

Reading Well for long term conditions: Branding and communications guidelines

The name

The scheme should always be referred to as Reading Well for long term conditions

Key messages

- Reading Well supports people to live well with a long term health condition
- Reading Well provides information and support for people living with a long term health condition and their carers. The books provide quality-assured information about common conditions and symptoms, practical advice for living with a long term condition and support for self-management.
- Reading Well for long term conditions covers general information about living with a long term condition, as well as a focus on conditions such as diabetes and stroke, as well as common symptoms such as pain and fatigue.
- The list also includes titles to support the carers, friends and families of people living with a long term condition.
- The books are available for anyone to borrow from public libraries. They can also be recommended by health professionals to support treatment
- Reading Well for long term conditions is developed by The Reading Agency in partnership with the Society of Chief Librarians and is available in public libraries across England. It is funded by Arts Council England and the Wellcome Trust.

Key descriptor

A national Reading Well Books on Prescription scheme for England delivered by The Reading Agency and the Society of Chief Librarians with funding from Arts Council England and Wellcome

www.readingagency.org.uk/readingwell

If there is space for partnership information the following text should also be included.

Reading Well for long term conditions is supported by British Association for Behavioural and Cognitive Psychotherapies, British Heart Foundation, British Lung Foundation, The British Psychological Society, Carers Trust, Carers UK, Diabetes UK, Health Education England, The IBS Network, The Mental Health Foundation, Mind, National Association of Primary Care, Public Health England, Royal College of General Practitioners, Royal College of Nursing, Royal College of Psychiatrists, Self Management UK, The Stroke Association.

Visual guidelines online or in print

When writing website pages or creating print items such as press releases The Reading Well logo should be used alongside all Reading Well Books on Prescription copy near the top of the page. If possible the partnership logos (The Reading Agency, SCL, Arts Council England and the Wellcome Trust) logos should also be used at the bottom of the page.

Press releases

All press releases should use the Reading Well for long term conditions name, key message and key descriptor (see above).

Notes to editors

The following information should be included in the notes to editors on all press releases.

The Reading Agency

The Reading Agency is an independent charity with a mission to give everyone an equal chance in life by helping people become confident and enthusiastic readers. It is funded by the Arts Council, and has a formal partnership with public library services. www.readingagency.org.uk

The Society of Chief Librarians

The Society of Chief Librarians leads the debate on the future of public libraries and advocates for continuous improvement of the public library service on behalf of local people. www.goscl.com

Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. It supports a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Over the next three years Arts Council will invest £1.1 billion of public money from Government and an estimated £700 million from the National Lottery to help create great art and culture for everyone, everywhere. Visit www.artscouncil.org.uk

The Wellcome Trust

The Wellcome Trust is an independent global charitable foundation dedicated to improving health, because good health makes life better. Since 1936, its support has helped to save and improve millions of lives around the world through science, research, evidence and engagement with society. Visit www.wellcome.ac.uk.

Online

Online copy about the Reading Well Books on Prescription scheme should use the name, key message and key descriptor (see above), in that order according to the space available. It should also include the following links as appropriate.

Reading Well

www.reading-well.org.uk

www.readingagency.org.uk/readingwell

The Reading Agency

www.readingagency.org.uk