

NNLM *All of Us* Program Center Funded Projects

LGBTQ-affirming Health Fairs at Public Libraries

Project Lead Organization: Bradbury-Sullivan LGBT Community Center

Funding Year: 2021

Funding Amount: \$15,000



BRADBURY-SULLIVAN
LGBT COMMUNITY CENTER

*Serving the LGBT Community
of the Greater Lehigh Valley*

Community Partners

Eastern Monroe Public Library
Kutztown Community Library
Parkland Community Library
Bethlehem Area Public Library

Populations of Focus

Gender Identity; Sexual Orientation

Project Goal

Provide community members resources and referrals for specific LGBTQ-affirming healthcare services and providers in the Lehigh Valley, PA region.

Project Summary

Through LGBTQ-affirming Health Fairs at Public Libraries, Bradbury-Sullivan LGBT Community Center (Bradbury-Sullivan) aims to provide community members resources and referrals for specific LGBTQ-affirming healthcare services and providers in the Lehigh Valley region.

Through partnerships with 4 public libraries in Eastern Pennsylvania, Bradbury-Sullivan will create LGBTQ-affirming health fairs where participants will find information about some of the principal health issues affecting the community and referrals to LGBTQ-affirming and inclusive healthcare providers. These health fairs will help Bradbury-Sullivan reach their goal of increasing health literacy to mitigate health disparities impacting the LGBTQ community through informational outreach, community building, and strong partnerships with public libraries.

During the project, Bradbury-Sullivan hosted 4 health fairs. Due to the COVID-19 pandemic, Bradbury-Sullivan held these events through Instagram Live, each with a different public library partner. Each session had a different keynote speaker who presented on various topics of interest for their intended communities, including sexual health, COVID-19, and mental health. Complementary health resources were also shared.

Pennsylvania



Key Words

LGBTQ Health

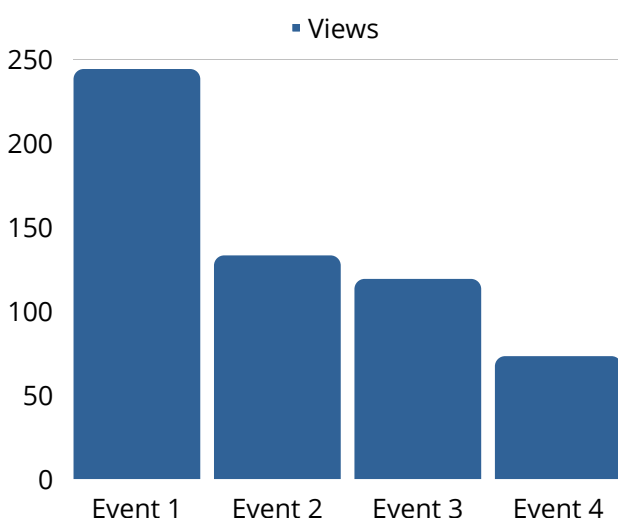
Health Literacy

Project Highlights

100%

of survey respondents indicated that they know more about the *All of Us* Research Program after the events. 100% of survey respondents indicated that they are now more knowledgeable about the event topics and how to access related resources.

Instagram Live Views by Event



Recommendations

While Instagram Live has been an effective tool to reach large audiences during the current landscape of the COVID-19 pandemic, this platform may not be ideal for all events.

Firstly, many keynote speakers and library partners expressed initial concerns in operating this Instagram feature: only one of the eight partners had ever hosted an event on Instagram Live before. Anticipating this concern, Bradbury-Sullivan LGBT Community Center sent very clear and detailed instructions to all the partners who would join the event, and a staff member was present at each library during the event in order to provide technical support.

Similarly, as the event was held entirely virtually, access to reliable technology may pose an issue for some partners and/or participants. To mitigate this issue, mobile hotspots were utilized to provide partners with reliable internet connections during their presentations.

Another consideration is whether to host a similar event in real-time or via a recording. In addition to decreasing the amount of staff time required, pre-recording may eliminate issues of internet connectivity and increase viewership.

Traffic on social media platforms peaks at night, and pre-recording the event would have enabled all the partners to participate at times that were convenient for them while allowing the final video to be posted at a time that would increase engagement.

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