

National Self-Care Week 2025 Review





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About the Self Care Forum

The Self-Care Forum is a charity and has been organising National Self-Care Week since 2011. As the UK's leading independent provider of evidence-based resources, expert insights, and best practises in self-care, we help organisations support their communities and individuals in taking better care of their physical health and mental well-being.

For further information about the Self-Care Forum, our work or how to get involved please contact selfcare@selfcareforum.org. You can also follow us on X, Bluesky, LinkedIn, Facebook and Instagram, or [subscribe to our newsletter](#) via our website.

Our mission

- Provide the most useful self-care resources
- Be a 'one-stop-shop' networking hub
- Campaign for more effective self-care



Foreword by the Self-Care Forum chair

For the first time since Self-Care Week began in 2009, local community organisations became the primary drivers of the campaign, overtaking NHS organisations. Libraries, youth and social groups, clubs, local charities and the likes are driving health promotion and empowerment through their promotion, events and activities during Self-Care Week. It's inspiring to see such strong commitment at the local level.

We noticed a rise in blogs and articles offering practical advice on everything from winter health and nutrition to mental wellbeing and exercise. Unsurprisingly, “mental wellbeing” was the most popular message promoted this year—it's clearly a priority for many.

During the Week, we launched our new *Moving More* fact sheet and shared an infographic from the *Living Self-Care Study*. That study highlighted something important: awareness of public health guidance—like recommended alcohol intake and exercise guidelines—is still low. This underlines the need for consistent public health campaigns like those promoted during Self-Care Week.

Looking ahead to 2026, we're hoping for a wider-reaching campaign that builds on the NHS 10-Year Plan's emphasis on prevention. It was great to see Care Minister Stephen Kinnock MP supporting the importance of self-care, especially through community pharmacy, and Northern Ireland's Department of Health also published a winter wellbeing message.

Finally, a huge thank you to all the organisations and individuals who helped make National Self-Care Week such a success again this year.



Helen Donovan, M.Ed. BSc. RN, RHV, Queens Nurse is Self-Care Forum Chair, independent nurse consultant and immunisation specialist nurse.



Self-Care Week Headlines



9,200
website page views
during Self-Care Week



400+
organisations & individuals took
part in Self-Care Week



Self-Care Week is promoted widely on social media. Receiving more than **10,000** impressions/views across 5 platforms on official account

2,500 Self-Care Forum fact sheets downloaded in Self-Care Week




Local community engagement by youth groups, social groups, libraries, local charities and adult learning at an all time high



Mental wellbeing, exercise and nutrition were the top 3 Self-Care Week messages



Jump in number of blogs, articles and features about the importance of self-care for Self-Care Week

Comments and feedback

Thank you Self-Care Forum for all your work in spreading awareness of self-care and how important it is. Moira Anderson Foundation

Fantastic initiative! It was great to be part of this, and as a Mental Health Support Team, we continue to stress the importance of self-care in the work we do. Compass Bloom

We loved being a part of it thank you for shining a light on such an important topic - Holistic Hoarding CIC

Fantastic initiative! Looking forward to next year's events!! - Glasgow Salt Therapy

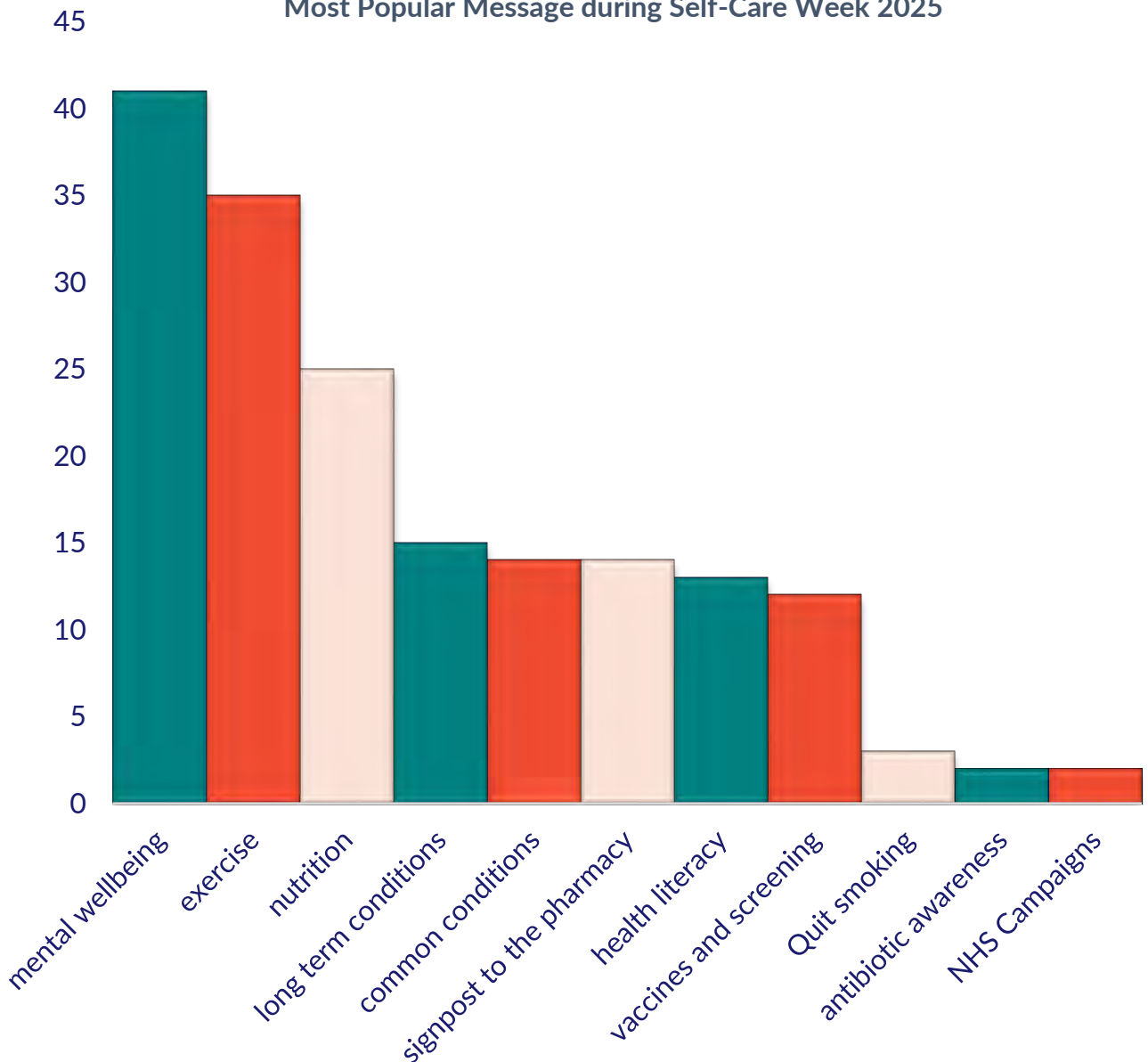
Was a pleasure to join in and share some observations about self-care and share your great resources. - Teresa Sanderson

