

National Self Care Week Review 2023



About the Self Care Forum

The Self Care Forum has organised National Self-Care Week since 2011. As the leading independent provider of best self-care practice and the 'go-to' place for top quality evidence-based resources, current opinion and self-care interventions in the UK, we help organisations support their communities and service-users to better take care of their physical health and mental wellbeing.

For further information about the Self Care Forum, our work or how to get involved please contact selfcare@selfcareforum.org. You can also follow us on social media 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



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1 Foreword by the Self Care Forum chair

Self-Care Week, which we have been running since 2011 is now a well-established public health initiative, raising awareness of the benefits of self-care. For 2023 we focussed on holistic self-care and **Mind and Body** was the theme. Highlights of the Week are captured in this Review.

More than **1000** individuals and organisations took part in National Self-Care Week in 2023, helping to bring self-care awareness to millions of people in the UK. Since we began in 2011, participation has mostly been from NHS organisations, and in 2023 these included integrated systems, primary care networks, surgeries, healthcare trusts, pharmacies and mental health trusts.

It is always encouraging to see the diversity of organisations getting involved. In 2023, there was an increase in educational organisations taking part, including **100** schools across Northern Ireland who spent the Week learning about self-care, pharmacy and medicines use, equipping school children with essential life-long skills.

I was delighted also to be joined by national representatives from all **4 UK countries** on Monday 13 November who helped to kick start Self-Care Week with a fascinating self-care X chat.

The Self Care Forum's new winter fact sheets were popular during the Week, although, for the 2nd year the menopause fact sheet was the most downloaded. It is an excellent resource. We were also pleased with the positive feedback about our new Self-Care Week icon and to see how imaginative organisations were in their use of the icon in images to promote Self-Care Week.

My fellow trustees and I would like to thank you for your participation in National Self-Care Week and we hope you will join us again in 2024.



