

Ideas for Integrated Care Systems



Self-Care Week 2024

**Mind &
Body**

18-24 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 Integrated Care Systems 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?

Self-Care Week provides ICSs and other community organisations with a focus to hold a targeted campaign to support patients and the public 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, and Self Care Forum Trustee]

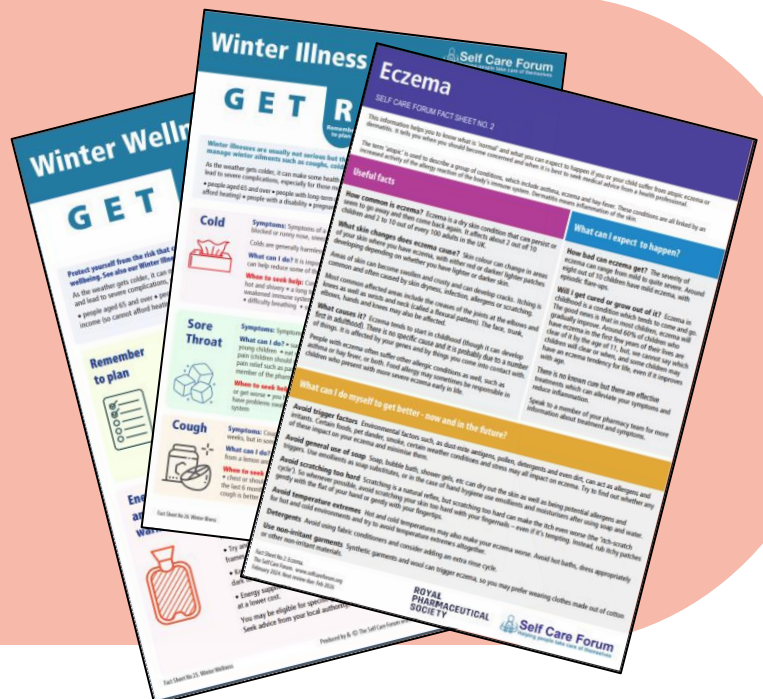
National Self-Care Week - 18 – 24 November

2.0 Self-Care Week activities

Our resources are designed to empower individuals and help them understand how to take care of their symptoms, and are ideal resources for Self-Care Week:

- Use Self-Care Week posters and fact sheets as part of your promotions.
- Share resources with colleagues throughout the ICS for use during interactions with service-users.
- Highlight the benefits to self-care on websites, social media and other platforms used to reach your audience.

Self-Care Aware fact sheets are excellent resources in primary care, not only during Self-Care Week.



2.1 In health spaces such as surgeries

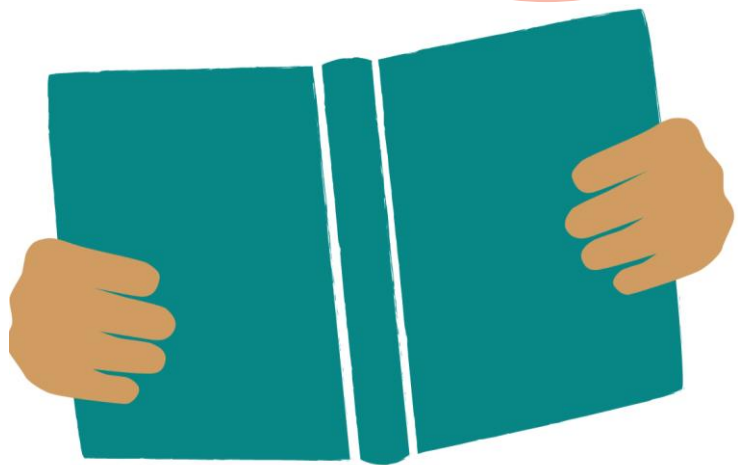
Waiting rooms and receptions are ideal spaces for self-care interaction and to promote your Self-Care Week activities. Here are more ideas:

- Use free space to set up a walk-in screening check for free blood pressure checks, blood sugar level checks or another type of disease screening
- Hold a lunch n learn or a coffee morning event to provide a Q&A on a specific health topic. You could choose something that affects most of your vulnerable patients in the local area.
- A similar event could be held via FB perhaps also inviting external experts to offer their advice as part of a panel or solo presenter.

2.2 Provide talks in the community

Nurses, doctors and allied health professionals have a wealth of knowledge about how people can take better care of themselves, Self-Care Week offers an opportunity to get out and spread the word, for instance:

- Offer to take part in a health phone-in session on a self-care topic – engage with your local radio or broadcaster
- Offer an interactive talk at the local school, or college or university on a self-care topic or how the NHS works
- Write a health series of articles for the local newspaper –on the benefits of exercise, connection, loneliness, nutrition etc



2.3 Working with others

Self-Care Week is an excellent initiative for collaborative working opportunities, 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 give a series of talks at local community settings during Self-Care Week .
- Invite someone from local Healthwatch to speak to people in local surgeries, pharmacies, etc about accessing health services and social groups.
- Consider contacting your local authority, schools, colleges, businesses pharmacy, to collaborate on a joint project for Self-Care Week.

2.4 A week of activities

ICSs are ideally set up to deliver an exciting week of activities for the local communities for Self-Care Week, organising events on different topics for each day.

Here are a few more ideas in case you have time and resources to produce a week of activities to empower your service-users and local residents.

- Organise a walking group event and incorporate local sites and landmarks
- Run a virtual bingo game, reading group or knit+natter event to help connect people
- Meditation is generally a good thing for many people young and old, invite a local expert to hold a virtual or real event at the surgery.
- Hold an Xchat, or something similar on another platform, and invite people to let you know how they self-care

3.0 Connecting to National Self-Care Week

As the organiser of Self-Care Week, the Self Care Forum will be promoting the benefits of self-care at the national level, particularly via social media.

Watch out for social media assets available nearer the time, check the website or subscribe to the newsletter for updates.

Use #selfcareweek and #mindandbody when getting involved on social media and include the Self Care Forum in your posts for a share and like.

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

3.1 Don't forget branding

It is always good to connect to the national Self-Care Week activity via official branding material, which is available on the Self Care Forum website.

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

Invest in a Self-Care Week pop up banner and link to National Self-Care Week, [free artwork](#) is available.



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 Awards. Details on the website

