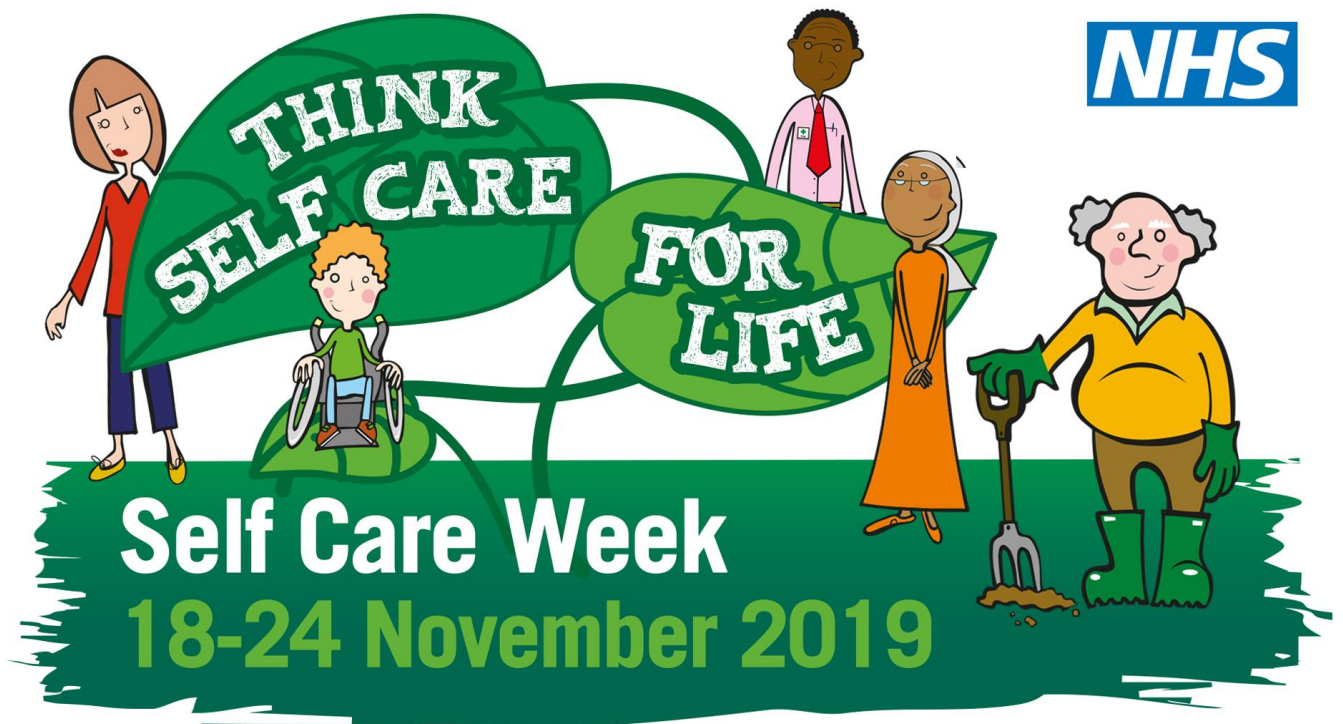


# Self Care Week Review 2019



18-24 November 2019  
Self Care Week

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# 1 Activity Highlights



More than **1000** organisations and individuals took part in Self Care Week (**400** more than in **2018**)



**1059** people registered on the e-learning course, “successful self care aware consultations”, as a result of its launch in Self Care Week (**630** of those in the first two weeks)



**120/200** Clinical Commissioning Groups covering a population of more than **31m** (more than half the population of England) took part in Self Care Week



#selfcareweek trended on twitter and **three** twitter chats were held during Self Care Week with **126** contributors generating **700** tweets.



During Self Care Week, the Self Care Forum partnered with @WeNurses, which had **89.3k** followers, for a Self Care Week “take over” – dedicating an entire day to self care; it ended with a Self Care Week twitter chat which generated **381** tweets, engaging **49** contributors.



