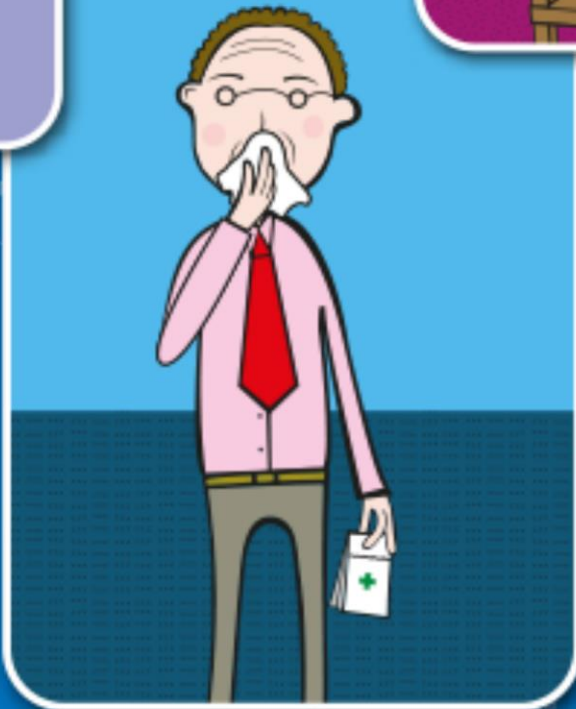
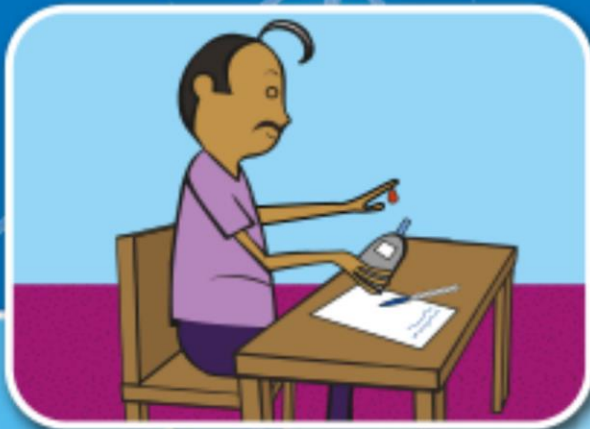


# Self Care Week Review

2021



# 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. [Practice Self Care for Life](#) was the theme for 2021 and the highlights are captured in this Review.

More than [800](#) individuals and organisations took part in 2021's Self Care Week helping it to reach millions of people in the UK. Whilst this was slightly down from 2020, there was greater participation by organisations in Northern Ireland, Scotland and Wales compared to previously. This was encouraging, Self Care Week is, after all, a UK-wide awareness campaign. .

It is also worthwhile mentioning that, whilst national Covid19 restrictions were more relaxed than in 2020, local organisations were still reticent to hold full scale Self Care Week events, which were popular pre-pandemic.

Given how important the message is and how people are still being affected by the pandemic almost two year later, it was unsurprising that mental wellbeing was, once again, the top self care message being promoted during Self Care Week.

The Self Care Week survey revealed a number of respondents are still unaware that the Self Care Forum is a charity, believing it to be 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. As such we would like to thank our sponsors, HARTMANN and the International Self Care Foundation for their much needed support. Without it, Self Care Week would not have happened in 2021.



## 2 Self Care Week Activity Highlights



**800+** organisations & individuals took part



**400+** NHS organisations participated with an approx UK-wide reach of over **35m**



**56** national partner organisations



**110+** clips of local coverage, including broadcast



**195k** impressions and **259** new followers



**101,253** page views, and **94,108** new users



#selfcareweek and #selfcareforlife trended



Messaging mostly focused on mental wellbeing

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## 3 Foreword by the Self Care Forum chair

We were delighted with the success of National Self Care Week in 2021, particularly since more and more organisations from the four corners of the UK are now participating in this nation-wide awareness week. I would particularly like to mention Northern Ireland which has now come on board and is joining with the self care messaging during Self Care Week, helping to empower more and more people in the population as a result.

The power of one message spoken by many voices cannot be underestimated and I would like to take this opportunity to thank those that participated in Self Care Week.

