

## Self Care Forum Self Care Innovations Award 2023

### Award Application Form and Eligibility

*The Self Care Forum is inviting applications of good practise and innovations in self care, personalised care, and social prescribing that have made a difference to individuals, groups, or organisations.*

#### Who can apply?

This invitation is open to everyone, whether you are an individual, a community champion, an employer, GP practice, Local Authority, school, college, business, or services organisation (public, private, or charitable). For a guide, see examples table below.

#### £500 bursary

The winner will receive a £500 bursary to spend on a self care related initiative and the top entries will be included on the Self Care Forum website to share best self care practise and excellence. The winners will be announced during the UK's National Self Care Week (13 – 19 November) as part of its launch and promotional activity.

Closing date for admissions: **31<sup>st</sup> July 2023.**

| Examples of possible initiatives  | If specific health-related conditions were targeted, they might include  |
|---|--|
| <ul style="list-style-type: none"> <li>• 2022's Self Care Week activities</li> <li>• Signposting to services</li> <li>• Protecting mental health and wellbeing</li> <li>• Promoting self care to the shielded population</li> <li>• Self care for the elderly or other specific groups</li> <li>• Self care introduced by employers</li> <li>• Local authority population or community initiatives</li> <li>• Pharmacy initiatives</li> <li>• GP initiatives</li> <li>• Self care education by schools, universities, or community groups such as Scouts, Guides etc</li> <li>• Empowering vulnerable groups</li> </ul> | <ul style="list-style-type: none"> <li>• Long-term conditions</li> <li>• Obesity</li> <li>• Diabetes</li> <li>• General health</li> <li>• Nutrition</li> <li>• Exercise</li> <li>• Mental Health</li> <li>• Self-treatable conditions/minor illness</li> </ul> |

Please use the form below to tell us about your self care initiative.

If you are typing directly into the form, do not worry if the box extends beyond the page – it will continue onto the next one.

#### Title and contact details.

Title of Initiative (please ensure this is a good description of your initiative in no more than 6 words)

Self-care advice for cancer patients

|   |
|---|
| Name of Organisation and Region (please state context, ie general practice, community care etc) |
| University College London Hospitals Macmillan Support and Information Service (UCLH MSIS)       |
| Name of person/team/individual being nominated  |
| Macmillan Support and Information Service   |
| Contact name for entry  |
| Catrina Davy  |
| Contact email for entry   |
| catrina.davy@nhs.net  |
| Timeframe and dates of initiative   |
| March 2021- now   |
| Date of submission  |
| 22/6/23   |

## Problem(s) and how you tackled them.

What was the problem you were trying to tackle? (max 200 words)

The UCLH MSIS provides emotional support, practical advice and information to anyone affected by cancer. Our philosophy is that with the right support given at the right time, people can be equipped to self-manage the impact of cancer.

At the start of the pandemic, the number of people using our service reduced. This was due to patients having remote appointments and, since they weren't coming to the hospital, they were less aware of our service.

In 2020, our focus turned to supporting people to manage the emotional impact of being diagnosed with cancer during the pandemic. By 2021 we realised the need to focus on increasing awareness of our service to support more people to self-care. We chose to focus on patients starting chemotherapy since they often need the most support.

We set up a self-care package to achieve three aims:

1. To ensure all UCLH chemotherapy patients are aware of the support provided by the UCLH MSIS and how to access it.
2. To give UCLH chemotherapy patients individualised support, advice and information to help them to self-care during treatment.
3. To ensure that there is equitable access to self-care advice for people with additional needs.

Please give a brief description of your self care innovation (max 250 words)

The self-care package involves two steps:

## Step 1 – telephone clinic

A telephone clinic was set up to call new patients starting chemotherapy, The support and information specialists (S&ISs) call patients to introduce the UCLH MSIS and promote the concept of self-care. S&ISs assess patients' self-care and accessibility needs and signpost to the following resources depending on their needs. For example, if people have good digital literacy they will be given the video links and website info. If people prefer get advice in person, we will invite them to our drop-in service.

## Step 2 – signposting to self-care resources

### **Self-care and educational videos**

We have produced the following videos:

1. Chemotherapy education
2. Self-management advice on healthy eating, being physically active and managing emotional wellbeing.
3. Information on other support provided by UCLH MSIS

### **Wellbeing programme**

This consists of:

- self-care workshops and creative groups (patients can use the creative groups to process emotions or as a short-term distraction)
- support groups (patients can get peer-support to self-manage their emotional wellbeing)

Patients can attend these online, or in person.

### **1-2-1 support**

Patients can access 1-2-1 self-care advice either on our helpline or in person.

### **Booklets**

We have a library of Macmillan booklets offering self-care advice.

### **Online directory of resources**

We created an online directory of resources of organisations offering self-care advice for cancer patients.

### **Support for patients who don't speak English well**

Patients are signposted to the Macmillan helpline where they can speak to an advisor through an interpreter to get self-care advice.

