

Review of Self Care Week 2016





Review Headlines

Officer Julia Cummings
blogged about Self Care Week

More than **200** organisations took part in **Self Care Week** which was promoted through conferences, blogs, e-newsletters, websites, print and social media (there were **160** in 2015)

Health Minister, **David**Mowat MP announced

Self Care Week in a press
release

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

A twitterchat launched

Self Care Week on 14 Nov

The majority of local **Self Care Week** activity focused on **self treatment of minor ailments**

Public Health England's

Deputy Chief Nurse, Joanne

Bosanquet was guest tweeter on
the twitterchat launch

#selfcareweek trended on twitter on14 Nov

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



Review Headlines cont...

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

There were **13 Self Care Week**blogs with more than **2922** unique
page views

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

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 Week was highlighted at 7 national and international conferences reaching **2,430** delegates

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

During a Self Care Week
Westminster Hall Debate,
Health Minister, David
Mowat MP said "the
moment for self care has
arrived!"

Twitter activity in November attracted 380 extra followers and had 72.2k impressions (compared to 70.8k in 2015)

The Department of Health's reach for **Self Care Week** activity was **237,000** people



National Awareness Campaign

- Self Care Week is the annual national awareness campaign which began in 2009.
- Managed by the Department of Health until 2011, it is now organised by the Self Care Forum.
- Self Care Week is well established with participation growing each year.



Understanding Self Care for Life

The 2016 theme of **Understanding Self Care for Life** allowed promotion of a range of self care messages including:

- self treatment for self-limiting conditions,
- self management for long term conditions,
- signposting to more appropriate health services,
- winter health,
- antibiotic prescribing,
- physical health and mental wellbeing,
- health literacy.



Self Care Forum Traffic

The **Self Care Forum's** website is the portal for resources to support people-facing organisations such as CCGs, surgeries, councils, charities with self care activity such as **Self Care Week**.

The Self Care Forum website was visited over 43,000 times from Sept – Nov 2016, almost 40,000 more than in 2015. The Self Care Forum Fact Sheets were the most popular resource, with 8,600 downloads, two thousand more than the previous year.





Activity by Department of Health, NHS England and

Public Health England



The moment for Self Care has arrived!

During a **Self Care Week** Westminster Hall debate, health minister, **David Mowat** told parliament "the moment for self care has arrived". He also provided a quote for a **Self Care Week** press release.



"A wealth of advice is available through both NHS choices and from pharmacists to treat a wide range of minor ailments like colds and back pain." (Self Care Forum press release)



Prof Jane Cummings blog

NHS England's Chief Nursing Officer, Prof Jane Cummings highlighted the importance of Self Care Week in a blog:

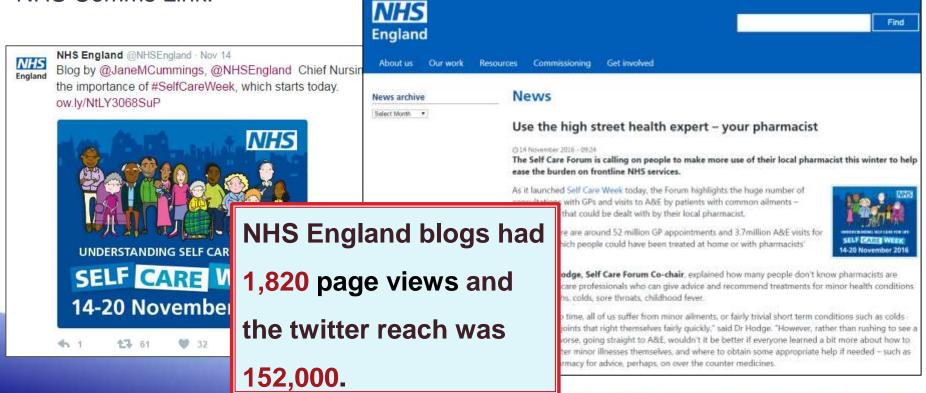


"Self care is not self-management; it is much broader and includes everything from daily choices such as dressing in warm clothes and eating healthily, to self-treating minor ailments and injuries, self-management of long term conditions and preventing serious conditions by looking after your general physical health and mental wellbeing."



