

TACIT



Information for librarians & information professionals working in Edinburgh – Wed 4th May 2011

Advocacy and Lobbying for Scottish Libraries

To rise above the din and be heard, voices must be linked in something approaching unison.

In the current climate of swingeing public sector cuts, advocacy activities for library and information services have been pushed forward with vigour by the team at Scottish Library and Information Council and CILIP in Scotland. The objective was to raise the profile for libraries in organisations and make better use of evident public support as the recession's cuts began to bite. To do this we needed to secure support for libraries in the political arena.

SLIC and CILIPS have a longstanding joint approach to advocacy and lobbying, using the respective strengths of each organisation to influence decision making and demonstrate how library services of all kinds have a role to play in civil society. Advocacy for libraries and librarians is a core function of both CILIPS and SLIC and, as such, represents an ongoing strategic activity rather than a reactionary flurry. As a matter of course, CILIPS makes official responses to a vast range of policy initiatives relevant to the sector, ensuring that libraries' interests are represented in key policy documents. For example, the Scottish Government's recently published Scotland's Digital Future: a Strategy for Scotland clearly mentions the role of libraries. This was a culmination of the collaborative efforts made by CILIPS and SLIC to this end, both through formal responses (we make an average of 20 of these a year) and the more informal interactions with Government ministers and policy makers in the devolved context.

In the lead up to the Scottish Parliamentary elections in 2011 and the local government elections in 2012, efforts have become more focused and more intense.

SLIC developed a clear and concise policy briefing for politicians and stakeholders in November 2010 by using professional PR partners and lobbyists. With them we developed the message which could be targeted at different audiences and created a series of tools to convey the message. "Libraries connecting people and communities"

<http://www.lovescottishlibraries.org/storage/LibraryPolicyBriefing.pdf> demonstrates the importance of libraries of all kinds and presents the case for services to be nurtured and supported. The document was sent to all MSPs, selected local politicians and other key stakeholders.

A range of activities were jointly planned and executed. This included attendance at major political and stakeholder events, media events the Scottish Library Excellence Awards in the Scottish Parliament Garden Lobby, working with writers to harness media attention and public support in petition to Scottish Parliament and 1:1 meetings with individuals developing manifestos.

CILIPS members were also important in getting this message across. We need combined and individual voices to be heard- activists at grassroots level making passionate cases for libraries at local or institutional level to support the work being carried out nationally by the team.

But we need to be singing from the same song sheet. Differing arguments and messages lead to confusion and, ultimately, to poor results. Not to mention the adverse effects that fragmentation of the community could have on public and stakeholder support for libraries.

The concept of a public campaign was discussed by both SLIC and CILIPS and both favoured a "love Scottish libraries" theme that would recognise the particular needs and challenges of working in the devolved Scottish context. Although CILIPS supports the principles of other campaigns such as Voices for the library and Save our libraries, it was felt that it was important to promote positive messages with action that is distinctly Scottish, targeting the right policy makers and using facts and figures that are relevant in a Scottish context.

The Love Scottish Libraries website (www.lovescottishlibraries.org) was launched in February and feedback so far has been overwhelmingly positive. The website petition and guestbook clearly demonstrate support for library services, with contributions from a number of MSPs and authors as well as library supporters from all walks of life.

The campaign has been promoted at the COSLA conference and MSPs were emailed and encouraged to support the campaign, leading to pledges of support across parties. CILIPS and SLIC staff also met with representatives of the main political parties to outline the case for libraries and garner support.

This ongoing activity has now translated into clear statements of intent from our politicians in the form of the manifestos for the Scottish Government elections The Scottish National Party, The Greens and the Labour Party have made explicit statements of support for libraries. The Liberal Democrats also stress the importance of the digital agenda, in which libraries will of course play a role. The continuing, and collaborative, efforts of CILIPS and SLIC have ensured that libraries are high on the political agenda in Scotland which will secure services for future generations in the long run, and in the immediate future, safeguard jobs for our members.

