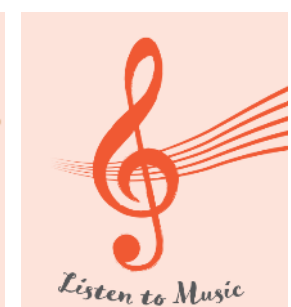


Managing
Common Ailments
at Home
– Become Self-
Care Aware

18 October 2023



Self Care Forum

Helping people take care of themselves

WELCOME AND INTRODUCTION TO THE SELF CARE FORUM

Helen Donovan, M.Ed. BSc.
RN, RHV, Queen's Nurse

Chair, Self Care Forum

Independent nurse consultant
and immunisation specialist
nurse



*Count
your steps*

Housekeeping



- Attendee's lines are muted throughout the presentation
- If at other times you are in a noisy environment please mute your line by pressing the mute button on your screen (this can be found at the top)



- If you would like to ask a question please use the message function (this can be found on the left hand side of the screen)



- Please note the webinar is about supporting and improving peoples' knowledge about self-care. We won't be able to answer specific questions about individuals' illnesses and symptoms.



- This webinar will be recorded and added to the Self Care Forum's website
Recording will begin now!

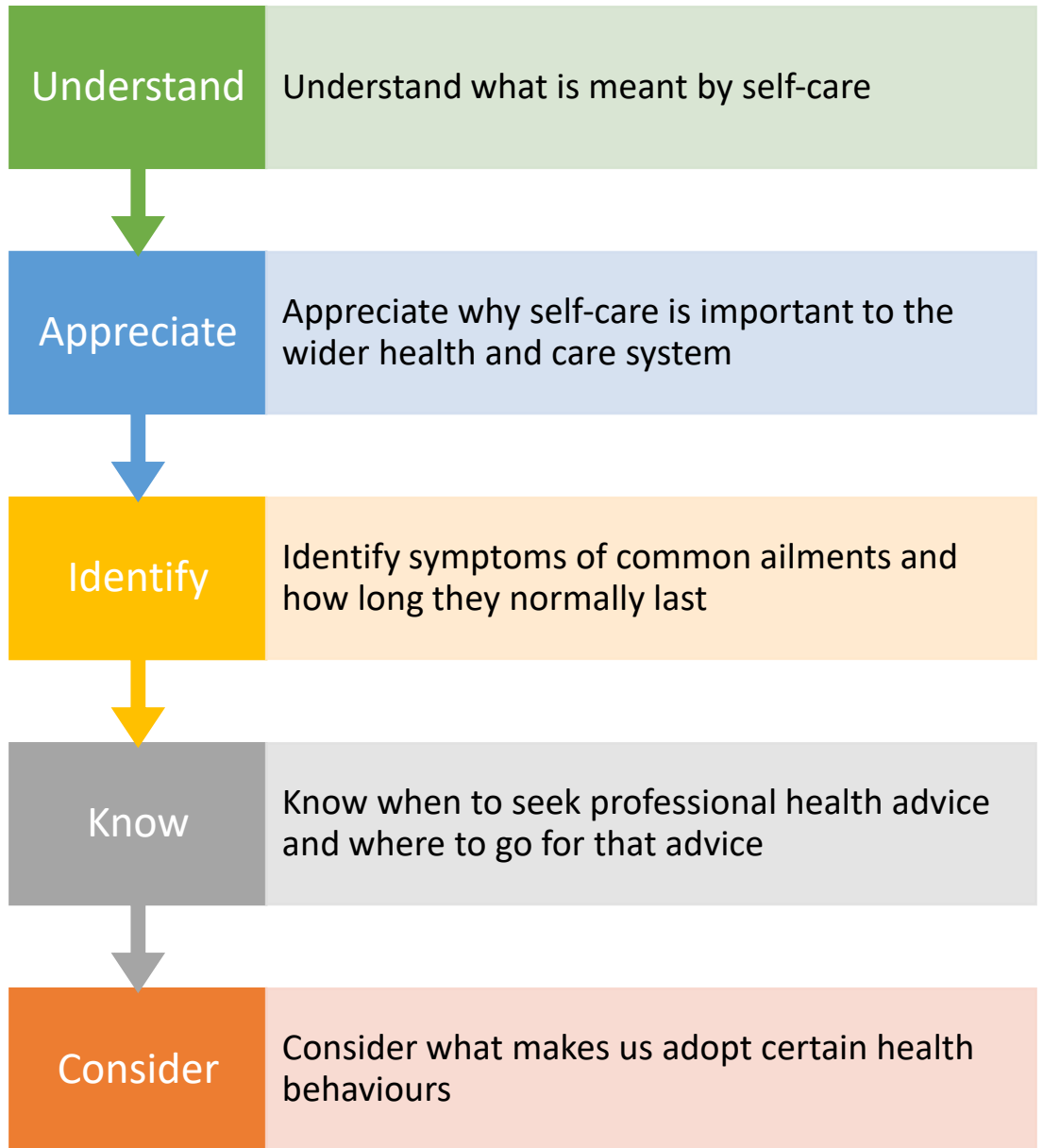


- If you are having any technical problems please send a message to the host via the message function or email



- We want your feedback and evaluation – Please don't forget!

LEARNING OUTCOMES



Session outline

Welcome and introduction about the Self Care Forum	Helen Donovan
Winter Wellness – Get Ready for Winter New Fact Sheet	Ade Williams
Winter illness: Symptoms and Red Flags New Fact Sheet	Pete Smith
Behaviour economics in healthcare	Trevor Gore
Q & A General questions on self-care. We will not address specific questions on symptoms or cases	Over to you



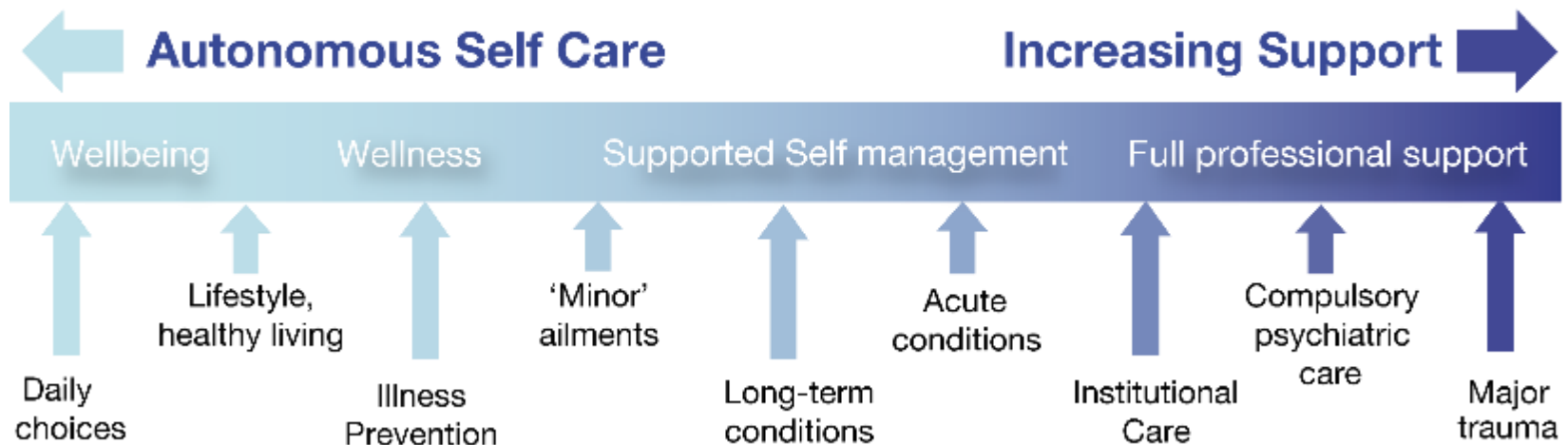
Notice Nature

What is the Self Care Forum?

