

# Self Care Week

---

Review 2022

---



# 1 Summary

Since 2011 Self Care Week has been organised by the Self Care Forum; it is an established public health initiative raising awareness of the benefits of self care. [Exercise Self Care for Life](#) was the theme for 2022 and the highlights are captured in this Review.

More than **800** individuals and organisations took part in 2022's Self Care Week helping it to reach millions of people in the UK. This is a conservative figure, and is likely to be higher since not all the activity and promotions are picked up by our monitoring mechanisms.

It is encouraging to see participation growing in all 4 countries of the UK compared to previous years. Self Care Week is a UK-wide awareness campaign but is still largely England-centric; which means more has to be done by the Self Care Forum and partners to convince devolved countries of the value of using Self Care Week as a vehicle to empower their populations.

Unsurprisingly, Exercise was the most popular self care message used during the Week, closely followed by nutrition and mental wellbeing.

The Self Care Forum's new self care aware fact sheet for menopause was launched during Self Care Week and whilst it was well received, the most download was the "Power of Self Care." We know this is particularly popular with social prescribers and link workers as a useful resource to begin conversations with people about their wellbeing practise.

Our Self Care Week survey revealed a number of respondents are still unaware that the Self Care Forum is a charity, with a proportion of those 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.

We would like to thank the International Self Care Foundation for its financial support towards the Self Care Innovation Awards.



## 2 Self Care Week Activity Highlights



**800+** organisations & individuals took part



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



**80** national and international partners



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



**116k** impressions and **234** new followers



**53,900** page views, and **47,896** new users



Messaging mostly focused on exercise

# Contents

1. [Summary](#)
2. [Self Care Week activity highlights](#)
3. [Foreword by the Self Care Forum Chair](#)
4. [The growing impact of Self Care Week](#)
5. [Top self care messages](#)
6. [Who's taking part?](#)
7. [What are people saying about Self Care Week and the Self Care Forum?](#)
8. [Online engagement](#)
- 9 – 12. Social media
  9. [Twitter activity – Self Care Forum](#)
  10. [Twitter chat launch – Monday 14 Nov](#)
  11. [@WeNurses Take Over and Twitter chat](#)
  12. [Facebook and LinkedIn](#)
13. [Self Care Week Blogs](#)
14. [Self Care Innovation Awards](#)
15. [International Activity](#)
16. [Media coverage](#)
17. [Self Care Innovation Awards 2023](#)
18. [Sponsor](#)
19. [Can you help?](#)
20. [2023 Self Care Week Logos](#)
21. [About the Self Care Forum](#)



## 3 Foreword by the Self Care Forum chair

2022's National Self Care Week was a great success, and I am particularly encouraged by the increase in local organisations from devolved nations. With all countries in the UK participating in this nation-wide awareness week it means health outcomes in the population will be improved through greater empowerment and increased levels of self care practise. Something everyone involved in health care wishes to achieve.

In the 11 years we have been organising Self Care Week, we have been amazed at the diversity of individuals and organisations who come together with one voice to promote the benefits of self care for life. Indeed, since the very beginning Self Care Week has been the perfect vehicle for local agencies to collaborate in a wide-ranging programme of events to help improve the health of local people.

With an increase in the number of integrated organisations such as Primary Care Networks, Integrated Care Systems, Health Care Partnerships etc, we were delighted to see these organisations pick up the mantel and use Self Care Week to support their service-users.

During Self Care Week we announced the winner and highly commended entries of our Self Care Innovation Awards (see p15). As a judge, it is humbling and inspiring to see the lengths people go to to improve the health of local communities. Self care innovation is thriving, and I would urge everyone wishing to implement empowering initiatives to look at the award entries which are available as best practise case studies on our website.

And, if you too have implemented something that should be shared with others, please enter our 2023 Self Care Innovation Awards, we would love to hear from you.



**Helen Donovan, Med. BSc. RN, RHV, Queens Nurse**  
is Self Care Forum Chair, independent nurse  
consultant and immunisation specialist nurse.



## 4 The growing impact of Self Care Week

This table demonstrates the Self Care Week impactful activity each year as it resonates with more and more organisations who choose to participate as a way of empowering their population.

