Review of Self Care Week 2013
**What is Self Care Week?**

- **Self Care Week (SCW)** is an annual national awareness campaign to promote the benefits of people looking after their own health.

- The first national SCW ran in **2009** organised by the **Department of Health (DH)**.

- In **2011** the **Self Care Forum** was invited to help with the campaign by the former Care Services Minister, **Paul Burstow MP**, with successive Ministers supporting Self Care Week.
The Aim of SCW 2013

For **2013**, our aim was to encourage NHS organisations, patient groups and other health interested agencies to use this year’s theme “**Self Care for Life – take control**” to target their own audiences, to support them to self care for life, choose healthy options and take control of their health and their life.
This review highlights the **impact** of the campaign, showcasing how it was promoted **nationally, regionally and locally**.

Looking also at the **vehicles** used for relaying campaign messages such as **websites** and **social media**.

And featuring details of other national **campaigns** which helped to strengthen promotion of the self care messages.
Self Care Week achieved **national prominence** when Earl Howe, the Health Minister launched Self Care Week on 12 November.

The number of **local activities increased by 50%** compared to last year with almost 100 campaigns being run mostly by CCGs.

**Local coverage of Self Care Week was successful** with almost 100 pieces including online, press and radio.

Material available on the Self Care Forum website proved popular with NHS organisations resulting in **2164 downloads of the fact sheets**.

The **emerging theme for Self Care Week 2013 was winter pressures** and the local population’s use of emergency and primary care services signposting to self care as the most appropriate action.

PAGB’s **Treat Yourself Better without antibiotics campaign linked Self Care Week, European Antibiotics Awareness Day, RCGP’s Target antibiotic prescribing** providing a coherent message on colds and flu and antibiotic prescribing.
Learnings for Next Year

- We need to begin **promoting** Self Care Week 2014 earlier.

- Better and earlier **engagement** is needed with Self Care Week partners such as NHS England and CCGs.

- **Alignment** is needed with Self Care Week partners also launching self care campaigns to ensure consistency of messages.

- Agree in advance how the **impact** of the campaign can be measured.
Health Minister Launches Self Care Week

SWC was launched at the 15th Annual Self Care Conference by the Health Minister, Earl Howe on 12 November

More than 100 people from CCGs, patient groups, medical, nursing and pharmacy organisations and industry were present at the launch.
NHS England Communicates Self Care Week to its 1.2m NHS population

NHS England highlighted SCW through their internal channels via

- comms.link
- the NHS England bulletin (6000 staff members)
- CCG Bulletin
- Commissioning Support Units

These communications had the potential to reach 1.2m people working in the NHS
The Self Care Forum website offered resources to NHS and other health organisations to support their promotion of SCW to their audiences. Newsletters and emails with tips and encouragement were also circulated widely.

The Self Care Week page was visited over 2,948 times from Sept – Nov. During this time, the Self Care Forum Fact Sheets were the most popular resource, with 3299 page views and 2164 downloads.
Some Material Available on the Self Care Forum Website
Is Your Medicine Cabinet fit for Winter?

12 Nov – **Is Your Medicine Cabinet fit for Winter?** Is a winter campaign run by the Self Care Forum for Self Care Week to encourage audiences to address their medicine cabinet before the start of the **coughs and colds season**.
As a partner of Self Care Week PAGB together with Pharmacy Voice supported the Week with a consumer information campaign entitled “Treat Yourself Better without Antibiotics”. It was launched at the Annual Self Care Conference and aimed to inform and educate patients about the use of antibiotic for winter complaints. The campaign runs throughout the winter.
NHS Choices Tweets Self Care Week

A Self Care Week page, aimed at patients and the public, was uploaded on the NHS Choices website on August 2013, and promoted on its homepage from 18 – 24 November.

NHS Choices also tweeted.

Their SCW tweets reached 111,335 accounts

The “what is self care?” page had 5454 visits between Sept - Nov

The “self care week” page had 3339 visits between Sept – Nov
Self Care Week purposely falls in the same week of European Antibiotics Awareness Day (EAAD) (18th November) as this message is about understanding that antibiotics is not effective on colds and flu.