NHS England Support

NHS England published a news article on Self Care Week with quotes from the Self Care Forum and Lloydspharmacy. There were also regular tweets and snippets in NHS England's Self Care Bulletin, CCG Bulletin, CNO Bulletin and the NHS Comms Link.





Public Health England

Public Health England's Joanne Bosanquet (deputy chief nurse) helped to launch **Self Care Week** via a twitterchat; **Self Care Week** was also highlighted as part of the World Antibiotics Awareness Week campaign.









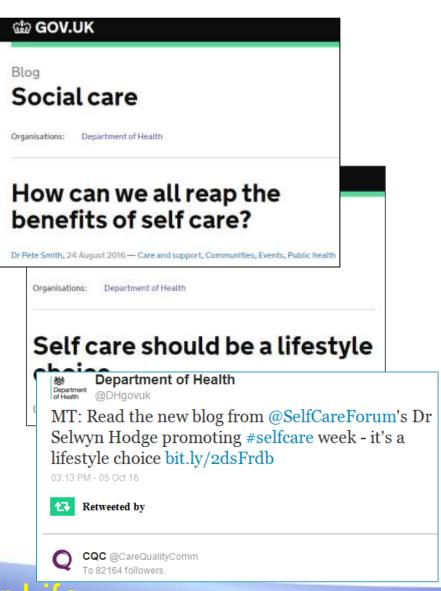
#selfcareweek trended on twitter



Department of Health

The Department of Health highlighted Self Care Week in blogs, through their e-newsletter and social media with one post attracting 9 comments (1 being the average).

There are 28,000 subscribers to the Social Care blog and 209,000 twitter followers.





Parliamentary Activity

Sir Kevin Barron MP, co-chair of the All Party Parliamentary Group on Primary Care and Public Health led a **Self Care Week** Westminster Hall debate on 22nd November. Health Minister David Mowat and Shadow Health Spokesperson Sharon Hodgson MP also took part.



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

Self Care Week was also highlighted in Sir Kevin's column for the local newspaper, the Worksop Guardian





Kevin Barron MP @KevinBarronMP - 14 Nov 2016
Is your medicine cabinet stocked up for winter? #selfcareforlife
#selfcareweek @SelfCareForum bit.ly/18ZUEdU



The Worksop Guardian circulation is 8,000 and Kevin's twitter following 1,740



Blogs by Self Care Forum Board Members

Blog

Social care

Organisations:

Department of Health

Self care should be a lifestyle choice

Dr Selwyn Hodge, 5 October 2016 — Events, Viewpoint

Dr Selwyn Hodge, Co-Chair of the <u>Self Care Forum</u> believes that <u>Self Care Week, 14 – 20 November</u>, presents a real opportunity for us all to work together for a healthier Britain.



I have recently met quite a few individuals who argue that the furtherance of self-care approaches to health improvement is akin to the NHS attempting to abrogate some of its responsibilities for people's well-being. I want to strongly refute this view.

Although higher levels of self-care among the

Department of Health

Blog

Social care

Organisations:

Department of Health

How can we all reap the benefits of self care?

Dr Pete Smith, 24 August 2016 — Care and support, Communities, Events, Public health

"We are at the tipping point of a cultural change towards self-care as a work of life and work", says Dr Pete Smith of the <u>Self Care Forum</u>, "but for change to happen we must work collaboratively with each other and with people and patients."

