Review of Self Care Week 2014
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.
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.
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.
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**.
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.

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.
National
Health Minister Launches Self Care Week

SWC was launched at the 16th 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).
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.
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.
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.
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.
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.

NHS Choices also tweeted:

Their SCW tweets reached 157,000 accounts
The “what is self care?” page had 5,024 visits between Sept - Nov
The “self care week” page had 2,828 visits between Sept – Nov
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.

**National Voices** promoted messages through social media.
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”.

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”.

- 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.
- The **winter message** was embraced fully as a theme for the campaign by all participants.
How did localities promote SCW?

- News articles, blogs, newsletters and websites
- Presentations for workshops and discussions
- Twitter Chat on “your top 10 self care tips on staying healthy this winter”
- Self Care Training Programmes
- Twitter chats and Facebook
- SCW special edition newsletters
- Ask 3 questions self care Campaign
- Homecare is best programme with surgeries, pharmacies and the local hospital involved in its promotion
- Antibiotics awareness talks

Stands promoted self care in children’s centres, hospitals, health clinics, pharmacies, libraries and leisure centres, surgeries and bus stations

Self Care for Life – Take Control
National and Local Websites
Support Self Care Week
More than 100 organisations highlighted Self Care Week on their website, these included surgeries, CCGs, charities, local authorities and pharmacists.
Social Media
Support for Self Care Week
Almost 80 organisations, many of them CCGs, tweeted SCW messages which reached over 80,000 accounts in total there were more than 108,000 impressions, (notable tweets included Dr Martin McShane from NHS England and NHS Choices).
News Coverage
The winter theme was extremely popular with local and regional newspapers online and in print.
Coverage of the campaign also cropped up in unusual places such as the CSMA (motoring and leisure magazine) and Invacare which provides mobility aids.
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.
Self Care Week Partners

NHS West Suffolk Clinical Commissioning Group
NHS Herts Valleys Clinical Commissioning Group
healthwatch Bracknell Forest
NHS South Gloucestershire Clinical Commissioning Group
NHS Bristol Clinical Commissioning Group
NHS Tameside and Glossop Clinical Commissioning Group
NHS North West Surrey Clinical Commissioning Group
NHS Southampton City Clinical Commissioning Group
NHS Balmoral Surgery
NHS Fylde and Wyre Clinical Commissioning Group
NHS Smokefree in Dudley
NHS Thurrock Clinical Commissioning Group
NHS Mentholatum

self management uk

The Gables Medical Centre
NHS Newark and Sherwood Clinical Commissioning Group
The Rotherham NHS Foundation Trust

Self Care for Life – Take Control
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Self Care Week Partners

- Actavis
- NHS
- Hounslow Clinical Commissioning Group
- NHS
- North Lincolnshire Clinical Commissioning Group
- NHS England
- NHS
- South Eastern Hampshire Clinical Commissioning Group
- NHS
- South Warwickshire Clinical Commissioning Group
- CEUTA Healthcare Group of Companies
- Watling Street Medical Centre
- A GP Practice in Northwich
- West Middlesex University Hospital NHS Trust
- CEDARS Medical Centre
- A GP Practice at the Alsager Health Centre
- South Western Ambulance Service NHS Foundation Trust
- Eastern Cheshire Clinical Commissioning Group
- Care UK
- Self Care Week 18-24 November 2013

Making it Real in Dudley
Transforming Adult Social Care Together

Living together, working together

NHS
NHS
NHS
NHS
NHS
NHS
NHS
NHS
NHS
NHS
Self Care Week Partners

Isle of Wight NHS Trust

THE ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

Tudor Surgery
A GP Practice in the centre of Nantwich

Cullybackey Medical Practice

Delamere GP Practice

ROSEHALL Medical Practice

Ballycastle Medical Practice
Tel: 028 20762684

Mer epark Medical Centre
A GP practice at the Alsager Health Centre

Hertfordshire LPC

Hartlepool and Stockton-on-Tees Clinical Commissioning Group

Bradford Teaching Hospitals NHS Foundation Trust

Wakefield Clinical Commissioning Group

Cumbria Partnership NHS Foundation Trust

East Surrey Clinical Commissioning Group

Berkshire Healthcare NHS Foundation Trust

NHS

live it well

NHS

Birchwood Medical Practice

Cleland Park Surgery
2 Cleland Park
Bangor
BT20 3EB
Tel: 028 91 452410

Self Care for Life – Take Control
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 www.selfcareforum.org or contact Libby Whittaker, email: libby.whittaker@selfcareforum.org