

## **Health corners in public libraries – spots of social marketing for public health**

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For the last three years in Slovenia the health corner model in public libraries has been developed. It is not just a place but rather a concept of health literacy promotion encompassing broad spectrum of activities. The audience can receive relevant health information from trustworthy resources. Social marketing approaches are used to influence public behaviours so that individuals and local communities can benefit for the greater social good. Special attention is put to the training of the librarians interested in health literacy promotion activities. Counselling a few hours per week health professionals (volunteers) bring additional value to health corners. The poster presents a training programme for librarians which offer knowledge and skills for appropriate health information seeking as well as communication with users regarding health issues. The training is organized by the Central Medical Library (CML) of University of Ljubljana in collaboration with the Institute of Public Health of Ljubljana and Ljubljana City Library, the Public Library "Oton Župančič". CML upgrades the programme for a new content every year in order to adapt it to current needs of the librarians and users as well.