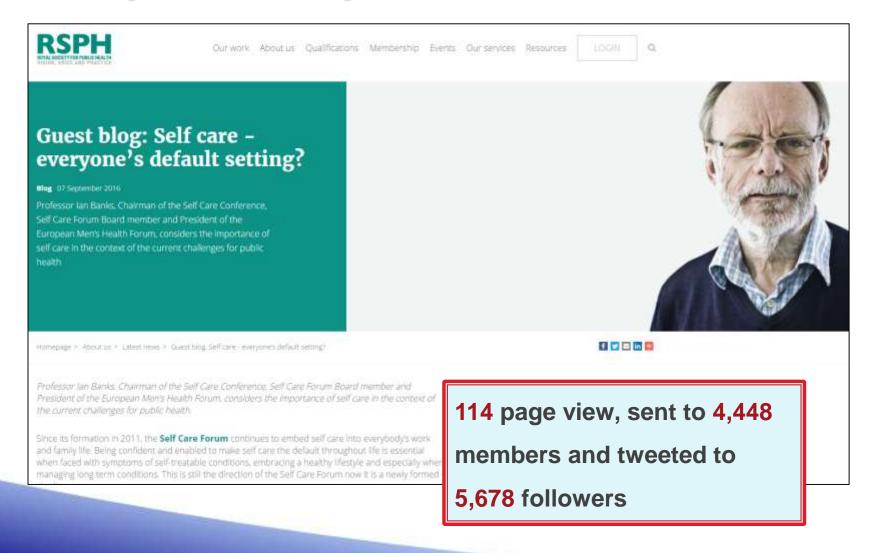


To share ways in which you can encourage this cultural shift in your organisation, the Self Care Forum is inviting professionals working in health, local government and public health to attend this year's Annual Self Care Conference on 26 September in London.

Blogs sent to 28,000 subscribers with links sent on twitter to 209,000 followers.

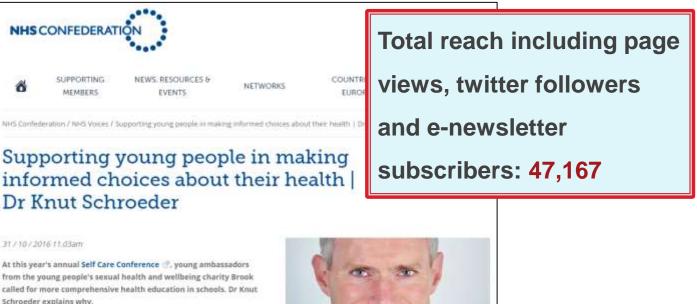


Royal Society for Public Health





NHS Confederation / NHS Voices





Supporting young people choices about their healt Schroeder from @SelfC bit.ly/2fnqHq9

Schroeder explains why

An eloquent, honest and inspiring panel of young told a captive audience of over 100 delegates that the level of health education in schools is limited

NHS CONFEDERAT

and does not prepa

They called for a refwrong:

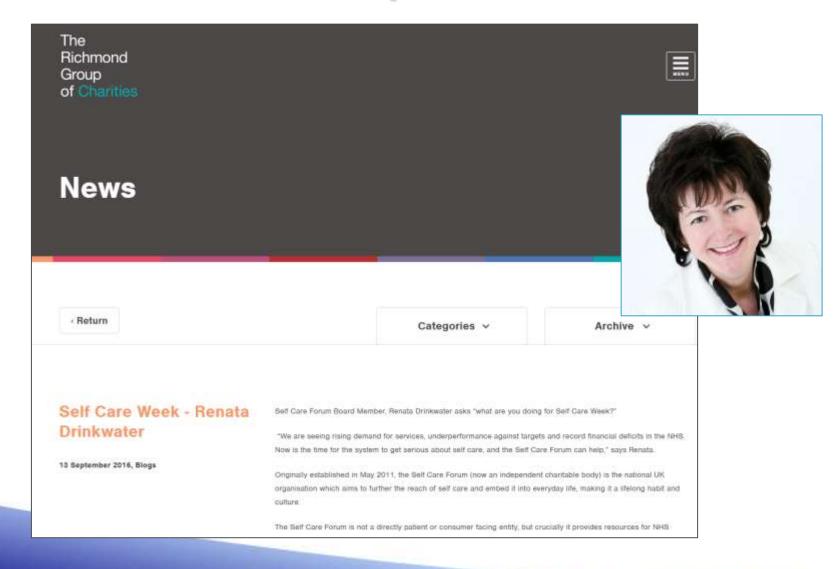
Member Update

14 November 2016





Richmond Group of Charities





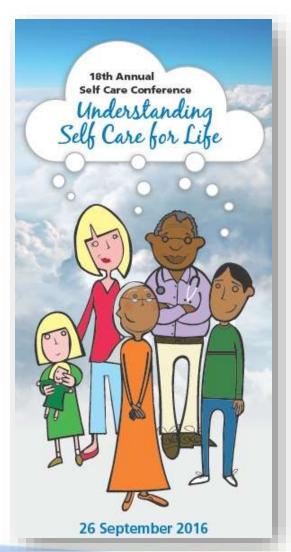
Activity at National and International Conferences



