

SELF CARE WEEK REVIEW 2020



Self Care Forum
Helping people take care of themselves

1 Summary

Organised by the Self Care Forum, Self Care Week is an established public health initiative raising awareness of the benefits of self care. [Live Self Care for Life](#) was the theme for 2020 and the highlights are captured in this Review.

More than **900** individuals and organisations took part in 2020's Self Care Week helping it to reach millions of people in the UK. Although there were fewer participants compared to 2019, this was expected given the national restrictions in place due to Covid19 and our Self Care Week survey found that the plans of more than half of respondents had been adversely affected as a result of social distancing limitations.

The pandemic has had an impact on both mental and physical wellbeing and organisations responded to people's needs as part of their Self Care Week activities, making self care for "mental wellbeing" the top self care message that was promoted (see page 7 for details). Interestingly, for 2019's Self Care Week mental wellbeing was 3rd, behind "minor ailments" and "prevention"; the pandemic has certainly negatively affected people's health.

The Self Care Forum's new "[boosting your mood](#)" fact sheet was put to good use as part of the mental wellbeing messaging. And, in addition to reinforcing the self care message, greater promotion of how to better care for our mental health may help to reduce the stigma around mental illness.

The Self Care Week survey also revealed that around 60 per cent of respondents did not know the Self Care Forum is a charity. In fact, more than 20 per cent thought it was part of the NHS. This isn't the case. As a charity, the Self Care Forum relies on sponsorship and donations to continue to champion self care and provide free resources on a wide range of self care issues to people-facing organisations. As such we would like to thank our four sponsors for their support.



People.Health.Care.



Healthily



2 Self Care Week Activity Highlights



900+ organisations & individuals took part



89/135 Clinical Commissioning Groups with a reach of over **33m**



66 national partner organisations



124+ clips of local coverage, **18** blogs, articles and events from **15** national bodies



210k impressions and **371** new followers

44,156+ page views, and **18,000+** users



#selfcareweek #selfcareforlife and #SelfCareWeek2020 trended



Messaging mostly focused on mental wellbeing

Contents

1. [Summary](#)
2. [Activity highlights](#)
3. [Foreword by the Self Care Forum Chair](#)
4. [The growing impact](#)
5. [Top self care messages](#)
6. [Who's taking part?](#)
7. [What are people saying about Self Care Week?](#)
8. [Online engagement](#)
- 9 – 13. Social media
 9. [Twitter activity – Self Care Forum](#)
 10. [Twitter chat launch – Monday 16 Nov](#)
 11. [@WeNurses Take Over by the Self Care Forum](#)
 12. [@WePharmacists Take Over by the Self Care Forum](#)
 13. [@HealthierLSC Twitter Chat](#)
14. [COVID19 Self Care Innovation Awards](#)
15. [Local Activity](#)
16. [Local Activity – Pharmacy TV](#)
- 17 – 19. National activity
 17. [National Activity – Self Care Forum](#)
 18. [National Activity – Articles, blogs, events](#)
 19. [National Activity by Partners](#)
20. [International Activity](#)
21. [Online, print and broadcast media](#)
22. [New Self Care Innovation Awards](#)
23. [Self Care Week Sponsors](#)
24. [Can you help?](#)
25. [2021 Self Care Week Logos](#)
26. [About the Self Care Forum](#)



3 Foreword by the Self Care Forum chair

In this coronavirus era, as we continue our vital self care practises of hand washing, mask wearing and keeping our distance from people to help minimise infection rates, there seems to be a growing understanding of how self care is bigger than just our "self". More than ever before, our self care actions in 2020 have shown their breadth of impact, on our families, our colleagues, our neighbours, indeed on the whole of society as well as on the NHS. Another example of this is the coronavirus vaccine, which not only protects the individual but will hopefully help society by reducing the spread of infection; people are being urged to get vaccinated when called and to encourage friends and family to do the same.

Many of us have been championing self care for some time because we know about its wider benefits. In fact, part of the core of Self Care Week is to "embed support for self care across communities, families and generations." By caring for ourselves, whether by stopping smoking, reducing alcohol intake, doing exercise, improving our diets, or treating minor injuries or illnesses, there is a greater good at play, larger than simply "us" as individuals. I believe 2020's coronavirus year has given a lot of people insight that will hopefully endure even when the virus is brought under control.

