

 **Self Care** **13 – 19**  
**Week 2017** **November**  
**Embracing Self Care for Life**

**Self Care Week**  
**TOOLKIT**



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# Self Care **13 – 19** November **Embracing Self Care for Life**

## Self Care Week 2017

Self care means something different for everyone but it's about focusing on what people can do rather than what they can't do.

The aim of Self Care Week is to support people to feel more confident to manage their own health and wellbeing and where to access help and support if they need it.

To make this happen we need to...

- ✓ Support people with the right tools and resources
- ✓ Ensure that all staff have the skills to empower the people they work with
- ✓ Make self care and prevention a key priority across all organisations

This year **Self Care Week** takes place from 13 – 19 November

The theme is engaging and empowering people and the strapline is *Embracing Self Care for Life*. 'It's a great opportunity to raise awareness and support people to get involved and empower them to take control of their own health and wellbeing.'

The Self Care and Prevention Programme will be supporting Self Care Week across Bradford and Craven with the 'Make One Change Challenge' and we are asking people of all ages to think about making 'one change' that could have a positive impact on their health and wellbeing.

Therefore please find some ideas, information and templates that you can use to publicise any events you have planned during Self Care Week and ideas to raise awareness and get people involved with the 'Make One Change Challenge.'



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# Self Care Week 2017 November 13 – 19

## Embracing Self Care for Life

### Ideas for Self Care Week 2017

- Display the 'Make One Change Challenge' poster at your workplace and make use of the events poster template if you have any activities planned
- Encourage colleagues and citizens to make a 'pledge' for the 'Make One Change Challenge' during Self Care Week (see examples on the poster)
- Distribute information and the link to the programme of events to all your contacts and networks via email and include information in your newsletter or website (you can use the logos provided in this toolkit)
- Make the most of social media platforms such as Facebook, Twitter, Instagram and Pinterest during and leading up to Self Care Week 2017
- Post on social media @HealthyBrad4d with the hashtags #mk1change and #selfcaretakecare
- Take photos, post 'selfies' and tweet your 'Make One Change' pledges during the week
- Encourage people to come along to a Self Care event
- Tables can be seen as a barrier to engagement, so use them to display material, and avoid standing behind them, to encourage conversations with people
- Use the suite of self care tools to start a conversation with people

**Most importantly , take the opportunity to celebrate the week and have fun!**



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# Self Care 13 – 19 November Embracing Self Care for Life

## Join us in the Make One Change Challenge! 'Make one change for Self Care Week!'

Make one change that will help you feel good about yourself and improve your health and wellbeing

It could be as simple as...

- ✓ A teaspoon less of sugar in your tea
- ✓ Walking for ten minutes a day
- ✓ Keeping a day alcohol free
- ✓ Having an extra portion of fruit and veg
- ✓ Make time with your friends and family

Take part in the challenge, take control of your health and feel better

Making a change is always easier when you do it together

So why not get your friends, family or work mates involved

Find out about events and activities taking place near you across Bradford and Craven by following @HealthyBrad4d on Facebook and Twitter

...Or include us in your posts to let us know about your challenge

You can find out more about the challenge and the events planned during Self Care Week via [www.bradford.gov.uk](http://www.bradford.gov.uk) or contact [self.care@bradford.gov.uk](mailto:self.care@bradford.gov.uk)

