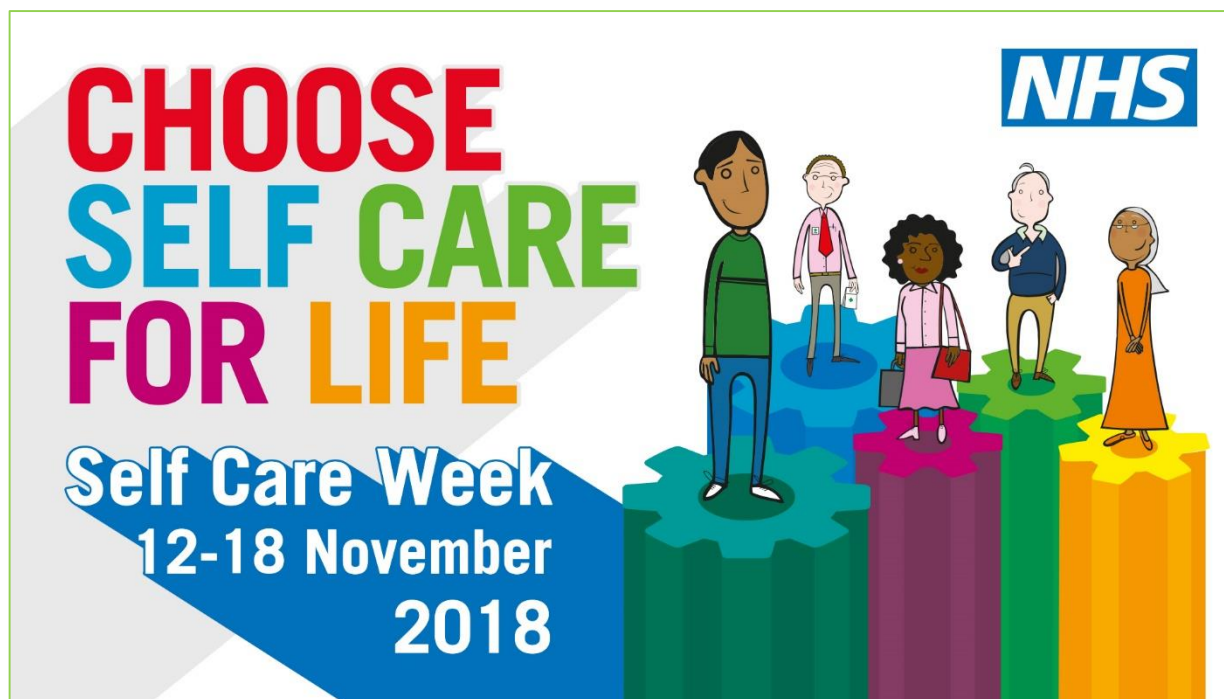


Review of Self Care Week 2018



National Awareness Initiative

Self Care Week is well established with participation growing each year and this presentation highlights the international, national, regional, and local activity. It demonstrates the reach and shows how your **Self Care Week** activity fits into the bigger picture.

Self Care Week Stats 2011 - 2018

The table below shows the growing impact of **Self Care Week** at a glance:

	2011	2012	2013	2014	2015	2016	2017	2018
No of participating organisations	Less than 50	50	100	100	160	200	300	600
No of factsheets downloaded	unknown	unknown	3299	4854	6800	8600	7300	7200
No of twitter impressions	unknown	unknown	unknown	13.2k	70.8k	72.2k	85.8k	140k
No of visits to SCF website	1000	3290	2948	9,000	13,600	43000	45000	59500

Participation in **Self Care Week** has increased by **1100%** from 2011 – 2018

Review Headlines



95 Clinical Commissioning Groups covering a population of **more than a half (28m)** of the people in England took part in **Self Care Week**



More than **600** organisations and individuals took part in **Self Care Week** (**doubled** from last year)



#selfcareweek and **#selfcareforlife** trended on twitter and **three** twitterchats were held during **Self Care Week** generating **1053** tweets



The importance of **Self Care Week** was raised in Parliament by Sir Kevin Barron MP via an Early Day Motion



Chief Nursing Officer Jane Cummings, Director of Personalised Care James Sanderson and Clinical Director Alf Collins were amongst the **Self Care Week** contributors from NHS England.



Twitter activity in November attracted **783** new followers and had **140k** impressions (**54.2k** more than **2017**)

Review Headlines



The majority of local **Self Care Week** activity focused on self treatment of minor ailments



Department
of Health &
Social Care

Health Minister, Stephen Brine MP supported **Self Care Week** in a news item



A growing diverse community of individuals and organisations are communicating the benefits of self care during **Self Care Week** including student unions, bloggers, national parks, businesses, gyms, schools, therapists and charities.



Leading up to and during **Self Care Week** the Self Care Forum's website had more than **59,500** page views, over **14,000** more than in **2017**