And of course, those voices belong to an incredibly diverse cohort of individuals and organisations who come together to support their local communities. It is wonderful to see so many, around 400, NHS organisations participating in Self Care Week. We have come a long way in the 10 years of organising this awareness event when only a small handful of organisations used it to support their service-users.

Now, Self Care Week is a fixed date on people's events calendar.

During Self Care Week we announced the worthy winner and highly commended entries of our Self Care Innovation Awards. We are so privileged to be given a glimpse of the self care innovation that is helping to shape and empower communities in the UK. Self care innovation really is thriving, and we have made entries available as case studies so that more people can benefit from such inspirational and important work. Details are on our website.

And, if you too have implemented something that should be shared with others, please enter our 2022 Self Care Innovation Awards, we would love to hear from you. More information, including the application form is on our website.



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



## 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.

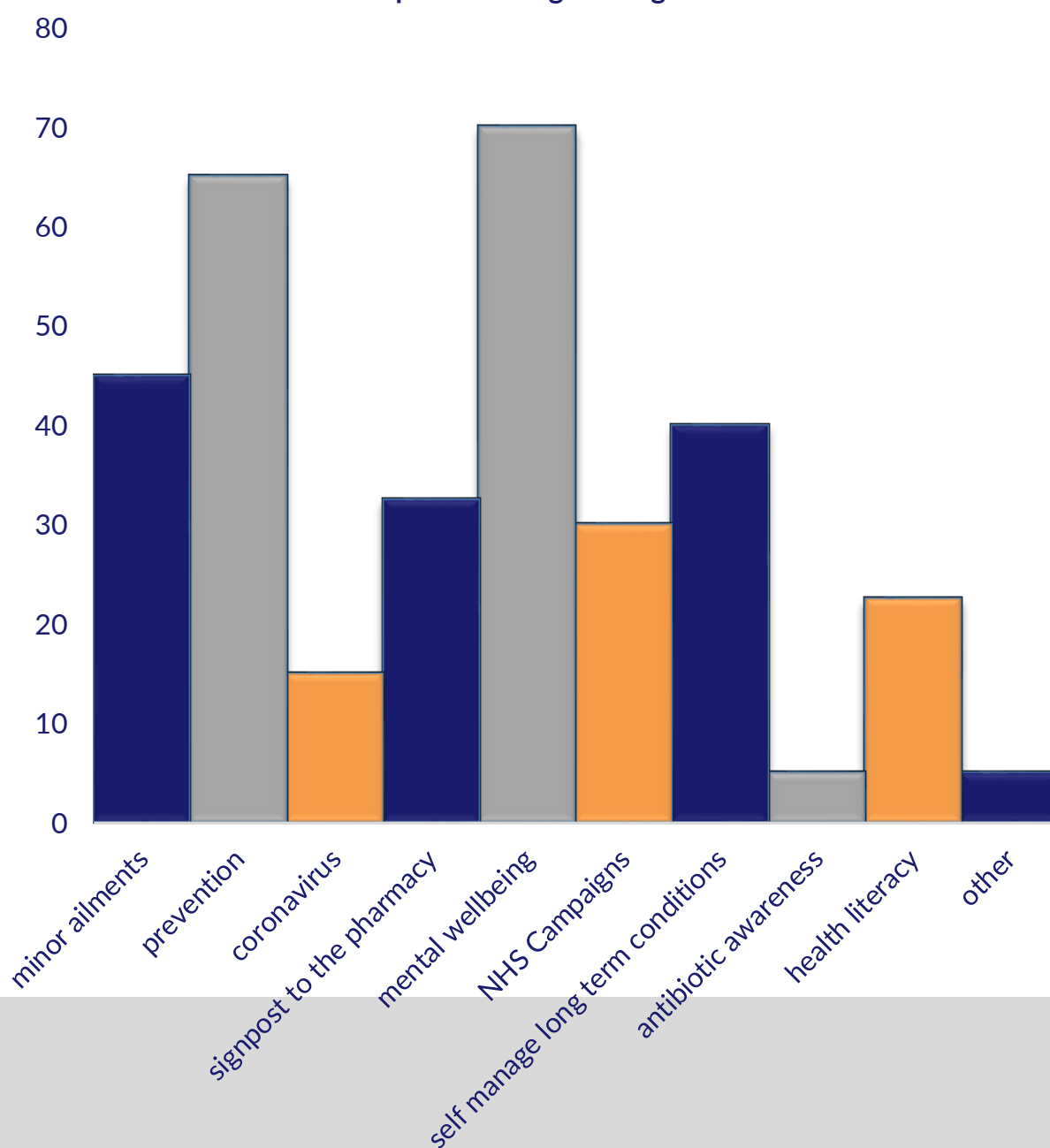
Twitter is particularly popular as a medium to promote messages and the Self Care Forum's fact sheets continue to be a favoured resource used during the Week.

