

Review of Self Care Week 2015



National Awareness Campaign

- ✚ **Self Care Week** is the annual national awareness campaign that has been held since 2009.
- ✚ It was managed by the Department of Health until 2011 when it was handed over to the Self Care Forum.
- ✚ **Self Care Week** is now well established with participation from an increasing number of organisations in the health arena.

Self Care for Life

The 2015 theme of **Self Care for Life** was broad enough to encompass a range of self care messages to fit organisations' chosen campaign objectives including:

- self management for long term conditions,
- self treatment for self-limiting conditions,
- signposting to health services,
- antibiotic prescribing,
- increasing people's health and wellbeing,
- Improving health literacy.

Review Headlines

- ✦ **Self Care Week** was launched by NHS England's **Tim Kelsey** at the **Annual Self Care Conference** on 11 November at the RCN;
- ✦ **Self Care Week** was promoted by more than **160** organisations and appeared on blogs, e-newsletters, websites, print and social media;
- ✦ **MPs and MSPs** raised **Self Care Week** in the UK and Scottish Parliaments, tweeted and highlighted it during two Westminster events;
- ✦ The Self Care Forum's **Self Care Week** page had more than **13,000** hits, **four thousand more** than in 2014;
- ✦ **Twitter** activity increased significantly in 2015 with **70.8k** impressions compared with **13.4k** in 2014;

Review Headlines cont....

- ✚ New supporters of **Self Care Week** include the **British Medical Association, NHS Voices, Health Foundation, NHS Confederation, Richmond Group** and **Coalition for Collaborative Care**;
- ✚ **Public Health England** and **NHS England Directors** supported the campaign through tweets, blogs and press releases;
- ✚ **Self Care Week** reached an international audience in **Australia**;
- ✚ **Self Care Week** provided NHS England's **Stay Well this Winter campaign** with a second chance at consumer promotion;
- ✚ **Self Care Week** was widely supported by the **general practice** and **nursing press** including GP business resource **Medeconomics**.

NHS England and Public Health England

National Director for Patients and Information

Tim Kelsey, former National Director for Patients and Information was one of **three National Directors** to highlight **Self Care Week**.



Launching **Self Care Week** at the **17th Annual Self Care Conference** he said:
“Greater self care is essential if longer lives are also to be as healthy, active and enjoyable as possible.”

He also tweeted and blogged.

National Medical Director for Long Term Conditions

Dr Martin McShane wrote **three blogs** to promote **Self Care Week**, he also addressed a group of student nurses as part of his promotional activities. Before retiring in January 2016, Dr McShane was a Self Care Forum Board member.



*“**Self Care Week** helps raise awareness with people about how they can safely treat minor ailments such as colds or fever, as well as how they can live healthily and prevent avoidable but more serious long terms conditions such as Type 2 diabetes or heart disease.”*

National Director for Acute Care

As part of the **Stay Well this Winter** campaign two press releases were published by NHS England's **Professor Keith Willett** during **Self Care Week** giving the campaign a second opportunity to highlight winter messages.



News

Tackling loneliness h NHS this winter – Ke

🕒 17 November 2015 - 14:03

Professor Keith Willett, NHS England's Director for Acute Care, who is leading the Urgent and Emergency Care Review.

Millions of pensioners sadly will endure
and indeed spend many long winter's

News

Helping the elderly can also help the NHS this winter

🕒 17 November 2015 - 14:05

People have been urged to help the frail and elderly this winter and, in doing so, help take the pressure off frontline NHS services.

The call comes from **Professor Keith Willett, NHS England's Director for Acute Care**, who is leading the Urgent and Emergency Care Review.

Professor Willett is helping to drive home the messages of the NHS 'Stay Well This Winter' campaign as part of Self Care Week which runs to November 22.



Stay Well this Winter

- ✚ This joint NHS England and Public Health England campaign was promoted to the public during **Self Care Week** with coverage in Wired.gov, Celebrity Intelligence and consumer magazine Yours.



Public Health England

Public Health England highlighted **Self Care Week** and the Self Care Conference in **blogs** and through their **e-newsletter** to the public health community and social media:

The Social Care blog and e-newsletters has more than **20,000 subscribers** in public health, local government and commissioning.

