Review of Self Care Week 2017

Embracing Self Care for Life
**Self Care Week** is the annual national awareness campaign for self care which began in 2009.

Managed by the Department of Health until 2011, it is now organised by the Self Care Forum.

**Self Care Week** is well established with participation growing each year and this presentation highlights the national, regional, and local activity. It demonstrates the reach and shows you how your **Self Care Week** activity fits into the bigger picture.
Embracing Self Care for Life

Review Headlines

78 CCGs covering a population of more than a third (22m) of the people in England took part in Self Care Week

The importance of Self Care Week was raised in Parliament by Sir Kevin Barron MP via parliamentary questions and an Early Day Motion

More than 300 organisations took part in Self Care Week which was promoted through conferences, blogs, e-newsletters, websites, print and social media (100 more than in 2016)

A twitterchat launched Self Care Week on 13 Nov and generated 298 tweets

#selfcareweek trended on twitter on 13 Nov

Health Minister, Stephen Brine MP announced Self Care Week in a press release

The majority of local Self Care Week activity focused on self treatment of minor ailments

NHS England’s Pharmaceutical Officer Dr Bruce Warner, Director of Nursing Hilary Garrett and Self Care Lead Pritti Mehta were amongst the Self Care Week bloggers

A diverse community of individuals and organisations are communicating the benefits of self care during Self Care Week including student unions, bloggers, national parks, plant specialists, lawyers and recruitment services.
Embracing Self Care for Life

Social media was the most popular medium used to promote Self Care Week messages.

Leading up to and during Self Care Week the Self Care Forum’s website had more than 45,000 page views, over 30,000 more than in 2015.

2017 activity saw many collaborations between CCGs and local authorities, pharmacies and surgeries and a range of community orgs.

Self Care Week was highlighted at 3 national conferences reaching 2,233 delegates.

National doctor bodies promoted Self Care Week reaching 2.9m people (most of them health professionals) via conferences, blogs, e-newsletters, websites, print and social media.

Over 100 clips of national, local and trade press highlighted Self Care Week with a circulation totalling around 12.3m.

Twitter activity in November attracted 381 new followers and had 85.8k impressions (compared to 72.2k in 2016).

There were 15 national Self Care Week blogs promoted on websites, social media and via e-newsletters reaching more than 3m.

Self Care Forum fact sheets were the most popular resource during Self Care Week with 7,300 page views.

Review Headlines cont...
The table below shows the growing impact of **Self Care Week** at a glance:

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Embracing Self Care for Life

The 2017 theme of **Embracing Self Care for Life** allowed promotion of a range of self care messages including:

- self treatment for self-limiting conditions
- self management for long term conditions
- signposting to more appropriate health services
- winter health
- antibiotic prescribing
- physical health and mental wellbeing
- health literacy
The Self Care Forum’s website is a portal for resources to support people-facing organisations with self care activity such as Self Care Week.

The Self Care Forum website was visited over **45,000** times from Sept – Nov 2017. The Self Care Forum fact sheets were the most popular resource, with **7,300** page views during Self Care Week (2,735 of those on 13 November as a result of the launch).
Activity by
Government Departments,
Parliament, NHS England,
and Public Health England

Embracing Self Care for Life
Support from the Department of Health

Health minister, Steve Brine MP provided a quote for the Self Care Forum press release.

“We know GPs are busier than ever, but around a third of appointments are unnecessary, so any initiatives to provide easily accessible information on self-care will help to relieve pressure on GPs.

“Community pharmacists are a great source of knowledge and can offer informed guidance to those seeking treatment for a number of minor ailments...”

Three blogs were uploaded to the DH Social Care website and shared with 28,000 subscribers and tweeted to 12.7K Twitter followers.
Support from the Department of Sport and Culture

During **Self Care Week** Sport and Culture Minister, Tracey Crouch MP hosted an event in Whitehall: “Q-Volunteering in Health & Care” supporting volunteers to help people better self care. Delegates were from England’s **ten** ambulance trusts.
In addition to six blogs, **NHS England** published a news article during **Self Care Week** with quotes from Self Care Forum co-chairs, NHS England’s National Self Care Lead and the Deputy Chief Nursing Officer. There were also regular tweets and highlights in NHS England’s CCG Bulletin, CNO Bulletin and the NHS Comms Link highlighting **Self Care Week** to those working in the NHS.

