

8 Point Plan



About this resource

Getting the most out of your National Self-Care Week initiative takes planning and this resource aims to provide tips and ideas on how to start.

Further help is available from Self Care Week award winners who have produced case studies to share best practice. You may also wish to look at our comms doc available on the resources page of the Self Care Forum website.

For more information contact selfcare@selfcareforum.org



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1.0 Your Self-Care Week Aims and objectives

It is important to have clear aims and objectives for what you are hoping to achieve with your National Self-Care Week initiative:

Aims are long term goals, here are some examples:

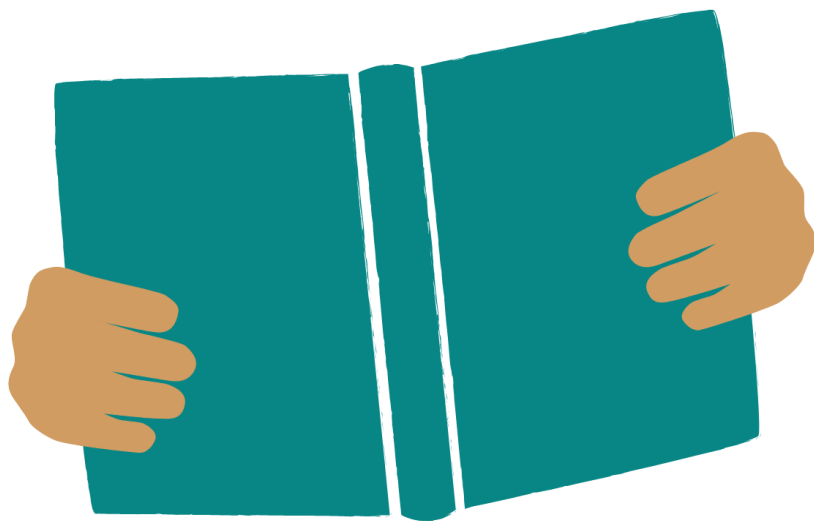
- to engage people in self-care behaviour
- to help smokers give up smoking
- to introduce self-care approaches in the surgery
- to work with pharmacists to support the local population's health literacy
- to engage students in activities to protect their mental wellbeing

Date: 18 – 24 November 2024

1.01 Possible Self-Care Week objectives

Objectives are more short term, examples would be:

- to introduce self-care aware consultations to help people take care of their own health and wellbeing
- to help people with diabetes understand healthy nutrition and manage their health
- to launch a website / service / programme
- to engage students in a fitness regime



2.0 Planning your Self-Care Week project

Once you have agreed your objectives, put some thought into how you propose to reach them, whether it is through promotion, activities, campaigning or all three.

For tips and ideas, it might be worthwhile finding out about previous initiatives, Self-Care Week award winners have produced case studies which are available on the Self Care Forum website.

Go to the resources page of the Self Care Forum website for more material



3.0 Working with others

The Self Care Forum is always keen to encourage collaborative working whenever possible.

It is a way of pooling resources, (financial and manpower), increasing promotional reach and engendering effective local relationships. Here are some examples of potential local partners:

- Local pharmacists
- Surgeries
- ICSs
- Local authorities
- Third sector
- Businesses
- NHS trusts
- Healthwatch
- Schools, universities, colleges
- Fire services
- Ambulance services
- Gyms
- Libraries
- Local media, broadcast

4.0 Reaching your Self-Care Week audience

Often a blanket promotion will not be as effective as targeted messaging which is why it is always good to know your audience and direct your messages accordingly. For example, the same self-care messages which are appropriate for students will not necessarily be helpful to first time parents. You might also want to consider which communications platforms have the best reach for your audiences.

When thinking about your promotional activities it is useful to also bear in mind your objective(s) and target audiences. This will help you to make the most of your promotional activities and communications.

Examples of Self-Care Week activities: quizzes and games, reading club, coffee mornings, lunch and learn, workshops, posters/leaflets, local media/broadcast, market-stall event, zoom fitness classes, social media messaging, online events, Xchats.

5.0 Self Care Week Branding

Whether you are implementing low key activities or a more ambitious large-scale initiative it is good to use Self-Care Week images, which are available on the Self Care Forum website, to brand your campaign. It means your audience will identify your Self-Care Week activity which will help reinforce and strengthen your self-care messages.



Using the same images to brand your campaign locally will also help to connect Self-Care Week activities at a regional and national level making it part of a bigger, national public health initiative.

6.0 Evaluate your Self-Care Week project

Evaluating your Self-Care Week initiative is an excellent way to measure its effectiveness and demonstrates whether you reach your objective(s).

It is useful to implement an evaluation plan before you start activities and base it on your objective(s) by focusing on intended outputs, outcomes and long and short-term impact.

It will also help you understand which activities work well and what works less well so you can adapt and shape your local self-care strategies going forward. (It could also help make a case for further funding).

[Tips on evaluating your Self-Care Week initiative.](#)

7.0 Self-Care Week Innovation

People are bombarded with communications these days, so finding innovative ways to reach your audiences will help land your Self-Care Week messages more effectively.

Something a bit different can help engage your audience and lead to a more successful initiative. Here are examples:

- Gardening events
- Pub quizzes and games
- Cookery classes
- Selfie frames
- Targeted videos
- Self-care apps
- School competitions

8.0 Connecting to National Self-Care Week Activity

As organisers of Self-Care Week, the Self Care Forum will be promoting the Week and all things self-care at the national level, particularly via social media. So do look out for us.

We hope you will use [#selfcareweek](#) and [#mindandbody](#) when getting involved on social media. For a like and share, include the Self Care Forum on your twitter, LinkedIn and FB posts.

Do get in touch to find out more about the Self Care Forum's social media programme.

selfcare@selfcareforum.org.

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

Thank you for getting involved in Self-Care Week and keep an eye on the website for new material or [sign up to our newsletter](#) for updates.

Get in touch via selfcare@selfcareforum.org

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

