

# Self Care Week

## Eight Point Plan



# Self Care Week

To make your **self care week** initiative a success it helps to plan. This resource has some tips to get you started.

Learn from previous **self care week** award winners with these **self care week case studies** and find further information in the **comms doc** available on the Self Care Forum website.

For more details contact [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)



## 8 Point Plan for **Self Care Week**

- Aims and Objective(s)
- Planning your project
- Working with others
- Reaching your audience
- Promoting your work
- **Self Care Week** branding
- Evaluation
- Innovation





## Aims and Objective

It's important to have clear aims and objectives for what you are hoping to achieve with **self care week**:

Aims are long term goals such as:

- to engage people in self care behaviour
- to help smokers give up smoking
- to introduce self care approaches in the surgery
- to work with pharmacists to support the local population to self care
- to engage students in activities to protect their mental wellbeing

Objectives are more short term:

- to introduce self care aware consultations in the surgery to support people to self-treat minor health conditions
- to help people with diabetes understand healthy nutrition and so manage their long term health condition
- to launch a website / service / programme





## Planning your project

Once you have agreed your objectives put some thought into how you propose to reach them, whether it's through promotion, campaigning, activities or all three.

For tips and ideas, it might be worthwhile finding out about previous initiatives, **self care week** award winners have produced [case studies](#) which are available on the Self Care Forum website.

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## Working with others

The Self Care Forum is always keen to encourage collaborative working whenever possible. It is an excellent way of pooling resources, (financial and manpower), increasing your promotional reach and engendering effective local relationship building. Here are some examples of who your local partners could be:

- Community pharmacists
- Surgeries
- CCGs
- Local authorities
- Third sector
- Businesses
- NHS trusts

- Healthwatch
- Schools, universities, colleges
- Fire services
- Ambulance services
- Gyms
- Libraries
- Local media, broadcast





## Reaching your audience

Often a blanket promotion will not be as effective as targeted messaging which is why it is always good to know your audience and direct your messages accordingly. For example, the same self care messages which are appropriate for students will not necessarily be helpful to first time parents. You might also want to consider which communications platforms have the best reach for your particular audiences.

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## Reaching your audience

When thinking about your promotional activities it is useful to also bear in mind your objective and target audiences. This will help you to make the most of your promotional activities and communications for **self care week**.

Here are some examples: quizzes and games, event stalls, coffee mornings, lunch and learn, workshops, posters/leaflets, local media, local broadcast, social media, twitterchats.

**For more ideas, look at our self care week case studies available on the website**

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## Self Care Week Branding

Whether you are implementing low key activities or a more ambitious large scale initiative it is good to use **self care week** images, which are available on the self care forum website, to help you brand your campaign. It means your audience will identify all your **self care week** activity and will help reinforce and strengthen your self care messages.

Using the same images to brand your campaign locally will also help to connect **self care week** activities at a regional and national level making it part of a bigger, national initiative.

**Self care week images such as logos, posters, web-buttons and pop-up banners are available on the website.**





## Evaluation

Finding ways to evaluate your initiative is necessary to help measure its worth and demonstrates whether you reach your objective(s).

It is important to decide upon an evaluation plan before you start activities and base it on your objective(s) by focusing on intended outputs, outcomes and long and short term impact. [This](#) link might be helpful.

It will also help you understand which activities work well and what works less well so you can adapt and shape your local self care strategies going forward. (It could also make the difference between you getting funding for further self care activity, or not).

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## Innovation

These days people are bombarded with communications so finding innovative ways to reach your audiences will help land your **self care week** messages more effectively. Something a bit different can help engage your audience and mean the difference between a successful and unsuccessful initiative. Here are some suggestions:

- Gardening events
- Pub quizzes and games
- Comedy classes
- Selfie frames
- Targeted videos
- Self care apps
- School competitions

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**Good luck with your activities and for your information, these criteria are also used when judging self care week award submissions.**

**For more details about self care week contact [selfcare@selfcareforum.org](mailto:selfcare@selfcareforum.org)**

