# SELF CARE WEEK 2016: ACTIVITY HEADLINES

#### **LOCAL ACTIVITY**

**SELF CARE WEEK** was promoted by more than 200 organisations and appeared on blogs, e-newsletters, websites, print and social media

**GP SURGERIES** 

9.5% LOCAL AUTHORITIES | 8% NHS FOUNDATION TRUSTS

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)?" SELF-TREATMENT

67%

HEALTH LITERACY MENTAL

OTHER

19%

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

## NATIONAL ACTIVITY

The importance of **SELF CARE WEEK** was raised in Parliament during a Westminster

Hall debate led by Sir Kevin Barron MP

**Public Health England and NHS** England highlighted SELF CARE WEEK as part of their Antibiotic Awareness and Stay Well this Winter campaigns





#### **DOWNLOADS / WEBSITES**

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**

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

Like

#### **EXAMPLES OF** SELF CARE WEEK

SELF CARE WEEK was highlighted at 7 national and international conferences reaching 2,430 delegates

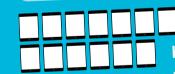


The reach for activity by the Department of Health was 237,000 people

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



Self Care Week blogs had more than 2.922 unique page views

# **SUPPORT FOR**

#### **SELF CARE WEEK**



The moment for self care has arrived!"

**David Mowat MP** 



'Self care is not self-management; it is much broader."

Jane Cummings (Chief Nursing



"Self care and preventive healthcare will be crucial to the future of the nation and its people."



"We have robbed people of their ability to 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



Email: libby.whittaker@selfcareforum.org Telephone: **020 7421 9318** 

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