Thank you for all that you do to advocate for the focus of self-care and bring together people and organisations that align with this focus and mission. - Survey responder

Top Self-Care Messages

The advantage of Self-Care Week is the variety of messages tailored to different audiences. Interestingly, and reflecting its importance, the **most popular theme is “mental wellbeing”**. “Mental wellbeing” overtook “common conditions” in 2020, the year of COVID-19

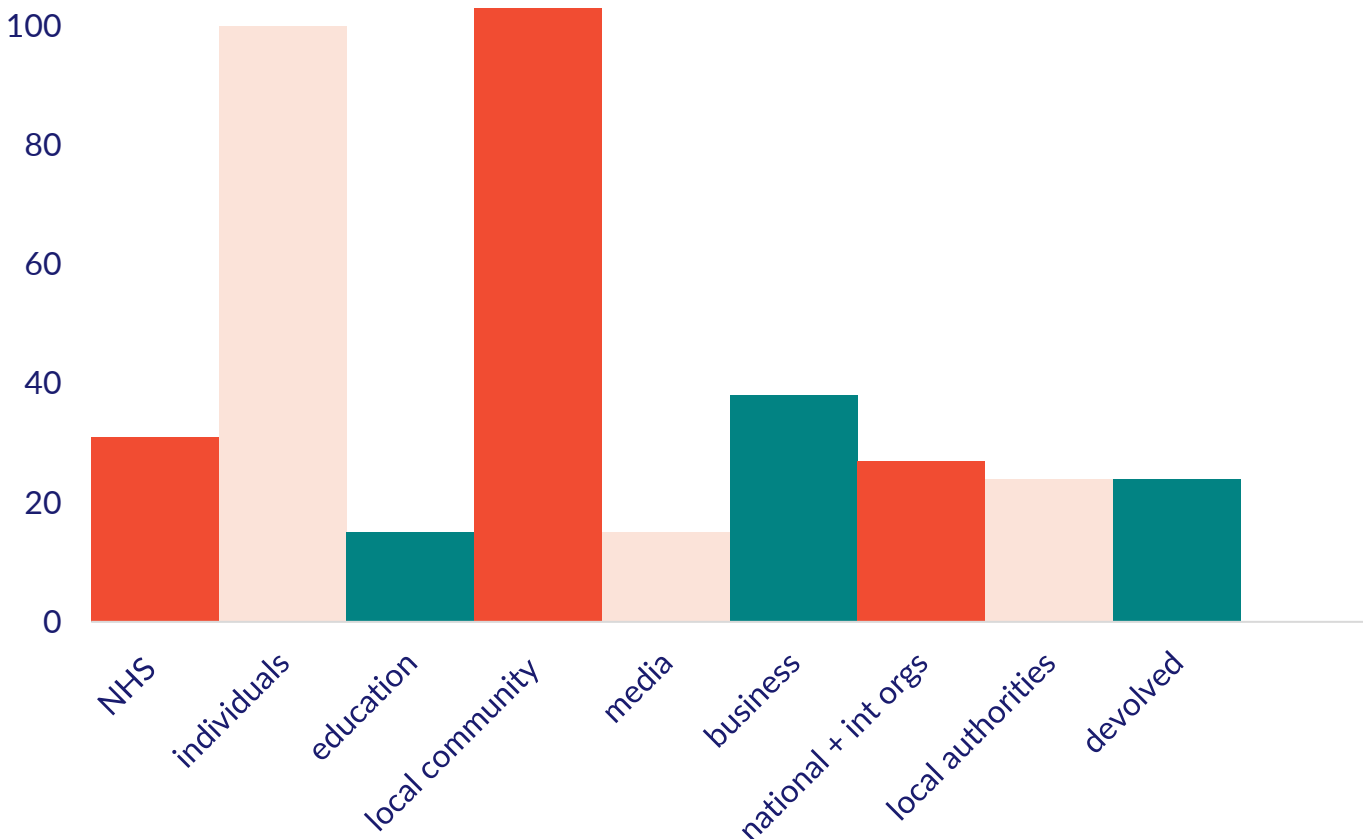
Most Popular Message during Self-Care Week 2025



Who is taking part?

More than 400 organisations and individuals took part in Self-Care Week. For the first time since it began in 2009, the NHS is no longer at the forefront of Self-Care Week promotion. Organisations in the “local community” cohort have taken the lead, with many running events and activities to support their local populations during National Self-Care Week.

