

# Self-Care Week A Local Campaign



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Bracknell Forest Council

and

Bracknell and Ascot Clinical Commissioning Group

17th Annual Self Care Conference

Wednesday, 11th November 2015



# Bracknell Forest



- Population: ~118,000 people
- ~16,000 people over 65
- ~1,500 people supported long-term by ASCHH
- Number of people in BF with a Long-Term Condition: ~ 14,000
- Overall cost of providing social care for Adults: £41.3M
- Joint Prevention & Self-Care Board
- Prevention and Self-Care a BCF project

# Grand Opening of SCW 2014



# Volunteers



The poster features the word "Volunteer" in large, colorful letters at the top, with hands holding each letter. Below this is a blue banner with the text "Volunteers needed!". The main text states: "Self-Care Week begins 16 November and we're looking for volunteers to help us to talk with the public at Time Square, Princess Square, GP surgeries and locations across Bracknell Forest." It further explains: "Self-Care Week is an annual national awareness week that promotes healthy lifestyles and provides useful tips on how to avoid unnecessary trips to the GP or A&E." A blue box contains the following information: "We need people to help at Princess Square, Bracknell from 10.30am to 1.00pm and 1.00pm to 3.30pm between Monday 16 November and Sunday 22 November." Below this, it says: "If you would like to volunteer, please give us a call on 01344 350700 or ASCCH Commissioning Team@bracknell-forest.gov.uk". At the bottom, there is a grid of 25 icons representing various health and lifestyle topics. The footer includes the NHS logo, "Bracknell and Ascot Clinical Commissioning Group", and the Bracknell Forest Council logo. A small inset image shows a group of people at a community event. The text at the bottom reads: "To see more of what's going on for Self-Care Week 2015 visit [www.bracknell-forest.gov.uk/selfcare](http://www.bracknell-forest.gov.uk/selfcare)".

Sent for distribution to:

- Healthwatch
- Patient Groups
- Local colleges
- Local churches
- HealthMakers
- Voluntary sector
- Partnership Boards
- Communication Teams



# Volunteer Training Session



**Self-Care Week Training**

**Tuesday, 3rd November 2015, 10:00am - 12:30pm**  
Bracknell Open Learning Centre, Rectory Lane, Bracknell, Berkshire  
RG12 7GR

There will be lots of quizzes and talks from guest speakers from the Local Authority and NHS, Healthwatch and HealthMakers about how we as a community can help people stay in touch and enjoy life to the full! There will be refreshments.

Dr Martin Kittel from the Forest End Surgery will be on hand to discuss the ways in which you can keep yourself happy and healthy.

Email: [ASCHH.CommissioningTeam@bracknell-forest.gov.uk](mailto:ASCHH.CommissioningTeam@bracknell-forest.gov.uk) for more information or just turn up on the day!

Self-Care means keeping fit and healthy and looking after your mental wellbeing, as well as knowing how to take medicines, treat minor ailments and seek help when you need it. If you have a long term condition, Self-Care is about understanding that condition and how to live with it.



Bracknell and Ascot  
Clinical Commissioning Group



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Forest  
Council

To see more of what's going on for Self-Care Week 2015 visit:  
[www.bracknell-forest.gov.uk/selfcare](http://www.bracknell-forest.gov.uk/selfcare)

- Everybody welcome!
- Open Learning Centre
- Self-Care Information Packs
- Self-Care Quiz
- Talks from
  - Local GP
  - Local Healthwatch
  - HealthMakers
  - Public Health
  - Prevention and Self-Care

# Volunteer Training Session



# Communications

- Tweets and digital media started a month before Self-Care Week begins – Hashtag #BFSelfcare
- Press release sent out to appear in traditional media the week before Self-Care Week 2015
- Twitter Plans used by a multitude of local organisations
- Branded posters published on websites since July:  
<http://www.bracknellandascotccg.nhs.uk/health-campaigns/self-care-week-2015/>
- Activities promoted using locally placed posters in over 200 Locations throughout Bracknell Forest

# Self-Care Branding

## Lowering your risk of dementia



Dementia is not a normal, unavoidable part of ageing. Dementia is a disease. It is often long-term, but sometimes it can be reversed. It is important to know your risk of developing dementia.

**Adopt a healthy lifestyle**

**Eat a healthy diet**  
A low-fat, high-fibre diet including plenty of fruit and vegetables and wholegrain.

**Stay Active**  
Exercise regularly. If you are unable to exercise, other activities like gardening and housework can help.

**Don't drink too much alcohol**  
Stick to the recommended daily limits for alcohol (2-3 units for men and 1-2 units for women).

**Stop smoking**  
If you smoke, stopping smoking reduces your risk of dementia.

**Lower your blood pressure**  
• High blood pressure is one of the main causes of developing dementia.  
• Exercising regularly will reduce your blood and cholesterol levels.  
• Keeping the amount of salt in your diet to no more than 6g a day can help.  
• Drinking excessive amounts of alcohol causes your blood pressure to rise.  
• Smoking can cause your arteries to narrow, which can result in a rise in blood pressure.