And, despite the challenges 2020 brought for Self Care Week, I was delighted to learn that more than 900 NHS organisations, charities, pharmacies, therapists, libraries, local authorities, gyms, clubs, universities and schools once again promoted the benefits of self care to their audiences. Yes, numbers were slightly down on last year, but given the restrictions and the uncertainty at the time, I would like to applaud all of those that found a way to participate in what is a fixed public health event in the calendar. It's also worth pointing out that even with a slight drop in participation, fact sheet views and website traffic increased significantly compared to 2019 figures.

Yes, 2020 was a tough year, but there are most definitely positives that we can draw upon to give us hope for the future. Not least of which is the wonderful work taking place all the time in our local communities such as those we showcased during Self Care Week, our [Self Care Coronavirus Innovation Awards](#). Do take a look on the Self Care Forum's website at the remarkable innovation that local organisations are implementing to support and empower people every single day. Even under difficult circumstances. Truly inspiring.



Helen Donovan is Self Care Forum Chair and Professional Lead for Public Health at the Royal College of Nursing

[Back to contents page.](#)



4 The growing impact of Self Care Week

This table demonstrates the exponential rise in Self Care Week activity each year as it resonates with more and more organisations who choose it to empower their population.

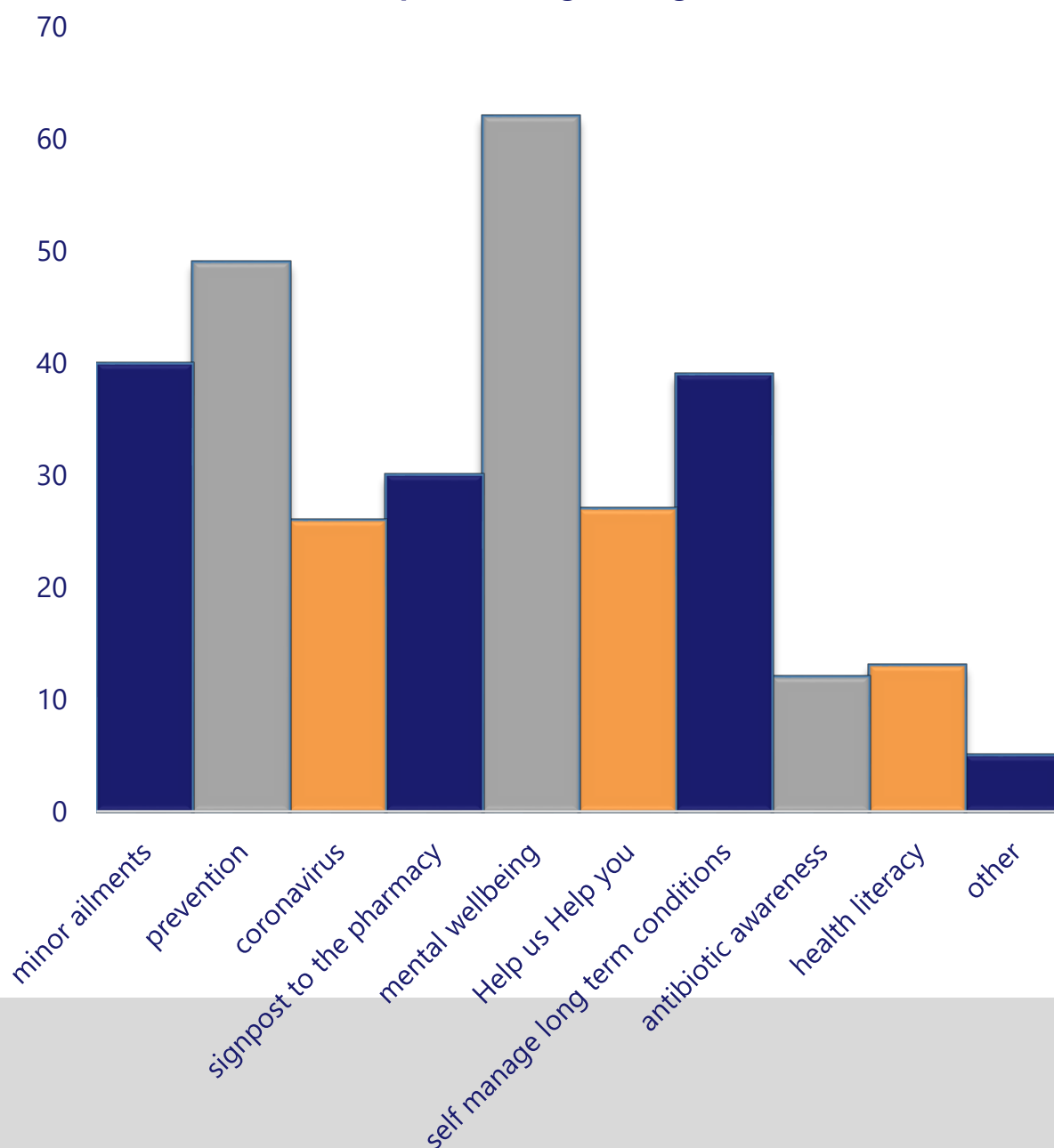
Twitter is particularly popular as a medium to promote messages and the Self Care Forum's fact sheets continue to be a favourite resource during Self Care Week.

