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 summary 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. (A full version of the evaluation is also available on the Self Care Forum website).
The table below shows the growing impact of **Self Care Week** at a glance:

<table>
<thead>
<tr>
<th>No of participating organisations</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50</td>
<td>50</td>
<td>100</td>
<td>100</td>
<td>160</td>
<td>200</td>
<td>300</td>
<td>600</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No of factsheets downloaded</th>
<th></th>
<th></th>
<th>3299</th>
<th>4854</th>
<th>6800</th>
<th>8600</th>
<th>7300</th>
<th>7200</th>
</tr>
</thead>
<tbody>
<tr>
<td>unknown</td>
<td></td>
<td></td>
<td></td>
<td>13.2k</td>
<td>70.8k</td>
<td>72.2k</td>
<td>85.8k</td>
<td>140k</td>
</tr>
</tbody>
</table>

| No of visits to SCF website     | 1000     | 3290     | 2948     | 9,000    | 13,600   | 43000    | 45000    | 59500    |

**Participation in Self Care Week has increased by 1100% from 2011 – 2018**
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 twitterchats 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 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**?

- Local community organisations: 66
- Charities: 44
- NHS hospitals and trusts: 31
- Pharmacies: 10
- Surgeries: 24
- Healthwatch: 21
- Local authorities: 26
- CCGs and CSUs: 98
- National and international organisations: 54

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.

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

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

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.
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 LinkedIn 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.
- Events aimed at young people through schools, youth clubs and parents.
- Signposting to the pharmacy for minor health conditions
- Demonstrations on health and wellbeing in the workplace
An example of some Self Care Week partners

- NHS Confederation
- SCiE
- North East Ambulance Service
- NHS
- Public Health
- England
- BMA
- Arts Council
- England
- NHS England
- Digital
- Healthwatch
- Sparklife
- NHS
- North of England Commissioning Support Unit
- CCA
- COMPANY CHEMISTS' ASSOCIATION
- RCGP
- NHS Employers
- Health Education England
- PCPA
- Primary care Pharmacy Association
- www.pcpa.org.uk
- STP
- The Nottingham and Nottinghamshire Sustainability and Transformation Partnership
- Fylde Council
- NHS Clinical Commissioners
- Norfolk LPC
- The Thornton Practice
- NORTHERN LIBRARIES FOR HEALTH
- NHS Southern Derbyshire Clinical Commissioning Group
- Bradford District Care NHS Foundation Trust
- eahsn
- Eastern Academic Health Science Network
- Mental Health Foundation
- Union Of Kingston Students
- BBC Radio Shropshire
- Ash Tree House Surgery
- Marie Curie
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.
For further information about the Self Care Forum or Self Care Week contact selfcare@selfcareforum.org or go to the website be added to the mailing list. You can also find us on twitter @SelfCareForum.