

### **Review of Self Care Week 2014**



NHS





### 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, and their family's health.
- The overall aim is to increase people's health literacy, to help them understand how to **self care for life**, take care of their own minor ailments, manage more serious conditions and choose health options that will impact positively on their physical health, mental wellbeing and self esteem.

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# Who started it?

- In 2009 the Department of Health (DH) began SCW to help those working in the NHS to support their patients to look after themselves.
- In 2011 the Self Care Forum was invited to take over the running of the campaign by the former Care Services Minister, Paul Burstow MP, successive Ministers have been very supportive of SCW.

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### The Theme for 2014

Self care for life – be healthy this winter

A different theme is chosen each year and **winter health** was the theme for 2014. It centred around people taking better care of themselves during winter, when seasonal illnesses are more prolific and people's health suffers as a consequence.





# **Review Headlines**

- Self Care Week achieved national prominence when Earl Howe, the Health Minister launched the campaign at the Self Care Conference on 10 November.
- MPs and MSPs were notified of Self Care Week when it was raised in the UK Parliament and the Scottish Parliament (potentially reaching 770 parliamentarians).
- The Self Care Week page on the Self Care Forum website was visited more than 9,000 times, three times more than in 2013.
- Social media was extremely popular and NHS Choices tweeted to 157,000 followers.

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# **Review Headlines cont....**

- The fact sheets were the most popular download with 4,854 more than double compared to 2013.
- The winter theme was particularly favoured by NHS Trusts, CCGs and local surgeries who used it as a way to signpost patients and local residents to the most appropriate action.
- Public Health England and NHS England were highly engaged in reaching the NHS and local authorities.

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- All four UK countries now engaged in promoting self care with
  2014 seeing greater involvement by devolved nations.
- A Portuguese nursing school even took part.





# Learnings for 2015

- We need to start promoting Self Care Week 2015 as early as possible (March 2015).
- Increased engagement from partner organisations is needed to help cascade messages and promote the campaign.
- A more proactive media campaign with local and regional newspapers as well as consumer press would help widen campaign messages.
- A pre and post campaign questionnaire can be helpful in producing campaign ideas and informing the 2015 evaluation.

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### National







### **Health Minister Launches Self Care Week**

SWC was launched at the **16<sup>th</sup> Annual Self Care Conference** by the Health Minister, **Earl Howe** on 10 November.



He said: Going further on self care is absolutely vital for the sustainability of the NHS and is better for patients. If people are more involved in their health and care they are in a much stronger position to manage their own healthcare and we know that this results in improved patient outcomes, fewer unnecessary consultations, better patient experience and, of course, better use of resources.







## **NHS England Promotes Self Care Week**

NHS England helped in **raising awareness** through their various channels:

- NHS England website
- CSU Update Bulletin (reach of 300+ NHS Comms Leads)
- NHS Newsletter (reach of 43,000)
- NHS England CCG and CNO Bulletins (reach of 2,500)
- NHS England Staff Bulletin (6,000 staff members)
- Twitter via NHS England and regional accounts (public facing with 62,000 followers).

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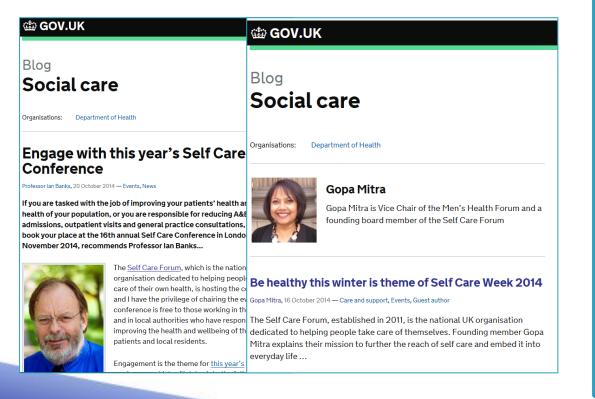




# **PH England Promotes Self Care Week**

Public Health England highlighted Self Care Week and the Self Care

Conference in blogs on its website:



The Social Care blog has more than 13,000 subscribers made up of a broad mix of people in public health, local government and commissioning.