Bracknell and Ascot Clinical Commissioning Group

## Bracknell Urgent Care Centre

**Open every day 8am to 8pm**

The Urgent Care Centre will treat most injuries and illnesses that are urgent but not life threatening.

Bracknell Urgent Care Centre, Royal Berkshire Hospital, London Road, Bracknell, RG12 8EG  
Tel: 01494 55 11 80

When the UCC is closed, there is, and will continue to be, a 24-hour emergency GP cover which can be accessed by calling 111. In an emergency, dial 999 and ask for an ambulance.

Bracknell and Ascot Clinical Commissioning Group

## Free Tai-Chi Session

As part of Self-Care Week 2015 why not come along and enjoy our Free Tai-Chi Session run by Eite Tai-Chi.

Thursday, 19th November 2015, 10:00 - 11:00  
Ratcliffe House & The Women's Community Centre, Wilton Road, Bracknell, RG12 8TZ

Email: [ASCC@bracknell-ascot.nhs.uk](mailto:ASCC@bracknell-ascot.nhs.uk) or call 01494 202780. In both your FREE place as places are limited.

Tai-Chi means keeping fit, staying healthy and staying active. It is a gentle, flowing, low-impact exercise that can be done by anyone. It is a great way to improve your balance, flexibility and strength. It is also a great way to reduce stress and improve your mood. It is a great way to meet new people and make friends.

Bracknell and Ascot Clinical Commissioning Group

## Self-Care Week 2015

Make a poster: "Things you can do to keep yourself healthy and happy"

Self-Care means learning to look after yourself, which could mean fewer visits to the doctor and hospital.

**WIN A £100 Gift & Juice Bottle**

**Healthy Eating**  
Types of healthy food: 20 healthy foods.  
Don't eat too much.

**Water**  
Drinking water is better than sugary drinks.  
Water is good for you.

**Exercise**  
Doing exercise is good for you.  
Being active is good for you.

Bracknell and Ascot Clinical Commissioning Group

## Someone to watch over me?

**Palliative Care**  
Find support and nursing care when you most need it.

**Saturday, 21st November 2015, 10:00am until 12:30pm**  
Symposium, Bracknell, Deodar Road, Bracknell, RG12 8EG

Bracknell and Ascot Clinical Commissioning Group will be providing information on palliative care services. Palliative care is a type of care that aims to improve the quality of life of people with a serious illness. It is a type of care that can be provided by doctors, nurses, social workers, and other health professionals. It is a type of care that can be provided at home or in a hospital.

Bracknell and Ascot Clinical Commissioning Group

## What to do if you have a cough or a cold?

• The most effective way to treat most coughs, colds or sore throats is to drink plenty of fluids.  
• Coughs can last up to two weeks and may get worse at night.  
• Use your paracetamol to relieve any pain or fever.  
• Use your inhaler if you have asthma.  
• If you have a cough or cold, you should see your GP if you have a fever, a sore throat, or a cough that lasts more than two weeks.

**Using Antibiotics Correctly**

• All coughs, colds, and sore throats are caused by viruses. Antibiotics do not work against viruses.  
• Do not expect to be prescribed antibiotics for a cough or cold.  
• Antibiotics should be taken as prescribed and the full course completed, even if you feel better.

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## Jump Start!

Getting your body moving with your heart beating faster helps build a healthy heart. Jumping rope for a week could really help your child feel these benefits.

**Did you know...?**

- One hour of jumping rope is equivalent to 100 minutes of walking.
- The world record for most jumps in 10 minutes is 10,000 jumps.
- According to the British Heart Foundation, 10 minutes of jumping rope can burn 100 calories.
- Jumping rope is a low-impact exercise that can be done by anyone.
- Jumping rope can help improve your balance and coordination.
- Jumping rope can help improve your heart health.

Bracknell and Ascot Clinical Commissioning Group

## Free Ranger Walk

As part of Self-Care Week 2015 why not come along and keep yourself fit with our Free Ranger Walk run by the Rangers of South Hill Park. This will be a gentle hour-long group stroll through beautiful surroundings.

**Tuesday, 17th November 2015, 10:00**  
Meet in the front carpark just outside the Arts Centre reception, South Hill Park, Pangloss, Bracknell, RG12 8TA

Email: [ASCC@bracknell-ascot.nhs.uk](mailto:ASCC@bracknell-ascot.nhs.uk) for more information or just turn up on the day!

Self-Care means learning to look after yourself and staying healthy. It is a great way to improve your health and well-being. It is a great way to meet new people and make friends.

