

Review of Self Care Week 2017





National Awareness Campaign

- Self Care Week is the annual national awareness campaign for self care which began in 2009.
- Managed by the Department of Health until 2011, it is now organised by the Self Care Forum.
- Self Care Week is well established with participation growing each year and this presentation highlights the national, regional, and local activity. It demonstrates the reach and shows you how your Self Care Week activity fits into the bigger picture.



Review Headlines

78 CCGs covering a population
 of more than a third (22m) of
 the people in England took part
 in Self Care Week

NHS England's Pharmaceutical Officer Dr Bruce Warner, Director of Nursing Hilary Garrett and Self Care Lead Pritti Mehta were amongst the Self Care Week bloggers The importance of **Self Care Week** was raised in Parliament by **Sir Kevin Barron MP** via parliamentary questions and an Early Day Motion

More than **300** organisations took part in **Self Care Week** which was promoted through conferences, blogs, e-newsletters, websites, print and social media (**100 more** than in 2016)

#selfcareweek trended

on twitter on 13 Nov

A twitterchat launched Self Care Week on

13 Nov and generated **298** tweets

Embracing Self Care for Life

Health Minister, **Stephen Brine MP** announced **Self Care Week** in a press release

The majority of local **Self Care Week** activity focused on **self treatment of minor ailments**

A diverse community of individuals and organisations are communicating the benefits of self care during Self Care Week including student unions, bloggers, national parks, plant specialists, lawyers and recruitment services.



Review Headlines cont...

Social media was the most popular medium used to promote Self Care Week messages.

2017 activity saw many collaborations between CCGs and local authorities, pharmacies and surgeries and a range of community orgs.

Self Care Forum fact sheets were the most popular resource during **Self Care Week** with **7,300** page views Leading up to and during **Self Care Week** the Self Care Forum's website had more than **45,000** page views, over **30,000** more than in **2015**

Self Care Week was highlighted at 3 national conferences reaching 2,233 delegates

National doctor bodies promoted Self Care Week reaching 2.9m people (most of them health professionals) via conferences, blogs, e-newsletters, websites, print and social media Over 100 clips of national, local and trade press highlighted Self Care Week with a circulation totalling around 12.3m

Twitter activity in November attracted **381** new followers and had **85.8k** impressions (compared to **72.2k** in **2016**)

There were **15** national **Self Care Week** blogs promoted on websites, social media and via e-newsletters reaching more than **3m**.



Self Care Week Stats 2011 - 2017

The table below shows the growing impact of **Self Care Week** at a glance:

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-----------------------------------|--------------|---------|---------|-------|--------|-------|-------|
| No of participating organisations | Less than 50 | 50 | 100 | 100 | 160 | 200 | 300 |
| No of factsheets downloaded | unknown | unknown | 3299 | 4,854 | 6,800 | 8600 | 7300 |
| No of twitter impressions | unknown | unknown | unknown | 13.2k | 70.8k | 72.2k | 85.8k |
| No of visits to SCF website | 1000 | 3290 | 2948 | 9,000 | 13,600 | 43000 | 45000 |



Embracing Self Care for Life

The 2017 theme of Embracing Self Care for Life allowed promotion of

a range of self care messages including:



- self management for long term conditions
- signposting to more appropriate health services
- winter health
- antibiotic prescribing
- physical health and mental wellbeing
- health literacy



Self Care Forum Traffic

The **Self Care Forum's** website is a portal for resources to support peoplefacing organisations with self care activity such as **Self Care Week**.

The Self Care Forum website was visited over 45,000 times from Sept – Nov 2017. The Self Care Forum fact sheets were the most popular resource, with 7,300 page views during Self Care Week (2,735 of those on 13 November as a result of the launch).





Activity by

Government Departments, Parliament, NHS England, and Public Health England



Support from the Department of Health

Health minister, Steve Brine MP provided a quote for the Self Care

Forum press release.



"We know GPs are busier than ever, but around a third of appointments are unnecessary, so any initiatives to provide easily accessible information on self-care will help to relieve pressure on GPs.