Self Care for Life

Blog

Social care

Organisations: [Department of Health](#)

Self care for life

Matthew Clift, 9 September 2015 — Care and support, Events, Guest author, In

As demand for health services escalates and budgets come under intense scrutiny, there is increasing need for local authorities to do more to help people look after their own health and wellbeing. Matthew Clift, Project Manager for Prevention and Health Promotion at Bracknell Forest Council looks ahead to November's Self Care Week.

Launching Self Care Week last year, then Parliamentary Under Secretary of State for Health, Earl Howe said "Self care is vitally important to the NHS and its longevity."



Matthew Clift: 'Planning for Self Care Week does not have to be difficult and it does not have to be

Self Care Week, which runs from 1-7 November, has been arranged by Bracknell Forest Council and Ascot Clinical Commissioning Group's health and social care partnership since 2012. It is a partnership to reach people across the community and has given a valuable insight as to how services are used and what people do to look after themselves.



Blog

Public health matters

Organisations: [Public Health England](#)

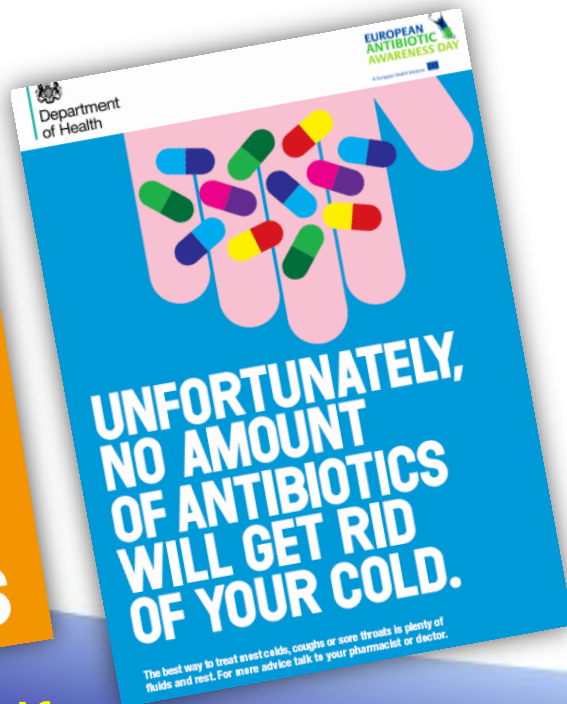
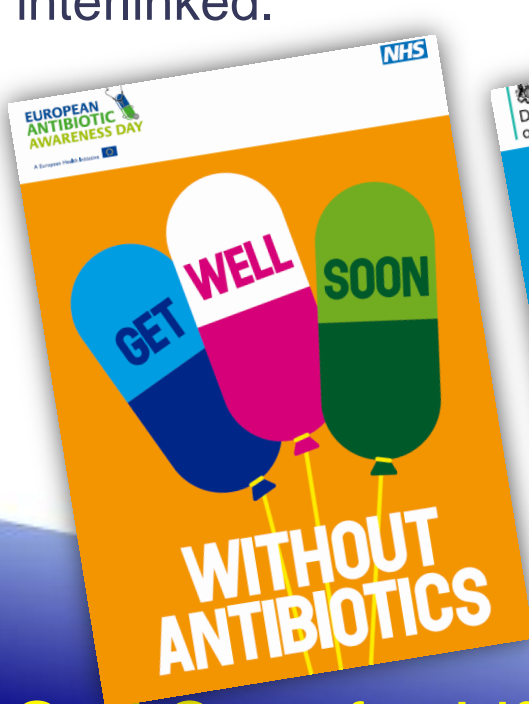
We must fight back against bacteria to save our antibiotics

Susan Hopkins, 23 October 2015 — Antimicrobial resistance



Antibiotics Awareness

Antibiotic awareness is a key **Self Care Week** message and is always held during European Antibiotics Awareness Day (18th November). The **Public Health England's Antibiotic Guardian Lead** (Diane Ashiru-Oredope) is a **Self Care Forum Board member** and activity is interlinked.



Parliament

Parliamentary Activity

Self Care Week was raised in the **UK** and **Scottish Parliaments** through parliamentary questions, an Early Day Motion and a Scottish Parliament motion.