What challenges or barriers were you faced with and how did you solve the problems or overcome the barriers? (max 250 words)

The main barrier is that when patients are newly diagnosed, they may be overwhelmed by information and appointments and may not want to engage in the support on offer. Now that we have identified that as a barrier, we offer follow-up calls to people who we assess needs one. We also invite people to attend our drop-in service when they are at the hospital so they can meet the S&ISs. By encouraging them to meet the S&ISs early on in their cancer journey, we hope that people will be more motivated to seek self-care advice when they want it.

We are currently in the process of developing a patient newsletter to keep patients up-to-date with the self-care groups we run and other formats of self-care advice we have. So that they can access it when they need it.

Did you collaborate with other partners or organisations, if so, who were they?

Patients were involved in the design of the self-care videos and workshops.

We collaborated with clinical staff working in other hospital departments on the design of the self-care workshops and wellbeing programme, and the facilitation of the support groups.

Volunteers co-facilitate the creative writing group and one of the support groups.

A video production company produced the videos.

## Impact and outcomes

Who was the initiative directed at and what were the benefits to the targeted group or individuals? (max 250 words)

The initiative is directed at newly diagnosed cancer patients who are about to start chemotherapy. The benefit of the initiative is that patients receive advice to help them to prepare for chemotherapy and self-manage the side-effects of chemotherapy. Therefore, improve their health outcomes, emotional wellbeing and experience of managing the impact of cancer.

Were there further benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they? (e.g improved job satisfaction, smoother running of facility, happier service users, better use of scarce resources, cost saving)

The initiative improved our job satisfaction. We were aware of the increase in the number of patients accessing our service for self-care advice. It is satisfying to know that we are supporting more people to manage well before, during and after cancer treatment. In the past we often heard patients saying that they wish that they'd heard about our service before. We don't hear that now.

## Evidence

Please quantify the benefits of your initiative. (e.g. cost improvement, numbers of people helped, time saved)

Since initiating the self-care package, 1819 patients have been contacted with the offer of self-care advice and to introduce the services available. In the last year, there has been a nearly a 20% increase in people accessing the service for self-care advice and support. It is harder to assess the increase in the prior year because more patients had remote appointments so weren't attending the hospital anyway.

In the two years since starting the initiative, 1462 people have attended a self-care workshops, creative groups or support groups.

Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)

Patient quotes on feedback forms:

'The advice I got has given me the confidence to know what to do to help myself during treatment. I now feel more in control.'

'I felt my world had been turned upside down when I was told I had cancer. I didn't know where to turn. When I got the call from the specialist I was given advice on what I could do for myself and where to go when I needed someone to talk to. I'm not sure how I'd have managed without their advice.'

What was the cost of this initiative in terms of time, money, and/or other resources? Please be as specific as you can

1819 calls were made to new patients since the initiative was launched. The average call is about 30 minute long. So, this initiative has taken up 909 hours over 2 years. This work has been done during work hours. So there was no extra cost.

The cost of producing the self-care videos was £500. The videos were produced in house and so we only paid for the voiceover. The chemotherapy education video cost £3000 to produce and the introduction to the Macmillan Support and Information Service video cost £4500 to produce. We received charitable funding for all videos.

## And, finally...

Are there any lessons you learned or top tips that you would like to share? (max 200 words)

In the first year of the pandemic, the number of people seeking self-care advice significantly reduced. Prior to the pandemic, we had relied on clinical staff to promote our service to patients. However that was no longer working. We have found that contacting patients directly is much more effective to increase awareness of our service and give self-care advice to as many patients as possible.

Did you use any of the Self Care Forum's resources? If so, please specify.

We have used the Self Care Forum promotional material for self-care week to promote self-care for cancer patients and the UCLH MSIS.

We held a twitter chat, to coincide with self-care week, and used the Self Care Forum resources for that.

Please provide the social media addresses of all those who were involved in the initiative.

@SupportAndInfo

Why do you think this initiative deserves to win the award? (Max 100 words)

Our self-care package has enabled us to reach 20% more people to give self-care advice. This has given people the tools to manage better before, during and after chemotherapy.

We have considered peoples' information and accessibility needs of by providing self-care advice in a variety of formats. This has enabled us to give self-care advice to people who may have otherwise struggled to cope during chemotherapy.

Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height/width dimensions are the same).

I have embedded the web links in the application.

I have attached the UCLH NHS logo to the application.

Your application may be chosen to be uploaded to the “best practise” page of the Self Care Forum website to share self care excellence so that others might use the learnings in your application. We will also include your email address so that people may get in touch with you. If you would prefer that your application and/or email address was NOT chosen then please make it clear in the box provided below.

Please add the email address [uclh.supportandinformation@nhs.net](mailto:uclh.supportandinformation@nhs.net)

We look forward to receiving your application. Please email your completed form to:

[selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)

### About the Self Care Forum

The Self Care Forum supports organisations in helping their communities and service users better understand how to self care. It is 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.

It is a charity and aims to improve public health by promoting self care at national policy level. It creates resources, runs the UK-wide National Self Care Week, and supports robust research evidence.

For more information about the Self Care Forum please go to the website. [www.selfcareforum.org](http://www.selfcareforum.org).