

Self Care Week 2012

Newsletter – 1st Edition



Why Self Care Week?

- ✦ To raise awareness among health professionals, patients and the public:
 - ✦ On the benefits of greater self care
 - ✦ further the reach of self care
 - ✦ Embed it into everyday life
- ✦ The DH first introduced Self Care Week in 2009
- ✦ Each year the initiative gains in popularity, with more and more NHS and patient agencies running local campaigns and making Self Care Week a success story in their localities
- ✦ In 2011, the Self Care Forum was asked to help run the campaign jointly with the DH
- ✦ Self Care Week 2012 is jointly organised by the DH and the Self Care Forum



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



Resources for Self Care Week 2012


Self Care Week
12-18 November 2012



Self care for life – growing older health

Please insert your own Self Care Week wording here.

www.nhs.uk/yourhealth

 Self Care
Supporting life

Posters


Self Care Week
12-18 November 2012



Self care for life – growing older healthily

Please insert your own Self Care Week wording here.

www.nhs.uk/yourhealth

 Self Care Forum
Supporting Self Care Week

Free resources and information available to download from the DH and Self Care Forum websites, include:

- ✚ Web buttons/banners
- ✚ Posters
- ✚ Master presentation slide
- ✚ Sample article
- ✚ Generic website text
- ✚ Range of free public-facing leaflets
- ✚ www.selfcareforum.org/?page_id=1472

 **Self Care Week**
12-18 November 2012



Key messages for SCW 2012

The key messages are designed to take people through the continuum of life. You are encouraged to choose those that best meet the needs of your local initiatives

My health, my future

- Prevention is better than cure. Staying healthy starts with knowledge about the daily choices we make and the lifestyles we adopt throughout life – take a minute to find out what you can do for yourself, your children, your partners and your parents

YOLO (You Only Live Once)

- Make it count, make it safe, make it through your life

Children first

- Education on self care starts with kids. Children make the best teachers when they've soaked up health knowledge from an early age

Acne and more

- You start to lay down the foundations of future behaviour in your teens so look at how health can become a part of your daily routine

Reach for a century

- Soon 100 will be the new 60, so how will you want to feel? Start early and look after yourself and health. Take care to make sure you have your NHS when you need it

Education is not just for kids

- Adults can learn how to look after their own health to ensure a long and healthy life

NHS know-how

- The NHS is there when you need help to self care. Check your symptoms on the NHS Choices website or call the NHS helplines

Overcome the fear of self care

- Symptoms aren't scary when you know what they are – find out about what's wrong, learn about what you can do to help yourself and you'll make the best of your health professional and your NHS

When you're poorly, there's no place like home

- Most everyday health problems can be cared for at home; with a little advice from your community pharmacist, the NHS helplines and websites you can take control and start to feel better quicker



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



What's going on?

29th October
Choose Well Winter Campaign – signposting people to the best place for help and information

5th November
Start of 'Ask Your Pharmacist' Week – aimed at men, their health and use of NHS services

12th November
Self Care Week starts

18th November
Antibiotic Awareness Day



1st November
Self Care Web-ex with Jean Arrowsmith from Coventry City Council

8th November
The official launch by Norman Lamb MP, Care and Support Services Minister, at the Annual Self Care Conference, hosted by the Self Care Forum

14th November
LTC Lead, Stephen Johnson, presents at the Age UK LTC Event



Who is Getting Involved in SCW?

Activity has already begun for SCW 2012 and here are some of the organisations that we know of who are committed to participating in the campaign:



Coventry City Council



Self Care Forum
Helping people take care of themselves



Local GP Surgeries
Local authorities



What are you doing?

We very much hope you will support SCW 2012 and we would be interested to know what you are doing so that we can share this with others involved. Your details will be included in a future edition of the SCW newsletter that is circulated to like minded people with an interest in forwarding the reach of self care

Please send details to libby.whittaker@selfcareforum.org

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