Early day motion 638

SELF CARE WE

Session: 2015-16

Date tabled: 03.11

Primary sponsor: E

Sponsors: Shannon

That this House welc
encourages people to
physical health and r
that self care is impe
when to use A&E and
pharmacists; acknow
encourages her. Mo

Primary Health Care

Department of Health written question – answered on 18th November

Alert me about debates like this



Virendra Sharma Labour, Ealing, Southall

To ask the [Secretary of State](#) for Health, if he will encourage participation by NHS organisations and local authorities in Self Care Week.



Alistair Burt The Minister of State, Department of Health

Self Care Week 2015 is managed and promoted by the Self Care Forum, an organisation which seeks to embed approaches to self care it into everyday life and to educate and empower people to manage their own health and wellbeing. The Self Care Forum has been running its annual awareness

Rhoda Grant MSP

Member of the Scottish Parliament for the Highlands & Islands (Lab

Rhoda Grant MSP Home

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Self Care Week : Rhoda's motion in the Scottish Parliament

October 29, 2015

Rhoda has tabled this member's motion in the Scottish Parliament



Self Care Week—That the Parliament welcomes the national awareness campaign, Self Care Week 2015, which runs from 16 to 22 November; understands that the theme is Self Care For Life and that the week will encourage people to do so; further notes its aim of highlighting how people can better look after their own physical health and mental wellbeing and the steps that they can take to help prevent avoidable conditions; believes that this approach is imperative for a healthy life and a sustainable NHS; understands with regret that many people remain confused about when to use A&E and GP services and do not realise the wealth of health advice and treatments available from pharmacists; acknowledges what it sees as the importance of signposting people to the most appropriate service for their symptoms; encourages MSPs and their staff to consult NHS Scotland's Self Care website, which has guiding principles for self care, and commends the Self Care Forum on organising the week and raising awareness of this approach and its benefits.

Events in Parliament

A Westminster Forum pharmacy debate and Chronic Pain Policy Coalition highlighted **Self Care Week** and parliamentarians showed their support via twitter!



Kevin Barron @KevinBarronMP · 6m

Self Care Week is underway – do you know how to Self Care for Life?
#SCW2015 @SelfCareForum bit.ly/1MOKkt



Colin Beattie MSP @uartlach · 2h

Your pharmacist can help you with advice on how to Self Care for Life

Rhoda Grant @RhodaGrant · 8m

Self Care Week reminds us to Stay Well this Winter #SCW2015 bit.ly/1ZIssVZ
@SelfCareForum

Virendra Sharma MP @VirendraSharma · 4h

Your pharmacist can help you Self Care for Life #SCW2015 @SelfCareForum

Jackie Baillie ✓ @jackiebmsp · 18 Nov 2015

For tips to Self Care for Life NHS Choices can help #SCW2015:
buff.ly/1kCeQeW @SelfCareForum

Dr Lisa Cameron MP ✓ @lisacameron SNP · 17 Nov 2015

Self Care Week reminds us to Stay Well this Winter #SCW2015

Self Care for Life

Promotions by National Health Bodies



Health Think Tanks



Patient Groups

Home

Who we are

What we do

What you can do

Blog

Our News

Self Care Week 2015: Self Care for Life

🕒 23 September 2015 📁 Self Care Forum

Dr Selwyn Hodge, Co-chair of the **Self Care Forum** blogs for us this week on the importance of self-care and invites you to be part of their upcoming Self-Care Week 2015.

The Self Care Forum is delighted to be a new partner of the Coalition for Collaborative Care. Our remit is broader than long term conditions since it runs along the **self-care continuum** and includes prevention, lifestyle, self-care for minor ailments and self-management of long term conditions. However, our ethos is very much in line with the C4CC's in that we believe people should be supported and given the tools to enable them to look after their own health better and so increase their levels of health literacy.

This is summed up in our mission statement, which is to further the reach of self-care and embed it into everyday life, making it a lifelong habit and culture.