"Community pharmacists are a great source of knowledge and can offer informed guidance to those seeking treatment for a number of minor ailments..."

Three blogs were uploaded to the DH Social Care website and shared with **28,000** subscribers and tweeted to **12.7K** Twitter followers.



Support from the Department of Sport and Culture

During Self Care Week Sport and Culture Minister, Tracey Crouch MP hosted an event in Whitehall: "Q-Volunteering in Health & Care" supporting volunteers to help people better self care. Delegates were from England's ten ambulance trusts.







Support from NHS England

In addition to six blogs, **NHS England** published a news article during **Self Care Week** with quotes from Self Care Forum co-chairs, NHS England's National Self Care Lead and the Deputy Chief Nursing Officer. There were also regular tweets and highlights in NHS England's CCG Bulletin, CNO Bulletin and the NHS Comms Link highlighting **Self Care Week** to those working in the NHS.

NHS England blogs had 2,496 page views

News

and the twitter reach was 201k.

Encouraging people to embrace self care for life

🛗 13 November 2017

New care models Nursing, midwifery and care Self care

Engaging and empowering people to look after their own health better is the theme of this year's <u>Self Care Week</u> which launches today.



It's the start of #SelfCareWeek and @HilaryGarratt, Director of Nursing @NHSEngland and Deputy Chief Nursing Officer for England, discusses taking care of yourself and look out for others this winter: ow.ly/jCbo30gxohZ #StayWellThisWinter



12:03pm · 13 Nov 2017 · Hootsuite

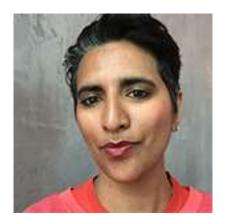
2 REPLIES 47 RETWEETS 29 LIKES



Support from NHS England's Pritti Mehta

NHS England's National Self Care Lead, Pritti Mehta highlighted the

importance of self care in a blog and was guest tweeter for the twitterchat which launched **Self Care Week** on 13 November:



"This is an important time to restate that supporting self care is not only the right thing to do, but it is a fundamental step to achieving the NHS's triple aims of better care, better health and better value."

"Support for self-care has operated at the margins of care for far too long."





Support from NHS England's Leads

NHS England published six blogs during Self Care Week highlighting a number

of different ways to self care and to help others to self care.

| NHS England NHS INC | | | | | | | NHS England blogs had | | | | | |
|------------------------------------------------------------------------|------------------------------------------------------|-------------------------------------------|------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------|-----------------------|---------------|--------------|--|--|--|
| About us | NHS England | About us | Lingian | NHS England | NHS England | 2,496 | b page v | /iews | | | | |
| Blog What does | Blog | | About us | About us | About us | Our work | Resources | Commissioning | Get involved | | | |
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| Self-care is abo yourself, when | Self care To mark Self Ca talks about her | B 14 Novemi Self care | 14 Novem Pharmacy | Building con | Take care of | e care of yourself and look out for others this winte | | | | | | |
| health profession understanding place from Nov Warner, Deputy | manage: Imagine health ignited their wil | The co-Chair care in every | A primary ca beyond the p | New care models | New care models Self care Vanguards Winter news and advice | | | | | | | |
| It's Self Care We | exercise, and tal Imagine what m people needed | During Self Ca to raise aware care? | It all started b | marked effect self This is an important but it is a fundamer and better value. | MAL | | | | | | | |



Support from Public Health England

Public Health England's (PHE) Joanne Bosanquet (Deputy Chief Nurse) and Wendy Nicholson (National Lead Nurse) helped to launch **Self Care Week** via a twitterchat alongside NHS England's Self Care National Lead Pritti Mehta; **Self Care Week** was also highlighted as part of PHE's World Antibiotics Awareness Week activities and Stay Well this Winter campaign.









#selfcareweek trended on twitter



Department of Health

The Department of

- Health highlighted Self
- Care Week in three
- blogs, through their e-
- newsletter and via
- social media.