Twitter activity in November attracted **434** new followers to the Self Care Forum account and had **210k** impressions (**70k** more than **2018**).



The majority of Self Care Week activity at the local level focused on self treatment of common conditions.



Over **126** clips of national, local and trade media – including local broadcast - highlighted Self Care Week with circulation totalling around **22m**



Leading up to and during Self Care Week the Self Care Forum’s website had more than **44,156** page views, with over **18,000** users

## 2 Summary

Self Care Week, which is organised by the Self Care Forum, is a well established multifaceted initiative aiming to raise awareness about the benefits of people taking better care of their own physical health and mental wellbeing. In 2019, its theme was **Think Self Care for Life** and this review outlines highlights from the initiative.

More than 1000 individuals and organisations took part in Self Care Week 2019 – 400 more than in 2018. This rapid rise in participants using Self Care Week to empower their audiences provides a clear indication of the relevance of self care and the importance of its promotion.

Largely, participants are from traditional health organisations particularly those at the primary care level. And whilst it is a national initiative, Self Care Week is particularly popular in England with 120 of the 200 clinical commissioning groups taking part, covering a population reach of more than 30 million people. Many CCGs also ran a week-long programme of activities and events during Self Care Week often choosing to collaborate with local partners to strengthen community engagement and reach.

In recent years, as the phrase “self care” has become more embedded in people’s psyche, helped by awareness raising initiatives such as Self Care Week, a more diverse group of participants are using Self Care Week to communicate their own brand of self care message including therapists, police and fire services, businesses, bloggers, gyms, national parks, youth groups, universities and schools who all recognise the benefits of being part of a national public health initiative.

Self Care Week’s appeal is that it lends itself to a wide variety of self care messages and, in 2019, surveyed participants put self treatable conditions as their top message, closely followed by prevention. Social media was also highlighted as the most popular medium for communicating messages with one participant reaching more than five million followers during Self Care Week through twitter, facebook, Linkedin and Instagram.

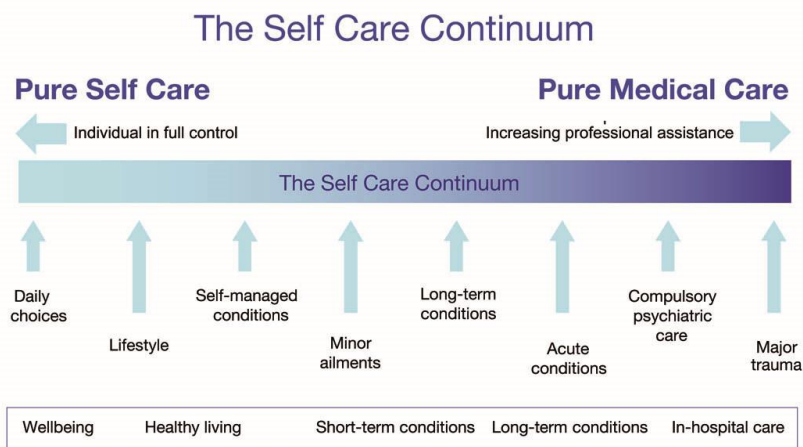
As the momentum for Self Care Week grows, and participants become more innovative and sophisticated in their activities to support their populations in taking better care of their own health, we move ever closer to the Self Care Forum’s aim of furthering the reach of self care and embedding it in everyone’s everyday lives, making it a lifelong habit and culture.

### 3 Foreword by the Self Care Forum chair



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

The Self Care Forum has always advocated for an holistic and all-encompassing approach to self care from day to day activities which support improving individual’s health and wellbeing, to management of minor illness and infection and guiding people on where and how to get the best advice, through to management of more complex conditions or following the guidance given post surgery.



The challenges we face as a health and care system mean it is becoming increasingly important that we all, individuals and communities, take greater ownership of our own health and wellbeing. We need national policy to include self care and strategies which support this such as, social prescribing and personalised care which are paramount.

