

# READING WELL

## Reading Well for mental health: Branding and communications guidelines

### The name

The scheme should always be referred to as *Reading Well for mental health*.

### Key messages

- Reading Well helps people to understand and manage their health and wellbeing
- *Reading Well for mental health* provides information and support for people with common mental health needs and for dealing with difficult feelings and experiences
- *Reading Well for mental health* is one of four Reading Well schemes. The other schemes are *Reading Well for dementia*, *Reading Well for young people* and *Reading Well for long term conditions*
- The books provide quality-assured information, practical advice for living with mental health needs and support for self-management. The list also includes personal stories written by people living with mental health needs and their carers
- The books are available for anyone to borrow from public libraries. They can also be recommended by health professionals to support treatment
- By providing health information and support, the scheme empowers individuals and health professionals, encouraging shared decision making
- The scheme is a refresh of the 2013 *Reading Well for common mental health conditions* scheme
- *Reading Well for mental health* 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 Wellcome.

### Key descriptor

Reading Well helps you to understand and manage your health and wellbeing using helpful reading. The books are all endorsed by health experts, as well as people with living with the conditions covered and their relatives and carers. You can be recommended a title by a health professional, or you can visit your local library and take a book out yourself.

The scheme is delivered by The Reading Agency and the Society of Chief Librarians, with funding from Arts Council England and Wellcome. [www.readingagency.org.uk/readingwell](http://www.readingagency.org.uk/readingwell)



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**ARTS COUNCIL  
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**SCL** Leading & Managing  
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**THE  
READING  
AGENCY**

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

*Reading Well for mental health* is supported by:

Anxiety UK, British Association for Behavioural and Cognitive Psychotherapies, British Psychological Society, Carers UK, Health Education England, Mental Health First Aid England, Mental Health Foundation, Mind, National Association of Primary Care, NHS England (IAPT), OCD Action, Public Health England, Royal College of General Practitioners, Royal College of Nurses, Royal College of Psychiatrists, Royal Society of Public Health, Self Management UK.

### **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 copy. The partnership logos (The Reading Agency, SCL, Arts Council England and Wellcome) should also be used at the bottom of the page.

### **Press releases**

All press releases should use the *Reading Well for mental health* 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 the leading charity inspiring people of all ages and all backgrounds to read for pleasure and empowerment. Working with our partners, our aim is to make reading accessible to everyone. The Reading Agency is funded by Arts Council England. [www.readingagency.org.uk](http://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](http://www.goscl.com)

**Arts Council England** is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual 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. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

#### **Wellcome**

Wellcome 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](http://www.wellcome.ac.uk).

## **Online**

Online copy about the Reading Well 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 website URL:

[www.reading-well.org.uk](http://www.reading-well.org.uk)

The Reading Agency  
[www.readingagency.org.uk](http://www.readingagency.org.uk)