This is clearly an important message and for EAAD this year, the RCGP and Public Health England ran “Target”, a joint campaign which offers advice and support to health care professionals to educate their patients about the use of antibiotics. The campaign includes Self Care Week materials and mentions the campaign.
Doctors urged to self care

- The BMA urged their membership to protect themselves against flu as part of their SCW promotion.
- The RCN raised awareness of the campaign to their membership via internal newsletters and website.
- National Pharmacist Association highlighted SCW to their membership via newsletters and their website.
- Selfmanagement.uk promoted SCW to their membership online and via media sources including Yorkshire Radio.
Pharmacists Get Involved in Self Care

The National Pharmacist Association, which organises **Ask Your Pharmacist Week (AYPW)**, is a partner of Self Care Week.

These two annual awareness campaigns have always been aligned and the Weeks are run consecutively to extend the promotion of self care messages. The 2013 campaign **AYPW** message encouraged people to think “pharmacy first” to avoid unnecessary GP and A+E visits.

Many pharmacists continued the self care message by also supporting Self Care Week.
Regional
West Midlands Fire Service held events to highlight the benefits of self care to their population and workforce.

NHS Central Southern Commissioning Service Unit launched a self care leaflet for their population. The leaflet has been made available for other organisations to use.

Pennine Care NHS Trust held a series of workshops and a self care conference focusing on empowering local communities in the Greater Manchester area.
Local
Almost 100 Self Care Week Campaigns

- Most of the promotion of SCW happened at a **local level** with the majority of activity through Clinical Commissioning Groups.
- Campaign messages mainly focussed on local residents use of health services, urging the population to use the right service for the right treatment.

**Almost 100 local campaigns were run across England, Wales and the Isle of Man by local authorities, health organisations, patient agencies and charities.**
South Sefton CCG held events for carers and their families.

Bracknell Forest Council were particularly active during the week with community events including Street Doctor, keep fit sessions, health workshops and health stalls with blood pressure testing. Activities also included a self care schools competition.
Bradford’s Hale Healthy Living Project compiled a SCW information pack for local organisations and health information was shown on screens in GP practices and outside Bradford Town Hall.

NHS West Cheshire CCG held a number of events with other local organisations to promote SCW to engage their local population including a Self Care Day and launching of pharmacy first campaign.
Crowdhealth promoted information on their website and through their SoMe feeds.

Forton Medical Practice in Gosport highlighted self care through TV screens and their website.

NHS Dorset CCG launched a brand new self care service to their population to support patients, carers and local health professionals with long term conditions.
Look After Your Selfie!

- Haughton Thornley Medical Practice’s PPG organised events to highlight SCW.

- Lincoln Green Medical Practice’s nurse promoted SCW through their Leeds Respiratory Network twitter feed and facebook page.

- Self Help Nottingham and Nottinghamshire promoted SCW by encouraging people to “look after their selfie”.

We're supporting Self Care week – join us and help your selfie!
Isn’t Every Week Self Care Week?

Weldricks Pharmacy and Total Health Pharmacy promoted SCW and tweeted.

Berkshire Health Foundation Trust held events to offer self care advice to locals on areas of mental health, COPD and carer’s rights. Asking the question “Isn’t every week self care week?”
Westcourt Medical Centre promoted SCW via their website and their waiting room displays highlighting the fact sheets.

The Ridge Medical Practice held an “info shop” event for their local population.

Ashfield Voluntary Action held three free events during SCW to help locals with information on how to look after themselves.
Isle of Man promoted SCW with a walking football event and a number of health related activities across the island.

Oakshill Surgery in Somerset sent a news release highlighting better use of pharmacy and included links to the SCF fact sheets for winter ailments.

North Durham CCG urged people to “keep calm and look after yourself” this winter.
Hounslow and Richmond Community Healthcare Trust held a series of information events with their health promotion teams.

George Eliot Hospital in Nuneaton held an information stall offering health checks to locals.

Richmond Upon Thames Council promoted free MOT health checks.

