IFLA Special Interest Group
Evidence for Global and Disaster Health

Marketing and Communications Plan 2019 - 2021
Last updated 28th February 2020

Introduction
Evidence for Global and Disaster Health [E4GDH] provides a significant opportunity for libraries, under the leadership of IFLA and its Global Vision agenda, to play a critical role in supporting global and disaster health, bringing together partners and stakeholders within and outside the profession.

E4GDH encompasses the potential for librarians and their services to play an enhanced, pivotal role in the collation, organisation, assessment and deployment of information concerning global and disaster health, including disaster preparedness, humanitarian aid, and risk reduction.

For librarians to achieve this potential, the necessary vision, ideas, engagement, evidence, skills training and practical support must be in place. To provide this leadership, and to enable existing expertise, organisations and resources to be harnessed, E4GDH will coordinate, stimulate and take forward the ideas and vision.

Aim / Purpose
To provide co-ordination, advocacy and leadership for cross-sectoral knowledge and library services in support of the Evidence for Global and Disaster Health (E4GDH) agenda.

Communication Goals
The Evidence for Global and Disaster Health SIG's communication goals are:
➢ A connected, global voice for libraries and their partners working to improve global and disaster health, helping achieve the UN Strategic Development Goals, particularly Goal 3 Ensure healthy lives and promote well-being for all at all ages.
➢ The sharing and translation of best evidence and practice in global and disaster health

Objectives
1. Strengthen awareness of, and active participation in, E4GDH SIG
2. Advocate for the role of librarians in global and disaster health at all levels, and equitable access to G&DH information and knowledge for communities worldwide
3. Share good practice / build links to increase opportunities for collaboration

Audiences
The Evidence for Global and Disaster Health's key audiences are identified as being:
Internal Audiences:
- E4GDH core and advisory group members
- Health & Biosciences Libraries SC and Section Members (awareness / engagement)
- Other IFLA professional units (awareness / engagement – more joint working)
- IFLA HQ and Governing Board

External Audiences:
- Librarians, information specialists and knowledge workers
- Representation on committee from Latin America and the Caribbean is a target for 2019/20.
- Key peer organisations, including national and international organisations and humanitarian agencies (for example UN, UNDRR, WHO)
- Library Associations and regional library bodies (for example The Association for Health Information and Libraries in Africa [AHILA], European Association of Health Information and Libraries [EAHIL])
- Individuals working in Global & Disaster Health (especially champions willing to engage with peers. LMICs with Sendai agreements priority)

Strategies

Objective 1: Strengthen awareness of, and active participation in, E4GDH SIG by promoting and sharing information.
To include via our basecamp group (internal), E4GDH webpages, newsletter and social media platforms / discussion groups / networks

Strategies	Audience	Communication channel	Role Assignment	Timeline
Communicate updates/engage with core & advisory groups	E4GDG core / advisory groups	- Basecamp, - Online Zoom meeting(s)	SIG Convenor, Information Coordinator	As needed (at least bimonthly)
Publicly share initiatives and developments	All Key Audiences	- Newsletter - Social media - Discussion lists - Publications - Print promotional materials	SIG Convenor, Info Coordinator, Committee Members, Partners	As needed
Update E4GDH website: Action Plan / Annual Report summaries	All Key Audiences	IFLA E4GDH website	Information Coordinator	As needed
Invite participation	G&DH library community, Other interested stakeholders	Via: E4GDH Website, newsletter, Targeted emails, Updated ToR online		As the opportunity arises

Objective 2: Advocate for the role of librarians in global and disaster health at all levels, and equitable access to G&DH information and knowledge for communities worldwide.
To include building a 'Partners for Health Information' network and community of practice.