|             | Participating organisations | Fact sheet page views | Website visits (to the home page) | Twitter impressions |
|-------------|-----------------------------|-----------------------|-----------------------------------|---------------------|
| <b>2021</b> | 800                         | 5,432                 | 15,489                            | 196K                |
| <b>2020</b> | 900                         | 1,316                 | 10,136                            | 210K                |
| <b>2019</b> | 1,000                       | 1,124                 | 9,112                             | 213K                |
| <b>2018</b> | 600                         | 1,241                 | 13,233                            | 140K                |
| <b>2017</b> | 300                         | 1,283                 | 8,825                             | 85.8k               |
| <b>2016</b> | 200                         | 1,699                 | 10,085                            | 72.2K               |
| <b>2015</b> | 160                         | 833                   | 5,712                             | 70.8K               |
| <b>2014</b> | 100                         | 587                   | 4,383                             | 13.2K               |
| <b>2013</b> | 100                         | 384                   | 3,474                             | unknown             |
| <b>2012</b> | 50                          | unknown               | unknown                           | unknown             |
| <b>2011</b> | < 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 2021's **top message being "self care for mental wellbeing"** closely followed by prevention. 2020 results were similar although 2019's most popular message was "minor ailments".

Most Popular Message during Self Care Week 2021

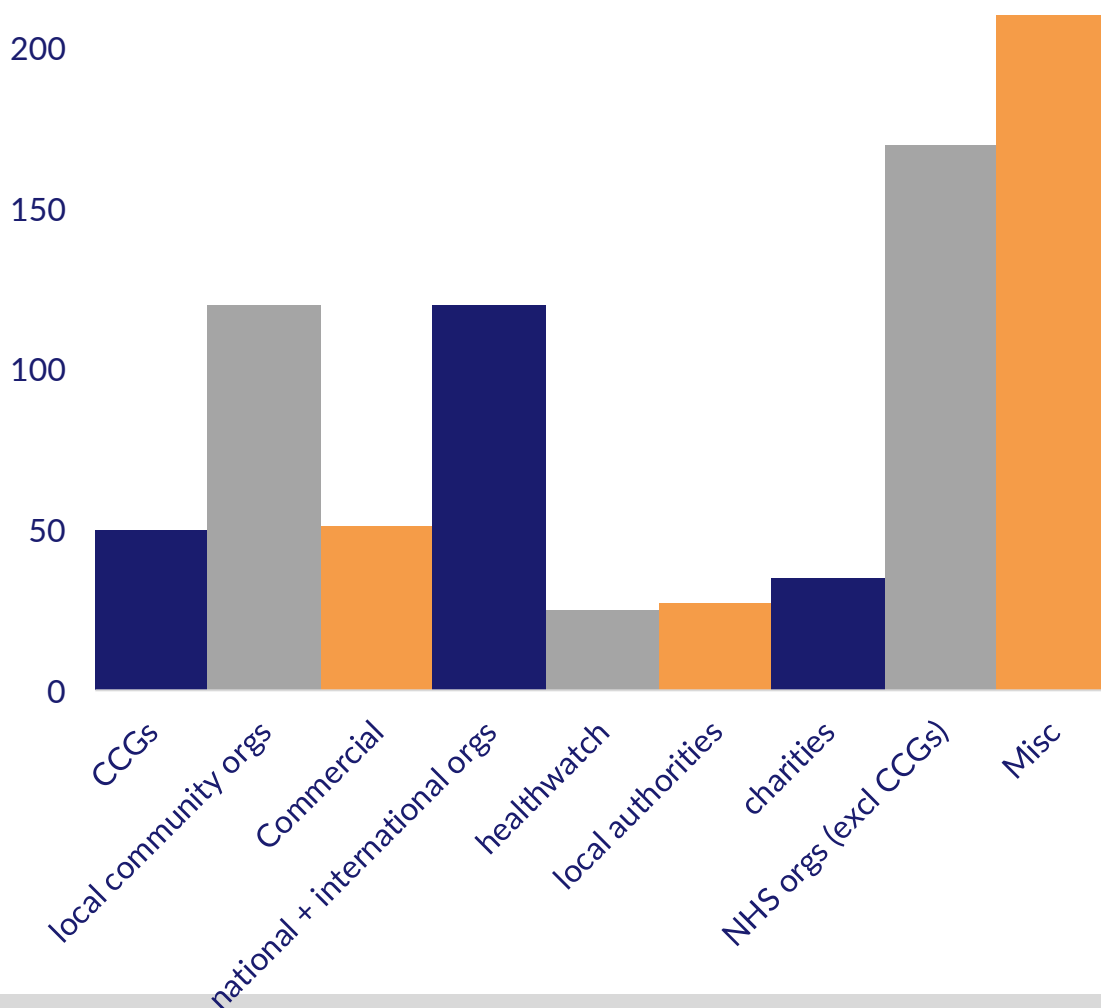




## 6 Who's taking part?

**More than 800 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.

250 **Organisations Who Participated in Self Care Week 2021**



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



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

It was great being linked into a wider self care event with the Self Care Forum as this helped improve promotion of self-care ideas to others who we may not normally have connected with. We will definitely take part again this year.

**Hilda Campbell MBE, COPE Scotland**

We at Healthwatch understand how vital it is to support our local population which is why we worked with Parkinson's UK during Self Care Week to deliver informative webinars and resources. Self Care Week provides an excellent opportunity to collaborate on health information projects.

