

READING WELL

World Mental Health Day: Library toolkit 2016



Introduction

World Mental Health Day is a worldwide initiative held on **10 October** each year to raise public awareness about mental health issues. It is promoted by the [Mental Health Foundation](#) in the UK, a health partner of the new Reading Well for young people scheme, alongside international organisations World Federation of Mental Health and the World Health Organisation.

This toolkit provides ideas for online and social media activity around World Mental Health Day, as well as ideas for displays, events and activities.

It focuses on promoting the Reading Well Books on Prescription schemes for adult common mental health conditions, dementia and the new young people list. You might also like to signpost to Reading Well Mood-boosting Books.

Reading Well Books on Prescription is delivered by The Reading Agency in partnership with the Society of Chief Librarians as part of the Society of Chief Librarians' Universal Health Offer.

You can find background information about the scheme, Mood-boosting Books and the Public Library Universal Health Offer for use with health partners at the end of this document.

The Reading Agency and Society of Chief Librarians will be circulating a template local press release for you to use to promote Reading Well Books on Prescription and events organised for World Mental Health Day.

Social media for World Mental Health Day

We'd love to see what you're up to around World Mental Health Day. Share your photos, stories and information about activities during the week using **#WorldMentalHealthDay** and **#ReadingWell**.

If you're tweeting about Reading Well, encourage people to visit the **Reading Well website**: www.reading-well.org.uk.

Here are some useful **Twitter usernames** you can use to ensure we see and can share your posts:

- @readingagency
- @UKSCL
- @mentalhealth

If you're tweeting to encourage **young people** to find out about Reading Well for young people you can also use the **@readinghackers** username and signpost to the [Reading Well page](#) on the Reading Hack website.



Suggested tweets

Feel free to write your own tweets during the week, but here are some you can use or adapt if you'd prefer:

- It's #WorldMentalHealthDay and we're celebrating our #ReadingWell schemes - booklists to support health & wellbeing: <http://ow.ly/vgyq303h9FY>
- We provide a list of #ReadingWell books to support positive mental health. Come into the library this #WorldMentalHealthDay to find out more
- It's #WorldMentalHealthDay. Find out more about how the #ReadingWell titles can support you: <http://ow.ly/yixm303haH7> [+ composite image]
- The #ReadingWell schemes have reached over 750,000 people in the last 3 years - see the book lists here: <http://reading-well.org.uk/books>



If you want a reminder of the fantastic Twitter response to the launch of the Reading Well for young people scheme, you can see [the Storify](#) here.

World Mental Health Day online

You can find a wide range of digital resources to help you run Reading Well Books on Prescription on [The Reading Agency website](#). Below are links to some of the most useful resources to promote the programme online.

- [Reading Well evaluation 2014-2015](#)

Reading Well Book on Prescription for adult common mental health conditions

- [Image bank](#) - RWBOP adult common mental health conditions
- [Plasma screen artwork](#) – RWBOP adult common mental health conditions
- [Overview of the titles](#) – RWBOP adult common mental health conditions
- [Digital user leaflet](#) – RWBOP adult common mental health conditions
- Jacket composite image – RWBOP adult common mental health conditions

Reading Well Books on Prescription for dementia

- [Image bank](#) – RWBOP for dementia
- [Plasma screen artwork](#) – RWBOP for dementia
- [Overview of the titles](#) – RWBOP for dementia
- [Digital user leaflet](#) – RWBOP for dementia
- Jacket composite image – RWBOP for dementia



Reading Well for young people

- [Image bank](#) – Reading Well for young people
- [Plasma screen artwork](#) – Reading Well for young people
- [Overview of the titles](#) - Reading Well for young people
- [Digital user leaflet](#) - Reading Well for young people
- [Shelf Help animation GIF](#)
- [Jacket composite image](#) – Reading Well for young people



Welcome to the Moodzone

"Why do I feel so down?". "How can I feel happier?". "Can I control my fears?".

Whatever you need to know about coping with stress, anxiety or depression, or just generally improving your emotional wellbeing, the NHS Choices Moodzone is here to help. It offers practical, useful information, interactive tools, and videos to support you on your way to feeling better.

In the run up to World Mental Health Day, you could also signpost from your library website to organisations providing support for mental health:

- [NHS Choices Moodzone](#)
- [IAPT services](#)
- [Mind](#)
- [Samaritans](#)

- [Royal College of Psychiatrists](#)
- BACP Find a Therapist: www.itsgoodtotalk.org.uk
- Mental Health Helplines Partnership: helplines.org

Ideas for activities at your library for World Mental Health Day

Here are a range of ideas and past activities that you might want to use to celebrate World Mental Health Day and promote Reading Well and the health and wellbeing services you offer in your libraries.

