

National Self Care Week

Communications Information



12 – 18 November 2018

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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.

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The aim of *Self Care Week* 2018

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 are maximised when repeated by many voices through different mediums at the same time, making a greater impact and reaching more of the population.

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How will we help you do that?

The Self Care Forum has **resources** to help you plan for *Self Care Week*.

The theme this year is *Choose self care for life* which is suitable for self care messages for all ages and genders and will allow you flexibility to focus on your particular area of self care whether it is prevention, mental wellbeing, self-treatable conditions, signposting, self-management, antibiotic use or health literacy.

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Material

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/>

You can also sign up for self care week updates by emailing selfcare@selfcareforum.org.

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Ideas

Limited resource

Put up a poster or two and add the logo to your websites

Tweet! (include #selfcareweek #selfcareforlife and @SelfCareForum and don't forget to join the SCW twitterchat)

Spread the word and include the Self Care Week banner in presentations, speeches and newsletter

Moderate resource

Publish self care articles in people-facing and staff communications such as newsletters, websites and social media

Hold a targeted educational seminar for example – to support new parents on child health, winter health etc using Self Care Forum factsheets

Use the Self Care Forum's template press release to send to local journalists (why not request a SCF quote?)

Extensive resource

Organise a week of self care activities with local agencies such as pharmacists, surgeries, local authorities, CCGs, voluntary groups, schools, gyms etc on awareness raising activity

Hold a coffee morning event with the local population, inviting presentations by local and encouraging interaction with members of the public and focusing on what people can do to take care of their own health

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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 communications 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 (see slides 8-11).



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Key Messages (1)

Self care for Life

Choose self care for you life and your family's life

Self care from the cradle to the grave

Understand how to self care for the important people in your life

Make self care a life-long habit

Self care from head to toe today and everyday

Mental Health

Be mindful of your self, health and happiness this winter

Take control of your health – be in control of your life

Feel good about yourself – take care of your health

Stay healthy in body and soul by eating well and being active

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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>

For tips to live well NHS Choices can help: <http://bit.ly/1pKzd7e>

NHS Choices can help with advice on long term conditions : <http://bit.ly/1oiB7eo>

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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!

Nutrition

To help cut down on portion size use smaller plates

Experts recommend people take a vitamin D supplement in the winter months to prevent vitamin D deficiency.

Binge drinking causes acid-related digestive disorders

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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



Reviewing your Campaign

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 throughs.

Please share your evaluations with us here: selfcare@selfcareforum.org

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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 a resource for people-facing organisations such as CCGs, surgeries, local councils, and the voluntary and private sector to help them support people to take better care of their own health.

The Self Care Forum became a charity in 2016.

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And Finally.....

**Good Luck and please share details of
your activities with
selfcare@selfcareforum.org or apply for
the Self Care Week Award 2018.**

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