

Review of Self Care Week 2013



What is 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.



The Aim of SCW 2013

- ✚ 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

- ✦ This review highlights the **impact** of the campaign, showcasing how it was promoted **nationally, regionally** and **locally**.
- ✦ Looking also at the **vehicles** used for relaying campaign messages such as **websites** and **social media**.
- ✦ And featuring details of other national **campaigns** which helped to strengthen promotion of the self care 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



National

Self Care for Life – Take Control

NHS Self Care Week
18-24 November 2013



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.



NHS England Communicates Self Care Week to its 1.2m NHS population

✚ NHS England highlighted SCW through their internal channels via

- comms.link
- the NHS England bulletin (6000 staff members)
- CCG Bulletin
- Commissioning Support Units

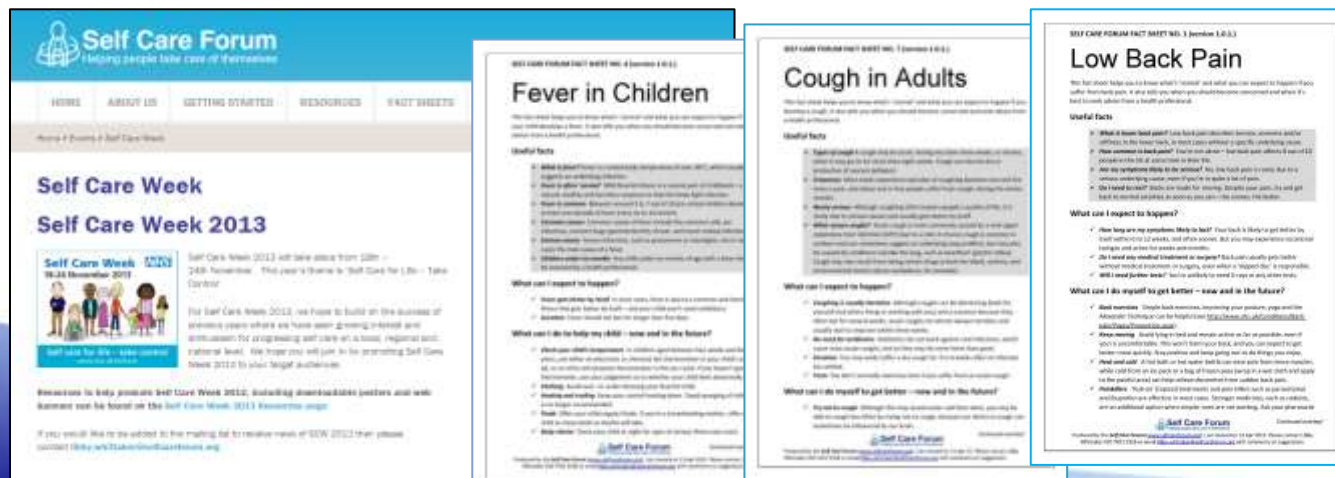
**These communications had the potential to reach
1.2m people working in the NHS**



Self Care Forum Drives Traffic to Self Care

- ✚ 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 Week 18-24 November 2013



Self care for life – take control

nhs.uk/selfcare

Self Care Forum



Self Care Week

18-24 November 2013

www.nhs.uk/selfcare

SELF CARE FORUM FACT SHEET NO. 4 (version 1.0.1)

Fever in Children

This fact sheet helps you to know what's 'normal' and what you can expect to happen if your child develops a fever. It also tells you when you should become concerned and seek advice from a health professional.

Useful facts

- When a fever is a raised body temperature of over 38°C, which usually suggests an underlying infection.
- Fever is often 'normal'. Most fevers in children are a natural part of childhood – a natural, healthy and harmless response to help the body fight infection.
- Fever is common. Between around 5 to 1 out of 10 your child will develop a fever one or more times during their first 10 years.
- Common causes. Common causes of fever include the common cold, ear infections, stomach bugs (gastroenteritis), throat and travel-related infections.
- Serious causes. Serious infections, such as pneumonia or meningitis, are rare but can be the cause of a fever.
- Children under six months. Any child under six months of age with a fever should be assessed by a health professional.

What can I expect to happen?