120 Organisations and individuals taking part in Self-Care Week 2025



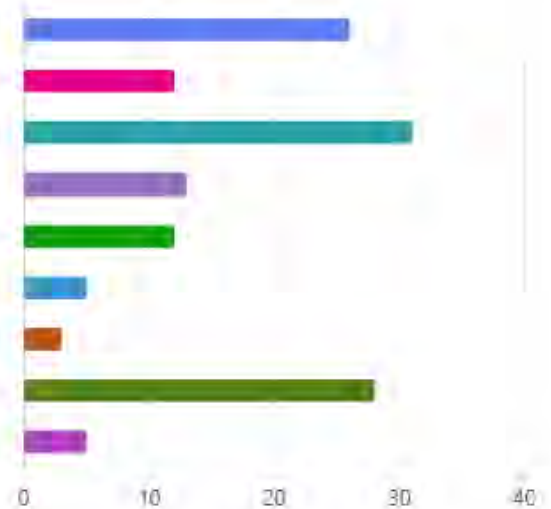
Represented “local community” are youth groups, support group, adult learning, libraries, local charities and more.

How are people engaging?

According to the Self-Care Week survey, most respondents **posted information on social media**. **Sharing with colleagues and members** was also a popular way to participate in Self-Care Week.

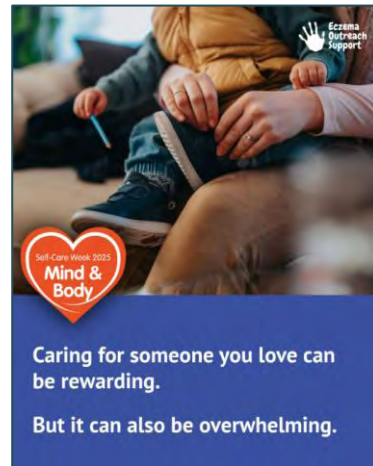
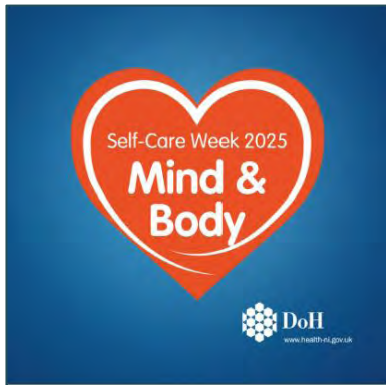
1. How did you participate in Self-Care Week 2025? (please tick all applicable answers)

Uploaded information about Self-Care Week including an official Self-Care Week icon to a...	26
Displayed an official Self-Care Week poster	12
Social media posts	31
Organised an event to promote Self-Care Week	13
Organised a full programme of activities each day or most days of Self-Care Week	12
Organised an online event for Self-Care Week	5
Participated in the Self-Care Forum's LinkedIn-chat launch of Self-Care Week on 17 Nov	3
Shared information about Self-Care Week with members or colleagues	28
Something else	5



How people use the Self-Care Week Icon

The Self-Care Week Mind & Body heart icon is being used creatively by organisations to highlight Self-Care Week and here are some examples from this year.



UK Ministerial Support

Minister of State for Care, Stephen Kinnock MP sees the importance of self-care and Self-Care Week, providing the following quote to the Self-Care Forum:



"National Self-Care week promotes self-care, a key part of the shift from hospital to home, as set out in the 10Y Health Plan.

Pharmacies provide an easily accessible 'front door' to the NHS, staffed by highly trained and skilled healthcare professionals who can support patient self-care by providing free health advice, helping patients manage common conditions and dealing with referrals from NHS 111."

**STEPHEN KINNOCK MP,
MINISTER OF STATE FOR CARE, DEPT HEALTH & SOCIAL CARE**

National Leadership – Northern Ireland

In a news release Northern Ireland’s Department of Health reminded the public to play their part in staying healthy and well this winter.

Health Minister Mike Nesbitt said “Self-Care Week is a great opportunity to highlight how to better look after ourselves.... Community pharmacies are also a great source of information for minor illnesses and ailments....” The item was also posted on LinkedIn.



The screenshot shows the top of a news release page from the Department of Health. The header includes the Department of Health logo and name in both English and Irish. Below the header is a navigation menu with links for Home, Topics, Publications, Consultations, and Contact. The main content area features the title "Health Minister: Small steps can make a big difference this winter" and a sub-header "Date published: 21 November 2025". The text of the release begins with "The Department of Health is reminding the public to play their part in staying healthy and well this winter." and continues with "Existing pressures on health and social care services have the potential to rise further during the winter months." A small version of the "Mind & Body" logo is shown to the right of this text. The final paragraph states: "Speaking during National Self-Care Week, Health Minister Mike Nesbitt is taking the opportunity to remind everyone to look after their own physical health and mental wellbeing this winter."



Gov.UK Blog

A blog by the Self-Care Forum's chair, [Helen Donovan](#) was published on the [Gov.UK website](#), highlighted the national opportunity Self-Care Week gives local communities in supporting people.



#SelfCareWeek

A national opportunity to empower communities for better health

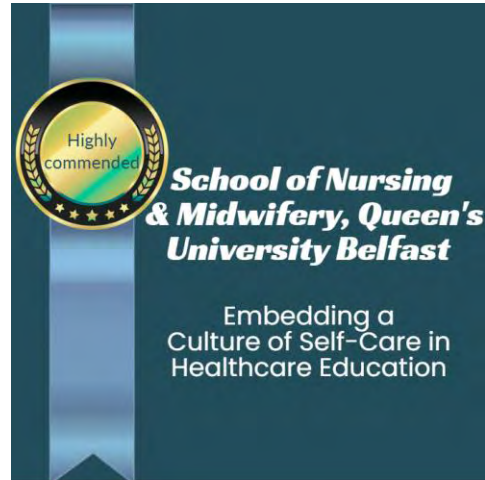
Each year, hundreds of organisations across the country take part in [National Self-Care Week](#) (17-23 November 2025), a campaign designed to inspire and empower people to take charge of their own physical and mental wellbeing.

Led by the [Self Care Forum](#), it's an awareness week that everyone, individuals, schools, employers, local authorities, healthcare professionals, and more, can get involved in.

The aim is simple but powerful: help people take control of their health and live happier, healthier, lives for longer, while easing growing pressures on our health services.

