
State of Iowa Advisory Group for NNLM R6 Project Community Partnerships For Mental Health Toolkit Development

Overview

Mental health is a critical public health issue affecting various populations, including teens, LGBTQIA+ individuals, and seniors. Our Advisory Group aims to address this issue by developing a comprehensive Community Partnerships for Mental Health Toolkit for public libraries, public health departments, community organizations, and others. The toolkit will consist of a user-friendly website/guide (on NNLM.gov), bookmarks, a one-page guide, programming ideas, and training materials for toolkit users. It will provide practical, evidence-based strategies for community partnerships, resource sharing, and programming to address mental health needs. Objectives of the project include developing the toolkit, training, and promoting its adoption. Expected outcomes include:

- Increased access to mental health resources.
- Increased engagement in mental health programming.
- Strengthened partnerships for addressing mental health issues in the community.

The toolkit aims to help create community partnerships, locate and share resources, and design evidence-based programming to address mental health needs in local communities.

TABLE OF CONTENTS

<i>Overview</i>	1
<i>The Problem</i>	2
<i>The Solution</i>	2
<i>Objectives of the Project:</i>	3
<i>Logic Model</i>	4
Inputs:.....	4
Outputs:.....	4
Outcomes:	5
<i>ToolKit Objectives</i>	5
<i>Evaluation Plan</i>	6
<i>Budget:</i>	7
<i>Station Action Plan Committee Members</i>	7

THE PROBLEM

Mental health is a critical public health issue that affects individuals of all ages, including teens, LGBTQIA+ individuals, and seniors¹. As evidenced by recent reports from the CDC highlighting the mental health challenges these populations face, there is a pressing need for resources and support in addressing mental health in local communities. Our Advisory Group aims to contribute to the solution by developing a comprehensive toolkit that will empower library staff to create effective community partnerships, locate and share mental health resources, and design programming to address mental health needs.

THE SOLUTION

The project proposal aims to develop a comprehensive Community Partnerships for Mental Health Toolkit that will provide resources, guidance, and programming ideas for public libraries, public health departments, community organizations, and others to address mental health issues in their communities. The toolkit will consist of a user-friendly website/guide (on NNLM.gov), bookmarks with customizable local information, a one-page guide for quick reference, programming ideas, and training materials for library staff. The toolkit will provide practical, evidence-based strategies for community partnerships, resource sharing, and programming ideas.

The project will include the development, guides, and resources to train library staff on how to use the toolkit effectively. The training will cover topics such as locating and sharing mental health resources, identifying community partners, and implementing programming ideas that align with mental health awareness month campaigns. The goal is to empower toolkit users with the knowledge and skills to address mental health needs in a sensitive, informed, and effective manner.

¹ CDC. (2023, February 13). *U.S. Teen Girls Experiencing Increased Sadness and Violence*. Centers for Disease Control and Prevention. <https://www.cdc.gov/media/releases/2023/p0213-yrbs.html>
Mental Health. (2023, February 13). Centers for Disease Control and Prevention. <https://www.cdc.gov/healthyyouth/mental-health/index.htm>
Older Adult Mental Health. (n.d.). [Text]. MedlinePlus; National Library of Medicine. Retrieved April 17, 2023, from <https://medlineplus.gov/olderadultmentalhealth.html>
State of Mental Health and Aging in America. (2020, August 21). Centers for Disease Control and Prevention. <https://www.cdc.gov/aging/publications/mental-health.html>

Finally, the project will include promotional activities such as presentations, brochures, flyers, and social media campaigns to disseminate the toolkit to library staff, community partners, and other stakeholders.

OBJECTIVES OF THE PROJECT:

The objective of this project proposal is to develop a Community Partnerships for Mental Health Toolkit that will provide library staff, public health professionals, community organizations, and others with the necessary resources, guidance, and strategies to effectively address mental health in their communities. The toolkit will consist of a website/guide (on NNLM.gov), bookmarks with information on state and local mental health resources, a one-page guide for quick reference, programming ideas, and training materials.

Objective 1: Develop a comprehensive Community Partnerships for Mental Health Toolkit that includes a user-friendly website/guide (on NNLM.gov), bookmarks with customizable local information, a one-page guide for quick reference, programming ideas, and training materials for library staff.

Objective 2: Train library staff, community partners, and other stakeholders on how to effectively use the toolkit, including locating and sharing mental health resources, identifying community partners, and implementing programming ideas, through interactive training modules, guides, and resources.

Objective 3: Promote and disseminate the toolkit to library staff, community partners, and other stakeholders through targeted promotional activities such as presentations, workshops, brochures, flyers, and social media campaigns, including a campaign for Mental Health Awareness Month, to ensure widespread adoption and utilization of the toolkit in addressing mental health needs in the community. This campaign raises awareness about mental health and encourages programming during that time, utilizing the toolkit for planning and implementing mental health-related programs and services during the designated month.