There are **28,000**

subscribers to the Social

Care blog and 12,700

Twitter followers.

Embracing self care for life

Amanda Cool, 10 November 2017 - Events, Guest author

Self-care is a pric Amanda Cool, cu <u>Week just around</u> the public can tr



Professor Ian people to set conference in to engage with over their ow Self Care Week 2017

Public health

Amanda Cool



Professor Ian Banks, 25 August 2017 - Care and support, Communities, Information sharing,

"Since the formation of the <u>Self Care Forum</u> in 2011, great progress has been made in embedding self care into everyday life," says Kingston-Upon-Thames GP and forum cochair, Dr Pete Smith.

This year's <u>Self Care Week</u>, running 13-19 November 2017, takes 'engaging and

empowering people' as its theme. It aims to promote effective and practical ways for everyone to get better at looking after their own health and that of their family, as Dr Smith now explains...

Dr Pete Smith, 3 October 2017 - Communities, Events, Guest author, Public health



Parliamentary Activity

Sir Kevin Barron MP, tabled 2 Parliamentary Questions and an Early Day Motion (EDM) to highlight Self Care Week in Parliament inquiring what Government is doing to improve levels of self care in the population.





A joint PAGB, RCGP and Self Care Forum self care infographic was shared with health interested MPs during **Self Care Week**.

9 PQs were tabled, **20** MPs signed the EDM and **93** MPs received the self care infographic



Self Care Week was Promoted by National Organisations

British Medical Association

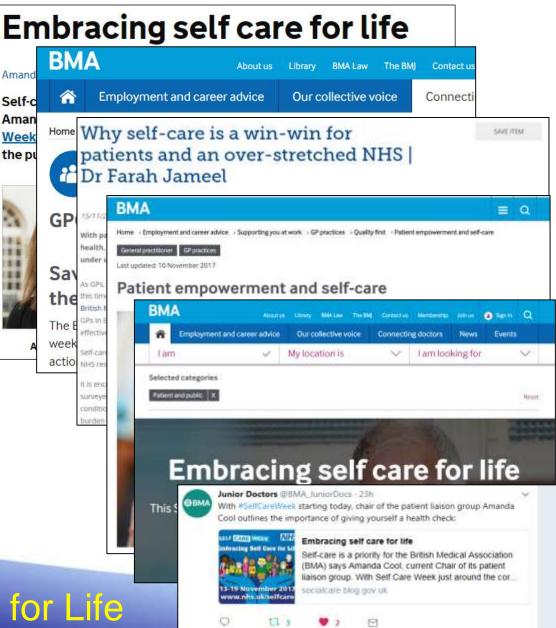
The BMA raised Self Care Week

Self Care Forum

ng people take care of themselves

with its members through a number of channels including social media, four blogs, via their GPC newsletter and BMA News. It was also given prominence on its website slider.

Blogs had **485** page views, Three newsletters were sent to **160K** BMA members and twitter reach of BMA, BMA Wales and BMA junior doctors is **109k**





Royal College of General Practitioners



blog and shared details with 2000 delegates

during the RCGP conference.



Royal Society for Public Health

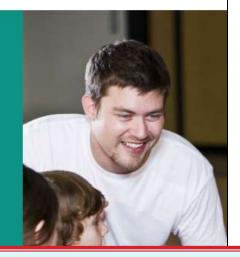


Our work About us Qualifications Membership Events Our se

Guest blog: Self-care for all

Blog 26 October 2017

With this year's Self Care Week imminent, Co-chair of the Self Care Forum, Dr Selwyn Hodge Hon FRSPH, considers the importance of health literacy in ensuring the effectiveness of self-care



The RSPH uploaded a **Self Care Week** blog to their website which received **1,447** page view, details were shared amongst **5,100** members and tweeted to **8,960** followers



NHS Confederation / NHS Voices



Two Self Care Week blogs were shared via e-newsletters with 2000 subscribers, linked-in with 6314 followers and twitter receiving 2062 impressions



Self Care Forum Website

Improving health literacy in education – why it is important we make the grade



By Alex Teckkam, Codes of Practice Assessor at PAGB

The years in spent education are some of the most important of your life. This is the time where you should learn the skills, knowledge and confidence to be able to care for yourself and others in the wider world. But despite the packed curriculums, there are concerns that young people leaving the education system are lacking the health literacy to help them do just that – look after themselves.

