# **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)**  Let’s Get Steady Falls Prevention Programme |
| **Name of Organisation and Region (please state context, ie general practice, community care etc)**  Guildford and Waverley Integrated Care Partnership (NHS Surrey Heartlands Clinical Commissioning Group) |
| **Name of person/team/individual being nominated**  Independence and Prevention Team (Guildford and Waverley Falls Steering Group) |
| **Contact name for entry**  Tracey Rowland |
| **Contact email for entry**  [traceyrowland@nhs.net](mailto:traceyrowland@nhs.net) |
| **Timeframe and dates of initiative**  June/July 2020 – Planning  August and September 2020 – Filming  November 2020 – Films released |
| **Date of submission**  13/07/21 |

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

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| **What was the problem you were trying to tackle? (max 200 words)**  Guildford and Waverley Integrated Care Partnership (ICP) run a face-to-face falls prevention programme out in community settings called Let’s Get Steady. Let’s Get Steady is an educational programme, where various professionals give talks to local residents about falls prevention, independence and wellbeing and advice on what changes they can make to help prevent a fall and stay independent. Subjects covered are:   * Getting up from a fall * Community alarms * Home environment * Fire Service Safe and Well visits * Hydration * The Balance Triangle (vision, hearing and touch) * Medication, healthy bones and nutrition * Social Prescribing * The importance of exercise   Due to Covid-19, we were unable to continue to run these sessions face-to-face, but we were aware that the cohort of people that we needed to support were deteriorating at home due to lockdown.  We realised that we needed to look at how we could flex and adapt the programme, to enable us to continue to provide this service, in order to help our residents maintain their health, wellbeing and independence. |
| **Please give a brief description of your self care innovation (max 250 words)**  We decided to use the funding that we had secured to run Let’s Get Steady, to hire a videographer to film the professionals giving falls prevention advice, as they would do in the community setting, making Let’s Get Steady available online and supporting our residents during this challenging time. As not everyone uses the internet, we produced 1,000 copies on DVD. All film clips have subtitles to ensure the films were as accessible as possible for everyone.  Having Let’s Get Steady available in this way, allows people to watch the film in the comfort of their own home and enables them to replay the film clips, should they wish to refer back to specific areas for advice.  When our Covid-19 vaccination centre opened in Guildford, we organised for the Let’s Get Steady trailer to be played on repeat in the observation area to make people aware of the services available.  We also had a member of staff based in the waiting area of the vaccination centre when vaccinations were being given to the over 80’s, to engage with patients about falls prevention. People were offered a falls prevention pack (a pack created by Guildford and Waverley Falls Steering Group that contains various information on falls prevention, health and wellbeing), and a DVD or links to the Surrey Heartlands CCG website, where the Let’s Get Steady films are available online. |
| **What challenges or barriers were you faced with and how did you solve the problems or overcome the barriers? (max 250 words)**  We faced a number of challenges:  **Social distancing** due to Covid-19 was a huge challenge as we had to ensure the locations that we were filming in, were compliant with Covid-19 restrictions.  The majority of the filming took place at Guildford Fire station where we were able to use a large, well ventilated room, along with the area where the fire engines were parked that had open space.  The filming for the home environment took place in a team members home, who had bifold doors to allow for a large airy space, again to meet Covid-19 guidelines.  **Staff availability** was also a big challenge, especially for clinical staff. We resolved this issue by filming early in the morning, before the clinician’s official start time, so not to impact on the clinician’s work.  The team from Surrey Fire and Rescue came in to film on their day off, to prevent being called out to a 999 emergency during filming.  Ensuring that the **scripts** flowed for the autocue was also a challenge. This was the first time everyone involved had been filmed using an autocue, so it was trial and error with rewording certain parts so that it flowed, was clear, ensuring we kept to timings. |
| **Did you collaborate with other partners or organisations, if so, who were they?**  This piece of work was in collaboration with the following partners:   * Guildford Borough Council * Waverley Borough Council * Surrey County Council * Royal Surrey Foundation Trust * ProCare GP Federation * Voluntary Action South West Surrey (Social Prescribing) * Surrey Fire and Rescue |

