# **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.**

|  |  |
| --- | --- |
| 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.

|  |
| --- |
| Title of Initiative (This should describe your initiative using 50 words max)  Now We’re Talking for Art |
| Name of Organisation and Region (please state context, ie general practice, community care etc)  Herefordshire and Worcestershire Health and Care NHS Trust |
| Name of person/team/individual being nominated  Now We’re Talking with Art project team |
| Contact name for entry  Kate Wood |
| Contact email for entry  Katherine.wood4@nhs.net |
| Timeframe and dates of initiative  March 2021-October 2021 |
| Date of submission  28/7/2021 |

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

|  |
| --- |
| What was the problem you were trying to tackle? (max 200 words)  After seeing a rise in mental health issues within the local population, across all age groups and severities, we needed to produce an initiative self-help campaign to help people manage their own mental health, and signpost to additional support if needed. |
| Please give a brief description of your self care innovation (max 250 words)  Aimed at raising awareness about mental health through public art, this campaign highlights common mental health causes and signpost to local services among the local community. The campaign gives an opportunity for local residents to participate in art based mental health resources, including mindfulness colouring sheets and the opportunity for their art to feature in a local art exhibition.  But the campaign is more than just mental health – we wanted to promote a healthier, well connected and more resilient community focusing on all aspects across the local economy. The campaign drove investment to local communities through increased footfall and promoted Herefordshire and Worcestershire as communities that works together for the local people’s health and wellbeing.  At the heart of the Now We’re Talking with art campaign are x3 art trails (Worcester City in May, Redditch in July and Hereford in September). Each trail will be decorated with art installations, photography, murals, and paintings which will fill shop windows, other local buildings and spaces. Art was produced by approved local artists and each ‘piece’ provided a positive message relating to mental health and wellbeing.  Combining art, exercise and mental health will help showcase the array of activities to keep our minds and wellbeing healthy whilst also signposting for those that may need additional support. Now We’re Talking for Art, to improve mental and emotional wellbeing together. |
| What challenges or barriers were you faced with and how did you solve the problems or overcome the barriers? (max 250 words)  We needed to engage with the local communities, some of whom had no access to a computer or the internet, during a pandemic and lockdown. We created three art trails based on need for our mental health services (Worcester, Redditch and Hereford). The trail artwork was placed into shop windows so COVID safe and could be completed alone or in social bubbles. The artwork took on multiple forms and themes to engage as many people as possible, including those who had stigma or issues with ‘mental health’.  We also worked closely with numerous partners and charities to target as many people as possible to give the resources needed to keep their minds healthy. |
| Did you collaborate with other partners or organisations, if so, who were they?  We have teamed up with a significant (currently over 200) artists, businesses, community groups, organisations, local councils and other interested members to create a inivative ‘community’ approach to mental health self-care.  Partner activities have included:   * + Time to Change Drawing on Experience group visited the trail to see artwork installed   + Age UK Worcester and Malvern Hills managed two ‘friendship’ walks with local residents to combat loneliness   + Worcester Community Trust arranged for the JOY and community connectors groups to do the trail for Mental Health Week |

## Impact and outcomes

|  |
| --- |
| Who was the initiative directed at and what were the benefits to the targeted group or individuals? (max 250 words)  The Now We’re Talking with art campaign was aimed at everyone within the local communities of Herefordshire and Worcestershire including children, adults and older adults. Mental health affects everyone.  We received numerous responses and feedback but I think this sums up the effect of the campaign: |
| 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)  From a mental health perspective over 7,500 people have visited the website currently to use resources for self-help.  The campaign also aimed to improve footfall for the local community and received numerous feedback for example:   * ‘She was from Cheltenham, so it was nice to see visitors to the city following the trail’ Chocolate Deli owner * ‘Local residents came in to collect a map and ended up buying things who previously didn’t know we were here’ Tourist Centre   However, the majority of the partners and people who got involved did this for free, with their only incentive being ‘to help the NHS’ and save someone’s life who is struggling at the moment. |

## Evidence

|  |
| --- |
| Please quantify the benefits of your initiative. (e.g. cost improvement, numbers of people helped, time saved)  Over 7,500 people downloaded a trail map to access the Worcester City Trail. This campaign is a positive mental health campaign about encouraging the local community to self-help so we won’t know the actual impact for some time. |
| Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)  Results from the Worcester Art trail (the Redditch is still on and Hereford launches in Septmeber)  **Website:**  • **4,463 website views for the Worcester City Trail page**  • 3000 QR code scans to view additional information of the stop  **Social media:**  • 740 engagements on Now We’re Talking Facebook posts including comments, likes and shares  • **7.2K reach on Now We’re Talking Facebook posts** linked to the Worcester trail  • The #NowWereTalkingwithArt hashtag used over 200 times.  **32 articles featured** across the month of May including partner websites, press in local newspapers and weekly features on BBC H&W and Free radio.  • **1.1k people were ‘interested or going’** to the trail via a Facebook event paid advertisement, including 41 comments and 278 reactions.  • Posters and electronic displays were placed across the city in partnership with Worcester City Council including all tourist information boards, bus stops and local notice boards.  • **500 maps** were printed for anyone to collect from the Worcester Tourist Information Centre  **Positive feedback including:**   * + I loved this fence, it should be there permanently. Such a wonderful community idea   + It’s a great trail, very thought provoking   + Did the trail yesterday, thank you for all your lovely art work   + Really enjoyed it. Saw parts of Worcester I hadn’t been to before. Excellent idea.   + What a fabulous piece of art work. And for a good cause. Again, well done and more strength to your arm. John (a daily park ‘walker’).   + The trail was great and loved how each artwork highlighted different issues as well as provided information if anyone did want to reach out for professional help. A couple of people I spoke at The Paul Pry said that they loved it and more trails like this should take place throughout Worcester. It gets people moving and helps local businesses who aren’t necessarily on the main high street. |
| What was the cost of this initiative in terms of time, money, and/or other resources? Please be as specific as you can  Involved 2 members of the NHS supporting the campaign along with partners from multiple organisations and charities.  Total spent on all resources, printing and promotion: £982.96  The main resources were the artists artwork which was all created for the campaign and donated to local NHS buildings free of charge. |

## And, finally…

|  |
| --- |
| Are there any lessons you learned or top tips that you would like to share? (max 200 words)  We quickly realised that this required team work that had never been done before. We needed the support of councils, artists and businesses. Mental health is caused by events for example poverty, bereavement, bullying or becoming a new mum and for the first time we addressed this and brought all the causes and symptoms together.  The top tip would be to reach out to as many people as possible to support campaigns and ideas at working together produced something really amazing. |
| 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)  It would be great to showcase this initiative as best practice. The local communities have gone above and beyond to provide resources and support for all ages around mental health, during a time when most people were struggling for many different reasons.  This campaign gave the community a focus and pulled together people who wouldn’t traditionally work together including local businesses and artists. |
| 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.  <https://www.healthyminds.whct.nhs.uk/nwt-art> |
| 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).