

Section 1: Contact details	
Name of practice	Compass House Medical Centers
Title of person writing the case study	Centers Administrator, Patient Champion
Date submitted	July 2018
Practice population / client / user profile	11,882
Section 2: The problems/issues and how you tackled them	
What was the problem/challenge/issue you were faced with?	Locally, people are disengaged in their health and disempowered and need help in understanding what to do and where to go for help.
What was the solution or approach to this (ie. brief description of self care initiatives)?	<p>Using Self Care Week as a promotional vehicle, our aim was to engage and empower people to look after their own health, promoting self care as much as possible to our patients in the surgery, online through Facebook and twitter, at our local pharmacies and in local schools.</p> <p>Our main objective was to empower our younger generation, by equipping them now with an understanding about how to live healthily and take care of their health and wellbeing, the hope is that they will grow up with this knowledge and an ability to embrace self care for life.</p> <p>We met our objectives by teaching 185 teenagers to embrace self care for life through face to face presentations. We also reached a further 20,000 people in our local community with our messages.</p>
Section 3: Barriers	
What barriers, difficulties or challenges did you encounter?	The only barrier was running out of time!
Looking back, what would you have done differently?	The Self Care Forum is a helpful resource and it would have been beneficial to be alerted to it sooner and so have more time to be able to promote Self Care Week locally.

Section 4: Who was involved from the organisation and outside?	
Who got involved in the project?	I was the campaign lead and our head receptionist, helped to promote self care in our local schools.
Give details of any external partners involved	We engaged with local pharmacies who displayed Self Care Week posters in the community. The CCG's Communications Officer, also helped by compiling an article for local newspapers.
Section 5: Outcomes and impact	
How much did you spend?	<p>The financial cost was minimal and went on printing of material. The expense was in staff time to ensure we were communicating the right self care message to people. This involved setting up surveys, engaging with the schools and printing material. However, we saw this as an investment; if our campaign has made an impact and helps to change people's health behaviour, then it will save us a lot more time and money in the future.</p> <p>Below is a run-down of the people we reached through our Self Care Week campaign:</p> <ul style="list-style-type: none"> • 185 teenagers who attended the school talks • 1,000+ patients who visit our practice each week and who view the display, slideshow and newsletter • 1,928 people viewed posts on Facebook • 7,700 people receive the patient newsletter by email • 20,000 copies of Brixham News were distributed
What were the benefits for your patients / customers / users?	We feel we made a considerable difference to patients' understanding of how to self care and where to go locally for health advice and help. We are particularly pleased with how our interventions increased health literacy amongst the young people that attended our sessions.
What were the benefits to you and/or your colleagues?	Engaging with and empowering our patients and young people created a great deal of job satisfaction knowing

	<p>that we had made a difference to people’s understanding of self care and when to access health services locally. It also made for a smoother running practice and raised patient satisfaction.</p> <p>We were also immensely proud that our efforts had been recognised by the Self Care Forum who awarded us with a special Self Care Week innovation prize.</p>
<p>Section 6: Impact evidence</p>	
<p>Do you have formal or anecdotal evidence of success/impact (e.g. qualitative, quantitative, informal feedback)?</p>	<p>Schools fed back positively and believed the sessions improved the student’s general capability to look after their own health and wellbeing in addition to their knowledge and understanding of when and where to seek help.</p> <p>Here are testimonials:</p> <p>Medical Tuition Service School: <i>“thank you for the great workshops you delivered to our students. The content was relevant and delivered in a way that was accessible to all age groups. The students commented on how well they felt they could ask questions and that they learnt several things that they were unaware of before. We would welcome a return visit should you be offering any future workshops.”</i></p> <p>Sixth Form College <i>“Overall it was very informative, and I think the students took a lot from it. You came across very well; you both represented Compass House fabulously and got across the message you came to deliver in a succinct and direct manner. Student liked your handouts and said they were packed full of useful information.”</i></p>

Do you have any images/materials/weblinks to supplement your case study?	Yes including images of what was promoted and materials we used in the surgery.
Section 7: Next steps	
What are your plans for self care in the future?	<p>We plan to continue promoting self care to all ages; encouraging our patients to self care and providing details of the different local services that are available.</p> <p>We have been approached by other local schools to give further talks and plan to use existing material to hold evening sessions in the practice.</p>
Is there something your clinical commissioning group or local authority can do to help you continue to promote self care?	Our local CCG helped a lot with promoting our Self Care Week campaign.
Section 8: Your top tip!	
What's your top tip to others wanting to encourage people to self care?	<p>We would encourage other practices to engage with their patients, families and schools to highlight self care as an integral part of daily life and to support individuals to take responsibility for their own health and well-being.</p> <p>We would also urge practices to use Self Care Week as a vehicle to help promote self care although self care promotion should not be limited to one week in November.</p>
Section 9: Self Care Forum	
Did you use any of the Self Care Forum resources?	<p>Self Care Week posters were displayed in 19 local pharmacies.</p> <p>We made a large display for the surgery with a variety of material taken from the Self Care Forum website.</p> <p>Self Care Week images were shown on the surgeries TV screens, online on Facebook and twitter, in our newsletter and in the local press.</p>