Annual Self Care Conference 2016

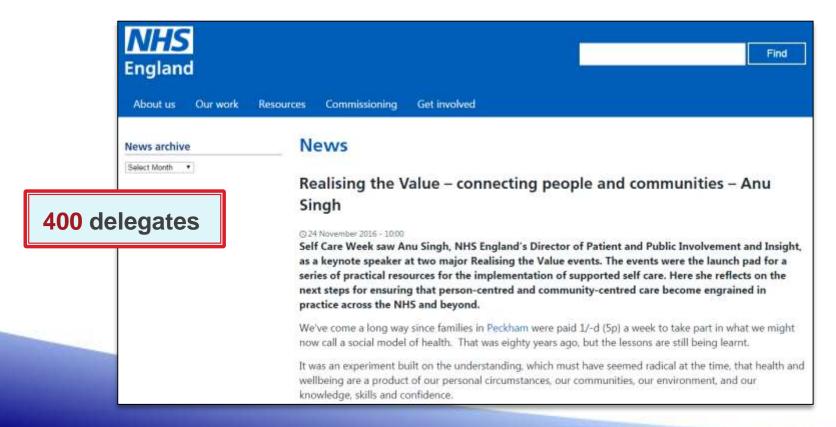


Speaking at the Conference, Self Care Forum Board co-chair Dr Pete Smith said "Self-care is nothing less than the actions needed to lead a happier, healthier, more fulfilling life."



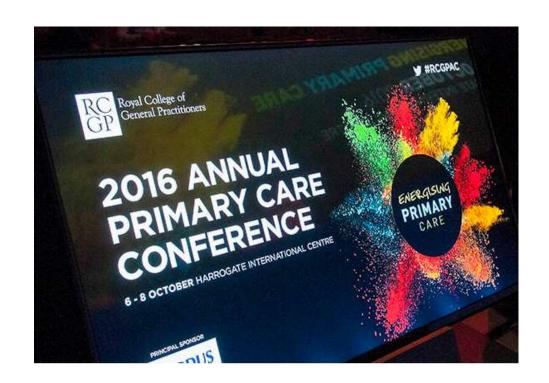


Realising the Value conferences organised by the Health Foundation in London and Manchester 15 & 16 Nov





RCGP's Annual Primary Care Conference 2016



1,600 delegates



Seminar led by Prof Nigel Mathers, Self Care Forum Board member (RCGP's Honorary Secretary)

Self Care Forum material was available during conference breaks



Open Forum Event's Transforming Urgent Care Conference 2016



200 delegates

Presentation by Self Care Forum Board member Prof Ian Banks





Conferences in Brussels 15 & 16 Nov

20 delegates from health, parliament and industry.





70 delegates including
Members of the
European Parliament
(MEPs)



Promotion by National Bodies



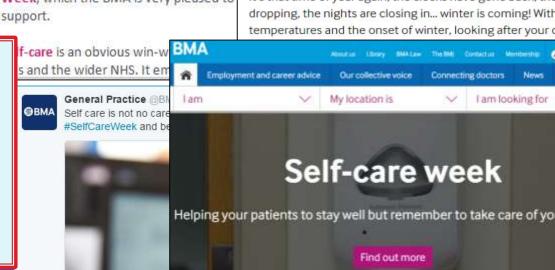
British Medical Association

- Highlighted on website slider during Self Care Week
- Produced two blogs
- Featured Self Care Week on BMA News
- Tweeted
- Info sent to BMA membership
- Included on GPC Newsletter.