The Self Care Forum's fact sheets continue to be a favoured resource used during the Week.

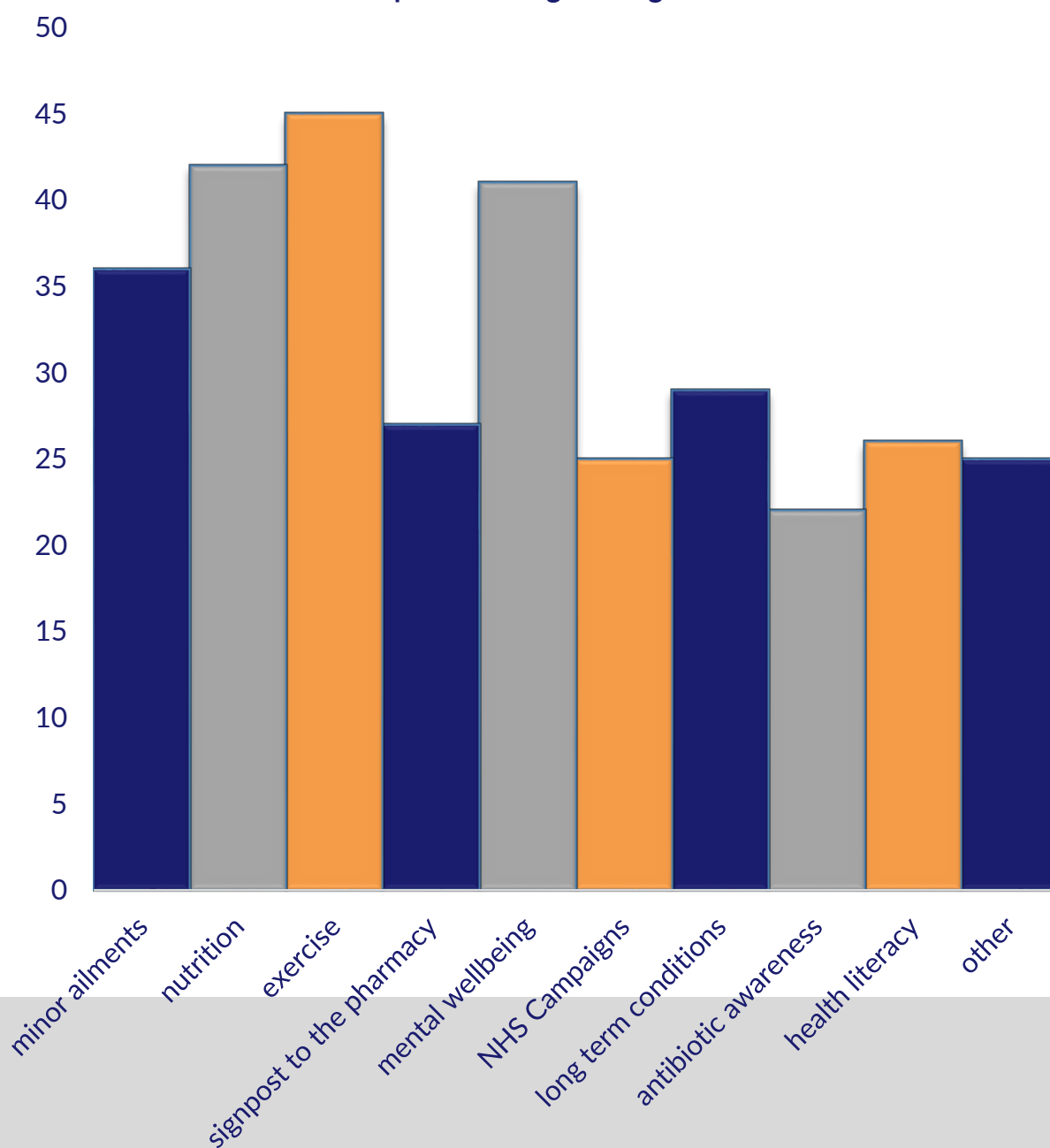
	Participating organisations	Fact sheet page views	Website visits	Twitter impressions
<b>2022</b>	800	2,041	11,536	116K
<b>2021</b>	800	5,432	15,489	196K
<b>2020</b>	900	1,316	10,136	210K
<b>2019</b>	1,000	1,124	9,112	213K
<b>2018</b>	600	1,241	13,233	140K
<b>2017</b>	300	1,283	8,825	85.8k
<b>2016</b>	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 2022's **top message being "exercise"** closely followed by nutrition and 2021's top message, mental wellbeing.

