# **Self Care Forum Self Care Innovations Award 2021**

# **Award Application Form and Eligibility**

***The Self Care Forum is inviting applications of good practice and innovations in self care, personalised care, and social prescribing that have made a difference to individuals, groups, or organisations.***

**Who can apply?**

This invitation is open to everyone, whether you are an individual, a community champion, an employer, GP practice, Local Authority, school, college, business, or services organisation (public, private, or charitable). For a guide, see examples table below.

**£500 bursary**

The winner will receive a £500 bursary to spend on a self care related initiative and the top entries will be included on the Self Care Forum website to share best self care practice and excellence. The winners will be announced during the UK’s National Self Care Week (15 – 22 November) as part of its launch and promotional activity.

Closing date for admissions: **31st July 2021.**

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| Examples of possible initiatives | If specific health-related conditions were targeted, they might include |
| * 2020’s Self Care Week activities * Coronavirus related self care * Signposting to services * Protecting mental health and wellbeing * Promoting self care to the shielded population * Self care for the elderly or other specific groups * Self care introduced by employers * Local authority population or community initiatives * Pharmacy initiatives * GP initiatives * Self care education by schools, universities, or community groups such as Scouts, Guides etc * Empowering vulnerable groups | * Long-term conditions * Obesity * Diabetes * General health * Nutrition * Exercise * Mental Health * Self-treatable conditions/minor illness |

## Please use the form below to tell us about your self care initiative.

If you are typing directly into the form, do not worry if the box extends beyond the page – it will continue onto the next one.

## Title and contact details.

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| **Title of Initiative (This should describe your initiative using 50 words max)**  **Keeping Bromley Well! Our 2020 Self Care Initiative**  We sought to bring our borough together online, with Self Care Week the catalyst. Covid devastated face-to-face groups, but we united isolated individuals and also benefited home-based staff, creating something of real meaning. Our message? To promote the importance of self care, not just for a week but throughout life. |
| **Name of Organisation and Region (please state context, ie general practice, community care etc)**  Bromley Third Sector Enterprise (BTSE) and Bromley Well, based in the London Borough of Bromley. We organised a wide and eclectic group of communities with many contributors led by Bromley Well partner charities Bromley Mencap, Age UK Bromley and Greenwich, Bromley Lewisham and Greenwich Mind and Citizens Advice Bromley. |
| Name of person/team/individual being nominated  **BTSE and the Bromley Well Team** Contracted by BTSE, Bromley Well services consist of four partner charities working as one. These are Bromley & Greenwich Age UK, Bromley Mencap, Bromley Citizen Advice Bureau and Mind Bromley, Lewisham & Greenwich. |
| **Contact name for entry**  Nicola Fishman, Community Engagement Officer with Bromley Well |
| **Contact email for entry**  nicola.fishman@bromleywell.org.uk |
| **Timeframe and dates of initiative**  Monday 16th - Sunday 22nd November 2020  During Self Care Week we organised 29 free online events, involving around twenty organisations. Over 140 residents, 31 colleagues in other organisations and 16 staff were involved. |
| Date of submission 17th May 2021 |

