

READING WELL

World Mental Health Day/Every Mind Matters/Libraries Week 2019

Library toolkit



Introduction

[World Mental Health Day](#) was set up by the World Federation for Mental Health (WFMH) and takes place during Libraries Week on **Thursday 10 October 2019**.

[Every Mind Matters](#) is a new Public Health England mental health campaign launching nationally on **7 October 2019**. It aims to support everyone to feel more confident in taking action to look after their mental health and wellbeing by **promoting a range of self-care actions**.

[Libraries Week](#) is a celebration of the nation's much-loved libraries. It is coordinated by CILIP and takes place between **7-12 October 2019**. Its focus this year is on the role of libraries in a digital world.

The combination of these events is an excellent opportunity to showcase the mental health activities and Reading Well collections offered by public libraries.

This toolkit provides ideas for **online and social media activity** around Libraries Week, World Mental Health Day and Every Mind Matters, as well as ideas for **displays, events and activities**. It focuses on promoting the [Reading Well for mental health](#) and [Reading Well for young people](#) booklists.

You can download the complete booklists and detailed overview of the titles (including ISBN, page extent, available formats, jacket images and blurb) here:

- Reading Well for mental health [complete booklist](#) and a [detailed overview](#) of the 37 titles
- Reading Well for young people [complete booklist](#) and a [detailed overview](#) of the 35 titles



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Every Mind Matters

PHE's [Every Mind Matters](#) campaign will launch nationally on **Monday 7 October 2019**. The campaign is being delivered through a broad range of celebrity, media, health care and public sector partners. As Libraries Connected and The Reading Agency are official partners for the campaign, 500 free packs of print materials are currently being distributed to the library sector, and top-up materials can be ordered from the [PHE campaign resource centre](#).

These resources include posters, conversation starters and a webinar, as well as more detailed information on what the campaign will involve and how to make best use of the resources provided.

Please note that all campaign materials are under embargo until 7 October 2019.



Online and social media activity

Remember to share pictures of your health and wellbeing displays and activities on social media. Make sure you use the official [#ReadingWell](#), [#WorldMentalHealthDay](#), [#LibrariesWeek](#) and [#EveryMindMatters](#) hashtags online to ensure your content reaches as far as possible, as well as the [@readingagency](#), [@WMHDay](#), [@librariesweek](#) and [@PHE_uk](#) handles.

You can also post/adapt the tweets suggested below, along with the following downloadable digital assets to visually promote the scheme online:

- Reading Well for mental health [animated gif](#), [image bank](#), [book jacket composite](#) and [social media graphic](#)
- Reading Well for young people [animated gif](#), [image bank](#), [book jacket composite](#) and [social media graphic](#)

CILIP have also created artwork and publicity & events toolkits, which are available to download from the [Libraries Week website](#).

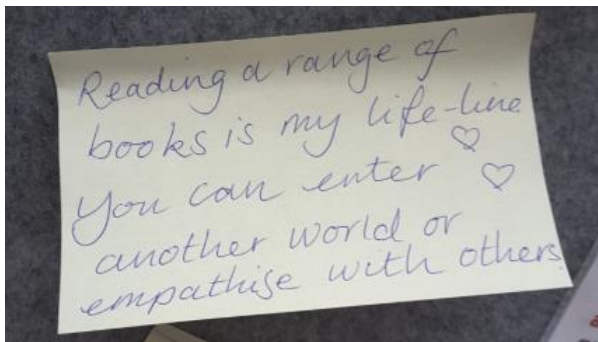
Suggested tweets

- This #WorldMentalHealthDay, find support in your local library with expert endorsed #ReadingWell booklists from @readingagency: <http://ow.ly/wZFF30eO6pY> #LibrariesWeek #EveryMindMatters
- This week @PHE_uk launches #EveryMindMatters - helping you feel more confident in managing your mental health with strategies such as borrowing a #ReadingWell book from your local library! Create an action plan today: nhs.uk/oneyou/mental-health @WMHDay #LibrariesWeek
- #ReadingWell helps you to understand and manage your health & wellbeing through expert endorsed reading available free in libraries. Visit your local library to find out more: <http://ow.ly/wZFF30eO6pY> #LibrariesWeek #WorldMentalHealthDay @WMHDay
- Celebrate #WorldMentalHealthDay and #LibrariesWeek in your library by borrowing one of our #ReadingWell books! <http://ow.ly/wZFF30eO6pY>
- Every year, one in four of us will experience a mental health problem: access free support in your library <http://ow.ly/wZFF30eO6pY> #ReadingWell #LibrariesWeek #WorldMentalHealthDay



Displays

- Create an eye-catching display of your Reading Well collections, such as [Reading Well for mental health](#) and [Reading Well for young people](#). You might even create a specific **wellbeing zone** in your library.
- You might want to display copies of the [Overview of the titles](#) nearby, so people can see a **blurb** about each book and decide which one they'd like to borrow. Downloadable digital materials are available on our [resources website](#) and print materials on sale in [our shop](#).
- Invite local organisations to provide leaflets and information to be displayed alongside the Reading Well display, and ask if they're happy to share and display Reading Well leaflets in return.
- Create a display of our [Mood-boosting Books](#), and download our A3 and A4 [display posters](#). You can also download our digital [libraries pack](#) containing social media cards and artwork for the list.



