

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

33%
CCGs

28%
GP SURGERIES

21.5%
OTHER*

9.5%

8%

9.5% LOCAL AUTHORITIES | 8% NHS FOUNDATION TRUSTS

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

Self-treatment of common conditions was the leading message in local **SELF CARE WEEK** activity



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

8,600
downloads

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 REACH

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



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

Sir Kevin Barron MP



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

Jane Cummings (Chief Nursing Officer, NHS England)



"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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Helping people take care of themselves

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UNDERSTANDING SELF CARE FOR LIFE

SELF CARE WEEK

14-20 November 2016 www.nhs.uk/selfcare