**Cheryl Berry, Community Partnership Lead, W Sussex Healthwatch**

As a PCN we understand how vital it is to support our patients to understand how to better take care of their own health, something our team does daily and why we like to get involved in Self Care Week to communicate these important messages to our population. The Self Care Forum is a great help in providing resources and encouragement. **Alison Begley, Deputy Senior Social Prescribing Health Coach, Great Yarmouth & Northern Villages PCN**

2021 was the 1st year Northern Ireland joined Self Care Week. A range of organisations took part, showing an appetite to inform and empower people to manage their health and wellbeing. Taking part helped to promote health literacy and the concept of self care. Encouraging people to self care creates healthy communities and ensures our health systems can be there for us when we really need them. **John Clarke, Chair, Patient Group, RCGPNI**

Self Care Week is a time when we can come together as a community to promote our own and others' physical and mental wellbeing - and to have fun as we do so! It also provides an opportunity to encourage everyone to continue to practise self care throughout the year. **Nicola Fishman, Community Engagement Officer, Bromley Well**


## 8 Online Engagement

The Self Care Forum's website has free resources for local and national health organisations to support people to self care. It also has a range of material to help with Self Care Week activities:

Here are Self Care Week website highlights:

- visited **101,253** times from September – November 2021 (doubled those of 2020 figs) by almost **59K** new users
- During Self Care Week there were **15,489** page views from **14K** new users (more than double those of 2020)
- The Self Care Week Logo was the most popular download prior to Self Care Week
- During Self Care Week the fact sheets had **5,432** page views and the “Power of Self Care” was the most popular





**The POWER of Self Care**

**You've got the POWER to take control of your life**

Personal Wellbeing

Out & About & Exercise

Weight Awareness

Eating & Diet

Risk & Prevention

**Personal Wellbeing**

**Be Active**

Go for a walk or run. Find a personal activity you enjoy and that suits your current fitness level. It makes you feel good and prevents many illnesses.

**Connect**

With the people around you. With family, friends, colleagues, neighbours. Building connections and support can help you every day.

**Learn**

Learn new skills. Reduces an old interest. Learn an instrument or how to cook. Boost your confidence and it's fun.

**Give**

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer. Look out, as well as in. Seeing yourself, as part of a wider community is fulfilling.