	Participating organisations	Fact sheet page views	Website visits (to the home page)	Twitter impressions
2020	900	1316	10136	210K
2019	1000	1124	9112	213K
2018	600	1241	13233	140K
2017	300	1283	8825	85.8k
2016	200	1699	10085	72.2K
2015	160	833	5712	70.8K
2014	100	587	4383	13.2K
2013	100	384	3474	unknown
2012	50	unknown	unknown	unknown
2011	< 50	unknown	unknown	unknown

5 Top Self Care Messages

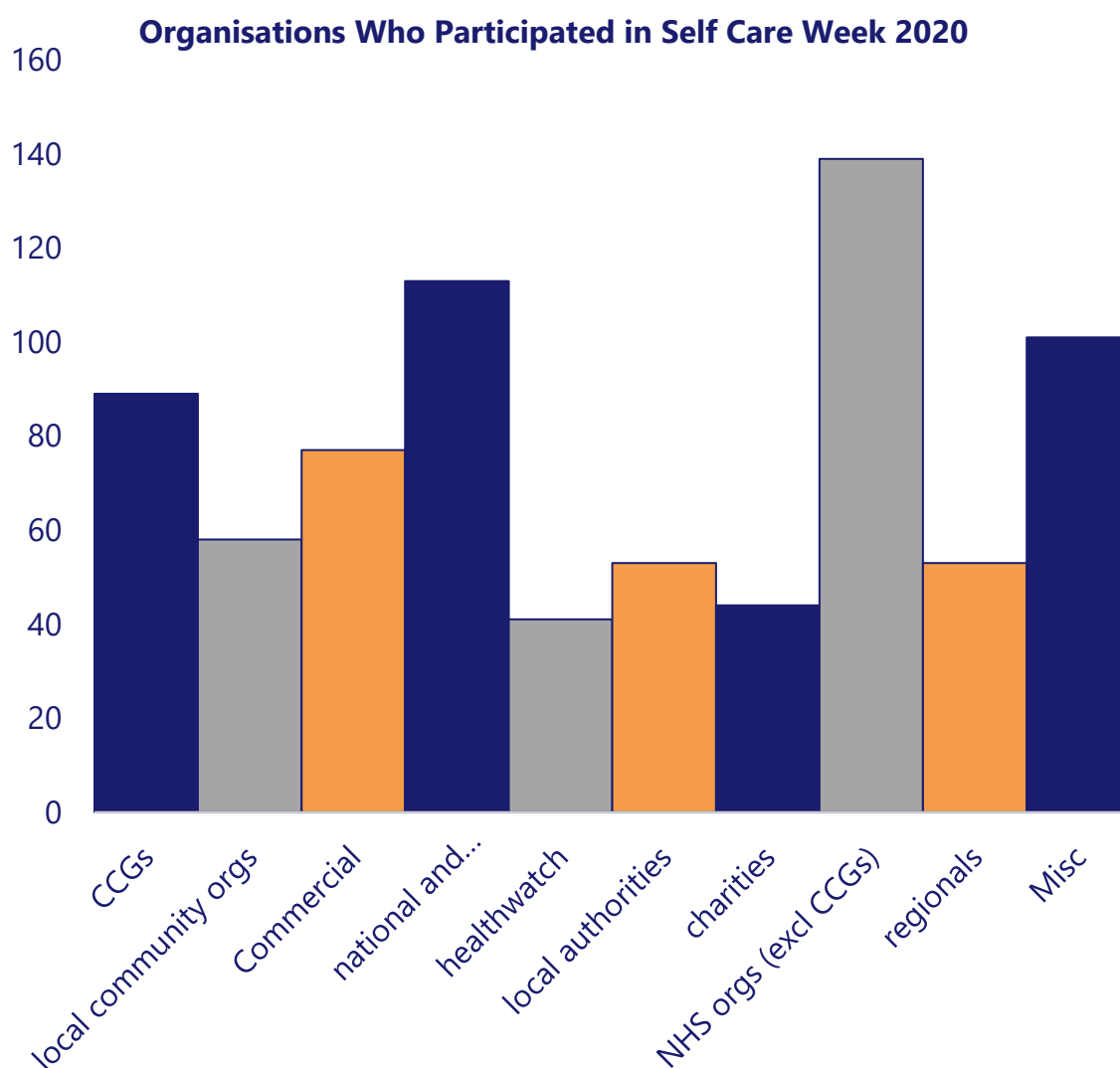
A Self Care Week survey reveals the breadth of self care messages being promoted during Self Care Week with 2020's **top message being "self care for mental wellbeing"**. This differs from the 2019's most popular message which was "minor ailments".

