

# Ideas for Pharmacy



**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 pharmacies can participate.

Further resources are available from the website [www.selfcareforum.org](http://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](mailto:selfcare@selfcareforum.org)

## 1.0 Why Participate in Self-Care Week?

Self-Care Week provides pharmacists and other service-user organisations with a focus to hold a targeted campaign to support patients and customers 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, Bristol]

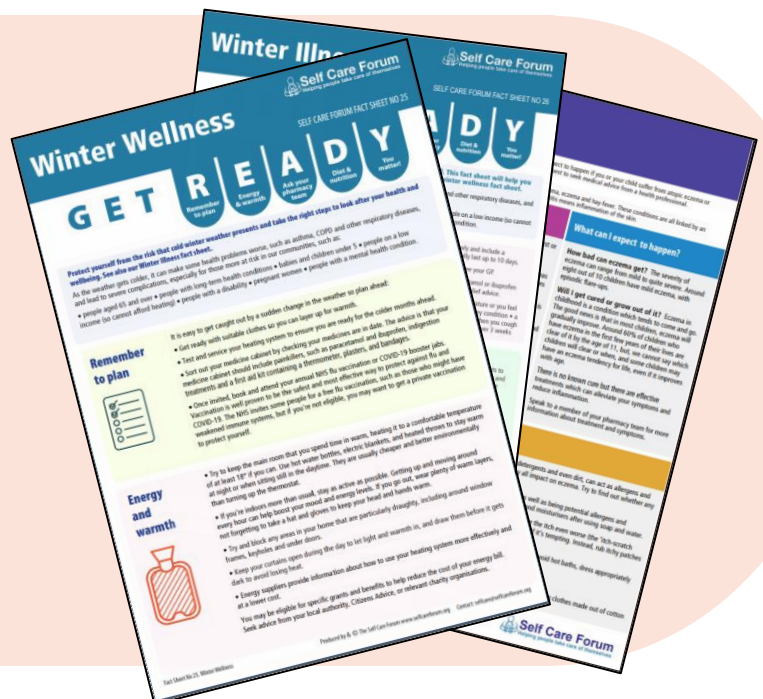


## 2.0 In-pharmacy activities

For most people, the community pharmacy is the best place to access health advice easily, therefore you could utilise this important function, for instance:

- If you have space in the pharmacy dedicate a relatively quiet corner to provide free blood pressure checks, blood sugar level checks or another type of disease screening
- Use the Self Care Forum's fact sheets.

Self-Care Aware fact sheets are perfect resources for pharmacies, not only during Self-Care Week.



## 2.1 Self-Care talks in the community

Pharmacists have a wealth of knowledge about how people can take better care of themselves , Self-Care Week offers an opportunity to get out of the pharmacy and spread the word, for instance you could:

- Offer to take part in a health phone-in session - contact your local radio or tv broadcaster
- Give an interactive talk at the local school, or college or university on a relevant topic or about a day in the life of a community pharmacist
- Write a piece for the local newspaper on what services the pharmacy can provide.



## 2.2 Working with others

Collaborating with local organisations is a great way of 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 talk to customers during Self-Care Week .
- Invite someone from local Healthwatch to the pharmacy to speak to customers about accessing health services and social groups.
- Consider contacting your GP surgery, PCN, ICS to collaborate on a joint project for National Self-Care Week.

## 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 practice at the national level, particularly via social media.

**Free social media assets will be available** nearer the time in case you want to get involved on social media. Or subscribe to the newsletter to keep updated.

Use [#selfcareweek](#) and [#mindandbody](#) when getting involved on social media and include the Self Care Forum in your posts on X, LinkedIn and FB for a share and like.

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

## 3.1 Don't forget branding

Another way to connect to the National Self-Care Week programme is via official branding material, which is available on the Self Care Forum website. A TV icon is available if you have a monitor in-store.

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

Invest in a Self-Care Week a pop up banner, to grab attention and link your activities to National Self-Care Week.



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](mailto:selfcare@selfcareforum.org)

Consider entering our Self-Care Awards. Details on the website

