

PLP Innovation and Technology Opportunity Grant Program Application

1. One paragraph project summary.

The Santa Clara County Library District (SCCLD) has set up the first-ever library partnership with the popular meditation app Headspace to bring the premium version of the application to library cardholders for checkout. The app includes meditations to help people of all ages improve physical and mental health, work and school performance, and interpersonal relationships. This initiative will serve as a pilot to create a version of the Headspace app for public libraries nationwide in the future.

2. Explain how this project fits with the library's strategic directions.

The Headspace initiative is aligned with the Santa Clara County Library District Strategic Work Plan by supporting the stated strategic direction to “Lead with Technology,” ensuring that residents continuously discover and learn about new information technology that can improve their lives. In 2013, the library district conducted a Return on Investment study which identified personal recreation, quality of life, and lifelong learning as intangible benefits that the libraries provide to their communities. The Headspace app also supports these areas of personal growth. By being the first library to offer cardholders free access to the premium version of the Headspace app, SCCLD will expand access to this digital stress management tool. Library patrons will be able to listen to over 1,000 hours’ worth of guided meditation lessons. The project will also create a new service model for other library districts to add this resource to their digital collection.

Background

Since the closure of the district’s PlaneTree Consumer Health Library last year, SCCLD has conducted stakeholder interviews with over 10 major Santa Clara County community and healthcare organizations to determine the most critical consumer health information needs in our library district. We found that the priority health issues for all major hospitals in the county include both **chronic disease prevention** (of type 2 diabetes in particular) and **behavioral health**. SCCLD decided to focus initial efforts on primary prevention with an emphasis on nutrition, fitness, and stress management. In addition, we also found a need for digital resources. Headspace will address these critical consumer health information needs by helping patrons improve their individual health and wellness with meditation.

SCCLD has been addressing the information we gained from these stakeholder interviews in various ways. While 8% of adults in Santa Clara County have diabetes,¹ the rates for prediabetes are much higher. According to the Santa Clara County Public Health Department, about half of all adults in the county are estimated to have prediabetes.² Though those with prediabetes are much more likely to become diabetic

¹ <https://www.sccgov.org/sites/phd/collab/chip/Documents/cha-chip/cha-chip.pdf>

² <https://www.sccgov.org/sites/wellness/learn/Pages/diabetes.aspx>

within 10 years, the disease can often be prevented by adopting healthy lifestyle habits, such as eating a healthy diet and getting enough exercise.³

In order to address this critical health need, the library district initiated a partnership with the Public Health Department to establish a rotating schedule of Healthy Living classes and services at our libraries on a monthly basis. Upcoming Fall 2018 classes include appointments with a registered dietician nutritionist, Medicare events, and interactive diabetes education classes. Some of these programs include a Spanish or Mandarin translator to better serve non-English speaking audiences. We plan to expand these classes to serve children and teens in 2019.

While eating a healthy diet and exercising are key factors in preventing diabetes, stress can also be a contributing factor. The American Heart Association lists “reducing or managing your stress” as a prediabetes modifiable risk factor, along with diet and exercise.⁴ According to the Substance Abuse and Mental Health Services Administration (SAMHSA), “between 60-80% of visits to healthcare providers in the U.S. are related to stress.”⁵ Meditation is one popular method of dealing with the stress of daily life. The National Center for Complementary and Integrative Health states that “some research suggests that practicing meditation may reduce blood pressure... anxiety and depression, and insomnia.”⁶ Headspace has participated in numerous studies that have shown that use of their app can reduce stress and increase well-being.⁷ By providing library users with access to a scientifically-supported meditation app, this project will contribute to decreased stress levels in our communities. It may also make it easier for patrons to make healthy lifestyle choices. For example, Headspace offers meditations on Mindful Eating, Working Out, and Sleep.

3. A detailed description of the proposed project including the population served and the demographics of that population.

