

Self Care Week

Comms Doc



What is Self Care Week?

Self Care Week is a UK-wide annual national awareness week that focuses on establishing support for self care across communities, families and generations.

More needs to be done to support people to better look after their own, and their family's health and wellbeing. Empowering individuals to self care has many benefits for their short term and long term health and this is important since people are living longer, but not necessarily in good health.

Helping people to look after their own health, and their family's health also helps to manage demand on health services.



Contents

1. The aim of Self Care Week
2. How can the Self Care Forum help you with Self Care Week?
3. Material for Self Care Week
4. Ideas for Self Care Week
5. When to use key Self Care Week messages
- 6-9 Key messages for Self Care Week
10. Evaluate your Self Care Week initiative
11. Connecting to National Self Care Week



1.0 The aim of Self Care Week

Self Care Week provides organisations with a focus to hold a targeted self care campaign to support people's ability to take care of their own health and wellbeing.

Self Care Week allows many voices to communicate and repeat self care messages at the same time, making a greater impact and reaching more of the population.

2.0 How can the Self Care Forum help you with Self Care Week?

The Self Care Forum has resources to help you plan for Self Care Week.

The theme this year is Exercise Self Care for Life. Our intention with the theme of “exercise” is for it to have a double meaning -the literal sense of getting physically active, as well as the “act” of self care which of course includes the whole spectrum of self care such as daily choices like brushing our teeth, choosing to take the stairs etc, managing long term conditions, looking after our mental wellbeing, understanding how to take care of minor ailments etc.



3.0 Material for Self Care Week

The Self Care Forum website contains free resources that you are welcome to use as part of your campaign, below are examples of what is available:

Material: fact sheets, leaflets, posters, logos, sample tweets. There are also resources to help such as an 8 Point Plan, twitterchat instructions and tailored Self Care Week suggestions for a successful initiative.

Go to the Self Care Week page of the Self Care Forum website for more resources

If you want to commission a fact sheet get in touch via selfcare@selfcareforum.org



4.0 Ideas for Self Care Week

There are lots of activities that can be organised as part of your Self Care Week initiative, some ideas are below:

Put up a poster or 2 and add the Self Care Week logo to your website

Include the Self Care Week logo in presentations, speeches and newsletters

Run a self care seminar to empower young carers, new parents or students.

Collaborate with pharmacists to support newly diagnosed patients.

Produce self care articles for the local media

Put forward a local health expert for a phone-in session for local broadcast

Hold a week of activities and events

Run social media comms using #selfcareforlife #selfcareweek

5.0 When to use key Self Care Week messages

Social Media – raise awareness of your planned activities through social media. (Include @SelfCareForum in twitter, FB and LinkedIn using #selfcareweek #selfcareforlife).

Slogans – use key messages as slogans for web pages or posters or other campaign material

Internal or external communications – in your notifications to colleagues and/or patients such as newsletters, emails or notices (including notice boards), eg “thought of the day” with key messages.



6.0 Key messages for Self Care Week

Here are key messages with a “self care for life” theme:

Practise self care for you
and your family

Self care from the cradle to
the grave

Understand how to self care
for the important people in
your life

Make self care a life-long
habit

Self care from head to toe
today and everyday

7.0 Key messages for Self Care Week

Here are key messages with a “mental wellbeing” theme:

Be mindful of your self,
health and happiness always

Take control of your health –
be in control of your life

Feel good about yourself –
take care of your health

Stay healthy in body and
mind by eating well and
being active



8.0 Key messages for Self Care Week

Here are key messages with a “pharmacy” and “NHS website” theme:

You local pharmacist is the health professional on the High Street

Check your health conditions and know what to do next:
<http://bit.ly/1X0CVwh>

For advice on managing your medicines, speak to your pharmacist

For tips to live well the NHS website can help:
<http://bit.ly/1pKzd7e>

Ask your pharmacist for advice to help you self care for life

The NHS website has advice on long term conditions :
<http://bit.ly/1oiB7eo>

9.0 Key messages for Self Care Week

Here are key messages with a “activity” and “nutrition” theme:

Activity is key to long term physical health and mental wellbeing

To help cut down on portion size use smaller plates

30 minutes of activity a day, keeps the hospital bed at bay

It's recommend people take vitamin D in the winter to prevent deficiency

Move more – live well!

Binge drinking causes acid-related digestive disorders

10.0 Evaluate your Self Care Week project

Evaluating your Self Care Week initiative is an excellent way to measure its effectiveness and demonstrates whether you reach your comms objective(s).

Here are review ideas:

- Use SurveyMonkey to invite feedback from service users;
- Search the internet for local press coverage.
- Keep track of the number of posters, leaflets, etc that have been distributed.
- Monitor take up of any services/ initiatives launched.
- For online content, find out the number of page views and click throughs.

[This link might also be helpful](#) for tips on how to evaluate your Self Care Week project.

11.0 Connecting to National Self Care Week Activity

As organisers of Self Care Week, the Self Care Forum will be making as much noise as possible at the national level, particularly via social media.

We hope you will use #selfcareforlife and #selfcareweek when getting involved on social media. For a retweet and like, include @SelfCareForum on twitter and the Self Care Forum on LinkedIn for a share.

Do get in touch to find out more about the Self Care Forum's social media programme.

selfcare@selfcareforum.org.



Follow us on [twitter](#), [LinkedIn](#) and [FB](#)

Thank you for getting involved in Self Care Week and do keep an eye on the website for new material or [sign up to our newsletter](#) for updates straight to your inbox.

Get in touch via selfcare@selfcareforum.org

