Self-Care Week
A Local Campaign

Matthew Clift
Project Manager (Prevention and Self-Care)
Bracknell Forest Council
and
Bracknell and Ascot Clinical Commissioning Group
17th Annual Self Care Conference
Wednesday, 11th November 2015
Bracknell Forest

- Population: ~118,000 people
- ~16,000 people over 65
- ~1,500 people supported long-term by ASCHH
- Number of people in BF with a Long-Term Condition: ~ 14,000
- Overall cost of providing social care for Adults: £41.3M
- Joint Prevention & Self-Care Board
- Prevention and Self-Care a BCF project
Grand Opening of SCW 2014
Volunteers

Sent for distribution to:
- Healthwatch
- Patient Groups
- Local colleges
- Local churches
- HealthMakers
- Voluntary sector
- Partnership Boards
- Communication Teams
Volunteer Training Session

- Everybody welcome!
- Open Learning Centre
- Self-Care Information Packs
- Self-Care Quiz
- Talks from
  - Local GP
  - Local Healthwatch
  - HealthMakers
  - Public Health
  - Prevention and Self-Care
Volunteer Training Session
Communications

• Tweets and digital media started a month before Self-Care Week begins – Hashtag #BFSelfcare

• Press release sent out to appear in traditional media the week before Self-Care Week 2015

• Twitter Plans used by a multitude of local organisations


• Activities promoted using locally placed posters in over 200 Locations throughout Bracknell Forest
Self-Care Branding

Lowering your risk of dementia

Bracknell Urgent Care Centre
Open every day 8am to 8pm

Free Tai-Chi Session

Self-Care Week 2015
Make a poster “Things you can do to keep yourself healthy and happy”

Someone to watch over me?

What to do if you have a cough or a cold?

Jump Start!

Free Ranger Walk

Bracknell and Ascot Clinical Commissioning Group
Locations

- Shopping Centres
- GP Surgeries
- Urgent Care Centre
- Leisure Centres
- Council offices
- Community Centres
- Children’s Centres
- Local businesses
- Over 200 locations in total
Mobile Outreach
Self-Care Prescription

- Encourages a conversation on Self-Care with the public
- Tangible information for the public to take away
- Volunteers to “Prescribe”:
  - Smoking Cessations
  - Free Leisure Sessions
  - Falls Prevention
  - Befriending

Further information:
- www.bracknellforest.gov.uk/health-campaigns/
- www.bracknellforest.gov.uk/selfcareawareness
Engaging Young People (1)

Poster competition for Children’s Centres and Primary Schools
BFC Children’s Centre Buggy Walk
Engaging Young People (2)

- Volunteers from local Further Education College
- Health and Social Care, Childcare Students
- Working with HealthMakers and Patient Groups
Patient Group Events

- North Bracknell
  - “No one is an island”

- South Bracknell
  - “Care in later life”

- Ascot
  - “Coping with Mental Health?”

No one is an island

Wednesday, 18th November 2015, 19:00-21:00
Easthampstead Baptist Church,
South Hill Road, Bracknell, RG12 7NS

There will be lots of talks from guest speakers, workshops, information stands about how we as a community can help isolated people stay in touch and enjoy live to the full.
The evening is being organised by the Patient Groups of North Bracknell and there will be refreshments.
Dr Martin Kittel from the Forest End Surgery will be on hand to discuss the ways in which you keep yourself happy and healthy.
Email ASCHH.CommissioningTeam@bracknell-forest.gov.uk for more information or just turn up on the day!
Free Taster Sessions

- Buggy Walks
- Coffee Afternoon
- Falls Quiz and Exercises
- Pilates
- Ranger Walks
- Tai-Chi
- Yoga
- Zumba
- Boot Camp
- Run Coaching
South Hill Park Ranger Walk
Activities

- Street Doctors
- Health Assistants, Dieticians and Diabetes Nurses to work with schools and children’s centres
- Seated Exercises for:
  - Sheltered Housing
  - Residential Homes
  - Nursing Homes
Street Doctors
Self-Care Week 2014 Report

- Available online at: www.bracknellandascotccg.nhs.uk/health-campaigns/self-care-week-2014/
Thank You!

• For more on Self-Care in Bracknell Forest:
  • [www.bracknellandascotccg.nhs.uk/health-campaigns/](http://www.bracknellandascotccg.nhs.uk/health-campaigns/)
  • [www.healthwatchbracknellforest.co.uk/awareness](http://www.healthwatchbracknellforest.co.uk/awareness)
  • [www.bracknell-forest.gov.uk/selfcare](http://www.bracknell-forest.gov.uk/selfcare)