The Self Care Forum has a strong track record in helping to make self care a reality; through the likes of Self Care Week in raising awareness and providing local support, the web site and other resources such as our e-learning programme and factsheets to empower people and health professionals. Self care does not mean doing nothing or providing no care it requires a system-wide approach and access to reliable information and the Self Care Forum is proud to be a leading voice in providing this. The impact from Self Care Week presented in this report shows its value and need and, as we move into a new decade, we are excited to see how self care will progress.

# 4 The growing impact of Self Care Week

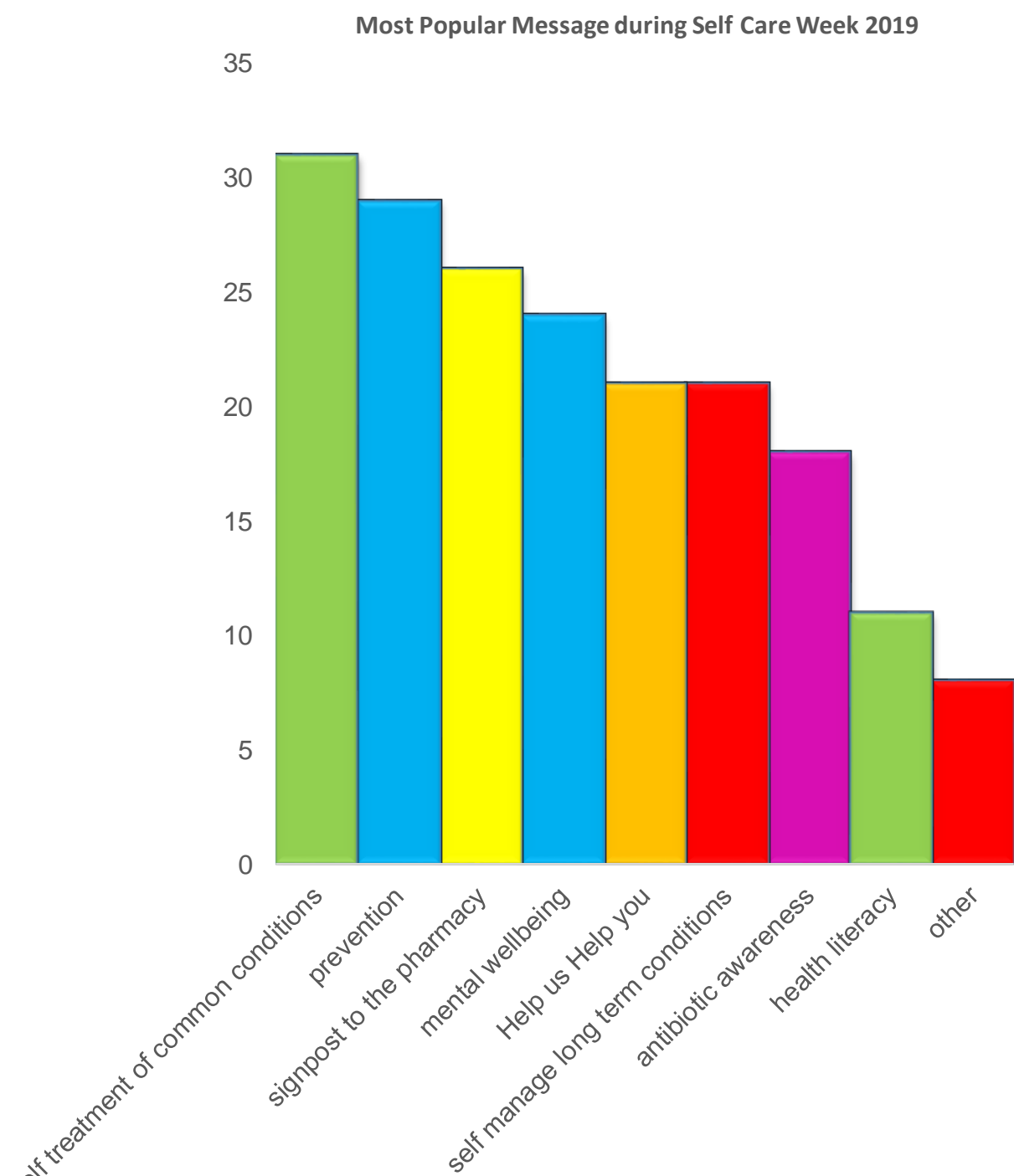
Every year Self Care Week grows in reach and engagement and this table demonstrates its impact with an exponential rise each year in the number of organisations participating in Self Care Week, and using it to help empower their audiences.