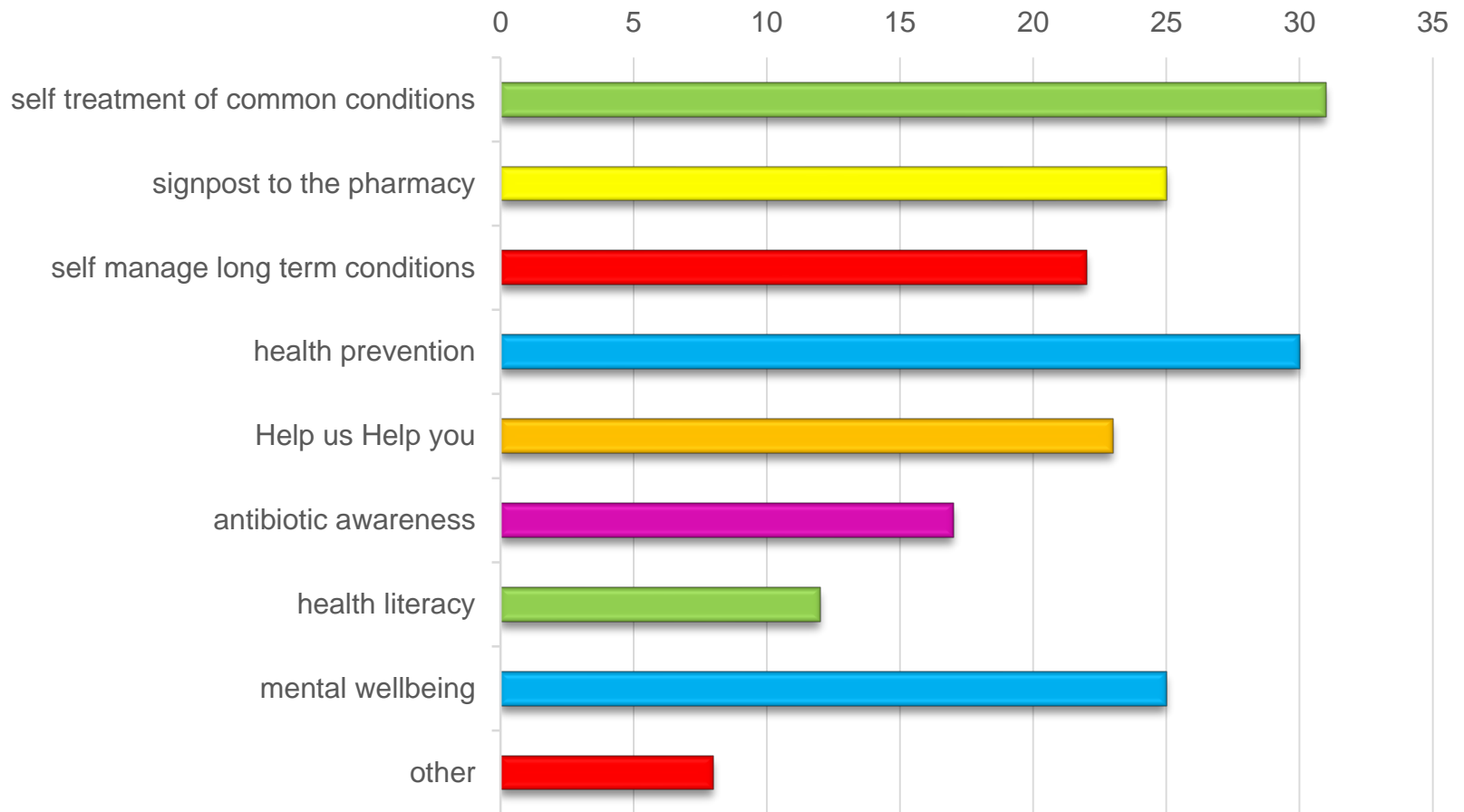


Self Care Forum fact sheets were the most popular resource during **Self Care Week** with **7,203** page views – there were **780** downloads of the new Vitamin D fact sheet

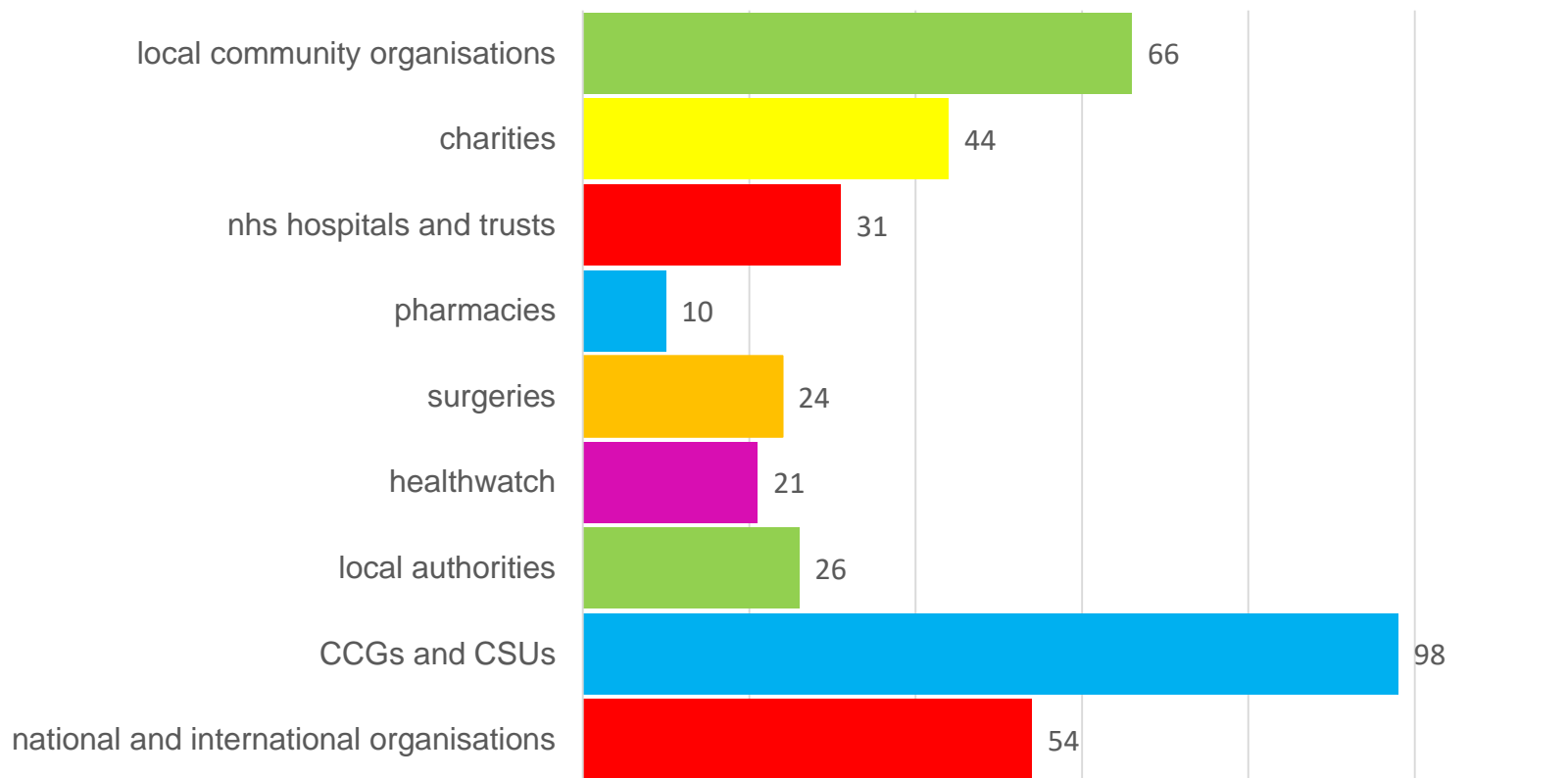


Over **100** clips of national, local and trade press highlighted **Self Care Week** with a circulation totalling around **12.3m**

Survey: Self Care Messages Dominating **Self Care Week**



Survey: Who is promoting **Self Care Week**?



In addition to the above, more than **300** other organisations and individuals participated in **Self Care Week** including media, bloggers, schools, universities, parks, gyms and businesses.

Survey: Comments from Participants

We reached 32,000 people through Twitter and Facebook leading to a 25% increase in website visits over the course of the week.

Self Care Week provided an opportunity to work with local primary care, public health and 3rd sector partners to increase levels of self care and wellbeing in our community. It has prompted more connections and ideas that we hope to turn into future projects.

A library of self care resources produced by other CCGs and local authorities would be helpful to share and avoid reinventing the wheel.

Could **Self Care Week** be expanded into Self Care Month to allow more time for activities?

We concentrated on improving children's health and health literacy by targeting local schools, Scouts and children's groups and also sharing self care resources with child care providers, nurseries and schools.

Self Care Forum Web Traffic

The **Self Care Forum's** website is a portal for resources to support people-facing organisations with self care activity such as **Self Care Week**.

The Self Care Forum website was visited over **59,500** times from Sept – Nov 2018 (**14.5k** more than last year). The Self Care Forum fact sheets were the most popular resource, with **7,203** page views during **Self Care Week** (**780** of those were for the new vitamin D factsheet).



CHOOSE SELF CARE FOR LIFE
Self Care Week
12-18 November 2018

NHS

Home care is best
Most common illnesses don't need antibiotics

Is your medicine cabinet fit for the winter?
Most common winter ailments, such as colds, sore throat, cough, sinusitis or painful middle ear infection (otitis media) can't be treated with antibiotics.

What works instead?
Rest, drink plenty of fluids, take pain relievers, such as paracetamol or ibuprofen, and talk to your pharmacist for advice on getting the relief you need.

How long can I expect to suffer?

Middle ear infection – 4 days
Sore throat – 1 week
Cold – 1-5 weeks
Sinusitis – 2-5 weeks
Cough – 3 weeks

What should I do now?
Ask your pharmacist what medicines should be in your cabinet to help you and your family through the winter season.