- Fever gets better by itself. In most cases, fever is due to a common cold and flu. Fever that gets better by itself – and your child won't need antibiotics.
- Duration. Fever should not last for longer than five days.

What can I do to help my child – now and in the future?

- Check your child's temperature. In children aged between four months and five years, use either an electronic or chemical dot thermometer to your child's ear, or to an infra-red thermometer to the ear canal. If you haven't got a thermometer, use your judgement as to whether your child feels abnormally hot.
- Dressing. Avoid over- or under-dressing your febrile child.
- Medicine and fluids. Avoid giving your child aspirin. Avoid giving your child

MAKE THE RIGHT CALL



Helping you look after
yourself this winter

Home care is best

Most common
illnesses don't need
antibiotics

This is
how long
they may last

Your local pharmacist can recommend
medication to help ease symptoms

To reduce
how long
coughs last
Coughs
Coughs or bronchitis
Coughs or bronchitis

4 days
1 week
2-3 weeks
3 weeks

Some Material Available on the Self Care Forum Website



medicine cabinet

Common colds, flu, sore throats and other common illnesses can be treated at home. This guide helps you to know what to do when you are unwell. It also tells you when you should seek advice from a health professional.

All it takes is just a few minutes to make sure your medicine cabinet is ready to help you manage common illnesses. Life-threatening or severe conditions should be treated by a health professional.

What you can do

- Paracetamol, such as paracetamol or ibuprofen.
- Antibiotics for allergies.
- Antibiotics for sore throats and other

Is your medicine cabinet fit for the winter?

Most common winter ailments, such as colds, sore throats, coughs, sinusitis or painful middle ear infection (otitis media), can't be treated with antibiotics.

What works instead?

Rest, lots of fluids, salt, sugar, honey, steam, saline, or a humidifier can help you feel better. If you have a fever, you may be able to take paracetamol or ibuprofen.

How long can I expect to suffer?

Cold – 1-2 weeks
Cough – 2-3 weeks
Cough – 3 weeks

What should I do now?

Ask your pharmacist what medicines should be in your cabinet to help you and your family through the winter months.

Where can I get more information?

Ask your doctor for a pharmacist or your pharmacist. Visit www.nhs.uk/selfcare for more information on how to look after yourself without antibiotics.



Self Care Week 18-24 November 2013

Self care for life – take control

www.nhs.uk/selfcare

Self Care Forum

Self Care for Life – Take Control

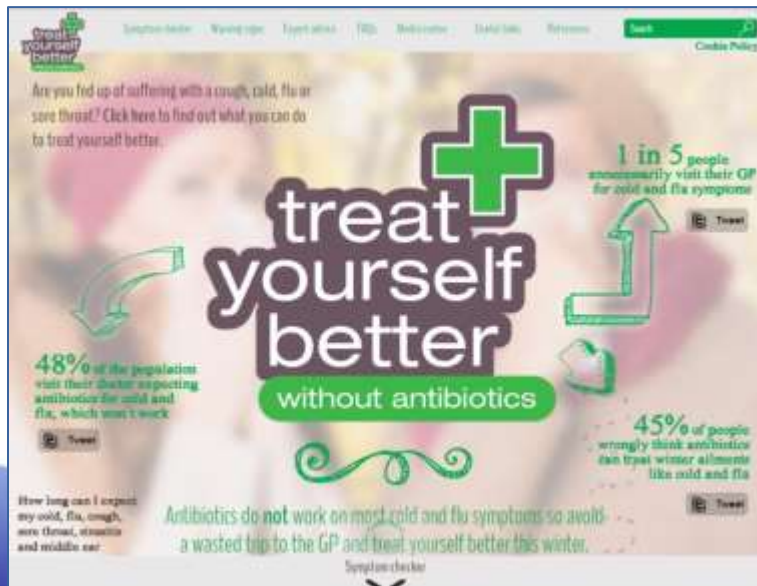
Is Your Medicine Cabinet fit for Winter?

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



Antibiotics don't help colds and flu

- As a partner of **Self Care Week** PAGB together 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.