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



2 Self-Care Week Activity Highlights

1000+ organisations & individuals took part



233 NHS organisations got involved across all **4** nations



4 UK countries launched Self-Care Week via the X chat



87.8k impressions and **397** retweets and **728** likes

10,422 page views during Self-Care Week



3,673 Self Care Forum fact sheets downloaded during Self-Care Week



#SelfCareWeek trended in the “fitness” category on X



Messaging mostly focused on mental wellbeing

3 The impact of Self-Care Week

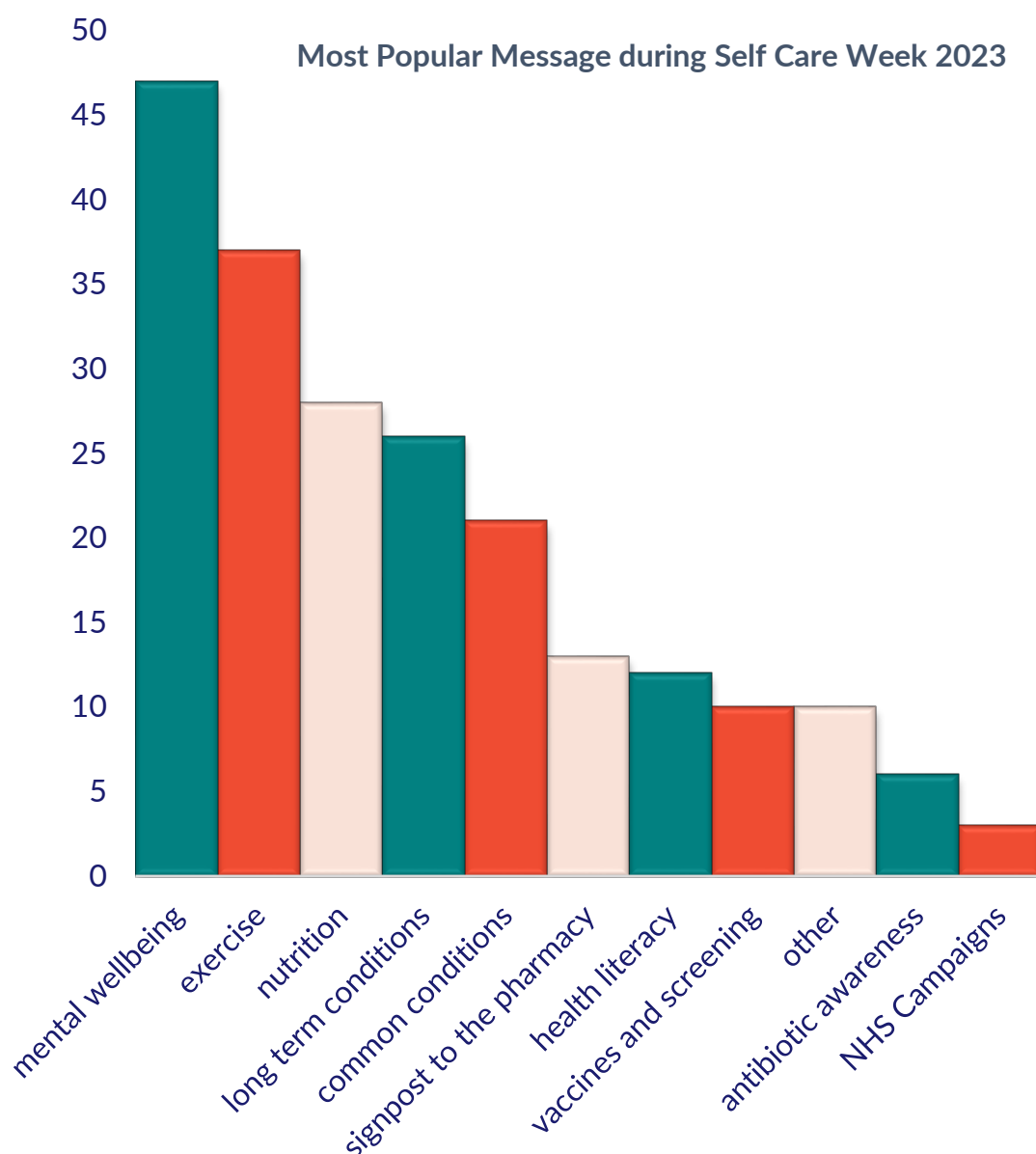
This table demonstrates how impactful Self-Care Week has been each year as it resonates with organisations and individuals who choose to participate as a way of empowering their population.

The Self Care Forum's fact sheets continue to be a favourite resource, while X participation peaked in 2019 and has been dipping each year since then.

	Participating organisations and individuals	Fact sheet page views	Website visits	X (twitter) impressions
2023	1000	3,673	10,422	87.8k
2022	800	2,041	11,536	116K
2021	800	5,432	15,489	196K
2020	900	1,316	10,136	210K
2019	1,000	1,124	9,112	213K
2018	600	1,241	13,233	140K
2017	300	1,283	8,825	85.8k
2016	200	1,699	10,085	72.2K
2015	160	833	5,712	70.8K
2014	100	587	4,383	13.2K
2013	100	384	3,474	unknown

