

# National Self Care Week

## Newsletter – Second Edition



**NHS** Self Care Week  
17-23 November 2014



Self care for life – be healthy this winter

# Second **Self Care Week** Newsletter

Welcome to the second **Self Care Week** 2014 newsletter.

For those of you that are new to the concept of **Self Care Week** it is a national awareness campaign to promote the benefits of self care.

We hope you will get involved and build awareness amongst your audience to help improve levels of health literacy amongst the population.

 **Self Care Week**  
17-23 November 2014



Self care for life – be healthy this winter

# Self Care Week 2014

## Self care for life – be healthy this winter

We choose a different theme each year for **Self Care Week** and because demand on health services increases in winter months, often due to weather related illnesses, this year's theme focuses on keeping well during winter.

There is also a need to help signpost people to the right service during winter as people are genuinely confused about where to go for their health needs.



# Get involved

The purpose of this second newsletter is to remind you of the **material** that is available to you and highlight anything new, and provide **ideas** and **encouragement** for **Self Care Week**.

## Available Material

- + Fact Sheets
- + Leaflets
- + Key messages (see slide 15)
- + Posters
- + Web buttons and banners
- + Sample press release / article

Material can be found at:

<http://www.selfcareforum.org/events/self-care-week/>



 **Self Care Week**  
17-23 November 2014



# Fact Sheets

**Thirteen fact sheets** are available on the Self Care Forum website to help you promote an understanding of how patients and the public can take care of their minor ailments at home or with advice from the pharmacist. Here are a few:

**SELF CARE FORUM FACT SHEET NO. 1 (version 1.0.1.1)**

## Low Back Pain

This fact sheet helps you to know what's 'normal' and what you can expect to happen if you suffer from back pain. It also tells you when you should become concerned and seek advice from a health professional.

**Useful facts**

- What is low back pain? Low back pain describes aches, pains and/or stiffness in the lower back. It may come without a clear underlying cause.
- How common is low back pain? It's the most common form of back pain affecting 8 out of 10 people in the UK at some time in their life.
- Are my symptoms likely to be serious? No, low back pain usually lasts for a few weeks and then resolves itself and you'll be able to get back to work.
- Do I need to worry? Backs are made for twisting, bending over and lifting and get back to normal after a few days rest and exercise.

**What can I expect to happen?**

- How long are my symptoms likely to last? Four weeks is likely to get better by itself within 12 weeks, and often earlier. But you may experience occasional twinges and aches for weeks and months.
- Do I need any medical treatment or surgery? Back pain usually gets better without medical treatment or surgery, with what is 'backpack' or 'backpack'.
- Will I need further back? Some people may need to have an MRI scan.

**What can I do myself to get better - now and in the future?**

- Should I exercise? Simple back exercises, keeping your stomach, yep and the Alexander technique can be helpful for back pain. <http://www.selfcareforum.org/low-back-pain/>
- Keep moving. Avoid lying in bed and avoid sitting as far as possible, even if you're in a wheelchair. The more you get up and move, the better you'll feel. Back pain usually gets better more quickly if you continue and keep going with all the things you enjoy.
- Heat and cold. If you have low back pain, you can use heat or cold therapy. Heat can help to relax muscles and cold can help to reduce inflammation and pain. Use heat or cold as you wish. Heat and cold can be used together. Use heat for a few days and then use cold for a few days. Use heat and cold together. Use heat and cold together. Use heat and cold together.
- Medicines. Most of the painkillers used to treat back pain are over-the-counter painkillers. Some people may need stronger medicines, such as opioids, and an additional option where simple ones are not working. Ask your pharmacist.

**Self Care Forum**  
Produced by the Self Care Forum <http://www.selfcareforum.org>. Last revised on 30 Oct 2013. Please contact Libby Whitaker 020 7421 9118 or email [libby@selfcareforum.org](mailto:libby@selfcareforum.org) with comments or suggestions.

**FACT SHEET NO. 11**

## Middle ear infection (acute otitis media)

This fact sheet helps you to know what's 'normal' and what you can expect to happen if your child develops an infection of the space behind the ear drum ('middle ear infection', or acute otitis media). It also tells you when you should become concerned and seek advice from a health professional. Middle ear infection usually affects children.

