

# READING WELL

## Mental Health Awareness Week 2020 Library toolkit

### Introduction

**Mental Health Awareness Week**, coordinated by the Mental Health Foundation, will take place on **18-24 May 2020**. This year will focus on the power and potential of **kindness**.

This theme has been chosen to reflect the importance of protecting our mental health as we cope with and recover from the Coronavirus pandemic as a society.

This toolkit provides ideas for **online and social media activity** around Mental Health Awareness Week. It focuses on promoting the Reading Well programme in the context of Covid-19, and also includes resources from the BBC mental health campaign and the PHE [Every Mind Matters campaign](#).

You can download the complete Reading Well 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
- Reading Well for children [complete booklist](#) and a [detailed overview](#) of the 33 titles



### Key facts on mental health and wellbeing:

#### Adults

- Approximately **one in four people** in the UK will experience a mental health problem each year
- Mental health affects every aspect of life: relationships, education, work life and physical health; **30% of all people** with a long term physical health condition have also experienced a mental health problem.
- More than **four in five (84.2%)** Brits are worried about the effect that the Covid-19 pandemic is having on their life, with **over half (53.1%)** saying it was affecting their wellbeing and **nearly half (46.9%)** reporting high levels of anxiety.

#### Children & young people

- 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** children & young people (aged 5-19) have a diagnosable mental health condition – that's **12.8%**, roughly 3 children in every classroom.



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- Research shows that **50%** of mental health problems are established by the age of **14** and **75%** are established by age **24**.
- Schools are on average making **183** Child and Adolescent Mental Health Services (CAMHS) referrals every school day. Most referrals (**56%**) come from primary schools.
- **Over a third** of parents of children aged 4-11 worried about their child's mental health at least once a week. Almost **two thirds** of children aged 8-11 say they feel stressed, sad or worried **at least once a month**.

## Reading Well during Covid-19

Recent research from The Reading Agency's [World Book Night campaign](#) shows that reading is proving more important than ever as the nation adjusts to life in lockdown. Nearly 1 in 3 people surveyed last month told us they are reading more in social isolation than ever before, with the percentage even higher for young people at 1 in 2. [The Bookseller](#) has also reported a 205% surge in e-book library loans since library closures.

### E-lending availability + library websites

We know that many of you are busy adapting your library services to the new digital reality. Many of the Reading Well titles are still available for e-lending.

- A full updated list of the format and e-lending availability of the titles across all 5 schemes is available to download from our [resources bank](#). Availability will vary locally depending on your e-lending suppliers.
- If you haven't already, you can incorporate Reading Well into your digital offers by [using this copy for your website](#).
- You can also follow the example of [Leicester City libraries](#) and create an additional page detailing which of the titles are available via your e-lending suppliers, using the above e-lending information.



As per the [library delivery model](#), please check carefully that Reading Well branding is used to promote titles on the Reading Well lists **only**.

### Local health services

- Use our [template GP letter](#) and digital [Reading Well leaflets](#) to reach out to local GPs and health services to remind them of Reading Well and other library health activities that are still available at this time. Supporting print materials are still available to purchase from our [online shop](#) (please refer to [public health guidance](#) on the safe handling of paper and books).

### Virtual reading groups

- Choose one of the [Reading Well](#) or [Mood-boosting](#) titles for an online reading group. Take a leaf out of Redbridge and Hillingdon's e-books for inspiration:
  - **Redbridge libraries:** "I've tried Zoom for an established reading group and it worked really well. Only members of the reading group were invited and sent the meeting number and password. I've also run an open book chat on Twitter using TweetDeck as well. This is more difficult to co-ordinate but it can work. See #HardbackersOnline for the thread. It did have interaction from some authors, though, which was great."
  - [Hillingdon libraries](#) have held a Twitter book club using the hashtag #BookwormsOnline, using Reading Well for mental health title Reasons to Stay Alive by Matt Haig as their first pick.
- Use the discussion to collect quotes and reviews and send them to [readingwell@readingagency.org.uk](mailto:readingwell@readingagency.org.uk).

## Virtual Death Café

- Hold a virtual [Death Café](#) event and signpost attendees to the Reading Well for mental health titles on [grief and bereavement](#). See Redbridge, Kirklees and Newcastle libraries' joint [online event](#) for inspiration.

## Social media activity



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

- 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](#)
- Reading Well for children [animated gif](#), [image bank](#), [book jacket composite](#), and [social media cards](#). You can also revisit the [promotional toolkit](#) created for February's launch for more resources, including [activity sheets](#) from publishers.

More digital assets for all 5 schemes are available to download from our [resources bank](#).