Where can I get more information?
Ask your doctor for a Factsheet on your condition or visit www.healthymedicine.co.uk for more information on how to treat yourself without antibiotics.

Vitamin D
This fact sheet is intended to help you understand what vitamin D is and how to get your recommended daily intake of this essential nutrient.

What is vitamin D?
Vitamin D is a hormone, but it was first identified as a nutrient called "vitamin D" (vitamin A, some of the B vitamins and vitamin C before vitamin D was identified).

Vitamin D is unique because it is found in some foods and our skin is exposed to sunlight. However, this only works when the sun is out so we can make vitamin D from sunlight from April until September when the shadow is shorter than you are, you can make vitamin D.

Why is Vitamin D important?
It is used in the absorption of calcium and other minerals, and into our bones and teeth, helping to keep them healthy and strong. Evidence that having enough vitamin D can help to prevent falls in older people and that vitamin D can help prevent bone fractures.

Vitamin D is essential to good immunity. Some research shows that lower levels of vitamin D. There is also research that suggests that low levels of vitamin D are linked to an increased risk of developing heart disease, some diabetes and multiple sclerosis.

Every cell in our bodies has specialist receptors which recognise and respond to vitamin D. These receptors are involved in many different functions, many of which are not yet fully understood. Research shows that there are many more functions of vitamin D, such as "heart function and health", "blood pressure" and in mood and reducing depression.

Where is it found?
The best source of food containing vitamin D is oily fish like salmon, mackerel and sardines. Liver is also considered a reasonable source. A single portion of 20 micrograms, however a single portion of farmed salmon, varies in the UK, contains only 7.8 micrograms. A single egg contains 1.2 micrograms.

We can make vitamin D when we expose bare skin to sunlight. In the UK but many people are spending longer in doors and outdoors less. This means that many people are not making enough vitamin D. This means that many people are not making enough vitamin D to last them throughout the autumn and winter months. The government is concerned about this and has made recommendations for the use of vitamin D supplements.

Self Care Forum
Produced by the Self Care Forum (www.selfcareforum.org)
info@selfcareforum.org with comments or suggestions.

Activity by
Government Departments, NHS
England, Parliament and
Public Health England

Department of Health and Social Care

Health Minister, Steve Brine MP provided a supportive quote which was included in an NHS England news article:



“We all have a personal responsibility to look after our own health and Self Care Week is an opportunity to recognise the benefits that simple activities like walking, gardening and arts activities can bring in maintaining our wellbeing and keeping us active.

“Community pharmacists can also be key in preventing illness and where possible we should utilise their wealth of knowledge to treat minor ailments.”

NHS England

NHS England published two news articles to launch **Self Care Week** with quotes from Self Care Forum co-chairs, the Health Minister and NHS England's Chief Nursing Officer. In addition, there was a blog, regular tweets and highlights in NHS England Bulletins highlighting **Self Care Week** to those working in the NHS.

News

Encouraging people to choose self care for life

📅 12 November 2018

Personalised care Self care

More than 22 million people are being targeted by a new self care strategy that launches today.

Under the banner of "Choose Self Care for Life" the new strategy will help people better look after their own health.

Blog

On and on and on

📅 12 November 2018 🗣️ Professor Alf Collins

Personalised care Self care

NHS England's Personalised Care Group Clinical Director gives his view on how a personalised self care approach makes self-management achievable and rewarding:

It's [Self Care Week](#) this week but for those of us living with long term health conditions it's self care week every week.

News

Speaking up in support of self care

📅 13 November 2018

Personalised care Self care

A group of senior health professionals have today thrown their support behind Self Care Week 2018.

[Self Care Week 2018](#), which began yesterday and runs until November 18, is urging people to 'Choose Self Care for Life' by making health-savvy decisions.

NHS England blogs had 2778 page views and the twitter reach is 250k.

NHS England

NHS England's Director of Personalised Care, James Sanderson highlighted the importance of self care in a blog and was guest tweeter for the twitterchat which launched **Self Care Week** on 12 November. James also attended the Self Care Forum's Self Care Summit on 1st November:

“Personalised care takes a proactive and holistic approach to people’s health, and crucially, supports those people for whom ‘making better choices’ is not easy due to the environmental and social context within which they live. By supporting people to have more choice and control we enable them to manage their health and wellbeing in a way that works for them.”



Public Health England

For the third year running, Public Health England's Joanne Bosanquet (Deputy Chief Nurse) helped to launch **Self Care Week** via a twitterchat. This year she was joined by representatives from NHS England, Healthwatch England and the Patient's Association.

#selfcareweek and **#selfcareforlife**
trended on twitter



Department of Health and Social Care

The Department of Health and Social Care highlighted **Self Care Week** in **three** blogs, on its website, through its **e-newsletter** and via **social media**.

There are **14,500** subscribers to the Health and Social Care blog and **243,000** Twitter followers.

Self Care Week: be part of something bigger!

Professor Ian Banks, 25 September 2018 - Care and support, Events, Innovation, Public health

An amazing 300 plus organisations got involved in Self Care Week last year with a reach of more than 22 million people, more than a third of England's population. Dr Ian Banks, Trustee for the [Self Care Forum](#) and President of the [European Men's Health Forum](#), wants your help to make it bigger and better than ever before...

Caring for ourselves is never selfish

Amanda Cool, 12 November 2018 - Care and support, Communities

Self-care is a priority for the British Medical Association (BMA) says Amanda Cool, Chair of its [Patient liaison group](#). As [Self-Care Week](#) gets underway, she explains why caring for ourselves is not selfish.

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cing organisations
e and really get



Self Care Week and the power of vitamin D

Dr David Paynton, 17 October 2018 - Care and support, Information sharing

What's vitamin D got to do with Self Care Week? Dr David Paynton, GP, Self Care Forum Board member and RCGP National Clinical Lead has the facts at his fingertips...



The [Self Care Forum](#) has recently launched a factsheet on [vitamin D](#), the first in a [new series](#) focusing on the ways nutrition can help us all to self care.

During late spring and summer, our bodies create their own vitamin D from the action of sunlight on the skin.

But in autumn and winter, when the sun is lower, the

Parliamentary Support

Sir Kevin Barron MP, tabled an Early Day Motion (EDM) to highlight **Self Care Week** in Parliament inquiring what Government is doing to improve levels of self care in the population.



This House calls on the Government and NHS England to place a national strategy for self care at the heart of the forthcoming NHS Long Term Plan to ensure the future sustainability of the National Health Service.