Advocacy and lobbying are all about influence and it is everyone's job - from the library assistant to the senior manager - to be able to demonstrate why investment in the service is important.

Start thinking about five things that you do to change lives or make a difference within your service. Be able to back it up. And remember, the average attention span of someone listening to you is just eight seconds – make it relevant to them and make it easy to remember after you



linking edinburgh libraries

Love Scottish Libraries Campaign
<http://www.lovescottishlibraries.org/>

edinburgh libraries & information services agency
www.edinburghlibrariesagency.info

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have gone. Get users, friends and family to sign up to Love Scottish Libraries. Help us to make a difference! SLIC and CILIPS will continue to advocate and lobby and to work with the incoming Scottish Government. The next few months will be seeking to secure these election pledges and follow up with individual parties after 5th May. The new reading promotion for libraries will try to get support focus on the lovescottish libraries brand with a view to planning a strategy for 2012 local council elections.

One final observation: the measure of success is when you start hearing your own words come back at you from the people you seek to influence..... and policy begins to reflect those words.

Elaine Fulton
Director SLIC and CILIPS

Update on new ELISA constitution

We have now reached the end of the consultation period on the new ELISA constitution. This document has been accepted by the Full Committee. You can find the agreed final version on the ELISA website at

<http://www.edinburghlibrariesagency.info/wp-content/uploads/2011/05/ELISAconstitutionFinal.doc>

In June we will begin the nomination process for voting in a new ELISA Business Committee. The nomination forms will be sent out as part of the June issue of TACIT. We look forward to seeing a new Business committee elected in the autumn.

Julie Johnstone
ELISA Business Committee

Forthcoming Events

Workshop: 'Discovering family history'
Wed 4th May 14:00
<http://www.nls.uk/events>

Writing research proposals - Workshop 2: Writing and discussing your proposal (Library and Information Research Group (LIRG))
4th May
<http://www.slainte.org.uk/events/EvntShow.cfm?uEventID=2652>

Workshop: Getting started at NLS
Thur 5th May 18:00
<http://www.nls.uk/events>

Data Protection: An A-Z Guide
Tues 10th May 10:00 - 16:00
<http://www.slainte.org.uk/events/EvntShow.cfm?uEventID=2562>

The Law of Multi Agency Information Sharing
Thurs 12th May 10:00 - 16:00
<http://www.slainte.org.uk/events/EvntShow.cfm?uEventID=2570>

Talk: 'Bottled tears: Scottish war brides of World War Two'
Thur 12th May 18:00
<http://www.nls.uk/events>

Nothing But... poems by Carol Ann Duffy
Thurs 12th May 19.30
<http://www.spl.org.uk/events/index.html#events>

Early Years Conference: working with children aged 0-4 and their carers
Fri 13th May
<http://www.slainte.org.uk/events/EvntShow.cfm?uEventID=2581>

Storytelling for Conscious Reading
Fri 13th May
<http://www.spl.org.uk/events/index.html#events>

Poetry Society Poetry Surgeries with Kona Macphee
Sat 14th May
<http://www.spl.org.uk/events/index.html#events>

Workshop: Beyond Google
Wed 18th May 10.30
<http://www.nls.uk/events>

Talk: 'David Hume: Philosopher and historian'
Wed 25th May 18:00
<http://www.nls.uk/event> s

CILIPS Shared Services seminar
Wed 25th May DUNDEE
<http://www.slainte.org.uk/EventsXtra/1105/sharedservices.html>

Nothing But... Poems for Men..
Sat 28th May 11.00-12.30
<http://www.spl.org.uk/events/index.html#events>

CILIPS Annual Conference (CILIPS)
7th - 8th Jun GLASGOW
<http://www.slainte.org.uk/cilips/conference/conferenceindex.htm>

Are you a Chartership candidate or considering working towards a professional qualification in librarianship? ELISA and CILIPS East Branch are looking at ways of supporting Chartership candidates in the Edinburgh area to network and gain experience of wider professional issues. Contact Val Walker valerie.walker@ea.edin.sch.uk from the ELISA Staff Development and Training group if you are interested in joining a network, and let us know if you can help with organising an event.

