

National Self Care Week

Newsletter – First Edition



NHS Self Care Week
17-23 November 2014



Self care for life – be healthy this winter

Self Care Week – the aim

Self Care Week is a national awareness campaign to promote the benefits of self care. Run by the Self Care Forum, the aim is for patient facing organisations to use the campaign to increase people's opportunities to self care, and better look after their own physical health and mental wellbeing. The secondary aim is to promote better use of NHS resources by signposting people to the right service for their particular health needs.

Each year a different theme is chosen for **Self Care Week** and this year it is:

Self care for life – be healthy this winter

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Self care for life – be healthy this winter

Self Care Week 2014

Self care for life – be healthy this winter

Demand on health services increases in winter months as a result of weather related illnesses which is why this year's theme focuses on keeping well during winter.

Also, because people are genuinely confused about where to go for their health needs, signposting to the right service is also crucial during winter.



Get involved

We hope you will get involved in **Self Care Week** and help increase people's health literacy, by supporting them to better understand how to self care for life, taking care of their own minor ailments, managing more serious conditions and choosing healthy options that will impact positively on their physical health, mental wellbeing and self esteem.

The purpose of this newsletter is to provide **material, ideas** and **encouragement** to help you get involved in **Self Care Week**.



 **Self Care Week**
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Our self care forum website contains the following material and you are encouraged to use these as part of your campaign:

- ▶ Fact Sheets
- ▶ Leaflets
- ▶ Key messages (see slides 9-12)
- ▶ Posters
- ▶ Web buttons and banners
- ▶ Sample press release / article



Material can be found at: <http://www.selfcareforum.org/events/self-care-week/>



Web Text

Below is text which can be used to highlight your support for Self Care Week on your website. This can also be used in a newsletter (internal or external), along with one of the **SCW** banners or buttons.

Self Care for Life – be healthy this winter



Did you know that it is usual for adults to have two to four colds a year while children are likely to have three to eight as their immune system is more susceptible to viral infections? That's why, during winter, when seasonal illnesses are more frequent, it is important to take extra measures to stay well.

As part of Self Care Week 2014, we are encouraging people to choose healthy lifestyle options that will impact positively on their physical health, mental wellbeing and self esteem. Help to maintain health and ward off illness by eating sensibly, stop smoking, drinking in moderation and taking regular exercise.

The Self Care Week message is “Self care for life – be healthy this winter” which we are supporting.



Self care for life – be healthy this winter

Sample Press Releases / News article

Using your local newspaper to promote your campaign activities is an excellent way to inform people of what is going on. There are two sample press releases that can also be used as news articles that you can use as part of your campaign.

These can be found at: <http://www.selfcareforum.org/events/self-care-week/>



Double click on images to enlarge

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Self care for life – be healthy this winter

Banners and buttons

The self care characters are now immediately recognisable and we would encourage you to use these banners and buttons on websites, in newsletters, on email footers and presentation material. Download them from the self care week resources page:

<http://www.selfcareforum.org/events/self-care-week-resources/>



Printing version is available on request



Self care for life – be healthy this winter

Winter Health Campaigns

As well as **Self Care Week**, there are other health campaigns running throughout winter that might help you help your patients.

Treat Yourself Better with Pharmacist Advice urges people to treat winter ailments themselves and to seek advice from their pharmacist before going directly to their GP.



Public Health England are running a campaign to encourage appropriate antibiotic use and prescribing asking people to sign up to be an antibiotic guardian.



**ANTIBIOTIC
GUARDIAN**
UK SUPPORT FOR EUROPEAN ANTIBIOTIC AWARENESS DAY

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Self care for life – be healthy this winter

Understanding minor ailments

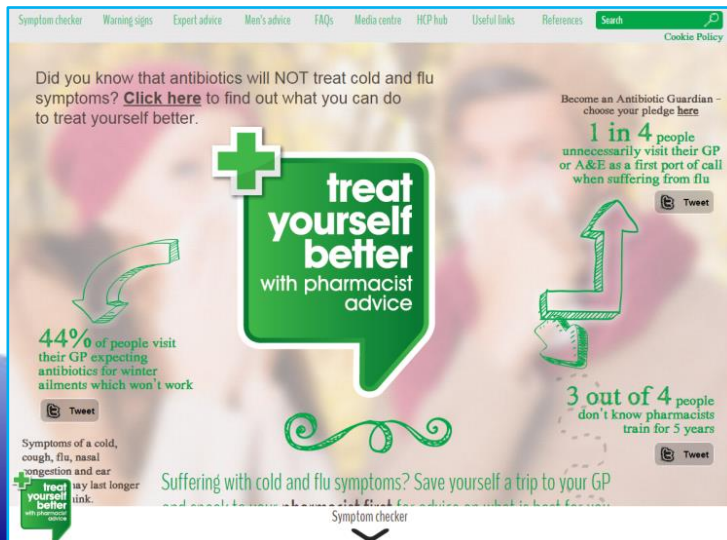
The Treat Yourself Better Campaign provides helpful information to patients on treating their minor ailments whether it is about what symptoms to expect, and for how long, or about understanding how to look out for red flag symptoms.



