Review of Self Care Week 2013
Executive Summary
**Purpose of Self Care Week**

- **Self Care Week** (SCW) is an annual national awareness campaign to promote the benefits of people looking after their own health.

- The first national SCW ran in **2009** organised by the **Department of Health** (DH).

- In **2011** the **Self Care Forum** was invited to help with the campaign by the former Care Services Minister, **Paul Burstow MP**, with successive Ministers supporting Self Care Week.

- For **2013**, our aim was to encourage NHS organisations, patient groups and other health interested agencies to use this year’s theme **“Self Care for Life – take control”** to target their own audiences, to support them to self care for life, choose healthy options and take control of their health and their life.
This summary highlights the campaign on a national, regional and local level using websites, local media and social media to promote campaign messages.
Self Care Week achieved **national prominence** when Earl Howe, the Health Minister launched Self Care Week on 12 November.

The number of **local activities increased by 50%** compared to last year with almost 100 campaigns being run mostly by CCGs.

**Local coverage of Self Care Week was successful** with almost 100 pieces including online, press and radio.

Material available on the Self Care Forum website proved popular with NHS organisations resulting in **2164 downloads of the fact sheets**.

The **emerging theme for Self Care Week 2013 was winter pressures** and the local population’s use of emergency and primary care services signposting to self care as the most appropriate action.

PAGB’s **Treat Yourself Better without antibiotics campaign linked Self Care Week, European Antibiotics Awareness Day, RCGP’s Target antibiotic prescribing** providing a **coherent message** on colds and flu and antibiotic prescribing.
Learnings for Next Year

- We need to begin **promoting** Self Care Week 2014 earlier.

- Better and earlier **engagement** is needed with Self Care Week partners such as NHS England and CCGs.

- **Alignment** is needed with Self Care Week partners also launching self care campaigns to ensure consistency of messages.

- Agree in advance how the **impact** of the campaign can be measured.
SWC was launched at the 15th Annual Self Care Conference by the Health Minister, Earl Howe on 12 November.

More than 100 people from CCGs, patient groups, medical, nursing and pharmacy organisations and industry were present at the launch.
The Self Care Forum website offered resources to NHS and other health organisations to support their promotion of SCW to their audiences. Newsletters and emails with tips and encouragement were also circulated widely.

The Self Care Week page was visited over 2,948 times from Sept – Nov. During this time, the Self Care Forum Fact Sheets were the most popular resource, with 3299 page views and 2164 downloads.
Is Your Medicine Cabinet fit for Winter?

Is Your Medicine Cabinet fit for Winter? Is a winter campaign run by the Self Care Forum for Self Care Week to encourage consumers to address their medicine cabinet before the start of the **coughs and colds season**.

As a partner of **Self Care Week** PAGB with Pharmacy Voice supported the Week with a consumer information campaign entitled **“Treat Yourself Better without Antibiotics”**. It was launched at the Annual Self Care Conference and aimed to inform and educate patients about the use of antibiotic for winter complaints. The campaign runs throughout the winter.
A **Self Care Week** page, aimed at patients and the public, was uploaded on the **NHS Choices** website on August 2013, and promoted on its homepage from 18 – 24 November.

**NHS Choices** also tweeted.

Their SCW tweets reached **111,335** accounts

The “what is self care?” page had **5454** visits between Sept - Nov

The “self care week” page had **3339** visits between Sept – Nov

Through internal channels **NHS England** communicated **Self Care Week** messages with the potential reach of its 1.2m NHS population.
Self Care Week purposely falls in the same week of European Antibiotics Awareness Day (EAAD) (18th November) as this message is about understanding that antibiotics is not effective on colds and flu.

This is clearly an important message and for EAAD this year, the RCGP and Public Health England ran “Target”, a joint campaign which offers advice and support to health care professionals to educate their patients about the use of antibiotics. The campaign includes Self Care Week materials and mentions the campaign.
Many pharmacists support **Self Care Week**, the National Pharmacist Association is a partner of Self Care Forum and organises **Ask Your Pharmacist Week**, which runs prior to **Self Care Week**. The 2013 campaign message encouraged people to think “pharmacy first” and avoid unnecessary GP and A+E visits.

The **BMA** urged their membership to protect themselves against flu as part of their SCW promotion.

The **RCN** raised awareness of the campaign to their membership via internal newsletters and website.
West Midlands Fire Service held events to highlight the benefits of self care to their population and workforce.

NHS Central Southern Commissioning Service Unit launched a self care leaflet for their population. The leaflet has been made available for other organisations to use.

Pennine Care NHS Trust held a series of workshops and a self care conference focusing on empowering local communities in the Greater Manchester area.
Most of the promotion of SCW happened at a local level with the majority of activity through Clinical Commissioning Groups.

Campaign messages mainly focussed on local residents use of health services, urging the population to use the right service for the right treatment.

Almost 100 local campaigns were run across England, Wales and the Isle of Man by local authorities, health organisations, patient agencies and charities.
Bracknell Forest Council were particularly active during the week with community events including Street Doctor, keep fit sessions, health workshops and health stalls with blood pressure testing. Activities also included a self care schools competition.

Self Help Nottingham and Nottinghamshire promoted SCW by encouraging people to “look after their selfie”.

