

Ideas for Pharmacy



13-19 November

About this resource

Getting the most out of your Self Care Week initiative takes planning and this resource aims to provide ideas on how pharmacies can participate.

Further resources are available from the website www.selfcareforum.org here are useful links:

- Self Care Week case studies to share best practice.
- A comms doc available on the resources page, also logos, social media assets etc
- Subscribe to our newsletter to stay updated
- Follow us on twitter, facebook and LinkedIn
- Get in touch via selfcare@selfcareforum.org



1.0 Why Participate in Self Care Week?

Self Care Week provides pharmacists and other service-user organisations with a focus to hold a targeted campaign to support patients and customers to take care of their health and wellbeing and improve their understanding of self care.

Self care messages are maximised when repeated by many voices through different mediums at the same time, making a greater impact and reaching more of the population.

“Self Care Week is the one time of the year when so many different organisations can own the same message.” [Ade Williams, Community Pharmacist, Bristol]

2.0 Possible Self Care Week activities – In the pharmacy

Of course, for most people, the community pharmacy is the best place to access health advice easily, therefore you could utilise this important function, for instance:

- If you have space in the pharmacy dedicate a relatively quiet corner to provide free blood pressure checks, blood sugar level checks or another type of disease screening
- Use self care aware fact sheets during Self Care Week

Self Care Aware fact sheets are excellent resources for pharmacies, not only during Self Care Week.



Invest in a Self Care Week pop up banner, free artwork is available, to grab attention and link your activities to National Self Care Week.

2.1 Possible Self Care Week activities – Provide talks in the community

Pharmacists have a wealth of knowledge about how people can take better care of themselves , Self Care Week offers an excellent opportunity to get out of the pharmacy and spread the word, for instance you could:

- Offer to take part in a health phone-in session on a self care topic - contact your local radio/broadcaster
- Give an interactive talk at the local school / college / university on a relevant topic or about a day in the life of a community pharmacist
- Write a piece for the local newspaper on what services the pharmacy can provide.

2.2 Possible Self Care Week activities – Working with others

The Self Care Forum is always keen to encourage collaborative working whenever possible. It is a great way of pooling resources, and strengthening messages. Here are some examples of what you could do:

- Promote positive lifestyle changes and invite a local nutritionist or health trainer to talk to customers during Self Care Week .
- Invite someone from local Healthwatch to the pharmacy to speak to customers about accessing health services and social groups.
- Consider getting in touch with your CCG, GP surgery, PCN to collaborate on a joint project for Self Care Week .

3.0 Connecting to National Self Care Week Activity via social media

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.

Watch out for social media assets that will be available nearer to the time, check the website or subscribe to the newsletter to be notified.

Please use #selfcareweek and #mindandbody when getting involved on social media and include @SelfCareForum on twitter, LinkedIn and FB for a share and retweet.

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

3.1 Connecting to National Self Care Week Activity – Don't forget branding

If relevant it is always a good idea to connect to the national self care week activity via official branding material, which is available on the Self Care Forum website. A TV logo is available if you have a monitor in-store.

Your customers will identify your Self Care Week activity and connect it to the bigger, national public health initiative.

Invest in a Self Care Week a pop up banner, free artwork is available, to grab attention and link your activities to National Self Care Week.

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.

For more details contact
selfcare@selfcareforum.org

Consider entering our Self Care Innovation Awards. Details on the website