Health literacy is key in empowering people to confidently make healthy life choices. Without the ability to obtain, process and understand health materials, is it really surprising that people struggle to choose appropriate NHS services? How can we expect individuals to take steps to prevent long term conditions, or to know when to or when not to visit the GP, if they do not have the skills to confidently access or use health information or services?

Related posts

DistrACT App for Young People

it's never too early to learn self care skills

Infographic: Saving time, reducing waste

Self Care Week: Nearly half of adults need help to self care

Self Care Week Award 2016 Winners

A Self Care Week blog on the Self Care

Forum website received 179 page views



National Conference Activity



Annual Self Care Conference 2017



Self Care Week 2016 Award Winners were presented with certificates and prizes at the Annual Self Care Conference which had 100 delegates



RCGP's Annual Primary Care Conference





Annual Primary Care Conference & Exhibition

12-14 October 2017 ACC Liverpool RCGPAC.ORG.UK

Prof Nigel Mathers, former Self Care Forum Board member and RCGP

Honorary Secretary highlighted Self Care Week during his seminar.

Self Care Forum material was available during conference breaks for

2000 delegates.



Policy UK Forum Conference 2017

Self Care Week was highlighted to 133 delegates during a presentation by Self Care Forum Board member, Renata Drinkwater. The Policy UK conference was entitled: *Delivering the Long-term Sustainability of the NHS: Implementing New Models of Care, Increasing Engagement, and Ensuring Skills.*







Local Activity



Kingston Students @union_kingston - 36m It's November, things are getting a bit intense and you just want to relax! Come on down to the Fitness centre at Penryhn Road from 1:10-1:50 to get some yoga goodness! #selfcareveek #selfcareforErfe @SelfCareForum

UNION OF KINGSTON STUDENTS

BACK TO ALL BLOGS

SELF CARE WEEK: OUR WELLBEING TIPS

15TH NOVEMBER 2017 • BY THOM — LEAVE A COMMENT

SELF CARE WEEK Embracing Self Care for Life



More than **300** local and regional organisations got involved in **Self Care Week** including health related organisations such as surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS Foundation Trusts, Local Healthwatch, LMCs, carers, schools and universities.



Over 40 eve Self Care W

ME, MISELFOI

13 November 2017



Welcome To Self-Care Week

JESS COMMONS 13 NOVEMBER 2017, 07:00





Examples of 2017 local activities

News articles, blogs, newsletters,

surveys and website highlights

#staywell this winter and #getoutside for 20 minutes

campaigns

Email campaign of self care material to pre-schools and launch of kids health apps

Stands promoted self care in children's centres, hospitals, health clinics, pharmacies, libraries and leisure centres, surgeries and bus stations Social media activity via Twitter, Facebook and Linked-in as well as waiting room TV screens and PPG newsletters

Self care training incorporating social prescribing and care navigation

Signposting to the pharmacy for minor health conditions

Conferences, coffee mornings and learning events took place

The importance of vitamins and minerals were highlighted as part of raising awareness about maintaining good health and wellbeing

Demonstrations on health and wellbeing in the workplace

Guide to depression and maintaining a healthy mental wellbeing



of participants, a more diverse community are CARE CITY communicating the benefits of self care. This year they included parks, gyms, bloggers, retailers, consultants, a benevolent fund, adult learning, charities, shopping SIMON R. STONES centres, support helplines, student unions and facilities, Heret autori royal societies and commercial organisations.