Over the last few years there has been a sharp rise in the use of social media to promote Self Care Week messages, whilst the Self Care Forum’s fact sheets, which are always a favourite resource amongst health professionals, are particularly popular during Self Care Week.

	No. of participating organisations	No. of factsheets downloaded during self care week	No. of page views during self care week	No. of twitter impressions
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

To understand how Self Care Week is helping localities empower people, participants are invited to complete a short survey regarding their activities. The survey revealed a wide variety of self care messages that are being promoted during Self Care Week, the most popular of which in 2019 was “self care for self treatable conditions” with “prevention” a close second:

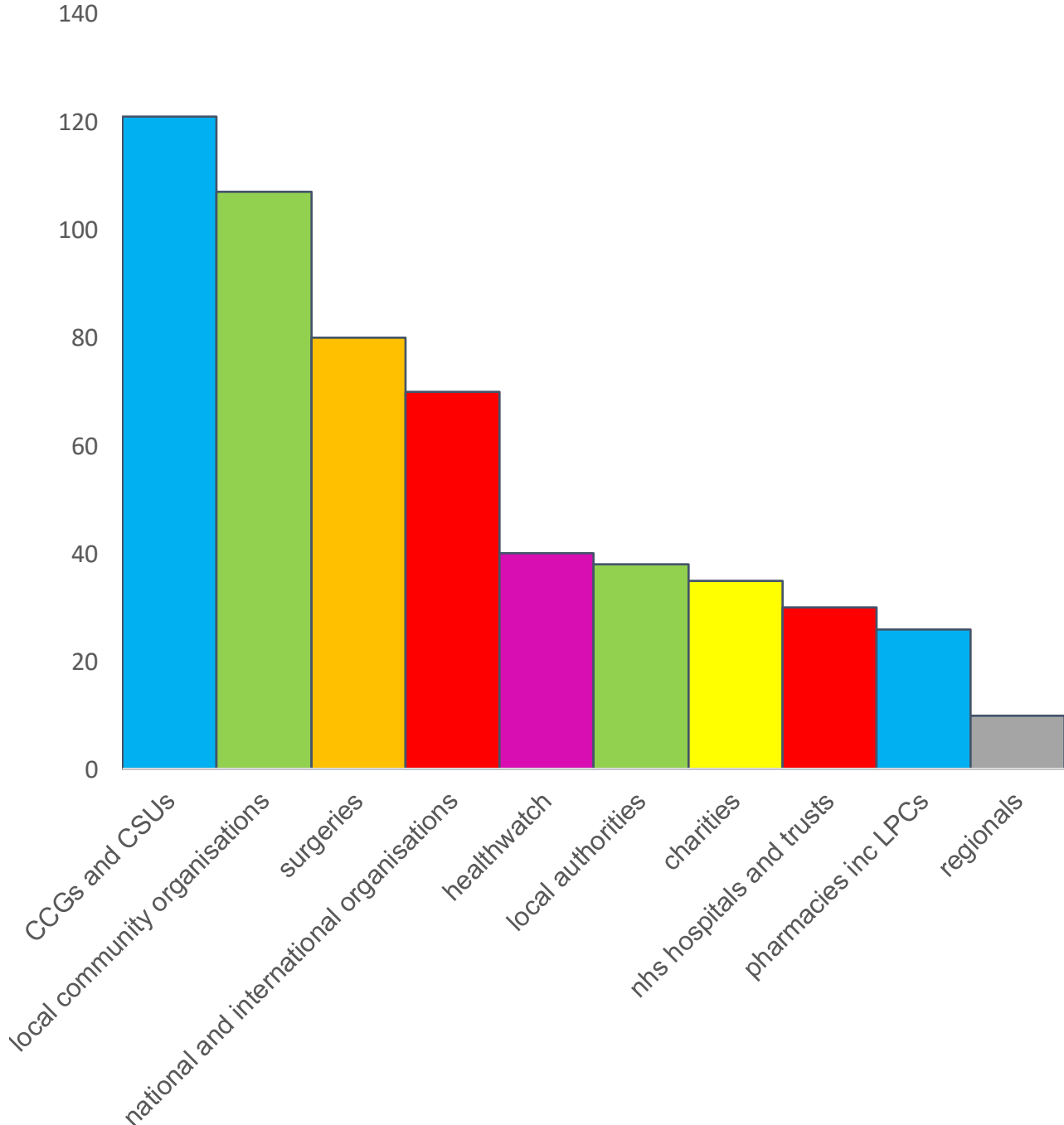




# 6 Who’s taking part?

More than **1000** organisations and individuals took part in Self Care Week 2019 with traditional health organisations still the largest group. It does however, continue to resonate with a wider, more diverse body of participants such as therapists, police and fire services, commercial organisations, bloggers, gyms, national parks, youth groups, universities, schools and even ex rugby players.

Organisations Who Participated in Self Care Week 2019





