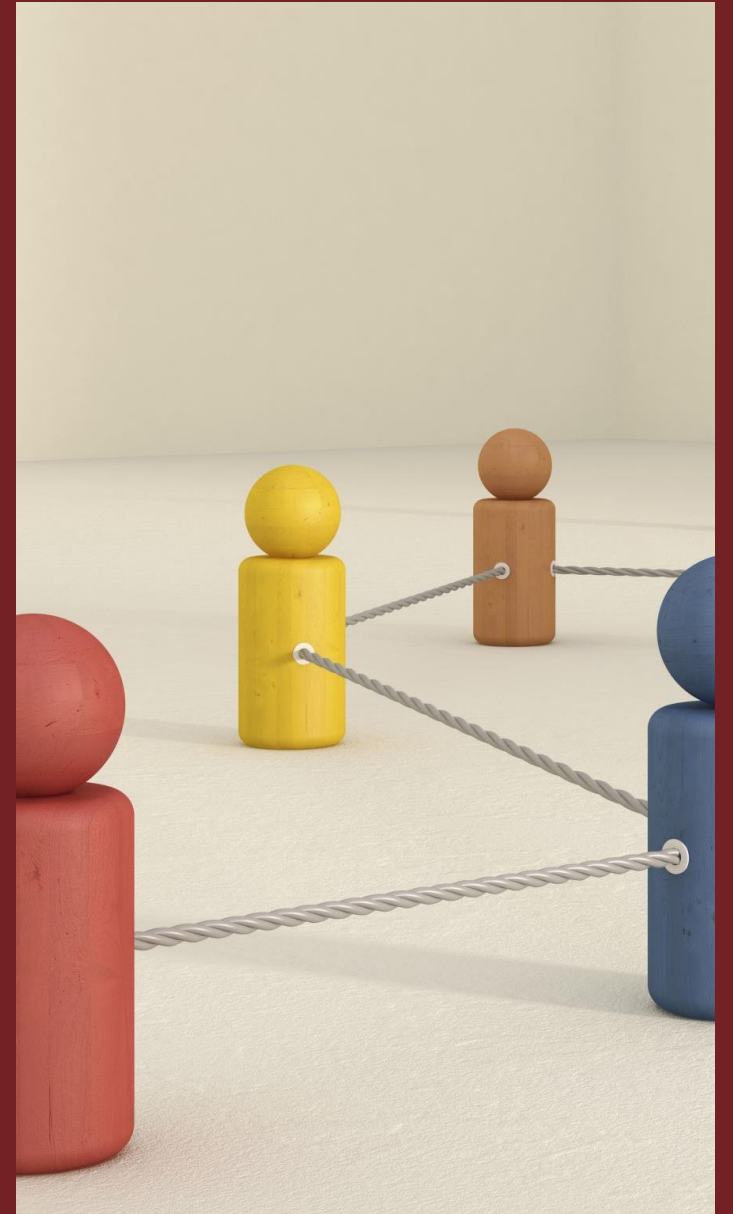



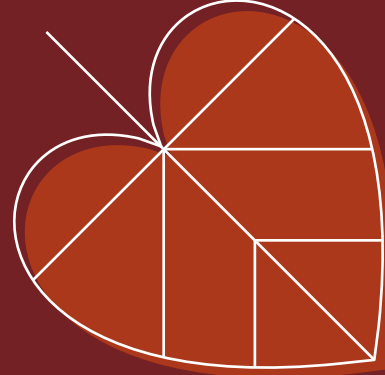

CHAPTER 5

OUTREACH PROGRAMS FOR SPECIFIC GROUP





IDENTIFICATION OF SPECIFIC GROUP

- 1) ELDERLY AND SENIOR CITIZENS
 - 2) PEOPLE WITH DISABILITIES
 - 3) DISADVANTAGE COMMUNITIES
 - 4) HOME-SCHOOLERS
 - 5) HOMEBOUND
 - 6) YOUNG CHILDREN
 - 7) PEOPLE IN DETENTION
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DEFINITION OF SPECIFIC GROUPS

1) ELDERLY AND SENIOR CITIZENS

- Baby Boomers (born between 1946-1964, after Second World War) mainly use public libraries for recreation and leisure. Consequently, it is reasonable to assume that they are pre-disposed to having a positive view of the library as a physical place
- This group need materials such as large print books, and served through housebound service, or mobile library service.