The screenshot shows the 'Treat Yourself Better' campaign website. The main heading is 'treat yourself better without antibiotics'. It features several statistics: '1 in 5 people unnecessarily visit their GP for cold and flu symptoms', '48% of the population visit their doctor expecting antibiotics for cold and flu, which won't work', and '45% of people wrongly think antibiotics can treat winter ailments like cold and flu'. A central message states: 'Antibiotics do not work on most cold and flu symptoms so avoid a wasted trip to the GP and treat yourself better this winter.' There are also links for 'Symptom checker', 'Warning signs', 'Expert advice', 'FAQ', 'Webinars', 'Local links', and 'References'. A 'Start' button is visible in the top right corner.



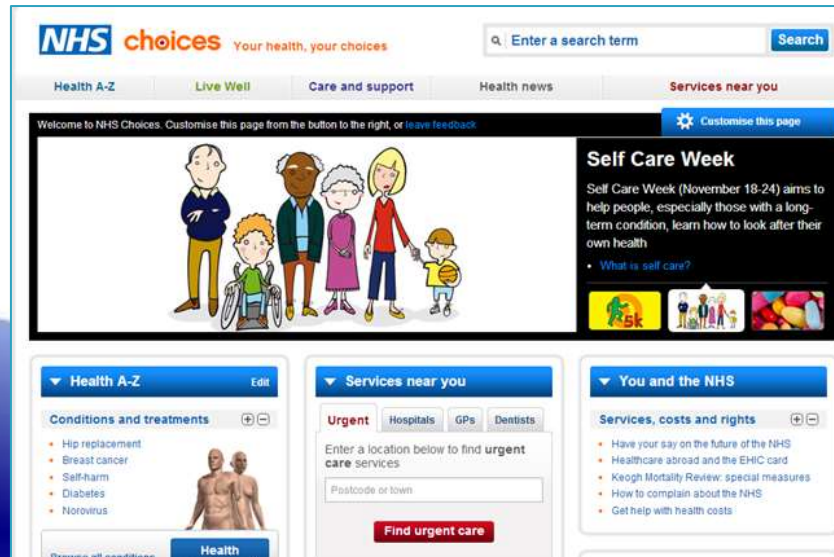
NHS Choices Tweets Self Care Week

- ✚ 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



NHS Choices @NHSChoices

Self care week aims to help people manage their long term conditions with the greatest independence. Read up here bit.ly/1lr5yb

05:52 PM - 19 Nov 13

NHS Self Care Week
18-24 November 2013



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.



Doctors urged to self care

- ✦ 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.
- ✦ **National Pharmacist Association** highlighted SCW to their membership via newsletters and their website.
- ✦ **Selfmanagement.uk** promoted SCW to their membership online and via media sources including Yorkshire Radio.



Pharmacists Get Involved in Self Care

- ✚ The National Pharmacist Association, which organises **Ask Your Pharmacist Week (AYPW)**, is a partner of Self Care Week.
- ✚ These two annual awareness campaigns have always been aligned and the Weeks are run consecutively to extend the promotion of self care messages. The 2013 campaign **AYPW** message encouraged people to think “pharmacy first” to avoid unnecessary GP and A+E visits.
- ✚ Many pharmacists continued the self care message by also supporting Self Care Week.



NHS Self Care Week
18-24 November 2013



Regional



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



Local



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.



Self Care Schools Competition in Bracknell

- ✚ **South Sefton CCG** held events for carers and their families.



South Sefton Clinical Commissioning Group

- ✚ **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 Care Week**
18-24 November 2013



Self Care Info shown outside Town Hall

- ✚ **Bradford's Hale Healthy Living Project** compiled a SCW information pack for local organisations and health information was shown on screens in GP practices and outside Bradford Town Hall.



- ✚ **NHS West Cheshire CCG** held a number of events with other local organisations to promote SCW to engage their local population including a Self Care Day and launching of pharmacy first campaign.



Self Care Week
18-24 November 2013



GP TV Screens Highlight Self Care

- ✚ **Crowdhealth** promoted information on their website and through their SoMe feeds.



- ✚ **Forton Medical Practice** in Gosport highlighted self care through TV screens and their website.

- ✚ **NHS Dorset CCG** launched a brand new self care service to their population to support patients, carers and local health professionals with long term conditions.



NHS Self Care Week
18-24 November 2013



Look After Your Selfie!

