

**THE
READING
AGENCY**



**READING
FRIENDS**
**READING
WELL**

Tackling loneliness and supporting mental health through the proven power of reading

The Reading Agency's new campaign **Read, Talk, Share**, has been combatting loneliness and promote wellbeing through the proven power of reading during COVID-19 recovery. In partnership with libraries across England and enabled by a £3.5 million award by the **Department for Digital, Culture, Media & Sport (DCMS)**, Read, Talk, Share has expanded The Reading Agency's already successful [Reading Well](#) and [Reading Friends](#) programmes, with the charity's work identified by the Government as a key aspect of the nation's Covid recovery.

Reading Well and Reading Friends demonstrate the power of reading to support and connect isolated individuals, and the benefits of bibliotherapy to mental health. The DCMS funding presents an unprecedented level of investment in library services to tackle loneliness and support mental health, and The Reading Agency is working closely with local libraries and organisations to reach communities through reading, talking, and sharing.

Books from the Reading Well mental health booklists are available now for digital borrowing free through public libraries, to support the public's mental health and wellbeing. Where libraries have reopened, print copies are also available. Meanwhile, Reading Friends activity has been taking place across the country. Over 100 library authorities have started delivering Reading Friends projects in their area, online and by telephone, connecting people through the proven power of reading.

We want to ensure that everyone around the country that would benefit from the chance to read, talk and share knows about the availability of the book collections and the activity happening in their area. We are asking partners and supporters to help The Reading Agency promote the campaign and these initiatives in the run up to and during Mental Health Awareness Week (10th – 16th May), by spreading the information with your local community, teachers, health professionals, community groups, and local residents. We appreciate your help in supporting COVID-19 recovery by sharing the Read, Talk, Share initiative through your comms channels – social media, newsletters, regional press contacts and website etc.

Useful Links

- [Initial Press Release](#) announcing the funding
- Press Release announcing [Read, Talk, Share campaign](#)
- Press Release announcing the [Read, Talk, Share Ambassadors](#)
- [Map of Reading Friends Activity](#)
- [Reading Well for Mental Health Booklist](#)
- [Reading Well for Children Booklist](#)
- [Reading Well for Young People Booklist](#)

Asset Pack

Visual Assets

Visual assets to support the campaign can be found in the Dropbox folder [here](#). Included in this folder are;

- Banner Image for Newsletters
- The Read, Talk, Share Logo
- Announcement Assets
- Image for Reading Friends
- Image for Reading Well
- Text Card for Reading Friends
- Text Card for Reading Well
- Video promoting the Read, Talk, Share Campaign
- Video promoting Reading Well
- Additional images for libraries to promote eBook lending, with lending partner logos

Social Media

Below are some suggestions of posts you could use to help us spread the word about the Read, Talk, Share campaign. You'll find images for social media on Dropbox [here](#) and on OneDrive [here](#).

Twitter

The @ReadingAgency are using the proven power of reading to tackle loneliness and support the nation's mental health. Find out more about the Read, Talk, Share campaign > <https://readingagency.org.uk/news/blog/read-talk-share-initiative.html>

#MentalHealthAwarenessWeek

#ReadTalkShare

#LetsTalkLoneliness



Facebook

This Mental Health Awareness Week, check out the work of The Reading Agency, who are using the proven power of reading to tackle loneliness and support mental health as part of their Read, Talk, Share campaign. Books from their Reading Well for Mental Health collections are available now for digital borrowing by signing up for your library's e-lending service via their website, and print copies are available where libraries have reopened. The campaign also includes a national rollout of their Reading Friends scheme through 100 library authorities across the country, which connects people through the proven power of reading. Find out more about the campaign, including how to access Reading Well and Reading Friends, on the Reading Agency's website > <https://readingagency.org.uk/news/blog/read-talk-share-initiative.html>

#ReadTalkShare

#ProvenPowerOfReading

#LetsTalkLoneliness

#MentalHealthAwarenessWeek

Instagram

This Mental Health Awareness Week, check out the work of The Reading Agency, who are using the proven power of reading to tackle loneliness and support mental health as part of their Read, Talk, Share campaign. Books from their Reading Well for Mental Health collections are available now for digital borrowing by signing up for your library's e-lending service via their website, and print copies are available where libraries have reopened. The campaign also includes a national rollout of their Reading Friends scheme through 100 library authorities across the country, which connects people through the proven power of reading. Find out more on the @ReadingAgency's profile, and through the link in their bio.

#ReadTalkShare

#ProvenPowerOfReading

#LetsTalkLoneliness

#MentalHealthAwarenessWeek

Feel free to edit these posts, but don't forget to:

- Tag us in your posts – @ReadingAgency on Twitter and Facebook. You can also tag @ReadingFriends_ on Twitter.
- Direct people to the news story on our website: <https://readingagency.org.uk/news/blog/read-talk-share-initiative.html>
- Use the hashtags; #ReadTalkShare #ProvenPowerOfReading #LetsTalkLoneliness #MentalHealthAwarenessWeek

Newsletters

This Mental Health Awareness Week, check out the work of The Reading Agency, who are using the proven power of reading to tackle loneliness and support mental health as part of their Read, Talk, Share campaign. Thanks to funding from DCMS, The Reading Agency have gifted every library in England their Reading Well mental health book collections. You can download books digitally from your library's website, and print copies are available where

libraries have reopened. The Read, Talk, Share campaign also provides the opportunity for more library services across England to offer Reading Friends, a reading befriending programme that starts conversations and connects people who are lonely and isolated. To find out more, visit the [Reading Agency's website](#).

Logos and Other Assets

Please use the Read, Talk, Share campaign logo on any documents and visual assets about the campaign. Here are some guidelines for using the logo on your own work;

- The lockup logo banner should be no smaller than 600px wide for digital, and 16cm wide for print. Make sure the writing on the logo is easily legible. Don't alter the proportions of the logo.
- Don't alter the colours or text on the logo.
- Please leave an exclusion zone around the logo, which is free of any other typography or graphics. As a guide for the exclusion zone, use the book symbol from the logo.

If you have any questions about using the logo, please get in touch with the team at Comms@ReadingAgency.org.uk.

PR

If you have contacts with local press and media, including local publications such as resident magazines, and would be able to support The Reading Agency by connecting us with your contacts that would be much appreciated.

Contact Us

If you have any questions about the campaign or The Reading Agency, please get in touch with the team at Comms@ReadingAgency.org.uk.