**NHS England blogs had 2,496 page views and the twitter reach was 201k.**

**Encouraging people to embrace self care for life**

📅 13 November 2017

New care models  Nursing, midwifery and care  Self care

Engaging and empowering people to look after their own health better is the theme of this year’s **Self Care Week** which launches today.
Support from NHS England’s Pritti Mehta

NHS England’s National Self Care Lead, Pritti Mehta highlighted the importance of self care in a blog and was guest tweeter for the twitterchat which launched Self Care Week on 13 November:

“This is an important time to restate that supporting self care is not only the right thing to do, but it is a fundamental step to achieving the NHS’s triple aims of better care, better health and better value.”

“Support for self-care has operated at the margins of care for far too long.”
NHS England published six blogs during Self Care Week highlighting a number of different ways to self care and to help others to self care.

NHS England blogs had 2,496 page views
Public Health England’s (PHE) Joanne Bosanquet (Deputy Chief Nurse) and Wendy Nicholson (National Lead Nurse) helped to launch Self Care Week via a twitterchat alongside NHS England’s Self Care National Lead Pritti Mehta; Self Care Week was also highlighted as part of PHE’s World Antibiotics Awareness Week activities and Stay Well this Winter campaign.

#selfcareweek trended on twitter
The Department of Health highlighted Self Care Week in three blogs, through their e-newsletter and via social media.

There are 28,000 subscribers to the Social Care blog and 12,700 Twitter followers.
Sir Kevin Barron MP, tabled 2 Parliamentary Questions and an Early Day Motion (EDM) to highlight **Self Care Week** in Parliament inquiring what Government is doing to improve levels of self care in the population.

A joint PAGB, RCGP and Self Care Forum self care infographic was shared with health interested MPs during **Self Care Week**.

9 PQs were tabled, 20 MPs signed the EDM and 93 MPs received the self care infographic.
Self Care Week was Promoted by National Organisations
The BMA raised **Self Care Week** with its members through a number of channels including social media, four blogs, via their GPC newsletter and BMA News. It was also given prominence on its website slider.

**Blogs had 485 page views,**

**Three newsletters were sent to 160K BMA members and twitter reach of BMA, BMA Wales and BMA junior doctors is 109k**
The RCGP re-issued their conjunctivitis poster for Self Care Week, tweeted it to 51.6k followers, wrote to 52,000 members via the RCGP Chair’s blog and shared details with 2000 delegates during the RCGP conference.
The RSPH uploaded a Self Care Week blog to their website which received 1,447 page view, details were shared amongst 5,100 members and tweeted to 8,960 followers.
Two Self Care Week blogs were shared via e-newsletters with 2000 subscribers, linked-in with 6314 followers and twitter receiving 2062 impressions.
Improving health literacy in education – why it is important we make the grade

By Alex Teckkam, Codes of Practice Assessor at PAQB

The years in sport education are some of the most important of your life. This is the time where you should learn the skills, knowledge and confidence to be able to care for yourself and others in the wider world. But despite the packed curriculums, there are concerns that young people leaving the education system are lacking the health literacy to help them do just that – look after themselves.

Health literacy is key in empowering people to confidently make healthy life choices. Without the ability to obtain, process and understand health materials, is it really surprising that people struggle to choose appropriate NHS services? How can we expect individuals to take steps to prevent long term conditions, or to know when to or when not to visit the GP, if they do not have the skills to confidently access or use health information or services?

