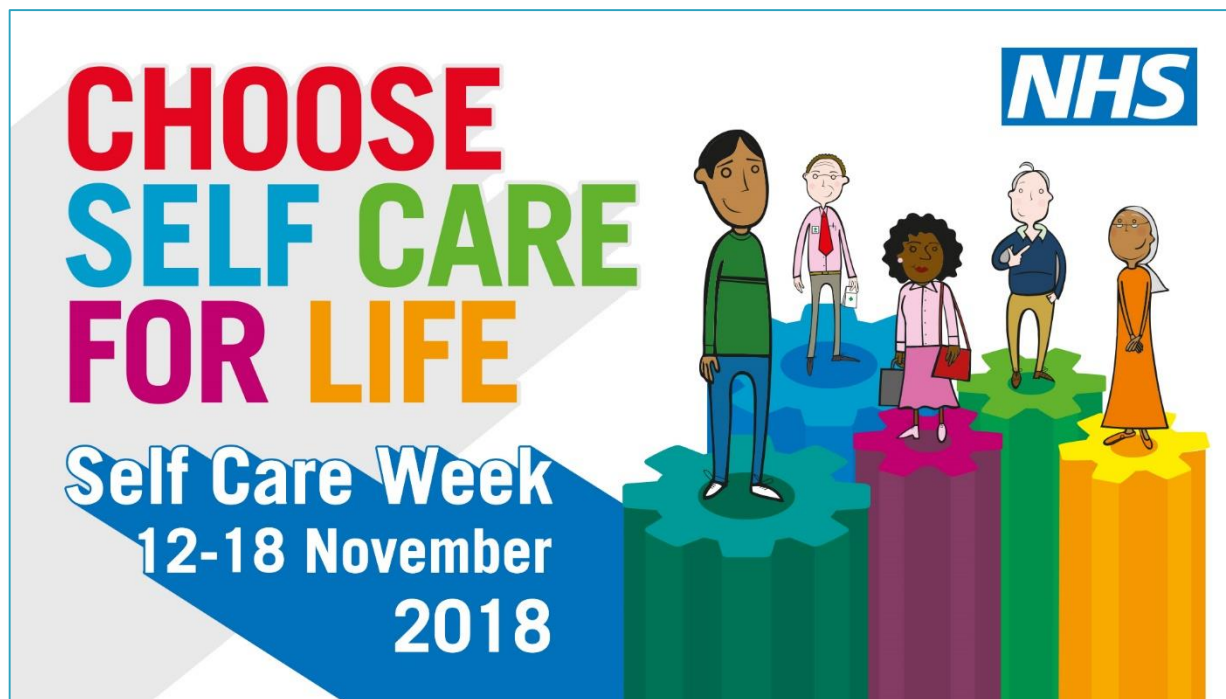


Review of Self Care Week 2018



National Awareness Initiative

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).

Self Care Week Stats 2011 - 2018

The table below shows the growing impact of **Self Care Week** at a glance:

	2011	2012	2013	2014	2015	2016	2017	2018
No of participating organisations	Less than 50	50	100	100	160	200	300	600
No of factsheets downloaded	unknown	unknown	3299	4854	6800	8600	7300	7200
No of twitter impressions	unknown	unknown	unknown	13.2k	70.8k	72.2k	85.8k	140k
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

Review Headlines



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** 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 **Self Care Week** contributors from NHS England.



Twitter activity in November attracted **783** new followers and had **140k** impressions (**54.2k** more than **2017**)