## 7 What are people saying about Self Care Week?

Feedback\* from participants show the value that local organisations get from Self Care Week and the Self Care Forum.

The strap line 'Think Self Care for Life' was the ideal platform to design a programme of activities for the whole community. It also made it easier to relate to outreach services who communicate with and impact upon the health of our community.

The Self Care Forum is very informative and has plenty of resources for us to work with.

It is rewarding to see the interest in this sort of initiative.

Our Communities team went out in the district to coffee mornings, community cafes and to our community anchors and spoke to members of the public. Distributed Self Care Forum factsheets and left posters etc. to promote self care. We also made people aware of the self management courses available in our district.

Thank you - Keep up the good work - I really like your message and hope to be in a position to develop this with my colleagues next year. Thanks for all the information you send.

We're happy to get involved more widely next year

\*comments from an anonymous survey of participating organisations, conducted in November-December 2019.

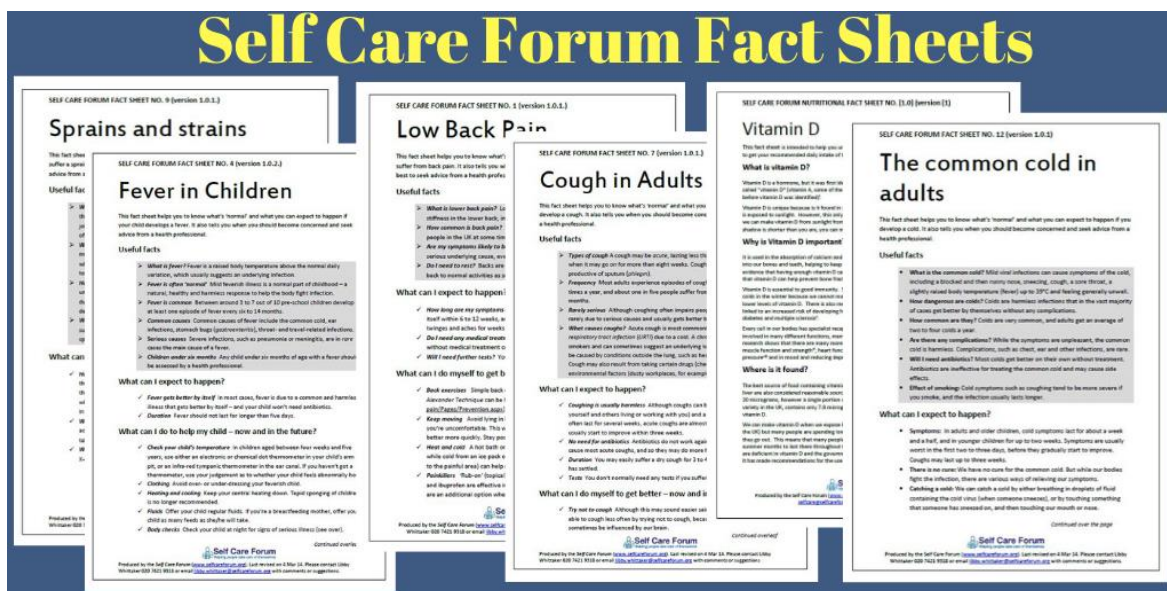
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# 8 Online Engagement

