

**Mind &
Body**



Make time for friends

**Self-Care Week
Ideas**

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Body**

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Enjoy a good night's sleep



Self-Care Forum
Helping people take care of themselves

About this resource

Maximise the impact of your Self-Care Week with this ideas guide.

Further resources are available from the website www.selfcareforum.org here are useful links:

- Self-Care Week [case studies](#) to share best practice.
- A comms doc is available on the [resources page](#), also an 8 Point Plan, the icon, posters and [social media assets](#) etc
- [Subscribe](#) to our newsletter to stay updated
- Follow us on [Instagram](#), [Bluesky](#), [X](#), [facebook](#), and [LinkedIn](#),
- Get in touch via selfcare@selfcareforum.org



1.0 Why Participate in Self-Care Week?

Self-Care Week provides organisations with a focus to run a targeted campaign that encourages service users, colleagues, clients, and the public to prioritise their health and wellbeing while enhancing their understanding of self-care practises.

Self-care messages are maximised when repeated by many voices through different mediums at the same time, making a greater impact and reaching more of the population.

“Self-Care Week is the one time of the year when so many different organisations can own the same message.” [Ade Williams MBE, Community Pharmacist, and Self-Care Forum Trustee]



Notice Nature

2.0 Start with branding

We know the importance and power of branding, which is why we had an award-winning designer develop our National Self-Care Week icon using our theme Mind & Body.

By using official branding material your Self-Care Week activity will be connected to the bigger, national public health initiative, helping people recognise and link the two.

You are invited to use the icon as freely as you wish for your National Self-Care Week activities and promotions.



3.0 Self-Care Week Material - Posters

As well as the heart icon, we have A4 posters in portrait and landscape.

Our posters are colourful and eye catching and will grab people's attention whether used on displays, TV monitors, corridors, as part of a resource pack or give-ways. or in your digital promotions.



3.1 Self-Care Week footers and website text

Self-Care Week footer images in two colours and 2 dimensions are available and can be incorporated into your email signature. Embedding a link in the image can also help direct readers to relevant websites.

Drafted text that can be pasted into a website page, newsletter or emails to highlight National Self-Care Week is also available on the resources page.



3.2 Self-Care Week power point and social media assets

We have developed a slide deck in power point which can be adapted to fit your discussion to explain the concept of Self-Care Week to colleagues, collaborators and partners.

Off the peg social media assets will be uploaded and available to use nearer to National Self-Care Week.



3.3 Self-Care Forum Resources

Our self-care aware fact sheets are designed to empower individuals and help them understand how to take care of symptoms of common ailments. They are ideal resources for Self-Care Week. Here are ways you can use them:

- Promote healthy living with our POWER fact sheet
- Promote women's health with our Menopause fact sheet
- Use our Winter Illness and Winter Wellbeing to prepare people for the winter months
- Our Boosting Your Mood can help as part of a mental wellbeing promotion.



4.0 Collaborate

National Self-Care Week is a perfect time to collaborate on a bigger, wide-reaching initiative to support people's understanding and practise of self-care.

Local organisations, including community pharmacies, GP surgeries, local councils, businesses, schools and libraries, are invited to collaborate to support community health. Organising a week-long series of events and activities can make a greater impact. (See the below guide on our website for tips.)



4.1 Activities across 7 days

Arranging activities for each day of National Self-Care Week can help create greater engagement and a bigger impact locally, especially if activities involve an array of local agencies.

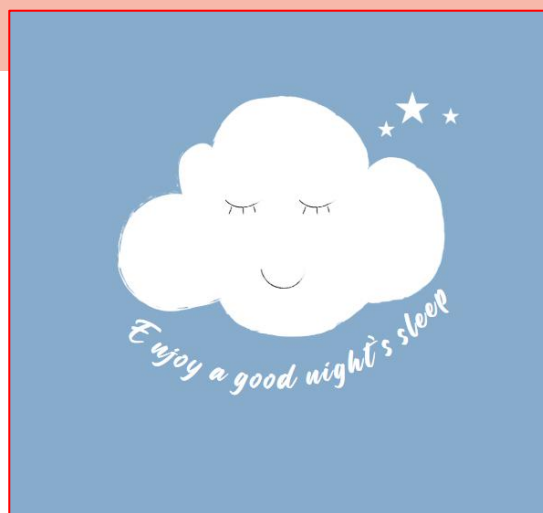
A “Mind & Body” health fair can kick off your National Self-Care Week with stalls including details about local services, sharing health resources, offering blood pressure checks and promoting the benefits of a range of self-care practises. More ideas are highlighted throughout this resource.