Related posts
- DistrACT App for Young People
- It’s never too early to learn self care skills
- Infographic: Saving time, reducing waste
- Self Care Week: Nearly half of adults need help to self care
- Self Care Week Award 2016 Winners

Embracing Self Care for Life
National Conference Activity
Self Care Week 2016 Award Winners were presented with certificates and prizes at the Annual Self Care Conference which had 100 delegates.
Prof Nigel Mathers, former Self Care Forum Board member and RCGP Honorary Secretary highlighted **Self Care Week** during his seminar. Self Care Forum material was available during conference breaks for **2000** delegates.
Self Care Week was highlighted to 133 delegates during a presentation by Self Care Forum Board member, Renata Drinkwater. The Policy UK conference was entitled: Delivering the Long-term Sustainability of the NHS: Implementing New Models of Care, Increasing Engagement, and Ensuring Skills.
Local Activity
More than 300 local and regional organisations got involved in Self Care Week including health related organisations such as surgeries, CCGs, charities, local authorities, pharmacies, CSUs, ambulance services, NHS Foundation Trusts, Local Healthwatch, LMCs, carers, schools and universities.
Examples of 2017 local activities

- News articles, blogs, newsletters, surveys and website highlights
- Email campaign of self care material to pre-schools and launch of kids health apps
- Stands promoted self care in children's centres, hospitals, health clinics, pharmacies, libraries and leisure centres, surgeries and bus stations
- #staywell this winter and #getoutside for 20 minutes campaigns
- Social media activity via Twitter, Facebook and Linked-in as well as waiting room TV screens and PPG newsletters
- Conferences, coffee mornings and learning events took place
- The importance of vitamins and minerals were highlighted as part of raising awareness about maintaining good health and wellbeing
- Self care training incorporating social prescribing and care navigation
- Demonstrations on health and wellbeing in the workplace
- Signposting to the pharmacy for minor health conditions
- Guide to depression and maintaining a healthy mental wellbeing
Self Care Week is growing in popularity and whilst traditional health related organisations are in the majority of participants, a more diverse community are communicating the benefits of self care. This year they included parks, gyms, bloggers, retailers, consultants, a benevolent fund, adult learning, charities, shopping centres, support helplines, student unions and facilities, royal societies and commercial organisations.
Media and Social Media
A blog by Self Care Forum co-chair Dr Pete Smith was posted during Self Care Week. There was also twitter activity with 63,100 followers.
Business Reporter, a resource distributed with the Daily and Sunday Telegraph, ran a Self Care Campaign to coincide with Self Care Week. In addition to a foreword from the Self Care Forum, the publication included items on nutrition, over 50’s health, OTC medicines, pharmacies and healthcare technology. It has a 359,400 circulation, and 12,600 twitter followers.
For **Self Care Week** local, regional, national, trade press and broadcast circulation amounted to around **12.3m**
Self Care Week Partners
43 International, national and regional organisations took part in Self Care Week.
78 of the 207 Clinical Commissioning Groups (more than a third) took part in Self Care Week covering a population of more than 22m in England
44 local community organisations took part in Self Care Week.
14 Healthwatch localities (10%) took part in Self Care Week in addition to National Healthwatch England.
28 Surgeries (including GP federations) took part in Self Care Week.
19 NHS Trusts and 13 Local Authorities participated in Self Care Week
11 Universities, colleges and adult learning facilities took part in **Self Care Week**.

11 charities took part in **Self Care Week**.
12 bloggers, journals and magazines took part in Self Care Week.

7 parks, gyms, physiotherapy and health supplier organisations.
38 commercial organisations took part in Self Care Week including political and PR agencies, publishers, manufacturers, lawyers, funeral services and a hedging plant specialist.
For their excellent Self Care Week work in 2016, the awards went to:

**Award Winners**: Walsall Clinical Commissioning Group, for their collaborative work with local schools and colleges in empowering young people in their health.

**Award Innovators**: Pershore and Upton GP Local Cluster, for their collaborative work with their Patient Reference Group and voluntary sector partners to plan a Year of Self Care activities locally.

**Award Innovators**: Mid Essex Clinical Commissioning Group, for their Live Well campaign to involve local people in discussions about their health and care on how to Live Well.
Time to start planning for Self Care Week 2018!
The Self Care Forum would like to thank the International Self-Care Foundation for its generous support including a cash-prize for winners of the Self Care Week Awards 2016.
The Self Care Forum would like to thank you for participating in **Self Care Week** 2017 and hopes you will continue throughout the year to empower people. For self care updates contact selfcare@selfcareforum.org to be added to the mailing list. Otherwise, do keep in touch via email or twitter @SelfCareForum.