

## Our Vision, Mission and Goals

### Vision

**Self care now forms an increasing part of national NHS and government policy<sup>1</sup>. Improving and increasing the ability for individuals to look after themselves better at all stages of life and help prevent avoidable disease. Alongside this, there are considerable savings to be made by improving medicines management and advising on OTC medicines to treat minor conditions rather than prescribing. Ultimately, there is still ample work to do to help people instinctively understand how to self care.**

Our vision:

- **Health system:** To establish self care as a nationally accepted starting point for all personal health management. To see self care and the promotion of wellbeing interventions (for example through social prescribing) more firmly embedded into standard care pathways. We will measure this by a combination of ongoing qualitative and quantitative research and, for example, a reduction in NHS prescriptions.
- **Self care skills:** For all organisations and individuals to have the skills and tools to improve self care. We will measure this by, for instance, measuring health literacy levels and self-efficacy.

### Mission

**We aim to change the attitudes and behaviours of patients, practitioners and the general public and support the rational use of products and services to improve health and wellbeing whilst reducing pressure on the health service.**

We will do this by:

- **Creating** practical evidence-based resources for individuals, practitioners and organisations
- **Running** national self care campaigns and influence national – and international - policy
- **Supporting** the generation of robust research evidence around self care and health literacy
- **Collaborating** with academic partners to advocate for – and set – the national research and development (R&D) agenda for self-care in the context of the wider health economy

### Goals

**Our primary goal is to be recognised as the 'go-to' place for self care resources in the UK and – in the future – internationally, whilst maintaining financial solvency by way of raising funds and generating new sources of income.** A key part of this will be to update and expand our currently available resources to provide even more benefits to our stakeholders and ultimate beneficiaries.

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<sup>1</sup> <https://www.england.nhs.uk/2018/03/nhs-england-frees-up-millions-of-pounds-which-could-be-used-for-frontline-services/>