LOGIC MODEL

Inputs	Outputs	Outcomes
<p>Expertise and knowledge in mental health and community partnerships</p> <p>Access to relevant state and local mental health resources</p> <p>Access to guidance on programming ideas for mental health awareness</p>	<p>Website/Guide on NNLM.gov that contains the report toolkit and tools</p> <p>Bookmarks that contain information on state and local mental health resources, and space to customize for local information.</p> <p>A concise and clear 1-page guide to the toolkit</p> <p>Three programming ideas for mental health awareness</p> <p>Training on the toolkit</p> <p>Campaign for Mental Health Awareness Month encouraging programming during that time.</p>	<p>Increased access to state and local mental health resources for library users.</p> <p>Enhanced capacity of library staff to provide timely and relevant information and support to library users seeking mental health resources.</p> <p>Increased engagement and participation in mental health-related programming in the community, promoting mental health awareness and literacy.</p> <p>Strengthened partnerships between the library and community organizations for addressing mental health issues in the community.</p>

INPUTS:

1. Expertise and knowledge in mental health and community partnerships
2. Access to relevant state and local mental health resources
3. Access to guidance on programming ideas for mental health awareness

OUTPUTS:

1. Website/Guide: A comprehensive website or guide on NNLM.gov that includes information on state and local mental health resources, as well as space for customization with local information.
2. Bookmarks: Bookmarks that contain information on state and county mental health resources, and space to customize for local information. These bookmarks can be distributed to community members.
3. 1-page guide: A concise and clear 1-page guide that provides guidance on how to locate and collaborate with potential community partners for mental health initiatives. This guide includes

suggestions on who to collaborate with, such as local mental health organizations, schools, and community groups.

4. Programming Ideas: Three programming ideas for mental health awareness. These programming ideas aim to engage the community and promote mental health awareness and literacy.
5. Training on the toolkit: Training for toolkit users that provides guidance on how to use the toolkit.

OUTCOMES:

1. Increased access to state and local mental health resources for communities
2. Enhanced capacity of toolkit users to provide timely and relevant information and support to library users seeking mental health resources.
3. Increased engagement and participation in mental health-related programming in the community, promoting mental health awareness and literacy.
4. Strengthened partnerships between the library, public health departments, and community organizations for addressing mental health issues in the community.

TOOLKIT OBJECTIVES

1. Help create community partnerships: The toolkit will provide practical guidance and resources for individuals and organizations to identify, establish, and maintain effective community partnerships for addressing mental health issues. This may include strategies for engaging key stakeholders, building trust, and fostering collaboration to promote community-wide mental health initiatives.
2. Locate and share resources: The toolkit will offer tools and information for locating and sharing relevant mental health resources within the community, such as mental health services, support groups, helplines, and other available resources. This may include templates for creating resource directories, guidelines for evaluating resource effectiveness, and strategies for promoting resource utilization among community members.
3. Design programming: The toolkit will provide templates, guidelines, and best practices for designing and implementing community-based mental health programming. This may include sample program plans, evaluation tools, and recommendations for program customization based on community needs and resources. The toolkit aims to assist individuals and organizations in designing evidence-

based and culturally-appropriate mental health programs that address the unique needs of their communities.

TIMELINES

June 2023: Kickoff meeting to discuss goals and objectives. Develop a project plan.

July 2023: Identify the information and resources needed for the toolkit.

August 2023: Begin drafting the content and collecting relevant resources.

September 2023: Continue drafting the content and gathering resources. Begin designing the toolkit

October 2023: Review and revise the content. Finalize the toolkit design and layout. Begin creating supplementary materials (e.g. presentations, handouts, social media graphics).

November 2023: Conduct a pilot test of the toolkit with the Iowa State Advisory Group. Gather feedback and make revisions to the content and design.

December 2023: Incorporate feedback from the pilot test into the final version of the toolkit. Develop a dissemination plan to promote the toolkit and ensure its accessibility.

January 2024: Launch the toolkit! Make it available to the public through various channels (e.g. websites, social media, email lists).

February 2024: Host training on the toolkit

March 2024: Participants hosting an event in May of 2024 will begin planning and advertising their events.

May 2024: Collect data on participation in events for mental health awareness month.

EVALUATION PLAN

Track Events Held: Track the number of events held in May 2024 using the toolkit.

Program Attendance and Participation Data: Collect data on program attendance and participation for mental health-related programming during Mental Health Awareness Month (May 2024).

User Feedback Surveys: Administer user feedback surveys to library users who accessed mental health resources or participated in programming facilitated organizations using the toolkit. Gather feedback on the usefulness, accessibility, and impact of the resources and programming. This will help measure the

intermediate outcomes of improved access to mental health resources and services, and user satisfaction with the toolkit.

Partner Engagement and Collaboration Data: Collect data on the number of community partners identified and collaborated with, as well as the nature and outcomes of the partnerships facilitated by library staff using the toolkit.

Project Outcome²: Encourage public libraries to use Project Outcome to measure the effectiveness of their programming.

BUDGET:

We will contract with Francisca Goldsmith for this project. She wrote a white paper on libraries and health for ALA and worked with NNLM and WebJunction as a subject matter expert on various classes, including the collection development class. By contracting with her, we can ensure that the toolkit is developed by someone with a understanding of the intersection between libraries, health information and partnerships. Her expertise will be invaluable in ensuring the toolkit is comprehensive, accurate, and useful for our target audience.

The budget for the project is \$10,000. Francisca's hourly rate is \$75 for an estimated 130 hours of work for a total of \$9,750. The budget covers the costs of content and training material development, toolkit design and implementation, and training. The remaining \$250 will be utilized for promotion purposes.

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² <https://www.projectoutcome.org/>

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