A major activity of the Self Care Forum is to organise the national awareness campaign, **Self Care Week** (16 – 22 November 2015). The aim is for people-facing organisations, such as the voluntary and community sector, CCGs,



Nurses

Self Care for Life

Junior doctor and consultant contracts — **get the latest update now.**

Doctors

Self Care Week 2015

Doctors have an important role to play in supporting and educating patients on the benefits of self care

[Find out more](#)

The BMA @TheBMA · Nov 13

Love @selfcareforum's philosophy on embedding self care into everyday life #SCW2015 selfcareforum.org



The BMA @TheBMA · 7h

This could be the moment for self-care
fal.cn/selfcareblog #SCW2015

News archive



Support self care for patients, says BMA

16 November 2015

Doctors should support and educate their patients on the benefits of self care, the BMA is highligh...



The BMA @TheBMA · Nov 16

'Doctors should support & educate patients in the benefits of self-care' —
fal.cn/benefitsofself... #SWC2015Royal College of
General Practitioners

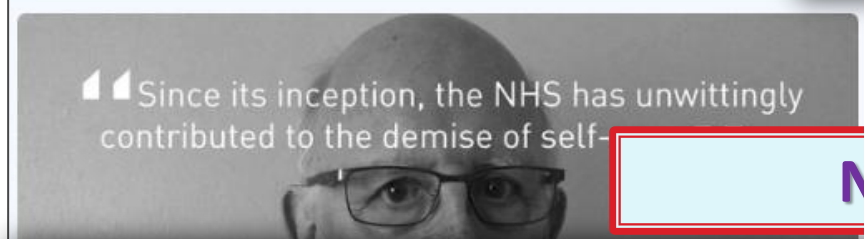
Self Care for Life

NHS Confederation @nhsconfed · 49m
Self-care & health literacy, part & parcel of a viable NHS, writes Dr Selwyn Hodge #SCW2015 nhsconfed.org/blog/2015/10/s...

You



Pharmacy Voice @PharmacyVoice · 18 Nov 2015
Your pharmacist can help you Self Care for Life #SCW2015 @SelfCareForum @PAGBselfcare



NHS



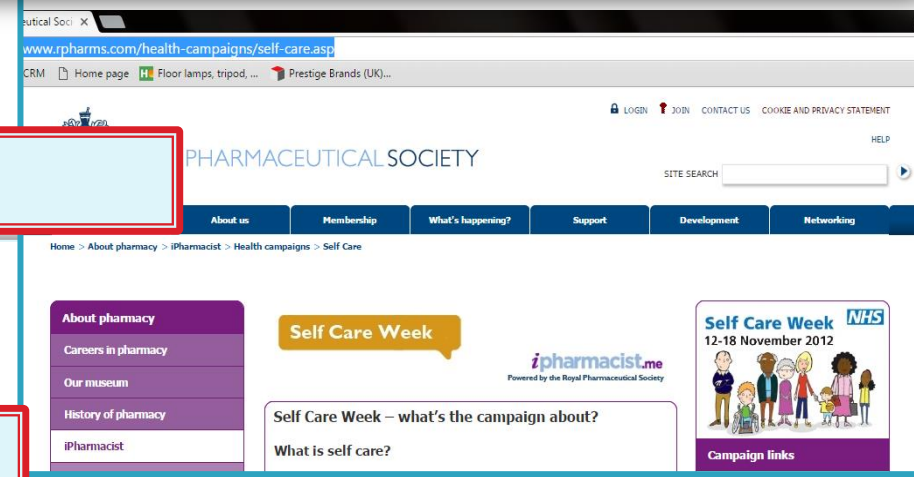
NHS Confed / NHS Voices has 38,700 twitter followers and their e-newsletter is sent to 1,600 contacts.

HEALTH
NHS Confederation /

Self-care
part and parcel of a viable
NHS | Dr Selwyn Hodge

28 / 10 / 2015 12.30am

Since its inception, the NHS has unwittingly contributed to the demise of self-care, writes Dr Selwyn Hodge. Can the NHS ever remain viable if this trend isn't reversed and health literacy levels increased?



