

READING WELL

Self Care Week 2018 toolkit



Background information

[Self Care Week](#) is an annual national awareness week that focuses on embedding support for self care across communities, families and generations. It is coordinated by the [Self Care Forum](#), a national UK organisation which aims to further the reach of self care and embed it into everyday life.

The **Self Care Forum** defines self care as the actions that individuals take for themselves, on behalf of and with others in order to develop, protect, maintain and improve their health, wellbeing or wellness.

This **toolkit** provides ideas for **library displays** as well as **online and social media activity** around Self Care Week. It focuses on promoting the [Reading Well book collections](#) as a practical resource that encourages self care by providing helpful information and support for managing common physical and mental health conditions, or dealing with difficult feelings and experiences.

The books have all been **recommended and endorsed by health professionals** and have been **tried and tested by people with experience** of living with the conditions. You can find more information and resources for Reading Well [on our website](#).



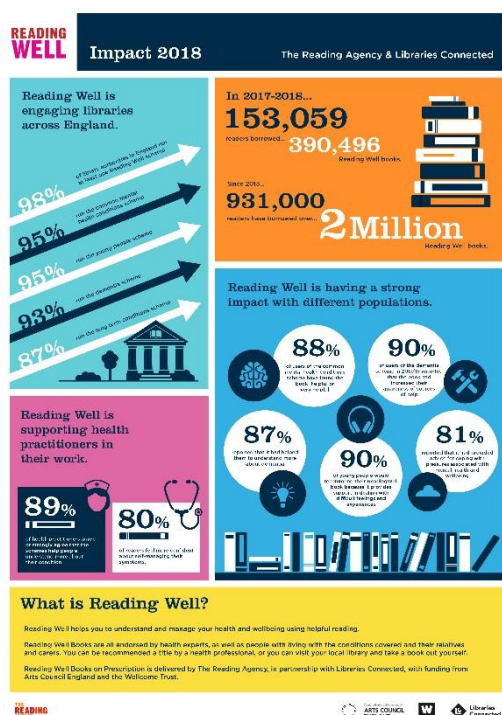
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**THE
READING
AGENCY**

Reading Well & self care



Reading Well is guided by a strong [evidence base](#) showing that a **self-help bibliotherapy** model can improve health and wellbeing.

Through thorough **annual evaluation** of the scheme, as well as several strong **case studies**, we are able to show the **positive impact** of Reading Well on individuals.

Read our [2017/18 evaluation report](#) and download our [evaluation infographic](#) for key facts and figures:

- **80%** of readers feel more confident in self-managing their symptoms after borrowing a Reading Well book
- **87%** of readers said that Reading Well helped them understand more about dementia
- **90%** of users of the young people scheme would recommend their Reading Well book because it provides support in dealing with difficult feelings and experiences

Online and social media activity

You can share [our infographic from the 2017/18 Reading Well evaluation](#) (see above) on your social media platforms.

You can also use our downloadable Reading Well for long term conditions [animated gif](#), [image bank](#) and [book jacket composite image](#) to visually promote the scheme online. Equivalent digital resources for **all four of the Reading Well booklists** are also available [on our resources page](#).

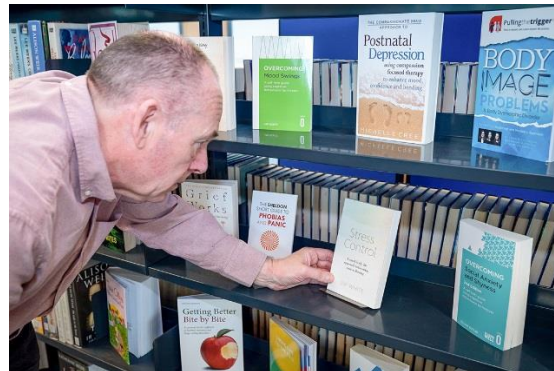
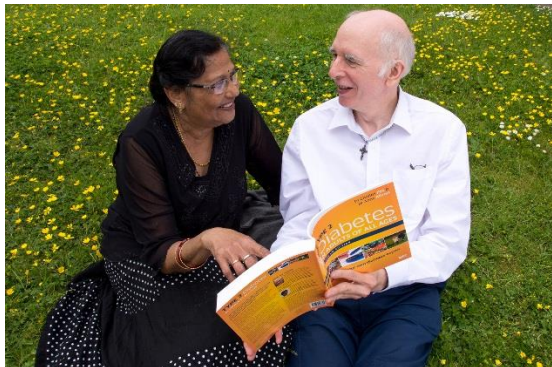
Remember to share pictures of your health and wellbeing displays on social media. Make sure you use the official **#selfcareweek** and **#selfcareforlife** hashtags and [@SelfCareForum](#) online to ensure your content reaches as far as possible, as well as the **#ReadingWell** hashtag and [@readingagency](#) handle.

Self Care Forum have also created shareable resources and a communications toolkit, which are [available to download from their website](#).

Suggested tweets

- **For use with [2017/18 evaluation infographic](#):**
Since 2013, 931,000 readers have borrowed over 2 million #ReadingWell self-help books. This #selfcareweek we're celebrating the impact of the expert endorsed @readingagency scheme, available free in libraries: <http://ow.ly/X3qr30msAQp> @SelfCareForum
- Over 15m people live with a long term condition but spend just 3 hrs a year with their healthcare team. #ReadingWell for long term conditions provides support & info on self-management, available free in your local library: <http://ow.ly/JHSB30msEo9> #selfcareweek @SelfManageUK

- Find support in your local library for #selfcareweek with expert endorsed #ReadingWell booklists: <http://ow.ly/wZFF30eO6pY> @SelfCareForum #selfcareforlife @readingagency
- Every year, one in four of us will experience a mental health problem: access free health information and support in your library <http://ow.ly/wZFF30eO6pY> #ReadingWell #selfcareweek #selfcareforlife @readingagency



Displays

- Create an eye-catching display of your Reading Well collections, such as [Reading Well for long term conditions](#). You might even create a specific **self care 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 physical and 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



Find further guidance and ideas for Self Care Week activities on the [Self Care Forum website](#).

Top up on Reading Well materials from [our online shop](#).

Don't forget to share your ideas and feedback on what you did with us at readingwell@readingagency.org.uk or on [Facebook](#)/[Twitter](#): @readingagency #ReadingWell