Population Served

The Headspace initiative supports the Santa Clara County Library District Strategic Work Plan and addresses a priority health issue identified by all six major hospitals in our local service area: behavioral health. The partnership with Headspace aims to serve Santa Clara County Library District patrons throughout their lives, particularly those who are at risk for chronic disease and behavioral health issues.

Our library district serves a population of 439,000 residents of Santa Clara County in the communities of Los Altos, Cupertino, Saratoga, Campbell, Milpitas, Morgan Hill and Gilroy. Our communities are very diverse and include several majority-minority communities (Gilroy, Cupertino, Milpitas). The median household income ranges from

³ <https://medlineplus.gov/ency/patientinstructions/000778.htm>

⁴ http://www.heart.org/HEARTORG/Conditions/More/Diabetes/AboutDiabetes/Pre-diabetes-Modifiable-Risk-Factors_UCM_461523_Article.jsp#.WyGhzExFyUn

⁵ <https://www.integration.samhsa.gov/health-wellness/wellness-strategies/stress-management>

⁶ <https://nccih.nih.gov/health/meditation/overview.htm>

⁷ <https://www.headspace.com/science/meditation-research>

\$81,056 in Gilroy to more than double that, \$167,917, in Saratoga.⁸ These diverse demographics make it more challenging to design health programs that will work districtwide, but the topics of mental health, nutrition, and fitness are important for all of us.

According to the Santa Clara County Public Health Department, stress and mental health issues affect a large percentage of Santa Clara County residents. 38% of adults in the county reported that their mental health was not good at least once in the past 30 days, while 9% reported experiencing frequent mental distress in the past 30 days.⁹ The top stressors were finances, work, and health.¹⁰

Stress and mental health issues affect Santa Clara County residents of all ages. According to the Public Health Department, “one in 7 parents (15%) of children ages 0 to 17 reported that their child had ever experienced any difficulties with their emotions, concentration, behavior, or experienced some other mental health condition.” Over 25% of teens reported symptoms of depression in the past year.¹¹ In addition, “one in 5 (20%) high school students reported that they had seriously considered attempting suicide in the past 12 months in 2013-14 compared to 19% statewide.”¹² Clearly, stress and mental health issues are a significant burden in our county for children, teens, and adults.

Santa Clara County Library District serves the heart of Silicon Valley. Many of our patrons have a high standard for leisure activities, amenities, and education. By offering this popular, name-brand app that has been featured in the *New York Times*, the *New Yorker*, and the *Washington Post*, we hope to attract more users and enhance the way our residents see the library.

Description of the Project

The Headspace initiative includes:

- Free access to premium version of the Headspace meditation app
- Free in-person demonstration and mindfulness meditation classes

The Headspace initiative will add 500 subscriptions to the popular meditation app Headspace to the SCCLD digital collection. This will allow patrons to access the full suite of premium Headspace meditations with their mobile device and encourage the practice of mindfulness. The app begins with a free sample program: ten minutes of meditation exercises for ten days. After that, it costs consumers \$12.99 a month. A yearlong subscription can be purchased for \$95.88. However, by ordering a larger

⁸ <https://www.sccgov.org/sites/phd/hi/hd/Pages/city-profiles.aspx>

⁹ https://www.sccgov.org/sites/phd/hi/hd/Documents/City%20Profiles/MorganHill_final.pdf

¹⁰ https://www.sccgov.org/sites/phd/collab/chip/Documents/cha-chip/SCC_Community_Health_Assessment-2014.pdf

¹¹ https://www.sccgov.org/sites/phd/collab/chip/Documents/cha-chip/SCC_Community_Health_Assessment-2014.pdf

¹² <https://www.sccgov.org/sites/phd/hi/hd/reports/child-health/Documents/exec-summary-v2.pdf>

number of subscriptions, we are able to purchase them at a lower cost: \$30,000 for 500 one-year subscriptions (\$60 each). The cost of the Headspace meditation app will be shared by the PLP Innovation Grant and the Santa Clara County Library District. The user will be able to keep using the app continuously. If they do not use the app for 45 days, their account will become inactive and their spot will become available to other library cardholders.

