

2022 Corporate Sponsorship Opportunities



Self Care Forum

Helping people take care of themselves

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Why Partner with the Self Care Forum?

The Self Care Forum is a credible, established charity and the go-to place for self care strategies, resources, and opinion. We are delighted to offer you the opportunity to collaborate with us on relevant self care marketing campaigns.

We have a diverse audience, mostly made up of professionals in the health and public health arenas who are keen to empower and support their populations to take better care of their own health and wellbeing, and their family's health. Self Care Forum resources, ideas, information, campaigns, case studies etc are the tools that enable health professionals to engage with their audiences.

Our growing network of professionals interested in self care are wide-ranging and from all 4 countries of the UK including those from pharmacy, surgeries, integrated care systems, primary care networks, local authorities, charities, local communities, gyms, libraries, schools, colleges and more.

Our networks can help you reach the public as well as health and public health professionals who are integral to communicating self care messages since they are often the ones on the front line engaging with their service-users.



Self Care Forum Stats

The next two slides provides you with Self Care Forum and Self Care Week analytics:

- We have over **100,000 'backlinks'** from organisations linking their websites to ours, including the BBC, daily newspapers, major organisations and a high number of surgeries which link to our factsheets.
- Visitors to the site each day: **650**
- Time spent on site (average): **1.49**
- Factsheets viewed per year: **215k page views**
- Landing page website visits: **43k per year**
- Mailing list subscribers: **1900** (our mailing list is largely NHS subscribers from surgeries, clinical commissioning groups, primary care networks, NHS Trusts as well as pharmacies, local authorities, and charities)
- Twitter activity daily to over **7800 followers** – a rich diverse group made up of surgeries, pharmacies, charities, NHS England Directors, local authorities, PCNs, national and international organisations, health professionals and individuals interested in self care etc.



Self Care Week in numbers

The Self Care Forum has been running UK-wide National Self Care Week since 2011. It is an established awareness week and is an event in which 100s of health organisations participate each year.

It is national, regional and local and is the power of many voices coming together to help effect behaviour change in the population. Here are the stats for 2021's Self Care Week:

- **800+** organisations and individuals took part with a reach of **more than 35 million people** in the UK.
- **7,200** factsheets were viewed
- Over **1,000** tweets and **195K** impressions (number of times our content has been displayed)
- **#selfcareweek** and **#selfcareforlife** trended on twitter for **2** days
- There were more than **101k** visits to SCF website, with **94k** new users
- There were **2** twitter chats (public conversations around a unique hashtag)
- Self Care Week was mentioned on ITV's This Morning by Self Care Forum Patron, Dr Nighat Arif



Self Care Marketing Campaigns

Working with the Self Care Forum offers you, a like-minded corporate partner, the opportunity to strengthen your self care message(s) and provides you with exposure to our extensive network of health and public health professionals. Why not collaborate on a self care campaign during Self Care Week or another awareness or seasonal event? We could perhaps provide some bespoke campaigning around a particular self care issue or product*.

This document provides some examples of how we could work together although we would be delighted to talk through your particular vision and provide a bespoke package of options to meet your marketing and promotional needs.

Please note we cannot advertise your commercial products but we can highlight the self care element by potentially directing people to your advice or information centre on your website.

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Testimonials from Sponsors

L&R are proud sponsors of the Self Care Forum. We worked in partnership with the Self Care Forum during 2020's Self Care Week, part of the partnership included the development of a "looking after your legs" fact sheet which has been downloaded over 12,000 times. We love supporting a cause that truly makes a difference to nurses and patients' lives and we look forward to continue working with the Self Care Forum in 2021. **Leanne Calladine, Communications & Events Manager, L+R Medical UK**

It was a pleasure working with Libby and the team from the Self Care Forum, for 2020's Self Care Week. The team were very helpful and supportive and went beyond our expectations to ensure Healthily was seen by their diverse audience. The collaboration between Healthily and Self Care Forum was a wonderful way to bring together two organisations who share a vision of helping as many people as possible find their health through self care. **Roselle Forman, Asst Brand Manager, Healthily**

Self care has been a focus in recent years, and the Covid pandemic has highlighted even more the need to drive this for a sustainable healthcare system. The Self Care Forum, across its resources and initiatives such as Self Care Week, drives awareness and supports both healthcare professionals, patients and the public, in this journey. We sponsored 2020's Self Care Week, a great event that helped to look at how to best educate people about self care, or shared care as in many situations there is still a partnership between the patient and the healthcare professional. We've gained valuable insights and so are looking forward to this year's event. **Guillaume Collin, Head of Marketing, HARTMANN Ltd**

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Testimonials from NHS England & Public Health England

This year more than ever we have been reminded of how important self care is. It is not easy for some people to achieve their goals, and it was therefore great to see so many organisations taking part in Self Care Week to promote ways to help people improve their health and wellbeing. **James Sanderson, Director of Personalised Care, NHS England & Improvement.**

Self care has never been more essential in addressing preventable death, ill health and tackling unacceptable health inequalities. I was pleased to be part of Self Care Week and would encourage all health and care professionals to visit the Self Care Forum website to enhance their knowledge and confidence on this important issue. **Professor Jamie Waterall, Deputy Chief Nurse, Public Health England.**



Sponsor a new Self Care Aware Fact Sheet

Self care promotions are always better if there are relevant resources to direct people to and support the self care element. As our most popular resource, our self care aware fact sheets are ideal and are particularly favoured by surgeries and pharmacies who use them to have self care aware conversations with service-users.

Suggestions:

- Men's health
- Women's health
- Sun care
- Cystitis
- Chicken-pox
- Diabetes
- Stomach Problems



On average our Fact Sheet website page has around 600 hits each day, which increases during Self Care Week.