It also urges people to use their pharmacist for advice on how to treat winter ailments.

Why not include a link to the TYB website in your patient-facing electronic material such as website and e-newsletters as a helpful resource:

<http://www.treatyourselfbetter.co.uk/>



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TYB Poster

A Treat Yourself Better Poster is available to print off.

Download from <http://www.selfcareforum.org/events/self-care-week-resources/>



Double Click on image to enlarge

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Self care for life – be healthy this winter

Antibiotics Use

There is an urgent need to educate patients and the public about appropriate antibiotic use as patients are still requesting antibiotics for winter ailments. Public Health England and the Royal College of General Practitioners worked together to support health professionals in their antibiotic prescribing.

Public Health England has set up an antibiotic guardian page asking patients and health professionals to pledge to use antibiotics appropriately.

<http://antibioticguardian.com/>



RCGP TARGET provides clinicians with information on when to prescribe antibiotics and has a patient guide on “how to treat your infection”. <http://www.rcgp.org.uk/clinical-and-research/target-antibiotics-toolkit/patient-information-leaflets.aspx>



Antibiotics Resources

Treating your infection

Your infection	Usually lasts	How to treat yourself better for these infections, now and next time	When should you get help: Contact your GP (practice or central NHS 111 (England), NHS 24 (Scotland) 24/7, or text Doctor (Wales) 0493 46477)
<input type="checkbox"/> Mild ear infection	4 days	<ul style="list-style-type: none"> Have plenty of rest. Drink enough fluids to avoid feeling thirsty. Ask your local pharmacist to recommend medicines to help your symptoms or pain (see below). 	<ul style="list-style-type: none"> 1. To R, are possible signs of serious illness and should be assessed urgently. Please for advice if you are not sure how urgent the symptoms are. 1. If you develop a severe headache and are sick. 2. If your child is very cold or has a strong cough, or you develop an unusual rash. 3. If you feel confused or have slurred speech or are very drowsy. 4. If you have difficulty breathing, sleep can include: <ul style="list-style-type: none"> • breathing quickly • turning blue around the lips and the skin below the mouth • skin between or above the ribs getting sucked or pulled in with every breath. 5. If you develop chest pain. 6. If you have difficulty swallowing or are drooling. 7. If you cough 10 times. 8. If you are feeling a lot worse. 9. Any other signs that can usually mean you will not have available GP appointment. 10. If you are not improving by the time given in the 'usually last' column. 11. In children with red-eye infection: if fluid is coming out of their eyes or if they have any distress. 12. Other 13. Other
<input type="checkbox"/> Sore throat	7 days		
<input type="checkbox"/> Common cold	10 days		
<input type="checkbox"/> Sore throat	10 days		
<input type="checkbox"/> Cough or bronchitis	21 days		
<input type="checkbox"/> Other infection:	—Other		

Back-up antibiotic prescription to be collected after ___ days only if you do not feel better or you feel worse.
Collect from: GP reception GP or nurse Pharmacy

- Colds, most coughs, sore throats, ear infections, sore throat, and other infections often get better without antibiotics, as your body can usually fight these infections on its own.
- The more we use antibiotics, the greater the chance that bacteria will become resistant to them so that they no longer work on our infections.
- Antibiotics can cause side effects such as rashes, throat, stomach pain, diarrhoea, reactions to sunlight, other symptoms, or being sick if you drink alcohol with metronidazole.

Never share antibiotics and always return any unused antibiotics to a pharmacy for safe disposal

The Antibiotic Guardian Quiz

Winter is coming...