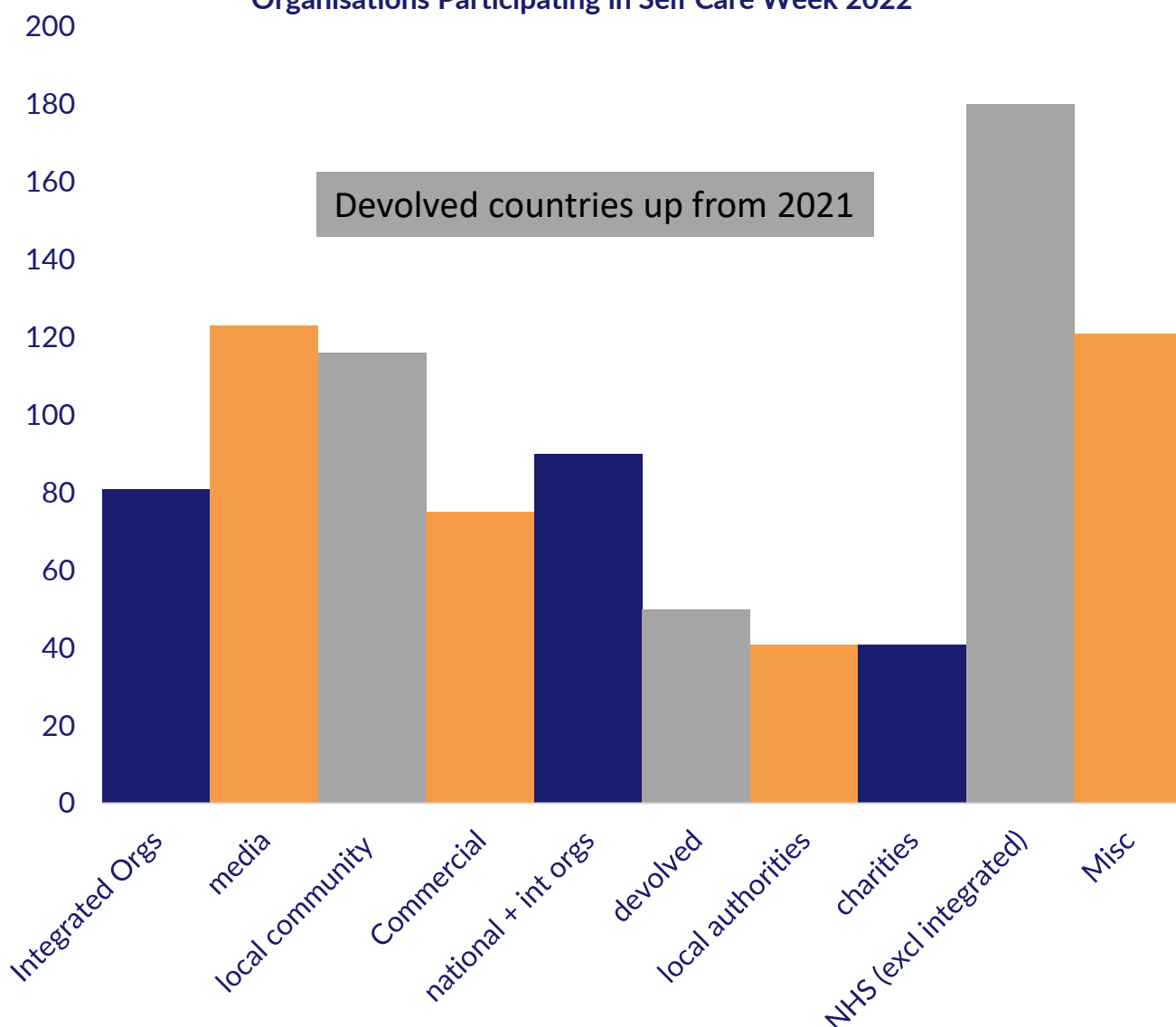
Most Popular Message during Self Care Week 2022



## 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.

Organisations Participating in Self Care Week 2022



Represented in the “misc” section are therapists, bloggers, gyms, national parks, universities, schools, colleges, youth groups, mental health groups, social care and more.