Blogs had 921 page views,
Newsletter sent to 30,000 GPs
and email sent to 169,000
BMA members, twitter followers
2,387









Royal College of General Practitioners

Royal College of



riome 35 News 35 Thousands of GP appointments lost due to children with conjunctivitis being turned away from nursery, says RCOI

Thousands of GP appointments 'lost' due to children with conjunctivitis being turned away from nursery, says RCGP

Publication date: 13 November 2016

An estimated 160,000 GP appointments could be freed up if schools stopped sending home children with infective conjunctivitis, according to the Royal College of General Practitioners.

The RCGP says that cases of conjunctivities are unintentionally clogging up the GP appointments system because is schools are refusing to admit children with the condition unless they have a prescription for antibiotics - leaving mar other patients struggling to see their family doctor or practice nurse.

To mark the beginning of national Self Care Week, the College is writing to schools inspectorate OFSTED calling for nursery, pre-schools and childcare providers to re-think their policy.

The RCGP has also produced a leaflet of 'top tips' to help teachers, childcare professionals and parents make the decisions about the care of young children with the eve infection.

intective conjunctivitis – sometimes known as pink eye – is a common condition usually caused by viruses, an alic

order lubricant eye drops or a



THE TIMES

www.rcgp.org.uk

PULSE

If you think your child has infective conjunc (sometimes known as 'pink eye')



RCGP Self Care Week press release and poster appeared in national and trade press, twitter activity reached 141,559 RCGP Chair's blog went to 52,000 members and RCGP conference had 1,600 delegates



NAPC and Londonwide LMCs

Self Care Week 2016: understanding self ca life



Self Care Week runs fron November and is an exce for general practice. Org the Self Care Forum, the awareness week has bee since 2009 and is a prom

vehicle to help increase people's ability t look after their own health.



Londonwide LMCs

@LondonwideLMCs

14-20 Nov is self-care week

@SelfCareForum has information&
resources that gives people the confi
to self-care. ow.ly/tgLc305piwe

Nov 0

LMC newsletter
sent to 1300 GP
practices – twitter
followers 1,470

Subscribers to NAPC newsletter total 1,533





Pharmacy Bodies

E-newsletter, website and twitter reach is 6,283



Twitter reached 16,200



RPS @rpharms - 16 Nov 2016

Target your winter ailments with advice from your pharmacist #selfcareforlife @SelfCareForum

View this newsletter online

PharmacyVoice

Pharmacists urged to promote Self Care Week

Posted 11th November 2016 by Pharmacy Voice office



Pharmacy Voice @PharmacyVoice - 11 Nov 2016

Get ready for #SelfCareWeek! 14-20 November @SelfCareForum





Pharmaceutical Services Negotiating Committee

E-newsletters, website, and twitter reach is 14,591



Local Government Association

The LGA launched their Guide on Self
Care which encouraged local authorities
to participate in **Self Care Week**. Self
Care Forum Board members Dr Pete
Smith and Prof Ian Banks were quoted.

"We have robbed people of their ability to self care" says Prof lan Banks.





Helping people look after themselves

A guide on self care





Local Activity

Professionals

SELF-CARE



MONDAY NOV. 14

MENTAL HEALTH AWARENESS STALL

Roehampton Vale Reception

YOGA SOCIETY POP UP SESSION

Health A-Z

Penrhyn Road JG4010

Please bring your own mats. This is a free event. All abilities



TUESDAY NOV. 15

IF YOU COULD WRITE A POSTCARD TO YOUR FUTURE SELF, WHAT WOULD IT SAY?

12-5pm

Knights Park Reception out yours and

you in five year LET'S TALK

ALCOHOL AT 12-2pm Penrhyn Road

WEDNESDAY

CHAT TO THE SAMARITANS

The Samaritans are a stand-alone support group who specialise in confidential

THURSDAY

LET'S TALK ABOUT **ALCOHOL AWARENESS**

CHAT TO NIGHTLINE

Self Care Week: Getting Active - By Emilie Adib

my<mark>local</mark>pitch

This week is Self Care Week, an initiative promoted by the Self Care Forum and the NHS with the aim of en their health and wellbeing. There are many ways you could go about doing this. You could finally see the do putting off, guit smoking or just start eating better.