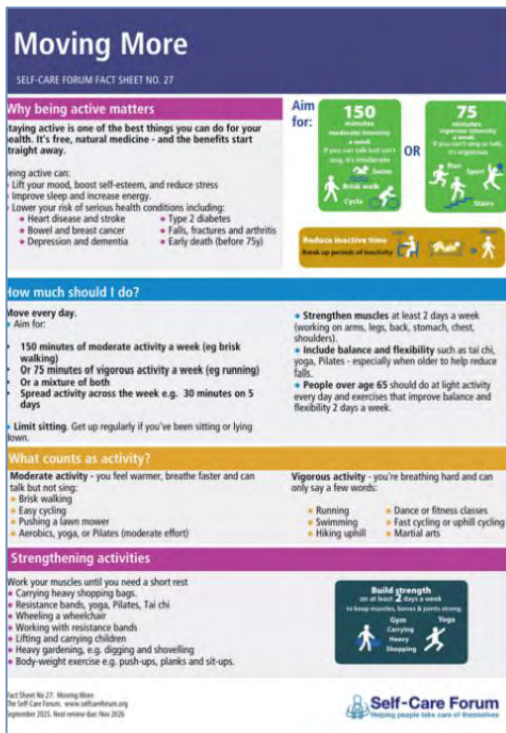
Self-Care Awards 2025

The winner and highly commended of the Self-Care Forum's **Self-Care Award** were announced in the run-up to National Self-Care Week. All entries amazed the judges with the **top 4** stand-out initiatives. Go to the website to read more about these initiatives.



Self-Care Forum Launches

The Self-Care Forum launched **the Moving More** fact sheet and focused on results from the **Living Self-Care Survey** during National Self-Care Week including sharing the infographic which showcased highlights from the survey.



Moving More
SELF-CARE FORUM FACT SHEET NO. 27

Why being active matters
Being active is one of the best things you can do for your health. It's free, natural medicine - and the benefits start straight away.

Aim for: 150 minutes of moderate intensity activity OR 75 minutes of vigorous intensity activity per week.

Being active can:
Lift your mood, boost self-esteem, and reduce stress
Improve sleep and increase energy.
Lower your risk of serious health conditions including:
• Heart disease and stroke
• Bowel and breast cancer
• Depression and dementia
• Type 2 diabetes
• Falls, fractures and arthritis
• Early death (before 75y)

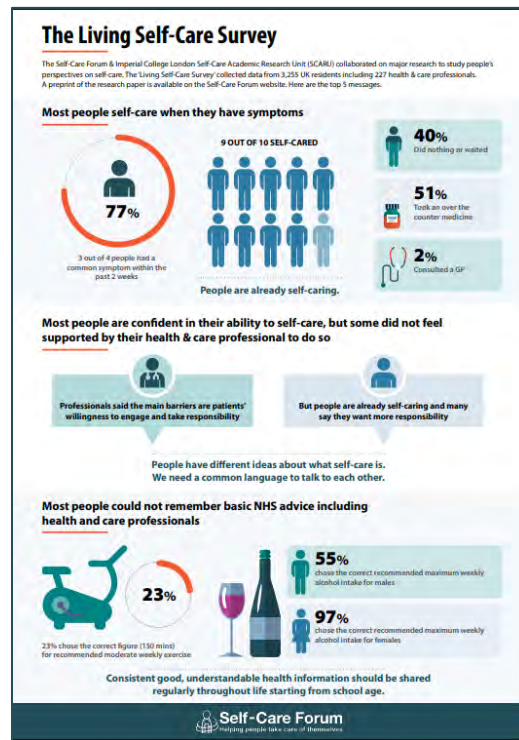
How much should I do?
Move every day.
Aim for:
• 150 minutes of moderate activity a week (eg brisk walking)
• Or 75 minutes of vigorous activity a week (eg running)
• Or a mixture of both
• Spread activity across the week e.g. 30 minutes on 5 days
• Limit sitting. Get up regularly if you've been sitting or lying down.

What counts as activity?
Moderate activity - you feel warmer, breathe faster and can talk but not sing:
• Brisk walking
• Easy cycling
• Pushing a lawn mower
• Aerobics, yoga, or Pilates (moderate effort)
Vigorous activity - you're breathing hard and can only say a few words:
• Running
• Swimming
• Hiking uphill
• Dance or fitness classes
• Fast cycling or uphill cycling
• Martial arts

Strengthening activities
Work your muscles until you need a short rest
• Carrying heavy shopping bags
• Resistance bands, yoga, Pilates, Tai chi
• Wheeling a wheelchair
• Working with resistance bands
• Lifting and carrying children
• Heavy gardening, e.g. digging and shovelling
• Body-weight exercise e.g. push-ups, planks and sit-ups.

Build strength
on at least 2 days a week
to keep muscles, bones & joints strong.
Cycling
Yoga
Hiking

Self-Care Forum
Helping people take care of themselves



The Living Self-Care Survey
The Self-Care Forum & Imperial College London Self-Care Academic Research Unit (SCARU) collaborated on major research to study people's perspectives on self-care. The Living Self-Care Survey collected data from 3,255 UK residents including 227 health & care professionals. A report of the research paper is available on the Self-Care Forum website. Here are the top 3 messages.

Most people self-care when they have symptoms
77% of people had a common symptom within the past 2 weeks.
9 OUT OF 10 SELF-CARED
40% Did nothing or wasted
51% Took an over the counter medicine
2% Consulted a GP
People are already self-caring.

Most people are confident in their ability to self-care, but some did not feel supported by their health & care professional to do so
Professionals said the main barriers are patients' willingness to engage and take responsibility
But people are already self-caring and many say they want more responsibility
People have different ideas about what self-care is. We need a common language to talk to each other.

Most people could not remember basic NHS advice including health and care professionals
23% chose the correct figure (150 mins) for recommended moderate weekly exercise
55% chose the correct recommended maximum weekly alcohol intake for males
97% chose the correct recommended maximum weekly alcohol intake for females
Consistent good, understandable health information should be shared regularly throughout life starting from school age.