**Take Notice**

Smell the flowers. Be aware of the world around you. Feelings. Be mindful. It will help you appreciate what matters to you.

**Mental health and well-being**

The 5 ways to personal wellbeing will help improve your mental health.

- Take small steps. Pick one or two things that feel achievable at first.
- Give yourself time to figure out what works for you going at your own pace.
- Only try what feels comfortable.

See: <https://www.nhs.uk/mental-health/self-help-guides/tools-and-activities/five-steps-to-mental-wellbeing/>

**Sleep**

Good sleep is vital to personal and mental wellbeing. Help by establishing a routine at night, avoid using screens, try to wind down, make your sleep environment comfortable. See <https://www.mind.org.uk/>

**Spirituality**

Spirituality is a feeling of connection with something greater than ourselves and search for meaning in life. Explore the positives of your belief as your mental wellbeing. <https://www.rcpsych.ac.uk/mental-health/treatments-and-wellbeing/spirituality-and-mental-health>

**Managing illness**

Know how to look after yourself and loved ones during periods of illness. The Self Care Forum's fact sheets tell you how to do this and when to seek help for a range of common illnesses. <https://www.selfcareforum.org/fact-sheets/>

**Out and about and Exercise**

**EXERCISE - some is good, more is better**

Exercise improves sleep, helps maintain a healthy weight, reduces the risk of many diseases, helps manage stress and improves your quality of life

**Starting out - Exercise**

You don't have to be an Olympic athlete to be fit. Start with 10 minutes of brisk walking twice a day and you are nearly there! The NHS Active 10 app can help.

**Starting out - Counting steps**

To count your daily steps, use the free app Google Health on Android phones and Apple Health on iPhones or use a cheap pedometer.

- Check your daily step count on a quiet day - it may be between 2500 to 4000 steps already
- Start by aiming for a couple of thousand steps a day extra - 10 minutes brisk walking twice a day will give you this.
- Then try to achieve 7500 steps a day.

**AIM FOR:**

**150 minutes**

moderate intensity walking or cycling

10 minutes a day, 5 days a week

**75 minutes**

vigorous intensity walking or cycling

10 minutes a day, 3 days a week

**Build strength on at least 2 days a week**

**Minimise sedentary time**

Break up periods of inactivity

**Caution to 5K**

Why not try the **NHS Couch to 5K App?**

It takes 9 weeks. No previous running experience is necessary.

Fact Sheet No 20: The POWER of Self Care  
Produced by and © The Self Care Forum [www.selfcareforum.org](http://www.selfcareforum.org) Contact: [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)

**Self Care Forum**  
Helping people take care of themselves

## 9 Twitter Activity

Twitter is generally the most popular social media choice for those participating in Self Care Week. For 2 days, **#selfcareweek** and **#selfcareforlife** trended on Twitter. Self Care Forum's twitter activity reached **196k** impressions, with **1,475** mentions attracting **259** new followers.

### Top media Tweet earned 5,958 impressions

We are thrilled @DrNighatArif has joined our team as our Patron. Here is a quote from her talking about our POWER of Self Care fact sheet. **#selfcareweek** **#selfcareforlife** @rhianlast @DrKnut @HelenDon\_RCN @soundsinspired @DrJohnChisholm @adewilliamsnhs @donnacastle @austenelosta [pic.twitter.com/yp5k31MWVs](https://pic.twitter.com/yp5k31MWVs)



1 5 19

### Top mention earned 236 engagements



**NHS Wellbeing**

@NHSE\_Wellbeing · Nov 15

Today marks the start of self-care week! A great opportunity for you to prioritise your health and wellbeing. Check out the content and resources available at [@SelfCareForum](https://www.selfcareforum.org.uk) for ideas to make the most of this week 🤝🧡😊 **#NHSWellbeing** [bit.ly/3BSol0y](https://bit.ly/3BSol0y)

1 36 48

[View Tweet](#)