## 7 What are people saying about Self Care Week and the Self Care Forum?

The Self Care Forum provides a single source of self-help advice, allowing us to inform our patient population on the benefits of self-care. We have participated in Self Care Week for some years and found it beneficial to allow patients to understand why self-care is important to them and the NHS. I would recommend all GP practices use this great resource and participate in the Week each year! **Gareth Thomas, West Quay Health Centre, Wales**

We think it's important to encourage self care, especially in terms of treating minor illnesses, to promote long-term healthy behaviours and in turn support the NHS to treat those who need help the most. Self care week is a really useful platform to help us share these messages, as it draws attention to all of the different ways that people can manage their own health and wellbeing. **Jo York, Managing Director for Health and Care Portsmouth**

"Self-care is vital part of protecting our mental wellbeing and is at the heart of what we do as an organisation. At Mental Health First Aid (MHFA) England we were honoured to be part of the wider awareness campaign to make self care a priority in 2023 and beyond. Thank you to the Self Care Forum for leading on this important campaign at a such a time as this. "

**Steve Blundell, Marketing and Content Lead, MHFA England**

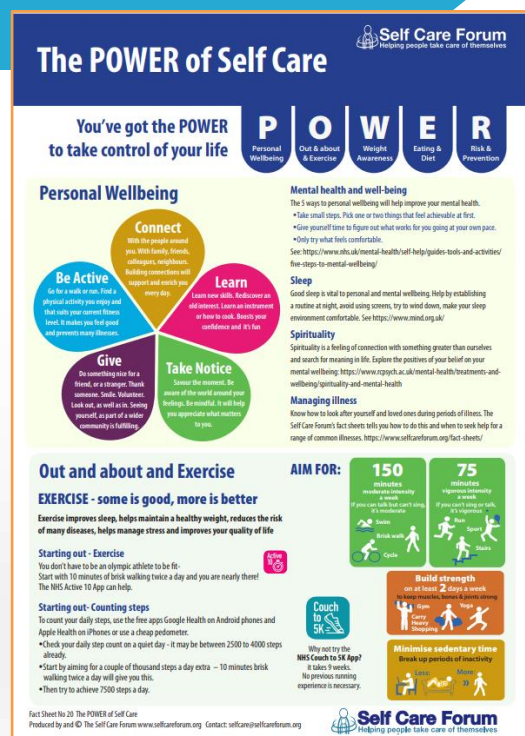
I loved the Self Care Forum resources for #selfcareweek! All the info they provided was really helpful for us to make posts to help people feel more confident and supported in taking control of their health- one of our main goals as a PCN! **Maisie Kennedy, Care Coordinator, Brighton North and Central PCN**

## 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 **53,900** times from September – November 2022
- During Self Care Week there were **11,536** page views
- The Self Care Week Logo was the most popular download prior to Self Care Week
- During Self Care Week the fact sheets had **2,041** page views and the “Power of Self Care” was the most popular fact sheet



580 downloads

## 9 Twitter Activity

Twitter is the most popular social media choice for those participating in Self Care Week. Self Care Forum's twitter activity reached **116k** impressions, with **972** mentions attracting **234** new followers.