Gold Package includes:

- Logo on fact sheet
- Website link on fact sheet
- Website link on Self Care Forum's fact sheet page (most popular page).

Seasonal Promotions and Awareness Events

Depending on your self care focus, whether it's a product or service for example, there are a wide range of opportunities, in addition to Self Care Week, for promotional campaigns around seasons such as winter health, summer allergies/summer sun as well as during relevant awareness events. Here are some examples:

- Sun awareness Week (3-8 May);
- National Children's Day (16th May);
- National Smile Month (17 May – 16 June);
- Men's Health Week; (15 – 21 June)
- World Wellbeing Week; (21-30 June);
- Health Information Week (5-11 July);
- National Eczema Week (13 – 18 Sept);
- Backcare Week (3 – 7 Oct),
- Ask your Pharmacist Week (7-13 Nov tbc)



Menu 1 – Self Care Week (14 – 20 Nov 2022)

Self Care Week (14 – 20 November) Sponsorship Package	Gold (£12k)	Silver (£8k)	Bronze (£5k)
Unrestricted use of the Self Care Week Logo (which includes the NHS logo and theme – Exercise Self Care for Life)	✓		
Restricted use of the Self Care Week Logo (which includes the NHS logo and theme – Exercise Self Care for Life)		✓	✓
Your logo added to Self Care Week resource page of website with “kind sponsor of Self Care Week 2022” (until 31.12.22)	✓	✓	✓
Your logo added to all outgoing emails in manager’s footer with “kind sponsor of Self Care Week 2022”	✓	✓	✓
Your logo tweeted to more than 7800 followers with “kind sponsor of Self Care Week 2022”	✓	✓	✓
Your logo added to Self Care Week 2022 Review (post Self Care Week)	✓	✓	✓
1 blog authored by you (approved by SCF) uploaded to the Self Care Forum website + highlighted on the home page for minimum 7 days	✓	✓	✓
Blog shared on twitter to 7,800+ followers including twitter handles from pharmacy, CCGs, men’s health, nurses, GPs etc (category to be agreed with sponsor)	✓	✓	✓
Blog included in the Self Care Forum’s e-newsletter and sent to 1,900 subscribers (largely NHS subscribers from surgeries, clinical commissioning groups, primary care networks, NHS Trusts as well as pharmacies, local authorities, community groups and charities)	✓	✓	✓
7 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you)	✓		
4 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you)		✓	
2 tweets mentioning your organisations sent during Self Care Week (content pre-agreed with you)			✓
Opportunity to take part in, and have a pre-approved question included in the Self Care Week Twitterchat Launch with guest tweeters expected from various national health and public health bodies.	✓		
2 posts each on LinkedIn and Facebook during Self Care Week	✓		
New Self Care Aware Fact Sheet relevant to your business + Logo + website link. Website link included on Self Care Forum Fact Sheet page until 31.12.22	✓		
New Self Care Aware Fact Sheet relevant to your business + website link included on Self Care Forum Fact Sheet page until 21.11.22		✓	
Advisory Board exchange with the Self Care Forum Trustees and Self Care Champions made up of academics, nurses, app specialists, pharmacists, clinicians, and consultants in an “ask the experts” style exchange.	✓		

Menu 2 –Specific Self Care Awareness Event (2022/3)

Examples could be: Sun awareness Week (3-8 May); National Children’s Day (16 th May); National Smile Month (17 May – 16 June); World Wellbeing Week; (21-30 June); Health Information Week (5-11 July); National Eczema Week (13 – 18 Sept); Backcare Awareness Week (3 – 7 Oct).		£9k
New Self Care Aware Fact Sheet, relevant to an awareness event, with website link added to Fact Sheet page of the Self Care Forum’s website for minimum of 6 weeks (Logo can be added for a further £2k)		
Company logo tweeted to more than 7.8k followers highlighting awareness event support		
1 blog (approved by SCF) uploaded to the Self Care Forum website + highlighted on the home page for minimum 7 days		
Blog shared on twitter to 7,800+ followers including twitter handles from pharmacy, nurses, GPs etc (category to be agreed with sponsor)		
Blog included in the Self Care Forum’s e-newsletter and sent to 1,900 subscribers (largely NHS subscribers from surgeries, primary care networks, NHS Trusts as well as pharmacies, local authorities, community groups and charities)		
Up to 7 pre-approved self care related tweets during awareness event (if awareness event is a month, further tweets can be discussed)		
Further social media activity via LinkedIn and Facebook will also be included		

Menu 3 – Stand Alone Offers

Amalgamation of menus 1 and 2 including the gold offer (and an awareness event or seasonal promotional package)	£14k
New Self Care Aware Fact Sheet on a topic relevant to your business + a website link added to the Fact Sheet page of the Self Care Forum website for 6 weeks	£5.5k
New Self Care Fact Sheet on topic relevant to your business to include logo and a website link added to the Fact Sheet page of the Self Care Forum website for 6 weeks	£8.5k
A Self Care Forum hosted hour-long twitterchat relevant to your business (with themes and questions agreed in advance).*	£7k
Advisory Board style exchange with the Self Care Forum's self care champions and Self Care Forum Trustees made up of academics, nurses, app specialist, pharmacists, clinicians, and consultants.	£1k

Menu 4 – Annual Sponsorship Package

We would love to discuss a package of promotional activities to support a long-term campaign or series of campaigns that can include elements of the offers included in the 3 menus over the course of 2+ years.

Package opportunities and cost to be negotiated

*NB Please note whilst the Self Care Forum will do everything possible to promote events, it cannot guarantee attendance.

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Contact the Self Care Forum

We very much look forward to discussing how we can work together to progress your self care marketing and promotional needs that fit with our ethos to further the reach of self care and embed it into everybody's everyday life. Do get in touch.



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