North West Ambulance Service used SCW to appeal to their population on proper use of 999 services, stressing that coughs, stomach aches and flu can be treated with a well stocked medicine cabinet.
West Middx Hospital held an awareness event with health experts, including pharmacists, to educate people about how they can look after themselves.

Binfield Surgery inspired people to get fit for self care week and organised zumba classes and posture correcting classes.

Brighton and Hove CCG launched their “be a hero and self care” winter campaign with posters, leaflets and quizzes urging people to self care and save A+E for those whose lives are in danger.
Campaigns Advise Locals to make healthy choices every day

Self Care Week is an excellent national programme which raises awareness of the importance of making healthy choices every day. Dudley’s own Self Management Programmes are a great way of empowering local people to make decisions which will improve their own physical, mental and emotional wellbeing and I encourage people to take advantage of these free courses. [Dudley metropolitan Borough Council]

People who know how to practice self-care and keep the emergency department for those whose lives are in danger really are our heroes, helping save lives. The types of illnesses and injuries that can be treated at home with self-care include flu, diarrhoea and vomiting, cuts and grazes, sprains and minor burns and infections. The tools and advice to help look after many of these issues are available at local pharmacies and, if a doctor’s appointment is necessary, your pharmacist will be able to advise you. [Brighton and Hove CCG ]
Many people visit their doctor at this time of the year with colds and sniffles when they could treat themselves at home just as effectively with a well stocked medicine cabinet. [Southport and Formby CCG]

Some common illnesses don’t require medical intervention and can be treated at home where most patients feel more comfortable. Take control means recognising when to self care and when to seek medical advice, and if you need advice, think about your local pharmacist or whether a visit to the GP surgery is necessary. [Croydon CCG]

We can’t highlight enough the importance of self care. By taking simple measures such as eating a healthy balanced diet and taking regular exercise, people can make a positive impact on their health and mental wellbeing. Self Care Week provides us with an ideal opportunity to stress the benefits of taking care of yourself and also recognising when to self care and when to seek advice. [Greater Preston CCG]
National and Local Websites Support Self Care Week
Self Care Week 2013 takes place from November 18-24. It aims to help people take care of themselves and lets them know what’s available to help them look after their health. The campaign is being run by the Self Care Forum in partnership with the Department of Health.

This year’s theme is ‘Self Care for Life – Take Control’. Local GPs are joining the campaign to raise awareness of how individuals can take control of their health and ultimately improve their overall well-being.

Recent updates:
- Trust eNews December 2013
- Self Care Week

Visit the website for more information.
Self Care for Life - take control. People can often take care of themselves when they have common symptoms such as sore throats, coughs etc, for example by using over-the-counter medicines. Self care week is all about supporting you to take control of your health and where to get it from. Check out the use of medicines correctly.

Take care of your health in Dartford, Gravesham and Swanley

Do you know how to look after yourself? Self Care Week, which runs from Monday to Sunday (18-24 November) is a chance to learn how.

Self Care Week 2013: 18-24 November 2013

Croydon Clinical Commissioning Group

Longer, healthier lives for all the people in Croydon

Self Care Week 2013: How can you do more to look after your own health?
Croydon Clinical Commissioning Group (CCG) is supporting Self Care Week 2013 by highlighting Croydon which helps people to do more to look after their own, and their family's, health.

Through Pharmacy First, everyone living or working in Croydon can now not only go to the staff of professionals to get one-on-one advice from trained medical professionals in their pharmacy appointment. People can also be offered medicines to treat a wide range of common health conditions.

East Lancashire health bosses back national Self Care Week

Self Care Week 2013

East Lancashire NHS

18-24 November 2013

Self Care Week is organized by the Self Care Forum

Eltham Park Surgery
Tel: 020 8850 1030

Self Care Week 2013:

Self Care for Life - Take Control

We are supporting Self Care Week 2013, which runs from 18 - 24 November.
Self Care for Life – Take Control.

Self-Care Week 2013

Dated: 15-Nov-13

Self-Care Week takes place from 18th - 24th November and is encouraging patients to use this week as an opportunity to improve their health and wellbeing.