**Useful facts**

- What is middle ear infection? Behind the ear drum is a small space that is usually filled with air in the middle ear. To let air in and out, a small channel called the Eustachian tube connects this space to the throat. When germs (such as viruses or bacteria) enter during a cold, an ear infection can develop.
- How dangerous is it? In most children, acute otitis media is a harmless infection that gets better by itself without any complications.
- How common is it? Middle ear infection is very common, mostly affecting small children aged between six and 18 months. More than half of all children suffer at least one middle ear infection by the time they're seven.
- What are the symptoms? Older children usually complain of ear aches, while younger children often pull or rub their ears. Other common symptoms include runny nose, a raised body temperature (fever), being irritable, crying, sleep problems, cough and poor feeding.
- Who's affected? Middle ear infections are more common in children who breathe in tobacco smoke, attend day care (nursery), or who drink formula milk rather than breast milk.
- Does my child need antibiotics? Most children with a mild middle ear infection will not benefit from antibiotics. Antibiotics can be useful in children younger than 2 years who have infections in both ears, or who have an infection together with a leaking ear.

**What can I expect to happen to my child?**

- Symptoms. Symptoms of middle ear infection tend to develop quickly and usually last an average of four days.
- Fluid leaking from the ear. A hole may form in the ear drum and cause infected thick fluid (pus) to run out of the ear. This usually relieves the pain as it reduces the pressure on the ear drum.

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**FACT SHEET NO. 12**

## The common cold (adults)

This fact sheet helps you to know what's 'normal' and what you can expect to happen if you develop a cold. It also tells you when you should become concerned and seek advice from a health professional.

**Useful facts**

- What is the common cold? Most viral infections can cause symptoms of the cold, including a blocked and then runny nose, sneezing, cough, a sore throat, a slightly raised body temperature (fever) up to 38°C and feeling generally unwell.
- How dangerous are colds? Colds are harmless infections that in the vast majority of cases get better by themselves without any complications.
- How common are they? Colds are very common, and adults get an average of two to four colds a year.
- Are there any complications? While the symptoms are unpleasant, the common cold is harmless. Complications, such as chest, ear and other infections, are rare.
- Will I need antibiotics? Most colds get better on their own without treatment. Antibiotics are ineffective for treating the common cold and may cause side effects.
- Effect of smoking? Cold symptoms such as coughing tend to be more severe if you smoke, and the infection usually lasts longer.

**What can I expect to happen?**

- Symptoms. In adults and older children, cold symptoms last for about a week and a half, and in younger children for up to two weeks. Symptoms are usually worst in the first two to three days, before they gradually start to improve. Coughs may last up to three weeks.
- There is no cure. There is no cure for the common cold. But while our bodies fight the infection, there are various ways of relieving our symptoms.
- Catching a cold. We can catch a cold by either breathing in droplets of fluid containing the cold virus (before someone sneezes), or by touching something that someone has sneezed on, and then touching our mouth or nose.

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**FACT SHEET NO. 13**

## Acute sinusitis (adults)

This fact sheet helps you to know what's 'normal' and what you can expect to happen if you develop sinusitis. It also tells you when you should become concerned and seek advice from a health professional.

**Useful facts**

- What are sinuses? Sinuses are cavities in our face bones that open up into the nose, helping to control the water content and temperature of the air reaching our lungs.
- What is sinusitis? The body's response to irritants or bugs (inflammation) can lead to sinusitis: a swelling and irritation of the lining of the sinuses. Viral infections, such as the common cold, can cause the lining of the nose to swell, blocking the small opening from the sinuses to the nose. Fluid inside the sinuses may build up, which can make you feel bunged up and stuffy.
- What types are there? Sinusitis can be acute (resolving within 12 weeks) or chronic (lasting longer than 12 weeks).
- What are the symptoms? The most common symptoms include a blocked or runny nose, pain and tenderness in the face, and a raised body temperature. Additional symptoms are headache, cough, pressure in your ears, feeling generally unwell, bad breath, tiredness, and reduced taste and smell.
- Will I need antibiotics? The symptoms of sinusitis usually get better on their own without treatment. Antibiotics are unlikely to help unless the symptoms are severe (see over the page).

**What can I expect to happen?**

- Duration. The symptoms of acute sinusitis last longer than the common cold and last about 2-3 weeks to clear. Chronic sinusitis may last for months.
- Need for treatment. In most people, sinusitis will get better without treatment, and about two thirds of people with sinusitis won't need to see their GP.

