

# Universal Health Offer Update

## Greater Manchester Health Library Partnership Event 14<sup>th</sup> May 2019

Julie Oldham

Head of Library and Museum Services,  
Bolton Council



Libraries support health literacy and self-management, provide health related events and activities, stimulate creativity and learning and connect individuals and communities...

Expert staff in a non-stigmatised & trusted community space

WHAT  
IS IT?

Assisted digital access

Volunteering activities & events

Libraries Deliver:

Ambition for Public Libraries in England 2016-2021 by the Libraries Taskforce

...describes how libraries support a number of outcomes aligned with national and local priorities, including healthier and happier lives for individuals.

WHY WE NEED THIS OFFER



1 in 4 people and their families experience the consequences of poor mental health

**Your public library supports the health and wellbeing of communities**

LIBRARIES HELP LOCAL COMMUNITIES TO BE HEALTHY AND LIVE WELL

WHY WE NEED THIS OFFER



10% of older people are lonely

Provide health information & support



MOOD BOOSTING BOOKS

WHY WE NEED THIS OFFER

15m people



are living with a long term physical condition

Creative opportunities for individuals and groups



Dementia Cafes & reminiscence groups

Dementia Cafe

WHY WE NEED THIS OFFER



One person develops dementia every 3 minutes

Admiral Nurse

As a nurse, sometimes I have the feeling that I haven't much to offer, except for a shoulder to cry on. Whereas a book to read is something tangible, something else to suggest and offer.



CBT therapist

One of my patients suffers from social anxiety: we are working together using the book that I prescribed to him. He reads one chapter or paragraph every week, and our conversation starts from that. He finds it very useful.



# Agreed Priorities for Health Offer

- Children's health offer development
  - Healthy living and oral health
  - Reading Well
- Partnership development
  - Public Health England
  - Health Education England
- Fundraising
- Refresh of online training
- Development of loneliness strand
  - Freemium library Reading Friends offer
- Advocacy materials including:
  - Infographic template
  - Loneliness infographic

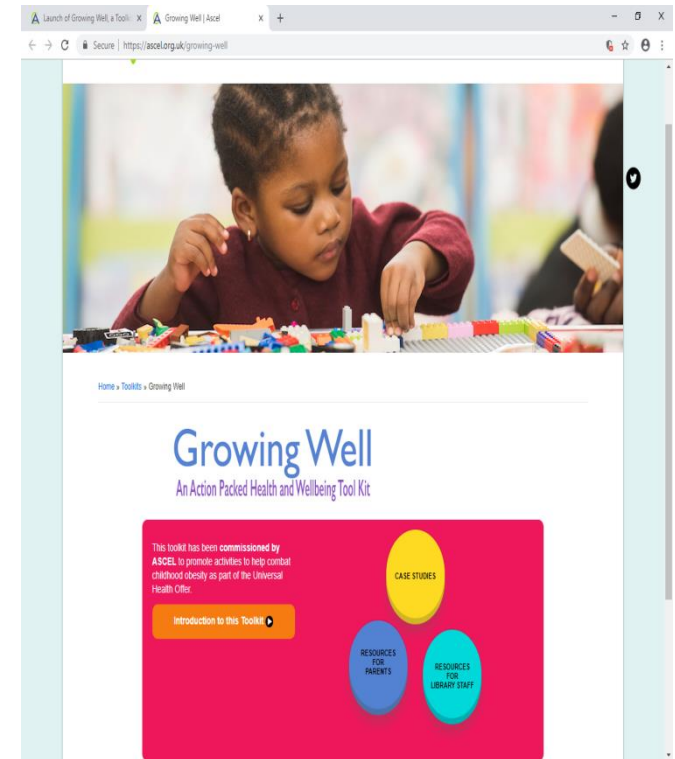


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Connected**

**THE  
READING  
AGENCY**

# Wider Children's Health Offer Developments

- Reading Agency/ASCEL research into children's health offer opportunities
- Research report recommendations
  - Development of health information and support focused on mental health and wellbeing
  - Activities and events promoting healthy living and oral health
  - Building partnerships
- Launch of Growing Well toolkit
- New Reading Well list