### Top Tweet earned 34.1K impressions

We're proud of our **#Menopause #factsheet** done in association with **@NHSEngland's** National Menopause Clinical Ref Group - so let's raise awareness about how people with symptoms can **#SelfCareForLife** this **#SelfCareWeek**. [bit.ly/2tiBs9K](https://bit.ly/2tiBs9K)  
**@TheMenoCharity @50Sense @Pausitivity2** [pic.twitter.com/w3vbnv5Mh3](https://pic.twitter.com/w3vbnv5Mh3)

when a woman has not had a period for 12 continuous months (the woman reaching menopause naturally)

- It usually occurs between the ages of 45 and 55. Between 40 and 45 it is known as early menopause but for some women it may occur before the age of 40. This is known as premature menopause, or premature ovarian insufficiency.
- Changes can also be brought about by treatments for cancer (e.g. chemotherapy), through removal of the ovaries and by some types of hormone therapy. People with some genetic conditions are more likely to experience a premature menopause.
- Symptoms can appear years before periods stop, as the body makes the changes leading up to the menopause. This is called the 'perimenopause' or 'menopause transition'.
- The commonest symptoms of the perimenopause are: changes in periods, hot flashes, anxiety and mood swings. See the box alongside for more.
- Symptoms can have a big impact on people's lives, including on relationships and work.
- Symptoms may continue long after the menopause. This time of life is known as the 'postmenopause'.

\* Please see NHS website for more information on menopause

If you have any of the symptoms listed here, think menopause, but be aware that some of the symptoms (e.g. hot flashes or worsening migraines) may indicate a more serious problem. If in doubt consult the NHS.uk website or speak to a health professional.

**Changes to your periods with menopausal symptoms**

- You will normally notice a change in the pattern of your periods. They may get lighter or heavier, happen less often or more often, or become unpredictable. Eventually, you will stop having periods altogether.

**Most of health symptoms**

- Mood changes, like low mood, anxiety, mood swings and low self-esteem.
- Problems with memory or concentration (brain fog).

**Physical symptoms**

- Hot flashes, when you have short, sudden feelings of heat or cold, usually in your face, neck and chest. They can make you sweaty or dirty and make your heart beat faster.
- Night sweats.
- Difficulty sleeping, which may be a result of night sweats, making you tired and irritable during the day.
- Headaches, including worsening of existing migraines.
- Muscle aches and joint pains.
- Changing body shape.
- Skin changes, including dry and itchy skin.

3 92 227

### Top mention earned 95 engagements

**NHS Bristol, N Somerset & S Gloucestershire ICB**

**@BNSSG\_ICB · Nov 14**

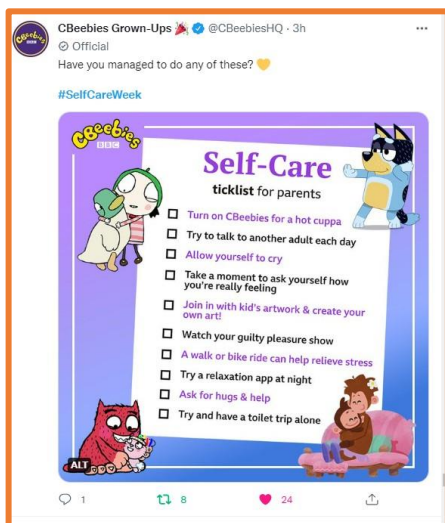
As part of **#SelfCareWeek**, local community pharmacist **@adewilliamsnhs** has shared three things we can do to exercise **#SelfCareForLife**.

Find more self-care advice on our website:  
[bnssg.icb.nhs.uk/health-and-car...](https://bnssg.icb.nhs.uk/health-and-car...)

**@SelfCareForum**  
[pic.twitter.com/F5foqQboYc](https://pic.twitter.com/F5foqQboYc)



15 19



Sent approx. 20 tweets a day – more on Monday

2 FB and LinkedIn posts daily

# 10 Twitter Chat Launch – 14<sup>th</sup> November

Self Care Week was launched with a mid-day twitterchat on 14<sup>th</sup> November with **22** tweeters generating **148** tweets, including guests from Healthwatch England, Office for Health Improvement and Disparities, NHS England, the National Pharmacy Association and Self Care Forum board members

Q1. What does Self Care for Life mean to you, and can you give tips for those struggling with self care?

#SCWchat

A1





## 11 @WeNurses Take-Over + Twitter Chat

For a 4<sup>th</sup> year, 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. @WeNurses has more than **113.6k** followers.