Most Popular Message during Self Care Week 2020



6 Who's taking part?

More than 900 organisations and individuals took part in Self Care Week with NHS organisations still the largest group. It does however, continue to resonate with a wider, more diverse body of participants.



Therapists, police and fire services, commercial organisations, bloggers, gyms, national parks, youth groups, universities, schools, colleges, youth groups, libraries, local authorities and NHS take part.

7 What are people saying about Self Care Week?

Due to COVID restrictions, our plans for Self Care Week were constantly changing. However, with the aid of the resources from the Self Care Forum, our Social Prescribing Link Workers successfully held a virtual Self Care Week, on behalf of our PCN, using existing Facebook pages and a newly created Twitter account. We aimed to demonstrate the importance of self-care during these unprecedented times by promoting a holistic view of health. **Katrina Hill, Lead Social Prescribing Link Worker, Baywide PCN**

Covid19 restrictions meant our Self Care Week activity was a little limited this year, however, we still had a very successful social media campaign, helped by the Self Care Forum's excellent resources.

Alison Newton, NHS Stockport CCG

Although it was very different to previous years without face to face engagement, we still had a successful week. We had zoom meetings with MPharm students at Bradford University, who produced short videos on student health and the harms of smoking for Self Care Week. **Sacha Reynolds, Living Well, Bradford District Council**

Self-care has never been more essential in addressing preventable death, ill health and tackling unacceptable health inequalities. I was pleased to be part of Self Care Week and would encourage all health and care professionals to visit the Self Care Forum website to enhance their knowledge and confidence on this important issue. Prof. **Jamie Waterall, Deputy Chief Nurse, Public Health England**

This year more than ever we have been reminded of how important self care is. It isn't easy for some people to achieve their goals, and it was therefore great to see so many organisations taking part in Self Care Week 2020 to promote ways to help people improve their health and wellbeing. **James Sanderson, Director of Personalised Care, NHS England**

8 Online Engagement

The Self Care Forum's [website](#) has free resources for people-facing organisations to support people to self care.

Here are the highlights:

- visited **49,922** times from September – November 2020 by more than **23,479** new users (**5k** more than 2019)
- During Self Care Week there were **10,136** page views from **4495** users (almost **2k** more than 2019)
- The logo was the most popular download prior to Self Care Week
- During Self Care Week the fact sheets had **1316** page views.



9 Twitter Activity

Perhaps due to coronavirus restrictions, Twitter, was the most popular medium of Self Care Week. For **3** days, **#selfcareweek** **#selfcareforlife** and **#selfcareweek2020** trended on Twitter. Self Care Forum's twitter activity reached **210k** impressions, with **1,994** mentions attracting **371** new followers.