- Antibiotics are not effective against colds and flu. This is...
 - correct: colds and flu are mostly caused by viruses, which antibiotics do not work against
 - partly correct: antibiotics sometimes work against viruses
 - wrong: antibiotics work against everything
- When I have a cough, cold or sore throat, I should contact my GP for an appointment. This is...
 - correct: I should book an appointment with my GP for all mild symptoms or illness
 - partly correct: if I have difficulty breathing I should seek immediate medical attention, but if it's mild I should first check with a pharmacist first about how to treat my symptoms
 - wrong: I should first check with my pharmacist about how to treat my symptoms
- There are a lot of colds going around at the moment but I've been told taking antibiotics 'just in case' can drive up antibiotic resistance. This is...
 - correct: taking antibiotics when you don't need to will allow bacteria to develop a resistance to the antibiotic
 - partly correct: antibiotic resistance is only something older people get
 - wrong: taking antibiotics will help build up your defences and stop you getting a cold in the first place
- My GP has only given me a short prescription of antibiotics but I think I need them for longer. Should I...
 - use some of my friends antibiotics as they didn't use all the ones they were given last year
 - take one less a day than prescribed, to make them last longer
 - take the antibiotics as prescribed - or they may not clear the infection
- Antibiotic resistance is serious because...
 - antibiotics may not work against resistant bacteria
 - without effective antibiotics many routine treatments will become increasingly dangerous
 - overuse of antibiotics means that antibiotic resistance will spread faster and faster
 - antibiotic resistance affects both humans and animals
 - all of the above

The Antibiotic Guardian Crossword

Across

- Urinary tract infections are often treated with this type of drug (11)
- Someone who treats sick animals (3)
- A common respiratory infection treated with antibiotics (9)
- A type of antibiotic (10)
- What does taking antibiotics when you don't need them help bacteria to develop? (10)
- A side effect of some antibiotics (9)
- You should always take antibiotics as directed, true or false? (4)

Down

- A normal symptom of the common cold (6)
- Ear ache is normally caused by? (7)
- Professionals who normally prescribe antibiotics for humans (7)
- Discoverer of penicillin (9, 7)
- Respiratory infection that doesn't need to be treated with antibiotics (6, 4)
- The form that antibiotics are normally prescribed in for adults? (5)
- Otis media is the medical name for which common childhood infection? (3, 4)
- Form of antibiotics often given to children (5)
- If you develop phlegm at the end of a cold you should consult your GP, true or false? (5)
- A common unpleasant condition normally caused by a virus (4, 6)

Answers on the back – no peeking!

Antibiotic Guardian Challenge Crossword

Across

- Veterinarians may prescribe antibiotics to these? (7)
- Antibiotics will most commonly be given to adults in these forms? (7)
- This type of infection agent will cause the common cold, coughs and the flu (6)
- Medicine used to help treat fungal infections (10)
- As an Antibiotic Guardian, my advice help ___ antibiotics for the children of tomorrow (8, 7)
- The main immune system cells for defending against bacterial infections (3 words, 5, 5)
- Antibiotics will most commonly be given to children in this form (8)
- These medicines should be used as prescribed and only when needed for bacterial infections (11)
- Main professional group that administer and may prescribe antibiotics (5)
- This infection agent includes yeasts and moulds (6)
- When the antibiotic is no longer effective the microbes have developed this (10)
- You often generate more of this when you have a cough, cold or flu and changes in colour from yellow to green (6)
- Missus of antibiotics allows ___ to develop resistance (8)
- Professionals who may prescribe antibiotics for humans (9)
- Clean your hands to prevent the spread of these (5)
- Medicine used to treat viral infections (9)

Down

- You can get a vaccination jab against this viral seasonal illness (3)
- When you have a viral illness you should consume lots of this (10)
- Your body's natural defence system against infections (2 words, 6, 6)
- A common symptom of coughs, colds and flu (2 words, 4, 8)
- Runs from your nose, especially when sick with a viral infection (6)
- This term covers antibiotics, antiviral and antifungal (13)
- When you are in bed and can't make others (9 with the same tag you are) (10)
- A virus infection that causes sore throat and runny nose (8)
- Professional who may prescribe antibiotics for animals (13)
- The first antibiotic discovered (10)
- Taking antibiotics unnecessarily can lead to ___ such as diarrhoea (2 words, 4, 7)
- Ask this healthcare professional which over-the-counter medicines are best to treat your symptoms (12)
- Mucus of antibiotics allows ___ to develop resistance (8)
- Check a specimen of a respiratory tract infection caused by viruses (5)

Antibiotic resistance in numbers

25k The number of people who die each year from 12,000 from antibiotic resistance to antibiotics

A recent study showed that the likelihood of GP prescribing antibiotics has increased by 40% between 1995-2011

30 years The period of time it took for antibiotic resistance to reach the point that growing numbers of infections are resistant to antibiotics

40% Research has shown that only 10% of new antibiotics benefit from improved resistance rates but the proportion rates are expected to rise to 15%

10%

€1.5 billion Annual EU spend over 10 years on antibiotic resistance research

Public Health England

European Antibiotic Awareness Day (EAAD) is a Europe-wide initiative that takes place annually on 18 November.