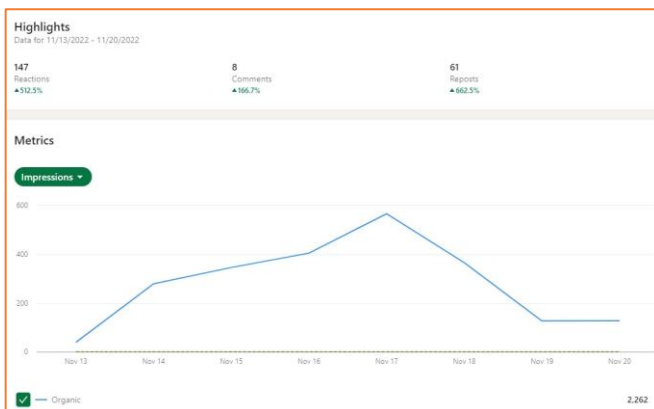
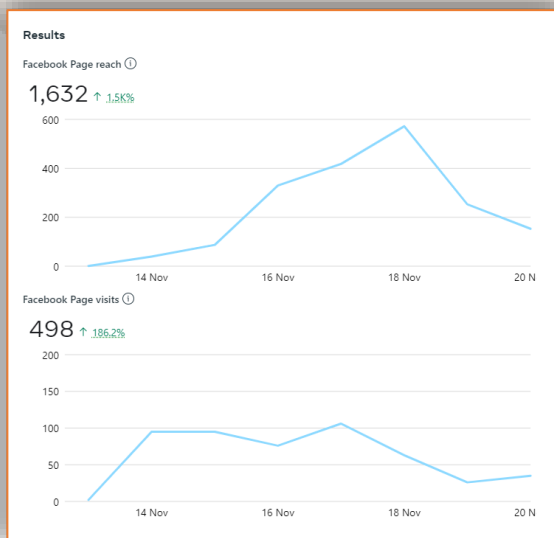


Helpful account to share  
our self care resources with  
nurses

## Twitterchat attendance down compared to previous years

## 12 Facebook and LinkedIn

LinkedIn and FB were also active during Self Care Week with the FB reach **1,632** and LinkedIn impressions reaching **2,262**.



# 13 Self Care Week Blogs

Several blogs were published to highlight the importance of self care during Self Care Week and below are 4 of those.

## Movement is medicine

16 November 2022 Dr Hussain Al-Zubaidi  
Personalised care Self care

Do you have any idea which land animal can move the longest without stopping? An antelope? A puma? No, it is us...

Physical activity is not important for good health. It is essential. It is how we are designed. For 99% of the last 200,000 years, we have been hunter gathers covering huge distances to get food, water and to safety. Because of this, our bodies are designed to be constantly moving. When you take a Formula One car and try to drive it on standard roads it will break. This is because it is not designed to tolerate slow speeds and bumpy surfaces. This is the same for the human body. When we are sedentary this leads to a huge list of health issues both physical and mental.

This week is [Self Care Week](#) and is an opportunity for us all – whether you are a patient or a health and care professional – to be exercising self care not just this week but for life! Here's a starter for 10 for how and why.

### Can a few minutes a day of moving really make a difference?

Absolutely. Little is good, more is better. We see the most benefits when increasing our activity levels from 0 to 20 minutes a day. This can be split up into short segments like using the stairs, getting off a stop early from the bus, cycling to work, squats at your desk or while making a coffee!



## Self Care Week 2022

Learn more about this year's Self Care Awareness week, taking place in November.

11 November 2022



## Self Care Week 2022: exercise your power

Mark Osterloh, 15 November 2022 - Care and support, Events



The power within all of us

## Care for yourself during the hard times ahead

by Kieran Sharrock

Self-Care Week begins with advice on how to future proof yourself against the strong crosswinds of life

Location: UK Published: Monday 14 November 2022



This winter promises to be one of the toughest in living memory for all of us, patients and doctors alike.

Against the backdrop of a deepening cost-of-living crisis, the colder months are likely to place further strain on us all, in a number of ways.

Whether it is through the need to heat our homes and health service amid spiralling energy costs, or because of a spike in seasonal illnesses such as flu compounded by the lingering presence of COVID-19, individuals, families and the NHS will face enormous pressure.





# 14 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 NHS England, Primary Care, International Self Care Foundation and the Self Care Forum. The **top 3** were announced and the **top 8** showcased as part of Self Care Week's promotions.