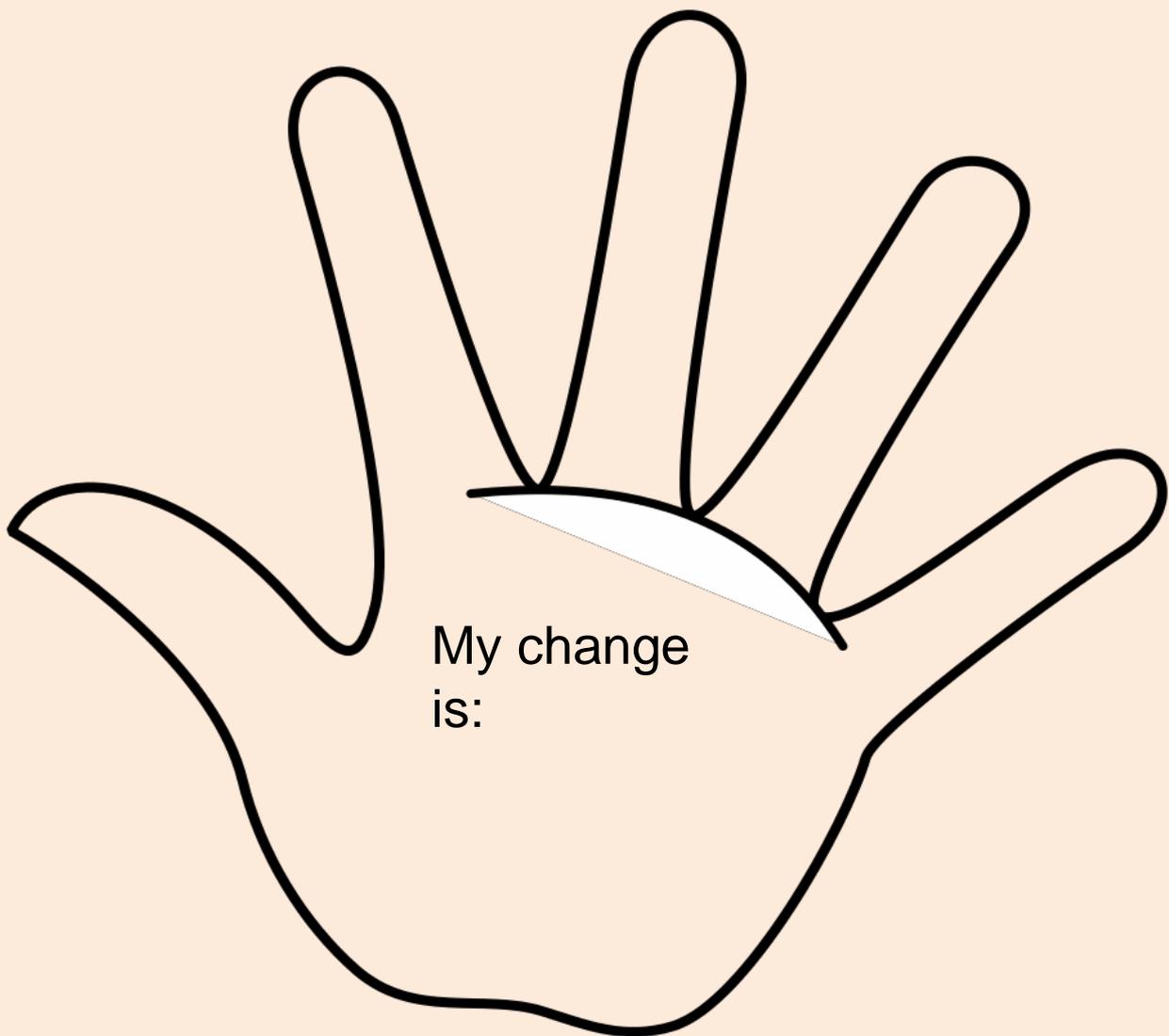


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 **13 – 19**  
**Self Care Week 2017 November**  
**Embracing Self Care for Life**

**‘Make one change for Self Care Week’**

Write down one thing you can do that will have a positive impact on your health and wellbeing



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# Self Care 13 – 19 Week 2017 November Embracing Self Care for Life

## Make One Change Challenge 2017

*Top tip: Use the postcards to encourage people to take up the challenge!*

**How can I take better control of my health and wellbeing...**

**Have a think about the following:**



- What's important in my life at the moment?
- What's working well or not so well?
- What would make life better for me?
- What's making me unhappy or stopping me from doing what I want to do?
- If I can't do it myself, who might be able to support me to make the changes or improvements I want to make?



