

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.



Review Summary

- ✚ This summary highlights the campaign on a **national, regional and local** level using **websites, local media and social media** to promote campaign messages.



Review Headlines

- ✦ 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



Health Minister Launches Self Care Week

- 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.



Self Care Forum


Helping people take care of themselves

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Self Care Week

Self Care Week 2013



Self Care Week 2013
9-14 November 2013

Self Care Week 2013 will take place from 9th to 14th November. This year's theme is 'Self Care is for Everyone'.

The Self Care Week 2013 has been to build on the success of previous years where we have seen growing interest and enthusiasm for engaging and self care in a basic, regular self-care routine. We hope you will join in by promoting Self Care Week 2013 to your network.

Resources to help promote Self Care Week 2013, including downloadable posters and web banners can be found on the Self Care Week 2013 Resource page.

If you wish to be added to free mailing list for future news of SCW 2013 then please contact info@selfcareforum.co.uk

Self Care Forum 2013 Self Care Week 2013 9 November 2013

Fever in Children

How to deal with fever in children. When to call the doctor. When to go to hospital. When to call the doctor. When to call the doctor. When to call the doctor.

Useful facts

- What is fever?** Fever is a rise in body temperature above the normal range. It is a sign of infection or inflammation.
- How long does fever last?** Fever can last for a few days. It usually goes away on its own.
- When to call the doctor?** Call the doctor if your child has a fever that lasts more than 5 days, or if the fever is very high (above 40°C).
- When to go to hospital?** Go to hospital if your child has a fever that lasts more than 5 days, or if the fever is very high (above 40°C).
- When to call the doctor?** Call the doctor if your child has a fever that lasts more than 5 days, or if the fever is very high (above 40°C).
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What can I expect to happen?

- How long will it last?** Fever can last for a few days. It usually goes away on its own.
- When to call the doctor?** Call the doctor if your child has a fever that lasts more than 5 days, or if the fever is very high (above 40°C).
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What can I do to help my child - now and in the future?

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Self Care Forum 2013 Self Care Week 2013 9 November 2013

Cough in Adults

How to deal with cough in adults. When to call the doctor. When to go to hospital. When to call the doctor. When to call the doctor.

Useful facts

- What is a cough?** A cough is a reflex action that helps to clear the airways of mucus or irritants.
- How long does a cough last?** A cough can last for a few weeks. It usually goes away on its own.
- When to call the doctor?** Call the doctor if your cough lasts more than 3 weeks, or if it is very severe.
- When to go to hospital?** Go to hospital if your cough lasts more than 3 weeks, or if it is very severe.
- How long will it last?** A cough can last for a few weeks. It usually goes away on its own.
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Self Care Forum 2013 Self Care Week 2013 9 November 2013

Low Back Pain

How to deal with low back pain. When to call the doctor. When to go to hospital. When to call the doctor. When to call the doctor.

Useful facts

- What is low back pain?** Low back pain is a common condition that affects the lower back.
- How long does low back pain last?** Low back pain can last for a few weeks. It usually goes away on its own.
- When to call the doctor?** Call the doctor if your low back pain lasts more than 6 weeks, or if it is very severe.
- When to go to hospital?** Go to hospital if your low back pain lasts more than 6 weeks, or if it is very severe.
- How long will it last?** Low back pain can last for a few weeks. It usually goes away on its own.
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Self Care Forum

How to deal with low back pain. When to call the doctor. When to go to hospital. When to call the doctor. When to call the doctor.



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.



NHS Choices Tweets Self Care Week

- ✚ 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.



Public Health England Targets Self Care

- ✚ **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.



Pharmacists, Doctors and Nurses “do” Self Care

- 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.



Fire Men help people Self Care

- ✚ **West Midlands Fire Service** held events to highlight the benefits of self care to their population and workforce.

WEST MIDLANDS FIRE SERVICE

- ✚ **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.

**MAKE THE
RIGHT CALL**



Helping you look after
yourself this winter

NHS Self Care Week
18-24 November 2013



Almost 100 Self Care Week Campaigns

- ✚ 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.



Look After Your Selfie!

- ✚ **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”.



Isn't Every Week Self Care Week?

- ✚ **Weldricks Pharmacy** and **Total Health Pharmacy** promoted SCW and tweeted.

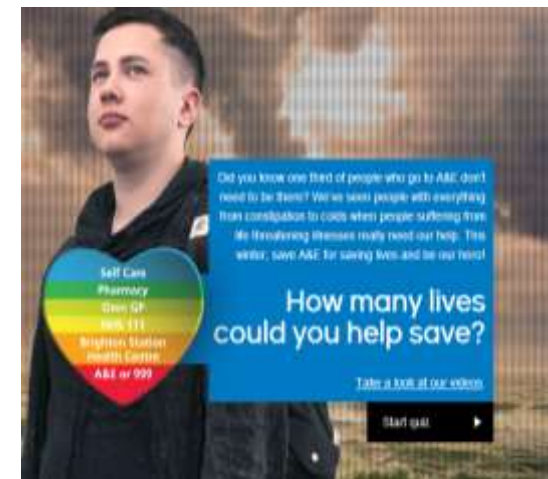


- ✚ **Berkshire Health Foundation Trust** held events to offer self care advice to locals on areas of mental health, COPD and carer's rights. Asking the question "Isn't every week self care week?"



Be a Hero and Self Care this Winter!

