

**Mind &
Body**



Make time for friends

**Self-Care Week
Toolkit for
Community
Pharmacies**

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Body**

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Enjoy a good night's sleep



Self-Care Forum
Helping people take care of themselves

Who is this toolkit for?

This toolkit is for community pharmacies, including pharmacists, pharmacy assistants and the wider pharmacy teams, It includes practical suggestions, key messages, and collaboration strategies tailored to your role in supporting and promoting Self-Care Week in your community.

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 is available on the [resources page](#), also an 8 Point Plan, Self-Care Week Ideas, the icon, posters and social media assets etc
- [Subscribe](#) to our newsletter to stay updated
- Follow us on [Instagram](#), [Bluesky](#), [X](#), [facebook](#), and [LinkedIn](#).
- Get in touch via selfcare@selfcareforum.org



About Self-Care Week

Self-Care Week is the annual national campaign from the Self-Care Forum, encouraging individuals to take control of their health and wellbeing. It's a perfect opportunity for community pharmacies and other local health organisations to:

- Promote both mental and physical wellbeing
- Support self-management and prevention
- Give advice on common ailments
- Help signpost people to relevant health services according to their needs
- Improve health literacy and resilience in communities

This year's theme, "Mind & Body", is designed to be broad enough for participants to tailor their self-care messages to what is needed in their community.



What your pharmacy can do

In pharmacy activities

- ◆ **Set up a self-care display**
 - Using official posters and Self-Care Forum fact sheets showcase self-care resources for customers and patients
 - Have someone cover the display to invite a proactive discussion about health and wellbeing and local services
- ◆ **Host a self-care drop in**
 - Use an area of the pharmacy to hold a drop in with health experts, like fitness instructors, physios as well as pharmacists and offer advice and signposting to services
 - Run a screening service inviting everyone who enters the pharmacy to know their bp numbers!
- ◆ **Collaborate with local link workers**
 - Work with the local surgery and invite a link worker or social prescriber to talk to customers in the pharmacy about local services



Resources from the Self-Care Forum

Self-Care Aware Fact Sheets

Designed to help people understand how to take care of symptoms of common conditions, these fact sheets are perfect for use in pharmacies, here are a few suggestions:

- Use the fact sheets when giving advice about symptoms of common ailments
- Promote healthy living with our POWER fact sheet
- Promote women's health with our Menopause fact sheet
- Use our Winter Illness and Winter Wellbeing to prepare people for the winter months
- Our Boosting Your Mood can help as part of a mental wellbeing promotion.

Posters, and icons

The Self-Care Forum has Self-Care Week posters, website text and social media assets for use during the Week (available 2 weeks before Self-Care Week).

Posters can be used on websites and displayed in areas of the pharmacy.

Also, the “Mind & Body” heart icon will help brand your activities and link it to the national campaign.

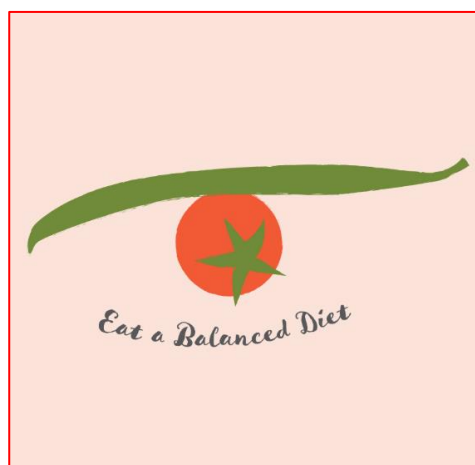
 www.selfcareforum.org/resources



Collaborate with local partners to amplify impact

Pharmacies can expand their reach and influence during Self-Care Week by partnering with local agencies.

- Coordinate Self-Care Week activities with **local GP surgeries**, encouraging them to signpost patients to pharmacy-first services. The pharmacy and surgery can use Self-Care Forum factsheets to ensure consistent, evidence-based advice and to demonstrate a joined-up approach;
- Work with **local broadcasters** to promote self-care messages with a Q&A phone-in;
- Offer to write a series of self-care articles for the **local press** signposting to pharmacy services.
- Give a talk in **schools, colleges, universities** about the services available in pharmacies and about when students should seek help.
- Run a series of events across the week with **the local authority** targeting local health needs.
- Invite a **physical activity expert** to the pharmacy to speak to customers about keeping active (share the Self-Care Forum's new Moving More fact sheet).



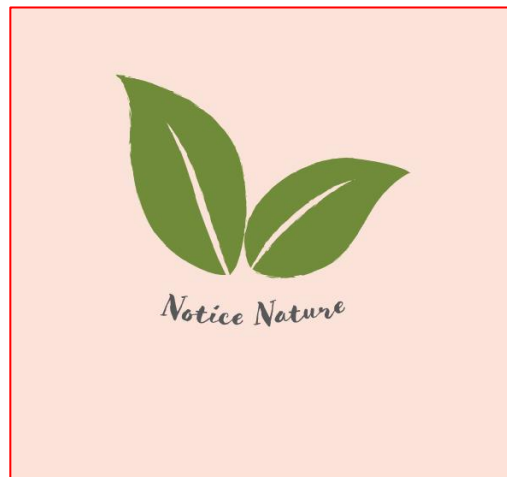
Website and Social Media promotion

Use the Self-Care Forum's text and icon to add information to your pharmacy website.

If you have social media platforms use Self-Care Forum's social media assets during National Self-Care Week.

Please connect to the Self-Care Forum's social media platforms [Instagram](#), [Bluesky](#), [X](#), [facebook](#), and [LinkedIn](#) and tag us for a share and like using [#selfcareweek](#) [#mindandbody](#).

Social media assets will be available 2 weeks before Self-Care Week covering exercise, signposting, connection, mental wellbeing and common ailments. Keep an eye on the website or email selfcare@selfcareforum.org



Thank you for participating in National Self-Care Week and making a difference to people's understanding and practise of self-care.

Consider entering our Self-Care Awards. Details on the website. If you have any questions about the work of the Self-Care Forum contact selfcare@selfcareforum.org