- **UK Charity - A coalition of stakeholders from professional, patient, and industry groups**
- **Aim - further the reach of self-care and embed it in everybody's personal and professional lives**
 - ✓ **Practical, pragmatic approach**
 - ✓ **Free resources and evidence**
 - ✓ **Raising awareness of self-care**
 - ✓ **<https://www.selfcareforum.org/>**

What is Self-Care?

The Self Care Continuum



The actions that individuals take for themselves and on behalf of or with others in order to develop, protect, maintain and improve their health, wellbeing or wellness

Self-Care doesn't mean no care!

– support for health care professionals and others to promote self-care

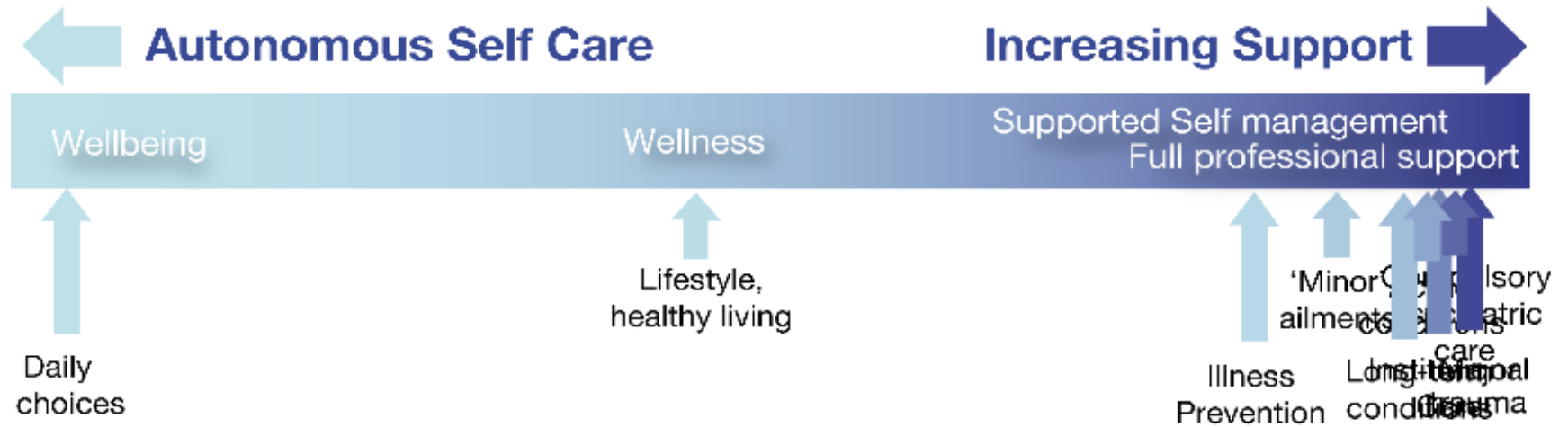


-
- **Key work areas**
 - **Self Care Week**
 - **Self-Care Aware Fact Sheets**
 - **Self-Care Aware Consultations – E-Learning; nurses, pharmacy teams and GPs**
 - **Collaborations with national influencers**
 - **Continuous awareness raising targeting front line health professionals and individuals**
 - **Self-Care Innovation Awards celebrating best self-care practise**

What the research
is telling us and
how it informs the
work of the
Self Care Forum

What is Self care?

The Self Care Continuum




Up to 10 hours of professional contact

8750 hours of self-care

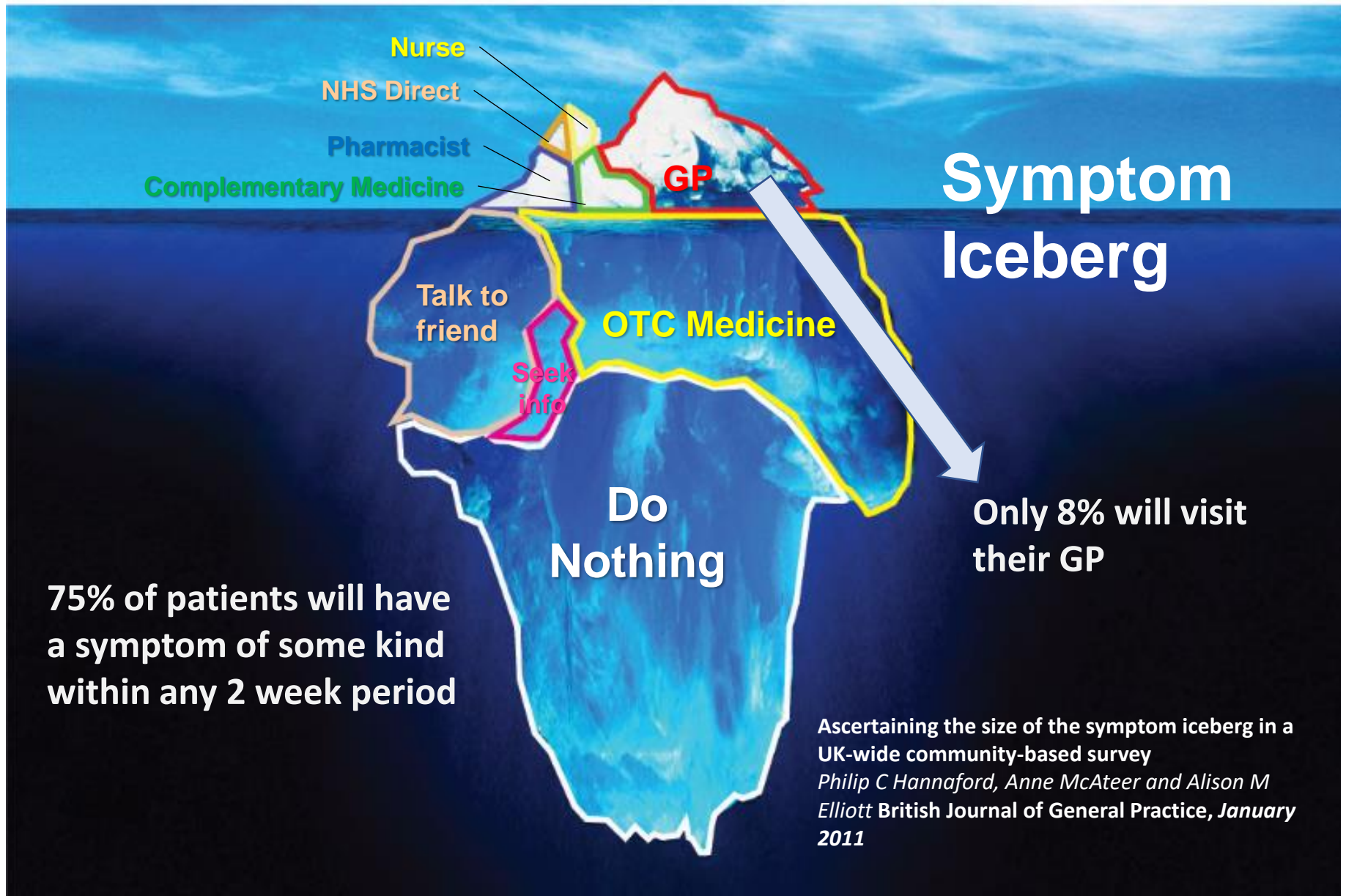


Understanding self-care

Google search results

- 
- **2017:** 331,000,000
 - **2020:** 3,280,000,000
 - **2022:** 5,650,000,000
 - **2023:** 6,200,000,000