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**SELF CARE FORUM FACT SHEET NO. 7 (version 1.0.1.1)**

## Cough in Adults

This fact sheet helps you to know what's 'normal' and what you can expect to happen if you develop a cough. It also tells you when you should become concerned and seek advice from a health professional.

**Useful facts**

- Types of cough. A cough may be acute, lasting less than three weeks, or chronic, when it may go on for more than eight weeks. Cough can also be dry or productive (spit up phlegm).
- Frequency. Most adults experience episodes of coughing between two and five times a year, and about one in five people suffer from coughing during the winter months.
- Acute versus chronic. Although coughing often impairs people's quality of life, it is rarely due to serious causes and usually gets better by itself.
- What causes cough? Acute cough is most commonly caused by a viral upper respiratory tract infection (URTI) due to a cold. A chronic cough is common in smokers and can sometimes suggest an underlying lung problem, but may also be caused by conditions outside the lung, such as heartburn (gastro reflux). Cough may also result from taking certain drugs (check the label), asthma, and environmental factors (dust, smoke, fumes, etc).

**What can I expect to happen?**

- Coughing is usually harmless. Although coughs can be distressing (both for yourself and others) and may be irritating to your throat, coughing is usually harmless and usually starts to improve within three weeks.
- No need for antibiotics. Antibiotics do not work against viral infections, which cause most acute coughs, and so they may do more harm than good.
- Duration. You may usually suffer a dry cough for 3 to 6 weeks after an infection has settled.
- Tests. You don't normally need any tests if you suffer from an acute cough.

**What can I do myself to get better - now and in the future?**

- Try not to cough. Although this may sound easier said than done, you may be able to cough less often by trying not to cough, because our desire to cough can sometimes be influenced by our brain.

**Self Care Forum**  
Produced by the Self Care Forum <http://www.selfcareforum.org>. Last revised on 13 Apr 13. Please contact Libby Whitaker 020 7421 9118 or email [libby@selfcareforum.org](mailto:libby@selfcareforum.org) with comments or suggestions.

All 13 fact sheets are available here:  
<http://www.selfcareforum.org/fact-sheets/>



Self care for life – be healthy this winter

# Leaflets / Booklets



**How telecare works**  
Professional monitoring of your health

**How telehealth works**  
Medical advice via a computer screen

**More information**  
This leaflet will help you start exploring the self-care choices that are right for you. To find out more about the support available, visit [www.nhs.uk/yourhealth](http://www.nhs.uk/yourhealth). For further information how to access NHS services call NHS Direct on 0845 46 47. Centres can contact Carers UK via Carers UK on 0800 608 7777 or online at [www.carersuk.org](http://www.carersuk.org) for support. Many local Healths have specially trained staff to help you find information about your local health service and show you the information on the NHS website. Patient Advice and Liaison Service (PALS) Whether you're a patient, a relative or a carer, PALS can provide specialist and friendly concerns. Call NHS Direct to find out where your local PALS is. Whatever your issue - participate.

**www.nhs.uk**  
**0845 46 47**

For more information about telehealth and telecare please visit [www.nhs.uk/telecare](http://www.nhs.uk/telecare) or ask your health or social care professional for more information.

**10 million lives**  
Your health. Your way. Your choice.

**Who owns your care plan?**  
It's your care plan and you own it. Many people have a paper copy that they take home with them but it's really up to you whether you want that or whether you just want it recorded in your notes. It's also confidential, therefore you can decide who has access to your plan such as your carer, family or health or social care professional.

**What if I don't want a care plan?**  
Many people with a long term condition feel more confident about managing their condition and prefer to get on with their lives as independently as they can. You might not want a care plan, which is fine, but you should still expect a regular discussion with your doctor, nurse or other health or social care professional about how you are managing your condition, and what you can do for yourself. You should also be listened to with your views taken into account and be given any new information that would be helpful. This is where the term "self care" might be used.

**What does self care mean?**  
We all take care every day, without realising it, for example taking medicines properly and exercising. You can even improve your quality of life by setting your own goals such as stopping smoking, losing weight or even returning to work. Managing your condition better, means you will keep well for longer. Whatever you decide, your care planning discussion should include supporting you to self care.

**How often will my care plan be reviewed?**  
This varies from person to person. It should be reviewed at least once a year, but more frequently if you and your doctor or nurse agree this is needed.

