

# National Self Care Week

## Communications Information



**NHS** Self Care Week  
17-23 November 2014



Self care for life – be healthy this winter

# What is Self Care Week 2014?

**Self Care Week** is an annual national awareness week that focuses on embedding support for self care across communities, families and generations.

This year our theme is:

**Self care for life – be healthy this winter**

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# Why support people to Self Care?

There is growing acknowledgement that more has to be done to support people to better look after their own health. Empowering individuals to self care has many benefits for their short term and long term health and this is especially important since people are living longer.

By giving people the tools to self care we can also help to lessen demand on the NHS. Pressure on health services is rising as a result of high use and fiscal challenges that mean now, more than ever, people have to be supported to look after their own health, and their family's health better.

NHS Costs: GP consultation £43 / A&E Treatment £112 / District Nurse visit £39

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# The aim for Self Care Week 2014

## Self care for life – be healthy this winter

We want to support people to take better care of themselves, particularly during winter, when seasonal illnesses are more prolific and people's health suffers as a consequence.

By increasing people's health literacy, they will 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.



# How will we do that?

We will provide **material**, **ideas** and **encouragement** to NHS agencies and, voluntary and private sector organisations who want to get involved in **Self Care Week**, in order to increase people's opportunities to self care, and better look after their own physical health and mental wellbeing.

This year's theme of ***Self care for life – be healthy this winter*** should be broad enough to allow you to promote self care messages to all your target groups, no matter what age or gender. We are also confident it will give you the flexibility to add self care messages with a physical or a mental health focus.



# Material

Our self care forum website contains the following material and you are encouraged to help yourself 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/>



# Ideas

## Limited resource

Ensure your Chief Executive is aware of activity

Link to other organisations' self care initiatives

Post details on internal and public-facing websites

Mention Self Care Week 2014 in presentations and speeches

## Moderate resource

Publish articles in public and staff newsletters and websites and social media

Tailor, print off and display posters in patient/staff areas

Run awareness sessions for patients to talk to nurses about managing their condition; involve PPGs

Create resources for local journalists

## Extensive resource

Team up with local agencies such as pharmacists, local authorities, voluntary groups, schools, gyms etc on awareness raising activity

Launch a self care initiative such as a cough/cold and flu campaign aimed at the general public and those vulnerable to these viruses and invite local media along



# Encouragement

- ▶ Regular newsletters and emails will be circulated to remind you of what you can do to prepare for **Self Care Week**.
- ▶ To receive these make sure you are on our mailing list, email: [libby.whittaker@pagb.co.uk](mailto:libby.whittaker@pagb.co.uk).





# How to use key messages

Here are some suggestions on how to use key messages (slides 10-13):

- ❖ **Social Media** – why not tweet or facebook key messages to highlight your campaign before and during **Self Care Week**.
- ❖ **Slogans** – use key messages as slogans for web pages or posters or other material you produce as part of your campaign.
- ❖ **Internal or external communications** – if you produce a regular communication to colleagues and/or patients such as newsletters, emails or notices (including your notice board), why not have a “thought of the day” piece using your key messages.



# Key Messages ...One

## Winter Ailments

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

Most sore throats last an average of eight days

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

## Mental Health

Be mindful of your self, health and happiness this winter

Take control of your health – be in control of your life

Feel good about yourself – take care of your health

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



# Key Messages ... Two

## Pharmacy

A lack of sunshine means you need more Vitamin D during winter – if you need advice, ask your pharmacist

Be prepared this winter – manage your medicines properly, if you need advice, ask your pharmacist

Ask your pharmacist for advice on your winter ailments

## NHS Choices

Choose well this winter and always, check your symptoms and know what to do next:

<http://bit.ly/1krT0qk>

Need tips on looking after your health this winter? NHS Choices can help:

<http://bit.ly/1mnyNVE>

Need tips on looking after your long term conditions this winter? NHS Choices can

help: <http://bit.ly/1oiB7eo>



# Key Messages ...Three

## A&E

Don't spend four hours in A&E with a cough or cold – treat yourself or take advice from your pharmacist

Use A&E for accidents and emergencies, not colds and flu

## Activity

Move more this winter!  
Activity is key to physical health and mental wellbeing

30 minutes of activity a day, keeps the hospital bed at bay

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

## LTC

People with long term conditions spend on average 6 hours a year with a healthcare professional the rest of the time they take care of themselves

Don't run out of your medication this winter – be prepared



# Key Messages ...Four

## Occupational Health

You don't need to stay away from work with sore throats, coughs or colds

Be careful to read instructions on medicines especially if you are driving or lifting heavy machinery

Staying in work can help your recovery from many illnesses

## Antibiotics

Antibiotics don't work on sore throats, coughs or colds

Did you know overuse of antibiotics is making them ineffective?

Understand when you should and shouldn't use antibiotics



# Getting Started

If you need any further inspiration to help you get started take a look at the **Self Care Week** 2013 review and find out how others got involved last year:

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

The next slide gives you your **Self Care Week** Action Plan, to get you started.

We would love to hear your plans for **Self Care Week 2014**.

Please send details to [libby.whittaker@selfcareforum.org](mailto:libby.whittaker@selfcareforum.org)



# 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			

# Reviewing your Campaign

We will review the impact of **Self Care Week** and want to encourage you to do the same. Here are some economical ways of evaluating your campaign:

- ❖ Use an online survey provider such as SurveyMonkey to ask target audiences how the campaign has impacted on the local community.
- ❖ Search the internet for local press coverage.
- ❖ Keep track of the number of posters, leaflets, etc that have been distributed.
- ❖ Monitor take up of any services/ initiatives launched.
- ❖ For online content, find out the number of page views and click through.

Please share your evaluations with us here: [libby.whittaker@selfcareforum.org](mailto:libby.whittaker@selfcareforum.org)





# Who is getting involved in Self Care Week?

Here are some of the organisations participating in the campaign:



self  
management uk



WEST MIDLANDS FIRE SERVICE

COLLEGE OF MEDICINE  
CREATING HEALTH TOGETHER



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# 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.

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.



# And Finally.....

**Good Luck!**