Self-Care Forum
Helping people take care of themselves

Midweek, we also promoted the Self-Care Forum's President's blog **Threescore Years and then?** Highlighting the need to implement a National Self-care Strategy if we are to meet the World Health Organisation's 2030 deadline to reduce deaths from non-communicable diseases by a third in the UK.

Self-Care Week Webinar

Our close partner **the Patient Information Forum** hosted a Self-Care Week webinar with Self-Care Forum President **Dr Pete Smith** alongside Self-Care Forum advisor Dr Knut Schroeder and Lucy Parker from Blook Cancer UK presented.



The President presented findings from the **Living Self-Care Survey**. Knut introduced the new self-care app “Fit Farmers” whilst Lucy showcased the Blood Cancer Referral System to help empower people diagnosed with blood cancer.

NHS and Council Involvement

Walsall Council ran a self-care event with 20 stalls offering advice and support, with the Self-Care Management Team providing further support for 3 days at Walsall Manor Hospital sharing tips and talk about what self-care means to staff, patients and the public.

Dundee City Council's Tayside Health Defence team gave free health checks to over 18s.

NHS Devon ICB organised a week of self-care events including mindfulness and yoga sessions, beach clean, parkrun, wellbeing walk, drop-in, warm home workshop.

NHS Lincs ICB promoted "Choose well this winter" campaign.

NHS Nottingham and Nottinghamshire ICB promoted its "what's in your kit?" campaign with advice on essentials for the home first aid kit.

NHS Southeast London invited over 40s to get a free blood pressure check from their pharmacy.



NHS WHAT'S IN YOUR KIT?
ESSENTIAL THINGS FOR YOUR HOME FIRST AID KIT

Prepare for common illnesses and minor injuries by organising a well-stocked first aid kit at home – start today!

Scan QR code for an interactive first aid kit and more info!

Stomach problems

- Indigestion remedies** - comes in a liquid or chewable tablet form
- Rehydration drinks** - help to restore the body's natural balance of minerals and fluids

Allergies & insect bites

- Anti allergy tablets** - for allergy, hayfever, and insect bites
- Anti allergy creams** - for stings, bites, and rashes

Coughs and colds

- Simple pain relief** - paracetamol, ibuprofen
- Decongestants** - for short term relief of stuffy nose
- Digital thermometer** - under arm/ear thermometer may be better for babies and young children

Cuts and wounds

- Antiseptic cream or spray** - to apply to cuts before bandaging
- Tweezers** - for removing splinters
- Bandages** - to support injured limbs/apply pressure to bleeding sites
- Waterproof plasters** - in a range of sizes
- Sterile dressings** - to cover larger cuts
- Eye wash solution** - to help wash grit or dirt out

Always follow the instructions on medicine packet and labels.
Store medicine out of sight and reach of children.
Regularly check the expiry dates of the medicines in your cabinet. Any unexpired medicines should be taken to your local pharmacy for destruction.
Speak to your community pharmacist for more advice on medicines.
If self-care doesn't help or things get worse, see your community pharmacist, your GP or call NHS 111 which provides on-call care from home.
For emergencies, call 999 or visit A&E.

DON'T FORGET TO TAKE YOUR KIT ON HOLIDAY TOO!

© NHS UK 2024 Information
Patient website: <http://nhs.uk/what-is-in-your-kit>
Self-care website: www.self-care.org.uk
Headline in this media: <https://www.nhs.uk/what-is-in-your-kit>



NHS South East London

**Over 40?
Get a free blood pressure check.**

Ask your pharmacy today.

#SelfCareWeek



CHOOSE WELL THIS WINTER **NHS**

SELF CARE

Stock up your medicine cabinet with plasters, bandages and treatments for coughs, colds and flu.

CHOOSE WELL THIS WINTER **NHS**

THINK PHARMACY FIRST

For advice and treatment for most common conditions, simply walk in, no appointment needed.

Local community activity

Cornwall Libraries highlighted self-care books and free resources for visitors to relax and enjoy its cosy spaces during the Week.

Bromley Well organised 73 social activities with 33 local partners. Running meditation workshops, wellbeing walks, coffee and chats, men's campfire collectives, peer support groups and creative sessions.

South Craven Community Library organised 5 days of self-care and events included fire safety, Healthwatch drop-in, stop smoking service, craft workshop.

Darnell Library organised chairaerobics for locals!

York City Football Club ran 2 weeks social media programme promoting local organisations supporting mental health of young people, women and men

University of Worcester ran a 7-day programme for students including drop-in events, guided wellbeing walks and a men-only birdwatching walk on International Men's Health Day.



Bromley Well
Fibromyalgia & Chronic Pain PEER SUPPORT GROUP
Central Bromley Sage UK
MONDAY 2.30-4pm

Long Term Health Conditions service - Fibromyalgia & Chronic pain Peer Support group (Bromley)
Monday 24 November 2025
14:30 - 16:00

- Health & Wellbeing workshop - Week 8 - Planning for the future (Bromley)**
Tuesday 25 November 2025
11:00 - 12:30
- The Cray's Wellbeing Cafe: Self Care**
Tuesday 25 November 2025
11:00 - 13:00
- Together Tuesdays: Free Festive Lunch in Orpington**
Tuesday 25 November 2025
12:30 - 14:00
- Careers Cafe (Penge)**
Tuesday 25 November 2025
13:00 - 14:30
- Madani Cancer Support: Drop in and Special Events**
Thursday 27 November 2025
10:00 - 16:00
- Over 65s Friendship Hub in Chislehurst**
Thursday 27 November 2025
14:00 - 16:00
- Self Care Week: Bromley X by X Mental Health Forum**
Thursday 27 November 2025
14:00 - 16:00




SOUTH CRAVEN COMMUNITY LIBRARY
A REGISTERED CHARITY
Craven Hill

Self-Care Week
17th-24th November

Men 17th

- 2:00-4:30pm** Carers' Resource - information about support available locally to carers
- 2:30-4:30pm** Adult Learning - Pendant Making Workshop *
- 3:00-5:00pm** STOP Smoking Service Drop-in - find out what support is available to you

Wed 19th

- 10:00am-12:00pm** Healthwatch Drop In - tell us how healthcare could be improved

Fri 21st

- 2:00-4:00pm** North Yorkshire Fire & Rescue Service - Fire Safety Drop-in

Self-Care Week 2025
Mind & Body

Further activity

Physiopod UK Ltd used 6 SCF fact sheets to produce videos, sharing links to the fact sheets and including social media promotion

LWO Community showcased fact sheets in a blog and newsletter. Described us as a small charity with a big heart.