- ✚ **Haughton Thornley Medical Practice's PPG** organised events to highlight SCW.
- ✚ **Lincoln Green Medical Practice's nurse** promoted SCW through their Leeds Respiratory Network twitter feed and facebook page.
- ✚ **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?"



Waiting Room Displays SCF Fact Sheets

- ✚ **Westcourt Medical Centre** promoted SCW via their website and their waiting room displays highlighting the fact sheets.



- ✚ **The Ridge Medical Practice** held an “info shop” event for their local population

- ✚ **Ashfield Voluntary Action** held three free events during SCW to help locals with information on how to look after themselves.



Keep Calm and Look After Yourself!

- ✚ **Isle of Man** promoted SCW with a walking football event and a number of health related activities across the island.
- ✚ **Oakshill Surgery** in Somerset sent a news release highlighting better use of pharmacy and included links to the SCF fact sheets for winter ailments.
- ✚ **North Durham CCG** urged people to “keep calm and look after yourself” this winter.



Free MOT Health Checks Offered!

- ✦ **Hounslow and Richmond Community Healthcare Trust** held a series of information events with their health promotion teams.
- ✦ **George Eliot Hospital** in Nuneaton held an information stall offering health checks to locals.
- ✦ **Richmond Upon Thames Council** promoted free MOT health checks.
- ✦ **North West Ambulance Service** used SCW to appeal to their population on proper use of 999 services, stressing that coughs, stomach aches and flu can be treated with a well stocked medicine cabinet.



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]**



National and Local Websites Support Self Care Week



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East Lancashire health bosses back national Self Care Week

Self Care Week NHS

Bracknell & Ascot Clinical Commissioning Group

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Self Care Week 18-24 November 2013

Self care for life – take control
www.nhs.uk/selfcare

Governing Body Meeting
Meeting of the Governing Body
08 Jan 2014 at 13:30
Committee Rooms, Warehouse K
Custom House, London, E16 9DR

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Hounslow and Richmond Community Healthcare NHS Trust

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Community health trust supports Self Care Week

Wednesday 13 November 2013

Hounslow and Richmond Community Healthcare NHS Trust is supporting a national campaign which encourages people to become more health conscious and take measures to stay well.

Throughout Self Care Week, which runs between 18-24 November, the Trust's health promotion teams will be at various local events to raise awareness about the importance of self-care and healthy living, and give people the opportunity to find out about the range of free healthy lifestyle services that the Trust provides.

On Wednesday 20 November, members of the Trust's health promotion team will be holding an information stall at West Middlesex Hospital's Self Care Week awareness event, which takes place in the hospital's main atrium between 11am-2pm.

Health trainers from the team will be on hand to offer advice about how to take control of your health and mental wellbeing, improve your lifestyle, or manage long term conditions. The team will also be promoting sensible drinking as part of Alcohol Awareness Week – offering advice and information about how to monitor alcohol intake and avoid excessive consumption or binge drinking.

Self Care Week 18-24 November 2013

Self care for life – take control
www.nhs.uk/selfcare

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Bradford & District disabled people's forum

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Self Care Week 18th - 24th November 2013 - "Self Care for Life – Take Control"

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Melbourne Grove Medical Practice East Dulwich

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

www.nhs.uk/selfcare

Melbourne Grove Medical Centre

Telephone: 020 8299 0499
Fax: 020 8299 1954
Out of hours: 020 8299 9102

Melbourne Grove Medical Practice
Melbourne Grove
East Dulwich
London
SE20 8RN

NHS Southwark Clinical Commissioning Group

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Self Care Week 18-24 November 2013

Self Care for Life - Take Control

Next week is Self-Care Week running from 18 - 24 November. This year's theme is "Self-Care for Life – Take Control".

High quality care for all,
now and for future generations

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self care week

- January 2014
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- October 2013
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- August 2013

Taking control – the work-life balance – Sharon Howard

20 November 2013 - 13:47

Sharon Howard, an administrative support officer with NHS England, uses Self Care Week as a reminder that we have a duty to look after ourselves. For the third annual Self Care Week (18-24 November 2013) the theme is Self Care for Life – Take Control. As NHS employees, we are encouraged to support and promote [...]