17 MPs signed the EDM

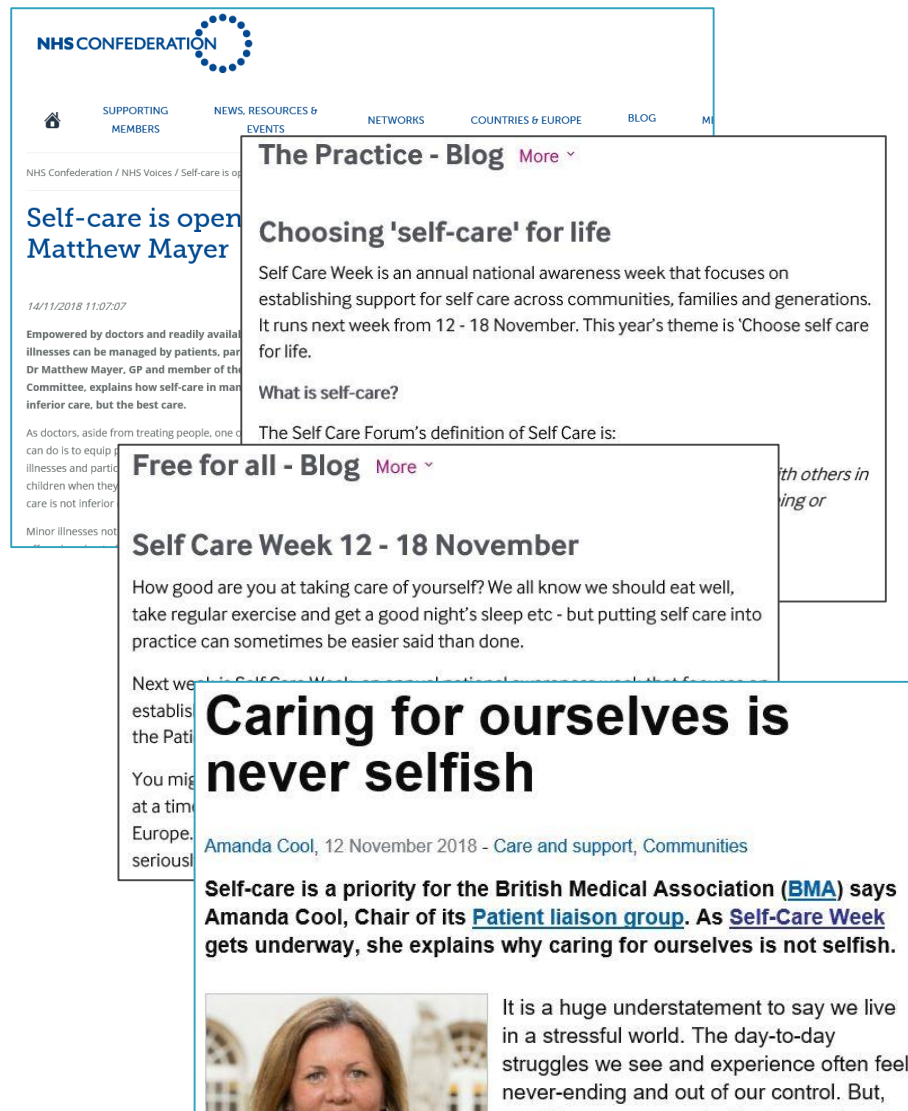
Insert taken from the **EDM**

Self Care Week was
**Promoted by National and
International Organisations**


British Medical Association

The BMA raised **Self Care Week** with its members and the public through social media, blogs and via its GPC newsletter and BMA News.

Four blogs had combined page views of **584**. **Three** newsletters were sent to **126K** BMA members and the BMA's twitter reach is **109k**



The screenshot shows the NHS Confederation website with several blog posts. The top navigation bar includes 'SUPPORTING MEMBERS', 'NEWS, RESOURCES & EVENTS', 'NETWORKS', 'COUNTRIES & EUROPE', 'BLOG', and 'MEMBERS'. The main content area features several blog entries:

- The Practice - Blog** (More ▾)
 - Choosing 'self-care' for life**
Self Care Week is an annual national awareness week that focuses on establishing support for self care across communities, families and generations. It runs next week from 12 - 18 November. This year's theme is 'Choose self care for life.'
What is self-care?
The Self Care Forum's definition of Self Care is:
- Free for all - Blog** (More ▾)
 - Self Care Week 12 - 18 November**
How good are you at taking care of yourself? We all know we should eat well, take regular exercise and get a good night's sleep etc - but putting self care into practice can sometimes be easier said than done.
- Caring for ourselves is never selfish**
Amanda Cool, 12 November 2018 - Care and support, Communities
Self-care is a priority for the British Medical Association (BMA) says Amanda Cool, Chair of its Patient liaison group. As Self-Care Week gets underway, she explains why caring for ourselves is not selfish.


It is a huge understatement to say we live in a stressful world. The day-to-day struggles we see and experience often feel never-ending and out of our control. But,

Royal College of Nursing

The Royal College of Nursing held an “ExpertTeas” event in its library for **Self Care Week** and led two self care twitterchats during the **Week** joining forces with the **#WeCommunities**

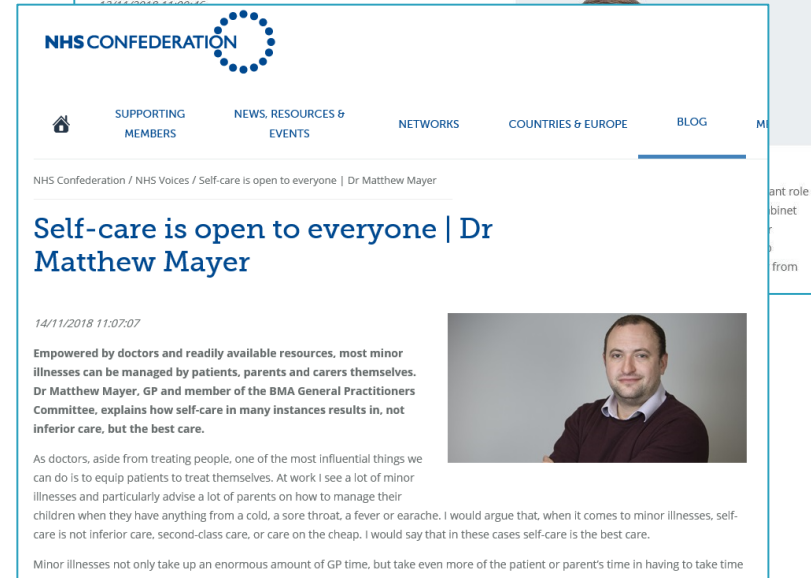


Two #wecomunities twitterchats had a combined reach of **13m** generating **658** tweets.

NHS Clinical Commissioners

NHS Clinical Commissioners' co-chair, Dr Graham Jackson blogged about **Self Care Week** which was also widely shared amongst 4000 CCGs members across all job roles.

The Self Care Forum and NHS Clinical Commissioners are partnering on a special Self Care Week Outstanding CCG award.



Self Care Week was promoted to **4000** CCG members, **2** blogs were uploaded (and had **266** hits) and tweets were shared with **5500** twitter followers.

Patient Organisations

National patient organisations this year supported **Self Care Week** through their various communications channels with the Patient's Association and Healthwatch England helping to launch **Self Care Week** via a twitterchat alongside NHS England, and Public Health England.

The logo for Healthwatch, featuring the word "healthwatch" in a bold, lowercase, sans-serif font. The letter "h" is dark blue, "e" is pink, "a" is dark blue, "l" is dark blue, "t" is dark blue, "h" is dark blue, "w" is green, "a" is dark blue, "t" is dark blue, and "c" is dark blue.The logo for The Patients Association, featuring a stylized icon of two people in green and blue, followed by the text "the patients association" in a bold, lowercase, sans-serif font. Below it is the tagline "Listening to patients, speaking up for change." in a smaller, lowercase, sans-serif font.The logo for a Twitter chat, featuring the word "twitter" in a lowercase, sans-serif font with a blue bird icon to its right, and the word "CHAT" in a large, uppercase, sans-serif font below it.

#selfcareweek and **#selfcareforlife** trended on twitter

Local Government Association

As well as communicating **Self Care Week** to its membership via social media and newsletters, the LGA also updated its 2016 Self Care Guide with “Self Care: Councils helping people look after themselves.” The publication details several **Self Care Week** case studies.



