The importance of **Self Care Week** was raised in Parliament during a Westminster Hall debate led by Sir Kevin Barron MP.

Self-treatment of common conditions was the leading message in local **Self Care Week** activity.

Participants’ responses when asked “What was your self care message(s)?”

<table>
<thead>
<tr>
<th>Message</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-treatment</td>
<td>79%</td>
</tr>
<tr>
<td>Complementary and alternative medicine</td>
<td>67%</td>
</tr>
<tr>
<td>Self-manage long term conditions</td>
<td>52%</td>
</tr>
<tr>
<td>Health prevention</td>
<td>52%</td>
</tr>
<tr>
<td>Stay well this winter</td>
<td>55%</td>
</tr>
<tr>
<td>Antibiotic awareness</td>
<td>43%</td>
</tr>
<tr>
<td>Mental wellbeing</td>
<td>33%</td>
</tr>
<tr>
<td>Health literacy</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Other = local charities, libraries, schools, pharmacies, social care, patient groups e.g. Healthwatch

Public Health England and NHS England highlighted **Self Care Week** as part of their Antibiotic Awareness and Stay Well this Winter campaigns.

For **Self Care Week** the Self Care Forum’s website had more than 43,000 unique page views, almost 30,000 more than in 2015.

Self Care Forum fact sheets were the most popular resource for Self Care Week with 8,600 downloads 2,000 more than 2015.

Twitter activity in November attracted 380 EXTRA FOLLOWERS and had 72.2k impressions (compared to 70.8k in 2015).

A twitterchat launched Self Care Week on 14 Nov:  

#selfcareweek trended on twitter on 14 Nov

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The reach for activity by the Department of Health was 237,000 people.

National, local and trade press circulation totalled almost 6 million.

Doctor bodies promoted Self Care Week reaching 401,770 people via blogs, e-newsletters, websites, print and social media.

13 Self Care Week blogs had more than 2,922 unique page views.

Support for Self Care Week:

- “The moment for self care has arrived!”
  - Health Minister, David Mowat MP

- “Self care is not self-management; it is much broader.”
  - Jane Cummings (Chief Nursing Officer, NHS England)

- “Self care and preventive healthcare will be crucial to the future of the nation and its people.”
  - Sir Kevin Barron MP

- “We have robbed people of their ability to self care”
  - says Prof Ian Banks (Self Care Forum Trustee)

- “Most people are very capable of looking after themselves most of the time, self-treating when it’s safe and knowing where and when to seek help when they need it.”
  - Dr Pete Smith (Self Care Forum Co-chair)

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