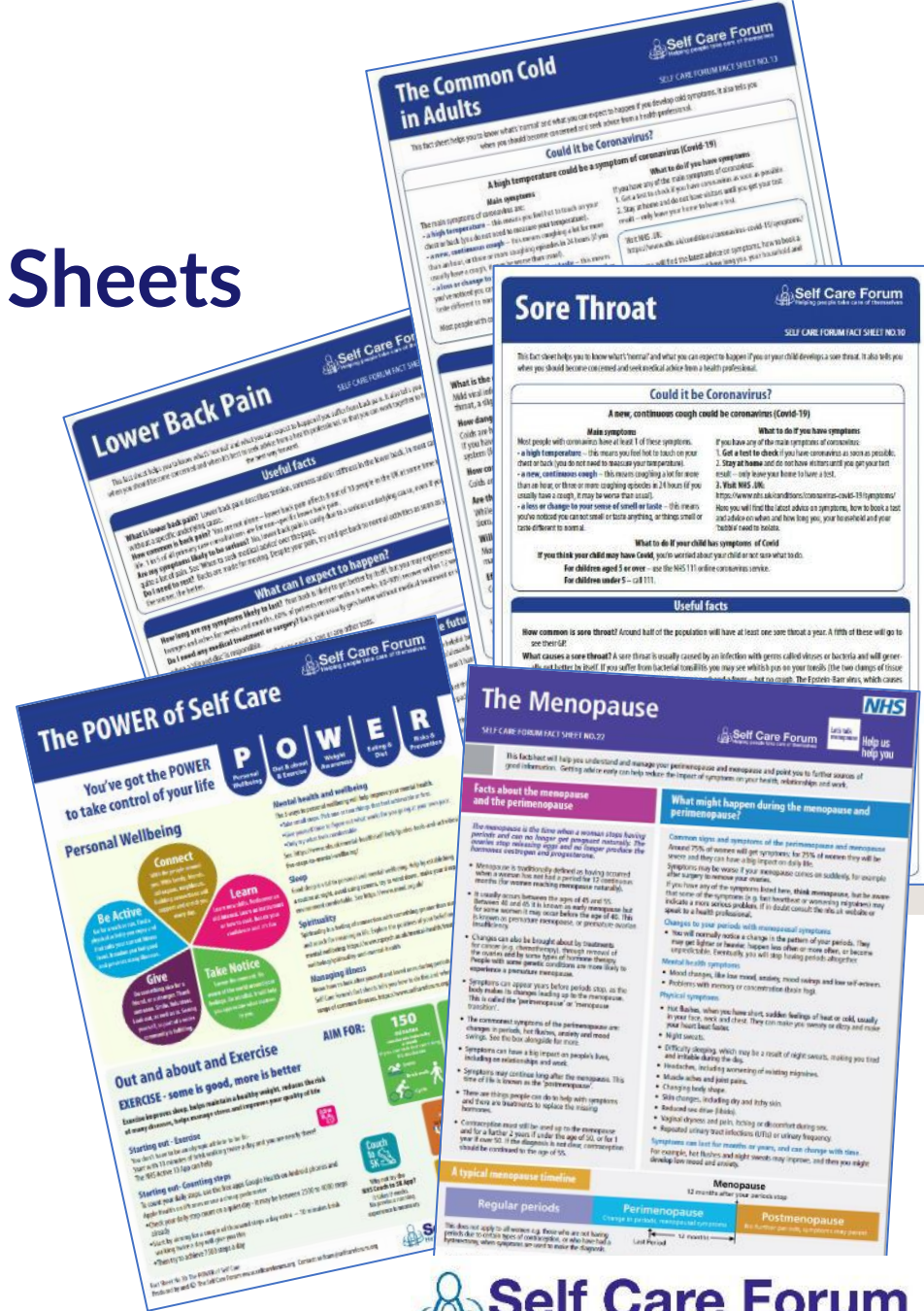
...e time for frien



Ascertaining the size of the symptom iceberg in a UK-wide community-based survey
Philip C Hannaford, Anne McAteer and Alison M Elliott *British Journal of General Practice, January 2011*

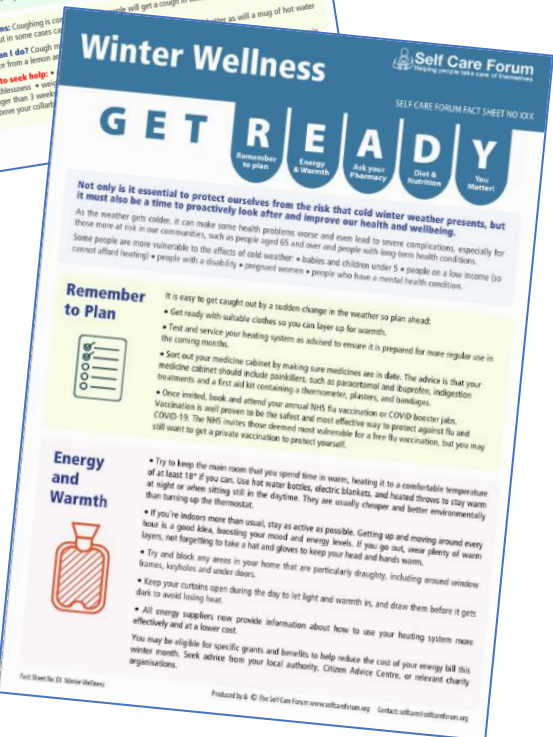
Self-Care Aware Fact Sheets

- 24 Self-Care Aware Fact Sheets
- Common ailments and food supplement focused
- Most popular page on the website - 100 daily downloads
- 245.57k backlinks - most from GP Surgeries



New for 2023

- Winter Wellness
- Winter Illness
- 10 Urdu fact sheets



WINTER WELLNESS – GET READY

NEW FACT SHEET

Ade Williams MBE
Self Care Forum Trustee

Chief Pharmacist at
Bedminster Pharmacy



Winter Wellness

G E T

R

Remember
to plan

E

Energy
& Warmth

A

Ask your
Pharmacy

D

Diet &
Nutrition

Y

You
Matter!

- Remember to plan
- Energy & warmth
- Ask your pharmacy team
- Diet & nutrition
- You matter!

Not only is it essential to protect ourselves from the risk that cold winter weather presents, but it must also be a time to proactively look after and improve our health and wellbeing.

