

# READING WELL

## Mental Health Awareness Week 2019 Library toolkit

### Introduction

[Mental Health Awareness Week](#) is coordinated by Mental Health Foundation and takes place between **13-19 May 2019**. This year's theme is **body image** – how we think and feel about our bodies.

The event is a great opportunity to showcase the mental health activities and Reading Well collections offered by public libraries.

This toolkit provides ideas for **online and social media activity** around Mental Health Awareness Week, as well as ideas for **displays, events and activities**. It focuses on promoting the [Reading Well for mental health](#) and [Reading Well for young people](#) booklists.

You can download the complete booklists and detailed overview of the titles (including ISBN, page extent, available formats, jacket images and blurb) here:



- Reading Well for mental health [complete booklist](#) and a [detailed overview](#) of the 37 titles
- Reading Well for young people [complete booklist](#) and a [detailed overview](#) of the 35 titles

Find more information and resources on the [Reading Well](#) and [Mental Health Foundation](#) websites.

### Key facts on mental health and wellbeing:

- Approximately **one in four people** in the UK will experience a mental health problem each year
- 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
- More than **one in ten** children aged 10-15 say they have no one to talk to or wouldn't talk to anyone in school if they feel worried or sad.
- **One in eight** (12.8%) 5-19 year olds had at least one mental health condition when assessed in 2017
- Research shows that **50%** of mental health problems are established by the age of **14** and **75%** are established by age **24**



## Online and social media activity

Visit the [Mental Health Foundation website](#) to download online resources such as posters and social media artwork.

You can also post the tweets suggested below, along with the following downloadable digital assets to visually promote Reading Well online:

- A [jacket composite image](#) of Reading Well titles relating to body image and eating disorders
- Reading Well for mental health [animated gif](#), [image bank](#) and [book jacket composite](#)
- Reading Well for young people [animated gif](#), [image bank](#), and [book jacket composite](#)

Remember to share pictures of your mental health and wellbeing displays on social media! Use the official **#MentalHealthAwarenessWeek** and **#BeBodyKind** hashtags online to ensure your content reaches as far as possible, as well as the [#ReadingWell](#) and [#ShelfHelp](#) hashtags and [@readingagency](#) and [@mentalhealth](#) handles.

### Suggested tweets

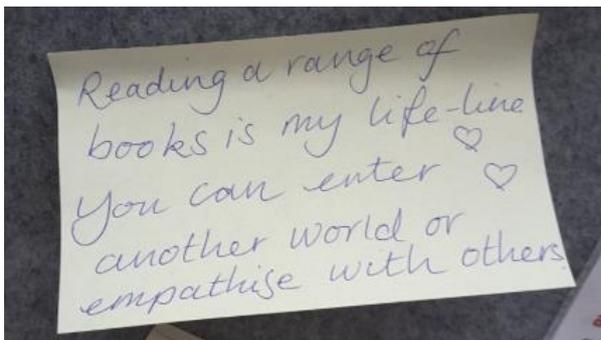
- This #MentalHealthAwarenessWeek, find support in your local library with expert endorsed #ReadingWell booklists from @readingagency: <http://ow.ly/wZFF30eO6pY> @mentalhealth #BeBodyKind
- Every year, one in four of us will experience a mental health problem: access free support in your local library: <http://ow.ly/wZFF30eO6pY> #ReadingWell #MentalHealthAwarenessWeek #BeBodyKind
- It's #MentalHealthAwarenessWeek & the theme is body image – find support in your local library with our expert endorsed #ReadingWell booklists for adults & young people: <http://ow.ly/7roA30nNDu1>. For more info & support visit [beateatingdisorders.org.uk](http://beateatingdisorders.org.uk) #BeBodyKind @mentalhealth
- According to @mentalhealth, 30% of adults have felt so stressed by body image and appearance that they've felt overwhelmed or unable to cope. Find support in your local library with #ReadingWell this #MentalHealthAwarenessWeek: <http://ow.ly/7roA30nNDu1> #BeBodyKind

## 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 documents ([adults](#) and [young people](#)) 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](#)



- Create a display of our [Mood-boosting Books](#), and download our A3 and A4 [display posters](#). You can also download our digital [libraries pack](#) containing social media cards and artwork for the list



- 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
- Download and display [Beat Eating Disorders resources](#) alongside Reading Well titles on **body image** and **eating disorders** for [young people](#) and [adults](#)
- Display Mental Health Foundation [green ribbon pin badges](#) at your library counter. The green ribbon is the international symbol for mental health awareness

**\*If you know of any visitors who have had a positive experience of the Reading Well scheme and might be willing to take part in a [case study](#), please email [readingwell@readingagency.org.uk](mailto:readingwell@readingagency.org.uk).**

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.