# 10 Twitter Chat Launch – 15<sup>th</sup> November

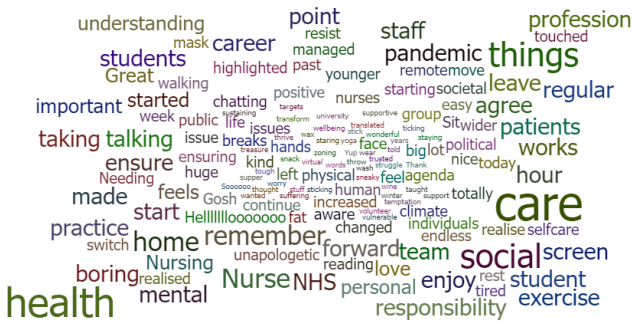
Self Care Week was launched with a mid-day twitterchat on 15<sup>th</sup> November with **25** tweeters generating **160** tweets, including guests from Healthwatch England, Office for Health Improvement and Disparities, the Patient's Association, Patient Information Forum, the National Pharmacy Association and Self Care Forum board members





## 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 **19** contributors, generated **110** tweets reaching **3.9m**. @WeNurses has more than **100k** followers.





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Connecting, driving and supporting thriving communities

# PRACTISE SELF CARE FOR LIFE

## Self Care Week

15-21 Nov 2021























#SCWchat - Tuesday 16th November 2021 8pm (GMT Standard Time)

Self Care Week


[Tweet](#)

If you haven't joined in a tweet chat before it's very simple.
 [Here's a guide](#)





Chat Details



Add to Calendar

Hosted by WeNurses using #SCWchat

This chat is guest hosted by @SelfCareForum

The Self Care Forum is delighted to be returning to @WeNurses for a third Self Care Week take-over on **Tuesday 16<sup>th</sup> November 2021**, to highlight all things self care with latest news, research, resources and ending the day with an engaging twitterchat at 8pm.

## 12 @WePharmacistsTake-Over

For a 2<sup>nd</sup> year, we partnered again with @WePharmacists for a Self Care Week take-over to engage specifically with pharmacists who are crucial to progressing the self care agenda. @WePharmacists has **14.4K** followers.



## 13 Self Care Innovation Awards

The winner and highly commended of the Self Care Forum's Self Care Innovation Award were announced. Judges were from the World Health Organization, NHS England, Patient Information Forum, International Self Care Foundation and the Self Care Forum. The **top 5** were announced and the **top 8** showcased as part of Self Care Week's promotions.

### 2021 Self Care Innovation Award

**Winner & Highly Commended**

**ESCAPE-pain, Orthopaedic Research UK**

Now We're Talking with Art, Herefordshire +  
Worcestershire Health and Care Trust

Virtual Self Care Week 2020, Baywide PCN

Supporting Sisters, Aspire Learning Support &  
Wellbeing

Let's get Steady Falls Prevention,  
Guildford & Waverley ICP



Any of this year's shortlisted entries would have been worthy winners, demonstrating the wide range of innovative community-based projects all over the country helping support people to self care, often with very limited resources. **Dominic Horn, GP and Trustee Self Care Forum**



## 14 International Activity

34 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.



## 15 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 2021, there were more than **110** clips of national, local and trade press with a circulation totalling more than **15m**. This included a clip of Self Care Forum Patron, GP Dr Nighat Arif highlighting self care week while covering arthritis on ITV's This Morning.



Self Care Forum Patron, Dr Nighat Arif discusses how to self care arthritic pain during Self Care Week on ITV's This Morning.

# 16 New Self Care Innovation Awards

In 2021 the Self Care Forum replaced the Self Care Week Awards with the **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 2021'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](mailto:selfcare@selfcareforum.org) for more details.



## Self Care Innovation Awards 2022

## 17 Self Care Week 2021 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 have been able to organise the UK's National Self Care Week in 2021.



## 18 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 which includes 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](mailto:selfcare@selfcareforum.org)

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

## 19 Exercise Self Care for Life in 2022

“**Exercise Self Care for Life**” is the 2022 theme and logos and resources are available on the [website](#) to help plan your activities. Case studies from Self Care Week Innovation 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.

## 20 About the Self Care Forum

The Self Care Forum supports 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](mailto:selfcare@selfcareforum.org). You can also follow us on twitter [@SelfCareForum](https://twitter.com/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 get in touch via  
[selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)



The Self Care Forum is a registered charity in England and Wales,  
charity number: 116750

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