Pharmacy



National **SCW** Activities by SCF Board

- ✦ The **RCN** held a self care afternoon tea;
- ✦ Co-chair **Dr Pete Smith** presented at the NAPC annual conference and the “Antibiotics use in Primary Care” event in Barnsley;
- ✦ Co-chair **Dr Selwyn Hodge** spoke at a BMA health literacy meeting;
- ✦ Nurse – **Sara Richards** ran a seminar at the NAPC conference;
- ✦ Men’s Health Forum Chair, **Dr John Chisholm** joined a Primary Care Today roundtable discussion on self care and telehealth;
- ✦ **Professor Rob Darracott** , Pharmacy Voice CE, spoke at Westminster Health Forum’s pharmacy debate chaired by **Sir Kevin Barron MP**.
- ✦ **Selfmanagement UK** held a “what self care means to you” competition.

Local Activities

- ✚ **Bracknell and Bradford**, who presented at the **November Self Care Conference** ran full programmes to empower their population, Bracknell also did a leaflet drop on “is your medicine chest ready for winter”.
- ✚ **ECL** launched a “quicker treatment” leaflet to support their population to get better access to services over the winter.
- ✚ **Barnsley CCG** distributed the “home care is best” poster to all GP practices and community pharmacists
- ✚ **Haughton Thornley Patient Participation Group** held an event to highlight medication passports.
- ✚ **Dyneley House Surgery** held a series of masterclasses on topics such as teen health, first aid and minor ailments.