Review Headlines



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



Department
of Health &
Social Care

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**

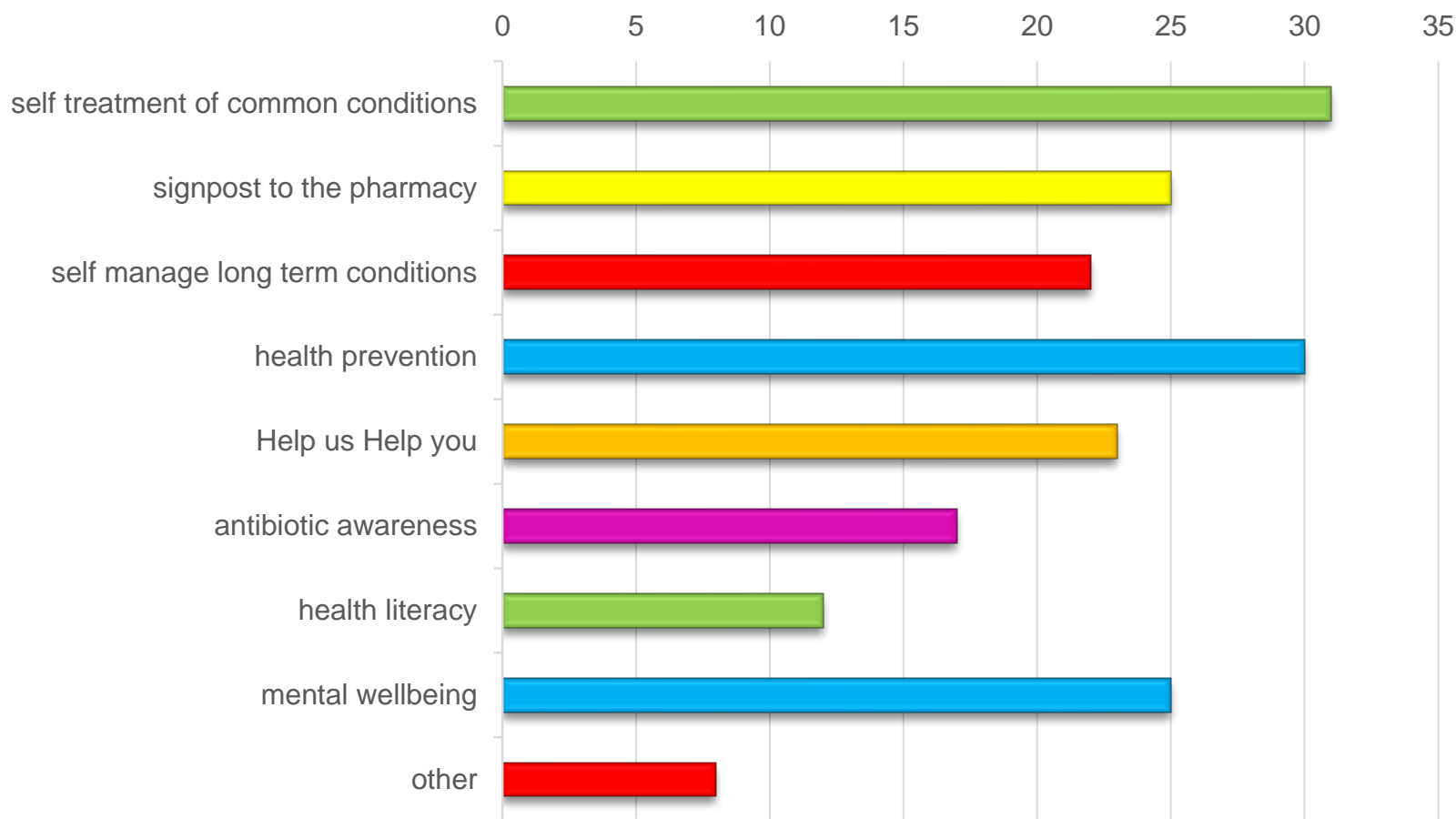


Self Care Forum fact sheets were the most popular resource during **Self Care Week** with **7,203** page views – there were **780** downloads of the new Vitamin D fact sheet



