

OUR MISSION: is helping people take care of themselves.

OUR VISION: is to improve the health of the UK population by establishing self-care as the starting point for all personal health management, enabling organisations and individuals to have the skills and tools to engage in self-care, and supporting and promoting self-care well-being interventions to be part of standard care pathways.

ACHIEVED THROUGH OUR STRATEGIC PRIORITIES:

Creating

- Up-date and improve existing fact sheets.
- Scope out new fact sheets and emerging topics.
- Publish new high-quality evidence-based e-learning resources to address the needs of our beneficiaries.
- Develop local workshops and webinars to provide value to our beneficiaries and stakeholders.
- Scope out different ways to deliver self-care messages for our diverse audience.

Leading

- **National Self-Care Week:** Develop and grow in terms of metrics, value & impact; expand further into devolved countries.
- **Best Practice:** Self-Care Awards to recognise self-care excellence and innovation and share best practice.
- **Conferences:** Set up opportunities to engage with national and international Self-Care Conferences.
- **Consultancy:** Offer to national bodies, such as working groups and guideline development teams.
- **Resources:** Continue to be recognised as the key provider of resources to support self-care.

Supporting Research

- Identify research priorities for self-care.
- Partner in grant applications to establish collaborative research projects about self-care.
- Publish robust new research evidence for self-care in collaboration with our academic partners.
- Promote research findings to support knowledge exchange and innovation about self-care.

Collaborating

- Develop successful, mutually beneficial relationships with other organisations (including industry) to further the self-care agenda.
- Become an international partner of major organisations with an interest in self-care (e.g. World Health Organization).
- Continue to work with major healthcare providers to progress self-care.

Creating practical evidence-based resources for individuals, practitioners and organisations

Leading national self-care campaigns and influencing national and international policy

Supporting the generation of robust research evidence around self-care and health literacy

Collaborating with partners to advocate for self-care in the context of the wider health economy

Underpinned by proactive, high profile social media and website communications; skilled and innovative board of experts; and a sustainable, ambitious financial plan

Developing influence to drive the self-care agenda across the healthcare system and beyond