Don't forget to use the official **#MentalHealthAwarenessWeek** and **#KindnessMatters** 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

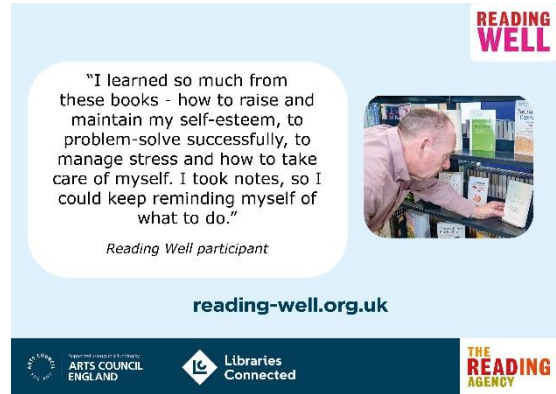
- Almost two thirds of children aged 8-11 say they feel stressed, sad or worried at least once a month. [#ReadingWell](#) for children helps children understand feelings & cope with tough times – with many titles available as e-books: [reading-well.org.uk/children](http://reading-well.org.uk/children) [#MentalHealthAwarenessWeek](#)
- Every year, one in four of us will experience a mental health problem: access free support through your local library with [#ReadingWell](#): [\[INSERT LINK TO YOUR E-LENDING INFORMATION OR USE reading-well.org.uk\]](#) [@readingagency](#) [#MentalHealthAwarenessWeek](#) [#KindnessMatters](#)
- In these challenging times, [@readingagency](#)'s expert endorsed [#ReadingWell](#) booklists can help you look after your mental health & manage long term conditions - with many titles available to download as e-books. Find out more: [\[INSERT LINK TO YOUR E-LENDING ACCESS INFO OR USE reading-well.org.uk\]](#) [#MentalHealthAwarenessWeek](#)
- The [#ReadingWell](#) booklists are developed and endorsed by leading health experts - browse online resources from [@readingagency](#)'s supporting orgs to help you manage your health and wellbeing in uncertain times: <http://ow.ly/PPoF50yU928> [#MentalHealthAwarenessWeek](#) [@RCGP](#) [@MindCharity](#)

- Stories can be a powerful source of comfort, solace and escapism. Browse @readingagency's #MoodBoostingBooks for uplifting novels, poetry and non-fiction recommended by readers and reading groups – many are available as e-books and audiobooks, too! <http://ow.ly/IIng50yU2B3> #ReadingWell

## Impact

Since 2013, 1.2m people have borrowed 2.3m Reading Well books from their public library, and 90% of people surveyed told us they found their book helpful. You can download the [2018/19 evaluation infographic](#) and our new [user quote social media cards](#) and post them with the following suggested tweets to demonstrate the impact of the scheme online:

- Since 2013, 1.2m people have borrowed 2.3m #ReadingWell titles from their public library, and 90% of readers have found their book helpful. Many of the titles are available to download as e-books from your local library service – find out more: [\[INSERT LINK TO YOUR LIBRARY E-LENDING ACCESS INFO or reading-well.org.uk\]](#) #MentalHealthAwarenessWeek
- Have you read a #ReadingWell book? Since 2013, 1.2m people have borrowed 2.3m #ReadingWell books from their public library – let us know what you thought at [reading-well.org.uk/feedback](http://reading-well.org.uk/feedback) #MentalHealthAwarenessWeek



## Mental Health Foundation resources



The Mental Health Foundation has created **online resources** to help partners promote Mental Health Awareness Week, including:

- [Supporter Pack](#)
- [Take Action, Get Active](#) movement challenge
- [Digital assets](#) including posters and social media graphics

You can also [sign up to their newsletter](#) to receive the latest updates on this campaign.

They are also asking people to take part in **3 calls to action**:

- Reflect on an act of kindness. Share your stories and pictures (with permission) of kindness during the week using #KindnessMatters and #MentalHealthAwarenessWeek
- Use Mental Health Foundation [resources](#) in your family, school, workplace and community to join with thousands in practising acts of kindness to yourself and others during the week
- **Share your ideas on how you think we could build a kinder society that would support our mental health using #KindnessMatters and #MentalHealthAwarenessWeek.**

## PHE Every Mind Matters



Public Health England have adapted their public-facing [Every Mind Matters online platform](#) to incorporate new Covid-19 mental health guidance and provide content to help people look after their mental and physical health during this time. This platform signposts directly to Reading Well as part of the **Mind Plan tool**.

Every Mind Matters campaign resources for delivery partners remain available to download from the [PHE campaign resource centre](#).



**Try a Reading Well book**

Reading Well for mental health provides helpful information and support, with books on mindfulness and other subjects available free from your local library.

[See the Reading Well books](#)

## BBC Mental Health Awareness Week resources

To mark the week, the BBC is curating a range of mental health-themed programming across TV, radio and digital that will be broadcast throughout May. Full details of their plans can be found [on their website](#). Some key digital activity and resources you may wish to share with library audiences include:

- The [BBC's Mental Health webpage](#) will be updated throughout the week with new content. Programming from previous Mental Health Awareness Week campaigns will also be shared here.
- Illustrations and short videos around the theme of young people's mental health under lockdown will be shared on the BBC's [Instagram](#), [Facebook](#) and [Twitter](#) pages – follow and share!
- The [Bitesize Parents' Toolkit](#) has been designed to help parents find wellbeing support, helpful advice and inspirational activities for themselves and their children during the lockdown. It signposts a wealth of resources, including for children with SEND, from across the BBC and beyond.
- Making the internet a kinder place, one message at a time, the [BBC Own It app](#) and keyboard is designed for kids to use when they get their first phone, helping children to live their best life online.
- [First-hand short films](#) about mental health that can be shared online.



**We wish you a safe and well #MentalHealthAwarenessWeek!**

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

Resources for libraries will soon be available for the all-new digital Summer Reading Challenge 2020: **Silly Squad**. Find out more on [The Reading Agency website](#).