

# Guide to Organising Self Care Week:

## Tips on holding your own Self Care Week event:

**Create a self care brand** that can be recognised by the local population – use the Self Care Forum's self care characters.

### Generate publicity

at events by inviting local celebrities and politicians such as the mayor, councillors and MPs to give prizes and awards.

**Find ways to engage** with diverse groups of your population.

**Explore the possibility of joint working** with partners such as: the CCG, CSU, local authority, Health and Wellbeing Boards, Healthwatch, Local Pharmacy and Medical Associations.

**Enthuse local partners to participate** in Self Care Week by highlighting the benefit to them, for example, increasing footfall in pharmacies, a self care seminar can empower patients and impact positively on consultation rates, a free exercise class could generate potential paying customers.

The Self Care Forum's **Self Care Continuum and manifesto** can help you decide your overall aim.

Use the national **Self Care Week theme** as a hook, and the resources on [www.selfcareforum.org](http://www.selfcareforum.org).

Start planning as **early** as possible.

The **Self Care Forum** has an abundance of material, make the most of this and if possible, adapt for a local audience by including relevant logos.

**Include experts in partner organisations** to help develop a communications plan utilising digital, print and broadcasting mediums to promote Self Care Week. A Self Care Week press release template is available from [www.selfcareforum.org](http://www.selfcareforum.org).

Make the most of any **local facilities** such as libraries, gyms, town halls, community gardens.

### Devise an engaging programme of self care activities for Self Care Week, here are examples:

- Work with local businesses to help engage men in their health.
  - Highlight new health services such as Healthy Living Pharmacies
- Invite school nurses to lead a healthy schools project teaching school children about looking after their health.
- Invite a pharmacist to run self care seminars for common and long term conditions.
- Hold a coffee morning for parents of young children and invite a nurse to discuss the normal duration and red flags of common childhood ailments.

**Initiate a training session** to ensure everyone is consistent with key messages and confident in approaching and relaying messages to the public during Self Care Week.

**Offer goodie bags** as hooks for conversations, these can include helpful material such as minor ailment fact sheets, health service guides and freebies such as pedometers and water bottles.

**Make the most of information** garnered from questionnaires and agree in advance how it will be used to shape local health provision and improve people's self care behaviour.

**Go where people are** – where footfall is heaviest such as shopping centres, and avoid places where people have limited time such as bus and train stations.

**Local businesses can help** by loaning a vehicle for health checks, free use of a hall, space in a supermarket or free exercise classes.