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Binfield Surgery

Terrace Road North
Binfield
Bracknell, Berks
RG42 5JG

Tel: 0844 477 0932
Tel: 01344 286264
Fax: 0844 576 9802
When Closed: 111

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Self-Care Week 2013

Dates: 15-Nov-13

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Brighton and Hove CCG

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NHS Kingston Clinical Commissioning Group

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Self Care for Life - Take Control

22 November 2013

NHS Kingston CCG is supporting Self Care Week 2013. This year's theme is 'Self Care for Life - Take Control'. Local GPs are joining the campaign to raise awareness of how individuals can take control of their health and ultimately improve their overall well-being.

Carters Green Medical Centre

West Midlands, B70 9LB
Tel: 0121 553 0385

Self Care

Self Care Week 2013 takes place from November 18-24. It aims to help people take care of themselves, and lets them know what's available to help them look after their health. The campaign is being run by the Self Care Forum in partnership with the Department of Health.

This year's theme is "Self care for life - take control" and aims to raise awareness of how you can take control

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healthwatch Rotherham

Your spotlight on local services

14th November

health during Self-Care Week

Posted on November 14, 2013 by healthwatch

Self Care Week takes place this year between 18-24 November. The national campaign is all about helping people to take control of their health and wellbeing.

Rotherham NHS Foundation Trust Self Care Week

Bromley Clinical Commissioning Group

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awareness across communities, families and generations about how looking after their health. This year the week takes place between 18 - 24 November and the CCG is supporting Self-Care Week 2013 and signposting people to the host of

Coventry and Warwickshire Partnership NHS Trust



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Trust eNews December 2013

To view our stakeholder newsletter for December 2013, click here

Self Care Week 2013:
Self Care for Life - Take Control

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

NHS

www.nhs.uk/selfcare

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- Ashford has a range of health services to help you stay well.
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George Eliot Hospital NHS Trust

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Trust promotes 'self care' message

Staff at George Eliot Hospital are supporting Self Care Week 2013, which runs from 18-24 November.

Self Care Week is organised by the Self Care Forum and aims to encourage people to take control of their own health and prevent illness.

Dudley Metropolitan Borough Council

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20 - Self care week 2013

Borough residents are being reminded that they can access Self Management Programme (SMP).

The reminder is being sent out to mark National Self Care Week which runs from 18-24 November 2013.

Self care is about people being knowledgeable about their own health and taking control of their own health. It is about people knowing when to seek help and where to get it from. Check out the user guides and medicines correctly.

The theme of this year's national campaign is Self Care for Life - Take Control.

Self Care for Life - take control. People can often take care of themselves when they have common symptoms such as sore throats, coughs etc, for example by using over-the-counter medicines. Self care week is all about supporting you to take control of your health and where to get it from. Check out the user guides and medicines correctly.

East Lancashire Hospital NHS Trust

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Take care of your health in Dartford, Gravesham and Swanley

Do you know how to look after yourself? Self Care Week, which runs from Monday to Sunday (18-24 November) is a chance to learn how.

Dr Bhaskar Bora, who is chairman and clinical lead of NHS Dartford

East Lancashire health bosses support national Self Care Week

Self Care Week NHS
18-24 November 2013

New NHS 'app' for Dartford, Gravesham and Swanley to help beat winter strain at A&E

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December 2013

Eltham Park Surgery

Tel: 020 8850 1030

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Self Care Week 2013:

Self Care for Life - Take Control

We are supporting Self Care Week 2013, which runs from 18 - 24 November.



Croydon Clinical Commissioning Group

Longer, healthier lives for all the people in Croydon

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18/11/2013

Self Care Week 2013: How can you do more to look after your own health?

Croydon Clinical Commissioning Group (CCG) is supporting Self Care Week 2013 by highlighting the services in Croydon which helps people to do more to look after their own, and their family's, health.

Through Pharmacy First, everyone living or working in Croydon can now not only go to their local pharmacy for a prescription but can get one-on-one health advice from trained medical professionals in their pharmacy appointment. People can also be offered medicines to treat a wide range of common health conditions.

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Self Care for Life - Take Control

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Self-Care Week 2013

Dated: 15-Nov-13

Self-Care week takes places from 18th - 24th for Life - Take Control".