## Problem(s) and how you tackled them.

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| **What was the problem you were trying to tackle? (max 200 words)**  Isolation and loneliness during the pandemic. Our aim was to improve physical and mental wellbeing. At this time the crisis was really beginning to affect people’s physical and mental health, with all the damaging consequences that entailed. The evenings were becoming darker earlier and, with the departure of the warmer spring and summer temperatures, outside exercising had grown less appealing. There was also the worry surrounding a second lockdown and how the arrival of the flu season and a second expected Covid wave would affect us. Our staff were doing their utmost to support our vulnerable clients, many of whom were missing their face-to face interactions and groups - and this in turn left staff feeling emotionally drained and frustrated that some of the usual modes of client support were no longer available.  We addressed a number of problems, including:   * Long-term health conditions, obesity, * Improving general health: Seated dance classes, exercises online, a full day of online free classes run on Tuesday by our Long Term Health Conditions team. * Nutrition – Cook-along with a Vegetarian for Life staff member. * Physical wellbeing – numerous free classes online. * Mental Health – choir, mindfulness classes and specific programmes run on Friday with Mind Bromley Well staff. |
| **Please give a brief description of your self care innovation (max 250 words)**  Despite the challenges of the pandemic we were able to bring our community together online for a successful programme of free online events and online conversations. This included some of our most vulnerable residents such as those living with dementia, unpaid carers including young carers, plus people with physical and learning difficulties. We also engaged with residents with long term heath conditions and those with mental health challenges, and our older residents, many of whom were very isolated and shielding at home.  Themed information and resources were created, collated, published and shared on our website in a special Self Care Hub. https://www.bromleywell.org.uk/our-services/resources/self-care-information-hub/  We kicked off on **Monday** joining the @selfcareforum #scwchat, engaging with others and organisers.  **Tuesday** was Eat well  **Wednesday** Exercise  **Thursday** Winter Health and **Friday** Mental Health. |
| **What challenges or barriers were you faced with and how did you solve the problems or overcome the barriers? (max 250 words)**  **Pandemic**: The crisis meant all events needed to be online. We worked to move everything to Zoom and similar online platforms and supported people in accessing our events.  **Fractured workforce** – Use of Zoom and phone calls, emails for pre-event planning.  **Getting the word out** – We publicised via our own newsletters, social media.  We have good relations with 56 Associate member charities, our funders at the council and local NHS and wider statutory services, who all engaged and shared our content.  This was the first time that Bromley Borough had put together a programme of events for Self Care Week, so we were talking to colleagues and the Public who were not familiar with this initiative. Hopefully after the feedback and enthusiasm shown by all participants this year’s event will be even easier, since we have now successfully raised awareness about it.  A member of a GP patient participation group had offered to arrange for a volunteer singer (who is also the Bromley Mayor’s Attendant!) to perform outside a GP surgery to cheer up staff, patients and passers-by on the High Street where it was located. Unfortunately, this ultimately had to be postponed due to the Covid restrictions. |
| **Did you collaborate with other partners or organisations, if so, who were they?**  Our initiative was all about bringing the community together to collaborate, both at events and by creating conversations and a buzz on social media. We engaged widely across the borough, resulting in a keen interest in staging a similar event this year (2021).  **Our collaborators included:**  Age UK Bromley & Greenwich  Mind Bromley Greenwich & Lewisham  My Time Active  Bromley Council – Trading standards, Residents Newsletter sent by council colleagues  Bromley Libraries – Greenwich Leisure Ltd  NHS Bromley CCG  Bromley GP Alliance  Bromley Healthcare  Oxleas NHS Trust  Age UK London We arranged for guest speaker at a flu workshop with Bromley Mencap  Vegetarian for Life – Presented a cook-along for us on Zoom.  Bromley Healthwatch  CASPA All Stars  U3A and the Age UK Bromley & Greenwich Memory Singers, Dementia Choir was open to all during the week  Black Heroes Foundation: Weekly seniors locomotion Zoom club which was open for all to attend during the week. A dementia -friendly event.  Penge Green Gym  Two local independent, solo providers contributed with specialist workshops, covering exercise, meditation and relaxation. |

## Impact and outcomes

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| **Who was the initiative directed at and what were the benefits to the targeted group or individuals? (max 250 words**)  Our initiative was directed towards all Bromley residents, especially Bromley Well’s existing clients and its staff (over 50 people) and volunteers (over 200). We also had furloughed staff from other organisations who volunteered their time and skills to help run a session. It was wonderful to see people come together for the benefit of their community.  Anyone who wanted to join us was able to. Many of the events gave an opportunity to try a free Zoom class and hopefully gain confidence to also find other online events and classes. Clients with long term health conditions like obesity, diabetes and fibromyalgia were encouraged to get involved in healthy lifestyle events, including seated dance and exercise groups - as well as various mental wellbeing sessions.  An event with an experienced Flu Workshop presenter from Age UK London was aimed specially at vulnerable adults who had learning difficulties and was supported by a Bromley Well Mencap worker. There was a whole day of events around the theme of exercise. The online nature of our programme meant unpaid carers were able to join in, sometimes with those they cared for. Residents living with dementia had a choir and a dementia-friendly online seniors club, plus dementia-friendly chair exercise classes designed specifically with their needs in mind. I believe anyone participating, either as an event guest, staff member or volunteer, felt included and connected to each other, as well as to something bigger too. |
| **Were there further benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they? (eg improved job satisfaction, smoother running of facility, happier service users, better use of scarce resources, cost saving)**  All of the above! Staff morale and also community cohesion and resilience. It was a really positive and impactful and simple initiative to which everyone in Bromley was invited to contribute.  It felt as if, rather than being isolated, we were all brought together as one team. A few members of Bromley Well staff were able to link with the BTSE Communications Officer and took responsibility for one of the themed days. This meant people had capacity within their existing roles to support this initiative and the work was not too onerous for any individual.  Bromley Well work closely with the Bromley Social Prescribers who are based in the GP practices. Some attended our events and signposted their clients to the week’s programme. Likewise, Bromley Well has Care Navigators who were also made aware of the event. There was also communication via Twitter with the Bromley GP Alliance. |