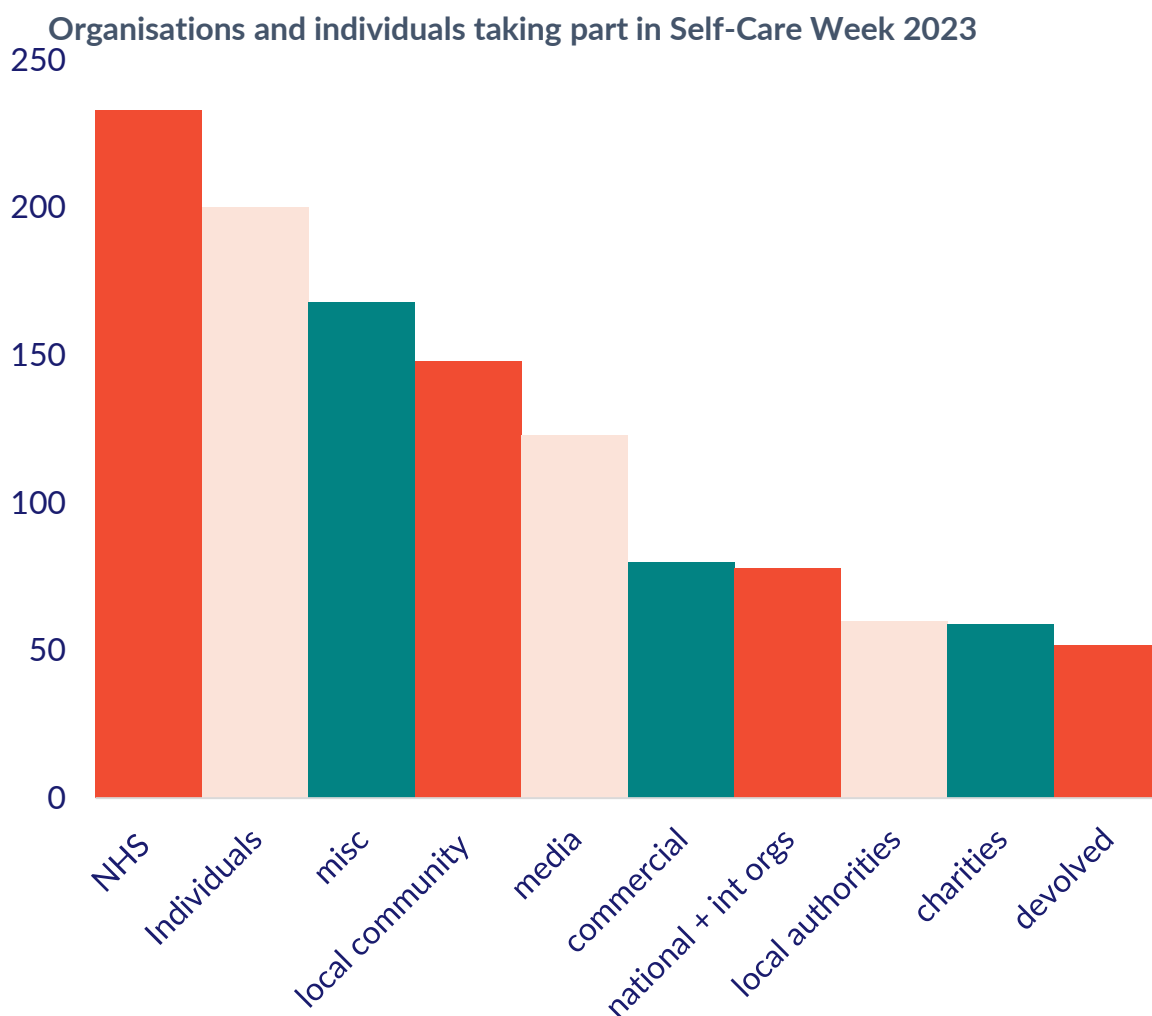
4 Top Self-Care Messages

A Self-Care Week survey reveals the breadth of self-care messages being promoted during Self-Care Week with 2023's **top message being “mental wellbeing”** closely followed by exercise.



5 Who is taking part?

More than 1000 organisations and individuals took part in Self-Care Week with NHS organisations still the largest group. Although, each year the diversity of organisations getting involved increases, ensuring a wide range of participants and messages.



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

6 New Self-Care Week Icon

We were honoured to have the award-winning designer Mark Osborne create our National Self-Care Week icon this year and we love how people used it to highlight their self-care messages. Here are a few examples.



7 How are folk getting involved?

Here are some examples of how local organisations celebrated National Self-Care Week: **Refresh BwD** held an engagement day, **Belfast Healthy City's** pharmacy schools programme ran in 100 schools, **SASH Library Services** introduced a wellbeing areas, **Bromley Well** organised a week of local events, **Glasgow University** made a self-care wall, **Self-Care Management Team** held a self-care event and **NIHR ARC** launched self-care videos for pelvic floor health.



8 What are people saying about Self-Care Week and the Self Care Forum?

Staff wellbeing is a priority for our School as part of our Athena Swan action plan and so we were delighted to have a Self-Care Week Exhibition to share outcomes of a recent collaboration with COPE Scotland to promote positive lifestyle information and signpost people to resources to improve self-care practice.