S

Support for life







Media and Social Media





Huffington Post

| EDITION | | HUFFP | OST | | | f |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------|---------|-------------------------------------------|---------------------------------------------------------------------------------------------|
| NEWS PO | LITICS ENTERTAINMENT | LIFESTYLE | TECH | PARENTS | VIDEO | A blog by Self Care |
| | | | 1Lon | TAKENTS | TIDEO | Forum co-chair Dr Pete |
| Dr Peter S OBE, GP a | mith nd Self Care Forum Board Co-cha | ir | | | | Smith was posted during |
| | ever Too Ea | rly To L | earn | Self | Care | Self Care Week. There |
| Skills | | - | | | | was also twitter activity |
| | ſ | 900 | | | | with 63,100 followers |
| Learning self car to want to live he after yourself an them for dealing It is an important | SMT Updated 17/11/2017 09:23 G e skills from an early age is in ealthy lifestyles and to learn b d self reliance. This can give t with bigger issues in later life part of what we call health life will help them understand the | nportant in encourag basic ideas about hea them the grounding e. teracy, providing chil | alth, looking to prepare Idren with the | | How this sc to create se #SelfCareW | UK Parents (24m) chool is encouraging kids elf-care toolkits Veek huffp.st/A6tIcMO |



News: Business Reporter

Business Reporter, a resource distributed with the Daily and Sunday Telegraph, ran a Self Care Campaign to coincide with Self Care Week. In addition to a foreword from the Self Care Forum, the publication included items on nutrition, over 50's health, OTC medicines, pharmacies and healthcare technology. It has a 359,400 circulation, and 12,600 twitter followers.





embrace

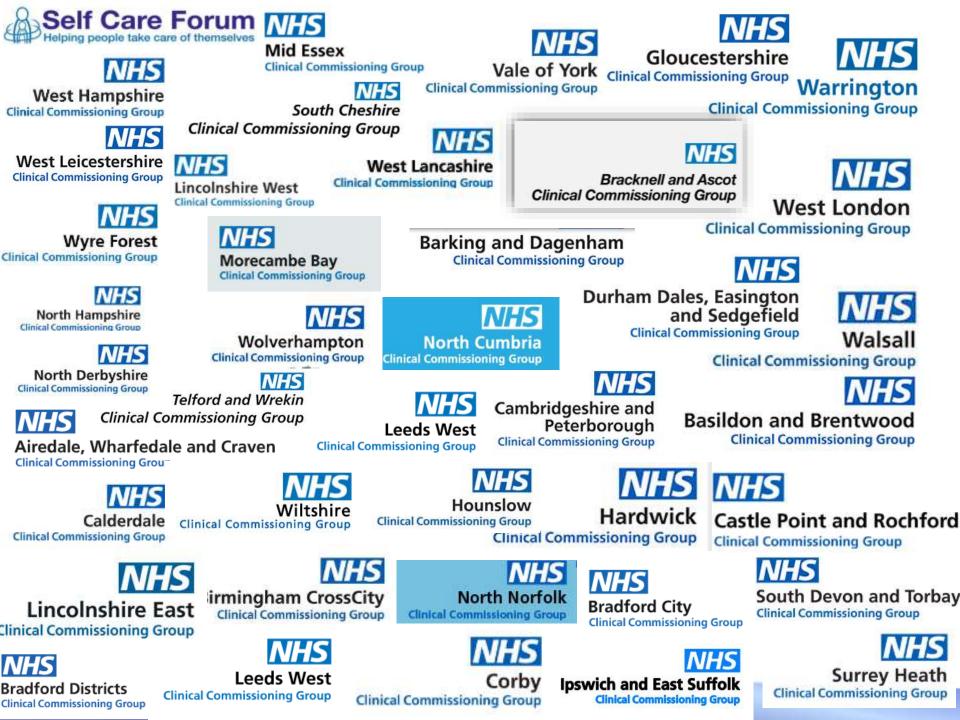




Self Care Week Partners























healthw@tch

14 Healthwatch localities (10%) took part in

Self Care Week in addition to National

Enfield

Healthwatch England.





