

Self Care Week

Award Criteria 2020



Self Care Week

The Self Care Forum is keen to find out exactly how organisations are empowering people to better look after their own physical health and mental wellbeing during ***Self Care Week***.

The ***Self Care Week*** Award will recognise outstanding self care achievements and organisations are encouraged to submit applications based on the criteria laid out in this document.

The winner will be awarded a £500 bursary to spend on a self care related initiative as well as receiving the accolade of the ***Self Care Week*** Award. Two further runner-up awards may also be given to special initiatives with a smaller bursary.



Criteria Questions for **Self Care Week 2020**





Campaign Details

- ❖ **Overview of campaign activities** – please provide details of your *Self Care Week* campaign activities.
- ❖ **Campaign Aims and Objectives** – provide details of your aims and objectives for *Self Care Week* and whether you met these (if you didn't please explain why).
- ❖ **Did you work with others?** – was your *Self Care Week* campaign a joint venture, if so please provide details of your partners and collaborative activities.





Reaching your audience

- ❖ **Please demonstrate how you reached your audience.** We would like to know that you understood your target audience and shaped your activities and promotion around them to meet your aims and objectives.
- ❖ **How did you incorporate Self Care Forum material into you initiative?** Please demonstrate how you branded your initiative helping it to be recognised as being part of National Self Care Week.
- ❖ **What other material did you use as part of your strategy to reach your audience?**





Evaluation and cost

- ❖ **Did you evaluate *Self Care Week*?** Please provide details of the evaluation process and the findings.
- ❖ **Do you plan to use your findings for further self care activity?** Please provide details.
- ❖ **What was the cost of your *Self Care Week* campaign?** Please provide details.





Special Innovation Award

- ❖ A special award will be presented to the *Self Care Week* initiative that has aimed to reach people outside the usual parameters of health. Please provide details of your innovative activities.





NHSCC Outstanding CCG Award

- ❖ A joint Self Care Forum / NHS Clinical Commissioners' award will be presented to the Clinical Commissioning Group with the most outstanding *Self Care Week* initiative.

NHS Clinical
Commissioners

The independent collective voice
of clinical commissioners





Please ensure your application is no more than four sides of A4 (excluding examples of material).

The deadline for submissions is 31 January 2021, please send your submission to selfcare@selfcareforum.org.

Thank you for participating in Self Care Week.