Top Tweet earned 7,294 impressions

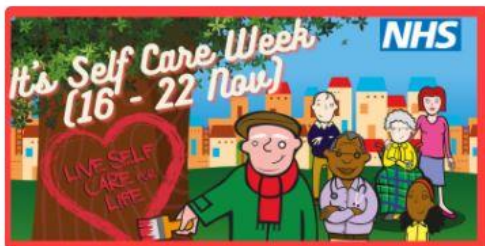
Do join us for a **#selfcareweek** **@WeNurses** twitterchat on Wednesday at 8pm where we will be discussing all things self care. **@RCNLibraries** **@HelenDon_RCN** **@rhianlast** **@Howarth2L** **@MrsBosanquet** **@WendyJNicholson**
[twitter.com/teamCNO_/statu...](https://twitter.com/teamCNO_/status...)

🔗 12 ❤️ 20

There were more than **2,350** tweets for **#selfcareweek** on the 1st day (Mon 16 Nov).

Top media Tweet earned 4,236 impressions

Yes - it's arrived - **#selfcareweek** - lots of activity is planned this week despite lockdown to help people **#selfcareforlife**. **@M_Chris10** **@DrJayMiller1** **@Davewwest** **@nhswestessex** **@NEECCG** **@NHSNottsCCG** **@FNPNationalUnit** **@WestSuffolkNHS** **@CEmPaC_Eu** **@Ash_Tree_House** **@DyneyleyHouse** pic.twitter.com/jsdHlcjnXX



🔗 11 ❤️ 19

Top mention earned 202 engagements

Kevin O'Hara
@kevin_o_hara7 · Nov 17

Day 3 **#SelfCareWeek** Running tonight whatever the weather 😊 Nothing more important than **#selfcare** Photos taken 6 months & 19lbs apart last year. Do anything that makes you happy. **#BeaWinterFriend** to yourself then others **@SelfCareForum** **@VernonLinda** **@change_talks** **@JoinedupLSC**
pic.twitter.com/37V150uDH8



10 Twitter Chat Launch – 16th November

There were **4** twitter chats, the 1st on 16th November launched the Week. **23** tweeters generated **152** tweets, including guests from Healthwatch England, Public Health England, NHS England the National Pharmacy Association and Self Care Forum board members



healthwatch



**Public Health
England**



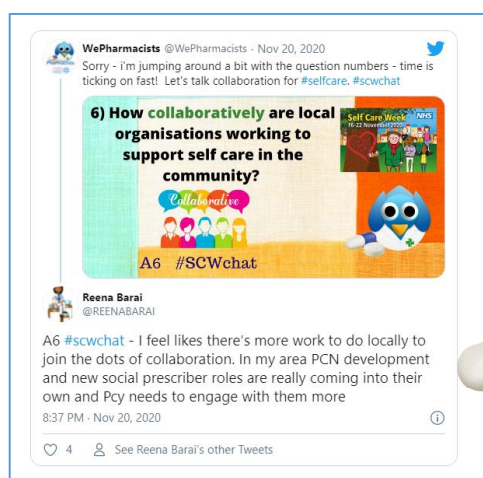
11 @WeNurses Take-Over + Twitter Chat

Once again, we partnered with our friends at @WeNurses for a Self Care Week take-over, dedicating the day to self care and ending with a twitter chat. The chat had **37** contributors, generated **377** tweets reaching **7m**. @WeNurses has more than **100k** followers.



12 @WePharmacistsTake-Over + Twitter Chat

We partnered with @WePharmacists for a Self Care Week take-over and twitter chat. **13** contributors generated **127** tweets during the chat, with a reach of **775k** and discussing issues such as local collaborations, support for self care and technology. @WePharmacists has **14.1K** followers.



health meaning pharmacists Taking Increasingly boost likes elaborate role feel
community responsibility wellbeing job feels
HCPs colleagues project joining
Tech bit million embrace
understand locally care
great join Define evolved public lot Week
information start shows patients
learned learn estimated love NHS
positive call roll
increased funding roll
contract challenge great conditions mental changed
Ade port healthy ailments helping
talk minor embraced pharmacist goal advice survey
pharmacy shared considerably immune support practice Personal

13 @HealthierLSC Twitter Chat

Healthier Lancashire and South Cumbria ran a Self Care Week twitter chat. Tweeters answered questions such as “do you know where to go for help if you need it?” and “how do we maintain work-life balance in challenging times?” The chat generated **80** tweets making **#LSCSelfCare** trend. It had a reach of **214k** and created **279k** impressions. Tweeters from New Zealand and Mexico also joined in.