Parkinson's UK promoted its guide "Living well with Parkinson's" during Self-Care Week.

Prison Radio Association promoted tools to "maintain a positive mindset, not just during #SelfCareWeek but every day."

Sherwood Forest Trust ran a seed collecting event.

Temple Grove Care Home's mental health first aider supported colleagues' mental wellbeing with mood boosting snacks and pampering products.






SELF-CARE WEEK DAY 1: 

UNDERSTANDING LYMPHOEDEMA
The first step is to learn as much as you can about lymphoedema, its causes and symptoms.

<p>Educate Yourself: Read reliable resources, attend workshops and conferences. Knowledge empowers you to make informed choices about your health.</p>	<p>Connect with Others: Join support groups like L-W-O Community. Sharing experiences can help you feel understood and supported.</p>	<p>Trusted Organisations: When L-W-O Community doesn't have the answer, we will signpost you to the organisations we trust.</p>
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Visit our websites

<p>SCAN ME</p>  <p>PhysioPod UK Ltd</p>		<p>SCAN ME</p>  <p>L-W-O Community</p>
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External Blogs

There was an amazing 45 blogs showcasing everything from pharmacy first, winter health, wellbeing, antibiotics, connection, student health and more. From a mix of organisations and individuals including NHS, local authorities, therapists, recruitment, care homes and community services.

18 articles in local media - mostly highlighting local Self-Care Week activities or messages following releases from local councils or health organisations.

38 notifications from surgeries, Healthwatch, local organisations - mostly highlighting self-care messages with local Healthwatch posting calendar dates.

80% of blogs and notifications included an icon or link to the Self-Care Forum website. Some also linked to fact sheets and others to our research and infographic.



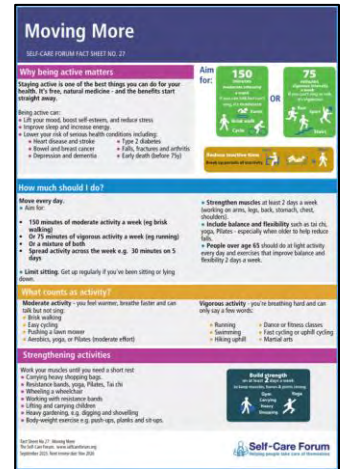
Self-Care Forum Website Highlights

5000 views on **Monday 17 November** (9200 across the week),

The most popular page was the **National Self-Care Week** page with **2,400** views in total

In the lead up to Self-Care Week (Sept-Nov):

- **Social media assets page** accessed 1.9k
- **Moving More fact sheet** accessed 1.9k



During the Self-Care Week the **Power of Self-Care** fact sheet was the most viewed at **142** views (next most viewed was **menopause** with **113** views).

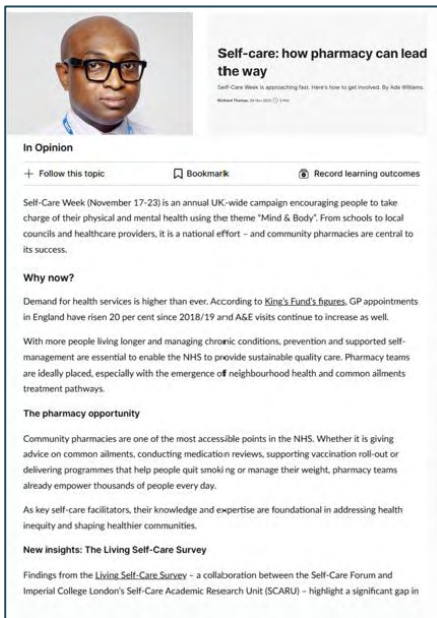
The **fact sheets** had **2,500** page views (400 increase compared to 2024).

Self-Care Forum Articles

Nursing and Pharmacy press have published articles on Self-Care Week and the Self-Care Forum's Living Self-Care Study research.

Journal of Community Nursing published an article by Helen Donovan, and the **Nursing Times** ran an opinion piece by Helen.

Self-Care Forum Trustee, pharmacist Ade Williams wrote two articles in **Pharmacy Magazine** and **Training Matters**.



Self-care: how pharmacy can lead the way
Self-Care Week is approaching fast. Here's how to get involved. By Ade Williams.
Recent News, 16 Nov 2023 (7 min)

In Opinion

Follow this topic | Bookmark | Record learning outcomes

Self-Care Week (November 17-23) is an annual UK-wide campaign encouraging people to take charge of their physical and mental health using the theme 'Mind & Body'. From schools to local councils and healthcare providers, it is a national effort – and community pharmacies are central to its success.

Why now?

Demand for health services is higher than ever. According to King's Fund's figures, GP appointments in England have risen 20 per cent since 2018/19 and A&E visits continue to increase as well.

With more people living longer and managing chronic conditions, prevention and supported self-management are essential to enable the NHS to provide sustainable quality care. Pharmacy teams are ideally placed, especially with the emergence of neighbourhood health and common ailments treatment pathways.