As the weather gets colder, it can make some health problems worse and even lead to severe complications, especially for those more at risk in our communities, such as people aged 65 and over and people with long-term health conditions.

Some people are more vulnerable to the effects of cold weather: • babies and children under 5 • people on a low income (so cannot afford heating) • people with a disability • pregnant women • people who have a mental health condition.

Remember to Plan



It is easy to get caught out by a sudden change in the weather so plan ahead:

- Get ready with suitable clothes so you can layer up for warmth.
- Test and service your heating system as advised to ensure it is prepared for more regular use in the coming months.
- Sort out your medicine cabinet by making sure medicines are in date. The advice is that your medicine cabinet should include painkillers, such as paracetamol and ibuprofen, indigestion treatments and a first aid kit containing a thermometer, plasters, and bandages.
- Once invited, book and attend your annual NHS flu vaccination or COVID booster jabs. Vaccination is well proven to be the safest and most effective way to protect against flu and COVID-19. The NHS invites those deemed most vulnerable for a free flu vaccination, but you may still want to get a private vaccination to protect yourself.

Energy and Warmth



- Try to keep the main room that you spend time in warm, heating it to a comfortable temperature of at least 18° if you can. Use hot water bottles, electric blankets, and heated throws to stay warm at night or when sitting still in the daytime. They are usually cheaper and better environmentally than turning up the thermostat.
- If you're indoors more than usual, stay as active as possible. Getting up and moving around every hour is a good idea, boosting your mood and energy levels. If you go out, wear plenty of warm layers, not forgetting to take a hat and gloves to keep your head and hands warm.
- Try and block any areas in your home that are particularly draughty, including around window frames, keyholes and under doors.
- Keep your curtains open during the day to let light and warmth in, and draw them before it gets dark to avoid losing heat.
- All energy suppliers now provide information about how to use your heating system more effectively and at a lower cost.

Ask your pharmacy Team



- Community pharmacy teams are highly trained healthcare professionals who can advise on a range of minor illnesses and provide further support to keep you and your family safe and healthy during winter.
- Pharmacists' clinical expertise is now being better utilised to deliver accessible care, but rest assured that they work as part of a skilled team.
- You can always access the knowledge and support needed on time. From advice and treatment of winter ailments, managing your medicines cabinet or discussing a worrying symptom, they will be at hand to help.

Diet & Eating



- Eating a healthy, balanced diet with at least five portions of fruit and vegetables daily can strengthen your immune system during winter. Try to have regular hot drinks and food such as porridge, soups and stews to keep yourself warm.
- Remember that frozen or tinned fruit and vegetables (if there's no added salt or sugar) are also healthy and sometimes more affordable than fresh produce, especially if they're out of season in Winter. The reality is that many people now struggle with the high cost of food. It is still possible to cook healthy meals on a budget. Many chefs now post recipe ideas online to help. If you need to use a food bank, please do so without any concern of shame or stigma. You can also find information about cooking methods that will help keep your energy bill down.
- During these months, the lack of sunlight means that our body can not make enough vitamin D. The Government advises everyone to take a daily supplement containing at least 10 micrograms of vitamin D during the autumn and Winter. Your local pharmacy team or GP will be able to advise you about Vitamin D supplementation.

You Matter!



- With shorter days, darker nights and more time indoors, winter can be a time of increased loneliness and isolation, making us feel low, especially if our Vitamin D levels are deficient.
- Many organisations offer support now, and finding out what is available in your local area may be helpful. Local libraries, community centres, social media and newspapers are good sources of information. Volunteering is another way to reduce loneliness and have a sense of purpose by connecting with local groups and worthwhile community initiatives.
- Simple actions, such as donating excess food or clothes, can give you a sense of purpose and fulfilment.
- Managing stress is particularly important in the winter, as too much can affect how our immune system works. Hormones from stress may suppress immune function and increase blood pressure. It might also lead to us reaching for sugary snacks and drinking too much alcohol, impacting our overall mood.
- Being active and keeping in touch with friends and family can help improve your mood. Many people also find practising mindfulness helpful.

Winter Wellness

G E T

R

Remember
to plan

E

Energy
& Warmth

A

Ask your
Pharmacy

D

Diet &
Nutrition

Y

You
Matter!

Where to find more information

The Self Care Forum (SCF) fact sheets can help you do this and tell you when you need help and where you should go. They cover a range of common illnesses. See our fact sheet on 'Winter Illness'.

<https://www.selfcareforum.org/fact-sheets/>

Other SCF fact sheets that might be helpful to support your health and wellbeing during winter include:

<https://www.selfcareforum.org/the-power-of-self-care/>

<https://www.selfcareforum.org/boosting-your-mood/>

WINTER ILLNESSES: SYMPTOMS AND RED FLAGS NEW FACT SHEET

Dr Peter Smith OBE

Self Care Forum President

Former GP and founding member of the Self
Care Forum

Listen to Music

Cold



Symptoms: Symptoms usually last up to 10 days. Symptoms of a cold include a blocked or runny nose, sneezing, coughing, sore throat and a slight fever.

Colds are generally harmless infections that get better in time without the need to see your GP.

What can I do? It is important you rest, eat healthily and drink lots of fluids. • paracetamol or ibuprofen can help reduce some of the symptoms of a cold • speak to a member of your pharmacy team for advice on cough and cold medicines.

When to seek help: • a very high temperature or you feel hot and shivery • a long term medical condition, such as diabetes, or a heart, lung or kidney condition • a weakened immune system – for example, because of chemotherapy • chest pain • coughing up phlegm with blood in • difficulty breathing • swelling of the glands in your neck or armpits • symptoms lasting over three weeks

Sore Throat



Symptoms: Symptoms of a sore throat usually last about a week without any treatment.

What can I do? • suck lozenges, ice cubes or ice lollies – but do not give lozenges or hard sweets to young children • eat soft or cool foods • gargling with warm salty water can help reduce swelling and pain (children should not try this) • avoid smoking and smoky places

• drink plenty of water • ask a member of the pharmacy team about ways of relieving the pain and discomfort of a sore throat.

When to seek help: • your symptoms last more than 10-14 days, or are getting worse • you have a sore throat and a very high temperature, or you feel hot and shivery • you have problems swallowing and severe pain • you are dehydrated • if you have a weakened immune system

Cough



Symptoms: Coughing is common. 1 in 5 people will get a cough in winter. Symptoms can last up to three weeks, but in some cases can last up to 8 weeks.

What can I do? Cough medicines from pharmacies can make you feel better as will a mug of hot water with juice from a lemon and a teaspoon of honey (not suitable for babies under 1).

When to seek help: • a cough lasting more than 3 weeks • coughing up blood • chest or shoulder pain • breathlessness • weight loss for no reason over the last 6 months • hoarseness or changes in the voice for longer than 3 weeks and persists once the cough is better • new lumps or swellings around your neck and above your collarbones.

Flu



Symptoms: For most people flu can cause unpleasant symptoms, but if you are vulnerable flu can cause severe illness. Symptoms of flu include: • a high temperature • tiredness • a headache aches and pains • a dry chesty cough

What can I do? The flu vaccine is the safest and most effective way to help protect against flu. It will also help reduce the risk of spreading flu to others.

Rest, keep warm and drink plenty of water. Paracetamol or ibuprofen can help with aches and pains to bring down a fever.

