

Guide to Organising Self Care Week:

Tips on holding your own Self Care Week event:

Create a self care brand

that can be recognised by the local population – use the Self Care Forum's self care characters.

Generate publicity

at events by inviting local celebrities and politicians such as the mayor, councillors and MPs to give prizes and awards.

Find ways to engage

with diverse groups of your population.

Enthuse local partners to participate

in Self Care Week by highlighting the benefit to them, for example, increasing footfall in pharmacies, a self care seminar can empower patients and impact positively on consultation rates, a free exercise class could generate potential paying customers.

The Self Care Forum's **Self Care Continuum and manifesto** can help you decide your overall aim.

Use the national **Self Care Week theme** as a hook, and the resources on www.selfcareforum.org.

Start planning as **early** as possible.

The **Self Care Forum** has an abundance of material, make the most of this and if possible, adapt for a local audience by including relevant logos.

Include experts in partner organisations

to help develop a communications plan utilising digital, print and broadcasting mediums to promote Self Care Week. A Self Care Week press release template is available from www.selfcareforum.org.

Make the most of any **local facilities** such as libraries, gyms, town halls, community gardens.

Devise an engaging programme of self care activities for Self Care Week, here are examples:

- Work with local businesses to help engage men in their health.
- Highlight new health services such as Healthy Living Pharmacies
- Invite school nurses to lead a healthy schools project teaching school children about looking after their health.
- Invite a pharmacist to run self care seminars for common and long term conditions.
- Hold a coffee morning for parents of young children and invite a nurse to discuss the normal duration and red flags of common childhood ailments.

Initiate a training session

to ensure everyone is consistent with key messages and confident in approaching and relaying messages to the public during Self Care Week.

Go where people are

– where footfall is heaviest such as shopping centres, and avoid places where people have limited time such as bus and train stations.

Local businesses can help

by loaning a vehicle for health checks, free use of a hall, space in a supermarket or free exercise classes.

Offer goodie bags

as hooks for conversations, these can include helpful material such as minor ailment fact sheets, health service guides and freebies such as pedometers and water bottles.

Make the most of information

gathered from questionnaires and agree in advance how it will be used to shape local health provision and improve people's self care behaviour.