## Evidence

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| **Please quantify the benefits of your initiative. (e.g. cost improvement, numbers of people helped, time saved)**  **Number of Events held**: 29  **Number of people attended the events:** Over 140 plus staff and guests  **Number of organisations involved:** Over 19  **Testimonials**: “Very enjoyable and informative. Thank you.”  “Thank you for the lovely self care check-in session this morning. It was very encouraging/uplifting.”   “The dance class was fantastic and it’s good to know about SOSA for future, my arms are aching!”   “Just wanted to say how much I enjoyed that chair exercise.  Thought it was great fun - will there be another one? I liked the fact that the music was great…and I loved singing alone.”  “So pleased that you organised another Yoga session XX loved it.”  “X loved the yoga, her attention span is usually quite low, this was great though”  **Social Media/ Online activity:** Number of Tweets, re-Tweets, impressions all increased.  (Comparing October 2020 to November 2020.)  Bromley Well website users up by 70% and views of our Whats On webpage went up by 84%.  Twitter – Number of tweets rose 60%, profile visits were up by 106%, mentions up by 44% and new followers by 13%. |
| **Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)**  People and organisations have been asking to be involved again this year. The feedback submitted.  <https://twitter.com/SelfCareForum/status/1329843892842356739?s=20> shows good engagement across all sectors in the Bromley.  We used #BromleySelfCare on twitter where some of the conversations and buzz can be seen. |
| **What was the cost of this initiative in terms of time, money, and/or other resources? Please be as specific as you can**  No money changed hands for this programme. Presenters either gave their services free of charge or were involved as part of their paid role. As all events were online no food and beverage or hall hire costs were involved. |

## And, finally…

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| **Are there any lessons you learned or top tips that you would like to share?** (max 200 words)  Be ambitious, open the invitation to all people and all organisations who wish to participate.  Prepare and plan your publicity, web content and communications well in advance where possible and reach out before the event to relevant organisations.  It is important to spread the message that self care is not just for the week but for life! |
| **Did you use any of the Self Care Forum’s resources? If so, please specify.**  We used the Self Care Forum’s website, logo and Twitter account.  <https://twitter.com/Nicolajfishman/status/1330828875190968320?s=20>  We also wanted to send out a positive message and to build resilience.  <https://twitter.com/NHSBromley_CCG/status/1326912045250457603?s=20> |
| **Why do you think this initiative deserves to win the award? (Max 100 words)**  Because we rose to the challenge of remote working and put together an ambitious and inclusive free programme of events, online resources and information.  By creating real enthusiasm, we encouraged individuals and organisations to unite in supporting isolated and lonely residents.  We hope that if successful we can use the bursary to fund face-to-face events, not only during Self Care Week but year-round. This was truly a collaborative event which made a positive impact when residents and workers really needed it. Following its success we are hoping we will be able to put on a similar, bigger programme this year. |
| **Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful**.  [Event: Bromley's Self Care Week (Monday 16th - Sunday 22nd November) - Bromley Well](https://www.bromleywell.org.uk/events/item/44511353)  The link above will also take you to the links to the individual days themed events. |
| Your application may be chosen to be uploaded to the “best practice” page of the Self Care Forum website to share excellence so that others might use the learnings in your application to empower more people. We will also include your email address so that people may get in touch with you. Please give us permission below by choosing a, b or c (please delete the two that don’t apply).   1. Yes I give permission for my application to be uploaded to the website with my contact details; |

We look forward to receiving your application. Please email your completed form to:

[selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)

**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. It is 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.It is a charity and aims to improve public health by promoting self care at national policy level. It creates resources, runs the UK’s National Self Care Week, and supports robust research evidence.

For more information about the Self Care Forum please go to the website [www.selfcareforum.org](http://www.selfcareforum.org).