# Reading Well Books on Prescription

- New and children and families scheme (5-11 years)
- Supporting health partnership framework
- Co-produced with children and families
- Launch 2019

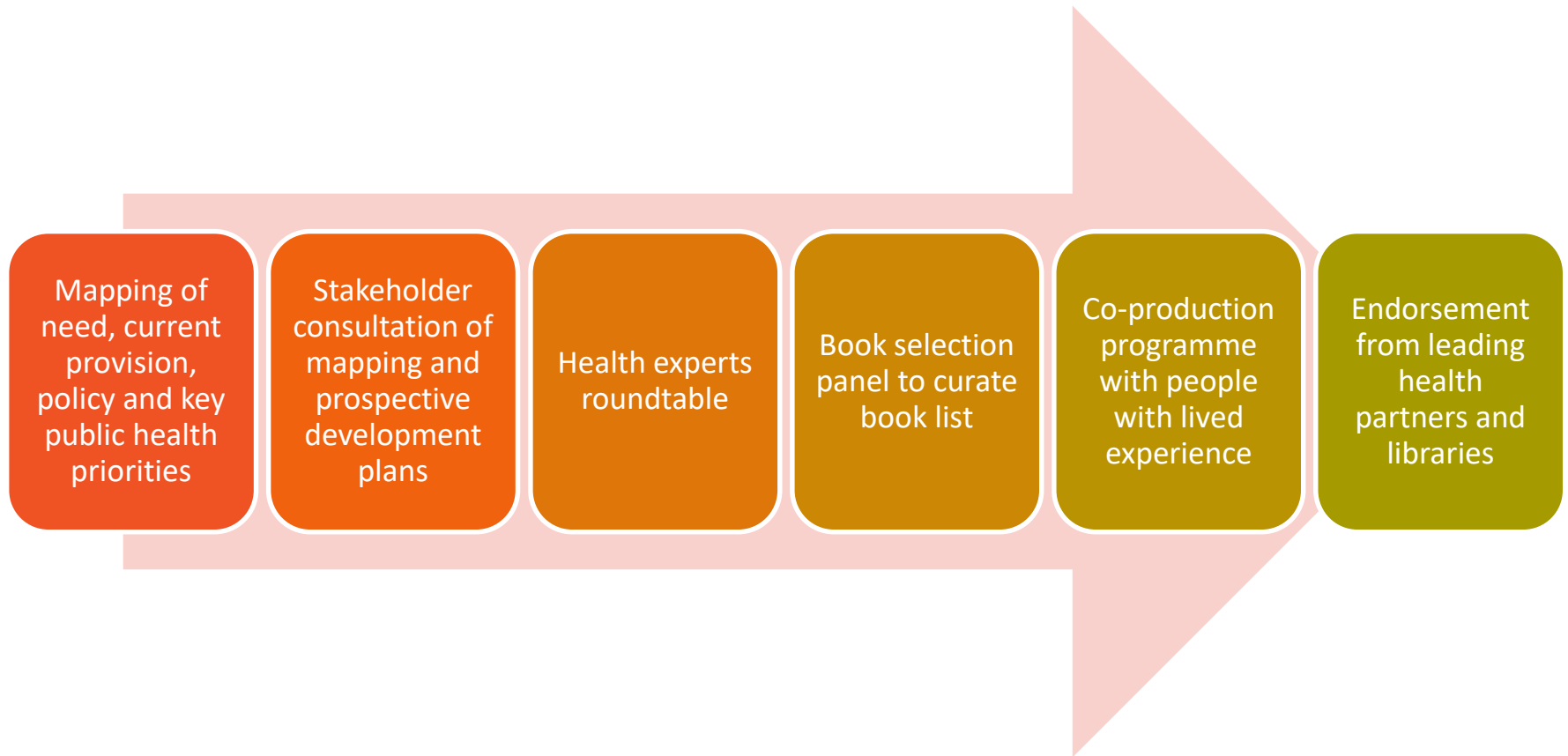


# Targeted Health Conditions

- Adult and young people's mental health
- Dementia
- Long term conditions



# Developing Reading Well



# Reading Well National Evidence



- 931,000 people
- 2 million books
- Independent evaluation and academic research
- Positive feedback on the scheme and the value of libraries' health role