Examples of 2015 local **SCW** activities

News articles, blogs, newsletters
and websites

**Presentations for
workshops and
discussions**

**Roundtable discussions on
telehealth and self care”**

**Self Care Training
Programmes**

**Twitter chats, tweets and
Facebook pages**

**Homecare is best programme
with surgeries, pharmacies and
the local hospital involved in its
promotion**

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

**SCW special edition
newsletters**

**Leaflet drop on “is your
medicine chest ready for
winter”**

**Mental and Physical Health
Workout Programmes**

**Cultural Days in the
Workplace**

Websites and Social Media

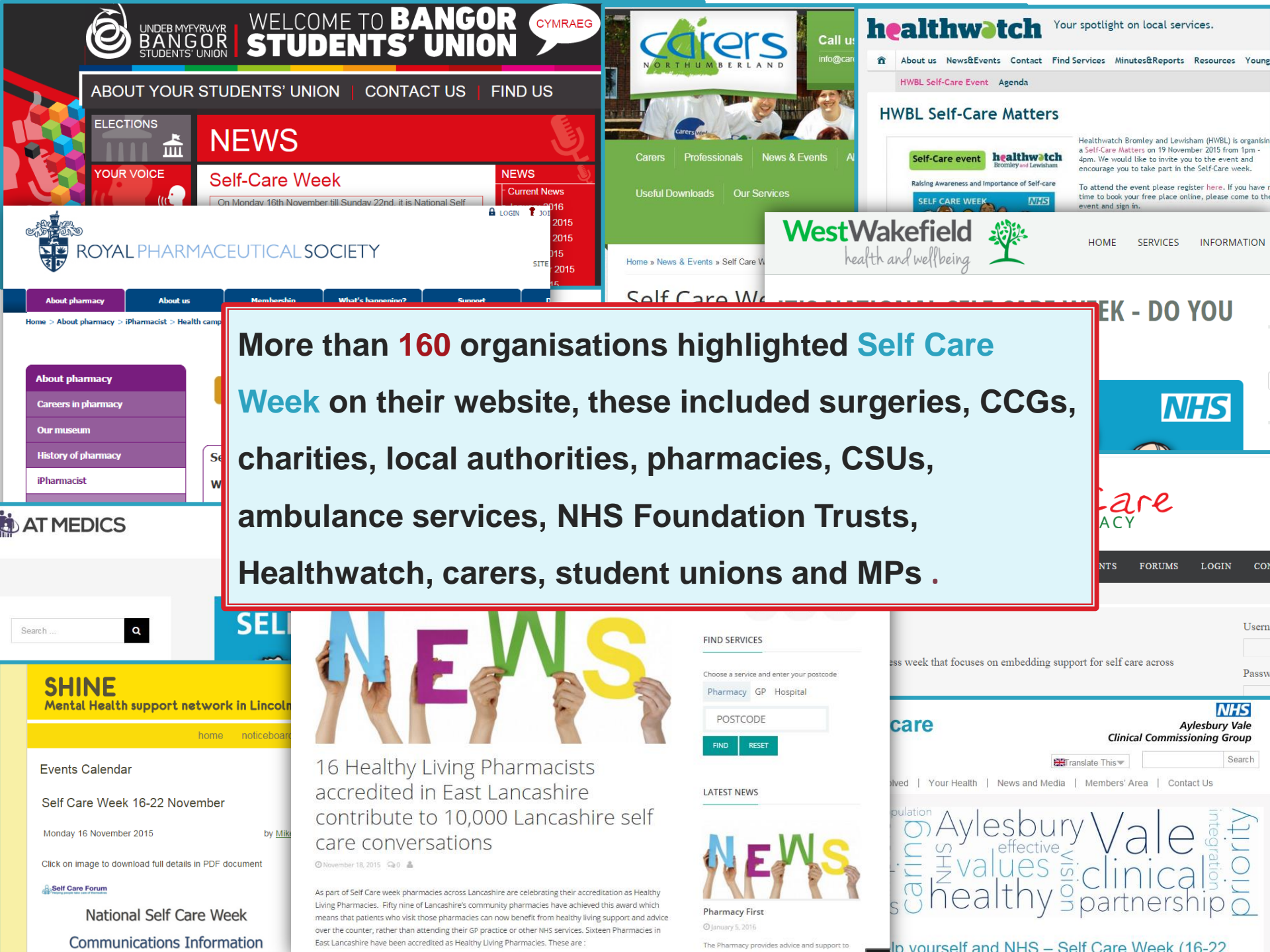
Self Care Forum Traffic

The **Self Care Forum's** website is the portal for resources to support patient/people-facing organisations such as CCGs, surgeries and councils with self care activities like **Self Care Week**.

The Self Care Forum website was visited over **13,600** times from Sept – Nov 2015 which is **three thousand** more than in 2014. The Self Care Forum Fact Sheets were the most popular resource, with **6,800** downloads, **two thousand** more than the previous year.



Self Care for Life



More than **160** organisations highlighted **Self Care Week** on their website, these included surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS Foundation Trusts, Healthwatch, carers, student unions and MPs .



Spink @spinkhealth · 1h

Self Care for Life during Self Care Week (16-22 Nov) and always get advice from your pharmacist #SCW2015 @SelfCareForum



Healthwatch Bedford liked your Tweet

20 Nov 2015: #SCW2015 Did you know that a cough can last up to 3 weeks? Here are some helpful factsheets: bit.ly/18ZUEdU



EN Herts CCG @ENHertsCCG · 19 Nov 2015

.@SelfCareForum are holding a Self Care Week twitter chat 1pm #SCW2015 #SCWchat



NHS Wakefield CCG @NHSWakefieldCCG · 21 Nov 2015

#SCW2015: URINE SYMPTOMS IN MEN – 1 in a collection of 14 helpful factsheets by @SelfCareForum --> ow.ly/UKpxr #SelfCare



Pharmacy Voice @PharmacyVoice · 18 Nov 2015

Your pharmacist can help you Self Care for Life @PAGBselfcare



NHS England Media @NHSEnglandMedia · 11 Nov 2015

.@tkelsey1 says we must build the evidence base for the benefits of #selfcare to promote mainstreaming this approach #SCC2015 @SelfCareForum



NHS Confederation

As #selfcareweek Hodge on why s

Asset Chemist Retweeted

18 Nov 2015: Self Care for Life pharmacist! #SCW2015



John Chisholm

RT @expertselfcare 2015. #scw2015

Twitter activity generated **70.8k** impressions (compared with **13.4k** in 2014) with notable tweets from NHS Confederation, Health Foundation, Wendy Nicholson from NHS England, Sir Kevin Barron MP and Martin Routledge from C4CC. A twitterchat was also held during Self Care Week.

health, says
forum



19 Nov 2015: #SCWchat @DrDianeAshiru @WePharmacists @WeDocs @WeNurses Join us for a chat from 12 - 1pm - first question "why is self care important?"



