Review of Self Care Week 2012
December 2012

Self Care for Life – Growing older healthily
What’s in this review?

This Self Care Week (SCW) 2012 review includes:

- Background to SCW (3)
- Statistical Summary of SCW (4)
- The Self Care Forum (5)
- The aim of SCW 2012 (6)
- Theme for SCW2012 (7)
- Materials and resources (8)
- Publications available to the public (9)
- DH and NHS Choices web pages (10)
- Material circulation and web traffic analysis (11)
- Analysis of web traffic for NHS Choices (12)
- SCF web activity (13)
- Other Self Care Campaigns (14)
- National SCW activity 1-2 (15 – 16)
- Local SCW activity 1-8 (17 – 24)
- Website activity for local campaigns, charities and others (25 – 28)
- Media campaign for SCW 2012 (29)
- Media highlights for SCW 2012 1-4 (30 – 34)
- SCW partners (35)
- Thank you! (36)
Prior to and during SCW there were 203,735 DH publications ordered.

There were 453 visits to the SCW page on the DH website.

From September to November, there were 3,656 hits on the SCW page on NHS Choices.

The SCW message went out on NHS Choices twitter reaching 62,000 people.

The link to Norman Lamb MP’s speech launching SCW reached 36,000 on twitter.

Over 900 people viewed the Minister of State’s speech on Self Care week from the DH website.

Over 500 people accessed the SCW facebook page hosted by NHS Choices.

From September through to November, the Self Care Forum website was visited 3,290 times.

Over 50 local councils, health organisations, patient agencies, CCGs and charities took part in the campaign which was launched by the Care and Support Minister, Norman Lamb MP at the 14th Annual Self Care Conference.

SCW broadcasting reached over 2,200 GP surgeries and health centre and 1,600 schools, colleges and children’s centres through Life Channel.

More than 30 pieces of media coverage was generated with print and on-line publications as well as local radio.
Background to Self Care Week

The first national SCW ran in 2009 and was organised by the Department of Health (DH) who recognised the need for patients and the public to take greater care in looking after their own health and their family’s health.

Many NHS agencies and patient groups promoted SCW locally, making the campaign a great success from the offset.

SCW became a yearly event, with enthusiasm and participation in the campaign growing each year.

In 2011, Care Services Minister, Paul Burstow MP, asked the Self Care Forum to work jointly with the DH in promoting the campaign.

The DH and the Self Care Forum joined forces again to organise SCW2012.
The Self Care Forum

The Self Care Forum was established in May 2011 with the objective of forwarding the reach of self care and having it embedded into every day life.

The Board is made up of individuals who are keen to improve health literacy amongst our population having people empowered into making informed decisions about their health and their family’s health.

Members of the Board are individuals from various health related backgrounds and include GPs, nurses, pharmacists, academics, patient group representatives, DH, media medics and the consumer healthcare industry.
The Aim of SCW 2012

The overall aim of SCW is to inspire NHS organisations, patient groups and other health interested agencies to support and encourage patients and the public to take greater care of their own health and their family’s health, to ensure they live a healthy and happy life.

For 2012, our aim was to encourage health agencies to use this year’s theme “Self Care for Life - growing older healthily” to target their own audiences, to support them to practice self care for life and improve their health knowledge as they grow older!
Theme for Self Care Week 2012

Theme: “Self care for life – growing older healthily”

Encapsulates the continuum of life from pre-birth to older years; encouraging healthy living at every stage of life’s journey.

NHS agencies and patient organisations were invited to use this year’s theme to adapt to suit their audiences - targeting the age group that will most benefit from local campaigns.