Information was sent
via e-newsletters with
5400 subscribers and
twitter reach is **4600**.

Self Care Initiative Europe

The multi-stakeholder pan-EU network, Self Care Initiative Europe (SCiE) led its first **Self Care Week** in Europe campaign to encourage European countries to participate and support greater self care within their populations.



17 organisations took part in the first **Self Care Week** in Europe

Self Care Event

Self Care Summit

The Self Care Conference was paused for 2018 and instead a Self Care Summit was held with twenty leading figures from national organisations who discussed ways of increasing levels of self care in the population. The meeting was held jointly with the Royal Society for Public Health.



Local Activity



Self Care Week 2018

Self Care Week 2018



Self Care Week is a national campaign supported by the NHS to help people find the information and support they need to live healthy, independent lives for longer.

Community groups are opening their doors to help you find the support you need for your social, mental and physical wellbeing.

More than **600** international, national, local and regional organisations got involved in **Self Care Week** including health related organisations such as surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS Foundation Trusts, Local Healthwatch, LMCs, carers, schools and universities.

© Last updated 7 November 2018

Residents encouraged to self care for life

To mark Self Care Week 2018 (12 to 18 November) Stockport Council and the local NHS are calling on people to Self Care for Life and take control of their health.



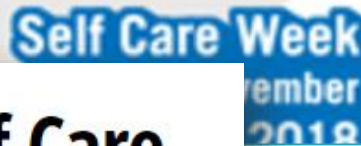
ONE YOU MERTON

HOME SMOKING DRINKING EA

SELF CARE WEEK 2018

Posted on 12th November 2018

When did you last do something for your health? Self Care Week runs from **Monday 12th** to **Sunday 18th** November and the theme this year is **Choose Self Care for Life**. There is a growing demand on health care services in England and so this Self Care Week One You Merton wants to highlight how all of us can do more to look after ourselves more through self care. It's very important to be aware of and look after your own health needs before looking after anyone else.



Wyre Council active during Self Care Week

Choose Self Care for Life
guest blog



Examples of 2018 local activities

Articles, daily blogs, newsletters,
twitter polls and surveys

**School children's Self Care Week
bunting competition**

**Conferences, coffee mornings
and learning events**

**Launched a stay well booklet
which was promoted
throughout the local district**

**Social media activity via Twitter,
Facebook and Linked-in as well as
waiting room TV screens and PPG
newsletters**

**Launch of a local self care website
highlighting how to look after
symptoms with the aim of further
self care activities during the year.**

Local events in shopping
centres, schools, hospitals,
health clinics, pharmacies,
libraries, gyms, surgeries and
bus stations

Collaborative working with local
health professions, pharmacy,
third sector and charities.

**Demonstrations on health and
wellbeing in the workplace**

**Signposting to the pharmacy
for minor health conditions**

**Events aimed at young people
through schools, youth clubs
and parents.**



Self Care Week is still dominated by traditional health organisations although increasingly a broader community is using the Week to communicate the benefits of self care to its audience. Including parks, gyms, walking clubs, consultants, schools, charities, student unions, royal societies, libraries, bloggers and businesses.



Media and Social Media

Twitter

MacmillanCancerInfo @mac_cancerinfo · 1m
It's #SelfCareWeek.

Did you know that we produce information about self-management in up to 11 languages?

This explains how to be involved in your own care and how self-management can help you. You can see what languages we have available here: macmillan.org.uk/information-an-...



SELF CARE WEEK

MACMILLAN CANCER SUPPORT

NHS NorwichCCG @NorwichCCG · 33m
It's self care week. Dr Duncan Saint on @BBCNorfolk to buying 'over the counter' medicines from your local pharmacy. @SouthNorfolkCCG @SelfCareForum #HelpUsHelpYou

PGEU @PGEU
Today is not just the start of the #WorldAntibioticAwarenessWeek but also of #SelfCareWeek. Community pharmacists

NHS Confederation @nhsconf... 4d
ICYMI: This week was #SelfCareWeek - Dr Graham Jackson (@Jacksongraham9), co-chair of @NHSCCPress, has written for NHS Voices sosci.in/wZiy7



Encouraging self-care, with support, will educate and empower the population to make better decisions about their own health.

Dr Graham Jackson, co-chair NHS Clinical Commissioners

Stylist Magazine
"Why we need to talk about self care" by [Name] #selfcareweek #selfcare



Self_Care_EU @Self_Care_EU · 15h
Tell us about your Commitments post #SelfCareWeek @health_eu @Third_i_eu @MerckHealth @ADDYSASC @activecitnet @eupatients @SelfCareForum @EASObesity @EUnews

Self-Care Week Europe 12 - 18 November 2018



Health Foundation @HealthFdn 4d
There's still a long way to go in making person-centred care a reality for all.

This #selfcareweek, take a moment to read @suzanneTHF explore the potential impact of investing in self-management: health.org.uk/blog/supportin... #FutureNHS

“The results of this study show that empowering people to be more active partners in their health and care is not only morally right, but could also help stem the growth in demand for NHS care.”

Supporting Women's Empowerment Following the Health Foundation

health.org.uk/blog

Self Care Forum twitter activity in November generated 140k impressions and 783 new followers. Three national twitterchats took place during Self Care Week generating 1045 tweets.

Wendy Nicholson RGN RSCN RNT FQNI @WendyJNicholson
Improving health literacy is central to this - and start early #WeMDT children learn from role models



#selfcareweek #WeMDT

CHOOSE SELF CARE FOR LIFE
Self Care Week 12-18 November 2018



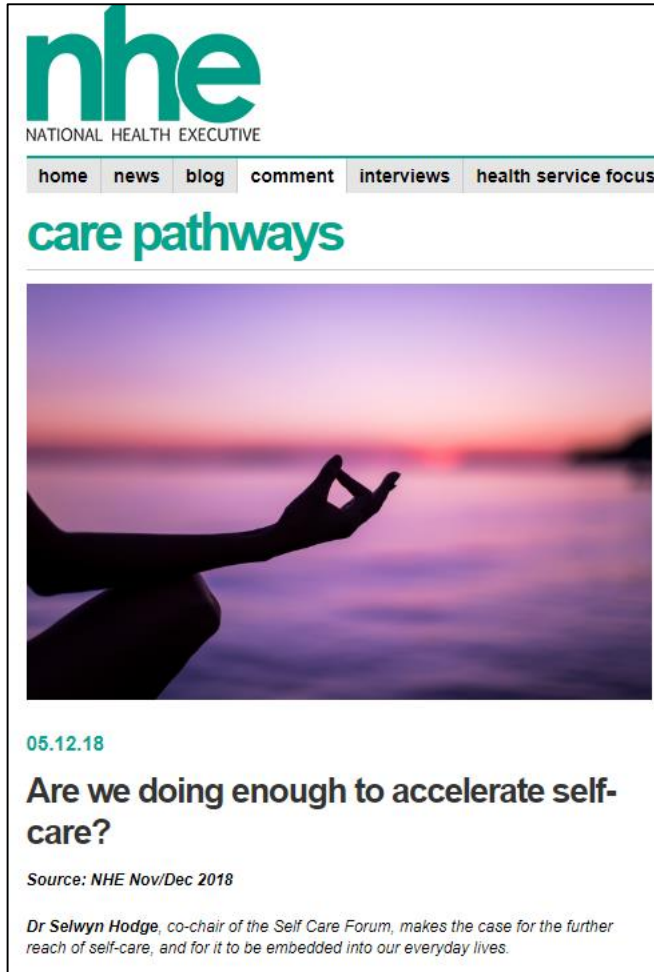
Health Executive @nhenews · 1h
Dr Selwyn Hedges, co-chair of the @SelfCareForum, makes the case for the further reach of self-care, and for it to be embedded into our everyday lives, all inside our latest issue L...

