

SELF CARE FORUM AND SELF CARE WEEK TESTIMONIALS

Local/ Regional Organisations

This is the first year we got involved in Self Care Week but the Self Care Forum was really supportive and informative in helping us understand how we could participate in this worthwhile national initiative to not only help our patients, but also our staff to think self care for life. We are looking forward to planning something bigger and better next year. **Kaye Atkinson-Tench, Clinical Locality Manager at Harrogate Adult Community Services**

The support of the Self Care Forum has been fundamental to the progression of our self-care strategy. In particular, we have seen significant increase in the number of people taking part in activities that could help them to manage their self-care as well as new groups being set up to help people thanks to initiatives such as self-care week. The impact of our work with partners would not be so great were it not for the resources and national credibility that comes from working with the Self Care Forum. **Nathan Skelton, Senior Communications and Engagement Officer, Fylde Coast CCGs**

2019 was our first official Self-Care Week campaign and it was an enjoyable and informative experience. We gained many insights into how to best educate the general public about self-care - both through our campaign and by observing the campaigns of others, including the Self-Care Forum. We look forward to participating again next year and in the meantime, we will be using the lessons learned from this year's campaign to continue to spread the self-care message. **Your.M.D.**

The information provided by the Self Care Forum has been exceptionally valuable in improving the self-care advice we provide at Yorkshire Ambulance Service. As part of a current fellowship programme, there is a drive to enhance the quality of advice and support we provide to our patient's during clinical telephone triage. When a self-care or lower acuity disposition is reached, it is vital that the triaging Nurse or Paramedic provides evidence informed self-care advice. The resources provided by the Self Care Forum have been useful to refresh the clinicians, and are being used as a stepping stone to other developments as part of this Quality Improvement Fellowship programme. **Sakina Waller, Deputy Clinical Duty Manager, Yorkshire Ambulance Service NHS Trust**

In 2017 the Strand Surgery took the first real steps towards educating patients on the importance and benefits of self-care. This is an ethos we had long supported but due to the lack of time and support material it never really got off the ground....that was until I discovered the Self Care Forum and their wealth of free educational and self-support advice literature. Since discovering this library the Strand has established a self-care wall where we display the leaflets and other educational advice. I know the leaflets are popular as my reception team complain they have to replenish them on a weekly basis. It is still early days, I am well aware that the true benefits of self-help will take years to bed-in, but we all have to start somewhere. In fact, the self-help wall has spurred some staff and PPG members to consider setting up walking groups and similar, so it is safe to say that the Self Care Forum helped to get the ball rolling. **Justin Cankalis, Business Manager, Strand Medical Group**

The Self Care Forum provides a unique form of support to our prevention and self care work in Bracknell Forest. They take an approach that is holistic, informative, creative and that transcends professional silos. Their support with our annual 'Self Care Week' has been particularly valuable and we are looking forward to working with them in the future. **Lisa McNally, Director of Public Health, Bracknell Local Authority**

The self care fact sheets have been very useful. From a clinical perspective, the grey box at the end can be used to give a written safety net to those patients I see in clinic. I have directed patients to the Self Care Forum website for more info on minor ailments when consulting them via telephone. I have had several patients come back to me stating they followed the advice but reached the point they needed to speak to a doctor-which shows patients are using them. I don't have any figures for how many patients have been able to self manage minor ailments as they don't contact us! Overall, we have been pleased with the leaflets and feel they will be used more and more. **Dr Ben Penfold, GP Partner, Rosmellyn Surgery**

Our patients, public and stakeholders are at the heart of everything we do. Self care week 2017 provided an opportunity to work with our local population and clearly demonstrate collaborative and cross organisational working.

The support, collateral, key messages and weight of the national campaign approach from The Self Care Forum enabled us to deliver a robust and multi-channelled campaign.