We helped to support participating agencies by providing national tools, resources and messages under an overarching, national Self Care Week banner.
The following resources and information was made available:

- Communications guide with ideas for campaigns and key messages
- Web buttons/banners and generic website text
- Posters, leaflets including links to DH material
- Ideas on running a cold & flu campaign
- Newsletters with updates on SCW
- Master presentation slides
- Sample article and press release
- Resources from other campaigns such as Choose Well Winter Campaign and Ask your Pharmacist Week
- Links to helpful information
Publications available to the public

- Supporting your independence and well being with Telehealth and Telecare
- Advice for living well with a long term condition
- Care Planning Patient Leaflet
- Pain and Self Care Toolkit
- Self Care for minor ailments manual
- Guide to Pharmacy services
- Get well soon without antibiotics
- Questions to ask: Getting the most out of your appointments
- Does your son/daughter have a long term condition? Getting them vaccinated will protect your child from flu
- 5 A day: What’s it all about
- Information Prescription: Bookmark for healthcare
- Appointments: Ask the right questions
Self Care for Life – Growing older healthily
Material circulation and web traffic analysis

- A total 203,735 publications were ordered in the run up to the week and during the week itself (representing a 41% increase over the number ordered last year)
- The NHS Choices SCW message on twitter reached over 62,000 people
- The link to the Minister of State’s speech launching SCW reached over 36,000 people on twitter
- Over 500 people accessed the SCW facebook page hosted by NHS Choices
- There were 453 visits to the SCW page on the DH website
- Over 900 people viewed the Minister of States speech on Self Care week from the DH website
The Self Care Week page (accessible via [www.nhs.uk/selfcare](http://www.nhs.uk/selfcare)) was published on 19 September 2012.

It was promoted on the NHS Choices home page all week from 12-18 November.

The Self Care Week page was the most visited page in the 'Your health, your way' subsite during Self Care Week.

Visits to the Self Care Week page spiked in the week beginning 04 October and again during Self Care Week.

Most visits to the Self Care Week page during Self Care Week were on Monday 12 November.

<table>
<thead>
<tr>
<th></th>
<th>Visits during Self Care Week</th>
<th>Total Visits 19 Sept to 21 November</th>
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<tbody>
<tr>
<td>Self Care Week page 2012</td>
<td>1,577</td>
<td>3,656</td>
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<td><a href="http://www.nhs.uk/selfcare">www.nhs.uk/selfcare</a></td>
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<td>Your Health Your Way</td>
<td>6,935</td>
<td>43,773</td>
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<td>(all pages)</td>
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</tbody>
</table>
NHS Choices SCW online visits summary

Your health, your way - most visited pages, 19 Sept to 21 Nov 2012

- What is self care? [http://www.nhs.uk/Planners/Yourhealth/Pages/Whatisselfcare.aspx](http://www.nhs.uk/Planners/Yourhealth/Pages/Whatisselfcare.aspx) 2,822 visits
- Telecare and telehealth technology [http://www.nhs.uk/Planners/Yourhealth/Pages/Telecare.aspx](http://www.nhs.uk/Planners/Yourhealth/Pages/Telecare.aspx) 2,171 visits
Self Care Forum Web Activity

- Web traffic from September – November reached over 3290 hits
- The busiest month was October with 1540 hits
Partnering agencies, **NHS North West** and the **National Pharmaceutical Association** held self care campaigns leading up to SCW with the intention of having a month long cycle of self care messages being promoted:

- **29 Oct** - **Choose Well Winter Campaign** was launched to educate and inform people about the different NHS services available to them.

- **5 Nov** – **AYPW** was launched to encourage use of the pharmacist. The 2012 campaign was aimed at men looking after their health.
National Self Care Week Activity

Some activities happened nationally including communication of SCW through the SCF website and proactive email notifications and circulation of three bi-weekly newsletters.

SWC was launched at the 14th Annual Self Care Conference by the Care and Support Minister, Norman Lamb MP on 8th November.

To view his vidcast go to: http://www.selfcareforum.org/?page_id=746

The NHS Choices website highlighted SCW, promoting information for people to self care, and actively promoted SCW through Twitter and Facebook.
15 Nov – **EPP 10th Year Anniversary Event**, Self Care Forum Board member Dr John Chisholm CBE presented details of the Forum’s work.