5.0 Go to where people are

Make use of places with a captive audience such as waiting rooms, receptions, common rooms, shopping centres, pubs, staff rooms, etc to promote self-care messages. Here are more ideas:

- Use free space to set up a walk-in screening check for free blood pressure checks, blood sugar level checks or another type of disease screening
- In you free space create a display with free resources, signpost to health services, invite someone to give advice on local health and wellbeing sources
- Set up stalls on topics of self-care or new health services available in the organisation
- Invite a health trainer, life coach, head masseuse or another health expert to explain the merits of staying healthy



5.1 Health expert talks or articles

Interactive self-care talks and Q&A sessions can be hugely beneficial when delivered by experts such as physiotherapists, nurses, pharmacists, doctors, health coaches and trainers etc.

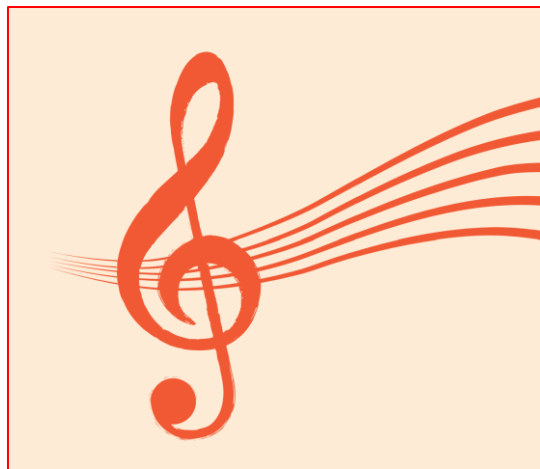
- Experts can participate in a health phone-in session on a specific topic on your local radio or TV broadcaster
- Offer an interactive talk at the local school, or college or university on a self-care topic or how the NHS works
- Write a health series of articles for the local newspaper –on the benefits of exercise, connection, loneliness, nutrition etc
- Employers can invite a health coach or trainer to talk to colleagues about exercise, nutrition, stress, work-life balance etc.
- Libraries are great places for community events



5.2 Seminars, conferences and events

Organising a seminar, conference or event as part of National Self-Care Week can help to share knowledge, launch new and old services and promote the benefits of practising self-care.

Interactive sessions can also be incorporated into events to discuss self-care topics and help engage people in their health education.



6.0 Movement and Exercise

There are so many benefits to exercise and movement in general and is a popular focus for many organisations promoting Self-Care Week. Our Power fact sheet is great as a resource about this. Other ideas:

- Organise a community trail or walk locally
- Work with your local gyms to set up free taster sessions
- Introduce a free online exercise class for local residents who are house-bound
- Publishing blogs or organising a Q&A on the local radio can also reach a wider audience
- Introduce walking meetings rather than sit down ones.
- Employers could introduce free or discounted gym memberships or set-up a running club
- Signpost your audience to the free online exercise videos on the [Better Health NHS](https://www.betterhealth.nhs.uk) website

The POWER of Self Care

You've got the **POWER** to take control of your life

POWER acronym: Personal Wellbeing, Out and about and Exercise, Mental health and well being, Risk & Resilience, Learning & Living.

Personal Wellbeing

- Connect:** Connect with others through social media, face-to-face, or through a support group.
- Be Active:** Be active in your day-to-day life. Find ways to be active that you enjoy.
- Give:** The happiness you feel from helping others can be as big as the happiness you feel from helping yourself.
- Take Notice:** Take notice of your surroundings. Notice the beauty of nature and the things you love.
- Learn:** Learn new skills, hobbies or interests. Consider taking a course or joining a club.

Mental health and well being

- Sleep:** Good sleep is vital to personal and mental well-being. Help by establishing a routine of regular, consistent sleep. It's not always, make your sleep environment comfortable.
- Spirituality:** Spirituality is a feeling of connection with something greater than ourselves and worth for meaning in life. Explore the questions of your belief or your moral well-being.
- Managing illness:** There have to be look after yourself and your own care during periods of illness. The Self-Care Forum can advise help you have to do this and advice to seek help for a range of common illnesses.

Out and about and Exercise

EXERCISE - some is good, more is better

Exercise improves sleep, helps maintain a healthy weight, reduces the risk of many diseases, helps manage stress and improves your quality of life.

Starting out - Exercise

You don't have to be an Olympic athlete to be fit. Start with 10 minutes of brisk walking twice a day, and you are nearly there. The NHS Active 10 App can help.

Starting out - Counting steps

To track your daily steps, use the free apps Google Health on Android phones and Apple Health on iPhones or use a cheap pedometer.

- Walk for 30-60 minutes a day most or on a regular day - it may be between 2500 to 4000 steps already.
- Start by getting the simple 10000 Steps a Day video - 10 minutes. Walk walking twice a day will give you this.
- Then to be active 7000 steps a day.