...nationalhealthexecutive.com/Comment/are-we-...

...d up with the University week to promote Self Care Week on campus - it's good to see how much you are not get too carried away o.uk/alcohol-facts/...



National Health Executive



The screenshot shows the National Health Executive (NHE) website. At the top left is the 'nhe' logo in green, with 'NATIONAL HEALTH EXECUTIVE' in smaller text below it. A navigation bar contains links for 'home', 'news', 'blog', 'comment', 'interviews', and 'health service focus'. Below the navigation is a section titled 'care pathways' in green. The main content area features a large image of a person in a meditative pose against a sunset background. Below the image, the date '05.12.18' is displayed. The article title is 'Are we doing enough to accelerate self-care?'. The source is cited as 'Source: NHE Nov/Dec 2018'. A short bio of Dr Selwyn Hodge is provided at the bottom.

nhe
NATIONAL HEALTH EXECUTIVE

home news blog comment interviews health service focus

care pathways

05.12.18

Are we doing enough to accelerate self-care?

Source: NHE Nov/Dec 2018

Dr Selwyn Hodge, co-chair of the Self Care Forum, makes the case for the further reach of self-care, and for it to be embedded into our everyday lives.

A **Self Care Week** blog by Self Care Forum co-chair Dr Selwyn Hodge was included in the print and digital versions of NHE, it was also tweeted.



NHE circulation is 191,500
and twitter followers are
14.5K.



The screenshot shows a tweet from the National Health Executive (@nhenews) posted 1 hour ago. The tweet text reads: 'Dr Selwyn Hodge, co-chair of the @SelfCareForum, makes the case for the further reach of self-care, and for it to be embedded into our everyday lives, all inside our latest issue'. There are icons for a document and a lightbulb. A link is provided: 'nationalhealthexecutive.com/Comment/are-we...'. The bottom of the tweet is obscured by a purple gradient bar.

National Health Executive @nhenews · 1h

Dr Selwyn Hodge, co-chair of the @SelfCareForum, makes the case for the further reach of self-care, and for it to be embedded into our everyday lives, all inside our latest issue 📄💡

nationalhealthexecutive.com/Comment/are-we...

Practice Nursing

Self Care Week: Don't leave it to others, choose self care for life

Self Care Week is an annual event which runs from 12–18 November. **Helen Donovan** discusses how self care can help to address the rising demands on the NHS by advocating individual responsibility rather than leaving your care to others—however expert they are

Our own health and that of those close to us must surely be the most important thing to anyone. It is something to be valued and looked after. As individuals we should take overall responsibility for making sure we are as healthy as possible. It shouldn't be something we leave to others, however expert they are.

Self Care Week is an annual event which runs from 12–18 November. This provides an opportunity to focus energy into a fundamental part of everyday activity on behalf of everyone. It is not the remit of experts, whether in education, or health and care, but society as a whole. The Self Care Forum suggests that 80% of care or more is delivered by individuals themselves. The concept often gets mixed and confused with the complexity of self-management, where people have a condition that they obviously manage day-to-day on their own, to wider self care which is more about being able to look after yourself and your health and wellbeing needs. The self care continuum provides a useful framework to understand this (Self Care Forum, 2018).

As a country, we are rightly proud of the NHS and in this 70th anniversary year, we have much to celebrate. The NHS, however, cannot be responsible for each individual's health problems and we should recognise that much has to come from the people themselves. Nurses are in a prime position to support and help people to better look after themselves, to understand the system and the services available to them, and to

Helen Donovan, Trustee, Self Care Forum; Professional Lead for Public Health Nursing, Royal College of Nursing



Nurses are in a prime position to support and help people to better look after themselves, to understand the system and the services available to them, and to aid them to recognise and value what they can do themselves

aid them to recognise and value what they can do independently.

Increasingly, we are understanding the rising demands placed on the health and care sector and the real impacts of a reduction in available funding. There is a growing awareness that we need to think differently to embrace opportunities for people to be better able to look after their own needs and feel empowered to do so. Between 43 and 61% of the working age population do not have the literacy and numeracy skills to understand and adequately apply health information (Rowlands et al, 2015), which gives cause to reflect on what we, as professionals and nurses, can do to support people to better understand and make sense of the information with which they are presented.

Self care is increasingly seen as an essential component of a health professional's education, as reflected in Nursing and Midwifery Council (NMC) (2018) standards for pre-registration training. More needs to be done, however, as the evidence suggests there is still reluctance among many health professionals to engage. This may be

because clinicians feel anxious about the potential to miss something. The reality is that we all benefit from support to better recognise when there are issues, what help is available, where this is and how to access it. This may not always be through a surgery, as help is available from pharmacies, voluntary groups, charity services and the wider community.

For more information about Self Care Week or the Self Care Forum contact selfcare@selfcareforum.org **PN**

Nursing and Midwifery Council. Standards of proficiency for registered nurses. 2018. <https://www.nmc.org.uk/standards/standards-for-nurses/standards-of-proficiency-for-registered-nurses/> (accessed 19 September 2018)

Rowlands G, Protheroe J, Winkley J, et al. A mismatch between population health literacy and the complexity of health information: an observational study. *Br J Gen Pract.* 2015;65(635):e379-86. <https://doi.org/10.3399/bjgp15X685285>

Self Care Forum. What do we mean by self care and why is it good for people? 2018. <http://www.selfcareforum.org/about-us/what-do-we-mean-by-self-care-and-why-is-good-for-people/> (accessed 19 September 2018)



The RCN's Helen Donovan (who is also a Self Care Forum Trustee) was published for Self Care Week. Circulation is 5500.

Education Today

A **Self Care Week** blog by Self Care Forum co-chair Dr Selwyn Hodge was included as a comment piece in the print version of Education Today Magazine.



How can we increase health literacy in school children?
Comment by DR SELWYN HODGE HonFRSPH, HonMAPHA. Co-Chair of the Self Care Forum

The country's health statistics are depressing: a third of 12 – 15-year olds are overweight or obese, 1 in 20 people will have diabetes by 2045, and, the World Health Organisation reports that we have the third highest cancer rates in Europe.

These figures are made more harrowing because they are largely the results of people's unhealthy lifestyles and therefore, avoidable. The outcomes of statistics such as these are wide reaching, affecting individuals, families, society as well as our NHS, which is in crisis as demand for services escalates. It is essential individuals do more to help themselves live a healthier life, but many people don't know how.

Today's parents often cannot, for whatever reason, pass on health information to their children and are therefore poor role models in relation to healthy lifestyles.

Which is why this type of essential knowledge must be taught in schools, and from an early age.

Government's recent introduction of Sex and Relationships Education (SRE) into schools is encouraging, although we are missing a trick because sadly, it's not fully compulsory. It's disappointing that Government is not obligated to include statutory health education, inspected by Ofsted, in the National Curriculum. There is also a need for extra resources and teaching materials for training teachers in this specialism. As it stands now, schools will be allowed to determine for themselves the SRE content, which means we still won't have comprehensive high-quality health education being taught across the country.