**When managing long term conditions in children it is really important to monitor and revise the care plan to take account of growth and development.**

**More Information**  
To find out more about care plans and the support available visit [www.nhs.uk/yourhealth](http://www.nhs.uk/yourhealth). For other information on how to access NHS Services call NHS Direct on 0845 46 47. Carers can contact Carers UK via Carers UK on freephone 0800 608 7777 or online at [www.carersuk.org](http://www.carersuk.org) for support.

**Do you or your child have a long term condition?**

**Did you know a care plan will help you manage your condition better?**

**www.nhs.uk**  
**0845 46 47**

**10 million lives**  
Your health. Your way. Your choice.

More resources are available here:

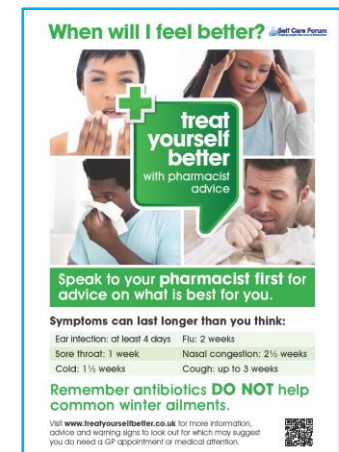
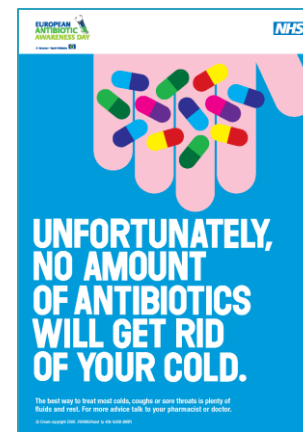
<http://www.selfcareforum.org/events/self-care-week-resources/>

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# Posters

Displaying posters is a simple way to highlight the campaign.

Download from <http://www.selfcareforum.org/events/self-care-week-resources/>



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Self care for life – be healthy this winter

# Printing

Double click on images to enlarge

An EPS version of the logo is available on request but here also are high quality jpegs and an image for you to produce your own poster.



Images can be found here:  
<http://www.selfcareforum.org/events/self-care-week-resources/>





# Is SCW on your website?

Another simple way of raising awareness about the campaign is to add a paragraph and image to your website. Below is some text to help you.

***Self Care for Life – be healthy this winter***



*Did you know that it is usual for adults to have two to four colds a year while children are likely to have three to eight as their immune system is more susceptible to viral infections? That's why, during winter, when seasonal illnesses are more frequent, it is important to take extra measures to stay well.*

*As part of Self Care Week 2014, we are encouraging people to choose healthy lifestyle options that will impact positively on their physical health, mental wellbeing and self esteem. Help to maintain health and ward off illness by eating sensibly, stop smoking, drinking in moderation and taking regular exercise.*

*The Self Care Week message is “Self care for life – be healthy this winter” which we are supporting.*

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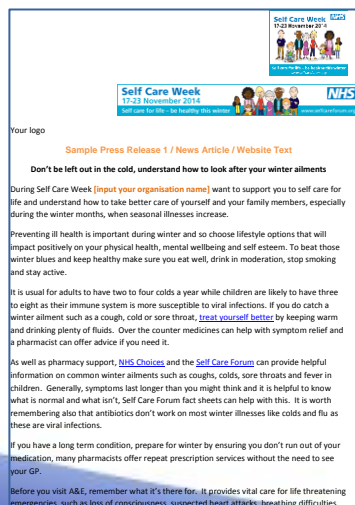


**Self care for life – be healthy this winter**

# Local Media

Why not increase local awareness about your campaign through your local newspaper? Here are two off the peg sample press releases that you can adapt to add in details of your own campaign.

These can be found at: <http://www.selfcareforum.org/events/self-care-week/>



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Self care for life – be healthy this winter

**NHS**

Your logo

**Sample Press Release 1 / News Article / Website Text**

**Don't be left out in the cold, understand how to look after your winter ailments**

During Self Care Week [input your organisation name] want to support you to self care for life and understand how to take better care of yourself and your family members, especially during the winter months, when seasonal illnesses increase.

