

READING WELL

Health Information Week 2019: Library toolkit

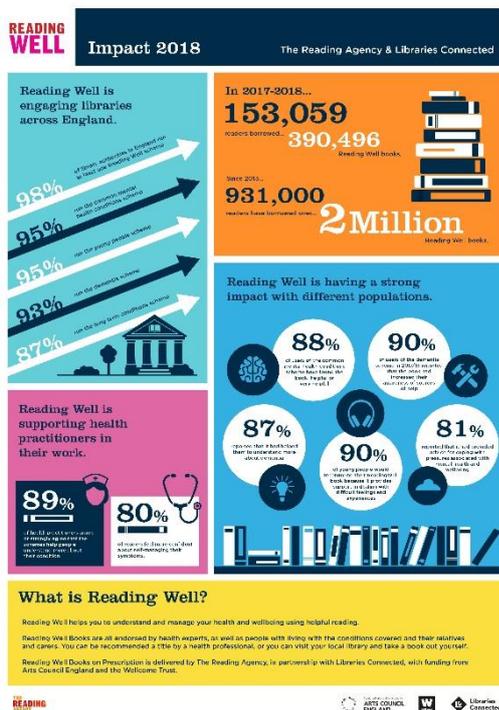
Background information

[Health Information Week](#) is a national, multi-sector campaign to promote high quality information for patients and the public. High quality health information can have a huge impact on people's ability to stay healthy and manage illnesses effectively, giving them a better quality of life.

This toolkit provides ideas for **library displays** as well as **online and social media activity** around Health Information Week.

It focuses on promoting the [Reading Well book collections](#) as a trusted and reliable source of health information, helping people to **understand** and **manage** their health and wellbeing through helpful reading available to borrow free from libraries.

Visit the [Health Information Week website](#) for guidance on running events during the week and [taking part in the evaluation](#) of the campaign.



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:

- **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

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.



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Libraries Connected

THE READING AGENCY

Online and social media activity

[Health Information Week](#) have created a **7-day schedule** to guide online content, with each day focusing on a particular theme. These are:

- Monday 1st July: Healthy lifestyles
- Tuesday 2nd July: Mental health and patient stories
- Wednesday 3rd July: Health and digital literacy
- Thursday 4th July: Long term conditions and social prescribing
- Friday 5th July: Innovations for preventing illness
- Saturday 6th July: Patient stories
- Sunday 7th July: Mindfulness and relaxation

You can post the tweets suggested below on the relevant days, alongside your own tweets and some of the following downloadable digital assets to visually promote the scheme online:

- Reading Well for mental health [animated gif](#), [image bank](#) and [book jacket composite](#)
- Reading Well for long term conditions [animated gif](#), [image bank](#) and [book jacket composite image](#)

Equivalent digital resources for **all four of the Reading Well booklists** are available [on our resources page](#).

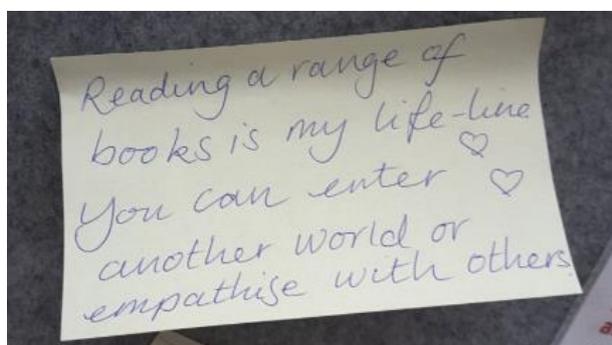
Remember to share pictures of your health information displays and activities on social media! Use the official **#HIW2019** hashtag and [@Healthinfoweek](#) handle online to ensure your content reaches as far as possible, as well as the [#ReadingWell](#) and [#ShelfHelp](#) hashtags and [@readingagency](#) handle.

Suggested tweets

- **[General]:** Find support in your local library during #HealthInformationWeek with expert endorsed #ReadingWell booklists: <http://ow.ly/wZFF30eO6pY> @Healthinfoweek #HIW2019 @readingagency
- **[Mental health]:** Every year, one in four of us will experience a mental health problem: access free health information and support in your library with #ReadingWell for mental health <http://ow.ly/wZFF30eO6pY> #HIW2019 @Healthinfoweek @readingagency
- **[Long term conditions]:** 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> #HIW2019 @Healthinfoweek
- **[Patient stories]:** When Andy @gloslibs discovered #ReadingWell at the library, it was a "real breakthrough moment" in understanding his symptoms & getting a diagnosis. Find out more about the benefits of expert endorsed health information: <http://ow.ly/ILlk30mBfrb> @Healthinfoweek #HIW2019

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 (e.g. [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](#)
- 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



- 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 health & wellbeing and create a display of their responses

***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.**

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.

Find further guidance and ideas for Health Information Week activities on the [Knowledge for Healthcare 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