# **Parliamentary Mentions**

#### Self Care Week was raised in the

**UK Parliament** and the

**Scottish Parliament** through a

parliamentary question, early day motion and a Scottish Parliament

motion.



\*S4M-11430 Rhoda Grant: Self Care Week—That the Parliament recognises that 17 to 23 November 2014 is Self Care Week, an annual event that focuses on providing support for self care across communities and families; notes that this year's theme is Self Care for Life -Be Healthy this Winter owing to the rising demand on health services during the winter months as a result of weather-related illnesses; understands that adults usually have two to four colds a year while children are likely to have three to eight and that it is imperative to take necessary self care during the coming winter months; encourages members and staff to consult NHS Scotland's Self Care website, which sets out guiding principles to help people take care of themselves, and commends the Self Care Forum for its work in providing people with good information on both what self care is and what its benefits are.

Supported by: Patricia Ferguson\*, David Stewart\*, Hanzala Malik\*, Elaine Murray\*, Jackie Baillie\*, John Pentland\*, John Finnie\*, Anne McTaggart\*, Margaret McCulloch\*, Richard Lyle\*, Graeme Dey\*, David Torrance\*, Nanette Milne\*, Mary Scanlon\*, Colin Beattie\*

#### Self Care for Life – Take Control

Asked by Nick de Bois (Enfield North) Asked on: 11 November 2014

Department of Health



Primary Health Care

To ask the Secretary of State for Health, what steps his Department is taking to support and promote Self Care Week which runs from 17 to 23 November 2014; and what promotional materials he is disseminating in the NHS to support this campaign.

Answered by: George Freeman

Answered on: 21 November 2014

The Department supports Self-Care week and my noble Friend, the Parliamentary Under-Secretary of State (Earl Howe), gave the opening presentation at the 16th Self-Care Forum. In his speech, Earl Howe promoted the use of the self-care leaflets, posters and social media messages disseminated by the Self-Care Forum. He also highlighted that self-care information and guidance (including fact sheets for 13 common ailments) is available on NHS Choices, Patient UK and a number of other websites.



🗰 www.parliament.uk

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#### SELF CARE WEEK 2014

Session: 2014-15 Date tabled: 19.11.2014 Primary sponsor: Barron, Kevin Sponsors: Heald, Oliver Burstow, Paul McDonnell, Alasdair Clwyd, Ann Syms, Robert

That this House notes that 17 to 23 November 2014 is national Self Care Week, an annual event that focuses on providing internal support for self care across communities and families; further notes that this year's theme is Self Care for Life - Be healthy this winter, owing to the rising demand on health services during the winter months as a result of weather-related illnesses; recognises that the NHS reports that adults usually have two to four colds a year while children are likely to have three to eight, and that it is imperative to take necessary self care during the coming months; encourages hon. Members and staff to consult the NHS Choices website which has guiding principles to help people take care of themselves; and commends the awareness work of the Self Care Forum in providing people with good information on what self care is and its benefits.

#### Total number of signatures: 29

Show: Supported by Withdrawn signatures

#### Showing 29 out of 29

🔺 Name	Party	Constituency	Date Signed
Anderson, David	Labour Party	Blaydon	25.11.2014
Barron, Kevin	Labour Party	Rother Valley	19.11.2014
Blackman, Bob	Conservative Party	Harrow East	20.11.2014
Bottomley, Peter	Conservative Party	Worthing West	19.11.2014



#### Self Care Forum Drives Traffic to Self Care

The **Self Care Forum** website is the year-round portal for resources aimed at CCGs, surgeries, councils and other health organisations promoting self care to their audiences.

The Self Care Week page was visited over 9,000 times from Sept – Nov which is three times more than in 2013. The Self Care Forum Fact Sheets were the most popular resource, with 4,854 downloads, more than double the amount in 2013.