This national campaign alignment, in conjunction with our planned delivery of the approach meant we were particularly well supported by our partners and local stakeholders who had a physical presence at many of the self care week events and 'pop up' stands. They also strongly supported the cascade of key messages through their external communications as well as digital and social media, clearly aligned to The Self Care Forums key messages we were sharing. **Noreen Caldwell, Public Engagement and Involvement Manager, NHS South Cheshire CCG and NHS Vale Royal CCG**

I have found the resources on the SCF website invaluable in the past few years as this work has developed locally. We have been able to tailor information for professionals and the public to promote self-care and its benefits. We have also been able to raise awareness of some of the barriers people face in terms of self-care. For Self Care Week last year, we pulled many of the SCF

resources together into a toolkit which was shared across local organisations and services to enable a shared voice. While there is lots of self-care information available in a variety of places, it is good to have a single website where this information is brought together. **Sonal Mehta, Neighbourhood Pharmacist, Milton Keynes CCG**

National Organisations

The Self Care Forum has been an incredibly helpful resource to our members in their endeavours to support people to better look after their own health and, over the years, has helped to progress the self care agenda across CCG communities and patient populations. We hope to continue to work closely with the Forum to meet our national aligned aims of embedding self care in the population and affecting positive behaviour change. **Julie Wood, Chief Executive, NHS Clinical Commissioners**

Self care and self management are key to enabling people to take responsibility for their health and wellbeing, accessing appropriate support when needed. The Self Care Forum plays a key role in raising people's awareness of how they can do this. **Dr Linda Edwards, Chief Executive, Education for Health**

The Self Care Forum is the only UK charity dedicated to empowering people to self care. The Self Care Forum works with the NHS, healthcare professionals, local government and others, providing valuable information, case studies and materials which can be used to implement local self care programmes. Self Care Week has grown significantly over recent years, reaching more than 31 million people with self care messages in 2019. As the NHS continues to struggle with the challenges of a growing and ageing population, the need to change people's behaviour and embed a culture of self care has never been greater. The Self Care Forum has an important role to play in supporting and enabling this change. **John Smith, CEO, PAGB**

The RCGP is proud to be a founding member of the Self Care Forum. We are aligned with its ethos of increasing levels of self care in the population so that people understand how to take better care of themselves and their families independently and with support from the NHS. We appreciate the hard work and dedication of the charity in supporting our members in implementing self care strategies through free resources such as the fact sheets, the e-learning course for GPs, pharmacists and practice nurses and in particular in making such a success of the increasingly popular awareness initiative, Self Care Week. **Dr Jonathan Leach, Honorary Secretary, Royal College of General Practitioners**

The RCN has supported the self care agenda over many years and is proud to work with the Self Care Forum on initiatives such as Self Care Week to help embed self care in communities, and in co-producing the e-learning course "successful self care aware consultations" which is for nurses, pharmacists and GPs. This resource is important and the work of the Self Care Forum is crucial for

nursing and midwifery staff since self-care is integral to their everyday work in enabling individuals to be at the center of decision making about their health and wellbeing and what matters to them. The RCN is keen to continue working with the Self Care Forum on our aligned priorities around furthering the reach of self care. **Helen Donovan, Public Health Lead, Royal College of Nursing**

The Self Care Forum remains as the principal advocate of self-care in the UK, and is a founding member of [Imperial SCARU](#).

The Self-Care Continuum model canonised by SCF was the foundation stone that led SCARU to develop the [Self-Care Matrix: a unifying framework of self-care](#)- signalling a new point of departure for self-care thinking.

SCF will be participating in the WHO [Conference](#) on self-care in Geneva (April 2020) and is partnering with the International College of Person Centred Medicine and the British Society of Lifestyle Medicine to help promote and develop policy prescriptions for self-care that could be used around the world.

The Self Care Forum continues to set the research and development agenda for self-care (and SCARU in particular) for the benefit of individuals and society. **Dr Austen El-Osta, Self Care Academic Research Unit (SCARU), Imperial College**

International Organisations

The Self Care Forum has shown how dedicated co-creativity and value-based communication can change the landscape of a professional community and engage society by way of the trailblazing annual Self Care Week-campaign with an unparalleled ROI. **Lars Münter, Lead Co-ordinator, Self Care in Europe (SCiE)**

Consumer Health Products Canada takes a great interest in the work of The Self Care Forum. Their ability to communicate the value of self-care for individuals and society is something we notice and applaud. This year Consumer Health Products Canada will join the Self Care Forum by creating National Self Care Week in Canada (Nov 12-16) to build on the valuable work created by our counterparts in the UK. **President, Consumer Health Products Canada**

The Self-Care Forum has over many years played a very valuable role in bringing together different stakeholders involved with self-care, and in raising the profile of self-care as a vital future element of healthcare in the UK. The Forum's approach has been a model for many countries around the world, and merits strong support for its continuing contributions and further development. **David E. Webber Ph.D, President, International Self-Care Foundation (ISF)**