With the right approach, SRE could be a potential model for developing self-care strategies with young people, but for this to happen successfully, far more compulsion, planning and resources are required.

The DfE must produce definitive guidance for schools, not just about SRE, but also to promote self-care among young people. This would mitigate threats such as the obesity crisis and high diabetes levels and counter the increasing dominance of phones and computers with their associated negative effects on mental wellbeing and active lifestyles!

As a nation, we seem to be sleepwalking towards a future of poorer health and even poorer health literacy, which will escalate all the tensions around current health provision. Critically, we risk leaving the door open to the reintroduction of medical conditions that were once considered defeated, something we are observing in other countries.

Self Care Week (12 – 18 November) is an awareness week organised by the Self Care Forum to help people help themselves. Schools are being encouraged to participate by using it to help children become self-care aware, teaching them how to stay well throughout all their life and about the workings of the NHS and to understand how and when to access the Service. Collaborating with local agencies such as GPs, pharmacies, councils and clinical commissioning groups could also be helpful.

► For more information contact selfcare@selfcareforum.org

Education
today
WWW.EDUCATION-TODAY.CO.UK

The circulation is **45000**
made up of key decision
makers in the education
sector.

Media Quotes

In addition to Education Today, Practice Nursing and NHE, Self Care Forum Board members provided a series of quote to promote **Self Care Week**.

Health apps are easily accessible for anyone with a smartphone. Containing information, advice and tips on topics ranging from first aid and healthy living to pregnancy and mental health, health apps can be great for learning more about health issues and enabling people to self care. If you're not sure which apps to use, check out the [NHS Apps library](#) for approved digital tools to help you manage and improve your health.



Dr Knut Schroeder



Dr Pete Smith

Our aim is to further the reach of self care and embed it into everyone's everyday life making it a life-long habit and culture. We want people to instinctively understand how to look after their own physical health and mental wellbeing. Self care is nothing less than actions to lead to a happier, healthier, more fulfilling life. People practice self care every day when we brush our teeth, choose to exercise or eat healthily, this is self care. However, self care is also understanding how to self-treat common ailments, manage long term conditions and avoid preventable illnesses such as diabetes, heart disease and some cancers.

All parents hope that their children will enjoy lifelong good health. However, apart from the nurturing they provide to them as babies, parents now generally do too little to help their children learn to care effectively for their future health and wellbeing. More needs to be done, therefore, to help parents to choose a self care for life approach with their children. Since self care is dependent on good levels of health literacy, one way of tackling this would be for schools and community centres to organise locally based family health literacy sessions with the help of health professionals.



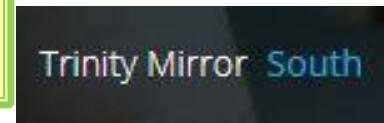
Dr Selwyn Hodge



Graham Seaman
Self Care Week



For **Self Care Week** more than **100** clips of local, regional, national, trade press and broadcast helped to further the cause reaching more than **1.2m**.



SHEERLUXE THE HOSPITAL & HEALTHCARE BULLETIN



Self Care Week Partners

Self Care Forum
Helping people take care of themselves

Royal College of Nursing

coalition for collaborative care
ACTION FOR LONG-TERM CONDITIONS

PAGB
Representing the Consumer Healthcare Industry since 1919

NHS
Midlands and Lancashire
Commissioning Support Unit

ROYAL PHARMACEUTICAL SOCIETY

GOV.UK

NHS
England

nhsnetworks

National Voices

North West Ambulance Service **NHS**
NHS Trust

PSNC
Pharmaceutical Services Negotiating Committee

NHS England-MidsEast

gpsurgery.net

PENNINE LANCASHIRE COMMUNITY FARM

NHS CONFEDERATION

CANADIAN HEALTH CARE PRODUCTS
Keeping Canadians in Motion

NHS

www.parliament.uk

ARTS COUNCIL ENGLAND
YMCA

NHS
North of England
Commissioning Support Unit

The Health Foundation

Digital

59 International, national and regional organisations took part in **Self Care Week**.

CCA
COMPANY CHEMISTS ASSOCIATION

PWI

West Midlands Triage

flu fighter

nct



Connect Link
National Association of Link Workers

VS VICTIM SUPPORT

NHS Clinical Commissioners

PCC
Public Health England

NHS Employers

EPF
European Patients Forum

NHS
Health Education England

BMA
READING WELL

PCPA
Primary care Pharmacy Association
www.pcpa.org.uk

MDU

SCiE

RCGP

PrescQIPP
Community Interest Company

PGEU GPUE

mental health

"Parents' Voice"