Susan Grant, Health and Wellbeing, Glasgow University

More than 100 schools across Northern Ireland spent Self-Care Week learning about pharmacy awareness, teaching children about self-care, including safe use of medicines, is incredibly valuable, providing them with essential health literacy life skills to use throughout their entire life. **Anne McCusker, Healthy City Co-Ordinator, Belfast Healthy Cities**

Self-Care Week is important because it applies to absolutely everyone! From a Social Prescribing perspective, it is so significant as Social Prescribing is all about empowering our clients to take care of themselves, be their own cheerleaders and focus on what matters to them.

Emma Halton, Social Prescribing Support Worker, Citizens Advice Wirral

In Walsall we know that people can become experts at understanding and managing their conditions and Self-Care Week highlights how they can develop their skills and knowledge. **Joanne Hannigan, Self Care Management Team, Walsall Healthcare NHS Trust**

9 Online Engagement

The Self Care Forum's website has free resources for local and national health organisations to support people to self-care and resources, tips and advice for National Self-Care Week activity.

Here are website highlights:

- Had **23,000** users, **52,000** page views from **Sept – Nov 2023**
- During Self-Care Week there were **4,535** users, **10,422** page views with **1331** users on **Monday 13 November** (1st day)
- The Self-Care Week icon was the most popular download prior to Self-Care Week
- During Self-Care Week the fact sheets had **3,673** page views and the menopause fact sheet was the most popular resource.



10 X Activity

X is the most popular social media choice for those participating in Self-Care Week. The Self Care Forum's X activity reached **87,800** impressions, with **397** retweets and **728** likes during the month.

Top tweet Mon 13 Nov
8172 impressions
124 total engagements

#SelfCareWeek
trended on Thursday
19th Nov

What's happening

Trending in United Kingdom

Charlie Stayt

1,227 posts

Fitness · Trending

#SelfCareWeek

Likes

728

Nov 30
2 likes

On average, you earned **24 likes** per day

Hello and welcome to our **#SelfCareWeek** twitterchat - please introduce yourself so we know who is in the **#SCWchat**

Welcome to the twitterchat
- please introduce yourself
(and use **#SCWchat**)



National Self Care Week
13 - 19 November 2023



12:00 PM · Nov 13, 2023 · **8,168** Views

Retweets without comments

397

Nov 30
1 Retweet without comments



On average, you earned **13 Retweets without comments** per day

20 tweets, **4** FB posts,
4 LinkedIn posts were
sent daily.

11 X Chat Launch – 13th November

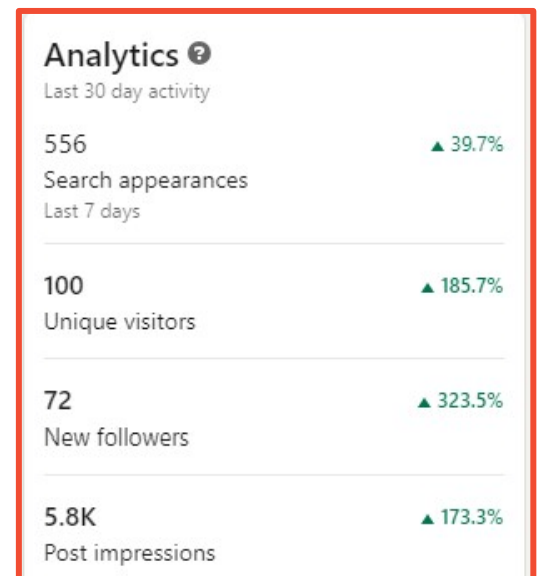
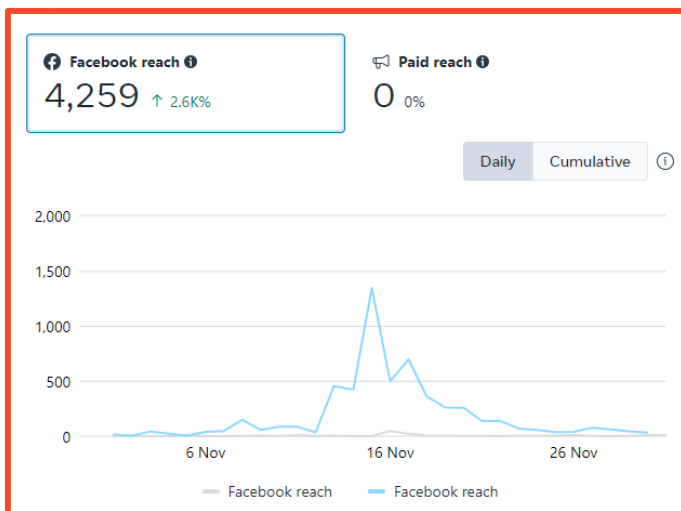
Self-Care Week was launched with an X chat where **28** people generated **148** posts, creating almost **35,000** impressions. Guests were from all **4** UK countries and from an array of national organisations including Public Health Wales, CopeScotland, QNI Scotland, NHS England, Office for Health Improvement & Disparities, Healthwatch England and former chair of RCGP NI.