14 Covid19 Self Care Innovation Awards

Winners of the Self Care Forum's Coronavirus Self Care Innovation Award were announced. Judges were from the World Health Organization, Public Health England, NHS England, Education for Health, Men's Health Forum and the Self Care Forum. From **43 entries** the **top 5** were announced and the **top 8** showcased as part of Self Care Week's promotions.

Self Care Coronavirus Innovation Award

Winners & Highly Commended



*Sutton Women's Centre

*Fresh Minds Education + Northern Health & Social Care Trust

* Age UK Lewisham & Southwark

* Kingston GPs

*Addenbrookes Hospital, Cambridge
University Hospital, EAHSN & Aseptika Ltd

COVID-19 has presented many challenges to individuals, families and communities, the nominations demonstrated the passion, commitment and determination of organisations and individuals to respond to needs and to support self care. It was humbling and inspiring to be part of the judging – all were worthy winners and make a difference every day.

Wendy Nicholson, World Health Organization and Public Health England

15 UK-wide Local Activity

The majority of activity was by local NHS organisations. **89** of the **135** Clinical Commissioning Groups with a reach more than **half the population in England (32m)** took part.

Self Care Week participants included local authorities, NHS Trusts, surgeries, pharmacies, libraries, fire services, national parks, gyms, therapists, bloggers, charities, supermarkets, Healthwatch and many more from all devolved nations.



The highlight of Self Care Week has to be the "5km your way Dyneley Challenge", which was very popular, with social media flooded with positive smiling selfies of people finishing their challenge, and encouraging others to make time for self-care.
Emma Taylor, Social Prescribing Lead, Dyneley House Surgery

16 Local Activity – Pharmacy TV

60 community pharmacies in England and Wales promoted Self Care Week via their Pharmacy TV channel and/or digital signage screens.

The estimated footfall based on an average of **120** customers per pharmacy each day during Self Care Week was approximately **43,200**.



Berrymoor Pharmacy, Wellingborough

17 National Activity – Self Care Forum

66 national organisations participated in Self Care Week reaching health and public health professionals, NHS employees, pharmacists, students and council workers to name a few.

The next 3 pages highlights activity by Self Care Forum Trustees and national partners to promote the benefits of self care to audiences via online events, blogs and press articles.

May – **Practice Nurse** - COVID-19, fake news and the role of the general practice nurse – **Rhian Last, Trustee Self Care Forum** (shortlisted for a FPM International Awards for Medical Writing in Social Media)

July - **gov.uk website** – Pandemics and the vital role of self care - **Helen Donovan and Dr Knut Schroeder**

August edition – **Journal of Health Visiting** - COVID-19: Lockdown, Lifestyle and Self Care, **Rhian Last, Trustee Self Care Forum**

Sept – **Jim Hawkins Presenter of BBC Radio Shropshire** – interviewed **SCF President, Dr Pete Smith** on the importance of self care.

18 National Activity – articles, blogs, events

Oct - **Practice Nurse –Dr Knut Schroeder and Debbie Brown**

"Supporting patients to "self care for life"". (Print and online versions).

Oct – **Journal of Community Nursing** Live Self Care for your life during Self Care Week and always – **Helen Donovan, Royal College of Nursing and Chair, Self Care Forum**

Nov – Diamond in the rough **P3 Pharmacy, Ade Williams, Bedminster Pharmacy and Self Care Forum Trustee**

Nov – **Gov.uk website** Self Care for Life, **Dr Dominic Horne, RCGP and Self Care Forum Trustee**

Nov - **Joint Royal College of Nursing /Self Care Forum Online Event**
– Self Care Week and Meditation

Nov – **NHS Confed** – The Importance of self care for local populations and the healthcare system, **By Dr Phil Moore, GP Kingston**

