



Tips for promotion

1. Add a health information column to your existing newsletter or newspaper. Use previous CHIRS newsletters issues for content ideas:
<http://www.unmc.edu/library/consumer/> .
2. Partner with your public library or with McGoogan Library of Medicine to set up a health information computer class. Show your audience how to access quality health information sources, including those developed here in Nebraska. Resources such as "The Librarian is in" notebook can help with a list of health resources.
3. If you regularly use media outlets, interview McGoogan librarians about CHIRS and consumer health resources in Nebraska. Highlight your agency's involvement.
4. Include CHIRS materials in your own board's packets at your next board meeting. Board members are also health consumers with questions. This also gives you a chance to highlight the great work you are doing in the state.
5. Sign up for the traveling CHIRS exhibit and place it in your public area. Use it to exhibit at your next community health fair.
6. Don't forget your own staff. Create a permanent health information corner or bulletin board in your employee break area.
7. Give CHIRS and Go Local Nebraska materials to those in your community that interact with new residents: economic development offices, chambers of commerce, schools, banks, public health offices.

Please let McGoogan Library of Medicine know
how you promote CHIRS & Go Local Nebraska
in your community.