More than 200 organisations got involved in Self Care

AFFECT

Voluntee

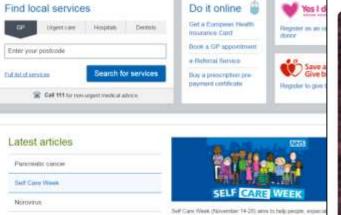
Penrhyn i

12-2pm

Week including surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS England, NHS Foundation Trusts, Healthwatch, carers, student unions, universities and MPs.

Symptoms, conditions, medicines and insulments Find conditions and treatments

Be a Self Care Superhero - Self Care Week 2016







Examples of 2016 local activities

News articles, blogs, newsletters, surveys and website highlights

Presentations for workshops and discussions

Pharmacy shop-floor research

Self Care Training Programmes

Twitter chats, tweets and Facebook activity

Fussy eaters programme with parents

Stands promoted self care in children's centres, hospitals, health clinics, pharmacies, libraries and leisure centres, surgeries and bus stations

SCW special edition newsletters

Mental and Physical Health
Workout Programmes

Local population wide

Leaflet drops

Cultural Days in the Workplace



Websites and Social Media

Department of Health @DHaovuk

MT: Read the new blog from @SelfC Selwyn Hodge promoting #selfcare lifestyle choice bit.ly/2dsFrdb

03:13 PM - 05 Oct 16



Retweeted by



NHS England @NHSEngland - Nov 17 Self care is not no care – @NHSChoices

can help you #selfcareforlife during

NHS England Retweeted



Orwell Housing @OrwellHousing - Nov 17

#NHS Self Care Week - Know how to treat common winter illnesses & be prepared for them #Selfhelp #beprepared @NHSEngland

@SelfCareForum



NHS Englar Blog by @. the importa ow.ly/NtLY3



General Prac **⊕BMA** Self care is no

Twitter activity in November generated 72.6k impressions with notable tweets from CQC, BMA, NHS Confederation, Health Foundation, NHS England's Wendy Nicholson and Sir Kevin Barron MP. A twitterchat with Public Health England's Joanne Bosanquet launched Self Care Week.









RPS @rpharms - 16 Nov 2016 Target your winter ailments with advice from your @SelfCareForum





Notable Tweets



HANNAH MEADOWS

RESOURCES AND SELF-CARE FOR ADOPTIVE PARENTS





HOME ABOUT ARTICLES CO

CONTACT

RESOURCES

Who We Are

Take Action

New

NUS extra

Advice

Lifestyle

SELF-CARE WEEK, DAY 2: SUPPORT

Welcome to the second in mexamining a different aspectanies first ran in spring 2015 and would love it if you'd jo

Comment

AGILISYS

There is growing awareness about Self Care Week outside the health arena with 2016 highlights from the likes of the National Union of Students, London School of Economics, a celebrity blogger, IT specialists and a blogger for adoptive parents.



ire

BACK TO

Successfully enabling Self Care

ADDITIONS A COMMENT A SUCCESSION OF SWARLING SELECTION

News

Comment

Case Studies

Events

Video Blogs the Bkellt 100) and

age have

Event Listing

Set Care Average

198 White Co. State Commence & Compages Advise 1282U Com. Ept. Direct, Deep Besieble Space 1862Up

Sell Sure Aware

Wednesday 16 November 2016 10um - 4pm Outside See Seer Hick

Self care week kicks off in Week 8!

By Vidya Ramesh

Thursday 17 November 2016 * Student journalists

This week is National Self-Care Week in the UK and with many students here still lame of Donald Trump, Vidya Ramesh explores the importance of looking after ourse

political shockwaves from across the pond.

WED, 10 HOVENBER 2015 AT BOX PM V Tweet E; Like E; Share 56

Selena Gomez, Ed Sheeran, Justin Bieber & National Self Care Awareness Week!



Monday marked the beginning of National Self-Care Week in the United Kingdom, an annual awareness campaign to promote se care and self love.

Self care is the art of taking steps to



Media



News Coverage: National





News Coverage: Regional

Self Care Forum board member, Helen Donovan of the RCN was inter*viewe*d by Mike Zeller on BBC Radio Cumbria for **Self Care Week**. They also tweeted.

