National Self Care Week

Communications Information

14 – 20 November 2016

Understanding Self care for life
What is *Self Care Week*?

*Self Care Week* is an annual national awareness week that focuses on establishing support for self care across communities, families and generations.

More needs to be done to support people to better look after their own health. Empowering individuals to self care has many benefits for their short term and long term health and this is important since people are living longer.

Helping people to look after their own health, and their family’s health also helps to manage demand on health services.

14 – 20 November 2016
The aim of *Self Care Week* 2016

*Self Care Week* provides people-facing organisations with a focus to hold a targeted campaign to support people to take care of their health and wellbeing and improve their understanding of doing so.

Self care messages have a greater impact when they are being repeated by many voices through different mediums at the same time, making a greater impact and reaching more of the population.
How will we help you do that?

The Self Care Forum has **material** and will help by providing **ideas** to help you plan for *Self Care Week*.

We also have a theme to help hook your campaign messages; *Understanding self care for life* is a suitable message for all ages, both genders and allows flexibility to focus on physical health or mental wellbeing, or both.
Our self care forum website contains resources that you are welcome to use as part of your campaign, here are examples of what is available:

- Fact Sheets
- Leaflets
- Posters
- Web buttons and banners
- Sample press release / article

Link to material: http://www.selfcareforum.org/events/self-care-week/
# Ideas

<table>
<thead>
<tr>
<th>Limited resource</th>
<th>Moderate resource</th>
<th>Extensive resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put up a poster or two and add the logo to your websites</td>
<td>Publish self care articles in people-facing and staff media such as newsletters, websites and social media</td>
<td>Run a community wide initiative to include local agencies such as pharmacists, local authorities, voluntary groups, schools, gyms etc on awareness raising activity</td>
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<tr>
<td>Get tweeting! (include #selfcareweek #selfcareforlife and @SelfCareForum)</td>
<td>Hold a targeted educational seminar for example – to support new parents on child health</td>
<td>Launch a self care initiative such as a cough/cold and flu campaign aimed at the general public and those vulnerable to these viruses and invite local media</td>
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<tr>
<td>Spread the word and include the Self Care Week banner in presentations, speeches and newsletter</td>
<td>Use the Self Care Forum’s template press release to send to local journalists</td>
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**Understanding Self care for life**
Use key messages

- **Social Media** – raise awareness of your planned activities through social media as well as tweeting key messages. (Involve us in twitter using @SelfCareForum #selfcareweek #selfcareforlife).

- **Slogans** – use key messages as slogans for web pages or posters or other campaign material.

- **Internal or external communications** – if you produce regular communication to colleagues and/or patients such as newsletters, emails or notices (including your notice board), why not have a “thought of the day” piece using your key messages.
**Key Messages (1)**

<table>
<thead>
<tr>
<th>Self care for Life</th>
<th>Mental Health</th>
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</thead>
<tbody>
<tr>
<td>Understand how to be healthy for all your life</td>
<td>Be mindful of your self, health and happiness this winter</td>
</tr>
<tr>
<td>Self care from the cradle to the grave</td>
<td>Take control of your health – be in control of your life</td>
</tr>
<tr>
<td>Understand how to self care for the important people in your life</td>
<td>Feel good about yourself – take care of your health</td>
</tr>
<tr>
<td>Make self care a life long habit</td>
<td>Stay healthy in body and soul by eating well and being active</td>
</tr>
<tr>
<td>Self care from head to toe today and everyday</td>
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## Key Messages (2)

### Pharmacy

- You local pharmacist is the health professional on the High Street
- For advice on managing your medicines, speak to your pharmacist
- Ask your pharmacist for advice to help you self care for life

### NHS Choices

- Check your health conditions and know what to do next: [http://bit.ly/1X0CVwh](http://bit.ly/1X0CVwh)
- NHS Choices can help with advice on long term conditions: [http://bit.ly/1oiB7eo](http://bit.ly/1oiB7eo)
Understanding Self Care for Life

Key Messages (3)

A&E
- Don't spend four hours in A&E with a cough or cold – treat yourself or take advice from your pharmacist
- A&E is for life threatening emergencies only – understand which health service is suitable for your health needs

Activity
- Activity is key to long term physical health and mental wellbeing
- 30 minutes of activity a day, keeps the hospital bed at bay
- Move more – live well!

LTC
- Speak to a pharmacist about how your common ailments might affect your long term condition
- Don’t run out of your medication – be prepared
Key Messages (4)

Occupational Health

Don’t work through your lunch break – look after your health

Make sure you read instructions on medicines especially if you are driving or lifting heavy machinery

You don’t need to stay away from work with sore throats, coughs or colds

Antibiotics

Antibiotics don’t work on sore throats, coughs or colds

Overuse of antibiotics is making them ineffective

Understand when you should and shouldn’t use antibiotics
We will review the impact of *Self Care Week* nationally and want to encourage you to do the same. Here are some economical ways of evaluating your campaign:

- Use an online survey provider such as SurveyMonkey to ask target audiences how the campaign has impacted on the local community.
- Search the internet for local press coverage.
- Keep track of the number of posters, leaflets, etc that have been distributed.
- Monitor take up of any services/ initiatives launched.
- For online content, find out the number of page views and click through.

Please share your evaluations with us here: selfcare@selfcareforum.org
What is the Self Care Forum?

Established in May 2011, the Self Care Forum is the national UK organisation which aims to further the reach of self care and embed it into everyday life, making it a life long habit and culture.

The Self Care Forum is not directly patient or consumer facing but is a resource for NHS organisations, local authorities, the voluntary and private sector to help support people to take better care of their own health.
And Finally......

Good Luck!