Lander Medical Practice, Truro
Tel: 01872 246810

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Self Care Week
18-24 November 2013

Greater Preston
Clinical Commissioning Group

Self Care Week 18-24 November 2013

The Rotherham NHS Foundation Trust

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Foundation Trust supporting Self Care Week 2013

The Rotherham NHS Foundation Trust supporting Self Care Week 2013

13 Nov 2013 16:32:39

Self Care Week
18-24 November 2013

Nottinghamshire Healthcare **NHS**
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Helping you 'take control' - Self Care Week 18 – 24 November 2013

National awareness week that focuses on embedding support for self care generations. This year's theme is 'Self Care for Life – Take Control'.

there are a number of self care programmes available free of charge for

NHS
Enfield
Clinical Commissioning Group

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Self Care for life - Take Control!

22 November 2013

Enfield CCG is supporting Self Care Week 2013, which runs from 18 - 24 November and is encouraging patients to use this week as an opportunity to

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Take Control

is supporting Self Care Week 2013, which runs from 18 - 24 November. This year's theme is

Greenwich are joining the campaign to raise awareness of how individuals can take control

a full life for everyone affected by epilepsy

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A - Z of epilepsy topics

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Epilepsy Society is supporting Self Care Week



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Self Care Week 18th - 24th November 2013

Home // Blog / Self Care Week 18th – 24th November 2013

Published on Thursday, November 21st, 2013

What is self care?

Self Care for Life is about being knowledgeable about your health and wellbeing, taking steps to stay well. Eat properly, take regular exercise and look after your symptoms of minor ill health.

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Self Care Week

What is Self Care?

Self care means keeping fit and healthy, as well as knowing how to take medicines, treat minor ailments and seek help when you need it. If you have a long-term condition self care is about understanding that condition and how to live with it.

There is lots of information available about how you can use Self Care to improve your health and wellbeing, including how to:

- [lose weight](#)
- [get fit](#)
- [stop smoking](#)
- [cut down on alcohol](#)



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

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 living tips 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 communities, families and generations. This year's Self Care Week started on Monday 18 November, with a theme of 'Self Care for Life – Take Control'.

For anyone unfamiliar with the term 'selfie', Self Help Nottingham and Nottinghamshire are asking people to send them a self 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.

Below you can see some examples of 'selfies' that members of the staff team at Self-Help Nottingham and Nottinghamshire have submitted themselves to get the ball rolling.

For more information, [visit the Self-Help Nottingham and Nottinghamshire website.](#)



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Public health - topics: Self care

It is more important than ever to stress the importance of taking a healthier lifestyle, staying active, eating healthily, only using we take prescribed medication as advised and do not take anti for people living with long term conditions.

pif **Patient Information Forum**
For Professionals Working in Consumer Health Information

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THE FRONT PAGE WHICH WAY NOW? DISTRICT & TOWN NEWS WEEK'S NEWS

November 16, 2013, 10:11 am

Self Care – Take Control in Self Care Week

It has been widely reported that hospitals and GPs are under increasing pressure as the winter months approach and seasonal ailments stop many of us in our tracks. Self Care Week (18-24 November) encourages us all to be more health conscious. Self care is about taking control of your own health.

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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?

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Self Care Week NHS 18-24 November 2013

analysis > News > 2013 > November > Doctors urged to protect themselves against the flu

Doctors urged to protect themselves against the flu

Doctors urged to protect themselves against the flu

19 November 2013

Doctors are being reminded of the importance of getting themselves immunised against flu.

As part of NHS self-care week draws to a close on Sunday, the BMA is highlighting the need for hospital doctors and GPs to ensure they also look after

Social Media Supports Self Care Week





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 sta symptoms yourself.

from Manchester, Manchest



Bridgewater_NHS @Bridgewater_NHS 1h

Home remedies - practical advice to deal with the 10 most common minor health conditions at home nhs.uk/Livewell/Pharm...