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## Make One Change Challenge 2017

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### Make One Change Challenge

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It could be as simple as:

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- ✓ Walking for ten minutes a day
- ✓ Keeping a day alcohol free
- ✓ Having an extra portion of fruit and veg



**NHS**

Airedale, Wharfedale and Craven Clinical Commissioning Group  
Bradford City Clinical Commissioning Group  
Bradford Districts Clinical Commissioning Group

**City of Bradford MDC**

[www.bradford.gov.uk](http://www.bradford.gov.uk)



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# Self Care **13 – 19** November **Embracing Self Care for Life**

## **Make One Change Challenge 2017**

*Top tip: Use the postcards to encourage people to take up the challenge!*

### **Join us in the Make one Change Challenge!**

#### **Take part in the challenge!**

- Take control of your health and wellbeing
- Making a change is always easier when you do it together so get your friends, family or work mates involved
- Follow **@HealthyBrad4d** on twitter and facebook
- Make a pledge and include us in your post to let us know about your challenge
- You can find out more about the challenge via [www.bradford.gov.uk](http://www.bradford.gov.uk) or [self.care@bradford.gov.uk](mailto:self.care@bradford.gov.uk)



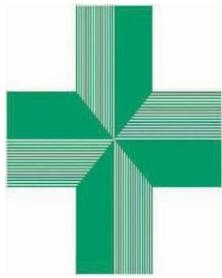
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# Self Care Week 2017 November 13 – 19

## Embracing Self Care for Life

*Top tip: Use the postcards to start having conversations with parents and families*

### If your child is unwell...



#### Pharmacy

Pharmacists are experts on medicines and minor ailments. You can drop in for advice on common childhood illnesses, including minor injuries and medication



#### NHS111

Telephone NHS 111 for 24 hour health advice



#### GP Practice

See your doctor for the treatment of illnesses or injuries that can't be treated at home or by your pharmacist



#### A&E

Take your child to A&E for very severe or life threatening conditions



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# Self Care Week 2017 November

## 13 – 19

### Embracing Self Care for Life

Self care is about taking control and looking after you or your family in a healthy way. Many common childhood illnesses can be treated at home with support from your health visitor or pharmacist but if you are still worried then use this general guide to help you decide where best to go for advice.

#### Pharmacy

- Information and advice about coughs, colds or minor skin conditions such as nappy rash
- Check which over-the-counter medicines are suitable for your child and can advise if your child should see a doctor

#### NHS111

- For general health advice or to speak to an advisor who can advise if your child needs to see a doctor
- The advisors can also call an ambulance for you, if necessary

#### GP Practice

- If your child is having difficulty with feeding, not drinking enough or if you are worried about their fever
- If your child has a bad cough that won't go away, see your GP. If your child also has a high temperature and is breathless, they may have a chest infection. If your child seems to be having trouble breathing contact your GP, even if it's the middle of the night

#### A&E

- If your child has a fever and appears sluggish, despite having had paracetamol or ibuprofen
- If your child has severe tummy pain
- A leg or arm injury and unable to use the limb
- Has swallowed a poison or tablets
- A head injury, if they are unusually drowsy or if you are worried about changes in their behaviour



To access a BSL or audio version of this booklet please scan this QR code

# Self Care Week 2017 November 13 – 19

## Embracing Self Care for Life

*Top tip: Use the postcards to support people to stay well in Winter*

Self Care



### Top Tips

Ask your local pharmacist for advice and also ask what should be in your medicine cabinet

Stay healthy by eating well and being active – make time to spend with friends . . . all year round

Get a flu jab if you are in a vulnerable group

Wrap up warm when it's cold, add more layers of clothing and wear correct footwear in bad weather!

Learning to manage your condition is a good thing – puts you in control, improves your quality of life and helps you stay healthy. There is lots of information and support available to help you to do this

Talk to your healthcare professional and pharmacist about the services and support available to help you live with your long term condition



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# Self Care 13 – 19 Week 2017 November Embracing Self Care for Life

*Top tip: Use the postcards to support people to stay well in Winter*

## Self Care



### Remember . . .

*“Most common ailments, such as colds, sore throat, cough, sinusitis or painful middle ear infection (earache) can't be treated with antibiotics...”*

*“...instead, rest, drink plenty of fluids, take pain relievers, such as paracetamol or ibuprofen and talk to your pharmacist for advice on getting the relief you need”*

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Public Health  
England

**NHS**

# Taking **ANTIBIOTICS** when you don't need them puts you and your family at risk



Taking antibiotics encourages harmful bacteria that live inside you to become resistant. That means that antibiotics may not work when you really need them. This puts you and your family at risk of a more severe or longer illness.

