Review of Self Care Week 2016
NHS England’s Chief Nursing Officer Julia Cummings blogged about Self Care Week.

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.

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’s Deputy Chief Nurse, Joanne Bosanquet was guest tweeter on the twitterchat launch.

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

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

#selfcareweek trended on twitter on 14 Nov.
Self Care Forum fact sheets were the most popular resource for Self Care Week with 8,600 downloads 2,000 more than 2015.

There were 13 Self Care Week blogs with more than 2,922 unique page views.

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

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.

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.

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

Understanding Self Care for Life
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)
“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 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.

NHS England blogs had 1,820 page views and the twitter reach was 152,000.
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
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.
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

The Worksop Guardian circulation is 8,000 and Kevin’s twitter following 1,740
Blogs by
Self Care Forum Board Members
Self care should be a lifestyle choice

Dr Selwyn Hodge, Co-Chair of the Self Care Forum believes that Self Care Week, 14 – 20 November, 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 population provide obvious ways of reducing the

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 way of life and work”, says Dr Pete Smith of the Self Care Forum, “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.
Royal Society for Public Health

Guest blog: Self care – everyone’s default setting?

Professor Ian Banks, Chairman of the Self Care Conference, Self Care Forum Board member and President of the European Men’s Health Forum, considers the importance of self care in the context of the current challenges for public health.

Since its formation in 2011, the Self Care Forum continues to embed self care into everybody’s work and family life. Being confident and enabled to make self care the default throughout life is essential when faced with symptoms of self treatable conditions, embracing a healthy lifestyle and especially when managing long term conditions. This is still the direction of the Self Care Forum now it is a newly formed.

114 page view, sent to 4,448 members and tweeted to 5,678 followers
NHS Confederation / NHS Voices

Supporting young people in making informed choices about their health | Dr Knut Schroeder

31/10/2016 11:03am
At this year’s annual Self Care Conference, young ambassadors from the young people’s sexual health and wellbeing charity Brook called for more comprehensive health education in schools. Dr Knut 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 and does not prepare them for what is out there.

“They called for a rethink. A rethink wasn’t the wrong thing to do.”

Total reach including page views, twitter followers and e-newsletter subscribers: 47,167
Self Care Week - Renata Drinkwater

13 September 2016, Blogs

Self Care Forum Board Member, Renata Drinkwater asks “what are you doing for Self Care Week?”

“We are seeing rising demand for services, underperformance against targets and record financial deficits in the NHS. Now is the time for the system to get serious about self care, and the Self Care Forum can help,” says Renata.

Originally established in May 2011, the Self Care Forum (now an independent charitable body) is the national UK organisation which aims to further the reach of self care and embed it into everyday life, making it a lifelong habit and culture.

The Self Care Forum is not a directly patient or consumer facing entity, but crucially it provides resources for NHS
Activity at National and International Conferences
Understanding Self Care for Life

140 delegates

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.”

Annual Self Care Conference 2016

Understanding Self Care for Life

26 September 2016
Realising the Value conferences organised by the Health Foundation in London and Manchester 15 & 16 Nov

400 delegates

Realising the Value – connecting people and communities – Anu Singh

Self Care Week saw Anu Singh, NHS England’s Director of Patient and Public Involvement and Insight, as a keynote speaker at two major Realising the Value events. The events were the launch pad for a series of practical resources for the implementation of supported self care. Here she reflects on the next steps for ensuring that person-centred and community-centred care become engrained in practice across the NHS and beyond.

We've come a long way since families in Peckham were paid 1/-d (5p) a week to take part in what we might now call a social model of health. That was eighty years ago, but the lessons are still being learnt.

It was an experiment built on the understanding, which must have seemed radical at the time, that health and wellbeing are a product of our personal circumstances, our communities, our environment, and our knowledge, skills and confidence.
RCPG’s Annual Primary Care Conference 2016

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

Self Care Forum material was available during conference breaks

Understanding Self Care for Life
Transforming Urgent and Emergency Care: Safer, Better, Faster
Thursday 29th September 2016
Manchester Conference Centre

200 delegates

Presentation by Self Care Forum Board member Prof Ian Banks

Understanding Self Care for Life
Conferences in Brussels 15 & 16 Nov

20 delegates from health, parliament and industry.

Self-care and the State of Men’s Health in Europe

70 delegates including Members of the European Parliament (MEPs)
Promotion by
National Bodies


- 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

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
Self Care Week 2016: understanding self care for life

Self Care Week runs from 14-20 November and is an excellent opportunity for general practice. Organised by the Self Care Forum, the annual awareness week has been running since 2009 and is a promiment vehicle to help increase people's ability to look after their own health.

Londonwide LMCs

14-20 Nov is self-care week
@SelfCareForum has information & resources that gives people the confidence to self-care. ow.ly/tgLc305piwe

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

Subscribers to NAPC newsletter total 1,533

Understanding Self Care for Life
Pharmacy Bodies

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

Twitter reached 16,200

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

Understanding Self Care for Life
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 Ian Banks.
Local Activity
More than 200 organisations got involved in Self Care Week including surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS England, NHS Foundation Trusts, Healthwatch, carers, student unions, universities and MPs.
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
- SCW special edition newsletters
- Local population wide Leaflet drops
- Mental and Physical Health Workout Programmes
- Cultural Days in the Workplace
Websites and Social Media
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**.
Notable Tweets

Mental Health Foundation reached 103,000 followers

Blurt twitter and facebook activity reached 22,788 people

Healthwatch England reached 13,800 followers

NHS Choices website had 3,818 views in November, their newsletter had 410 clicks, and twitter reached 25,590 people
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.
Media
News Coverage: National

Understanding Self Care for Life

Total Circulation 2,114,835
News Coverage: Regional

Self Care Forum board member, Helen Donovan of the RCN was interviewed 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.”
News Coverage: Local and Trade

Trade Press Circulation: 86,593
Twitter followers: 15,052

Local Press Circulation: 3,764,829
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
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Understanding Self Care for Life
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.
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.