The Self Care Forum's website ([www.selfcareforum.org](http://www.selfcareforum.org)) provides tips and resources for people-facing organisations to use freely to support their target audiences to self care.

Leading up to and during Self Care Week the website is particularly busy, here are the highlights:

- The Self Care Forum website was visited **44,156** times from September – November 2019 by more than **18,000** new users
- During Self Care Week there were **9112** page views from **4313** users
- The Self Care Week logo was the most popular download leading up to Self Care Week, although it was overtaken by the Self Care Forum's fact sheets which had **1124** page views during Self Care Week.



# 9 Social Media Activity on Twitter – Self Care Forum

This year our Self Care Week survey indicated that social media was one of the most popular mediums for communicating messages during Self Care Week with one organisation reaching an impressive **5 million** followers via twitter, Instagram, linkedin and facebook.

The Self Care Forum increased its twitter activity reaching **213k** impressions, with **1,590** mentions and attracting **434** new followers.



# 10 Twitter Chat Launch – Monday 18<sup>th</sup> November

There were **three** twitter chats during Self Care Week, the first on 18<sup>th</sup> November was to launch the Week. **Twenty nine** people (with a combined reach of **94k**) engaged in the chat which also included a series of guest tweeters from Healthwatch England, Patient's Association, the National Pharmacy Association, Education for Health and the Royal College of Nursing.



**Self Care Forum** @SelfCareFor... Nov 18

Absolutely agree - it takes us back to the Self Care Forum's goal of ensuring self care is everyone's everyday habit. [#scwchat](#) A6

**Dr Kiren Collison** @kircoll

Replying to @SelfCareForum

A6 Self care is more than managing minor [illness](#). It's about making lifelong positive choices. NHS & local authority can help make "the right choice the easy choice" e.g. easy access to screening, immo, active travel, warm homes, supporting carers [#scwchat](#) [#selfcareweek](#)



**Self Care Forum** @SelfCareFor... Nov 18

Absolutely. Too often people think [#selfcare](#) is about not seeing anyone, but it's about helping people to understand what they can do to improve their health and identify symptoms. With help from a professional. [#scwchat](#) [#selfcareweek](#)

**National Pharmacy Association** @...

Replying to @SelfCareForum

A2- Crucial question! We need to be positive about the benefits of self-care (not just the GP doesn't want to see you): Empowerment. Convenience. Prompt professional support for self care available in pharmacies.

[#SCWchat](#)





## 11 @WeNurses Take Over and Twitter Chat

This year we partnered with our friends at @WeNurses for a Self Care Week take-over on Wednesday 20 November. @WeNurses had **89.3k** followers, and we dedicated an entire day to self care ending it with a Self Care Week twitter chat where **48** contributors generated **381** tweets with a reach of almost **4.5m**. The day was a great success.



Wordcloud of the most frequently used words in the @WeNurses Twitterchat



## 12 TalkHealth Twitter Chat

TalkHealth, which is a partnership organisation aiming to make health support easily accessible to everyone, also held a Self Care Week twitter chat, engaging **46** participants, with a reach of **120,400** and creating **205.2k** impressions.



The banner features a purple background with a faint image of a person's face. In the top right corner is the TalkHealth logo, which consists of a black speech bubble containing the word "talkhealth" in white, with "PARTNERSHIP" in smaller white capital letters below it. The main text of the banner is in white, bold, uppercase letters, and the website URL is in white, uppercase letters.