WANTED: contributions for TACIT

We're always looking for news items (50-150 words), announcements of forthcoming events, event reports (500-800 words) and profiles of library services (500-800 words).

RAISING THE PROFILE Health Management Library and Information Service

The Health Management Library and Information Service is a unique resource for Scotland and holds the country's largest collection of healthcare management information. Providing a Scottish perspective, the Library specialises in the non-clinical aspects of health and social care and focuses on healthcare planning, policy, management and service improvement. Although we are based in Edinburgh the majority of our customers are remote as we provide library services to a wide range of customers working within all the geographical and special health boards in Scotland. More recently we have also extended our services to social care staff throughout Scotland. The overall aim of our services is to equip managers and leaders with quality information to improve informed decision-making, to ensure service change is evidence based, to share good practice and to support lifelong learning. This is a unique resource for health managers in Scotland.

The Health Management Library and Information Service are pleased to announce the launch of the re-developed website Health Management Online
<http://www.healthmanagementonline.co.uk>

Health Management Online is the online resource of choice to support managers and leaders within health and social care in Scotland. Our website is a single point of access for management information and provides timely and efficient access to high quality information resources enabling staff to find, share and use information and evidence to improve the quality of care.

The Library team has a close working partnership with NHS Education for Scotland Knowledge Services Group and the functionality and technology incorporated into the site is the same architecture as that used on The Knowledge Network. <http://www.knowledge.scot.nhs.uk/>
The dedicated library team specialise in tailoring and managing the content of the site to ensure it has up-to-date relevant and quality information. Some of the Key Features include:

- The Topic Rooms : key management themes that have been packaged together for our customers. Currently we have 7 topic rooms and these focus on : Human resources; Leadership; Corporate Social Responsibility; Financial management; Knowledge Management; Executive Level Management; Workforce Planning
Each topic room brings together key policy, publications, essential websites, related reading lists and briefings, 1000's of journal articles, toolkits, training and

development and expert searches. We also link to relevant newsfeeds and a resource of the month to ensure there is always something new to access.

- The Powerful Searching Tool

One of the most prominent features of the site is its powerful search function (using FAST ESP technology). The search acts upon a single index incorporating a range of records from a selection of sources. This means that searching is conducted across a range of quality-assured content, including: key management databases such as Emerald, Health Business Full text Elite, the Health Management specialist library on the English NHS Evidence website, and the OVID Health Management Information Consortium (HMIC) database together with our own Library catalogue. This search functionality results in customers getting a focused set of results specifically when management and leadership information

is required

Users are able to manipulate resources retrieved via the search using the "Save and Share" function. This allows the user to save search results to a file, email them to colleagues, or save them to "My Resource Space" - which works in the same way as My Favourites in Internet Explorer.

- Policy

The policy area provides access to relevant policy and circulars from the Scottish Government as well as policy documents from NHS Scotland

organisations and the Department of Health.

Also on this page there are newsfeeds from the Scottish Government and Department of Health.

- Training and Development

This area provides information on a wide range of training and development resources. It includes access to the directory of all the training DVDs and videos that we hold in our Library. We hold DVD's and videos on various topics, such as interviewing skills, assertiveness and performance management.

The team have also compiled a directory of management training and development courses and qualifications in Scotland, together with a conferences and events calendar.

Embedding the use of knowledge is an integral part of day to day practice to improve quality of care across health and social care in Scotland and this specialist website alongside our library services is assisting managers and leaders to do this.

*Gill Earl, Library Services Manger
Jennifer Underwood, Library Assistant
Health Management Library and Information Service*



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