

Ideas for Primary Care Networks



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 Primary Care Networks 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 PCNs 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.

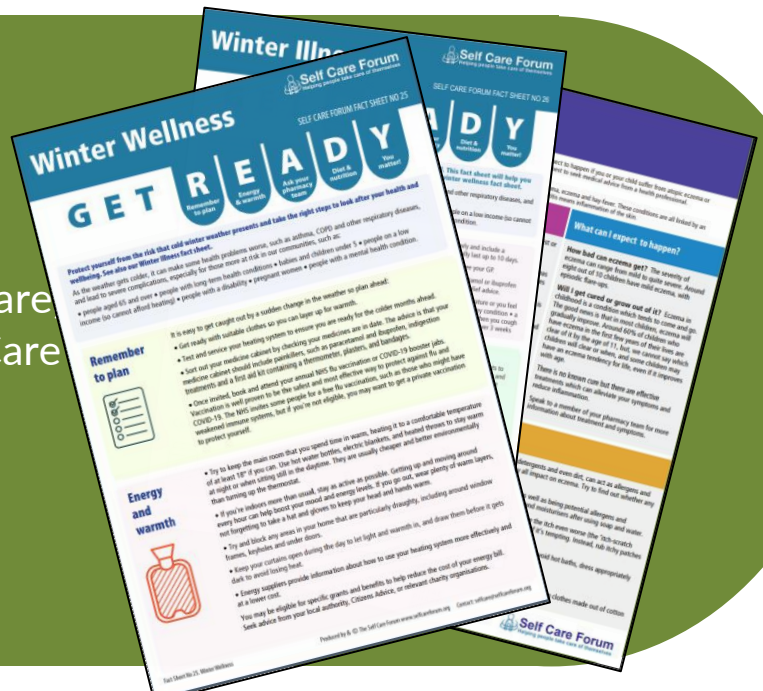
“Self-Care Week is the one time of the year when so many different organisations can own the same message.”
[Ade Williams MBE, Community Pharmacist, and Self Care Forum Trustee]

2.0 Utilise Self-Care Forum resources

Many of our resources such as our self-care aware fact sheets are designed to empower individuals and help them understand how to take care of their symptoms, utilise these during Self-Care Week:

- Use Self-Care Week posters and fact sheets as part of your promotions.
- Share resources with colleagues throughout the PCN 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 advertise 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 excellent 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 / college / university on a relevant topic or the function of a nurse, pharmacist etc
- Write a health series of articles for the local newspaper – perhaps on the benefits of exercise, connection, loneliness, nutrition etc

2.3 Working with others

Self-Care Week offers a great opportunity for collaborative working, helping to pool resources, strengthening messages and reach more people. 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 getting in touch with your local authority, schools, colleges, businesses pharmacy, to collaborate on a joint project for Self-Care Week.

2.4 A week of activities

PCNs are ideally set up to deliver a week of exciting self-care activities for Self-Care Week and organise 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 a Twitter chat, or something similar on another social media 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 as much as possible at the national level, particularly via social media.

Watch out for social media assets that will be available nearer to the time, check the website or subscribe to the newsletter to be notified.

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

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

3.1 Don't forget the branding

It is always a good idea 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.

You might want to invest in a pop up banner, [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 Innovation Awards. Details on the website