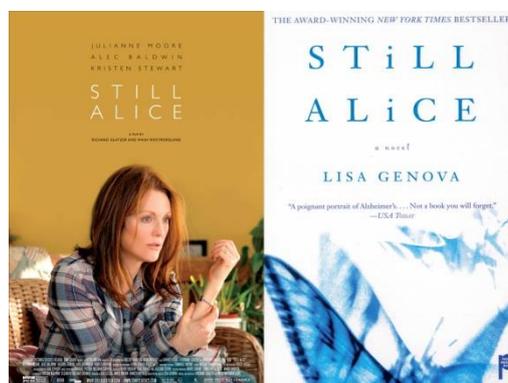
Displays

- Create a **display of Reading Well Books on Prescription titles** with posters and supporting user leaflets. Leaflets and other promotional material are available for all three schemes from [The Reading Agency shop](#).
- Encourage young people or [Reading Hack](#) volunteers to create a display to promote **Reading Well for young people**.
- Involve users of the library's **dementia services** to contribute towards a display around Reading Well Books on Prescription for dementia, and other services for dementia and elderly people in your library.
- Create **Mood-boosting Books** displays, featuring the [new list for 2016](#) and the [2015 Macmillan list](#). Encourage readers to share titles that have improved their health and wellbeing.
- Create a display of leaflets from local mental health organisations and services.
- Contact other **arts and health organisations** in your area and work together on a display that showcases Reading Well Books on Prescription alongside local music, theatre and visual art services that support health and wellbeing.
- Play the [NHS Choices video](#) about Reading Well Books on Prescription (a version with subtitles is available). Please email readingwell@readingagency.org.uk if you would like a copy of the video file. You might also want to show the '[Lego Shelf Help](#)' video that Suffolk libraries created to promote Reading Well for young people.



Events and activities

- Hold a **film screening** to raise awareness of mental health issues; perhaps the film adaptation of [Still Alice](#), one of the RWBOP dementia titles, or the adaptation of *The Perks of Being a Wallflower*, one of the Reading Well for young people titles.
- Invite **local health organisations** (GPs, counselling services, charities) to an evening showcasing the Reading Well books, with representatives from the library and existing health partners talking about their experiences of delivering the scheme.



- Hold '[Tea and Talk](#)' events in your libraries. **The Mental Health Foundation** is encouraging people to hold awareness-raising events and invite people to make donations to support their work. You can order a free [Tea and Talk pack](#), read about past events and [download resources](#), from their website.
- You might also want to [share the blog](#) that **The Mental Health Foundation** wrote for the Reading Well website about having a title included on the [Reading Well for young people list](#).
- Hold **drop-in events** where library visitors can speak with health practitioners and learn about mental health services and what support is available locally.
- Encourage people to write reviews of the Reading Well titles. They can be shared on the Reading Well website (www.reading-well.org.uk) or if they're written at a library event, they can be [emailed collectively to us](#).
- Take a **#shelfie** of your Reading Well Books on Prescription titles on display, and share it on [Twitter](#) or [Instagram](#).
- Work with **local sports clubs** (e.g. running, cycling, rugby, football clubs) to organise a sports event that promotes the link between good physical and mental health.
- Work with **local food banks, cafes or restaurants** to organise food-tasting sessions, food donation stands in libraries or Reading Well displays to promote the link between healthy eating and good mental health.
- If you have any reading groups in your library, encourage them to read one of the Mood-boosting Books titles for World Mental Health Day. They can share reviews on [Reading Groups for Everyone](#).
- Encourage staff members to take part in the [Mental Health Awareness training](#) offered by the Mental Health Foundation or [Mental Health First Aid](#) training.
- Organise a **poetry or live music event** promoting positive mental health. For instance, at the launch of Reading Well for young people, Walsall library invited a spoken word artist to perform.



If you have any other great ideas for events and activities to hold around World Mental Health Day, please [let us know](#).

Evaluation

We would love to hear more about what you did to promote World Mental Health Day and Reading Well Books on Prescription. Please email readingwell@readingagency.org.uk with a short description of any activity you ran around the event, along with photos or videos.



About Reading Well Books on Prescription

Further information about the scheme can be found on the **Reading Well website** (www.reading-well.org.uk) and the **Reading Agency website** (www.readingagency.org.uk). Further information about the **Society of Chief Librarians' Universal Health Offer** can be found on the [SCL website](#).

About Mood-boosting Books

Reading Well Mood-boosting Books, the other strand of the Reading Well scheme, is a national promotion of uplifting novels, non-fiction and poetry, recommended by readers.

Mood-boosting Books are not prescribed by medical practitioners and the list is not endorsed by professional health bodies, although the [evidence base](#) for the health value of creative reading is growing.

Earlier this year, The Reading Agency created the [2016 Mood-boosting Books list](#) with a great range of fiction, non-fiction, poetry and short stories. The books are chosen by reading groups around the country. Titles include *Wonder* by R. J. Palacio and *The Penguin Lessons* by Tom Mitchell.

In 2015, The Reading Agency worked with Macmillan Cancer Support to involve people who have been diagnosed with cancer in recommending books. Most of the [books on the list](#) are not specifically about cancer but have been recommended as books that people found mood-boosting during or after treatment. Titles on the list include *A Slice of Britain: Around the Country by Cake* by Caroline Taggart, *The Love Song of Miss Queenie Hennessy* by Rachel Joyce and *You Made Me Late Again* by Pam Ayres.