Helping you 'take control' - Self Care Week 18 – 24 November 2013

Nottinghamshire Healthcare

Positive about Integrated Healthcare
Looking after yourself with epilepsy

MS Support Centre
Self help for people with MS and other neurological conditions
01244 67861

Latest News
Be Health Conscious - Self Care for Life - Take Control

The Cellar Trust
Building brighter futures, recovering from mental health

City charity make appeal for 'selfies' as part of Self Care Week campaign

City charity Self-Help Nottingham and Nottinghamshire are currently encouraging people to share their healthy living tips by sending a 'selfie' as part of their celebrations for Self Care Week 2013.

Self Care Week is an annual national awareness week that focuses on embedding support for self care across communities, families and generations. This year’s Self Care Week started on Monday 18 November, with a theme of Self Care for Life – Take Control.

For anyone unfamiliar with the term ‘selfie’, Self Help Nottingham and Nottinghamshire are asking people to send them a self portrait photo via Twitter or Facebook, along with a few words explaining what they’ve done in their lives to improve their own physical health, mental and emotional well-being and self esteem.

Below you can see some examples of ‘selfies’ that members of the staff team at Self-Help Nottingham and Nottinghamshire have submitted themselves to get the ball rolling.

For more information, visit the Self-Help Nottingham and Nottinghamshire website.
Self Care for Life – Take Control

Public health - topics: Self care

It is more important than ever to stress the importance of taking a healthier lifestyle, staying active, eating healthily, only using prescribed medications as advised and not taking for people living with long term conditions.

Patient Information Forum
For Professionals Working in Consumer Health Information

The Breckland View
Connecting Communities

Self Care – Take Control in Self Care Week

It has been widely reported that hospitals and GPs are under increasing pressure as the winter months approach and seasonal ailments stop many of us in our tracks. Self Care Week (24 November) encourages us all to be more health conscious. Self care is about taking control of your own health.

Doctors urged to protect themselves against the flu

Doctors are being reminded of the importance of getting themselves immunised against flu.

As part of NHS self care week draws to a close on Sunday, the BMA is highlighting the need for hospital doctors and GPs to ensure they also look after
Social Media Supports Self Care Week
More than 50 organisations tweeted, many of them CCGs, SCW messages reached over 34,000 accounts and 98,000 impressions (Dr Martin McShane from NHS England and the Self Care Forum Board was amongst the tweeters)

This week is Self Care Week. It aims to encourage patients take care of themselves. See more today @NHSClinical @NHSCollections nhs.uk/planners/yourh...
Self Care for Life – Take Control

Self Care Forum @SelfCareForum
By looking after your health today, the NHS will be there for you tomorrow. #SCW2013

NHS Southwark CCG @NHSSouthwarkCCG
It's national self care week - the theme is 'Self Care for life - Take Control' - find out more here goo.gl/LeFFUz

NHS England
Read here: Taking control – the work – life balance – a blog by Sharon Howard bit.ly/1bQoVcY

Raj Patel @Dr_Raj_Patel
It's Self Care Week #SCW2013 A 30 minute walk a day, keeps the hospital bed at bay!

NHS ELR CCG @NHSLELCR
Find out more about how to take care of your own health when living with long term conditions @NHSChoices ow.ly/gmi2B

NHS Milton Keynes CCG @NHSMKCCG
What will you change this #SelfCareWeek week of your health and improve your health & well-being?

Self Care Forum @SelfCareForum
For #SCW2013 take control, know how to look after your health and your family’s health. Improve your health literacy!

