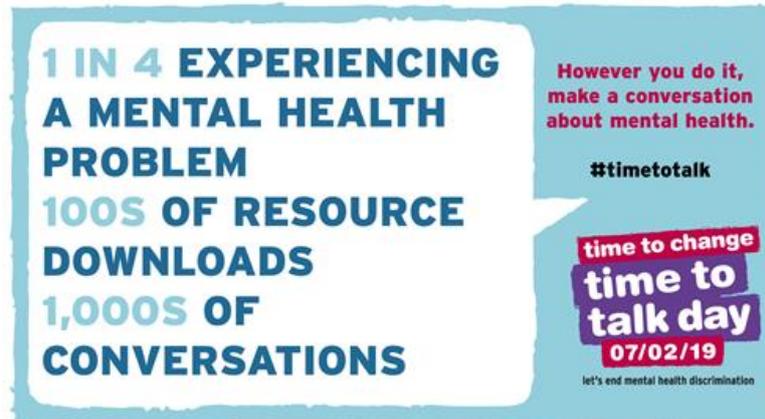


READING WELL

Time To Talk Day 2019 toolkit



Background information

[Time to Talk Day](#) 2019 is a national awareness day that encourages everyone to talk about mental health in order to break down stereotypes, improve relationships, aid recovery and take the stigma out of something that affects us all.

It is taking place on **7 February** and is coordinated by [Time To Change](#), a national campaign working to change the way we all think and act about mental health problems.

This year's **Time to Talk Day** is all about bringing together the right ingredients to have a conversation about mental health. Whether that's tea, biscuits and close friends or a room full of people challenging mental health stigma, Time To Change wants you to get talking.

This **toolkit** provides ideas for **library displays** as well as **online and social media activity** around Time To Talk Day. It focuses on promoting the [Reading Well book collections](#) as a practical resource for helping people to understand and manage common mental health issues, or deal 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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Online and social media activity

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

Time To Change have also created digital and printable resources including posters and bunting, which are [available to download from their website](#).

You can also post the Tweets suggested below, along with the following downloadable digital assets to visually promote the scheme online:

- Reading Well for mental health [animated gif](#), [image bank](#) and [social media graphic](#)
- Reading Well for young people [animated gif](#), [image bank](#), and [book jacket composite](#)

Suggested tweets

- It's #TimetoTalk Day! Every year, one in four of us will experience a mental health problem: access free self-help reading in your local library with our expert endorsed #ReadingWell booklists: <http://ow.ly/wZFF30eO6pY> @readingagency @TimetoChange
- This #TimetoTalk Day, access self-help support for difficult feelings and experiences with the quality assured #ReadingWell for mental health booklist, available free in your local library: <http://ow.ly/3q5X30ns7JI> @readingagency @TimetoChange
- 1 in 10 young people have a diagnosable mental health problem. This #TimetoTalk Day, find #ShelfHelp in your local library for difficult feelings & experiences like anxiety, self-esteem, bullying and exam stress: <http://ow.ly/Sujo30ns7IV> @readingagency @TimetoChange
- This #TimetoTalk Day, find self-help support in your local library with expert endorsed #ReadingWell booklists: <http://ow.ly/wZFF30eO6pY> @TimetoChange @readingagency



Displays

- Create an eye-catching display of your Reading Well collections, such as [Reading Well for mental health](#) and [Reading Well for young people](#). You might even create a specific **mental health zone** in your library
- You might want to display copies of the [Overview of the titles](#) near the displays, 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. **For support and training on engaging in conversations about health in your day-to-day interactions, find out more about [Making Every Contact Count](#) (MECC) training from NHS Health Education England**



- 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
- You can download and display our plasma screen artwork for [Reading Well for mental health](#) and [Reading Well for young people](#)

Find further guidance and ideas for Time To Talk Day activities on the [Time To Change 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