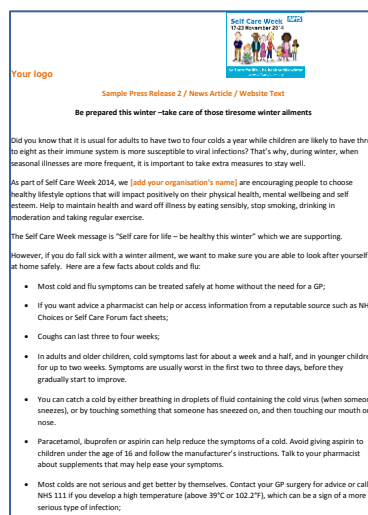
Preventing ill health is important during winter and so choose lifestyle options that will impact positively on your physical health, mental wellbeing and self esteem. To beat those winter blues and keep healthy make sure you eat well, drink in moderation, stop smoking and stay active.

It is usual for adults to have two to four colds a year while children are likely to have three to eight as their immune system is more susceptible to viral infections. If you do catch a winter ailment such as a cough, cold or sore throat, [grab your relief button](#) by keeping warm and drinking plenty of fluids. Over the counter medicines can help with symptom relief and a pharmacist can offer advice if you need it.

As well as pharmacy support, [NHS Choices](#) and the [Self Care Forum](#) can provide helpful information on common winter ailments such as coughs, colds, sore throats and fever in children. Generally, symptoms last longer than you might think and it is helpful to know what is normal and what isn't, Self Care Forum fact sheets can help with this. It is worth remembering also that antibiotics don't work on most winter illnesses like colds and flu as these are viral infections.

If you have a long term condition, prepare for winter by ensuring you don't run out of your medication, many pharmacists offer repeat prescription services without the need to see your GP.

Before you visit A&E, remember what it's there for. It provides vital care for life threatening emergencies, such as loss of consciousness, suspected heart attacks, breathing difficulties.



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Self care for life – be healthy this winter

**NHS**

Your logo

**Sample Press Release 2 / News Article / Website Text**

**Be prepared this winter – take care of those tressome winter ailments**

Did you know that it is usual for adults to have two to four colds a year while children are likely to have three to eight as their immune system is more susceptible to viral infections? That's why, during winter, when seasonal illnesses are more frequent, it is important to take extra measures to stay well.

As part of Self Care Week 2014, we [add your organisation's name](#) are encouraging people to choose healthy lifestyle options that will impact positively on their physical health, mental wellbeing and self esteem. Help to maintain health and ward off illness by eating sensibly, stop smoking, drinking in moderation and taking regular exercise.

The Self Care Week message is "Self care for life – be healthy this winter" which we are supporting.

However, if you do fall sick with a winter ailment, we want to make sure you are able to look after yourself at home safely. Here are a few facts about colds and flu:

- Most cold and flu symptoms can be treated safely at home without the need for a GP.
- If you want advice a pharmacist can help or access information from a reputable source such as NHS Choices or Self Care Forum fact sheets;
- Coughs can last three to four weeks;
- In adults and older children, cold symptoms last for about a week and a half and in younger children for up to two weeks. Symptoms are usually worst in the first two to three days, before they gradually start to improve.
- You can catch a cold by either breathing in droplets of fluid containing the cold virus (when someone sneezes), or by touching something that someone has sneezed on, and then touching our mouth or nose.
- Paracetamol, ibuprofen or aspirin can help reduce the symptoms of a cold. Avoid giving aspirin to children under the age of 16 and follow the manufacturer's instructions. Talk to your pharmacist about supplements that may help ease your symptoms.
- Most colds are not serious and get better by themselves. Contact your GP surgery for advice or call NHS 111 if you develop a high temperature (above 39°C or 102.2°F), which can be a sign of a more serious type of infection;

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# Winter Campaigns

In their attempts to remind people that pharmacists can do a lot to help support people with their health in the community, NHS England and the National Pharmacy Association are holding their own campaigns.

**Ask Your Pharmacist Week** is from 10 – 16 November and pharmacists are encouraging customers to *Come to pharmacy first for advice and treatment for common winter ailments*



**NHS**

Over 60 and feeling under the weather? There's no such thing as wasting your pharmacist's time.



Come to your local community  
**pharmacy first**

Appointment not necessary

Great! You're better  
NPA  
National Pharmacy Association

swell  
cough  
flu  
cold  
winter ailments  
ear infection  
stomach ache  
headache

**Feeling Under the weather** – is this winter's campaign by NHS England to help reduce emergency admissions with illnesses that can be supported by self care or by the pharmacist

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# Pharmacy Self Care Pathways

Material and guidance has been made available for pharmacies to support patients and the public with their health throughout the winter.