Flu spreads through the air when you cough or sneeze. It can also spread when you touch surfaces where the virus has landed, then touch your eyes, nose or mouth.

When to seek help: Contact your GP if you or your child has flu and:

- you are worried about your baby's or child's symptoms
- you are over 65
- you are pregnant
- symptoms do not improve after 7 days
- you have a long-term medical condition, such as diabetes or a condition that affects your heart, lungs, kidneys, brain or nerves
- you have a weakened immune system – for example, from chemotherapy

COVID



Symptoms: It is still important to be mindful about coronavirus (COVID-19) symptoms, which are the same for adults and children and can include the symptoms below. Many of these are similar to cold and flu symptoms: • Diarrhoea • Feeling sick or being sick • An aching body • A blocked or runny nose • A high temperature • A new and continuous cough • A loss or change to your sense of smell or taste • Shortness of breath • Feeling tired, or exhausted • A headache • A sore throat • Loss of appetite

What can I do? Most people no longer need to take a coronavirus test. Check if you are in an eligible group: [NHS England » Who is at increased risk from COVID-19?](#) You should also make sure you are up to date with your jabs.

If you think you might have COVID: • drink plenty of fluids • get plenty of rest • wear loose clothing • take over-the-counter medications like paracetamol • antibiotics will not help.

Stay at home and avoid contact with other people if you have symptoms of coronavirus and you: have a high temperature or do not feel well enough to go to work or carry out normal activities.

When to seek help: Speak to your GP if: • your symptoms worsen • you're concerned about your symptoms • you have symptoms that you can no longer manage at home • you're worried about your child, especially if they're under 2 years. If your GP is closed, phone 111. In an emergency phone 999.

Norovirus **Symptoms:** Norovirus is 'the winter vomiting bug'.



Symptoms can appear quickly and can include: • vomiting and diarrhoea • a slight fever • headaches • stomach cramps • aching limbs

What can I do? Norovirus is very contagious - so: • stay at home and rest • drink plenty of water to stay hydrated • take paracetamol for aches and pains • speak to a member of your pharmacy team for advice and medication to relieve your symptoms.

Don't visit your GP or pharmacy – phone them for advice or call 111.

When to seek help: • there is blood in your diarrhoea • your symptoms haven't improved after a few days • you have a serious underlying condition, such as kidney disease

GET READY

Remember to plan

Energy & Warmth

Ask your Pharmacy

Diet & Nutrition

You Matter!

Self Care Forum
Helping people take care of themselves

Winter Wellness

SELF-CARE FORUM FACT SHEET NO XXX

GET READY

Remember to plan | Energy & Warmth | Ask your Pharmacy | Diet & Nutrition | You Matter!

Not only is it essential to protect ourselves from the risk that cold winter weather presents, but it must also be a time to proactively look after and improve our health and wellbeing.

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It is easy to get caught out by a sudden change in the weather so plan ahead.

Remember to Plan

- Get ready with suitable clothes so you can layer up for warmth.
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- Once invited, book and attend your annual HAVS flu vaccination or COVID booster jab. Vaccination is well proven to be the safest and most effective way to protect against flu and COVID-19. The HAVS invites those deemed most vulnerable for a free flu vaccination, but you may still want to get a private vaccination to protect yourself.

Energy and Warmth

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- Try and block any areas in your home that are particularly draughty, including around windows, frames, keyholes and under doors.
- Keep your curtains open during the day to let light and warmth in, and draw them before it gets dark to avoid losing heat.
- All energy suppliers now provide information about how to use your heating system more effectively and at a lower cost.
- You may be eligible for specific grants and benefits to help reduce the cost of your energy bill this winter month. Seek advice from your local authority, Citizen Advice Centre, or relevant charity organisations.

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Fact Sheet No 02 - Winter Wellness

Self Care Forum
Helping people take care of themselves

Winter Illness

SELF-CARE FORUM FACT SHEET NO XXX

GET READY

Remember to plan | Energy & Warmth | Ask your Pharmacy | Diet & Nutrition | You Matter!

Although winter illnesses are usually not 'serious' they can often make us feel very unwell. This fact sheet will help you in managing common conditions. See also our fact sheet on ways to prepare for winter.

As the weather gets colder, it can make some health problems worse and even lead to severe complications, especially for those more at risk in our communities, such as people aged 65 and over and people with long-term health conditions. Some people are more vulnerable to the effects of cold weather: • babies and children under 5 • people on a low income (so cannot afford heating) • people with a disability • pregnant women • people who have a mental health condition.

Cold

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When to seek help: • a very high temperature or you feel hot and shivery • a long term medical condition, such as diabetes, or a heart, lung or kidney condition • a weakened immune system – for example, because of chemotherapy • chest pain • coughing up phlegm with blood in • difficulty breathing • swelling of the glands in your neck or armpits • symptoms lasting over three weeks

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Symptoms: Symptoms of a sore throat usually last about a week without any treatment.

What can I do? • suck lozenges, ice cubes or ice lollies – but do not give lozenges or hard sweets to young children • eat soft or cool foods • gargling with warm salty water can help reduce swelling and discomfort of a sore throat

When to seek help: • your symptoms last more than 10-14 days, or are getting worse • you have a sore throat and a very high temperature, or you feel hot and shivery • you have problems swallowing and severe pain • you are dehydrated • if you have a weakened immune system

Cough

Symptoms: Coughing is common. 1 in 5 people will get a cough in winter. Symptoms can last up to three weeks, but in some cases can last up to 8 weeks.

What can I do? Cough medicines from pharmacies can make you feel better as will a mug of hot water with juice from a lemon and a teaspoon of honey (not suitable for babies under 1).

When to seek help: • a cough lasting more than 3 weeks • coughing up blood • chest or shoulder pain for longer than 3 weeks and persists once the cough is better • hoarseness or changes in the voice and above your collarbones.

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Fact Sheet No XX - Winter Illness