Walsall CCG @WalsallCCG 48m


Be mindful of your health, self and happiness nhs.uk/selfcare

#selfcare

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BSC CCG @BSC_CCG 21m

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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)



The Cellar Trust @theCellarProj 21 Nov

Interested in #SelfCareWeek2013 The Ridge Medical Practice have open 9.30am-3pm tomorrow!! Get down there to find

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NHS Hardwick CCG @NHSHardwickCCG

This week is Self Care Week. It air patients take care of themselves. I more today @NHSChoices nhs.uk/planners/yourh...



NHS DG @DGNHS 14m

Colds and most coughs, sinusitis, earache and sore throats often get better without antibiotics #AntibioticsAwarenessWeek

Retweeted by Dorset HealthCare

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Self Care Forum @SelfCareForum

1h

By looking after your health today, the NHS will be there for you tomorrow. #SCW2013

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NHS Southwark CCG @NHSSouthwarkCCG

59m

It's national self care week - the theme is 'Self Care for life - Take Control' - find out more here goo.gl/LeFFUz

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NHS England

Read here: Taking control – the work - life balance – a blog by Sharon Howard bit.ly/1bQ...

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Raj Patel @Dr_Raj_Patel

1h

It's Self Care Week #SCW2013 A 30 minute walk a day, keeps the hospital bed at bay!

📍 from Manchester, Manchester ← Reply ↻ Retweeted ★ Favorite *** More



NHS ELR CCG @NHSLCR

Find out more about how to take care of your own health when living with long term conditions @NHSChoices ow.ly/gmi2B

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NHS Milton Keynes CCG @NHSMKCCG

What will you change this #SelfCareWeek we of your health and improve your health & we

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Self Care Forum @SelfCareForum

1h

For #SCW2013 take control, know how to look after your health and your family's health. Improve your health literacy!

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NTW NHS FT @NTWNHS

1h

Art project helps give patients a sense of hope and purpose at Northumberland hospital goo.gl/gVZCZd #timetochange

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Oxfordshire CCG @OxonCCG

10m

It's Self Care Week (18-24 November) – follow this link for more details on how to look after yourself better. nhs.uk/selfcare

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Self Care Week
18-24 November 2013

Self Care for Life – Take Control



Self Care Week

18-24 November 2013



Healthwatch BF @healthwatchBF

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

Reply Retweeted Favorite More



HorshamMidSussex CCG @HorshMidSusxCCG

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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Worcestershire Acute @WorcsAcuteNHS

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

Retweeted by NHS SW CCG

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NHS Choices @NHSChoices

Self care week aims to help people manage their long term conditions with the greatest independence. Read up here bit.ly/1lr5yb



HALE Project @HALEProject

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

Retweeted by The Cellar Trust

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SOPFG @SOPFG

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

Retweeted by Dave Rossiter



100 Local Campaigns Highlighted in 100 Local Newspapers



Everyone Has A Role To Play In Self Care

November 20, 2013 - 6:57pm

News

NEWS HEALTH

11 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.

Your Local Guardian.co.uk

Your Local Guardian » News » Local news » Richmond »

RICHMOND

Look after yourself this week, says Richmond healthcare trust

By Amy Dyduch

4:00am Tuesday 19th November 2013

People in Havering and Richmond

People have more than 100 years of experience in health care. You can see the difference in the way we work. Our staff are experienced and professional. We are a team.

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Middlewich Guardian

Middlewich Guardian » News »

NEWS [Send your news, pictures, video](#)

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

Trust supports Self Care Week and urges people to take control

ROCHDALE ONLINE

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

Service users and carers are being invited to an all day conference for a chance to discuss local health services in Rochdale, and how they should be developed, for people living with long-term conditions.

Hosted by the Pennine Care NHS Foundation Trust the conference will be a chance for local service users, carers and partners to contribute to the various services offered in the area. Attendees of the conference will look at how Pennine Care develops services to support people to become more health conscious and choose healthy options which will impact positively on their physical health as well as their mental wellbeing and self esteem.

Organiser Lynette Whitehead, Patient and Liaison (PALS) Officer from Pennine Care, said: "We want service users, carers and partners to help us think about how we view and support people as a whole person, how people can influence the services that are provided and how they are an equal partner to healthcare staff."

"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.