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# 2017/18 user impact of Reading Well



## Dementia

- 100% found the scheme helpful
- 87% said it increased understanding
- 61% said it helped them cope better

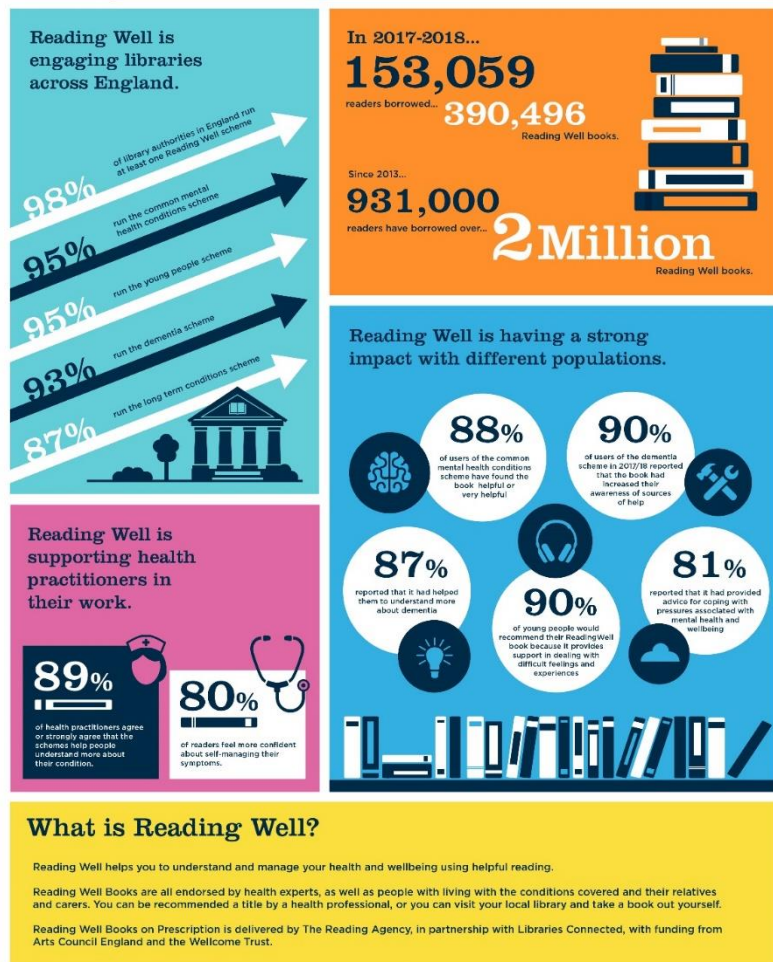
## Young people

- 90% would recommend the scheme
- 81% said it helped them cope better
- 70% said it helped to boost their confidence



## Long term conditions

- 100% found the scheme helpful
- 94% were more confident about managing their symptoms
- 88% said it helped their symptoms reduce



## Further impact

- 2017/18 evaluation report and infographic
- 89% of prescribers surveyed felt the scheme helped people to better understand their condition
- More information here: [reading-well.org.uk/resources/3129](http://reading-well.org.uk/resources/3129)

# Partnerships





# New Partnerships

## Public Health England

- Every Mind Matters national library partnership
- Regional pilot and national launch
- Signposting, free resources and training
- Future partnerships