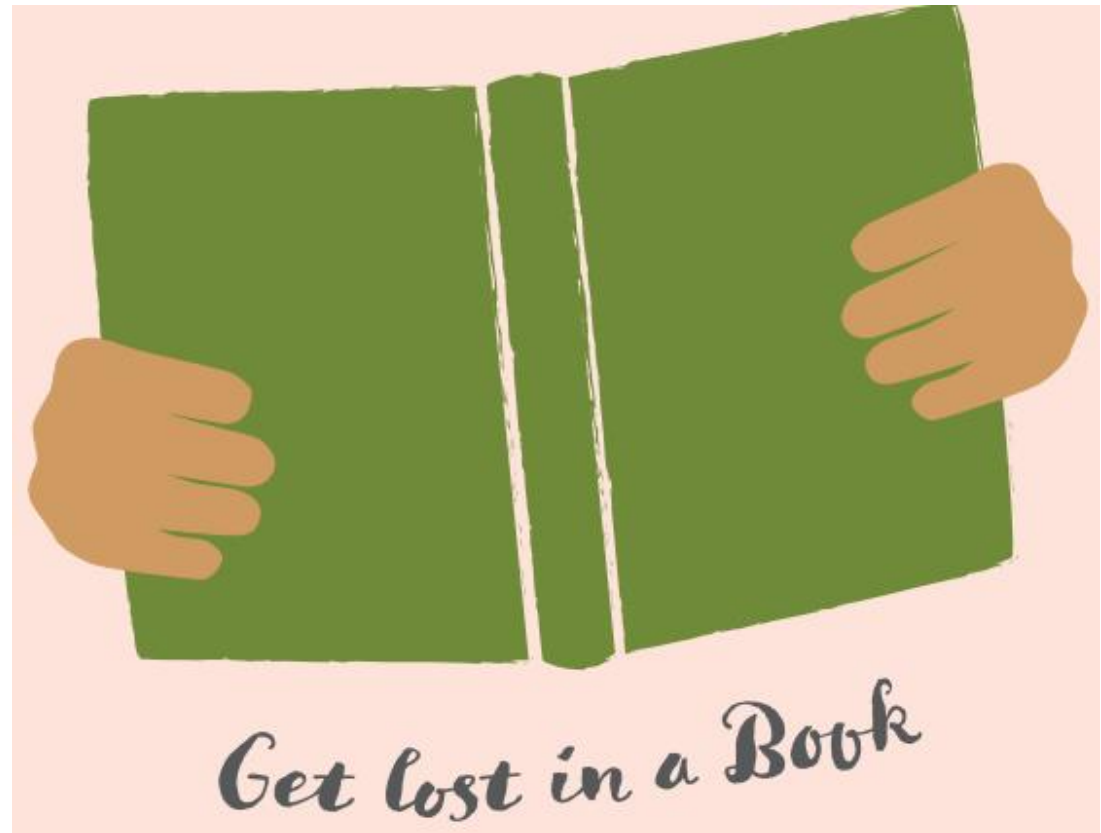
BEHAVIOUR ECONOMICS IN HEALTHCARE

Trevor Gore

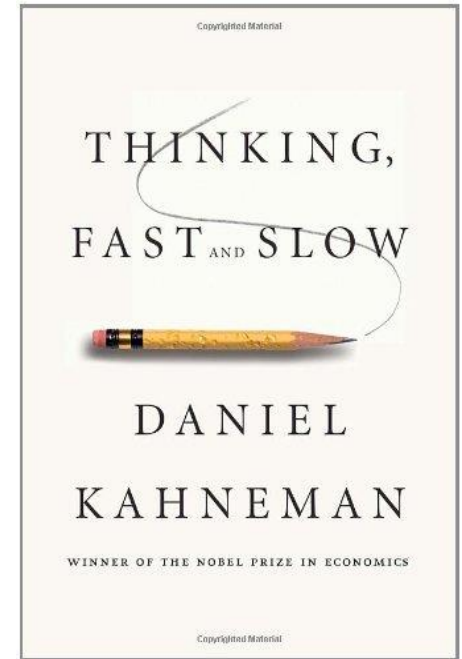
Self Care Forum Trustee

Associate Director of
Collaborative Working

Honorary member of
the Royal
Pharmaceutical Society



THE 'NEW' SCIENCE OF BEHAVIOURAL ECONOMICS



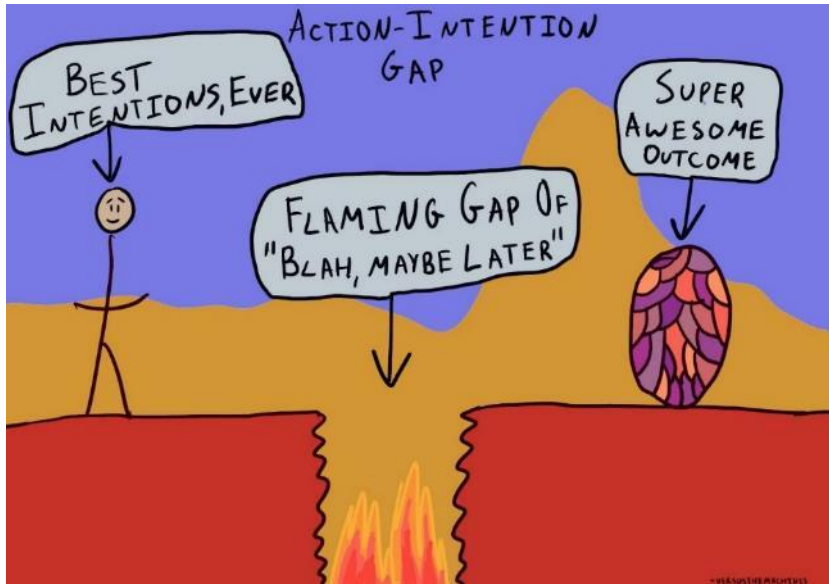
People's health outcomes are greatly determined by behaviors outside of the medical care setting. Whether they take medications as directed, make follow-up appointments, stop smoking, start exercising, or improve the quality of their diet are all choices made at home over the course of their daily lives.

By understanding behavioral economics — the science of how and why people often make irrational decisions — we can start to positively change patient behaviors and outcomes.

Why does it matter?

Many solutions in healthcare today are rooted in classical economics, assuming people will act in their best interest as long as they know what that best interest is. Behavioral economics disproves that—suggesting that people are irrational, but in highly predictable ways, and that we can architect solutions that account for this. These solutions ultimately lead to long-lasting healthy habit formation in people with chronic conditions.

ACTION – INTENTION GAP



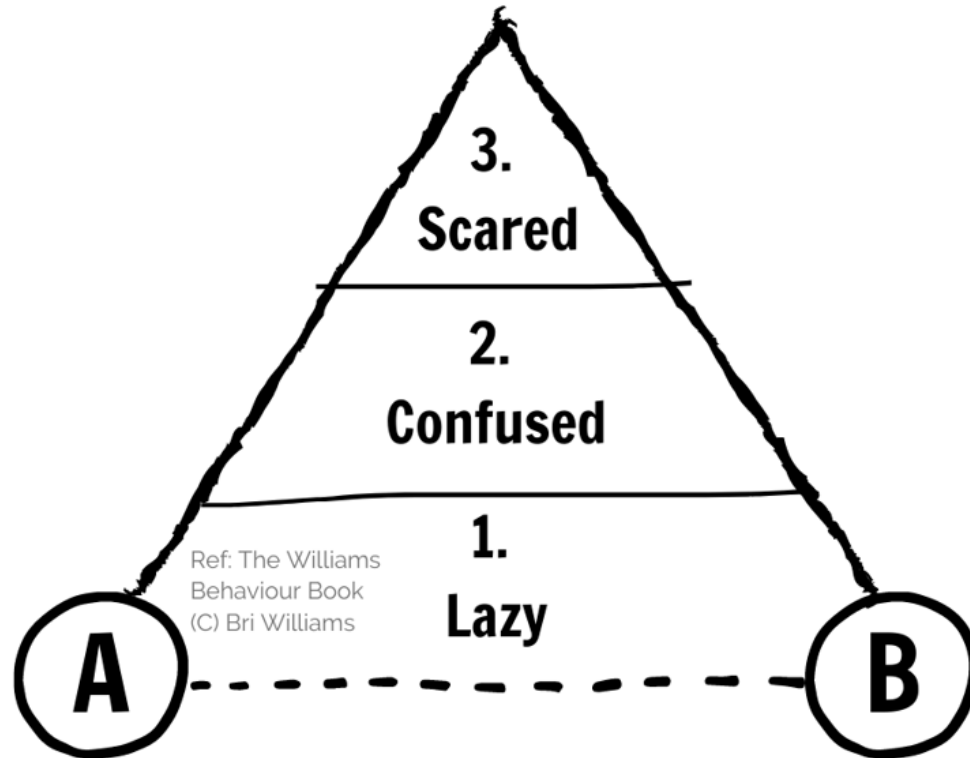
Intention can be a poor predictor of actual health behaviour change—now termed the intention-behaviour gap. In other words, although patients intend to change and maintain their behaviour, the data suggest that many will not follow through with their intention.