NHS Self Care Week 18-24 November 2013





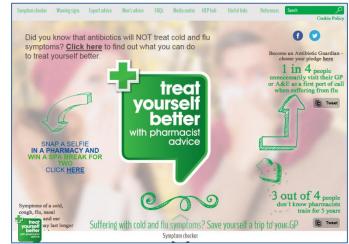
# **Related Campaigns**

Self Care Week is one of a number of campaigns that strengthen the message of people looking after their own health including "Treat Yourself Better" by PAGB and Pharmacy Voice, PHE's Antibiotics Awareness and Feeling under the weather campaigns and the NPA's pharmacy first campaign.





Over 60 and feeling under the weather? There's no such thing as wasting your pharmacist's time.



Self Care Week

18-24 November 2013

NHS





# 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 2014, and promoted

on its homepage from 17 – 23 November.





#### Membership Bodies promote self care

- The Chair of the Royal College of General Practitioners informed members through her weekly blog.
- Via their e-newsletter, the British Medical Association's PLG told members that self care has to be a general election issue.
- The Royal College of Nursing announced details through internal newsletters, the website and held a SCW event in their library.
- Selfmanagement.uk sent out a news release, published various blogs and used twitter to promote key messages.

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National Voices promoted messages through social media.





# **Pharmacists Get Involved in Self Care**

- Pharmacists are key to supporting people to self care especially when it comes to advice for minor ailments and pharmacy bodies are always enthusiastic about getting involved.
- Pharmacy Voice joined forces with PAGB again to run Treat
  Yourself Better providing self care pathways to their members.
- The National Pharmacist Association organised Ask Your
  Pharmacist Week (AYPW), with the message "pharmacy first".

NHS

Self Care Week

**PSNC** highlighted SCW through its website.





# Regional







#### **Ambulance Service promotes Self Care**

- South West Ambulance used SCW to highlight the need for people to understand how to "self care for life".
- Bracknell-Forrest Council garnered support from 30 organisations including their CCG, public health and adult social care to hold more than 60 events highlighting the benefits of self care to their population and workforce.
- NHS South West Commissioning Support Unit issued a press release and hosted a twitter chat with the theme "your top Self Care tips for staying healthy this winter".

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550 community pharmacists in West Yorkshire promoted the campaign.





### Local







#### More than 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 although a number of surgeries and local councils engaged also.
- Wales and England were always active in the campaign but 2014
  saw more involvement from Scotland and Northern Ireland.
- SCW went international with a Portuguese nursing school taking part, there was also activities in the Isle of Man and Isle of Wight.

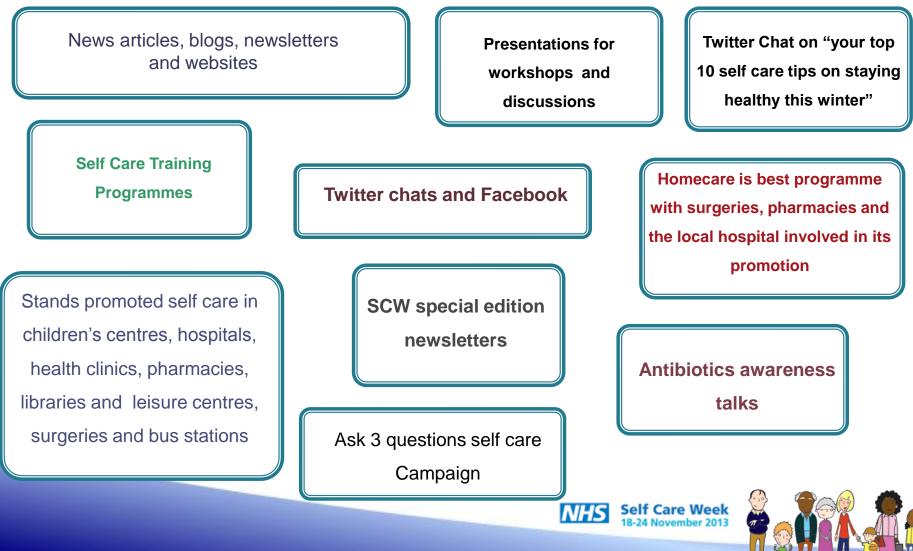
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The winter message was embraced fully as a theme for the campaign by all participants.