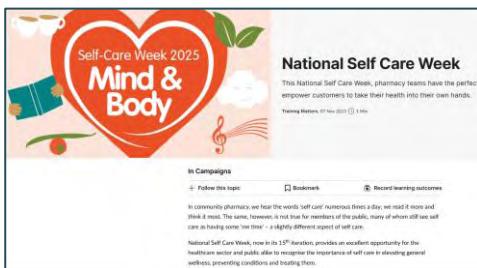
The pharmacy opportunity

Community pharmacies are one of the most accessible points in the NHS. Whether it is giving advice on common ailments, conducting medication reviews, supporting vaccination roll-out or delivering programmes that help people quit smoking or manage their weight, pharmacy teams already empower thousands of people every day.

As key self-care facilitators, their knowledge and expertise are foundational in addressing health inequality and shaping healthier communities.

New insights: The Living Self-Care Survey

Findings from the **Living Self-Care Survey** – a collaboration between the Self-Care Forum and Imperial College London's Self-Care Academic Research Unit (SCARU) – highlight a significant gap in



Self-Care Week 2025
Mind & Body

National Self Care Week

This National Self Care Week, pharmacy teams have the perfect employer customers to take their health into their own hands.
Training Matters, 16 Nov 2023 (7 min)

In Campaigns

Follow this topic | Bookmark | Record learning outcomes

In community pharmacies, we hear the words 'self care' numerous times a day, we read it more and think it more. The same, however, is not true for members of the public, many of whom still see self care as being some 'one time' – a slightly different aspect of self care.

National Self Care Week, now in its 15th iteration, provides an excellent opportunity for the healthcare sector and public alike to recognise the importance of self care in achieving general wellness, preventing conditions and treating them.

Nursing Times



Viewpoints

Bridging the self-care divide: why understanding matters

Helen Donovan, chief Self-Care Forum, explains why Self-Care Week is important to our community and how we can make the most of it.

UNDERSTANDING THE DISCONNECT

This gap is not just theoretical – it has real consequences. The NHS 10-year Health Plan calls for putting power in patients' hands, yet without (consistent, reliable information and support) that power remains inaccessible for many. As professionals, we must meet people where they are, not where we assume they should be. That means recognising that most people's lives are not lived in the realm of evidence-based medicine and adapting our communication accordingly.

NURSING ROLE: LEADING THE WAY IN SELF-CARE SUPPORT

Nurses are central to bridging this divide. From primary care to community settings, we are often the most accessible point of contact for patients' day-to-day medicine.

Using health literacy techniques such as teach-back and visual aids to ensure understanding.

- Embedding prevention and health support into routine consultations.
- Leading local initiatives that promote mental wellbeing, physical activity, and chronic condition management.

The Self-Care Forum's Self-Care Survey has shown an undeniable need to support self-care, but our communities this week, from self-organised, regular-meets, there are, evidence-based resources help nurses and other clinicians guide patients through common conditions like back pain, sore throat, and headaches. They offer practical advice, red flag warnings, and symptom trackers – all in accessible language. These fact sheets can be printed, shared digitally, or used as part of consultations to reinforce self-care messages.

THE BIGGER PICTURE: RISING DEMAND, SHARPENING CAPACITY

According to the King's Fund (2023), the NHS is under immense and growing pressure. Demand for health services has risen significantly in recent years – and continues to climb. Since 2018/19, GP appointments in England have risen by 20%, with over 500 million appointments booked in 2024 alone. Outpatient appointments, again, has a data from England, have doubled since 2013/14, while A&E departments are experiencing 2.8 million more visits and 1.3 million more admissions than in 2019/20. These numbers are more than just statistics – they reflect a healthcare system under immense and increasing pressure.

The systems behind this surge are complex and multifaceted. As life expectancy rises, more people are living longer, but not necessarily healthier. More are managing multiple long-term conditions, such as diabetes, cancer, frailty, and dementia. The prevalence of chronic illness is steadily increasing. For patients, the proportion of people diagnosed with type 2 diabetes rose from 5.1% in 2008 to 7.5% in 2022. (HQ would you have us to support this is not a King's Fund).

SELF-CARE AS A SYSTEMIC SOLUTION

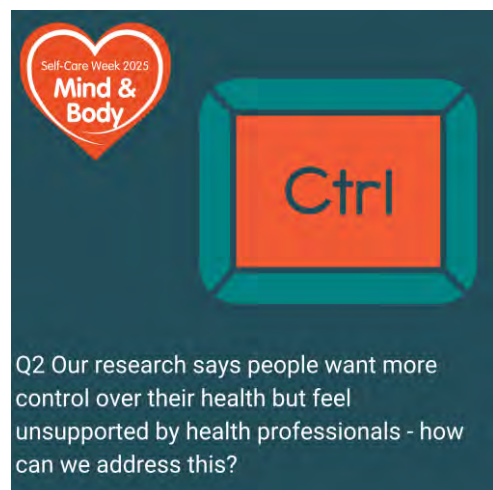
Self-care is not just about individual choices – it is about creating systems

1st LinkedIn Chat Launch

We usually launch Self-Care Week with a chat on social media and this year, rather than X, we choose to do it on LinkedIn. There was stunning engagement during the chat, with individuals also choosing to comment on the posts throughout the week.