- **Add feedback cards to your Reading Well books to collect reviews** from people who borrow any of the titles and display them alongside the collections.*
- You could also **ask visitors** the ways they think libraries contribute to good mental health and create a display of their responses.

***If you know of any visitors who have had a positive experience of the Reading Well scheme and might be willing to take part in a [case study](#), please email readingwell@readingagency.org.uk.**

For support and training on engaging in conversations about health in your day-to-day interactions, find out more about [Making Every Contact Count \(MECC\) training](#) from NHS Health Education England.

Events and activities

Reading groups

- Choose one of the [Reading Well titles](#) for your regular reading group.
- Use the discussion to collect quotes and reviews for wellbeing displays.

Local health services

- Invite local health partners in to hold stalls or drop-in events on their work: [NHS Psychological Therapies Mental Health Services \(IAPT\)](#) or [Child and Adolescent Mental Health Services \(CAMHS\)](#)
- Reach out to local GPs to promote your libraries mental health services: you can send this [template GP letter](#) and Reading Well leaflets to get in touch ahead of World Mental Health Day, Every Mind Matters and Libraries Week.
- You can also use our PowerPoint presentations (for [adults](#) and [young people](#)) and [commissioning guide](#) to build local health partnerships in your area.

Contact your local patients' group

Many charities that support people with mental health needs hold local support groups. You can reach out to see if they want to hold a meeting or information session in your library:

Support group	Webpage
Andy's Man Club	http://andysmanclub.co.uk/where-we-meet/
Anxiety UK	https://www.anxietyuk.org.uk/get-help/anxiety-uk-national-infoline-service/infoline-email-text-live-chat-services/self-help-groups-copy/
Beat (support for eating disorders)	https://www.beateatingdisorders.org.uk/support-services
Carers UK	https://www.carersuk.org/help-and-advice/get-support/local-support
Cruse Bereavement Care	https://www.cruse.org.uk/cruse-areas-and-branches
Mental Health Foundation	https://www.mentalhealth.org.uk/a-to-z/p/peer-support
Mind	http://www.mind.org.uk/information-support/local-minds/
OCD Action	http://www.ocdaction.org.uk/support-groups
PANDAS Foundation (support for pre and postnatal depression)	http://www.pandasfoundation.org.uk/support-groups-local/
Rethink Mental Illness	https://www.rethink.org/about-us/our-support-groups
Samaritans	https://www.samaritans.org/branches

Tea and Talk/Curry and Chaat

- Host [Tea and Talk](#) or [Curry and Chaat](#) events in your libraries – visit [The Mental Health Foundation](#) website to order free packs and download resources to support your event.

Mindfulness



- Hold mindfulness or stress reduction sessions to encourage using the library as a positive space for mental wellbeing. For example, **Cheshire West & Chester** libraries holds weekly [mindfulness taster sessions](#) for managing pain, in collaboration with Macmillan Cancer Support.
- Display books from the Reading Well lists about mindfulness in the area you're having the session to encourage visitors to borrow them and learn more, e.g. [Mindfulness](#), [Mindfulness for Health](#), and [A Mindfulness Guide for the Frazzled](#)

Creative writing

- Hold a creative letter-writing workshop based on [The Recovery Letters](#).

Death Café

- Hold a [Death Café](#) event and signpost attendees to the Reading Well for mental health titles on [grief and bereavement](#).

Rhyme Time

- Signpost Rhyme Time attendees to Reading Well for mental health title [The Compassionate Mind Approach to Postnatal Depression](#).
- Find out more about how Rhyme Time can support maternal mental health in this [Shared Intelligence report](#) published in 2018 in collaboration with Essex libraries and Arts Council England – including [shareable tools](#) for implementing similar projects in your library service.

Find further guidance and ideas for events and activities on the [Libraries Week website](#) and in the [Every Mind Matters resources](#).

Don't forget to share your event ideas and feedback on what you did with us at readingwell@readingagency.org.uk or on [Facebook](#)/[Twitter](#): @readingagency #ReadingWell