"Self care is not no care, it's about increasing people's health literacy and so their ability to understand how to better look after their own physical health and mental wellbeing."





43,000 twitter followers and 114,000 listeners per week



News Coverage: Local and Trade



Evening imes

Local Press Circulation 3,764,829

Courier

Telegraph



WalesOnline

THE PRESS

Guardian



Self Care Week Awards

For their excellent work in 2015, the first Self Care Week awards went

to:

Yorkshire: City of Bradford Metropolitan District Council, Bradford City CCG, Bradford Districts CCG, Airedale, Wharfedale and Craven CCG

Bracknell: Bracknell and Ascot CCG, Bracknell Forest Council and,

Skipton: Dyneley House Surgery (Highly Commended).







Self Care Week Partners





BMA





Listening books Mod

Wirral Community







Pharmaceutical Services Negotiating Committee

Pharmacy Voice





mental health foundation







Kernow Clinical Commissioning Group

















Richmond GP Out of Hours Service



The Hollies Medical Centre

NHS Northumberland





New Milton Health Centre



Priors Field Surgery

North End Medical Centre



TheyWorkForYou



The New Queen Street Surgery



Suffolk Libraries









Merepark Medical Centre

Kirklees Together

Minster Medical Practice







NHS Merton

Clinical Commissioning Group



Kensington Partnership

Mendip Vale Medical Practice



The
Richmond
Group
of Charilles

Holsworthy Doctors

Milton Surgery

Woodbrooke Medical Practice







Supporting implementation of best practice







NHS **Ealing** Clinical Commissioning Group



Hampshire & Isle of Wight LPC

SUPPORTING LOCAL COMMUNITY PHARMACY

The Tudor Surgery

NHS West London Clinical Commissioning Group

North Lincolnshire Council





The Bovey Tracey & Chudleigh Practice

NHS Fareham and Gosport Clinical Commissioning Group









Attleborough Surgeries





NHS **Bristol Clinical Commissioning Group**



NHS Dudley Clinical Commissioning Group



Speliefnet Inspire Your EVERYDAY **NHS** Didcot Health Centre











Creffield Medical Centre



Clinical Commissioning Group



















Southampton City
Clinical Commissioning Group



The Care & Wellbeing Company Warrington Clinical Commissioning Group

Penn Manor Medical Centre

















West Suffolk Clinical Commissioning Group











Fylde and Wyre
Clinical Commissioning Group

NHS d Wyre

Trafford
Clinical Commissioning Group



Tameside and Glossop
Clinical Commissioning Group

The Rotherham NHS Foundation Trust







HERITAGE
HEALTHCARE
quality care at home
Windsor

Clinical Commissioning Group

Southampton City

NHS

Balmoral Surgery

















City of Bradford Metropolitan District Council





Cumbria Partnership NHS

NHS

Bracknell and Ascot

Clinical Commissioning Group

The Bovey Tracey & Chudleigh Practice



Healthy Lives Healthy Futures





NHS
Hounslow
Clinical Commissioning Group



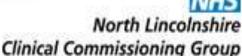




Worcestershire County Council









Watling Street Medical Centre
A GP Practice in Northwich





Living together, working together

West Middlesex University Hospital



NHS Lewisham Clinical Commissioning Group NHS
Eastern Cheshire
Clinical Commissioning Group

South Warwickshire Clinical Commissioning Group

ONE YOU HOUNSLOW

South Sefton Clinical Commissioning Group



South Western Ambulance Service WHS

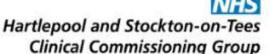
NHS Foundation Trust

SELF CARE FACTORY

Penn Manor Medical Centre















NHS Wakefield Clinical Commissioning Group





NHS East Surrey Clinical Commissioning Group



















Thank You to our Sponsor

The Self Care Forum would like to thank the International Self-Care Foundation for its generous support including a cash-prize for winners of the Self Care Week Awards 2015.





Thank You

The Self Care Forum would like to thank you for participating in **Self Care Week** 2016 and hopes you will continue throughout the year to empower people to self care. Please keep in touch via email selfcare@selfcareforum.org or twitter @SelfCareForum #selfcareforlife.