The fact is: People don't always act in their own best interest. People don't always do the "right" thing, even if they know what the right thing is.

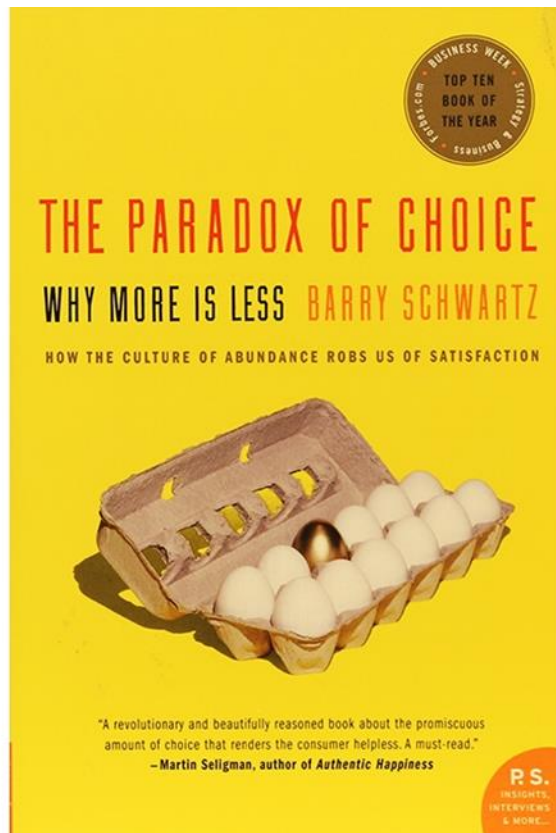
***The best
'medicine' is the
individual, who
is informed,
empowered and
inspired***



WHY DON'T PEOPLE CHANGE?



THE PARADOX OF CHOICE



THE JAM STUDY

A grocery store conducted 2 tasting sessions. In one session shoppers were allowed to sample 24 flavors of jams, and in the other session they were allowed to sample 6 flavors



24 Choices of Jam	vs	6 Choices of Jam
Attracted 60% of Shoppers		Attracted 40% of Shoppers
Shoppers sampled 2 flavours on average		Shoppers sampled 2 flavours on average

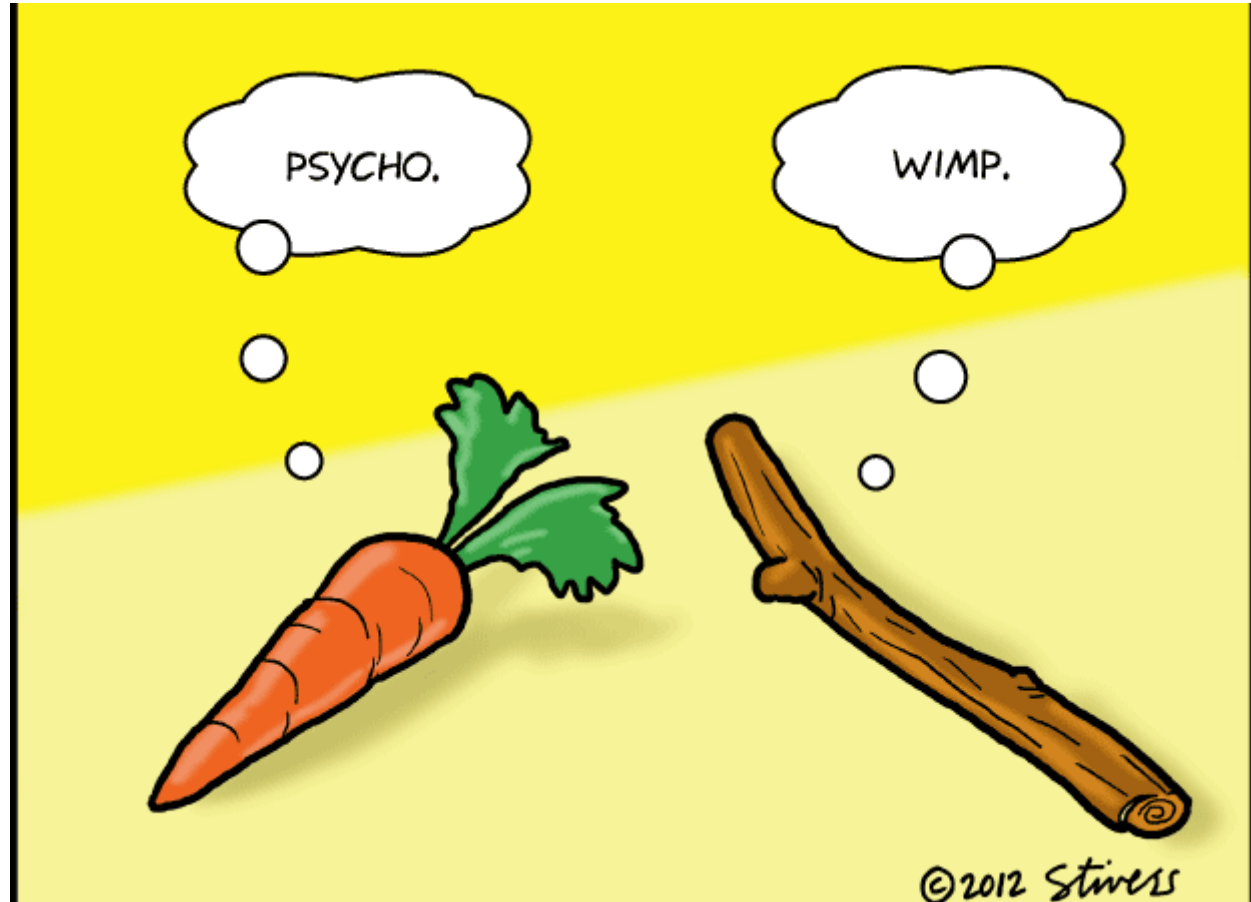
Context Matters

A B C

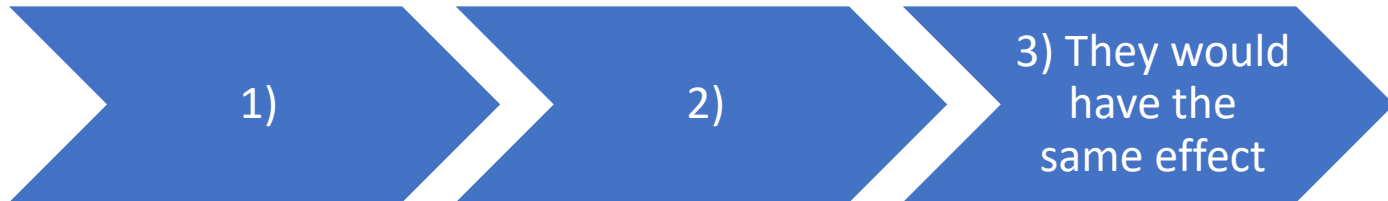
1
2
3
4

A | B C
1 | 2
4

Carrot vs Stick



Which of these would have the greatest effect?



