

**BDCFT Health Library &
Information Service
Marketing Plan 2020-2021**

Database/
E-resources

Library Services

Library
Marketing

Health Resources

Health Campaigns/
Library events

Database/ E-resources

AIM: Increase awareness and usage of database / e-Resources available at BDCT

Resource	Target Audience	Method of Promotion	Evaluation
OpenAthens	ALL	Leaflets Library Website	Increase number of accounts created and hits
BMJ Best Practice	ALL	Presentations and inductions Library newsletters Social Media In person with library customers Library display Targeted emails	Usage statistics
Royal Marsden Online	Nurses		
Discovery	ALL		
eBooks	ALL		
Databases (HDAS/Cochrane)	ALL		
Browzine	ALL		
CPD Online	AHP		

Library Services

AIM: Increase awareness about the Library Services.

Service	Target Audience	Method of Promotion	Evaluation
Literature search	ALL / New Starters	Leaflets	Usage statistics and customer feedback
i-Alerts	ALL / New Starters	Library Website	
Information Skills Training	ALL / New Starters	Presentations and inductions	
Critical Appraisal Guidance	ALL / New Starters	Library newsletters	
Article/ Book request	ALL / New Starters	Social Media	
	ALL / New Starters	In person with library customers	
		Library display	
		Targeted emails	

Health Resources

AIM: Increase awareness and usage of health promotion resources

Medium	Target Audience	Method of Promotion	Evaluation
Leaflets	Health Promoters in Bradford & Airedale BCTFT Staff Charities Local Networks	Leaflets Library Website Presentations and inductions Library newsletters Social Media In person with customers Targeted emails	Usage Statistics Feedback from Library Customers
Teaching Training Packs			
Models			
Posters			
Reminiscence Resources			
Accessible formats resource			
Online material (signposting)			

Health Campaigns/ Library events

Aim: Raise awareness of health issues, research and library service

What	Target Audience	Method of Promotion	Evaluation
Health Awareness Campaigns (Appendix 1)	All BDCFT Staff & Students All Health Promotion Customers	Social Media Leaflets Library display Newsletter Library Website	Feedback Statistics from Social Media Library Surveys
Library Events (Appendix 2)	All BDCFT Staff & Students		
Services /Resources Calendar (Appendix 2)			
CLEAR event			

Health Awareness Campaigns (Appendix 1)

Campaign Topic	Provisional Campaign Dates
Mental Health Awareness (COVID)	[Month] August
Know your numbers: Heart Health	[Week] 7 th – 13 th September
Healthy Eating Week	[Week] 28 th September – 4 th October
Stoptoper: Smoking Cessation	[Month] October
Self-Care & Winter Health	[Month] November
Dry January	[Month] January

Library
Events
Services
Resources

Months	Database / e-resources	Library service	Campaigns/Event
April	BMJ Best Practice		World Book Night / Open Day
May		Article / Book Request	CLEAR
June	Browzine		Lynfest
July	Royal Marsden Online		Health Information Week
August	CPD Online		
September		Information Skills Training	World Book Night
October	Databases (HDAS/Cochrane)		
November		Critical Appraisal Guidance	Knowvember
December	Discovery		Advent Calendar
January	eBooks	Health Promotion	
February	i-Alerts		
March		Literature search	