Review of Self Care Week 2018

CHOOSE SELF CARE FOR LIFE

Self Care Week 12-18 November 2018
Self Care Week is well established with participation growing each year and this presentation highlights the international, national, regional, and local activity. It demonstrates the reach and shows how your Self Care Week activity fits into the bigger picture.
The table below shows the growing impact of **Self Care Week** at a glance:

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**Participation in Self Care Week has increased by 1100% from 2011 – 2018**
95 Clinical Commissioning Groups covering a population of more than a half (28m) of the people in England took part in Self Care Week.

More than 600 organisations and individuals took part in Self Care Week (doubled from last year).

#selfcareweek and #selfcareforlife trended on twitter and three twitter chats were held during Self Care Week generating 1053 tweets.

The importance of Self Care Week was raised in Parliament by Sir Kevin Barron MP via an Early Day Motion.

Chief Nursing Officer Jane Cummings, Director of Personalised Care James Sanderson and Clinical Director Alf Collins were amongst the Self Care Week contributors from NHS England.

Twitter activity in November attracted 783 new followers and had 140k impressions (54.2k more than 2017).
The majority of local **Self Care Week** activity focused on self treatment of minor ailments. Health Minister, Stephen Brine MP supported **Self Care Week** in a news item.

A growing diverse community of individuals and organisations are communicating the benefits of self care during **Self Care Week** including student unions, bloggers, national parks, businesses, gyms, schools, therapists and charities.

Leading up to and during **Self Care Week** the Self Care Forum’s website had more than **59,500** page views, over **14,000** more than in **2017**.

Self Care Forum fact sheets were the most popular resource during **Self Care Week** with **7,203** page views – there were **780** downloads of the new Vitamin D fact sheet.

Over **100** clips of national, local and trade press highlighted **Self Care Week** with a circulation totalling around **12.3m**.
Survey: Self Care Messages Dominating Self Care Week

- self treatment of common conditions
- signpost to the pharmacy
- self manage long term conditions
- health prevention
- Help us Help you
- antibiotic awareness
- health literacy
- mental wellbeing
- other
Survey: Who is promoting Self Care Week?

In addition to the above, more than 300 other organisations and individuals participated in Self Care Week including media, bloggers, schools, universities, parks, gyms and businesses.
Survey: Comments from Participants

We reached 32,000 people through Twitter and Facebook leading to a 25% increase in website visits over the course of the week.

Self Care Week provided an opportunity to work with local primary care, public health and 3rd sector partners to increase levels of self care and wellbeing in our community. It has prompted more connections and ideas that we hope to turn into future projects.

Could Self Care Week be expanded into Self Care Month to allow more time for activities?

A library of self care resources produced by other CCGs and local authorities would be helpful to share and avoid reinventing the wheel.

We concentrated on improving children’s health and health literacy by targeting local schools, Scouts and children’s groups and also sharing self care resources with child care providers, nurseries and schools.
The Self Care Forum website was visited over **59,500** times from Sept – Nov 2018 (14.5k more than last year). The Self Care Forum fact sheets were the most popular resource, with **7,203** page views during **Self Care Week** (780 of those were for the new vitamin D factsheet).
Activity by
Health Minister, Steve Brine MP provided a supportive quote which was included in an NHS England news article:

“We all have a personal responsibility to look after our own health and Self Care Week is an opportunity to recognise the benefits that simple activities like walking, gardening and arts activities can bring in maintaining our wellbeing and keeping us active.

“Community pharmacists can also be key in preventing illness and where possible we should utilise their wealth of knowledge to treat minor ailments.”
NHS England published two news articles to launch Self Care Week with quotes from Self Care Forum co-chairs, the Health Minister and NHS England’s Chief Nursing Officer. In addition, there was a blog, regular tweets and highlights in NHS England Bulletins highlighting Self Care Week to those working in the NHS.

NHS England blogs had 2778 page views and the twitter reach is 250k.
NHS England’s Director of Personalised Care, James Sanderson highlighted the importance of self care in a blog and was guest tweeter for the twitterchat which launched Self Care Week on 12 November. James also attended the Self Care Forum’s Self Care Summit on 1st November:

“Personalised care takes a proactive and holistic approach to people’s health, and crucially, supports those people for whom ‘making better choices’ is not easy due to the environmental and social context within which they live. By supporting people to have more choice and control we enable them to manage their health and wellbeing in a way that works for them.”
For the third year running, Public Health England’s Joanne Bosanquet (Deputy Chief Nurse) helped to launch **Self Care Week** via a twitterchat. This year she was joined by representatives from NHS England, Healthwatch England and the Patient’s Association.