North Yorkshire

healthw@tch





Rochdale



Haxby

Taurus Healthcare

The Central Surgery



Strand Medical Group

Middlewich Road Surgery

The Village Medical Centre

Marylebone Health Centre Haigh Hall Medical Centre

The Croft Surgery **MKGP**

Victoria Medical Centre

Priory

The Glen Medical Group Minerva Health Centre

Millway Medical Practice

28 Surgeries (including

GP federations) took

part in Self Care Week





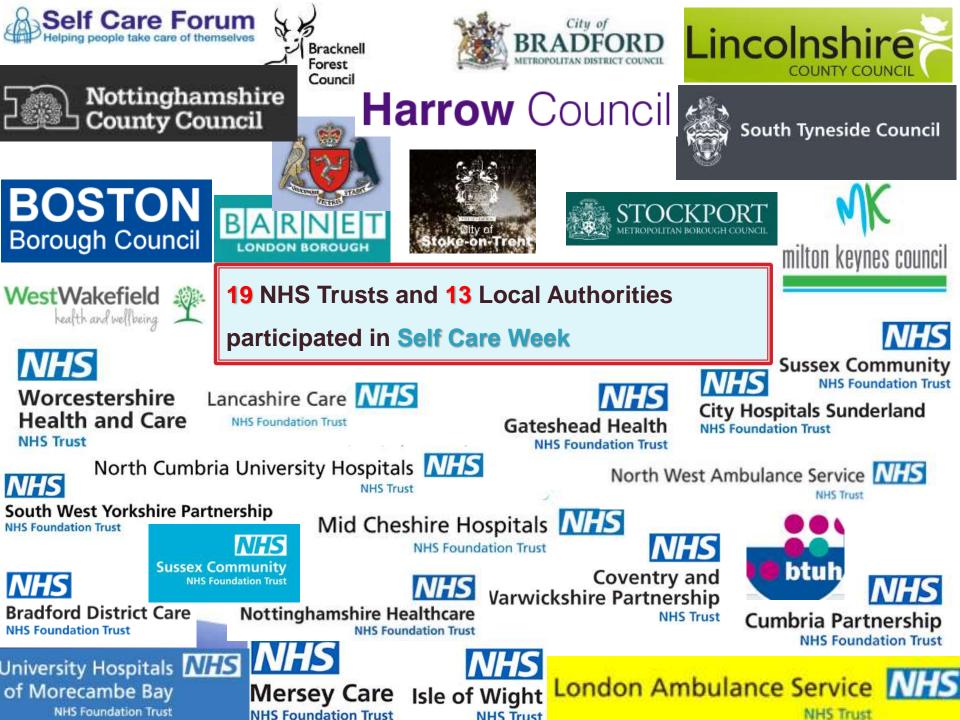


Mill Stream Surgery

Bayview Medical Practice The Thornton Practice Kensington Partnership Saddleworth Medical Practice

Ash Tree House Surgery















Self Care Week Awards

For their excellent Self Care Week work in 2016, the awards went to:

Award Winners: Walsall Clinical Commissioning Group, for their collaborative work with local schools and colleges in empowering young people in their health.

Award Innovators: Pershore and Upton GP Local Cluster, for their collaborative work with their Patient Reference Group and voluntary sector partners to plan a Year of Self Care activities locally.

Award Innovators: Mid Essex Clinical Commissioning Group, for their Live Well campaign to involve local people in discussions about their health and care on how to Live Well.



Self Care Week 2018



Time to start planning for Self Care Week 2018!



Thank You to our Sponsor

The Self Care Forum would like to thank the International Self-Care Foundation for its generous support including a cash-prize for winners of the Self Care Week Awards 2016.



Thank You

The Self Care Forum would like to thank you for participating in **Self Care Week** 2017 and hopes you will continue throughout the year to empower people. For self care updates contact selfcare@selfcareforum.org to be added to the mailing list. Otherwise, do keep in touch via email or twitter @SelfCareForum.