Loss aversion bias



The pain of losing is psychologically 2 -3 times as powerful as the pleasure of gaining.



How you 'sell' it.



iPod.
1,000 songs in your pocket.

Ultra-slim 5-gigabyte hard drive doubles as a FireWire disk for files and applications.

Blazingly fast FireWire connection capable of downloading an entire CD in just 10 seconds.

Rechargeable lithium polymer battery that provides up to 10 hours of continuous playtime.

Headphones engineered with Neodymium transducer magnets for high-fidelity sound.

The world of “Medaphors”

Hemoglobin picks up oxygen in the lungs and brings it to the rest of the body

Just like a **school bus** picks up kids and brings them to school



MEDiphors

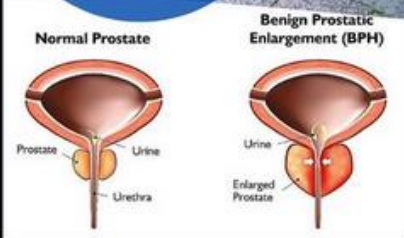
@mediphors

Fiber in your diet is like **water for a sponge** . . . eat enough fiber and your bowel movements are soft, but not enough fiber and they are hard and rough.



MEDiphors

When your **prostate enlarges**, it can block the urethra, causing a decreased urine stream -- just like when you **step on a hose**, blocking the stream of water



Normal Prostate

Benign Prostatic Enlargement (BPH)

MEDiphors

Depression can be a **dark, deep hole** that is hard to climb out of, and **medication** can be a **ladder**



MEDiphors

Be self-care aware!

NHS

Compare the costs below

Where you visit	Self-care <small>(Pharmacy or Supermarket)</small>	GP & Pharmacy	Walk-in Centre	A&E
Indigestion & Heartburn	£3.99	£35.28	£43.43	£69.99
Hay Fever	£2.50	£33.79	£42.04	£65.50
Blocked Nose	£3.99	£35.28	£43.53	£66.99
Pain <small>(paracetamol)</small>	£0.59	£31.88	£40.13	£63.59

Make the right choice for YOU and YOUR NHS

Choosing to **self-care** when you suffer from a minor illness can help you and the NHS.

Its **simple**, **quick**, **easy** and **considerate**.

Find out more about self-care at: www.nhsstaywellforbyshire.co.uk

Be self-care aware

3 things we can learn from this picture



Questions

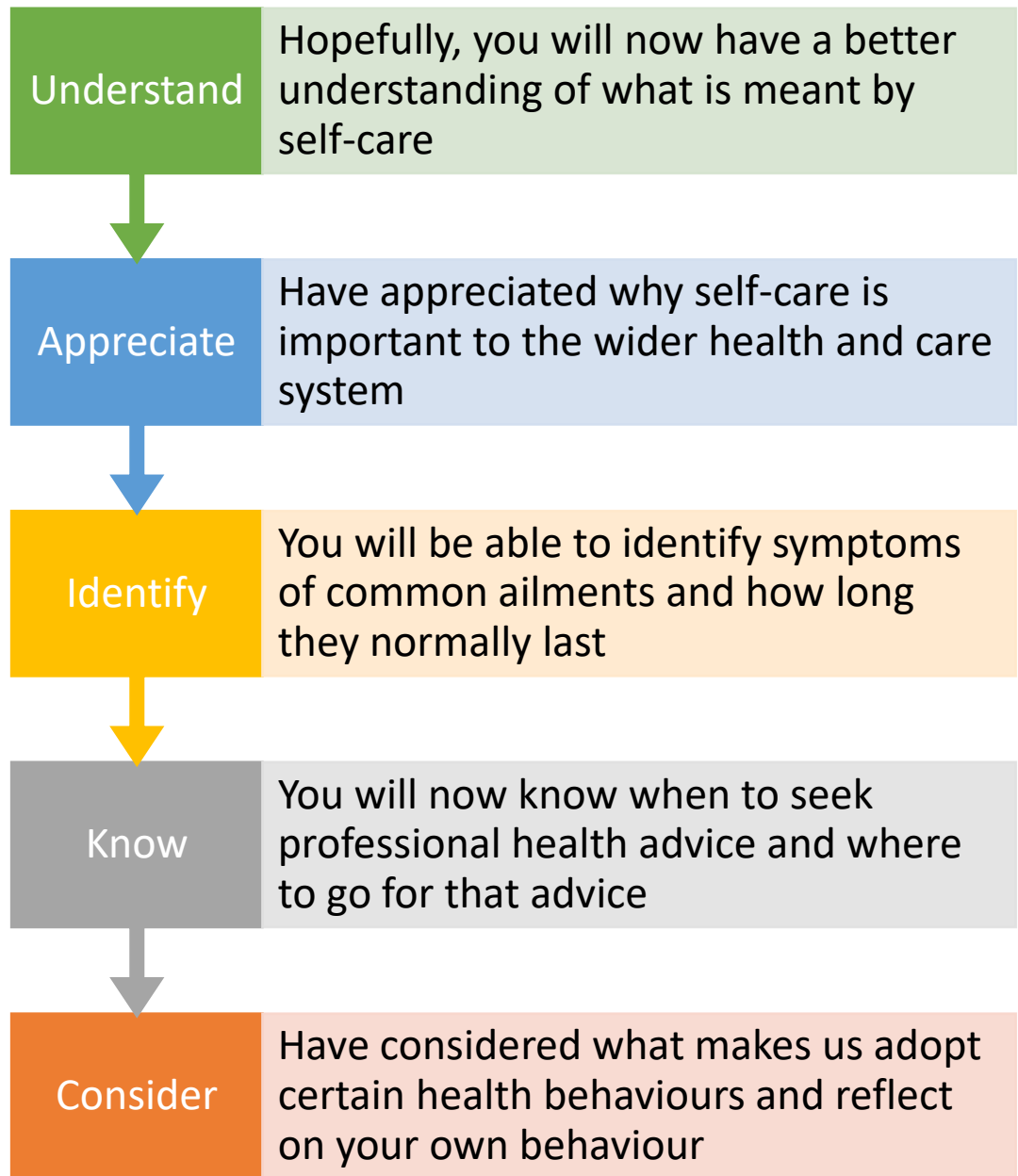


SUMMARY

SUCCESS ?



Please remember to
send your feedback
via the link sent to
you





Get Involved and Stay Connected

Share our Self Care Forum [Factsheets](#)

Promote Self Care Week 13 – 19 November

Join our Self Care Week *twitterchat* on 13 Nov at 12pm

Enter the 2024 Self Care Innovation Awards

Become a [self-care champion](#)

Subscribe to the Self Care Forum e-newsletter

Follow us on:



Visit the Self Care Forum website www.selfcareforum.org

Sponsor a Factsheet or Donate to the Self-Care Forum

For more info email libby.Whittaker@selfcareforum.org

Thank you for completing our surveys – it helps us evaluate