We're supporting Self Care week – join us and help your selfie!
Isn’t Every Week Self Care Week?

Weldricks Pharmacy and Total Health Pharmacy promoted SCW and tweeted.

Berkshire Health Foundation Trust held events to offer self care advice to locals on areas of mental health, COPD and carer’s rights. Asking the question “Isn’t every week self care week?”
West Middx Hospital held an awareness event with health experts, including pharmacists, to educate people about how they can look after themselves.

Binfield Surgery inspired people to get fit for self care week and organised zumba classes and posture correcting classes.

Brighton and Hove CCG launched their “be a hero and self care” winter campaign with posters, leaflets and quizzes urging people to self care and save A+E for those whose lives are in danger.
Self Care Week is an excellent national programme which raises awareness of the importance of making healthy choices every day. Dudley’s own Self Management Programmes are a great way of empowering local people to make decisions which will improve their own physical, mental and emotional wellbeing and I encourage people to take advantage of these free courses. [Dudley metropolitan Borough Council]

People who know how to practice self-care and keep the emergency department for those whose lives are in danger really are our heroes, helping save lives. The types of illnesses and injuries that can be treated at home with self-care include flu, diarrhoea and vomiting, cuts and grazes, sprains and minor burns and infections. The tools and advice to help look after many of these issues are available at local pharmacies and, if a doctor’s appointment is necessary, your pharmacist will be able to advise you. [Brighton and Hove CCG ]
Campaigns Ask Locals to Recognise when to Self Care

Many people visit their doctor at this time of the year with colds and sniffles when they could treat themselves at home just as effectively with a well stocked medicine cabinet. **[Southport and Formby CCG]**

Some common illnesses don’t require medical intervention and can be treated at home where most patients feel more comfortable. Take control means recognising when to self care and when to seek medical advice, and if you need advice, think about your local pharmacist or whether a visit to the GP surgery is necessary. **[Croydon CCG]**

We can’t highlight enough the importance of self care. By taking simple measures such as eating a healthy balanced diet and taking regular exercise, people can make a positive impact on their health and mental wellbeing. Self Care Week provides us with an ideal opportunity to stress the benefits of taking care of yourself and also recognising when to self care and when to seek advice. **[Greater Preston CCG]**
National and Local Websites Support Self Care Week

City charity make appeal for ‘selfies’ as part of Self Care Week campaign

City charity Self Help Nottingham and Nottinghamshire are currently encouraging people to share their healthy habits by sending a ‘selfie’ as part of their celebrations for Self Care Week 2013.

Self Care Week is an annual national awareness week that focuses on embedding support for self care across families and generations. This year’s Self Care Week started on Monday 18 November, with a theme “Care for Life – Take Control”.

If unfamiliar with the term ‘selfie’, Self Help Nottingham and Nottinghamshire are asking people to send a ‘selfie’ photo via Twitter or Facebook, along with a few words explaining what they’ve done in their own physical health, mental and emotional well-being and self esteem.

In some examples of ‘selfies’ that members of the staff team at Self Help Nottingham and Notts have submitted themselves to get the ball rolling.

For more information, visit the Self Help Nottingham and Nottinghamshire website.
More than 50 organisations tweeted, many of them CCGs, SCW messages reached over 34,000 accounts and 98,000 impressions (Dr Martin McShane from NHS England and the Self Care Forum Board was amongst the tweeters)
100 Local Campaigns Highlighted in 100 Local Newspapers

Treat Yourself Better without Antibiotics campaign

Essential that public are signposted to community pharmacy for self care advice, says Pharmacy Voice

22 November 2013

Pharmacy Voice has released a video recording of 'wholesmarten' support from Earl Howe, Parliamentary Under Secretary of State for Quality, for the new Treat Yourself Better without Antibiotics campaign.

The campaign, from Pharmacy Voice and the PAGB, was launched during self care week at a London conference, with a speech from Earl Howe.

Members of the public are being encouraged to self-care for coughs and colds and not to visit their GP or A&E unnecessarily unless they are experiencing severe symptoms.
What is The Self Care Forum?

- Established in **May 2011**, the Self Care Forum’s objective is to further the reach of self care and embed it into every day life resulting in a life long habit.

- The Self Care Forum Board is made up of individuals keen to improve health literacy, enabling people to make informed decisions about their health and their family’s health.

- Members of the Board are individuals from health related backgrounds and include patient group representatives, GPs, nurses, pharmacists, academics, DH, NHS England, media medics and the consumer healthcare industry.
Self Care Week Partners

Melbourne Grove Medical Practice
East Dulwich

Forton Medical Centre

Brighton and Hove CCG

NHS

AHA
Improving Futures, Changing Lives
Affecting Positive Change In The

BMA

NHS Kirklees

crowdhealth

Wellspring Medical Practice

Royal College of Nursing

total health

PHARMACY

at the heart of the local community

NPA
National Pharmacy Association

MHF
MEN'S HEALTH FORUM

LCH

PAGB

WEST MIDLANDS FIRE SERVICE

Berkshire Healthcare

NHS

NHS Foundation Trust

South Sefton Clinical Commissioning Group

Whittington Health

NHS

Self Care Week
18-24 November 2013

Self Care for Life – Take Control
If you have any queries about the contents of this review contact libby.whittaker@selfcareforum.org