### How did localities promote SCW?

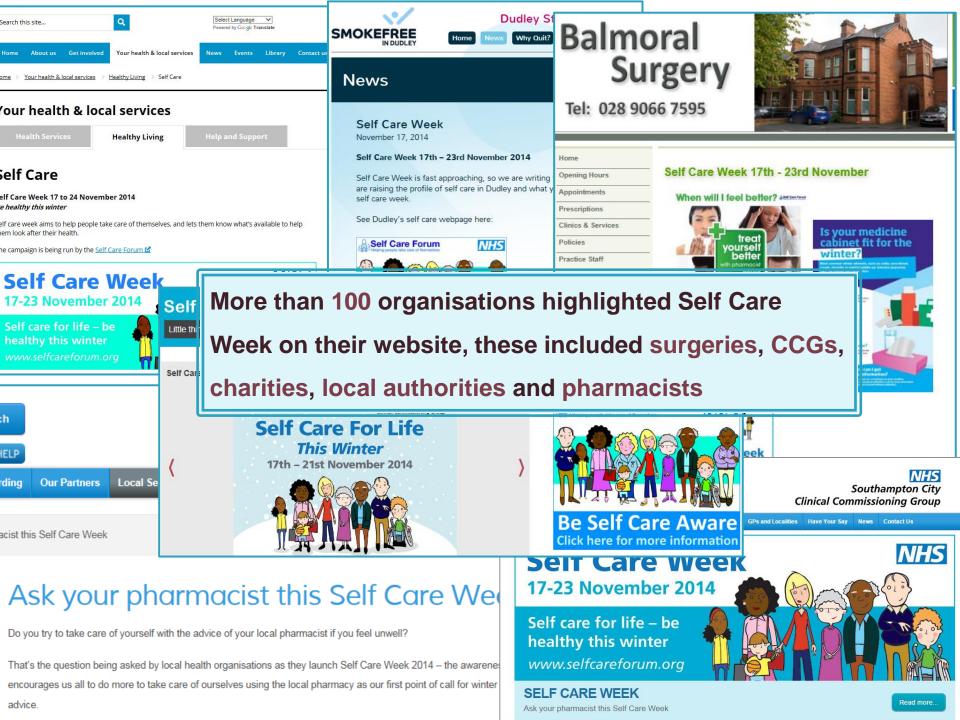




#### National and Local Websites Support Self Care Week





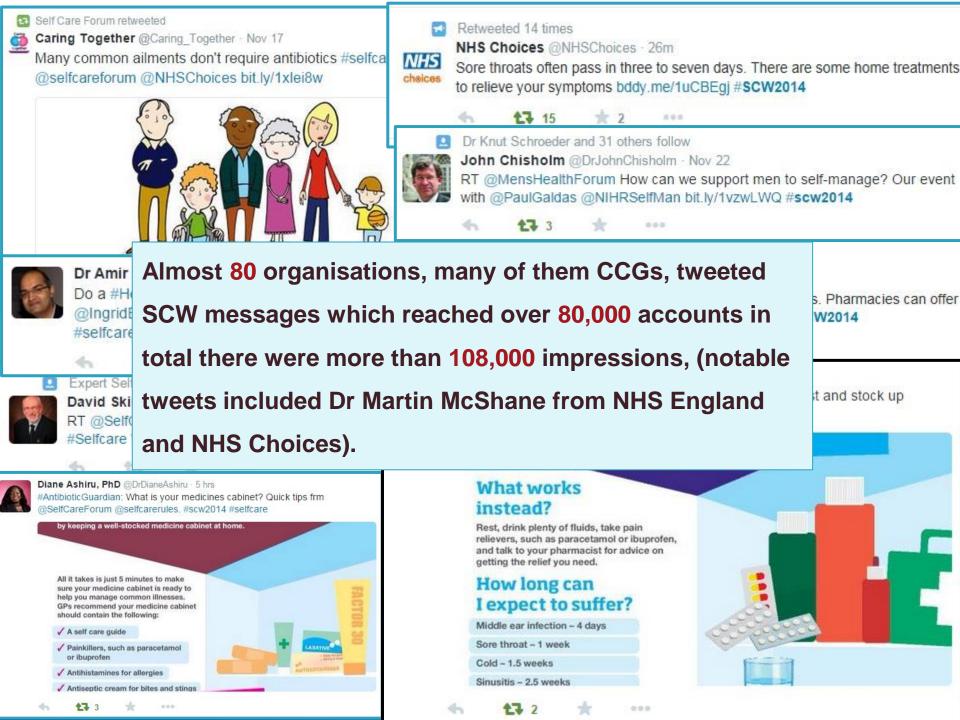




#### Social Media Support for Self Care Week





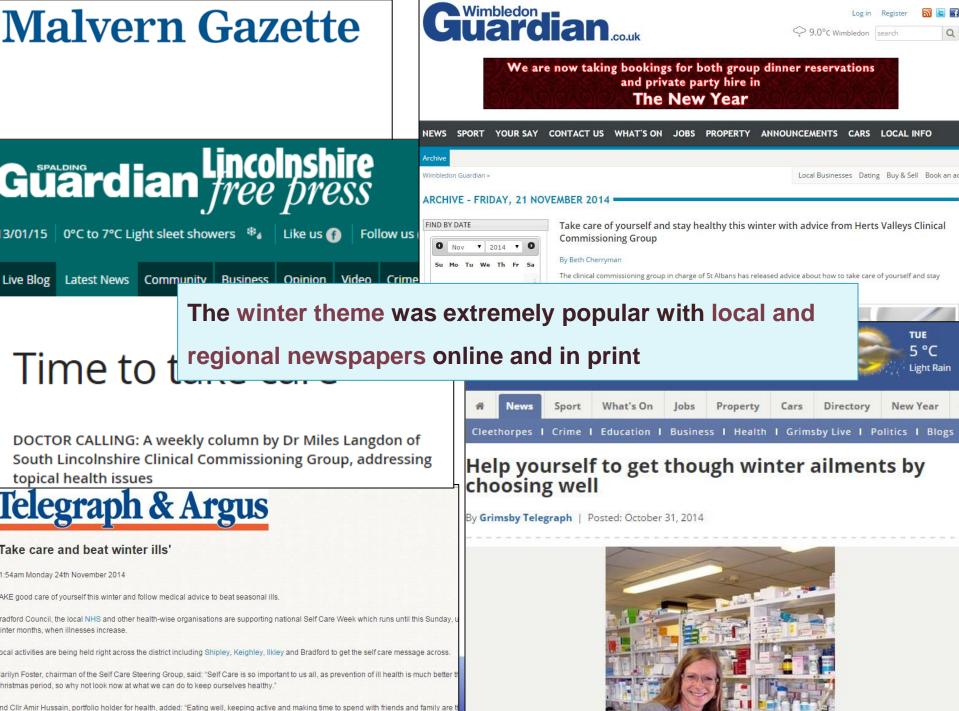




#### **News Coverage**







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#### LIFESTYLE GHRAIMH BE KIND TO YOURSELF 📓 TRIM THAT TUM 🕷 ALCOHOL AWARENESS WEEK

#### WHAT IS WELL-BEING?

'When we talk about well-being, we're not just talking about happiness. That is part of it, but it's more about feeling good and functioning well. Increasingly, evidence shows that improved mental well-being has a massive effect on physical health. It doesn't just help to stop healthy people from becoming ill, but it also improves the outcome for those with long-term conditions, too. We used to only focus on cures for specific diseases, both mental and physical, but well-being means we take the individual into account as well as the illness.