This will also serve as a pilot program for adding other fitness, nutrition, and mental health apps in the future. The premium version of Headspace includes meditations on behavioral health topics such as Stress, Managing Anxiety, and Coping with Cancer. It also provides meditations on bringing mindfulness to everyday activities such as working out, sleeping better, walking in nature, and cooking. Headspace has also created meditations for students on dealing with test anxiety, leaving home for the first time, and handling distractions. Headspace Kids guides children through age-appropriate mindfulness exercises (ages 5 and under, ages 6-8, and ages 9-12). In addition, Headspace is also working to become the first-ever FDA-approved prescription meditation app to treat a variety of stress-related chronic diseases. They expect to receive FDA approval in 2020. By initiating this partnership now, we hope to maintain an effective long-term relationship with them that will grow and evolve as their product develops.

As part of this initiative, Headspace will send one of their representatives to the SCCLD launch event to conduct a free, in-person demonstration and discuss the benefits of mindfulness and meditation (see Appendix A). They will also provide customizable marketing materials (see Appendix B). SCCLD will use existing resources and partner with community groups to offer ongoing in-person mindfulness and meditation events to promote the launch of Headspace and awareness of mental health issues in our county. Potential partner organizations include the Mount Madonna Center, The Center for Compassion and Altruism Research and Education at Stanford Medicine, and Santa Clara County Behavioral Health Services.

4. Goals and objectives of the project.

Goal 1: To improve behavioral health outcomes in our district by providing mindfulness resources.

- Objective 1a: To engage patrons in a conversation about behavioral health issues in our community and provide them with tools to help manage some of the most common behavioral health issues, such as anxiety, stress, insomnia, and depression.
- Objective 1b: To provide patrons free mobile access to the meditation app Headspace, which allows patrons of all ages to personalize their own guided meditations to meet their specific needs.
- Objective 1c: To educate our patrons on the benefits of mindfulness via in-person meditation classes and other library resources.

Goal 2: To create a service model for other library systems and county departments, and to establish an effective long-term partnerships with Headspace.

- Objective 2a: Track and report usage statistics for Headspace.
- Objective 2b: Survey meditation program attendees and report survey results, making adjustments to future programs as necessary.
- Objective 2c: Promote these programs at library conferences and other professional events.

5. Project timeline (activities).

Tasks	Months
Finalize Headspace subscription management system	September-October
Create marketing materials	September-October
Schedule demo and meditation programs	September-October
Train staff on app	October
Purchase 500 Headspace subscriptions	October
Promote the launch of Headspace	October-December
Create feedback survey for meditation classes	October
Collect and assess attendance and feedback at meditation classes	November-December
Collect and assess Headspace usage statistics	Continuous, monthly
Formally assess Headspace initiative and explore partnerships with other county departments	May-June

6. Evaluation of the project.

The Headspace initiative will provide us with rich user data. These data points include:

- Number of subscriptions being used
- Average meditation sessions per active user
- Total number of meditations completed in the last 30 days
- Meditations completed (year to date)
- Total number of meditations completed since the start of the program
- Total number of minutes meditated since the start of the program
- Top ten most popular meditation packs

We also plan to administer an outcomes survey to our users. This data will be anonymized and non-identifiable, and Headspace has confirmed that they will protect the privacy of our patron information. They have also agreed not to solicit our patrons in any way. In the future, if this program is expanded to other library districts, we may be able to compare our usage statistics to those of other library systems, for example, the percentage of active users, the average number of weekly sessions per active member, and the most popular meditation packs. Using this data, we will also be able to develop more targeted programs to address the unique mental health needs of our diverse communities. We also plan to evaluate our in-person programs using surveys, patron

feedback, and attendance statistics. We will survey program attendees and ask them to self-report:

- Reason for attending
- Plans to change any behaviors as a result of program attendance
- Overall satisfaction with program
- Suggestions

7. Project budget. (Indirect costs are not allowed).

Budget Category	PLP	Cash Match & In-Kind	Total
Headspace subscription	\$15,000	\$15,000	\$30,000
Community Engagement Librarian, 264 hrs., \$35.94 per hour, .13 FTE	\$0	\$9,488	\$39,488
15 programs on mindfulness and meditation	\$0	\$1,000	\$40,488
Printing and marketing materials	\$0	\$2,000	\$42,488

The cost for the subscriptions will be shared equally by PLP and the Santa Clara County Library District. The funds from the PLP Innovation and Technology Opportunity Grant will be used to purchase 250 subscriptions, and the Santa Clara County Library District will match these funds by purchasing an additional 250 subscriptions.

