

READING WELL

World Mental Health Day + Libraries Week 2018 toolkit



Introduction

[Libraries Week](#) is coordinated by CILIP and takes place between **8-13 October 2018**. Its focus is on wellbeing.

[World Mental Health Day](#) was set up by the World Federation for Mental Health (WFMH) and takes place during Libraries Week on **Wednesday 10 October 2018**. Its focus this year is **young people and mental health** in a changing world.

Both events are a great opportunity for public libraries to raise awareness about the mental health services and collections they offer, showcasing how libraries bring communities together, combat loneliness, and provide a space for reading and creativity.

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

You can download the [complete booklist](#) and a [detailed overview](#) of the 37 titles, including ISBN, page extent, available formats, jacket images and blurb.

For more information and ideas on how to promote the [Reading Well for young people](#) booklist, see last year's [World Mental Health Day toolkit](#).

Reading Well for mental health provides helpful information and support for managing common mental health conditions, or dealing with difficult feelings and experiences. Some books also include personal stories from people who are living with or caring for someone with mental health needs. You can find information and resources for Reading Well for mental health on the [Reading Well website](#).



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Key facts on mental health and wellbeing:

- Approximately **one in four people** in the UK will experience a mental health problem each year
- **26 percent of adults** reported having been diagnosed with at least one mental health problem
- By 2030, it is estimated that there will be approximately **two million more adults in the UK** with mental health problems than there were in 2013

You can find more **facts and figures** about the role of libraries in boosting wellbeing on the [Libraries Week website](#).



Online and social media activity

You can use our Reading Well for mental health [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.

Make sure you use the official [#WorldMentalHealthDay](#) and [#LibrariesWeek](#) hashtags online to ensure your content reaches as far as possible, as well as the [#ReadingWell](#) hashtag and [@readingagency](#) handle.

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

Suggested tweets

- Did you know you can access free mental health support in your local library with #ReadingWell? <http://ow.ly/L7xn30eO92q> #WorldMentalHealthDay #LibrariesWeek
- Find support in your local library for #WorldMentalHealthDay with expert endorsed #ReadingWell booklists <http://ow.ly/wZFF30eO6pY> #LibrariesWeek
- 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. 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](#)
- 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
- 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 new [Mood-boosting Books](#), and download our A3 and A4 [display posters](#). The full list will be made available to libraries on **1 October**



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 \(IAPT\) 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 and Libraries Week
- You can also use this [PowerPoint presentation](#) 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

- Host [‘Tea and Talk’](#) events in your libraries. [The Mental Health Foundation](#) is encouraging people to hold awareness-raising events for World Mental Health Day 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 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](#)

Sing in the library

- Bring the joy of singing into the library by running a choir event with your local community choir. See Libraries Week [Sing in the library toolkit](#) for guidance

You can find further guidance and ideas for Libraries Week events on their [website](#).

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



Happy Libraries Week and World Mental Health Day!