HOW IS WELL-BEING ACHIEVED? 'People in the UK today have become i better off financially over the last 50 ye research shows that we're no more cor with our lot. This suggests that materia possessions don't lead to any long-terr in how we feel. We've found out more to bring about lasting improvements it well-being, and it's generally accepted there are five steps you need to take to achieve this. These are: connect, be act keep learning, give to others and take

#### WHAT DO YOU MEAN BY CONNECT?

'Be with others. Doing so provides perspective, opportunities for sharing, balance and a sense of purpose. It makes our lives richer. Doing things with others also helps people to achieve their goals - it's no surprise that initiatives such as Weight Watchers and AA are so successful. If you want to do something, finding other people to do it with means it's much more likely to happen. In peer groups, people support each other and helping other people is helpful in itself.

#### **BE ACTIVE? HOW MUCH EXERCISE** SHOULD WE BE DOING?

'The Government recommends adults do at least 2.5 hours of moderate aerobic activity. such as cycling or fast walking each week, as well as muscle strengthening exercises twice a week. Apart from reducing the risk of serious disease, there's increasing evidence, too, that being active reduces the impact of dementia. Being active isn't just about the physical - for instance, reading is also good. It's stimulating but, again, it's all about balance - and you still need to exercise.



WHAT ABOUT TH 'You need to take your surrounding environment to s you always travel upstairs; you'll see way. If you walk o route. Also, take I sense of well-beir or mood - and mi If you can learn to yourself more, it's

Exercise and eating well are important YOU SAY LEARM



#### What a scorcher of a summer we have had!

We have now all had our summer holidays; some of us have even climbed mountains, (see the article on the Snowden Push) and we are now looking forward to our autumn activities as well as planning for 2015. Where did 2014 go?

This edition sees a great spotlight feature on the SB755 our high specification nursing care bed, and also includes some tips from our resident Occupational Therapist - Ellie Burcher.

The popular Orca bath lifter has had a refresh.

# news in brief



Aquatec Orca Refresh - Find out more on page 7

#### nity bed range

der Peoples Day 1st



#### Self Care Week -17th - 23rd November 2014

This year the theme is 'Self Care for Life – Be healthy

Self Care Week to your service users



#### Sign up now!

Sign up to our Newsletter for the latest information on independent living products. Just email thinkindependence@invacare.com



Coverage of the campaign also cropped up in unusual places such as the CSMA (motoring and leisure magazine) and Invacare which provides mobility aids.



you're learning q The point is to to AND WHAT ABO DONATING TO C

'All giving is goo someone a smile is outward facing purpose and boo can think they do

or that they have giving is a joyful of what we do as giving too much isn't going to be

IS ANY ASPECT C **IMPORTANT THA** 'It's all about bal might be really could do with so might be to look your time and pu weaker areas - h

To find out more uk and selfcare

Product Manager - Lifestyle T: 01656 776278

E: thinkindependence@invacare.com

#### Invacare partners with the MND Association



The Motor Neurone Disease Association has opened a new wheelchair service that was officially launched last week in Leeds by HRH The Princess Royal. Invacare was proud to support the opening ceremony and to display the new MND power chair.

HRH The Princess Royal, who is Royal Patron to the MND Association, met with patients, guests and partners who developed the 'neuro chair' including Invacare's Managing Director, Mark Prosser who commented;

"We are delighted to support and work in conjunction with the MND Association in developing a range of power chairs. It's a great honour to support this event, especially with this new power chair that will have a tremendous and positive impact on people living with MND. The Princess Royal took great interest in the power chair and its ability to help individuals in their daily lives."

Find out more on our Ocean shower chair which is also suitable for clients living with MND on page 4.

#### 2 | THINK INDEPENDENCE





# The Self Care Forum Organises Self Care Week







### **About 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 making it a life long habit.
- The Self Care Forum Board are individuals from health related backgrounds and include patient group representatives, GPs, nurses, pharmacists, academics, DH, NHS England, PH England, media medics and the consumer healthcare industry.

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#### **Self Care Week Partners**





#### **Self Care Week Partners**







Meeting the health needs of our local population

Bracknell and Ascot Clinical Commissioning Group











# 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 2014. 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 <u>www.selfcareforum.org</u> or contact Libby Whittaker, email: libby.whittaker@selfcareforum.org



