**Self-Care Week 2017 Toolkit**

The following outlines a range of activity that is proposed for sharing during Self-Care week. The CCG has developed this “toolkit” to enable partners to promote the event and remove the need to source their own materials. Some activity and assets are ready to use straight away, some will need slight personalisation for the intended audience. The aim is to provide as much information as possible to enable a shared voice to spread the message far and wide and the CCG will look to support you where we can.

This is a great opportunity to focus on self-care but **these messages can be used throughout the year as they are relevant and can apply at any time**.

Please can partners confirm the level of support they can provide by completing the activity log in Appendix A and returning the document to: [dan.ibeziako@ardengemcsu.nhs.uk](mailto:dan.ibeziako@ardengemcsu.nhs.uk):

**Background**

**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 theme is engaging and empowering people and the strapline is *Embracing Self Care for Life*. The week runs from **13 – 19 November 2017**.

***Key messages***

**Self-care for Life:**

Take care of yourself so you can look after the important people in your life

You’re never too young or too old to look after yourself

**Flu:**

If you’re GP has contacted you and offered a flu jab take them up on the offer – it’s free because you need it!

Q: What do I do if I get flu?

A: If you're otherwise healthy, you can look after yourself at home by resting, keeping warm and drinking plenty of water to avoid dehydration.

If you feel unwell and have a fever, you can take paracetamol or anti-inflammatory medicines such as ibuprofen to lower your temperature and relieve aches.

Stay off work or school until you're feeling better. For most people, this will take about a week. Call NHS 111 or see your pharmacist if your symptoms get worse or last longer than a week.

**Pharmacy:**

Your local pharmacist is the health professional on the High Street  
For advice on managing your medicines when you have a long term condition, speak to your pharmacist  
Ask your pharmacist for advice to help you self-care for life  
Some community pharmacies are open longer, easy to get to and have consultation rooms for private conversations

Be prepared the moment illness hits, have a well-stocked medicine cabinet with painkillers and cough and cold remedies.

**NHS 111:**

Feeling unwell and unsure about whether you can care for yourself? Call 111 for advice, anytime and the call is free.

Over 5000 people in MK used 111 last month. Next time you’re not sure whether you can care for yourself, why not call them? It’s available 24/7 and calls are free!

**NHS Choices:**

Check your health conditions and know what to do next: <http://bit.ly/1X0CVwh>  
For tips to live well, NHS Choices can help: <http://bit.ly/1pKzd7e>  
NHS Choices can help with advice on long term conditions: <http://bit.ly/1oiB7eo>

Find out how NHS Choices can help you look after your health [www.learnmyway.com/courses/nhs-choices-a-how-to-guide/](http://www.learnmyway.com/courses/nhs-choices-a-how-to-guide/)

**Mental Health:**

A healthy mind is just as important as a health body…

Connect – social relationships are critical for promoting wellbeing and for acting as a buffer against mental ill health

Be active – regular physical activity is associated with lower rates of depression and anxiety across all age groups

Take notice – studies have shown that being aware of what is taking place in the present directly enhances your well-being

Learn – continued learning through life enhances self-esteem and encourages social interaction and a more active life

Give – Participation in social and community life has attracted a lot of attention. Individuals who report a greater interest in helping others are more likely to rate themselves as happy.

Further reading is available at:

[www.milton-keynes.gov.uk/social-care-and-health/public-health/5-ways-to-wellbeing-mk](http://www.milton-keynes.gov.uk/social-care-and-health/public-health/5-ways-to-wellbeing-mk)

**GP Practices:**

You can get great advice from your pharmacy or NHS 111  
Take responsibility for your health, find out what services your GP surgery offers   
Learn how to get the most from you GP practice website [www.learnmyway.com/courses/gp-services-online-a-how-to-guide/](http://www.learnmyway.com/courses/gp-services-online-a-how-to-guide/)  
  
***Social and digital media***

**Suggested hashtags:**

#supportselfcare  
#selfcareweek  
#selfcareforlife

Keep an eye on Twitter and Facebook – there will be plenty of Self Care content to retweet/re-post!

**Website buttons & banner:**

Click on the links below and then right click to ‘save picture as….’

|  |  |
| --- | --- |
|  | <http://dev.selfcareforum.org/wp-content/uploads/2011/10/SCWwebbutton2017.jpg> |
| <http://dev.selfcareforum.org/wp-content/uploads/2011/10/SCWwebbuttonlg2017.jpg> |
| <http://dev.selfcareforum.org/wp-content/uploads/2012/08/SCWwebbanner2017.jpg> |

You can link to the CCG’s webpage on self-care:

[www.miltonkeynesccg.nhs.uk/selfcare/](http://www.miltonkeynesccg.nhs.uk/selfcare/)

**Practice screen graphic (image as above):**

<http://dev.selfcareforum.org/wp-content/uploads/2012/08/TVScreenImage1.jpg>

***Traditional Resources***

**Article:**

|  |  |
| --- | --- |
|  | The embedded article can be used in newsletters and/or websites |

**Poster:**

|  |  |
| --- | --- |
|  | The embedded poster “*Can the Pharmacist help with your symptoms”?* can be printed off for your practice/organisation to display |

**Minor illness information leaflet:** Information for the public [is available to download](http://dev.selfcareforum.org/wp-content/uploads/2017/10/1603_PAGB_Feel_Better_6pp_MASTER_screen.pdf), you are also free to print and place in your premises:



**Appendix A**

**Activity log**

**Please complete and return to** [dan.ibeziako@ardengemcsu.nhs.uk](mailto:dan.ibeziako@ardengemcsu.nhs.uk) to enable us to gauge overall system-wide levels of engagement.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **KEY MESSAGES** | | | | | | | | **SOCIAL & DIGITAL MEDIA** | | | | | **TRADITIONAL RESOURCES** | | |
|  | **Self-care for life** | **Flu** | **Pharmacy** | **111** | **NHS Choices** | **Mental Health** | **Long term conditions** | **GP practices** | **Hashtags** | **Web button** | **Screen graphic** | **Retweeting and sharing messages** | **Link to CCG self-care webpage** | **Poster** | **Article for website/newsletter** | **When will I feel better leaflet** |
| **CCG** | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png | C:\Users\Mehta Sonal\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\XWYYD3RA\Check_mark_23x20_02.svg[1].png |
| **Public Health** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **GP Federation** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CNWL** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MK Hospital** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ASCAT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Healthwatch** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Community Action MK** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |