Self Care Forum
Helping people take care of themselves

Self Care Week 2012 Newsletter – 2nd Edition

8 November 2012

NHS Self Care Week
12-18 November 2012

Self Care for Life – Growing older healthily

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What's in this edition of the SCW newsletter?

- Welcome to the final edition of the Self Care Week newsletter

- Included in this edition are:
  - A reminder of the SCW theme
  - Activities taking place around SCW
  - Ask Your Pharmacist Week Campaign
  - Launch of SCW by Norman Lamb MP
  - A reminder of resources available to help you with your SCW campaign
  - Ideas for your SCW campaign
  - Some organisations involved in SCW
  - What are you up to? – please let us know for the SCW Review

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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 can use this year's theme to adapt to suit their audiences - target the age group that will most benefit from local campaigns
- Resources and communications information with ideas on how to promote SCW are available by clicking on the link or copy and paste into your browser to view http://www.selfcareforum.org/?page_id=539

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Activities for Self Care Week

- 12 – 14 Nov - NHS Dudley, Big Bash 2012 – involving EPP" Looking after Me" Carers course participants. The event will include stall holders providing NHS health checks and giving expert advice on a variety of health and wellbeing topics such as weight management and exercise with demonstrations on soup making and laughter yoga! Local pharmacies and GP surgeries will also promote self care amongst patients and customers.

Expert Patients Programme
Community Interest Company

- 12 – 18 Nov, NHS Rotherham has constructed Community Corner in Rotherham's Hospital with advice during the week on oral health, stop smoking, mental health etc.

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More Activities on SCW ....

- Bayer is supporting SCW

adding the logo to their brand websites

- 12 – 18 Nov, NHS Kirklees are holding

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

- 12 – 18 Nov, Migraine Action Association will be holding events to nurses in London and Leicester.

- 12 – 18 Nov, Skills for Care – launch of online training pack around telehealth

And more .....

- 12 – 18 Nov, Moving Therapy presented by Margaret Coles (retired NHS community therapist) in Cambridgeshire libraries
- 12 – 18 NHS North West are showing a SCW power point presentation on monitors in their receptions and staff rooms.
- 12 – 18 Sedem Pharmacies in Liverpool are making a special effort to speak to customers about self care advice and will be distributing leaflets in their 9 stores.
- NPA and NHS Choices are supporting SCW on their websites

And More .....

- 14 Nov - NHS Kent and Medway are holding a "drop-in" event with health experts giving advice to shoppers

- 15 Nov – EPP Celebratory Event, Self Care Forum member Dr John Chisholm CBE will be presenting the Forum's work

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

And More .....

- 12-14 Nov, International Telecare Services Association Annual Conference -- Norman Lamb MP will highlight the key role telecare and telehealth can play in transforming health and social care services. For more information, please visit www.telecare.org.uk

- 14 Nov, Age UK Conference - Living Well with a Long Term Condition - this is another chance to stimulate debate and share good practice in helping people to live life well with a long term condition, including the self care support available, to help people make more informed choices and have more control over their own health. For more information, please visit www.ageuk.co.uk

Medicine Cabinet Challenge

- A campaign to promote self care for common illnesses and long term conditions by asking people to take the "medicine cabinet challenge" will launch during SCW.
- The **Medicine Cabinet Challenge** asks consumers to sort out their own medicine cabinet
- It aims to encourage audiences to get their medicine cabinet in order before 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

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5 – 12th November
Ask Your Pharmacist Week

- Campaigns have been running since 5th November encouraging use of the pharmacist

- The aim this year is to encourage more men to look after their health by visiting the pharmacist

www.npa.co.uk/AYP/Ask-Your-Pharmacist-Week-2012/

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Care and Support Minister Launches SCW

Norman Lamb MP launches Self Care Week at the Self Care Conference on 8th November:

"Self Care Week is all about enabling people to have greater control over their health and care. This not only requires changes in behaviour and attitudes, but new ways of working where NHS organisations and healthcare professionals change the way they promote self care to patients so they can become experts in their own care."

"We know that having the right information and support is vital in giving people the confidence to take greater control of their care, but this all depends on better integration of health and social care services, supported by the valuable contribution that the voluntary sector can make to people's care, alongside the continuing support of families and local communities."

To view his full speech go to:

http://www.youtube.com/watch?v=Ldze-nQ7Ack&feature=youtu.be

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NHS
Warrington

Healthy Ageing in Warrington

Warrington Public Health have developed a calendar for older people to promote the 11 top tips of healthy ageing that have been identified by the National Support Team to help to reduce excess winter deaths amongst older people which is a particular problem during the winter months.

www.warrington-pct.nhs.uk

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Don't forget to tweet!

Twitter and Facebook

In addition to a newsletter and a dedicated page for SCW, our colleagues at NHS Choices are planning to raise awareness of the week via Twitter and Facebook and if you are a tweeter, please get involved by following NHS Choices and mentioning SCW in your tweets. www.nhs.uk/selfcare

Life Channel

Also, look out for the films being run on the Life Channel during SCW. The Life Channel is a television network that broadcasts content to TV screens in over 2,200 GP surgeries and Health Centre waiting rooms, and 1,600 schools, colleges and children's centres"

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Further Resources for Self Care Week 2012

Free resources and information are available to download from the DH and Self Care Forum websites during SCW, here is a new leaflet and a shout out about a toolkit to look out for:

- **New, free resource for Self Care Week 2012** - a new patient information leaflet raising awareness of how telehealth and telecare can support independence and wellbeing has been made available as one of the many free resources for the Week. The leaflet will be available in hard copy through the DH orderline (http://www.orderline.dh.gov.uk) otherwise access it here: http://www.selfcareforum.org/wp-content/uploads/2012/08/Supporting-your-independence-and-wellbeing-with-Telehealth-and-Telecare.pdf

- **Look out for the updated Personalised Care Planning elearning toolkit -** the original elearning package, launched in 2010, has been upgraded. The module supports health and social care professionals deliver improved care for people with long term conditions and sets out the steps they may take to give them more control over their health and care. The refreshed content aims to equip professionals with the appropriate skills, behaviours and approaches needed to help embed personalised care planning into their everyday practice. For more information, and registration to their website, please visit http://www.e-lfh.org.uk/projects/personalised-care-planning/

- For a wide range of resources for Self Care Week go to the Self Care Forum website: www.selfcareforum.org/?page_id=1472

More on Resources ....

- Some free leaflets are available to support self care that can be ordered from the DH Publications Order line, visit www.orderline.dh.gov.uk/ It is necessary to quote the product code when ordering:

Product Code	Description
296717	Help and Advice for living life well with a long term conditions – patient leaflet
403298PT	Pain Toolkit

Join in - a few ideas

Limited resource

- Post details on internal and public-facing websites
- Link to other organisations' self care initiatives
- Ensure Chief Executive is aware of activity
- Mention Self Care Week 2012 in presentations and speeches

Moderate resource

- Publish articles in public and staff facing newsletters and websites
- 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 voluntary sector specialists 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

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Who is Getting Involved in SCW?

Here are some of the organisations that we know of who are committed to participating in the campaign:

The Pain toolkit

PAGB

Expert Patients Programme
Community Interest Company

Dudley Public Health

mhhp mental health helplines partnership

NPA National Pharmacy Association

NHS North West

Coventry City Council

MIGRAINE ACTION

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NHS choices

pif Patient Information Forum
Raising the standard of consumer health information
www.pifonline.org.uk

Royal College of Nursing
The voice of nursing in the UK

DH Department of Health

Life channel

MHF MEN'S HEALTH FORUM

Pennine Care NHS
NHS Foundation Trust

NHS Warrington

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What are you doing?

We hope you will be supporting SCW 2012 and plan to write a review of the campaign and how you got involved in Self Care Week 2012. So please send details of your activities whether these are screenshots, articles, newsletters, photos or posters, we would love to hear your news.

Please send to libby.whittaker@selfcareforum.org

If you would like any further information about Self Care Week 2012, please also contact Libby Whittaker