

A Year of Self Care

Getting everyone involved in Self Care

Green, DM, Bracknell Forest Council (Public Health)



- Issue(s):
- Building upon a successful Self Care Week to make Self Care a year long priority.
 - Getting everyone involved with Self Care

After successful Self Care weeks in Bracknell Forest, we harnessed local enthusiasm for Self Care by making it a year long priority.

Each month was given a different Self Care focus. A year long focus enabled Self Care to run through everything we do and get even more people involved.

MAR

Healthy Ageing

- Promotion of beginner exercise classes – filled to capacity
- Choosewell messages
- Digital inclusion work
- Bowel screening digital and offline campaign

JAN

Alcohol Awareness

- Drink reduction promotion
- Alcohol unit education [digital games & polls]



FEB

Mental Wellbeing

- Creating short animated videos from young people's messages about Mental Health
- Highlighting local exercise opportunities and benefits to Mental Health
- Hosted 'Brighter Berkshire' Mental Health event.



JUN

Carer Wellbeing

- Support options for carers promoted
- Carer stories & experiences shared [video].
- Learning disability football team promotion [digital video] as option for carer respite

JUL

Learning & Volunteering

- Council staff supported to volunteer.
- Preparation to launch volunteer passport (making it easier to volunteer by logging/sharing training and skills)
- Raising profile of volunteering opportunities locally

SEPT

Workplace Health

- BFC won Berkshire Workplace Challenge
- Beginner staff sessions

DEC

Reflection

- Evaluation/future planning

NOV

Winter Wellbeing

- Self Care week – record engagement
- Anti-biotic guardian campaign
- Winter medicine cupboard promoted on and offline

APR

Physical Activity

- Daily mile in schools promoted in bespoke video
- Promotion of beginner friendly exercise opportunities that offer new comers a 'warm welcome'

MAY

Eating Healthily

- Children's cutting down sugar campaign
- Resident produced recipe booklet distributed



OCT

Quit Smoking

- Stoptober campaign localised
- Quitters broadcast through digital video to inspire others



AUG

Children & Families

- Promotion of vaccination calendar
- Opportunities to get active as a family
- Summer safety campaign



Self Care has enabled us to work with a wide range of organisations and communities. Community engagement has allowed us to offer digital skills and promotion to community groups to enable them to get more members in and thus helping more people to get active, socially connected and volunteering in their communities.

The idea of a 'warm welcome' has propagated through the borough and groups are now more aware of the barriers some may face to participate and

can actively work to break down these barriers to welcome new members in.

Digital channels had a local reach of 1.4M impressions in 2016/17. Local Health Portal(1) details what's available locally. The community map(2) shows how people can get involved in local groups which can benefit their health. Both have seen increasing interest and traffic.

1) www.health.bracknell-forest.gov.uk/
2) www.health.bracknell-forest.gov.uk/online-services/community-map