2) PEOPLE WITH DISABILITIES

Physically disabled people are defined as:

- A disadvantage for a given individual, resulting from an impairment or disability, that limits or prevents the fulfilment of a role that is normal, depending on age, gender, social and cultural factors, for that individual.
- The information services is extended to this group of people to avoid them from feeling neglected or avoided by the authorities.

3) DISADVANTAGE COMMUNITIES



- “People who are denied access to and use of the same tools found useful by the majority of society. These include autonomy, incentive, responsibility, self-respect, community support, health, education, information, employment, capital, and responsive support systems” Mayer (2003).
- Overcoming disadvantages is of utmost importance to this group and among the alternative is to empower them so that they could remove all the barriers towards self development. Information resource is one of the empowerment tools.

3) DISADVANTAGE COMMUNITIES

Among them are;



Poor or low-income
people



Rural, native, and
geographically remote
communities



Homeless people

3) DISADVANTAGE COMMUNITIES

Among them are;



Poor or low-income people

The Census Bureau of the United States uses a set of money income thresholds (level) that vary by family size and composition to determine who is in poverty.

If a family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty.

3) DISADVANTAGE COMMUNITIES

Among them are;



Rural, native, and geographically remote communities

- **Rural** communities are people who live in geographic areas that are located outside towns and cities, sometimes classified as the countryside.
- **Native/Indigenous** communities are people in distinct social and cultural groups that share collective ancestral ties to the lands and natural resources where they live, occupy or from which they have been displaced.
- **Remote** communities are people who live in places that are out of the way or considerably secluded from civilization.

3) DISADVANTAGE COMMUNITIES

Among them are;



Homeless people

Homeless people are people who do not stay, more over own a house as shelter. The live on the streets, in a hostel or refuge, in a squat or bed-and-breakfast accommodation or living temporarily with friends or relatives because they have nowhere else to go.

3) DISADVANTAGE COMMUNITIES

Among them are;



Homeless people (cont.)

The utilization of public library service might be hampered due to the following reasons:

- **Negative perception of the other public users** due to their physical image – body odor, large backpack, and bedrolls, improper and unmanageable dressing, etc.
- **Negative perception of the library employees** such as perceiving homeless people as “problem patrons”.
- The **low self-esteem of the homeless people** themselves make them shun from the library service as they feel they are not welcome by the society.

4) HOME-SCHOOLERS

Homeschooling is when your child is educated at home, rather than at a local private or public school. It's an option for schooling that's gaining popularity. Homeschoolers are a uniquely resourceful, independent, and intense group of people!

Reasons for
choosing
homeschooling:

Dissatisfaction with the learning environment or quality of education at local public or private schools;

Do not share the same religious beliefs as the school in the area;

Can't afford private school but don't like public school

The bus ride to school is too long;

Parents don't want to "miss anything" as their child grows up, but want to share in experiences and spend as much time together as possible



5) HOMEBOUND

Delivery Service provides delivery of library materials whichever eligible (with or without charge) to those who cannot come to the library. Majority of homebound delivery service patron are not able to participate in daily interaction that most of us do.

Example: PPAS BOOKSFLY2U, PNM Upustaka Delivery Services, UKM Medical Centre Library Door 2 Door services, etc.



YOUNG CHILDREN

- Refer to a child who has not reached an age at which the child is required to be enrolled in an educational programs.
- Children are not a homogenous target group. Their different skills, gifts, talents and needs vary depending on their age, cultural, sociological and economic background. As the children's library covers a wide range of ages and abilities, from babies to young adults, the design of the space and the furnishings should suit their different needs.





7) PEOPLE IN DETENTION

- Some prison libraries are managed or under the authority of the public library. Libraries in prisons (of this type) provide a similar range of material and services to those provided by public libraries.
- Leaving in a prison or juvenile detention center provide opportunity for reading as other activities are restricted to avoid much movement. Hopefully from lots of reading and engaging in educational or professional program will prevent them from repeating their crime after finishing their sentence

THANK YOU FOR
LISTENING