Strategies	Audience	Communication channel	Role Assignment	Timeline
A. Develop / pilot multi-lingual advocacy toolkit, for use by librarians and key stakeholders. D. Produce high-quality resources / publications aligning with existing initiatives to promote evidence-based practice, provide better value, and reduce duplication	All Key Audiences Other interested stakeholders	- E4GDH website - Social media platforms / discussion lists - E4GDH Newsletter	Evidence base lead Committee Members	Ongoing
Identify partners who can promote/share activities	e.g. NLM Disastr-Outreach-Lib listserv, HIFA, Evidence Aid, IANPHI	Meetings and conferences Mailing lists and forum	SIG Convenor, Info Coordinator, Committee Members	Ongoing
Translation of resources into other languages	IFLA sections, Library networks, Indiv. librarians working in GDH, Partner orgs / stakeholders	IFLA E4GDH and HBS sites Open access web resource Partner web sites	SIG Convenor, Info Coordinator, Committee Members Volunteer translators	August 2020
Promotion of WHO publication	Librarians and professionals working in GDH	IFLA / E4GDH sites, Partner sites e.g. NLM Disastr-Outreach-Lib listserv, IANPHI HIFA, Evidence Aid	SIG Convenor, Info Coordinator, Committee Members	August 2020

Objective 3: Share good practice / build links to increase opportunities for collaboration.
To include developing and delivering strong and relevant conference programs and webinars

Strategies	Audience	Communication channel	Role Assignment	Timeline
Cultivate strong partnerships with other IFLA Professional Units	G&DH library community, interested stakeholders	E4GDH Website, Mapping exercise, Targeted emails, WLIC F2F meetings	Convenor, Committee Members	Ongoing
Attract engaging speakers/engaged participants with timely themes and topics	G&DH library community, other interested stakeholders	Basecamp, E4GDH Website, E4GDH newsletter, Social Media Platforms / discussion lists	Convenor, Committee Members	Ongoing

Tools and Tactics
Existing tools:
Web: https://www.ifla.org/about-e4gdh-special-interest-group
Webinar series: https://www.ifla.org/publications/25692
Newsletters: https://www.ifla.org/publications/node/91754?og=25692
Twitter: #e4gdh
Basecamp (internal): communication and project management platform for committee members

Planned communication to promote open sessions and satellite meetings, webinars and other activities
Effective use of basecamp for core and advisory group
Wider publications, i.e. papers, reports, partners newsletters etc

Timeline and Role assignments
Broad roles identified in tables above. Specific leads and timelines will be in line with our 2019/20 Action Plan, which is regularly reviewed and updated.

Evaluation Measures and Targets
The success of the IFLA E4GDH Marketing and Communications Plan will be evaluated by:
i. Working Group geographically diverse, with representation from other IFLA Professional Units
- E4GDH Advisory group membership increases
  [16 on Advisory Group in last Annual Report]
- E4GDH Advisory group membership extended to Latin America and the Caribbean
  [Last Annual Report: Africa (1), Asia (3), Europe (9), North America (3)]
- Liaison people from other IFLA committees

ii. Audit of webinar series: registrations and attendance numbers, feedback and evaluation. Number of viewings of webinar recordings.
- Three webinars in 2019/20
  [three took place in 2018/19]
- Growth in number of subscribers and YouTube viewings
  [2018/19 highest: 83 registered / 29 participants / 84 YouTube views]

iii. Increase in subscribers to the E4GDH Newsletter
- Three newsletters in 2019/20 [two in 2018/19]
- Increased number of newsletter subscribers [currently 42 on mailchimp]

iv. Increase in accessibility of E4GDH resources
- One or more selected E4GDH resources translated into 2 languages in addition to English
  [no current translations]
- One or more selected E4GDH webinar transcripts translated into 2 languages in addition to English
  [no current translations]

v. Growth in level of engagement from relevant organisations around E4GDH
- Increase in number of other IFLA professional units that engage with E4GDH
  [In 2018/19: satellite meeting with STL (Science and Technology Libraries) / open session with CPDWL (CPD & Workplace Learning)]

This document will be reviewed at IFLA WLIC 2020. Thereafter it will be updated annually, with the next formal review to occur at the IFLA Congress in August 2021. As part of this review, we will examine new methods and platforms of communication to ensure we are staying current with communication industry standards.

Glossary

Acronym	Full name	Web link
AHILA	Association for Health Information and Libraries in Africa	https://ahila.org/
EAHIL	European Association of Health Information and Libraries	http://eahil.eu/
G&DH	Global and Disaster Health	==
HIFA	Healthcare Information for All	www.hifa.org
IANPHI	International Association of National Public Health Institutes	www.ianphi.org
LMICs	Low- and Middle-Income Countries	==
UNDRR	United Nations Office for Disaster Risk Reduction	www.undrr.org
WHO	World Health Organisation	www.who.int