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SELF CARE FAIR SET FOR ISLAND FIRST
7 Nov, 2013 At 11:35 by Island Echo

Organisations and groups across the island will be

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MKWeb -> Health

Milton Keynes residents encouraged to take part in Self Care Week

THIS week is Self Care Week and local NHS leaders are asking residents in Milton Keynes to make lifestyle choices that will improve their health, mental wellbeing and self-esteem.

Dr Nicola Smith, NHS Milton Keynes Clinical Commissioning Group (CCG) GP chairman, said: "Our hope is to inspire people to become more knowledgeable about their own health and take measures to stay well."

"People who take control of their health ultimately take control of their lives."

NHS

theCitizen BURNLEY AND PENDLE

port Leisure Weather Info Forum Events Announcements

Royal Wedding Burnley Pendle National News

Pendle Citizen » News »

Lancashire residents urged to 'self to ease pressure on health services

10:00pm Saturday 23rd November 2013 in News

TS have been urged to 'self care' as part of a bid to ease pressure on hospital staff during winter.

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East Lancashire health bosses back national Self Care Week

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NEWS [Send your news, pictures & videos](#)

NHS campaign launch for winter health

By Debbie Goodwin
Bradford Chat Reporter

6:08pm Tuesday 26th November 2013 in News

A photograph of a woman in a white NHS uniform talking to a man in a blue shirt.

This photo is available to prevent winter stress as people are urged to look after their health with campaign.

HU17.net
It's all about Beverley!

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Self Care for Life: In The East Riding of Yorkshire

17 NOVEMBER 1, 2013

SELF CARE IN BEVERLEY HEALTH BEVERLEY NEWS

The NHS logo, consisting of the letters 'NHS' in white on a blue background.

East Riding of Yorkshire CCG and East Riding of Yorkshire Council are using Self Care Week 2013 as a series of information events to promote self care and healthy living in local markets and supermarkets between 7 November and 9 December 2013.

getwestlondon

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9 » News » Health » West Middlesex Hospital

By GetWestLondon | Comments | 11 Nov 2013

Self Care week aims to help patients help themselves

The NHS logo, consisting of the letters 'NHS' in white on a blue background.

Self Care Week NHS

er 2012

An illustration of a family consisting of a man, a woman, and two children.

Helping older healthy living

Take control of your health



89 • 97.2 • 103.7FM and 1368AM

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Self-care week launched today

Published online at 18/11/2013 09:55:00



DEPARTMENT OF HEALTH

Rheynn Slaynt

From daily activities staying active and conditions such as learn more about

Health Minister David Cameron start Self Care Week to raise awareness of the role you can play in your own



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Home / News / Self-care week launched today

Isle of Man News - POSTED Mon 18-11-2013

Self-care week launched today
by Manx Radio

Nuneaton News

re call at Eliot

News | Posted: November 19, 2013

By CLAIRE

... will be offered to people who are visiting loved

The Northern Echo

The Northern Echo » News »

NEWS Send your news, pictures & videos

NHS urges people with common winter ailments to treat themselves at home



By Andrew Douglas, Deputy News Editor

8:25pm Monday 18th November



Nicola Bailey, spokesperson for North Durham GCG at today's launch

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40 local newspapers | one online voice

This Is Local London » News »

NEWS Send your news, pictures & videos

Look after yourself this week, says Richmond healthcare trust

By Amy Dyduch

4:00am Tuesday 19th November 2013 in News

People in Hounslow and Richmond have been encouraged to become

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

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Brighton and Hove CCG



Forton Medical Centre



Wellspring Medical Practice



total health
P H A R M A C Y

at the heart of the local community



WEST MIDLANDS FIRE SERVICE

Berkshire Healthcare

NHS Foundation Trust



Royal College of
General Practitioners

NHS
South Sefton Clinical Commissioning Group



NHS **Self Care Week**
18-24 November 2013

Self Care for Life – Take Control



Self Care Week Partners



A Big Thank You

On behalf of the organisers of Self Care Week we would like to thank everyone who participated in SCW 2013. Without your help our aim to have everyone self care for a healthier, happier life would not be possible. We hope we are one step closer to furthering the reach of self care and embedding it into every day life, to make it a life-long habit.

If you would like any further information about the Self Care Forum go to www.selfcareforum.org or contact Libby Whittaker, email: libby.whittaker@selfcareforum.org