8. Sustainability analysis.

Based on project outcomes, we plan to work with the Santa Clara County Department of Behavioral Health to arrange for continued funding of this important mental health resource. We also plan to ask the individual library Friends groups for support. Rise Up, a program for at-risk youth in southern Santa Clara County, has also expressed interest in integrating the app into their programming. This program works with families to counteract local gang violence in the area. We plan to collaborate with them to add Headspace to the behavioral health resources they offer to their program participants.

The Cupertino Teen Advisory Board (TAB) has also identified stress as a critical issue for area teens. In the future, we plan to collaborate with the Cupertino TAB and Headspace to conduct further research on how using Headspace on a regular basis may help teens reduce stress and improve wellbeing.

In addition, Santa Clara County Reentry Services is also seeking pro-social mindfulness programs to support their participants. We plan to work with them to increase the number of subscriptions that we can offer.

References

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APPENDIX A

Introduction to Headspace with Matthew Savarick

- 10 mins: Welcome, check in
 - Set the tone (vacation examples/science)
 - Introductions: Matt Savarick
 - “Managing Expectations” animation
- 10 mins: Meditation and chronic stress
 - How meditation works
 - Example of brain functions
 - Meditation transforms every part of life
- 5 mins: Basic structure of app and how it’s used
 - Micro-practice
 - Demystify meditation
- 10 mins: Targeted meditation practice for specific issues
 - Headspace: Well-being, Performance, Sleep, Kids
 - Who is this for? Athletes, leaders, YOU
 - Dedicated practice vs. integrated practice
 - The science and research to prove the efficacy
- 10 mins: Practice meditation
- 15 mins: Q & A

(Total time: 1 hour)



APPENDIX B



Reasons scientists say you should meditate

More than 2000 scientific studies support the positive effects of meditation. It only takes ten days to start experiencing the benefits.

*HeadSpace was only used in studies where indicated. HeadSpace is not intended to diagnose, treat, cure, or prevent any disease or medical condition.

HEADSPACE®

Focus More

Just 4 weeks of HeadSpace resulted in a 14% increase in focus. Productivity is strongly aligned with improved focus and decreased distraction.



Stress Less

10 days of HeadSpace resulted in a 14% decrease in stress. Plus, a Harvard study showed that meditation can even have a longer-lasting effect on reducing stress levels than a vacation.



Sleep Better

In a study of 30 insomniacs at Stanford, mindfulness helped them to get to sleep twice as quickly as before. In fact, by the end of the study, 60% no longer even qualified as insomniacs.



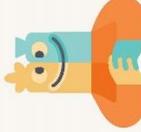
Cope Better

An internal review at Transport for London found that after workers completed a mindfulness course, there was a 70% drop in days of absence for stress, anxiety, and depression.



Feel Satisfied

Based on HeadSpace research, mindfulness helps foster enhanced job satisfaction. Higher job satisfaction can lead to better relationships with coworkers, lower stress, and positivity.



Keep Cool

Mindfulness enhances patience and rationality, which help balance emotional response to provocation. Just 3 weeks of HeadSpace resulted in a 57% decrease in aggression.



Empathize More

Meditators perform well in empathy studies. At Northeastern University, researchers found that HeadSpace users were 3.3x more likely to respond compassionately toward a stranger.



Get Creative

In 2012, a study in Israel showed that meditators were less inhibited by "cognitive rigidity." In other words, they were more open to completely new solutions to problems.