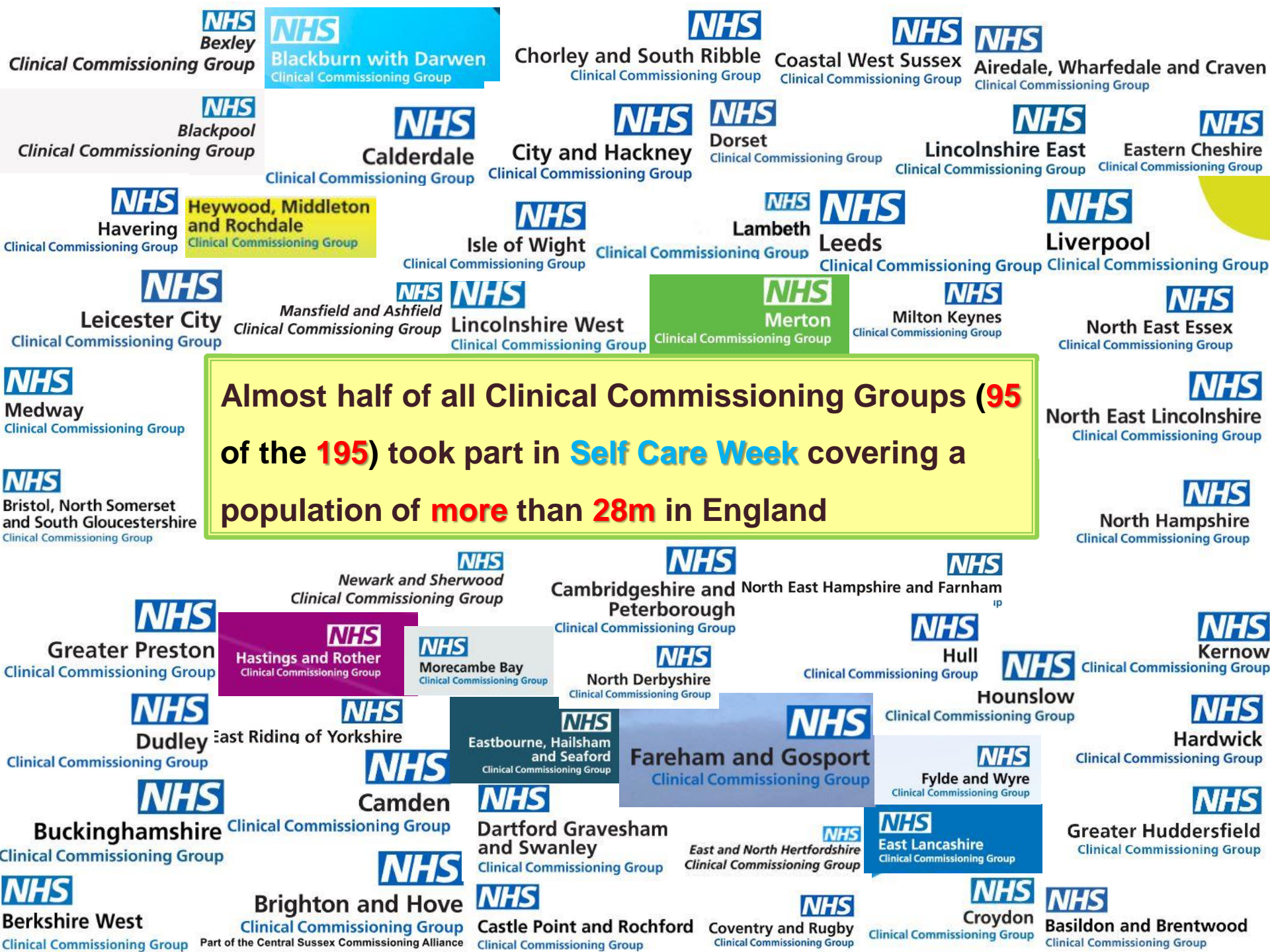
WEST MIDLANDS POLICE

pif
Patient Information Forum
Raising the standard of consumer health information
www.pifonline.org.uk

healthwatch

West Midlands IUC

West Midlands Triage





Nottinghamshire Help Yourself

your move

be empowered

dan 24/7



STAY WELL IN DORSET

thatawise talking health taking action

active halton HEALTH IMPROVEMENT

escape pain

elephant

E.C.B.C.

italk

MY Sefton News and stories from around our borough

Healthy Surrey

Evolve

Active Lincolnshire

Healthy London Partnership

HEALTHIER FLEETWOOD connecting our community

Moving On Tyne & Wear

Women's Running

National Coastwatch

Inspire Culture | Learning | Libraries

Libraries Connected

Jack Petchey Foundation Inspire • Motivate • Achieve

Children & Young People's Health Services NORFOLK

NorthWestern Mental Health

STP The Nottingham and Nottinghamshire Sustainability and Transformation Partnership

Suffolk LPC

mscentre chilterns care and support for people with multiple sclerosis

parentgym

ONE YOU MERTON

SALFORD CARERS CENTRE

66 local community organisations took part in Self Care Week.

curio



PARK VIEW 4U RUN GROUP

Persona

YPHAS

Poynton High School and Performing Arts College

Staying Well

parklife

steps2change NHS Talking Therapies for Lincolnshire

Salford Youth Council

Kensington Mums Keeping you in the loop with the local scoop!

vital Ocala Healthcare experts by experience

Hollyns HEALTH & WELLBEING

The Market Place

LiveWellDorset

socheshire

shift

Essex Connects into the heart of local communities

talkhealth PARTNERSHIP

EBPCOOH EAST BERKSHIRE PRIMARY CARE OUT OF HOURS

Connect Well connecting you with help & wellbeing support

Vibrance involving people, inspiring lives



Communities

grapevine

bluebird care

Bromley Well

together friends finding friends for fulfilling lives

CVS Blackpool, Wyre & Fylde

eahsn Eastern Academic Health Science Network

healthwatch
Brent

healthwatch
Trafford

healthwatch
Swindon

healthwatch
Cheshire West

healthwatch
North Somerset

healthwatch
West Berkshire

healthwatch
Suffolk

healthwatch
Blackpool

healthwatch
North Lincolnshire

healthwatch
Newham

healthwatch
Surrey

In addition to National Healthwatch England
21 local Healthwatch organisations took part
in **Self Care Week**.

healthwatch
North East
Lincolnshire

healthwatch
Barnet

healthwatch
Camden

healthwatch
Dorset

healthwatch
Wiltshire

healthwatch
Doncaster

healthwatch
Bexley

healthwatch
Rutland

healthwatch
Somerset

healthwatch
Lewisham

The Adam Practice

Earnswood Medical Centre



Paxton Green Group Practice

CRANESWATER GROUP PRACTICE



ISSA MEDICAL GROUP



Haslington Medical Centre

Kirkburton Health Centre

Kirkham Health Centre

Oakwood Medical Centre

Beckett House PRACTICE

Weaver Vale Surgery



Manor Oak Surgery

Carlisle Healthcare CUMBRIA



24 surgeries took part in Self Care Week

Ash Tree House Surgery



The James Cochrane Practice NHS

Wallingbrook Health Group

Bethany Medical Centre

Trinity & Bowthorpe Medical Practice

Pemberton Surgery

The Thornton Practice

Oaklands Middlewich

10 pharmacies (including Local Pharmacy Committees) participated in Self Care Week



Herefordshire & Worcestershire LPC



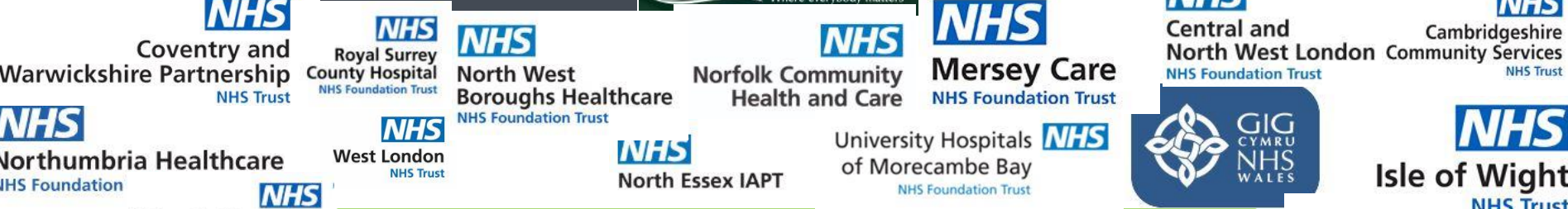
Bedminster Pharmacy



GreenLife PHARMA

Community Pharmacy Humber

Masters Pharmacy



31 NHS Trusts and 26 Local Authorities participated in Self Care Week





13 Universities, colleges and student union facilities took part in **Self Care Week**



University of Lincoln Physiotherapy
@UoL_Physio



44 charities participated in **Self Care Week**



Self Care Week Awards 2017

Award Winners: **Kingston University Student's Union**, for its engagement with the student population and clever ideas to improve their health and wellbeing.

Award Innovators: **Milton Keynes CCG**, for its innovative ideas to engage the public and collaborative working with local agencies.

Award Innovators: **Compass House Medical Centre, Brixham**, for its collaborative working with local schools and pharmacies.

Award Innovators: **South Cheshire and NHS Vale Royal CCGs**, for exemplary collaborative work with the local community and highlighting self care champions.

Each award winner/innovator has produced case studies with tips and ideas for Self Care Week – details can be found on the Self Care Forum [website](#).

Self Care Week 2019



Time to start planning!

In the Beginning!

- ✦ **Self Care Week** is the annual national awareness initiative for self care which began in 2009.
- ✦ Managed by the Department of Health until 2011, it is now organised by the Self Care Forum.
- ✦ The aim is to support people to understand how to look after their own physical health and mental wellbeing better, and that of their family's.

Thank You to our Sponsor

The Self Care Forum would like to thank the **International Self-Care Foundation** for its generous support of the Self Care Week Awards.



Thank You

The Self Care Forum would like to thank you for participating in **Self Care Week** and hopes you will continue efforts to empower people to look after their own health better. Subscribe to the Self Care Forum [newsletter](#) and keep in touch via [email](#) or [twitter](#)