Wendy Nicholson

@Judith_Husband @SelfCareForum #AntibioticGuardian need to educate the public and HCPs



Diane Ashiru, PhD @DrDianeAshiru · 11 Nov 2015

@ICP_SteveBremer 🙄 we have more work to do #SCW2015. We also need to educate children on the role of pharmacy now? @SelfCareForum



Boehringer @BoehringerUK · 30 Nov 2015

Treat winter ailments with advice from a pharmacist – #SCW2015 @SelfCareForum #StayWellThisWinter



Reedyford HealthCare and 1 other Retweeted



Health Foundation @HealthFdn · 19 Nov 2015

As we near the end of self care week, look out for our film tomorrow, on self & peer managing #mentalhealth health.org.uk/recovery-colle... #SCW2015

News Coverage: General Practice and Nursing

How to support self care in your practice

Self Care Week takes place in November and there are many steps practices can take to encourage patients to self care, which in turn can help reduce demand, referrals and antibiotic prescribing and increase patient satisfaction.



Opinion Practice opinion Viewpoint

Viewpoint: All practices should support self care

10 November 2015

Be the First

Next week is
Self Care Week
and practices can benefit from it.

GPonline.com Retweeted a Tweet you were mentioned in
4m: Supporting self care in your practice bit.ly/1NlniseA
@SelfCareForum to get ready for #SCW2015
pic.twitter.com/KVboHwYv53



Medeconomics

@MedeconomicsUK

Supporting self care in your practice bit.ly/1NlniseA
Advice

Guest Editorial

PracticeNursing

Self care for life

Self Care Week (16–22 November 2015) is a national awareness campaign which aims to increase people's ability to self care. We are urging all nurses involved in supporting people to adopt healthier lifestyles and working in public health to use the week to inform and educate their patients about self care and the benefits it can have.

Self Care for Life is this year's



areas to attend, free of charge.

Delegates will have the opportunity to learn from service users about their experiences of self care, be presented with practical ways in which self care can be

embedded into pathways and hear from national leaders about their plans to support front line staff to make this happen. Confirmed speakers include Tim Kelsey, NHS England's Director

MANAGEMENT
inPractice

Prescribing Information This is for healthcare professionals only. Job code: myuk/uk/airdupla-banner

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Ease winter pressures with self-care week, NHS England recommends

9 September, 2015 12:21 PM

GP practices are being urged to prepare to get involved with self-care week, which aims to help



Related articles

Guidance on health assessments

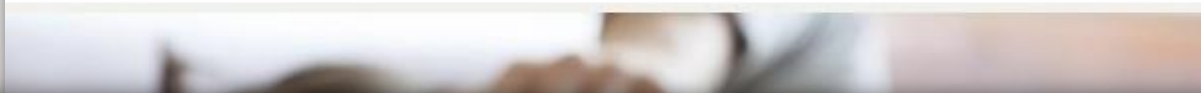
News Coverage: Local and Regional

Today's columnist, GP Mary Wren: Looking after your health

Most coughs and colds can be treated without antibiotics, a Cambridgeshire health expert warns

By CambridgeNews | Posted: November 17, 2015

By Freya Leng

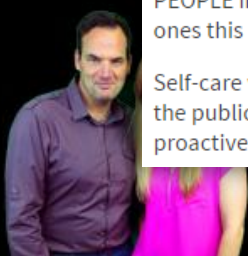


Focus on your health and well-being this self-care week

More than **60** local and regional newspapers highlighted SCW with radio stations also getting involved.

in touch with local news

Sign up for email alerts



PEOPLE in Worcestershire are being encouraged to look after themselves and their loved-ones this winter.

Self-care week from Monday (November 16) to Sunday, November 22, is urging members of the public - particularly those with long-term conditions such as diabetes - to be more proactive in improving their health and well-being.

Jocelyn Brown: Some

what they can do to stay well this winter.

On Air News Features Win Community Vouchers Jobs

Pirate FM News

Home / News / Cornwall News / Article

Cornwall Urged To Try Self-Care This Winter



Tradesmen: Do's and Don'ts to Help Keep the Jobs Coming In

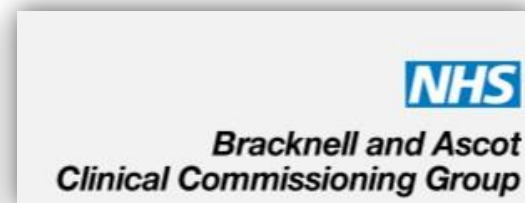
How do you make sure you're seen as a successful tradesman - keeping your job book full? Recent research uncovers the best ways. Plus, find out more about our special offer for tradespeople.