AIM FOR:

- 150** minutes moderate intensity activity or **75** minutes vigorous intensity activity weekly
- 10,000** steps a day

Checklist:

- **Walk for 10 minutes a day**
- **Use a pedometer or app**
- **Be active in your day-to-day life**
- **Take notice of your surroundings**
- **Learn new skills, hobbies or interests**
- **Connect with others**
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Self-Care Forum logo and contact information at the bottom.

6.1 Mental Wellbeing

Since more people are suffering with mental health issues like depression, anxiety and stress why not incorporate advice on how to protect our mental wellbeing and prevent escalation:

- Share our Boosting your mood fact sheet
- Help promote work-life balance: workplaces can actively discourage employees from working past their hours and through lunchtime to promote work-life balance
- Publish blogs and articles with a focus on mental wellbeing advice
- Promote mental wellbeing messages via a social media programme and signpost to sources of help
- Organise events and activities with wellbeing experts
- Set-up a coffee morning, book-club or work with local men's shed to promote social connection


Self-Care: Boosting your mood

SELF CARE FORUM FACT SHEET NO 16

This fact sheet helps you to know what you can do to maintain and improve your mood and general wellbeing.

Useful facts	Look after your body
<p>Everyone copes and responds differently when times are tough. So be gentle with yourself and those around you. Just because others seem to cope, there is no right or wrong way to manage or be in any situation.</p> <p>Many things can impact on our lives: local or family situations, national and international events, global issues, such as wars, financial pressures and wider political unrest. Don't expect to feel okay all the time or to be perfect at everything. You are doing the best you can.</p>	<p>Look after your physical health by eating healthily, drinking enough water, and moving your body.</p> <p>Move your body regularly and choose activities that you enjoy and that suit your level of fitness and mobility: join others for sports, or try yoga, Pilates, cycling, running or go for a brisk walk.</p> <p>Get a good sleep: New routines and situations can cause sleep problems, and sleep is important for well-being. Avoid looking at screens as well as coffee, tea, energy drinks and alcohol before bedtime. Create an environment that promotes sleep. Keep your bedroom dark, quiet and tidy at night. Temperatures between 16C and 24C tend to promote good sleep. Remove electronic gadgets and use an alarm clock instead of your smartphone.</p>
<p>Finances</p> <p>Get financial and employment help: Financial and employment concerns can have a major impact on your mood and morale. If you experience problems, don't ignore them.</p> <p>Talk to people and get all the help you can, for example talk to those responsible for your mortgage or rent, your utility companies and any other loan companies that you owe money.</p> <p>The Citizens Advice agency have lots of advice and resources to help with things such as the cost of living crisis.</p> <p>If you have not already done so, you might want to talk with your employer and, to understand your sick pay and benefits' rights, see Moneyhelp.</p>	<p>Alcohol: Avoid drinking too much alcohol. Having no alcohol days and staying within the recommended limits often improves sleep, helps you feel better in the mornings and prevents you feeling tired during the day.</p> <p>Take time to relax: This can help with difficult emotions and worries. It can help improve well-being.</p>
<p>Plan practical things and stay connected</p> <p>Structure and plan your day: Get into a routine, even doing small things like keeping on top of household chores 1 or 2 jobs a day can help you feel better and more in control. A 'to do list' can help identify the sort of things you want to do and help to achieve them. Have a plan and set boundaries with yourself.</p> <p>Stay connected with others: Stay in touch with family, friends and work colleagues.</p> <p>Talk about your worries: Speak with someone you trust about how you are feeling. If you find this hard, there are many reputable websites that have tips on what to do, see the section 'where to find out more' at the end of this fact sheet.</p>	

Fact Sheet No 16: 97 Self-Care: Boosting your mood.
The Self-Care Forum, www.selfcareforum.org
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7 Social Media promotion

A simple way to participate in National Self-Care Week is via your social media platforms. In addition to a 7-day social media campaign, it can also be used to advertise details of your local Self-Care Week events and activities.

Please connect to the Self-Care Forum's social media platforms [Instagram](#), [Bluesky](#), [X](#), [facebook](#), and [LinkedIn](#) and tag us for a share and like. Please also use [#selfcareweek](#) [#mindandbody](#).

Social media assets will be available 2 weeks before Self-Care Week covering exercise, signposting, connection, mental wellbeing and common ailments. Keep an eye on the website or email selfcare@selfcareforum.org.



Notice Nature

Thank you for participating in National Self-Care Week and making a difference to people's understanding and practise of self-care.

Consider entering our Self-Care Awards. Details on the website.

