

Monday Morning Eye-Opener August 29, 2022

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Iowa's City Walk Challenge

Around the State on October 5th

Consultant Maryann Mori shares this story from **Iowa's Healthiest State Initiative**. And it sounds like a great way for the smallest of libraries to be part of a big statewide project. In partnership with the Iowa League of Cities, the **Iowa Healthiest State Initiative** is challenging Iowans to walk together as a community in the **Annual Healthiest State Walk** to take place on **October 5**.



This year's **Annual Healthiest State Walk** marks the 12th such event. The **Annual Walk** is an opportunity to join thousands of other Iowans statewide in walking for 30 minutes. Workplaces, schools, organizations, and cities are all encouraged to register a walk. From the project website: *"Being physically active is one of the most important steps that people of all ages and abilities can take to improve their health. Walking is an easy, accessible, and affordable way to improve your physical, mental and social health."*

The city with the highest percentage of registered walkers will win a cash prize to continue involvement in healthy living habits. Maryann has it on good authority that the city clerk in Breda, IA is leading the charge for her small city—population 428—to win the prize!

About Iowa Healthiest State Initiative

Relying on donor support, this is a nonpartisan, nonprofit organization driven by the goal to make Iowa the healthiest state in the nation. This organization works with public and private partners across the state to coordinate efforts that improve the physical, social,

and emotional well-being of Iowans. Iowa Healthiest State Initiative is a 501(c)(3) Non-Profit corporation, IRS Tax ID 45-4570642. All gifts to Iowa Healthiest State Initiative are tax-deductible as allowed by law.

This can be a fun and effective promotion for libraries to get behind, helping to lead the way toward healthier communities. And it certainly connects with another popular health-conscience program “Let’s Move in Libraries.” The project website includes a state map showing which cities in Iowa have already registered to participate—maybe yours has! See that and more below.

Iowa Healthiest State Initiative

September Is Library Card Sign-Up Month

“Let Your Imagination Sing”

Since 1987, **Library Card Sign-Up Month** has been promoted in September to mark the beginning of the school year. Library staff work to remind parents and youth that signing up for a library card is the first step towards academic achievement and lifelong learning. Not to mention a very cost-effective back-to-school item!



The 2022 theme is “**Let Your Imagination Sing @ the Library.**” And the 2022 honorary chairpersons are sisters Idina and Cara Menzel. Idina is best known as the singer-songwriter behind the movie *Frozen*; Cara is an author and educator. Together, the sisters have co-authored a children’s book titled Loud Mouse, a story about a very loud mouse named Dee who loved to sing very loudly. Their book will be released in September; posters featuring Loud Mouse Dee are available for purchase from the ALA Online Store.

Public and school libraries nationwide are urged to participate in **Library Card Sign-Up Month** and amplify the message that libraries are an imagination place. Find free toolkits from ALA, including posters, bookmarks, social media messages, public service announcements, and more. Here’s a smattering of what’s available on ALA’s website

- Ready-to-air audio public service announcements (PSAs) for radio stations, available with the American Library Association ID or customizable versions
- Graphics in English and Spanish, including yard signs and window clings reading “*Library Card Holders Live here.*” ALA’s digital graphics are free for all to use on

their websites and social media accounts.

- **A Library Card Sign-Up Month** bingo card, designed in Canva, can be customized to reflect your own library's programs

Remember to share your plans to promote **Library Card Sign-Up Month** with Iowa colleagues on Library Talk!

September: Library Card Sign-Up Month

Nominations Open For ...



I Love My Librarian Award

Nominations for the **2023 I Love My Librarian Award** are open. Your librarian could receive \$5,000 and a national recognition. And there's not just one winner—up to ten people are chosen each year!

This is an initiative of the American Library Association, with corporate sponsorship from the Carnegie Corporation of New York. Here's more from ALA's website: *"Has a librarian made a difference in your life or gone above and beyond to serve your community? The I Love My Librarian Award invites library users to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Each year, up to 10 librarians are honored at a ceremony held in their honor and they each receive a \$5,000 cash award."*

Since the award was established in 2008, 140 librarians have received this distinguished honor. In that time, library users nationwide have shared more than 22,000 nominations detailing how librarians have gone above and beyond in their commitment to inclusivity, literacy, and digital access.

We all use and celebrate Iowa's many great libraries across the state. And Iowans have successfully nominated our own librarians! Among the winners announced by ALA in January 2022 were Renee Greenlee, former Children's and Family Services Librarian at Marion Public Library. And Shannon Horton, teacher librarian at Decorah Middle School and High School Libraries.

So continue to send the love by nominating your own local librarian for this honor to be announced in January 2023. **Submit your nomination by September 20.** More background reading and the nomination form at the button below.

I Love My Librarian Award

This Week ...



The Boardroom: Making Numbers Count. Live Webinar. August 30. 6:00-7:30PM

This session brings another book into the boardroom series: ***Making Numbers Count: The Art and Science of Communicating Numbers*** by Chip Heath and Karla Starr

(c2022). The fall of the year is the run-up to budget time, when attention turns to compiling library statistics—lots of statistics. Data is needed for annual reports and stats are needed to share with city and county funders. This discussion looks at how library boards can better communicate the cost of providing library service by flipping numbers into memorable stories.

Marketing Brainfuse to Job Seekers & Veterans in Your Community. Live Webinar. Aug 31. 1:00-2:00PM

Brainfuse's goal is to connect people with questions to those with answers. It is often said that job hunting is one of the most difficult jobs you will have and navigating the VA can be overwhelming. Join Diane Bizzle, Director of Brainfuse Outreach, for an overview of JobNow and VetNow. Learn strategies for letting your community members know about the services offered for veterans and job seekers. The last 10 minutes of the training will be reserved for Q&A and discussion.

[Register in IALearns](#)

"Time Flies" fits here, seeing that Labor Day Weekend is days away! State Library offices will be closed on Monday September 5th in observance of Labor Day, *Monday Morning Eye-Opener* returns on September 12. Enjoy the holiday weekend!



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Editor: [Bonnie McKewon](#)



1112 East Grand Avenue
Des Moines, Iowa 50319



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