World Mental Health Day 2017 toolkit

Introduction

World Mental Health Day was set up by the World Federation for Mental Health (WFMH) and takes place on **Tuesday 10 October 2017.** The day is a great opportunity for public libraries to raise awareness about the mental health services and collections they offer.

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 for young people scheme.

You can download the complete booklist and a detailed overview of the 35 titles, including ISBN, page extent, available formats, jacket images and blurb.

Key facts on young people's mental health:

- 1 in 10 young people have a diagnosable mental health condition – that's 3 pupils in every classroom

- 70% of young people with experience of mental health problems do not have proper interventions at a sufficiently early age

- It's estimated that half of all mental health problems will emerge before the age of 14[1]

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[1] YoungMinds Annual Report 2015-16

Online and social media activity

You can use our [Shelf Help animated gif](), [image bank]() and [book jacket composite image]() to visually promote the scheme online. Remember to share pictures of your mental health and wellbeing displays on social media.

If you have a [Reading Hack]() group in your library, you can ask the young volunteers to take over your social media platforms for the day and provide content about libraries and mental health. Young people at Suffolk libraries [created this amazing video]() about the scheme.

Make sure you use the official World Federation for Mental Health hashtag [#WMHDay]() online to ensure your content reaches as far as possible.

Suggested tweets

- Did you know you can access free mental health support in your local library with #ReadingWell? #WMHDay http://ow.ly/L7xn30eO92q

- Find #ShelfHelp in your local library for #WMHDay with expert endorsed #ReadingWell booklists http://ow.ly/wZFF30eO6pY

- Celebrate #WMHDay in your library by borrowing one of our #ReadingWell books! http://ow.ly/wZFF30eO6pY

Displays

- Create an eye-catching display of your Reading Well collections. You might even create a specific **wellbeing zone** in your library. Downloadable digital materials are available on our [resources website](#) and print materials on sale in [our shop](#)

- Try to involve young people in creating displays: use your [Reading Hack](#) group or invite local students. You could ask young people to **create artwork** in response to the book collection and create and exhibition of their work in the library

- 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

Events and activities

Schools and colleges

- Invite a class from a local school or college to the library for a session on Reading Well for young people

- You could loan the class the entire collection and see their responses to it, or chose a specific book to discuss together

- Make sure you use any photos or work created from a session online or on social media

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: [find your local Child and Adolescent Mental Health Services (CAHMHS) here](#)

- 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

- You can also use this [PowerPoint presentation](#) to build local health partnerships in your area

Autism Friendly Libraries

- If your library isn't Autism Friendly, then this is a good opportunity to do so: Research shows that more than 9 in 10 people with autism would use their library more if some autism friendly adjustments were made

- Watch ASCEL's training video with your colleagues to find out how to make your library more autism friendly

- Hold a session designing social stories (you can use this template) and maps of your library to help visitors with autism. You can display the books on autism in the Reading Well for young people collection during the session

Tea and Talk

- Host '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 pack 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

- Display books about mindfulness in the area you're having the session to encourage visitors to borrow them and learn more

Film screenings

- Hold a film screening of *The Perks of Being a Wallflower*, a Reading Well for young people title that has been adapted into a film

Share your event ideas and feedback on what you did with us at readingwell@readingagency.org.uk!