Promoted by Axa

Self Care Week, which starts on Monday, is a national campaign which aims to support people to look after their health.

One of the most important things you can do to look after yourself this winter is to get a flu vaccination if you are eligible. Although flu symptoms are usually quite mild - the

Self Care Week Partners

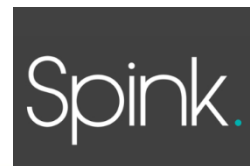


Pharmaceutical
Services
Negotiating
Committee





self
management uk



The Rotherham NHS Foundation Trust

Dyneley House
Surgery

Balmoral
Surgery



Self Care Forum

Helping people take care of themselves



Airedale, Wharfedale and Craven
Clinical Commissioning Group



Liverpool
Clinical Commissioning Group

healthwatch
Croydon



Horsham and Mid Sussex
Clinical Commissioning Group



HomeCareDirect
Direct your own support



Forest Health Group

Skimped Hill Health Centre and Sainsbury's Bagshot Road

City of Bradford Metropolitan District Council

healthwatch
Stoke-on-Trent



Wirral Clinical Commissioning Group



**Schwabe
Pharma (UK)**
From Nature. For Health.



MANCHESTER
CITY COUNCIL

Manchester Mental Health
and Social Care Trust



selfhelp
connect uk



Maghera Medical Centre

The Gables Medical Centre



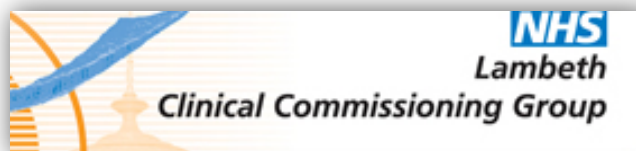
Bracknell and Ascot
Clinical Commissioning Group

Abbey Court Surgery

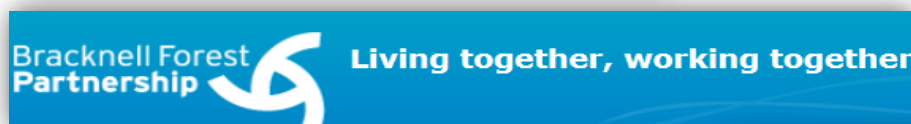
Self Care for Life



Worcestershire County Council



Watling Street Medical Centre
A GP Practice in Northwich



West Middlesex University Hospital **NHS**
NHS Trust



Self Care for Life



Self Care Forum
Helping people take care of themselves



Merepark Medical Centre
A GP practice at the Alsager Health Centre



NHS
*Hartlepool and Stockton-on-Tees
Clinical Commissioning Group*

Bradford Teaching Hospitals **NHS**
NHS Foundation Trust

NHS
*Vale Royal
Clinical Commissioning Group*



NHS
Wakefield Clinical Commissioning Group

Berkshire Healthcare **NHS**
NHS Foundation Trust



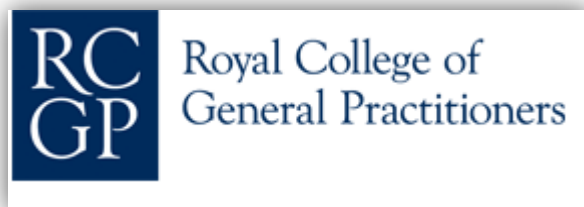
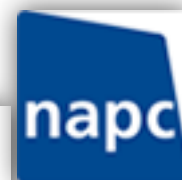
Cumbria Partnership **NHS**
NHS Foundation Trust

NHS
*East Surrey
Clinical Commissioning Group*

Self Care for Life



Field House Medical Group



Thank You

The Self Care Forum would like to thank everyone that participated in **Self Care Week** 2015 and invites participants to continue throughout the year to empower people to self care. Please keep in touch via email selfcare@selfcareforum.org or twitter @SelfCareForum #selfcareforlife.