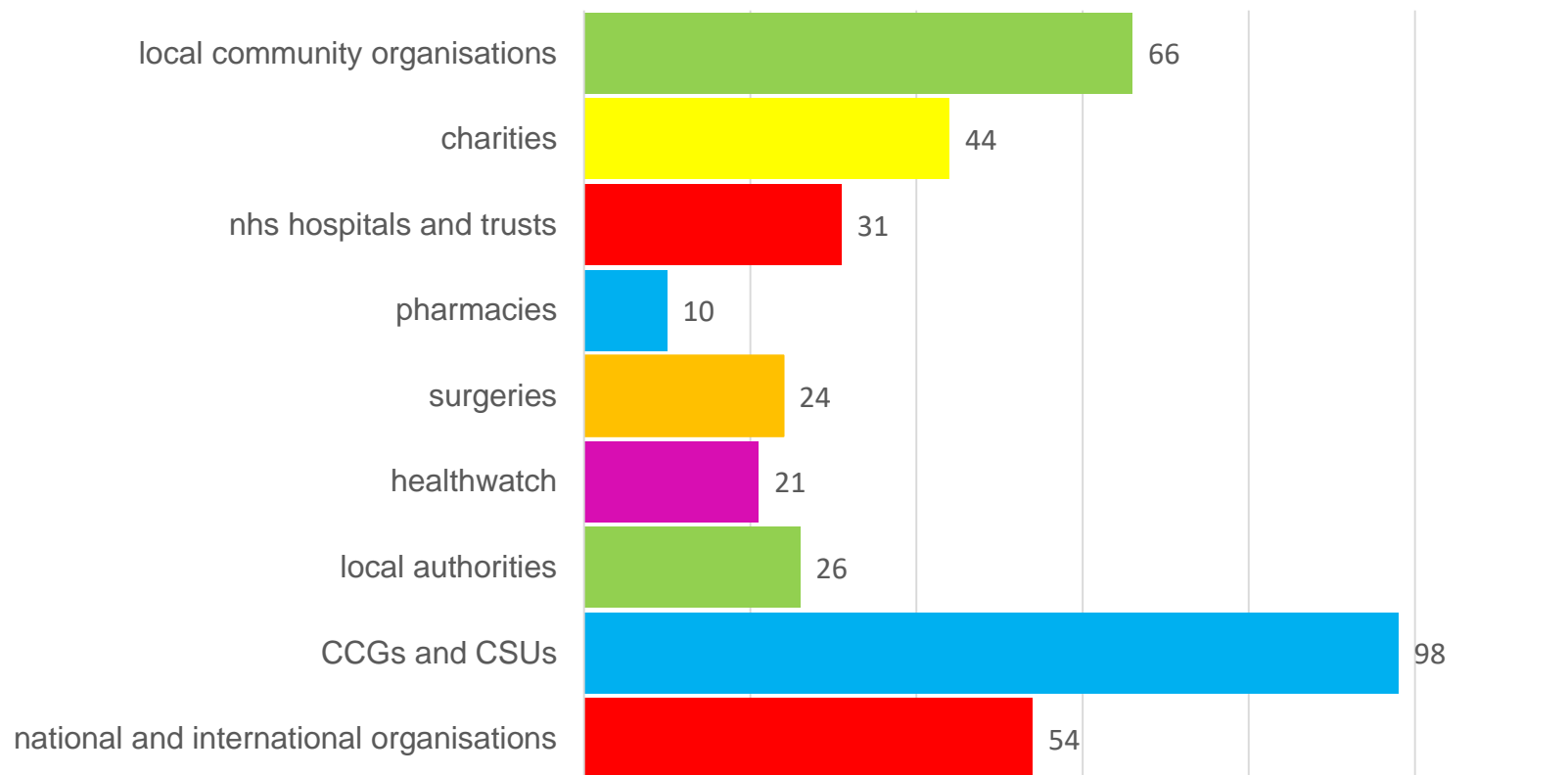
Over **100** clips of national, local and trade press highlighted **Self Care Week** with a circulation totalling around **12.3m**

Survey: Self Care Messages Dominating **Self Care Week**





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.

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.



BACK

Self Care Week 2018

Self Care Week 2018



Self Care Week is a national campaign supported by the NHS to help people find the information and support they need to live healthy, independent lives for longer.

Community groups are opening their doors to help you find the support you need to look after your social, mental and physical wellbeing.

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.

ONE **YOU** MERTON

HOME

SMOKING

DRINKING

EATING

SELF CARE WEEK 2018

Posted on 12th November 2018

When did you last do something for yourself? Self Care Week runs from **Monday 12th to Sunday 18th November** and the theme this year is **Choose Self Care for Life**. There is a growing demand on health care services in England and so this Self Care Week One You Merton wants to highlight how all of us can do more to look after ourselves more through self care. It's very important to be aware of and look after your own health needs before looking after anyone else.

Last updated 7 November 2018

Residents encouraged to self care for life

To mark Self Care Week 2018 (12 to 18 November) Stockport Council and the local NHS are calling on people to Self Care for Life and take control of their health.

Self Care Week

November
2018

Choose Self Care for Life
guest blog

Wyre Council active during Self Care Week



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.**



Public Health
England



Department
of Health &
Social Care



www.parliament.uk



North of England
Commissioning Support Unit



West Midlands Triage



NHS Employers

Health Education England



An example of some **Self Care Week** partners



LEEDS
LIBRARIES
for HEALTH



The Nottingham and Nottinghamshire
Sustainability and Transformation Partnership



FYLDE
COUNCIL

NHS Clinical
Commissioners



Bracknell
Forest
Council

The Thornton Practice



Bradford District Care
NHS Foundation Trust



Mental Health
Foundation



UNION
OF
KINGSTON
STUDENTS

BBC

RADIO
SHROPSHIRE

Ash Tree House Surgery



Self Care Week 2019



Time to start planning!

In the Beginning!

- ✚ **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.

Contact Details

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.