**JOIN US FOR A POSITIVE  
CONVERSATION ABOUT SELF CARE**  
WEDNESDAY 20 NOVEMBER 1-2PM GMT  
**USE #TALKSELF CARE TO TAKE PART**  
[WWW.TALKHEALTHPARTNERSHIP.COM](http://WWW.TALKHEALTHPARTNERSHIP.COM)

## 13 Launch: E-Learning for Health Course

The Self Care Forum's new free e-learning course, successful self care aware consultations which is for pharmacists, nurses and doctors was launched during Self Care Week and, as a result attracted **1059** participants (**630** in the first two weeks). Here are quotes taken from the press release:

### **Prof Rob Darracott, Self Care Forum Trustee**



"This course will benefit community pharmacists who are well placed to deliver self care advice, while signposting people to the most appropriate care for their health needs, whether this is self care or an NHS service."

### **Helen Donovan, RCN, Self Care Forum**

"This course is perfect for nurses. Practice nurses have always been strong champions of self care and looking at the holistic needs of the people they see."



### **Dr Knut Schroeder, GP, Self Care Forum CE**



"This e-learning resource will be a welcome tool for general practice teams, enabling them to provide information and support relating to self care more effectively."



## 14 Local Activity

Activity at the local level increased again with **120** of the **200** Clinical Commissioning Groups taking part. This activity had the potential to reach more than **half the population in England** with CCGs covering regions totalling around **31m** people.

Self Care Week activity was not confined to England, all of our devolved nations took part. Nor was it limited to CCGs, again local authorities, NHS Trusts, surgeries, pharmacies, libraries, fire services, national parks, gyms, therapists, bloggers, charities, supermarkets, Healthwatch and many more community organisations got involved in raising awareness about self care.



Diabetes Specialist Nurses were invited by Harrogate Adult Community Services to get involved in Self Care Week by asking patients what self care means to them.

“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**

# 15 Self Care Forum Blogs and Articles

It is important to raise awareness about Self Care Week at the national level to encourage as much participation as possible and in addition to promotion on social media, the websites and newsletters, we also produced a series of blogs and articles. Here is some of the activity from Self Care Forum Trustees:

[Patient empowerment is vital](#) – Dr Pete Smith, Self Care Forum President (NHS England)

[Wellness and self care is the only way of achieving a healthy future!](#) - Dr Selwyn Hodge, Former Self Care Forum chair (NHS Confed)

[Get active for Self Care Week](#) – By Dr Dominic Horne, RCGP and Self Care Forum, Gov.UK

Population-wide commitment to self care will achieve a sustainable healthy future– By Dr Selwyn Hodge, Former Chair of the Self Care Forum (Education Today Journal)

Editorial in Journal of General Practice Nursing Journal and Journal of Community Nursing by Rhian Last, Self Care Forum Trustee



# 16 National Activity

More than **40** national organisations promoted Self Care Week to their members and audiences prior to and during Self Care Week through newsletters, bulletins, social media, websites, presentations, conferences etc. A series of blogs and articles were also published in partnership with the Self Care Forum as part of Self Care Week communications.

The BMA produced **four** blogs which were posted on its website and published in members' and non-members' newsletters, social media, including an internal blog by Rosemary Hammond from their Private Practice Committee. With a potential reach of more than **24.4k**.

[Promoting Self Care Changes for Patients](#) by Dr Samira Anane

[Let's all share in self care](#) by Lesley Bentley, Chair of the BMA's Patient Liaison Group

[Choose Self Care for Life](#) by Dr Andrew Tresider



**General Practice**  
@BMA\_GP

As GPs we know the principles of self-care as it affects our patients - but what about ourselves? Dr Andrew Tresidder has blogged on his experiences for [#SelfCareWeek](#)



Choose self-care for life

Ask one hundred people how they are. What do they say? 'Fine' – fearful, insecure, neurotic and emotionally imbalanced. So, ...