**Life Channel** ran films during SCW, broadcasting self care news via monitors in over 2,200 GP surgeries and health centre waiting rooms and 1,600 schools, colleges and children’s centres.
Local Self Care Week Activity

12 – 18 Nov - **NHS Dudley** held a series of events including stall holders providing NHS health checks, giving expert advice on health and wellbeing with demonstrations on soup making and laughter yoga! Local pharmacies and GP surgeries also promoted self care amongst patients and customers.

12 – 18 Nov, **NHS Rotherham** constructed Community Corner in Rotherham’s Hospital where they held a series of events during the week issuing advice on oral health, stop smoking, mental health etc.
Local Self Care Week Activity 2

- 12 – 18 Nov, **NHS Kirklees** held self care events in surgeries, sports centres, markets and the bus station. An excellent website is available for local people. [www.selfcare/kirklees.nhs.uk](http://www.selfcare/kirklees.nhs.uk)

- 12 – 18 Nov, **Migraine Action Association** held events to nurses in London and Leicester.

- 12 – 18 Nov, **Skills for Care** – launched an online training pack around telehealth.
Local Self Care Week Activity 3

12 – 18 Nov, **Moving Therapy** was presented by Margaret Coles (retired NHS community therapist) in Cambridgeshire libraries.

12 – 18 Nov **NHS North West** showed a SCW power point presentation on monitors in their receptions and staff rooms.

12 – 18 Nov **Sedem Pharmacies** in Liverpool made a special effort to speak to customers about self care advice and distributed leaflets in their 9 stores.

**NPA** and **NHS Choices** supported SCW on their websites.
14 Nov - **NHS Kent and Medway** held a “drop-in” event with health experts giving advice to shoppers

16 Nov, **NHS Pennine** held a drop-in centre at Voluntary Action Oldham giving advice to people on how to look after themselves.

**NHS Warrington Public Health** developed a calendar for older people to promote the 11 top tips of healthy ageing, for more information visit: [www.warrington-pct.nhs.uk](http://www.warrington-pct.nhs.uk)
8 – 12 Nov Blackburn with Darwen Borough Council and NHS Blackburn with Darwen posted information on the internet and intranet pages of the Borough Council and the Care Trust Plus, along with email information to the local community and voluntary groups. They also raised awareness through Radio Lancashire.

13 Nov Haughton Thornley Medical Practices held an event to highlight awareness of self care for a series of health conditions. The event was planned, organised and delivered collaboratively with patients and the practice working together for a common good as part of Self Care Week.

Local Self Care Week Activity 5

- Self Care for Life – Growing older healthily
Local Self Care Week Activity 6

31 Oct – 14 Nov Dr Ian Banks, Self Care Forum Board member and men’s health champion did a series of talks on self care and self care for men at four conferences including the joint Royal Pharmaceutical Society/Royal Society of Public Health, Stormont APG and Derry Men’s Health conference.

12 – 18 Nov NHS Norwich held two self care events, one at Mile Cross Library and one at Plumstead Road Library. They also held an event for staff.
Local Self Care Week Activity 7

12 – 18 Nov **Sheffield Kidney Institute** held events in the renal outpatients department offering advice and information on their health conditions.

12 – 18 Nov **Mid-Downs Hospital Radio** highlighted SCW by playing self care audio (taken from videos produced by NHS North West SHA).

**Bayer** supported SCW by adding the logo to their brand websites.
12-14 Nov, at the **International Telecare Services Association Annual Conference** Norman Lamb MP highlighted the key role telecare and telehealth can play in transforming health and social care services. For more information, please visit [www.telecare.org.uk](http://www.telecare.org.uk)

14 Nov, **Age UK** Conference - Living Well with a Long Term Condition - stimulated debate and shared good practice in helping people to live life well with a long term condition. For more information, please visit [www.ageuk.co.uk](http://www.ageuk.co.uk)

15 Nov, Liz Kendall MP, shadow health minister, visited **Bromley-by-Bow Health Centre** to hear about the innovative work being done at the Centre for the local population around self care.
Websites - local campaigns

Self Care for Life – Growing older healthily
Websites - Local Campaigns 2

Self Care for Life – Growing older healthily
Self Care for Life – Growing older healthily

Websites - charities
Websites - others
A campaign to promote self care for common illnesses and long term conditions by asking people to take the “medicine cabinet challenge” was launched during SCW.

