

For immediate release

SELF CARE FORUM ADDRESSES LANGUAGE AROUND EVOLUTION AND COLLABORATION IN NHS

The issue of language around reforms in the NHS is high on the news agenda this week, with terms like 'evolution', 'collaboration' and 'co-operation' central to the future of the NHS. Also in recognition of the importance of language this week, the Self Care Forum was established to further the reach of self care and make it accessible to the mainstream.

In his speech on Monday at Ealing hospital, Prime Minister David Cameron spoke about the importance of evolution, integration and innovation in securing the future of the NHS¹.

Echoing this message, Steve Field spoke in the Guardian about the importance of collaboration and co-operation. This was taken up at The Guardian's "Listening" Event on Monday, chaired by public services editor David Brindle, where participants agreed on the importance of collaboration and the sharing of best practice for the benefit of the NHS and patient care².

In a new move, the Self Care Forum brings together members of organisations such as the National Association of Patient Participation (NAPP), the Royal College of General Practitioners (RCGP) and the Royal College of Nursing (RCN), a group that has evolved out of the Self Care Campaign and is supported by minister of state for care services, Paul Burstow. The Forum also provides a platform for members to share examples of best practice around self care.

A round table discussion between GPs and MPs at Westminster yesterday also addressed the need for collaboration and evolution, as members of the Self Care Campaign and proponents of self care in primary care met with members of parliament

¹ GP Newspaper <http://www.gponline.com/News/article/1070089/Cameron-speech-NHS-reforms-will-evolution-not-revolution/> 16 05 11

² The Guardian <http://www.guardian.co.uk/society/blog/2011/may/16/nhs-reforms-live-blog> 16 05 11

to discuss how to take self care out to communities and to share ideas and examples of best practice around self care.

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Notes to editors:

The Self Care Forum consists of the advocates of the *Self Care Campaign*, which launched in March 2010 and is made up of professionals from key organisations across primary care including the NHS Alliance, Royal College of Nursing, National Association of Primary Care, National Association of Patient Participation and the Proprietary Association of Great Britain (PAGB). Advocates believe that it is clinical good practice to promote and encourage people to look after their own and their families' health when it is safe to do so. The importance of self care is apparent when we think about commonly occurring conditions with symptoms like headaches, upset stomachs and aches and pains, and knowing when it's safe to self care and when you should see your GP.

For media enquiries, please contact Victoria Mayman at victoria.mayman@salixconsulting.com or on 020 8675 4779.