This isn’t just any information…this is targeted information

Becky England, Karen Skinner & Maidstone and Tunbridge Wells NHS Trust Library Team
Tailored bulletins..why?

• Marketing strategy
• Users want to know what resources/services the library has in their area
• Good to be able to hand out a specific & tailored bulletin at registration
• Tie in with our Monthly Display, added to the library website and promoted on the library blog & Twitter
Feedback 1

“Thank you so much for putting this together, we will put the sheet into all the delegate’s packs for the three study days we are hosting this year”

(Palliative Care Bulletin)
Feedback 2

“Excellent resource – thank you. I will forward it to all Ward/Department Managers, Practice Development Nurses, Clinical Skills Facilitators, Matrons and Associates/Deputy Directors of Nursing” (Nursing Bulletin)
Evolving Bulletins 1

- Now in KSS LKS branded colours!
- Top resources now highlighted, not ALL resources
- Less bulky, more eye-catching and easier to update
Evolving Bulletins 2

• Demand from Clinical Support Workers and the Nursing directorate for the library to create a tailored bulletin for CSWs

• Nursing directorate pleased with new “visual” CSW bulletin which highlights British Journal of Healthcare Assistants, Royal Marsden Manual Online and the notice board we have for them
Evolving bulletins 3

- Health information bulletin created for patients and public
- Ties in with Knowledge for Healthcare framework:
  - “Provide knowledge and evidence to enable excellent healthcare and health improvement.
- Use the expertise of their staff to ensure that NHS bodies, staff, learners, patients and the public have the right knowledge and evidence, when and where they need it”
Thank you for listening

• Any questions?