NTW NHS FT @NTWNHS
Art project helps give patients a sense of hope and purpose at Northumberland hospital goo.gl/qVZCZd #timetochange

Oxfordshire CCG @OxonCCG
It’s Self Care Week (18-24 November) – follow this link for more details on how to look after yourself better. nhs.uk/selfcare

NHS
Self Care Week
18-24 November 2013
Self Care Week
18-24 November 2013

Self care aims to help people manage their long term conditions with the greatest independence. Read up here bit.ly/1r5yb

Events across Bradford District for #SelfCareWeek to help you take control of your health & wellbeing. Details at bit.ly/efMnv9

There's no stopping our patient representatives joining in with the Zumba fun #selfcareweek pic.twitter.com/6hnc6vEh0p

In England, 99% of us are never more than 20 minutes away by car from a pharmacy #RightCareRightNow #SelfCare
100 Local Campaigns Highlighted in 100 Local Newspapers
Self Care for Life

Everyone Has a Role To Play In Self Care Week
November 20, 2013 - 6:57pm

Antibiotics not for running noses, warns doctors

18 November 2013 Last updated at 01:56

Look after yourself this week, says Richmond healthcare trust

By Amy Dydoch 4:00am Tuesday 19th November 2013

Treat Yourself Better without Antibiotics campaign

Essential that public are signposted to community pharmacy for self care advice, says Pharmacy Voice

22 November 2013

Pharmacy Voice has released a video recording of 'wholehearted' support from E E Hove, Parliamentary Under Secretary of State for Quality, for the new Treat Yourself Better without Antibiotics campaign.

The campaign, from Pharmacy Voice and the PAGB, was launched during self care week at a London conference, with a speech from Earl Howe.

Members of the public are being encouraged to self-care for coughs and colds and not to visit their GP or A&E unnecessarily unless they are experiencing red flag symptoms.

IN support of National Self-care Week, North West Ambulance Service urging people to keep ambulances free for genuine emergencies.

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Common complaints like back ache, minor sports injuries, stomach upsets, coughs and colds, flu and sore throats can be treated by a well-stocked medicine cabinet.

Derek Cartwright, director of operations at NWAS said: "We cannot
Self Care for Life – Take Control

Self Care Fair Set for Island First

Events

SELF CARE FAIR SET FOR ISLAND FIRST

7 Nov, 2013 At 11:35 by Island Echo

Organisations and groups across the island will be exhibiting at the Island Care Fair which is being held at Island Leisure Centre on Saturday.

East Lancashire health bosses back national Self Care Week

East Lancashire health bosses back national Self Care Week

GetWestLondon

Self Care week aims to help patients help themselves

Click Lancashire

You Could Be MBNA Bank Refunds £1,000

If you’ve Had A Credit

Milton Keynes residents encouraged to take part in Self Care Week

This week is Self Care Week and local NHS leaders are urging residents in Milton Keynes to make lifestyle changes that will improve their health, mental wellbeing and self-esteem.

Lancashire residents urged to 'self care' as part of a bid to ease pressure on health services

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NHS campaign launch for winter health

NHS campaign launch for winter health

Telegraph & Argus

NHS

Click Lancashire

You Could Be MBNA Bank Refunds £1,000

If you’ve Had A Credit
Newham residents can improve their health during self-care week

Kay Atwal, Chief Reporter
Monday, November 18, 2013 2:03 PM

Medics are urging residents to learn how to take control of their own health as part of a national drive this week from November 18 to 24.

Newham Recorder
What is The Self Care Forum?

- Established in May 2011, the Self Care Forum’s objective is to further the reach of self care and embed it into every day life resulting in a life long habit.

- The Self Care Forum Board is made up of individuals keen to improve health literacy, enabling people to make informed decisions about their health and their family’s health.

- Members of the Board are individuals from health related backgrounds and include patient group representatives, GPs, nurses, pharmacists, academics, DH, NHS England, media medics and the consumer healthcare industry.
Self Care Week Partners

Bracknell and Ascot
Clinical Commissioning Group

Westcourt Medical Centre

Self Management UK

CEUTA
HEALTHCARE GROUP OF COMPANIES

Whittington Health

Self Care for Life – Take Control
On behalf of the organisers of Self Care Week we would like to thank everyone who participated in SCW 2013. Without your help our aim to have everyone self care for a healthier, happier life would not be possible. We hope we are one step closer to furthering the reach of self care and embedding it into every day life, to make it a life-long habit.

If you would like any further information about the Self Care Forum go to www.selfcareforum.org or contact Libby Whittaker, email: libby.whittaker@selfcareforum.org