#selfcareweek and #selfcareforlife trended on twitter
The Department of Health and Social Care highlighted Self Care Week in three blogs, on its website, through its e-newsletter and via social media.

There are 14,500 subscribers to the Health and Social Care blog and 243,000 Twitter followers.
Sir Kevin Barron MP, tabled an Early Day Motion (EDM) to highlight Self Care Week in Parliament inquiring what Government is doing to improve levels of self care in the population.

This House ..... calls on the Government and NHS England to place a national strategy for self care at the heart of the forthcoming NHS Long Term Plan to ensure the future sustainability of the National Health Service.

17 MPs signed the EDM
Self Care Week was Promoted by National and International Organisations
The BMA raised **Self Care Week** with its members and the public through social media, blogs and via its GPC newsletter and BMA News.

**Four** blogs had combined page views of **584**. **Three** newsletters were sent to **126K** BMA members and the BMA’s twitter reach is **109k**.

Self-care is open to everyone. As doctors, we are encouraged to help others manage their health. We rarely consider what we can do to improve our own health. Self-care is personal care. It’s the kind of care that we provide for ourselves. It’s how we take care of ourselves. It’s the kind of care that we provide for others. It’s how we take care of others. It’s the kind of care that we provide for all. It’s how we take care of all.

Choosing 'self-care' for life
Self Care Week is an annual national awareness week that focuses on establishing support for self care across communities, families and generations. It runs next week from 12 - 18 November. This year’s theme is 'Choose self care for life.'

What is self-care?
The Self Care Forum’s definition of Self Care is:

Free for all - Blog  More ▾

Self Care Week 12 - 18 November
How good are you at taking care of yourself? We all know we should eat well, take regular exercise and get a good night’s sleep etc - but putting self care into practice can sometimes be easier said than done.

Caring for ourselves is never selfish
Amanda Cool, 12 November 2018 - Care and support, Communities

Self-care is a priority for the British Medical Association (BMA) says Amanda Cool, Chair of its Patient liaison group. As Self-Care Week gets underway, she explains why caring for ourselves is not selfish.

It is a huge understatement to say we live in a stressful world. The day-to-day struggles we see and experience often feel never-ending and out of our control. But,
The Royal College of Nursing held an “ExpertTeas” event in its library for **Self Care Week** and led two self care twitterchats during the **Week** joining forces with the #Communities.

Two #wecommunities twitterchats had a combined reach of **13m** generating **658 tweets**.
NHS Clinical Commissioners’ co-chair, Dr Graham Jackson blogged about Self Care Week which was also widely shared amongst 4000 CCGs members across all job roles.

The Self Care Forum and NHS Clinical Commissioners are partnering on a special Self Care Week Outstanding CCG award.

Self Care Week was promoted to 4000 CCG members, 2 blogs were uploaded (and had 266 hits) and tweets were shared with 5500 twitter followers.
National patient organisations this year supported Self Care Week through their various communications channels with the Patient’s Association and Healthwatch England helping to launch Self Care Week via a twitterchat alongside NHS England, and Public Health England.

#selfcareweek and #selfcareforlife trended on twitter
Local Government Association

As well as communicating **Self Care Week** to its membership via social media and newsletters, the LGA also updated its 2016 Self Care Guide with “Self Care: Councils helping people look after themselves.” The publication details several **Self Care Week** case studies.

Information was sent via e-newsletters with 5400 subscribers and twitter reach is 4600.
The multi-stakeholder pan-EU network, Self Care Initiative Europe (SCiE) led its first Self Care Week in Europe campaign to encourage European countries to participate and support greater self care within their populations.
Self Care Event
The Self Care Conference was paused for 2018 and instead a Self Care Summit was held with twenty leading figures from national organisations who discussed ways of increasing levels of self care in the population. The meeting was held jointly with the Royal Society for Public Health.
Local Activity
More than 600 international, national, local and regional organisations got involved in Self Care Week including health related organisations such as surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS Foundation Trusts, Local Healthwatch, LMCs, carers, schools and universities.
Examples of 2018 local activities

- Articles, daily blogs, newsletters, twitter polls and surveys
- School children’s Self Care Week bunting competition
- Conferences, coffee mornings and learning events
- Launched a stay well booklet which was promoted throughout the local district
- Social media activity via Twitter, Facebook and Linked-in as well as waiting room TV screens and PPG newsletters
- Launch of a local self care website highlighting how to look after symptoms with the aim of further self care activities during the year.
- Local events in shopping centres, schools, hospitals, health clinics, pharmacies, libraries, gyms, surgeries and bus stations
- Collaborative working with local health professions, pharmacy, third sector and charities.
- Demonstrations on health and wellbeing in the workplace
- Signposting to the pharmacy for minor health conditions
- Events aimed at young people through schools, youth clubs and parents.
Self Care Week is still dominated by traditional health organisations although increasingly a broader community is using the Week to communicate the benefits of self care to its audience. Including parks, gyms, walking clubs, consultants, schools, charities, student unions, royal societies, libraries, bloggers and businesses.
Media and Social Media
Self Care Forum twitter activity in November generated 140k impressions and 783 new followers.