Bracknell and Ascot Clinical Commissioning Group



# Locations



- Shopping Centres
- GP Surgeries
- Urgent Care Centre
- Leisure Centres
- Council offices
- Community Centres
- Children's Centres
- Local businesses
- Over 200 locations in total

# Mobile Outreach



# Self-Care Prescription



The form is titled 'SELF CARE WEEK' and 'NHS Self Care Prescription'. It includes a header with a cartoon illustration of diverse people and the text 'SELF CARE FOR LIFE 16-22 November 2015 www.nhs.uk/selfcare'. The main body is a large green box labeled 'Prescription:' with the instruction 'Stick prescription here...'. Below this are fields for 'Date:' and 'Prescriber:' (pre-filled with 'Self Care Week Team'). Further information is provided with three website URLs. The footer contains the NHS Bracknell and Ascot Clinical Commissioning Group logo, the Bracknell Forest Council logo, and a URL: http://jsna.bracknell-forest.gov.uk/self-care-guide/.

SELF CARE WEEK NHS

**Self Care Prescription**

Self Care means keeping fit & healthy, looking after your mental wellbeing and knowing how to take medicines, treat minor ailments and seek help when you need it. If you have a long term condition, Self Care is about understanding that condition and how to live with it.

SELF CARE FOR LIFE  
16-22 November 2015  
www.nhs.uk/selfcare

Prescription:

Stick prescription here...

Date: Prescriber: Self Care Week Team

Further information: [www.healthwatchbracknellforest.co.uk/awareness](http://www.healthwatchbracknellforest.co.uk/awareness)  
[www.bracknellandascotccg.nhs.uk/health-campaigns/](http://www.bracknellandascotccg.nhs.uk/health-campaigns/)  
[www.bracknell-forest.gov.uk/selfcareawareness](http://www.bracknell-forest.gov.uk/selfcareawareness)

NHS Bracknell and Ascot Clinical Commissioning Group

Bracknell Forest Council

<http://jsna.bracknell-forest.gov.uk/self-care-guide/>

- Encourages a conversation on Self-Care with the public
- Tangible information for the public to take away
- Volunteers to “Prescribe”:
  - Smoking Cessations
  - Free Leisure Sessions
  - Falls Prevention
  - Befriending

# Engaging Young People (1)



Poster competition for Children's Centres and Primary Schools



# BFC Children's Centre Buggy Walk



# Engaging Young People (2)



- Volunteers from local Further Education College
- Health and Social Care, Childcare Students
- Working with HealthMakers and Patient Groups

# Patient Group Events



**No one is an island**

**Wednesday, 18th November 2015, 19:00-21:00**

Easthampstead Baptist Church,  
South Hill Road, Bracknell, RG12 7NS

There will be lots of talks from guest speakers, workshops, information stands about how we as a community can help isolated people stay in touch and enjoy life to the full.

The evening is being organised by the Patient Groups of North Bracknell and there will be refreshments.

Dr Martin Kittel from the Forest End Surgery will be on hand to discuss the ways in which you keep yourself happy and healthy.

Email [ASCHH.CommissioningTeam@bracknell-forest.gov.uk](mailto:ASCHH.CommissioningTeam@bracknell-forest.gov.uk) for more information or just turn up on the day!



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To see more of what's going on for Self-Care Week 2015 visit  
[www.bracknell-forest.gov.uk/selfcare](http://www.bracknell-forest.gov.uk/selfcare)

- North Bracknell
  - “No one is an island”
- South Bracknell
  - “Care in later life”
- Ascot
  - “Coping with Mental Health?”



# Free Taster Sessions



**Free Yoga and Pilates Session**

As part of Self-Care Week 2015 why not come along and enjoy our Free Yoga and Pilates Session.

Friday, 20th November 2015 18:30 - 19:30  
Edgbarrow Sports Centre, Grant Road, Crowthorne,  
Berkshire, RG45 7JL

Email [ASCHH.CommissioningTeam@bracknell-forest.gov.uk](mailto:ASCHH.CommissioningTeam@bracknell-forest.gov.uk) or call  
01344 352765 to book your FREE place as places are limited.

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- Buggy Walks
- Coffee Afternoon
- Falls Quiz and Exercises
- Pilates
- Ranger Walks
- Tai-Chi
- Yoga
- Zumba
- Boot Camp
- Run Coaching



# South Hill Park Ranger Walk



# Activities



- Street Doctors
- Health Assistants, Dieticians and Diabetes Nurses to work with schools and children's centres
- Seated Exercises for:
  - Sheltered Housing
  - Residential Homes
  - Nursing Homes



# Street Doctors





# Self-Care Week 2014 Report



- Available online at: [www.bracknellandascotccg.nhs.uk/health-campaigns/self-care-week-2014/](http://www.bracknellandascotccg.nhs.uk/health-campaigns/self-care-week-2014/)



# Thank You!

- For more on Self-Care in Bracknell Forest:
- [www.bracknellandascotccg.nhs.uk/health-campaigns/](http://www.bracknellandascotccg.nhs.uk/health-campaigns/)
- [www.healthwatchbracknellforest.co.uk/awareness](http://www.healthwatchbracknellforest.co.uk/awareness)
- [www.bracknell-forest.gov.uk/selfcare](http://www.bracknell-forest.gov.uk/selfcare)