## 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)**  Let’s Get Steady is generally aimed at older people who have a fear of falling, are at risk of a fall, or who have had a fall.  This initiative was aimed at all of the above but also targeting the shielding population who may have been inactive due to Covid restrictions, not being able to leave the house.  The advice we offer aims to empower people to make changes to their lifestyle such as exercising to build on strength and balance, eating a well balanced diet to support with bone health and understanding the importance of social interaction to support with mental wellbeing. |
| **Were there further benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they? (e.g improved job satisfaction, smoother running of facility, happier service users, better use of scarce resources, cost saving)**  This piece of work has resulted in improved collaborative working with our partners across the system.  Partners who are actively offering the Let’s Get Steady DVD:   * Guildford Borough Council * Waverley Borough Council * Surrey County Council * Royal Surrey Foundation Trust * GP’s * ProCare GP Federation * Voluntary Action South West Surrey (Social Prescribing)   If people follow the advice given in Let’s Get Steady, it will help to prevent falls, therefore reducing the number of people going into A&E due to a fall and non-elective admissions. This will benefit the individual as well as being a cost saving to the NHS.  If the exercise demonstrations are followed, it will prevent people from deteriorating at home, keeping them mobile and independent. |

## Evidence

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| **Please quantify the benefits of your initiative. (e.g. cost improvement, numbers of people helped, time saved)**  12/11/20 – 30/06/21:   * Number of Let’s Get Steady film viewings on SHCCG Website: 1,958 * Approximate viewings of Let’s Get Steady films via SHCCG Facebook page: 9,300 * G Live Covid Vaccination Centre estimated viewings of Let’s Get Steady trailer: 105,132 * Let’s Get Steady DVD distribution to date: 433 |
| **Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)**  Feedback received following the release of Let’s Get Steady online:  ***Frailty Co-ordinator, Cranleigh medical Practice:*** Thanks very much for the latest information with the link to the videos – such a great idea! I will cascade this information out to the clinical team so they can inform their patients.  ***Social Prescribing Link Worker:*** Great work, will forward the details to our clients where appropriate.  ***Independent Chair, Guildford and Waverley Health and Care Alliance:*** Thank you this is an excellent development in these very important areas of prevention and advice and the videos work really well I’ve had a look - very clear!  ***Senior Social Care Assistant:*** brilliant, informative, easy to follow instructions, straight forward language, loved the demonstrations.  ***Senior Social Care Assistant:*** I've just been watching the Let’s Get Steady Videos. I thought they were very good! Very explanatory and clear about what to do. I liked the demonstration and the fact that it wasn’t too fast so that those with English as a second language, deaf or elderly could understand what was being said.  **ICP Director:** The GW ICP Let's Get Steady film was mentioned at the CCG's Governing Body in public yesterday as an excellent resource that should be adopted across other ICPs! |
| **What was the cost of this initiative in terms of time, money, and/or other resources? Please be as specific as you can**  The total cost of this initiative came to £7,405.75.  The filming took place over 4 days.  This was for:   * Filming at 4 locations (including autocue) * Editing film * Transcription and subtitles * DVD master production and supply x 1,000 DVD’s |

## And, finally…

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| **Are there any lessons you learned or top tips that you would like to share? (max 200 words)**  Having never done anything like this before, it was initially quite daunting but the videographer was very easy to work with and guided us every step of the way. It was not as overwhelming as it initially seemed but a very enjoyable experience.  The lesson learnt was not to be afraid to try different ways of working. |
| **Did you use any of the Self Care Forum’s resources? If so, please specify.**  No. |
| **Why do you think this initiative deserves to win the award? (Max 100 words)**  This piece of work was an innovative way of continuing to provide falls prevention advice for our local residents, when it was needed more than ever.  It brought together partners at a time when our focus could have been on other things.  Staff were so passionate about being part of this, that they worked additional hours and on their days off, to ensure they were available for the filming. |
| **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.**  The links to the Let’s Get Steady films can be found here:  [www.surreyheartlandsccg.nhs.uk/your-health/family-health/maintaining-independence-and-wellbeing-for-guildford-and-waverley-residents#education](http://www.surreyheartlandsccg.nhs.uk/your-health/family-health/maintaining-independence-and-wellbeing-for-guildford-and-waverley-residents#education)  Picture one is filming the Safe and Well Visit clip.  Picture two is filming the home environment clip. |
| **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).