It was great to be involved in the X Chat for Self-Care Week 2023 and to see so much recognition of the importance of looking after our mental wellbeing as a fundamental part of self-care. **Emily van de Venter, Consultant in Public & Mental Health, Public Health Wales**

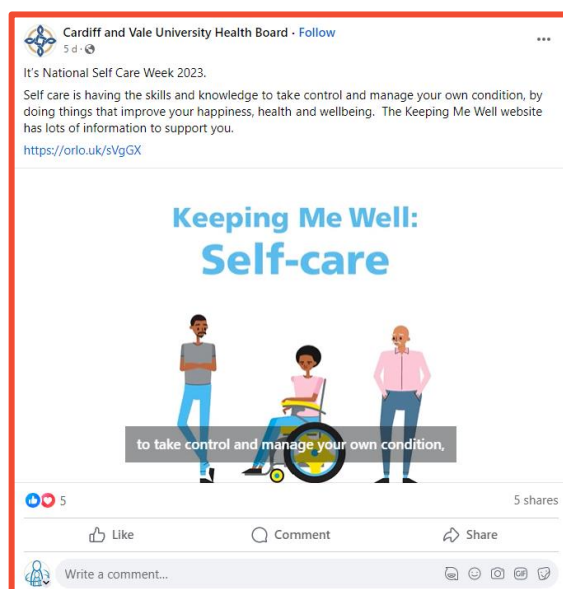
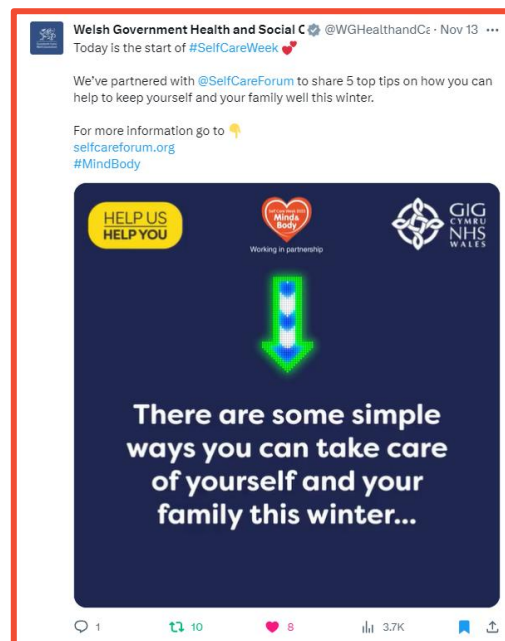
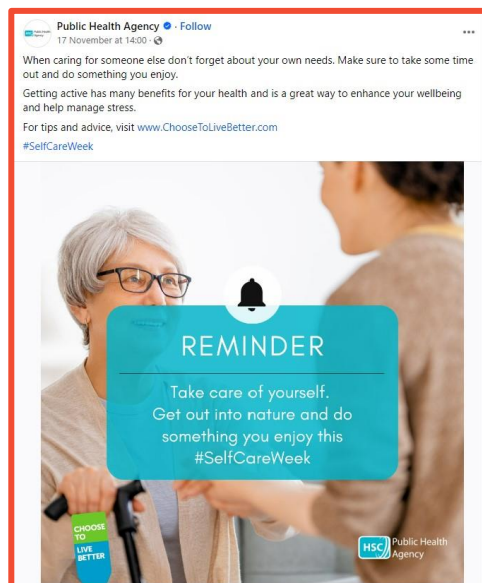
12 Facebook, LinkedIn and Instagram

LinkedIn, FB and Instagram were also busy during National Self-Care Week. In November, the Self Care Forum's LinkedIn page had **5.8k** post impressions. FB engagement was **4,259**. The Self Care Forum doesn't currently have an Instagram account although plenty of Self-Care Week activity was posted there too during the month.