## Events and activities

### Reading groups

- Choose one of the [Reading Well titles](#) for your regular reading group, e.g. Shelf Help title [Tyranny by Lesley Fairfield](#), a graphic novel dealing with anorexia
- 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 NHS [Psychological Therapies Mental Health Services \(IAPT\)](#) or [Child and Adolescent Mental Health Services \(CAMHS\)](#)
- Reach out to local GPs to promote your libraries' mental health services: you can send our [template GP letter](#) and [Reading Well leaflets](#) to get in touch ahead of Mental Health Awareness Week
- You can also use our PowerPoint presentations (for [adults](#) and [young people](#)) 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	<a href="http://andysmanclub.co.uk/where-we-meet/">http://andysmanclub.co.uk/where-we-meet/</a>
Anxiety UK	<a href="https://www.anxietyuk.org.uk/get-help/anxiety-uk-national-infoline-service/infoline-email-text-live-chat-services/self-help-groups-copy/">https://www.anxietyuk.org.uk/get-help/anxiety-uk-national-infoline-service/infoline-email-text-live-chat-services/self-help-groups-copy/</a>
Beat (support for eating disorders)	<a href="https://www.beateatingdisorders.org.uk/support-services">https://www.beateatingdisorders.org.uk/support-services</a>
Carers UK	<a href="https://www.carersuk.org/help-and-advice/get-support/local-support">https://www.carersuk.org/help-and-advice/get-support/local-support</a>
Cruse Bereavement Care	<a href="https://www.cruse.org.uk/cruse-areas-and-branches">https://www.cruse.org.uk/cruse-areas-and-branches</a>
Mental Health Foundation	<a href="https://www.mentalhealth.org.uk/a-to-z/p/peer-support">https://www.mentalhealth.org.uk/a-to-z/p/peer-support</a>
Mind	<a href="http://www.mind.org.uk/information-support/local-minds/">http://www.mind.org.uk/information-support/local-minds/</a>
OCD Action	<a href="http://www.ocdaction.org.uk/support-groups">http://www.ocdaction.org.uk/support-groups</a>
PANDAS Foundation (support for pre and postnatal depression)	<a href="http://www.pandasfoundation.org.uk/support-groups-local/">http://www.pandasfoundation.org.uk/support-groups-local/</a>
Rethink Mental Illness	<a href="https://www.rethink.org/about-us/our-support-groups">https://www.rethink.org/about-us/our-support-groups</a>
Samaritans	<a href="https://www.samaritans.org/branches">https://www.samaritans.org/branches</a>

## Tea and Talk/Curry and Chaat

- Host 'Tea and Talk' or 'Curry and Chaat' events in your libraries. You can [order a free pack](#) and [download resources](#) from Mental Health Foundation 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](#)

## Rhyme Time

- Signpost Rhyme Time attendees to Reading Well for mental health title [The Compassionate Mind Approach to Postnatal Depression](#)
- Find out more about how Rhyme Time can support maternal mental health in this [Shared Intelligence report](#) published in 2018 in collaboration with Essex libraries and Arts Council England – including [shareable tools](#) for implementing similar projects in your library service

## MHF Live

- MHF Live is a Mental Health Foundation music fundraising initiative that aims to raise awareness, raise money and raise the roof for mental health. [Download a free event pack](#) to host an MHF Live event in your library – and don't forget to display Reading Well collections and leaflets!
- You can also visit the [Get it Loud in Libraries](#) website for more information on gigs in libraries

You can find further guidance and ideas for Mental Health Awareness Week events on the [Mental Health Foundation website](#). You can also add your event to their online [Activity Map](#).

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