- ✚ **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.



Campaigns Advise Locals to make healthy choices every day

- ✚ 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]**



Getting brighter and healthier

NHS
Brighton and Hove CCG

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SAVE A LIFE OR SAVING LIVES

Rocky was in the kitchen when a saucer of boiling water fell off the hob and splashed onto a small area of her leg. She ran over

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Self Care Week
18-24 November 2013
Self care for life - take control

www.nhs.uk/selfcare

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2013

December

- November

National and Local Websites Support Self Care Week

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

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Q Enter a search term Search

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Self Care Week

Self Care Week (November 18-24) aims to help people, especially those with a long-term condition, learn how to look after their own health

- What is self care?



Health A-Z

Conditions and treatments

Services near you

Urgent Hospitals GPs Dentists

You and the NHS

Services, costs and rights

City charity Self-Help Nottingham and Nottinghamshire are currently encouraging people to share their healthy lifestyle 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 'Self Care for Life - Take Control'.

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

For more information, visit the Self-Help Nottingham and Nottinghamshire website.

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Self Care Week

18-24 November 2013



NHS



Worcestershire Acute @WorcsAcuteNHS

22h

#selfcare means keeping fit and healthy, as well as knowing how to take medicines, and seek help when you need it.



Raj Patel @Dr_Raj_Patel

1h

self care week #SCW2013 why go to A+E with your coughs, colds and sore throats when you can stay at home and treat your symptoms yourself.



HALE Project @HALEProject

21 Nov

*** More

Events across Bradford District for #SelfCareWeek to help you take control of your health & wellbeing. Details at bit.ly/efMnv9

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)

West Mid Hospital @WestMidHospital
Come along to our self care awareness in the main atrium bit.ly/tgDaEGS #SelfCareWeek
pic.twitter.com/vAC2K3Mtau

Healthwatch BF @healthwatchBF

@davearossiter @BHF1
@banda_ccg @GleefulKaz Day 5 #Bracknell
#selfcare still going strong
pic.twitter.com/z75JIPMj5r

Reply Retweeted Favorite More



There's no stopping our patient representatives joining in with the Zumba fun #selfcareweek pic.twitter.com/6hnc6vEh0p

Retweeted by Dave Rossiter



14h



HorshamMidSussex CCG @HorshMidSusxCCG

6h

In England, 99% of us are never more than 20 minutes away by car from a pharmacy #RightCareRightNow #SelfCare

Retweeted by NHS England South

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Everyone Has A Role To Play In Self Care
November 20, 2013 - 6:57pm

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18 November 2013 Last updated at 01:56

Antibiotics not for running noses, warn doctors

P3 PHARMACY FROM A NEW PERSPECTIVE

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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 'wholehearted' 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 red flag symptoms.

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RICHMOND

Look after yourself this week, says

100 Local Campaigns Highlighted in 100 Local Newspapers

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999 warning

IN support of National Self-care Week, North West Ambulance Service urging people to keep ambulances free for genuine emergencies.

Common complaints like back ache, minor sports injuries, stomach upsets, coughs and colds, flu and sore throats can be treated by a well stocked medicine cabinet.

Derek Cartwright, director of operations at NWS said: "We cannot

Cumbria Crack

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Threats the Office records released as booking opens

Trust supports Self Care Week and urges people to take control

ROCHDALE ONLINE

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You are Here: Home » News » News Headlines » Conference to focus on self-care and long term conditions

Conference to focus on self-care and long term conditions

Date published: 01 November 2013

Print Comment Email

a chance to discuss local health issues with long-term conditions.

be a chance for local service in the area. Attendees of the people to become more health their physical health as well as

Pennine Care, said: "We want and support people as a whole how they are an equal partner to

"We also want to empower our local communities which will be an ongoing theme throughout the conference workshops."

The event will coincide with Self Care Week, which runs from 18 - 25 November. Throughout the week Pennine Care will run various events to promote self care at a local level. This will be done through various workshops, including "How can you influence the services provided?" and "You as an equal partner with healthcare staff".

The conference will be held from 9:30am to 4pm, with lunch, refreshments and transport provided, on Tuesday November 19 at the Queen Elizabeth Hall, West Street, Oldham. To book a place call PALS on 0161 716 3178.

Pennine Care provides healthcare across Rochdale, Bury, Oldham, Stockport, Tameside, Glossop and Trafford.

sky | Tyne and Wear

Energy FM

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

selfhelp
connect uk



Melbourne Grove Medical Practice
East Dulwich

Forton Medical Centre

NHS

Brighton and Hove CCG



Improving Futures, Changing Lives
Affecting Positive Change In The

BMA



NHS
Kirklees

crowdhealth+

Wellspring Medical Practice



Royal College
of Nursing

total health
P H A R M A C Y

at the heart of the local community

NPA
National Pharmacy
Association

MHF
MEN'S HEALTH FORUM

LCH

PAGB

WEST MIDLANDS FIRE SERVICE

NHS

Berkshire Healthcare

NHS

NHS Foundation Trust

South Sefton Clinical Commissioning Group

**RC
GP**

Royal College of
General Practitioners

Whittington Health

NHS

NHS

Self Care Week
18-24 November 2013

Self Care for Life – Take Control



Self Care Week Partners



If you have any queries about the contents of this review contact libby.whittaker@selfcareforum.org

Self Care for Life – Take Control