## Health Education England

- Collaboration on Health Information week
- Joint training

**Other ;**CC4C, RSPH, Royal College of GPs



Public Health  
England



*Health Education England*





**7 in 10**

people know  
a friend who  
is lonely



Loneliness  
is worse for us  
than obesity



**8/10**

of us feel judged negatively  
for feeling lonely



**92%**

of us find it difficult  
to tell others they  
are lonely



Lonely people  
are more likely  
to develop  
heart disease



## SPOTLIGHT ON LONELINESS IN THE UK

**1/4**

Brits know a parent  
who is lonely



**13%**

of us feel  
lonely all  
the time



Loneliness  
is a comparable  
health risk as  
smoking  
15 cigarettes  
a day



**1 million**

people aged 65+  
always or often  
feel lonely



of people believe  
others think there  
is something  
wrong with them

**92%**

of us think people  
are scared to admit  
they are lonely

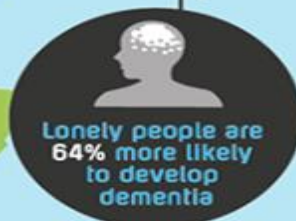


**2 in 3**

people know  
someone who  
is lonely



Lonely people are  
64% more likely  
to develop  
dementia



Lonely  
people are  
more likely to  
develop depression



# Reading Friends



- Reading Friends - Big Lottery funded reading befriending programme for isolated older people
- Pilot sites in England, Wales, Scotland and Northern Ireland
- Pilot phase 2018, rollout 2019
- Volunteer driven
- Key role for libraries leading projects, providing content, supporting partnerships



# Reading Friends Partners





# The Reading Friends programme test year: at a glance



Reading Friends aims to: *'empower, engage and connect older people who are vulnerable and isolated, people with dementia and carers by starting conversations through reading.'*

## How many took part?



**624**  
Reading Friends



**104**  
Reading Partners (volunteers)



The biggest motivation for Reading Friends' participation is 'to meet new people'

## Where were the test sites?



## What did they do?



**244 hours**  
of contact...



...across **239**  
activity sessions

## What did people think?



90% of Reading Friends participants would recommend the programme to others

90% of Reading Friends participants want to carry on taking part in the programme

94% rated their experience of the programme as 'good or 'excellent'

100% of Reading Partners would recommend the programme to others

100% of Reading Partners wanted to continue volunteering

The average score Reading Partners gave the experience was 9.3/10



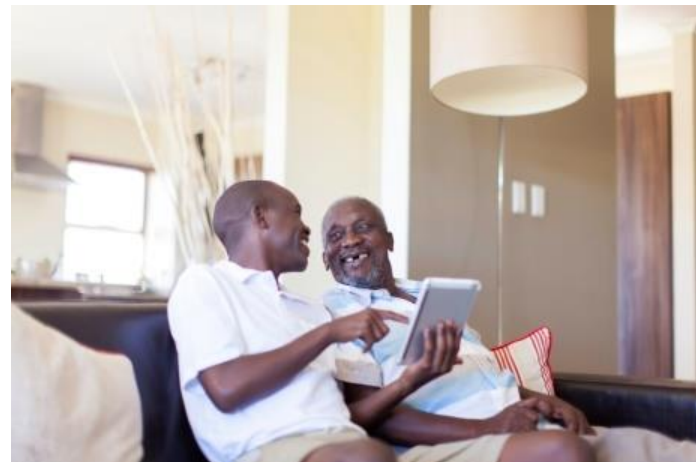
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# Reading Friends: Next Steps

- LGBTQ pilot project in Islington
- Pilot library rollout of the programme using freemium subscription model
- Testing new models e.g. home library services
- Exploring local commissioning and funding



# Other Areas of work

- Fundraising
- Refresh of online training
- Digital resource development
- Advocacy tools
  - Customisable health offer template
  - Loneliness infographic
  - Commissioning toolkit
  - Social prescribing offer

# Contacts

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