Review of Self Care Week 2015
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.
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;
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
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.
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.”
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**

**Helping the elderly can also help the NHS this winter**

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 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.
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
Self Care Week was raised in the UK and Scottish Parliaments through parliamentary questions, an Early Day Motion and a Scottish Parliament motion.
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/1MOkktt

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 @lisacamerosnsp · 17 Nov 2015
Self Care Week reminds us to Stay Well this Winter #SCW2015
Promotions by National Health Bodies
Self Care for Life

Self Care Week 2015: Self Care for Life

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

This could be the moment for self-care.

love @selfcareforum’s philosophy on embedding self care into everyday life #SCW2015 selfcareforum.org

@TheBMA · Nov 16
'Doctors should support & educate patients in the benefits of self-care' — fal.cn/benefitsofself… #SWC2015

@TheBMA · Nov 13
Love @selfcareforum’s philosophy on embedding self care into everyday life #SCW2015 selfcareforum.org

@TheBMA · 7h
This could be the moment for self-care fal.cn/selfcareblog #SCW2015
NHS Confed / NHS Voices has 38,700 twitter followers and their e-newsletter is sent to 1,600 contacts.

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?
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
- Twitter chats, tweets and Facebook pages
- Roundtable discussions on telehealth and self care
- Self Care Training Programmes
- SCW special edition newsletters
- Homecare is best programme with surgeries, pharmacies and the local hospital involved in its promotion
- Leaflet drop on “is your medicine chest ready for winter”
- Stands promoted self care in children’s centres, hospitals, health clinics, pharmacies, libraries and leisure centres, surgeries and bus stations
- Mental and Physical Health Workout Programmes
- Cultural Days in the Workplace
Websites and Social Media
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.
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.
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.
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.

Supporting self care in your practice

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 campaign, which focuses on making 2015 ‘The Year of Self Care’ with a series of initiatives designed to highlight the positive actions people can take to improve their health and wellbeing.

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 of Health and Prevention.
News Coverage:
Local and Regional
More than 60 local and regional newspapers highlighted SCW with radio stations also getting involved.
Self Care Week Partners
Self Care for Life
Self Care for Life

Airedale, Wharfedale and Craven Clinical Commissioning Group

Liverpool Clinical Commissioning Group

healthwatch Croydon

nrcare caring about your care

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 Mental Health and Social Care Trust

MANCHESTER CITY COUNCIL

Maghera Medical Centre

The Gables Medical Centre

selfhelp connect uk

Abbey Court Surgery

NHS Bracknell and Ascot Clinical Commissioning Group

Self Care Forum

Helping people take care of themselves
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](mailto:selfcare@selfcareforum.org) or twitter [@SelfCareForum](https://twitter.com/@SelfCareForum) #selfcareforlife.