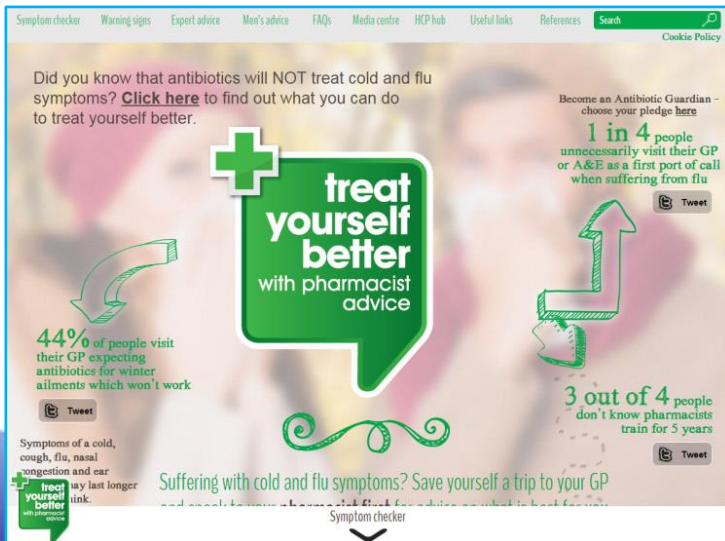
These can be found on the Pharmacy Voice website:

<http://www.pharmacyvoice.com/resource/category/other-documents>



# Other's Resources

The **Treat Yourself Better** Campaign provides helpful information to patients on treating their minor ailments whether it is about what symptoms to expect, and for how long, or about understanding how to look out for red flag symptoms. Toolkits are available on the website for pharmacists and other health professionals and for patients.



Why not include a link to the TYB website in your patient-facing electronic material such as website and e-newsletters as a helpful resource:

<http://www.treatyourselfbetter.co.uk/>

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# Antibiotics Use

There is a growing need to educate people about the appropriate use of antibiotics. Here are two campaigns which have a wealth of resources for health professionals and for patients.

Public Health England has set up an antibiotic guardian page asking patients and health professionals to pledge to use antibiotics appropriately.

<http://antibioticguardian.com/>



RCGP TARGET provides clinicians with information on when to prescribe antibiotics and has a patient guide on "how to treat your infection". <http://www.rcgp.org.uk/clinical-and-research/target-antibiotics-toolkit/patient-information-leaflets.aspx>



# Tweet Messages

Don't be left out in the cold,  
understand how to look after your  
winter ailments

Antibiotics don't work on cold and  
flu symptoms

Did you know coughs can last  
three to four weeks after an  
infection

Most sore throats last an average of eight days

Be prepared this winter –take care of those  
irritating winter ailments

Beat the winter blues – stay healthy by eating  
well and being active

Be mindful of your self, health and  
happiness this winter

Ask your pharmacist for advice on your  
winter ailments



# What are you doing?

Upload the **Self Care Week** button or banner on your website

Erect a display stand with leaflets and posters

Include **Self Care Week** in your presentations and speeches

Publish articles in public and staff newsletters and local newspapers

Run a health awareness session

Distribute posters and leaflets

Tweet and Facebook

Re-launch an existing initiative under the **Self Care Week** banner

Hold a fun day to include fact paints for the children and “ask the doctor” and “ask the nurse” for the adults

Run health coaching courses





# Did you see these?

More ideas and messages are available in the **Self Care Week** Communications Pack and the first **Self Care Week** newsletter.



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# Who is getting involved in Self Care Week?

Here are some of the organisations participating in the campaign:



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# What is the Self Care Forum?

The **Self Care** Forum is the national UK organisation dedicated to helping people take care of themselves. Our aim is to further the reach of self care and embed it into everyday life, making it a life long habit and culture.

We provide support through material, case studies and campaigns to NHS agencies, the voluntary and the private sector to help them deliver self care education and messages to their target audiences whether they are patients, staff or the public.

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# And Finally.....

Please circulate this newsletter to your colleagues or invite them to sign up to future **SCW** newsletters by emailing [libby.whittaker@selfcareforum.org](mailto:libby.whittaker@selfcareforum.org)