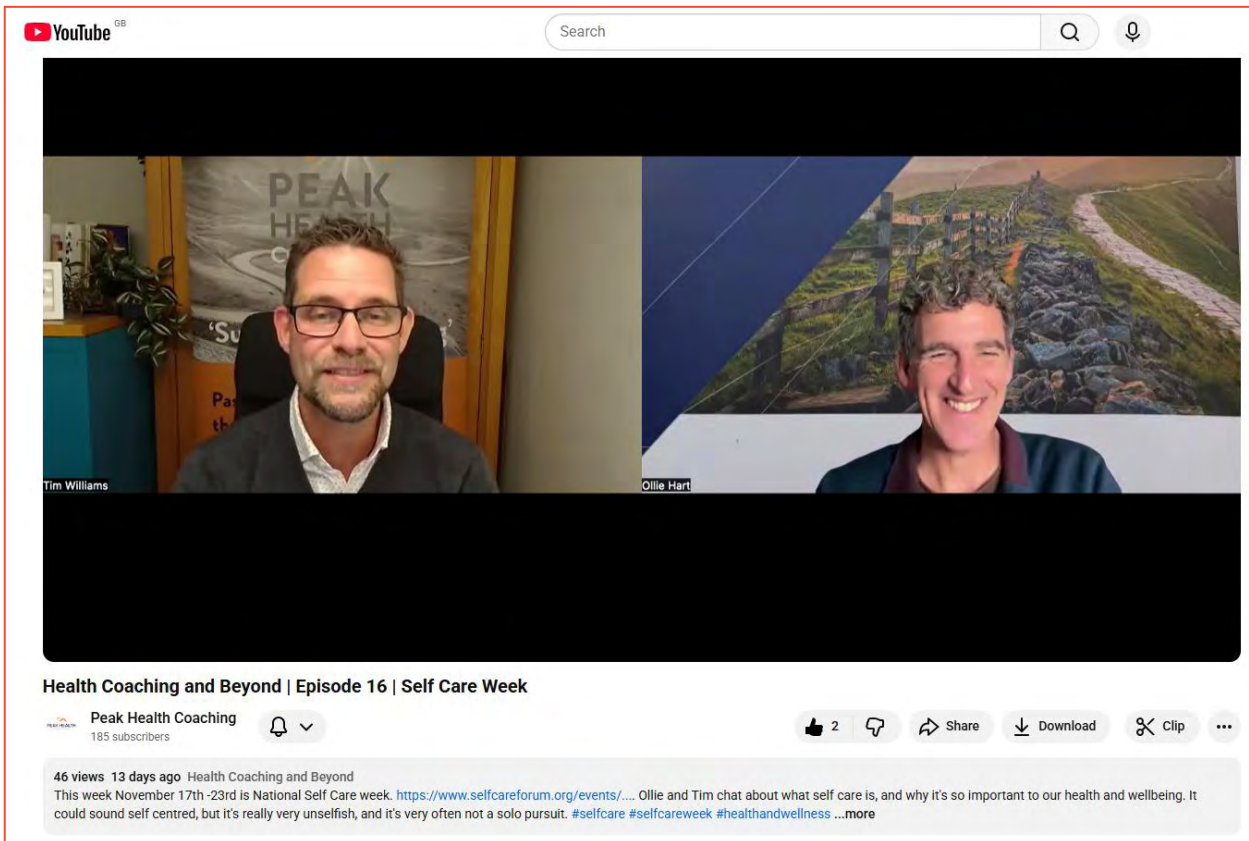
As well as Self-Care Forum trustees, we also saw contributions from many of our self-care champions and a range of our partner organisations including from: Personalised Care Institute, Cope-Scotland, QNI Scotland, Healthwatch England, Patient Information Forum (PIF), National Pharmaceutical Association, National Association of Primary Care.

Thank you to all our contributors for their engagement and stimulating conversation.



Social Media Highlights

GPs, Ollie and Tim from Peak Health Coaching choose to focus on the benefits of self-care for their excellent “Health Coaching and Beyond” podcast series which aired during Self-Care Week. They also featured the Self-Care Forum’s definition of self-care and the [self-care continuum](#) which illustrates self-care as a continuum beginning with daily choices like brushing our teeth.



The image shows a YouTube video player interface. At the top, there is a search bar and a microphone icon. The video content is split into two panels: on the left, a man with glasses (Tim Williams) is speaking; on the right, a man with curly hair (Ollie Hart) is smiling. Below the video, the title "Health Coaching and Beyond | Episode 16 | Self Care Week" is displayed. Underneath the title, the channel name "Peak Health Coaching" is shown with "185 subscribers" and a notification bell icon. To the right of the channel name are icons for likes (2), comments, share, download, clip, and a menu icon. Below this is a description box that reads: "46 views 13 days ago Health Coaching and Beyond This week November 17th -23rd is National Self Care week. <https://www.selfcareforum.org/events/...> Ollie and Tim chat about what self care is, and why it's so important to our health and wellbeing. It could sound self centred, but it's really very unselfish, and it's very often not a solo pursuit. #selfcare #selfcareweek #healthandwellness ...more".

Social Media Activity

LinkedIn had the most engagement during Self-Care Week. Participants are largely professionals such as health professionals, therapists, beauticians, libraries with some community groups, local and national charities also posting. The account had **391 reactions, 152 comments** and **35 reposts**. And **6425 views**

Facebook is a popular choice of social media platform for Self-Care Week for local organisations like surgeries, local charities, social and youth groups and libraries.

The Self-Care Forum's account saw engagement dip a little since 2024, reaching **1.9k views**.

Instagram had **1.3k views** saw a great deal of engagement and participants were mostly therapists, beauticians, libraries and community groups with some local and national charities also posting.

Self-Care Week promotion was also highlighted on X and Bluesky although analytics are unavailable on these platforms.

Self-Care Week & Self-Care Awards 2026

We hope you will continue to support and promote Self-Care Week and to use our icon and resources to help. It will be held from 16 – 22 November 2026.

And we know there is spectacular self-care support across the UK which is why we run our Self-Care Awards, if you empower people to take care of their health and wellbeing please consider applying.



Award criteria and online applications will open in **February 2026**, and we would like to invite you to apply.

Thank you to our sponsor

We would like to thank the International Self-Care Foundation for its continued support in providing the prize fund for the Self-Care Awards and as an integral partner in increasing awareness globally of the importance of self-care to people and health systems.



Can you help?

The Self-Care Forum is a charity. All our resources are free and to continue our work, including National Self-Care Week, we rely on donations, grants and sponsorship.

Do get in touch if you would like to donate to the charity or discuss sponsorship opportunities.



Get in touch via email
selfcare@selfcareforum.org

Thank you for your support and we hope you will continue to work with us to help increase levels of health literacy and improve people's ability to take care of their own physical health and mental wellbeing. Please stay in touch and follow us on social media.