Public Health England (PHE) is leading the co-ordination of EAAD activities in England in collaboration with Department for Environment, Food and Rural Affairs (DEFRA), the Department of Health, devolved administrations, and other professional organisations.

PHE have established the Antibiotic Guardian campaign to help protect antibiotics and improve knowledge about antibiotic resistance.

You are invited to become an Antibiotic Guardian

As an Antibiotic Guardian, encourage others to join you in protecting antibiotics against the growing threat of antibiotic resistance at www.antibioticguardian.com

Resources and promotional materials for Antibiotic Guardian and EAAD are available via info@eaad2014.org

Protect yourself, your family and friends against the spread of antibiotic resistance.

Become an

ANTIBIOTIC GUARDIAN

www.antibioticguardian.com

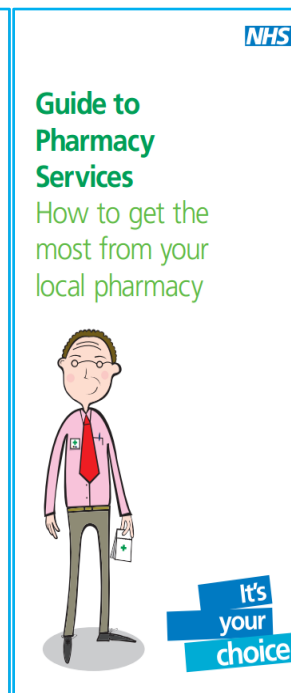
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Resources

Posters and leaflets available on the Self Care Forum resource page:
(We apologise that resources are only available to download - printed copies are not available)



New Advice on treating cough and cold in children

It's normal for children to get 8 or more colds a year. Gradually they build up immunity and get fewer colds. Most colds will get better within a few days and you may not need to do more than keep your child comfortable until they get over it. Because colds are caused by viruses, not bacteria, antibiotics don't help. If the symptoms are troublesome, here are 3 simple steps to help your child who has a cough or cold.

- If they are uncomfortably hot or shivery:** Increase the amount of fluid your child normally drinks. Lower their temperature with a paracetamol or ibuprofen medicine which has doses for children. (Paracetamol is not for children under 2 months. Ibuprofen is not for children under 3 months.)



Double Click on images to enlarge

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Social Media Messages

Don't be left out in the cold,
understand how to look after your
winter ailments

Antibiotics don't work on cold and
flu symptoms

Did you know coughs can last
three to four weeks after an
infection

Twitter + Facebook

Most sore throats last an average of eight days

Be prepared this winter –take care of those
irritating winter ailments

Beat the winter blues – stay healthy by eating
well and being active

Be mindful of your self, health and
happiness this winter

Ask your pharmacist for advice on your
winter ailments



Your Self Care Week Action Plan

What will we do?	When will we do it?	Who will do it?	Cost implication?
What self care key messages do we need for our audiences?			
Do our existing health promotion initiatives fall under self care			
Can we relaunch existing initiatives under the Self Care Week banner			
Identify a key need in the local community and create new Self Care Week initiative to tackle			
Upload the Self Care Week online button or banner on websites			
Link to other organisations' self care initiatives that meet local health needs			
Include Self Care Week in presentations and speeches			
Publish articles in public and staff newsletters and local newspapers			
Distribute posters and leaflets			
Run an awareness session			
Create local media resources and tailor, e.g. how many A&E visits are for minor ailments			
Take a look at opportunities for social media – include key messages			



Self Care Week Communications Pack

More ideas and messages are available in the 2014 Self Care Week Communications Pack. Go to:



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Self care for life – be healthy this winter

Who is getting involved in Self Care Week?

Here are some of the organisations participating in the campaign:



Self Care Forum
Helping people take care of themselves



Who is the Self Care Forum?

The **Self Care** Forum is the national UK organisation dedicated to helping people take care of themselves. Our aim is to further the reach of self care and embed it into everyday life, making it a life long habit and culture.

We provide support through material, case studies and campaigns to NHS agencies, the voluntary and the private sector to help them deliver self care education and messages to their target audiences whether they are patients, staff or the public.

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And Finally.....

Please circulate this newsletter to your colleagues or invite them to sign up to future **SCW** newsletters by emailing libby.whittaker@selfcareforum.org