13 Devolved activity

Whilst National Self-Care Week is a UK-wide event, most activity is in England. However, this year has seen a rise in organisations from Scotland, Wales and Northern Ireland which is very encouraging for future activity and support for self-care.



14 Self-Care Week Blogs

Several blogs were published to highlight the importance of self-care during Self-Care Week and here are **5** of those from the BMA, CBI, UK Government, Hive360 and Mental Health First Aid England.




'Businesses are turning down opportunities to grow because of a talent shortage'

How much is health worth? To us as individuals, it's priceless. But health also has a huge, often unconsidered, impact on the economy. With an Autumn Statement around the corner, and the business world keen to support staff as during National Self Care week, it's the perfect time to ask important questions about the relationship between health and the workplace.

Get ready for Self Care Week

Helen Donovan, 22 September 2023 - Care and support, Carers, Communities, Events, Guidance, Information sharing




Self Care Week is a well-established public health initiative, its purpose is to embed support for self-care across communities, families, and generations.



How to Aid Employees during National Self Care Week

Elevating mind and body: The art of self-care during National Self Care Week

15/11/2023



A reflection on steps and support to enable good self-care

by Emma Beeden

The practice must take place alongside medical care and not replace it

Location: UK Published: Sunday 12 November 2023

Twitter Facebook LinkedIn Email



15 Self-Care Innovation Awards

The winner and highly commended of the Self Care Forum's Self-Care Innovation Award were announced as part of Self-Care Week. Judges were from NHS England's Personal Care Directive, International Self-Care Foundation and the Self Care Forum. The **top 3** were announced and the **top 8** promoted during Self Care Week.

The Care Forum 's WellAware Health & Wellbeing IAG Network

Fedcap's Health & Wellbeing Service

Leamington PCN's Group Lifestyle Clinics & Fitness Club

Eczema Outreach Support's Don't Dismiss Young People with Eczema

UCLH's Self-Care Advice for Cancer Patients

Central London Community Healthcare NHS Trust

Bedfordshire Rural Communities Charity's M.E.E.T

C-Section Recovery Manual, Your body, Your recovery



“

I was struck by the levels of innovation in these projects which are all designed to improve people's health and wellbeing through supported self-management. The potential that we have within our communities to improve people's lives is inspirational.



Colin Royle
Senior Manager
Clinical Workforce and Lived
Experience, NHS England



16 Media Coverage

Media and broadcast coverage helps to reach more people about the benefits of self-care practise and to promote local Self-Care Week activity. Media attention is mostly local levels, with coverage also in pharmacy press.

In **2023**, there were more than **23** media mentions with a circulation of around **1m**.



17 Self-Care Awards 2024

The Self Care Forum holds annual **Self-Care Awards** to recognise the hard work and inspiration that goes into local self-care initiatives, empowering people to better take care of their health and wellbeing. The Awards will open in January 2024 and we would like to invite you to apply.



18 Thank you to our sponsor

The Self Care Forum would like to thank the International Self-Care Foundation for its continued support in providing the prize fund for the Self-Care Awards and as an integral partner in increasing awareness globally of the importance of self-care to people and health systems.



19 Can you help?

The Self Care Forum is a charity. All our resources are free and to continue our work, including National Self-Care Week, we rely on donations, grants and sponsorship.

Do get in touch if you would like to donate to the charity or discuss sponsorship opportunities.



Get in touch via email
selfcare@selfcareforum.org

20 Self-Care Week 2024 Image

We were pleased with how our 2023 Self-Care Week icon was received and we feel it deserves another outing! So, it will once again be the official icon for 2024's National Self-Care Week. And **Mind & Body** is the theme again.

And, in 2023, the trustees of the Self Care Forum decided to start using the hyphen between self and care going forward.



Stay up to date, subscribe to the newsletter and follow us on social media.

Thank you for your support and we hope you will continue to work with us to help increase levels of health literacy and improve people's ability to take care of their own physical health and mental wellbeing. Please stay in touch and follow us on social media.