## 2022 Self Care Innovation Awards

### Top 8 Shortlisted



**Citizens Advice South Northants**  
**North Oxfordshire & Cherwell District Council**

**Cirencester based Patient Participation Groups**

**Public Health Team, Kingston Council**

**Help & Care Charity, Dorset**

**Library Service, North Yorkshire Council**

**Heaton Road GP Surgery**

**MSK Connect, Keighley Healthy Living**

**HR Employee Support & HR Wellbeing Service**  
**Warrington Borough Council (Warrington Cheshire)**

The quality of this year's applications has been outstanding and has stretched the 'Art of the Possible' for innovative approaches to self care that make a difference to people's lives. The overall impact of the projects highlighted the range of often 'unseen' work being undertaken; applications this year have been amazing across organisations and communities. Truly inspirational." **Dr Michelle Howarth, Self Care Forum Trustee and Senior Engagement Fellow at Edge Hill University**

## 15 International Activity

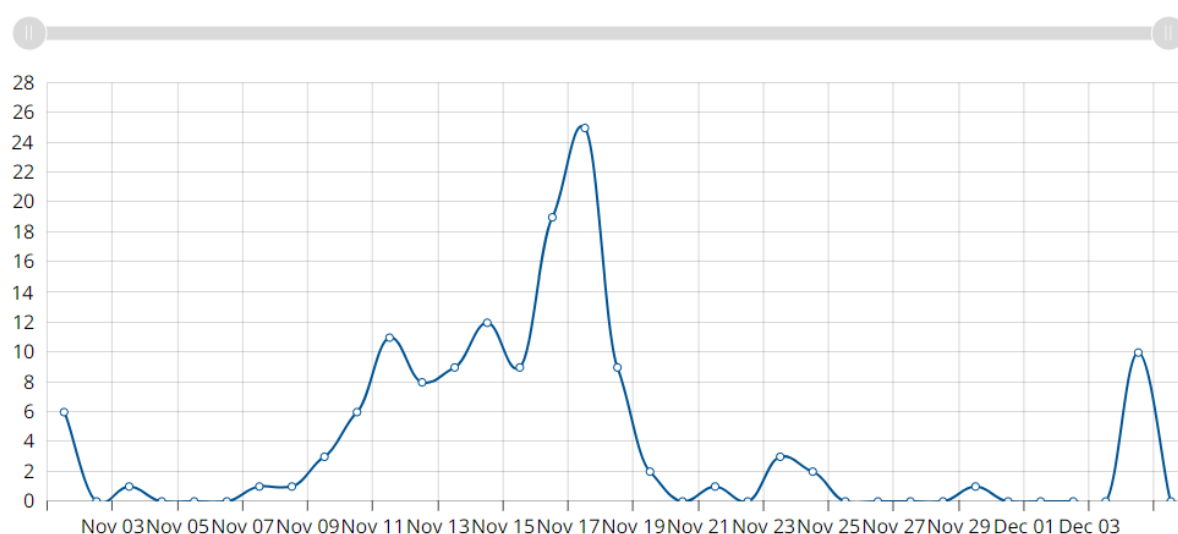
34 international orgs took part in Self Care Week from Canada, Australia, America and Africa. National Self Care Week was also the inspiration behind SCiE's Self Care Week Europe.



## 16 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 2022, there were more than **139** media mentions with a circulation totalling more than **15m**.



# 17 Self Care Innovation Awards 2023

The Self Care Forum holds annual **Self Care Innovation Awards** to recognise the hard work and innovation that goes into local self care initiatives, helping people to Self Care For Life. The Award is open to entries for 2022'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 details.



## 18 Sponsor

The Self Care Forum would like to thank the International Self Care Foundation for its continued support in providing a donation towards the prize fund for the Self Care Innovation Awards.



## 19 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)

Find us and follow us  
on social media

## 20 Self Care Week 2023 Image

We are excited to be collaborating with designer Mark Osborne who has worked on many high-profile campaigns including the British Heart Foundation's impactful giving up smoking campaign. [Further details here.](#)



Stay up to date by  
subscribing to the newsletter  
– details on the website.



## 21 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)