The Medicine Cabinet Challenge asked consumers to sort out their own medicine cabinet.

Its aim was to encourage audiences to get their medicine cabinet in order before the start of the coughs and colds season.

And drive the message home about the importance of self care for those with long-term conditions and who are taking long-term medication.
Media Highlights

Self Care for Life – Growing older healthily
Media Highlights - 2

Self Care for Life – Growing older healthily
Sixtyplusurfers
The online magazine for the over sixties

Win a Stylish New Medicine Cabinet

IN BRIEF
Stock up on medicine call

OXFORD: A GP has led a
call for people to stock up
their medicine cabinets.

A new study of over 100
doctors undertaken for Self Care Week, which runs
from Monday to Sunday, November 18, shows 98
per cent believe patients
could take more
responsibility for their own health.

Dr Richard Stevens, a GP at East Oxford Health
Centre said: “We are urging
patients to take a look in
their medicine cabinets to

Self Care for Life – Growing older healthily
Self Care for Life – Growing older healthily
Lynn GP’s call for a medicine cabinet revamp

Save doctors’ time by taking care of yourself

Doctors are now calling for patients to put aside an hour every month to check their medicine cabinets to save the NHS time and money.

The call comes after a survey by the British Medical Journal found that 97.6% of the 100 doctors questioned believe patients could take more responsibility for their own health. The research also found that 90% of GPs thought patients had a poorly stocked medicine cabinet in need of an overhaul, with 82.9% believing patients should also have a healthcare guide at home.

Doctors are now calling for patients to put aside an hour every month to give their medicine cabinets an emergency make-over so they can improve their ability to self-care – leaving hard-pressed doctors more time to deal with more complex illnesses.

It is thought it could save the NHS £2 billion a year.

A doctor from King’s Lynn has said people should give their medicine cabinets a make-over as we approach Christmas to save the NHS time and money.

The call comes after findings from a study undertaken by doctors for the South West.

97.6% of the 100 doctors questioned, believe patients could take more responsibility for their own health. The research also found that 90% of GPs thought patients had a poorly stocked medicine cabinet in need of an overhaul, with 82.9% believing patients should also have a healthcare guide at home.

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Dr John Gafkay, who works at the St James Medical Practice in Lynn, said: "We are urging patients to take the first step to do this by taking a look in their medicine cabinets today to check they have everything they need for the winter months and beyond."

"Around 20% of patients don’t need to see a doctor and are waiting their own time booking an appointment to ask for medication for minor ailments when they could easily treat themselves from their own medicine cabinets."

These appointments account for 57 million GP consultations each year, taking up an average of 45 minutes per day for every GP and costing the NHS £2 billion a year, according to research.

IN BRIEF

Medicine plea

ESSEX: The public are being urged to overhaul their medicine cabinet to treat minor illnesses at home.

In a survey produced by the Department of Health backed Self Care Forum, 100 per cent of GPs questioned feared their patients are ill-equipped to treat minor illnesses at home – costing the NHS £2 billion a year.

The study which was undertaken to coincide with this week’s Self Care Week also found 90 per cent of GPs thought patients had a poorly stocked medicine cabinet.

But a quick medicine cabinet make-over, filling it with painkillers, cold and flu remedies and anti-diarrhoea medicines could reduce doctors’ appointments.

For more information visit www.selfcareforum.org
On behalf of the organisers of Self Care Week we would like to thank everyone who participated in SCW 2012. Without your help our aim to have everyone self care for a healthier, happier life would not be possible. Hopefully, we are one step closer to forwarding the reach of self care and having it embedded into every day life.

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