[bma.org.uk](#)

## 17 National Activity cont...

The Self Care Forum is always proud to partner with organisations and Self Care Week is an ideal initiative to showcase the excellent resources that are being developed to help people Self Care for Life.

[Self Care before Surgery](#) – Hilary Swales, Lead for patient information at the Royal College of Anaesthetists (Gov.UK)

[Getting involved in Self Care Week](#) – By Nathan Skelton from Fylde Coast Clinical Commissioning Group – Gov.UK

[Strong bones beyond 50](#) – By Ellie Davies, Royal College of Physicians (SCF)



<https://socialcare.blog.gov.uk/2019/10/15/self-care-before-surgery/>

<https://socialcare.blog.gov.uk/author/nathan-skelton/>

<http://www.selfcareforum.org/news/blogs/>

## 18 International Activity

The success of National Self Care Week in the UK has grabbed the attention of international organisations and was the inspiration behind Self Care Week in Europe, organised by Self Care in Europe which had the support of **20** organisations.

Further organisations from Canada, Australia, America and Romania took part in Self Care Week with more than **30** international orgs in total (an increase of **13** compared with 2018).

The World Health Organization's Manjulaa Narasimhan also got involved on social media using the #selfcareweek hashtag.



“Self-Care in Europe itself builds upon the support and experiences of the Self Care Forum in its dedication to build a creative, inspiring organization that enables local partners and communities to not just better use tools, but also drive and connect a value-based movement that their efforts can synergize with.” **Lars Munter, Self-Care In Europe**

## 19 Print and Broadcast Media Coverage

Whilst it is never easy to secure media coverage, each year there is an increase in media attention, particularly at the local and regional levels, which is an excellent way to raise awareness of self care and Self Care Week.

For Self Care Week this year, there were more than **126** clips of national, local and trade press including broadcast with a circulation totalling more than **22m**.



The week prior to Self Care Week, BCB Radio interviewed the Self Care Forum's chair, Helen Donovan to raise awareness about self care.





## 20 Self Care Week Awards

It is important to recognise the hard work, dedication and innovation that goes into local Self Care Week initiatives which is why the Self Care Forum introduced the Self Care Week Awards in 2016.

Here are the winners of Self Care Week Awards 2018:

- **Winner** – Self Care and Prevention Programme in Bradford, Wharfedale, Airedale and Craven
- **Outstanding CCG** – Fylde Coast CCG (see page 23)
- **Innovator** – Bath Spa University’s Students Union
- **Highly Commended** – Norfolk and Cambridgeshire Children & Young People’s Health Services



We would like to thank the International Self Care Foundation for its kind donations over the years which have helped us provide small grants to the Self Care Week Award winners.





## 21 Self Care Week 2018 Award Winner

The winners of the first Self Care Week Outstanding CCG Award, which was introduced in 2018 jointly with NHS Clinical Commissioners, were Fylde Coast CCGs. Nathan Skelton and Rachel Naughton from Fylde were presented with their certificate at the Health+Care Show by Libby Whittaker (Self Care Forum) and Julie Wood (NHS Clinical Commissioner's Chief Executive.)



“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**

## 22 Can you help to fund us?

The Self Care Forum's resources are entirely free of charge and as a charity it relies on donations and paid partnership working to continue its important work including **National Self Care Week**. If you would like to donate to the charity or fund via partnership working to ensure we are able to support local organisations in their self care activity please contact [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org).

**£250** will get you a Self Care Week twitter chat

**£800** will get you Self Care Week 2020 assets

**£1000** will get you an updated factsheet

**£1500** will get you a new factsheet

**£12,000** will get you a renewed, updated website so more people can access free resources

## 23 Self Care Week 2020 Logo

Self Care Week 2020 logos and material are available on the [website](#) ensuring plenty of time to 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.



## 24 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 have become 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. In addition, we create useful resources, run national self care campaigns and support the generation of robust research evidence.

### Our mission

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



The Self Care Forum needs to secure funding to continue running National Self Care Week and to further the reach of self care. If you would like to donate to the charity please contact [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)