19 Activity by National Partners

Nov – **Joint NHS Clinical Commissioners /Self Care Forum Webinar Event** – Supporting self care during the pandemic and beyond

Nov – **BMA News** – A rough guide to self care for high functioning stressed individuals, **by Khadija Stone is a BMA medical students committee rep in Swansea**

Nov – **BMA News** Self care is more than bubble baths, **by Marina Politis, BMA medical students' committee deputy chair for welfare**

Nov – **NHS website** Self Care is for life (not just for covid) **by Judith Hendly, Head of Supported Self-Management, NHS England**

Nov – **RCGP website**, Self Care Week blog by **Dr Dominic Horne, RCGP Fellow and SCF Trustee**

Nov – **RCGP website**, Maintaining physical and mental wellbeing during the second lockdown, **by GP and RCGP Clinical Adviser, Dr Faraz Mughal, RCGP Clinical Advisor and GP and RCGP Clinical Champion for Physical Activity and Lifestyle Dr Andrew Boyd**

20 International Activity

47 international orgs took part in Self Care Week from Canada, Australia, America and Africa. National Self Care Week was also the inspiration behind SCiE's Self Care Week Europe, which had tremendous support from **34** organisations.



21 Online, Print + Broadcast Media Coverage

Media and broadcast coverage for Self Care Week is essential to raise awareness of how people can better self care for life. Each year there is an increase in media attention, particularly at the local and regional levels, reaching more of the population.

In 2020, there were more than **124** clips of national, local and trade press with a circulation totalling more than **15m**. This is a conservative amount since our 2020 media monitoring capabilities were limited.



Self Care Forum Trustee Ade Williams talking to Marcus Smith of BCfm

22 New Self Care Innovation Awards

For 2021 the Self Care Forum is replacing the Self Care Week Awards with the new **Self Care Innovation Awards** to celebrate the hard work and innovation that goes into local self care initiatives. The Award is open to entries for 2020's Self Care Week activity as well as wider self care initiatives empowering local populations. Further information is on the Self Care Forum's website or email selfcare@selfcareforum.org for more details.

2019 Self Care Week Award winners



- * Lancashire Libraries, Lancashire County Council
(Winner)
- * Sandwell & West Birmingham CCG (Outstanding
Clinical Commissioning Group)
- * Manchester Local Care Organisation / North
Manchester Self-Care Forum (Innovation)
- * Wakefield CCG (Highly Commended)

23 Self Care Week 2020 Sponsors

The Self Care Forum would like to thank its sponsors for their support in raising awareness of Self Care Week and without who's financial contributions would not be able to organise the UK's National Self Care Week in 2020.



People.Health.Care.



24 Can you help?

The Self Care Forum's resources are free and as a charity relies on donations and paid partnership working (including sponsorship) to continue its important work such as running the UK's National Self Care Week.

Do get in touch if you would like to donate to the charity, discuss funded partnership working or talk through possible sponsorship opportunities. We would love to hear from you.

Get in touch via email
selfcare@selfcareforum.org

Follow us on Twitter
[@SelfCareForum](https://twitter.com/SelfCareForum)

25 Practise Self Care for Life in 2021

"**Practise Self Care for Life**" is the 2021 theme and logos and resources are available on the [website](#) to help plan your activities. Case studies from Self Care Week Award winners are also available on the [best practice](#) page with ideas and tips to help you implement the most effective initiative.



Stay up to date by
subscribing to the newsletter
– details on the website.

26 About the Self Care Forum

The Self Care Forum supports people-facing organisations in helping their communities and service users better understand how to self care. We are the leading independent provider of best practice around self care and the 'go-to' place for top quality resources, current opinion and self care interventions in the UK.

We aim to improve public health by promoting self care at national policy level. We also create resources, run national campaigns and support robust research evidence.

For further information about the Self Care Forum, its work or how to get involved please contact selfcare@selfcareforum.org. You can also follow us on twitter @SelfCareForum or [subscribe to our newsletter](#) via our website.

Our mission

- Provide the most useful self care resources
- Be a 'one-stop-shop' networking hub
- Campaign for more effective self care



Thank you for your support and we hope you will continue to work with us to help people self care for life.

Please do get in touch via
selfcare@selfcareforum.org