Three national twitterchats took place during Self Care Week generating 1045 tweets.
A **Self Care Week** blog by Self Care Forum co-chair Dr Selwyn Hodge was included in the print and digital versions of NHE, it was also tweeted.

**NHE circulation is 191,500** and twitter followers are **14.5K**.
Self Care Week: Don’t leave it to others, choose self care for life

Self Care Week is an annual event which runs from 12–18 November. Helen Donovan discusses how self care can help to address the rising demands on the NHS by advocating individual responsibility rather than leaving your care to others—however expert they are.

The RCN’s Helen Donovan (who is also a Self Care Forum Trustee) was published for Self Care Week. Circulation is 5500.
A **Self Care Week** blog by Self Care Forum co-chair Dr Selwyn Hodge was included as a comment piece in the print version of Education Today Magazine.

The circulation is **45000** made up of key decision makers in the education sector.
In addition to Education Today, Practice Nursing and NHE, Self Care Forum Board members provided a series of quote to promote Self Care Week.

Our aim is to further the reach of self care and embed it into everyone’s everyday life making it a life-long habit and culture. We want people to instinctively understand how to look after their own physical health and mental wellbeing. Self care is nothing less than actions to lead to a happier, healthier, more fulfilling life. People practice self care every day when we brush our teeth, choose to exercise or eat healthily, this is self care. However, self care is also understanding how to self-treat common ailments, manage long term conditions and avoid preventable illnesses such as diabetes, heart disease and some cancers.

Health apps are easily accessible for anyone with a smartphone. Containing information, advice and tips on topics ranging from first aid and healthy living to pregnancy and mental health, health apps can be great for learning more about health issues and enabling people to self care. If you’re not sure which apps to use, check out the NHS Apps library for approved digital tools to help you manage and improve your health.

All parents hope that their children will enjoy lifelong good health. However, apart from the nurturing they provide to them as babies, parents now generally do too little to help their children learn to care effectively for their future health and wellbeing. More needs to be done, therefore, to help parents to choose a self care for life approach with their children. Since self care is dependent on good levels of health literacy, one way of tackling this would be for schools and community centres to organise locally based family health literacy sessions with the help of health professionals.
For **Self Care Week** more than **100** clips of local, regional, national, trade press and broadcast helped to further the cause reaching more than **1.2m**.
Self Care Week Partners
59 International, national and regional organisations took part in Self Care Week.
Almost half of all Clinical Commissioning Groups (95 of the 195) took part in Self Care Week covering a population of more than 28m in England.
66 local community organisations took part in Self Care Week.
In addition to National Healthwatch England, 21 local Healthwatch organisations took part in Self Care Week.
24 surgeries took part in Self Care Week

10 pharmacies (including Local Pharmacy Committees) participated in Self Care Week
31 NHS Trusts and 26 Local Authorities participated in Self Care Week
13 Universities, colleges and student union facilities took part in **Self Care Week**

44 charities participated in **Self Care Week**
Self Care Week Awards 2017

**Award Winners**: Kingston University Student's Union, for its engagement with the student population and clever ideas to improve their health and wellbeing.

**Award Innovators**: Milton Keynes CCG, for its innovative ideas to engage the public and collaborative working with local agencies.

**Award Innovators**: Compass House Medical Centre, Brixham, for its collaborative working with local schools and pharmacies.

**Award Innovators**: South Cheshire and NHS Vale Royal CCGs, for exemplary collaborative work with the local community and highlighting self care champions.

Each award winner/innovator has produced case studies with tips and ideas for Self Care Week – details can be found on the Self Care Forum website.
Self Care Week 2019

Time to start planning!
Self Care Week is the annual national awareness initiative for self care which began in 2009.

Managed by the Department of Health until 2011, it is now organised by the Self Care Forum.

The aim is to support people to understand how to look after their own physical health and mental wellbeing better, and that of their family’s.
The Self Care Forum would like to thank the International Self-Care Foundation for its generous support of the Self Care Week Awards.
The Self Care Forum would like to thank you for participating in Self Care Week and hopes you will continue efforts to empower people to look after their own health better. Subscribe to the Self Care Forum newsletter and keep in touch via email or twitter.