships</i>	Cayoun, B. A.	2015
<i>Narrative Medicine: Honoring the Stories of Illness</i>	Charon, R.	2006

<b>Title</b>	<b>Author</b>	<b>Year</b>
<i>One Year Wiser: 365 Illustrated Meditations</i>	Medaglia, M.	2015
<i>Opening Up by Writing It Down: How Expressive Writing Improves Health and Eases Emotional Pain</i>	Pennebaker, J.	2016
<i>Overcoming Chronic Fatigue in Young People: A Cognitive-Behavioural Self-Help Guide</i>	Rimes, K.	2016
<i>Overcoming Depression: The Curse of the Strong</i>	Cantopher, T.	2015
<i>Overworked and Overwhelmed: The Mindfulness Alternative</i>	Eblin, S.	2014
<i>Partners in Healing: Simple Ways to Offer Support, Comfort, and Care for a Loved One Facing Illness</i>	Collinge, W.	2008
<i>Perspective: The Calm Within the Storm</i>	Wicks, R. J.	2014
<i>Poetic Medicine: The Health Art of Poem-Making</i>	Fox, J.	1997
<i>Poetry and Story Therapy: The Healing Power of Creative Expression</i>	Chavis, G. G.	2011
<i>Pretending to Be Normal: Living With Asperger's Syndrome (Autism Spectrum Disorder)</i>	Willey, L. H.	2015
<i>Principles and Practice of Narrative Medicine</i>	Charon, R.	2017
<i>Sit With Less Pain: Gentle Yoga for Meditators and Everyone Else</i>	Erlbaum, J.	2014
<i>Sleep Better With Natural Therapies: A Comprehensive Guide to Overcoming Insomnia, Moving Sleep Cycles and Preventing Jet Lag</i>	Smith, P. K.	2013
<i>Sleep Soundly Every Night, Feel Fantastic Every Day: A Doctor's Guide to Solving Your Sleep Problems</i>	Rosenberg, R. S.	2014
<i>Spirituality of Imperfection: Storytelling and the Search for Meaning</i>	Ketcham, K.	2014
<i>Stressaholic: 5 Steps to Transform Your Relationship With Stress</i>	Hanna, H.	2014
<i>Super You: How Technology Is Revolutionizing What It Means to Be Human</i>	Walker, A.	2016
<i>Therapeutic Journal Writing: An Introduction for Professionals</i>	Thompson, K.	2011
<i>This Book Will Make You Calm</i>	Usmar, J.	2015
<i>Transforming ADHD: Simple, Effective Attention &amp; Action Regulation Skills to Help You Focus &amp; Succeed</i>	Crosby, G.	2016
<i>Understanding Social Anxiety: A Recovery Guide for Sufferers, Family, and Friends</i>	Maass, V. S.	2017
<i>Unhealthy Anonymous: Exposing the Greatest Threat to Your Health &amp; Happiness</i>	Sulack, P.	2015
<i>Vital Face: Facial Exercises and Massage for Health and Beauty</i>	Kiviluoma, L.	2013
<i>Well-Being: Happiness in a Worthwhile Life</i>	Badhwar, N. K.	2017
<i>Wellness at Work: A Comprehensive Guide to Health and Fitness in the Workplace</i>	Cook, K.	2013
<i>Writing as a Way of Healing: How Telling Our Stories Transforms Our Lives</i>	Desalvo, L.	2002
<i>Writing to Heal: A Guided Journal for Recovering from Trauma and Emotional Upheaval</i>	Pennebaker, J.	2010
<i>Yoga &amp; Pilates for Everyone</i>	Skowkeir, M.	2016
<i>Yoga Wisdom at Work: Finding Sanity off the Mat and on the Job</i>	Skowkeir, M.	2013



## Graphic Medicine Titles

Title	Author	Year
<i>Alan's War: The Memories of G.I. Alan Cope</i>	Guibert, E.	2008
<i>Aliceheimer's: Alzheimer's Through the Looking Glass</i>	Walrath, D.	2016
<i>At War With Yourself: A Comic About Post-Traumatic Stress and the Military</i>	Williams, S. C.	2016
<i>The Bad Doctor: The Troubled Life and Times of Dr. Iwan James</i>	Williams, I.	2015
<i>Big Skinny: How I Changed My Fattitude: A Memoir</i>	Lay, C.	2013
<i>Blue Pills: A Positive Love Story</i>	Peeters, F.	2008
<i>Cancer Made Me a Shallower Person: A Memoir in Comics</i>	Engelberg, M.	2006
<i>Cancer Vixen: A True Story</i>	Marchetto, M. A.	2014
<i>Can't We Talk About Something More Pleasant?: A Memoir</i>	Chast, R.	2014
<i>Graphic Medicine Manifesto</i>	Czerwiec, M. K.	2015
<i>Health Care Reform: What It Is, Why It's Necessary, How It Works</i>	Gruber, J.	2011
<i>Hole in the Heart: Bringing Up Beth</i>	Beaumont, H.	2016
<i>Hospital Suite</i>	Porcellino, J.	2014
<i>Level Up</i>	Yang, G. L.	2016
<i>Long Road Home: One Step at a Time</i>	Trudeau, G. B.	2005
<i>Mom's Cancer</i>	Fies, B.	2011
<i>My Degeneration: A Journey Through Parkinson's</i>	Dunlap-Shohl, P.	2015
<i>Not Funny Ha-Ha: A Handbook for Something Hard</i>	Hayes, L.	2015
<i>Pain Is Really Strange</i>	Haines, S.	2015
<i>Pedro and Me: Friendship, Loss and What I Learned</i>	Winick, J.	2009
<i>Psychiatric Tales: Eleven Graphic Stories About Mental Illness</i>	Cunningham, D.	2011
<i>Second Avenue Caper: When Goodfellas, Divas, and Dealers Plotted Against the Plague</i>	Brabner, J.	2014
<i>Signature Wound: Rocking TBI</i>	Trudeau, G. B.	2010
<i>Sobriety: A Graphic Novel</i>	Maurer, D. R.	2014
<i>Spot 12: Five Months in the Neonatal ICU</i>	Jaeckel, J.	2016
<i>Take It as a Compliment</i>	Stoian, M.	2015
<i>Taking Turns: Stories from HIV/AIDS Care Unit 371</i>	Czerwiec, M. K.	2017
<i>Things to Do in a Retirement Home Trailer Park . . . When You're 29 and Unemployed</i>	Wright, N.	2015
<i>Trauma Is Really Strange</i>	Haines, S.	2015
<i>Walking Med: Zombies and the Medical Image</i>	Servitje, L.	2016
<i>War Within: One More Step at a Time: A Doonesbury Book</i>	Trudeau, G. B.	2006
<i>Yellow Monkey Emperor's Classic of Chinese Medicine</i>	Mitchell, D.	2016