**Take your doctor or nurse's advice when it comes to antibiotics.**

Keep  Antibiotics Working



No one likes being sick and it's especially upsetting when your child is ill.

# REMEMBER IF YOU'RE FEELING UNWELL ANTIBIOTICS AREN'T ALWAYS NEEDED

## **How to look after yourself and your family:**

If you or a family member are feeling unwell, have a cold or flu and you haven't been prescribed antibiotics, here are some effective self-care ways to help you feel better:

- **Ask your pharmacist to recommend medicines to help with symptoms or pain.**
- Get plenty of rest.
- Make sure you or your child drink enough to avoid feeling thirsty.
- Fever is a sign the body is fighting the infection and usually gets better by itself in most cases. You can use paracetamol if you or your child are uncomfortable as a result of a fever.
- Make sure to use a tissue for your nose and wash your hands frequently to avoid spreading your infection to family and friends.

## How long should my symptoms last for?

Here are a few guidelines to help you judge how long some common illnesses and symptoms should last for:

| Common illnesses               | Most people are better by |
|--------------------------------|---------------------------|
| Earache (middle ear infection) | 8 days                    |
| Sore throat                    | 7–8 days                  |
| Sinusitis (adults only)        | 14–21 days                |
| Cold                           | 14 days                   |
| Cough or bronchitis            | 21 days                   |

**If you're not starting to improve by these guide times, contact your GP or call NHS 111.**

### **These symptoms are possible signs of serious illness and should be assessed urgently:**

1. If your skin is very cold or has a strange colour, or you develop an unusual rash.
2. If you feel confused or have slurred speech or are very drowsy.
3. If you have difficulty breathing. Signs can include:
  - breathing quickly
  - turning blue around the lips and the skin below the mouth
  - skin between or above the ribs getting sucked or pulled in with every breath.
4. If you develop a severe headache and are sick.
5. If you develop chest pain.
6. If you have difficulty swallowing or are drooling.
7. If you cough up blood.
8. If you are feeling a lot worse.

**If you or your child has any of these symptoms, are getting worse or are sicker than you would expect (even if your/their temperature falls), trust your instincts and seek medical advice urgently from NHS 111 or your GP. If a child under the age of 5 has any of symptoms 1–3, go to A&E immediately or call 999.**

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**\*Event Poster\***

**Date:**

**Time:**

**Where:**

**For more information:**

**Join us in the Make One Change Challenge!**



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# Self Care Week 2017 November 13 – 19

## Embracing Self Care for Life

### Is your medicine cabinet fit for the winter?

Most common winter ailments, such as colds, sore throat, cough, sinusitis or painful middle ear infection (earache) can't be treated with antibiotics.

#### What works instead?

Rest, drink plenty of fluids, take pain relievers, such as paracetamol or ibuprofen, and talk to your pharmacist for advice on getting the relief you need.

#### How long can I expect to suffer?

Middle ear infection – 4 days

Sore throat – 1 week

Cold – 1.5 weeks

Sinusitis – 2.5 weeks

Cough – 3 weeks

#### What should I do now?

Ask your pharmacist what medicines should be in your cabinet to help get you and your family through the winter season.



#### Where can I get more information?

Ask your doctor for a Factsheet on your condition or visit [www.treatyourselfbetter.co.uk](http://www.treatyourselfbetter.co.uk) for more information on how to treat yourself without antibiotics.



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## Embracing Self Care for Life

**When will I feel better?**  **Self Care Forum**  
Helping people take care of themselves



**Speak to your pharmacist first for advice on what is best for you.**

**Symptoms can last longer than you think:**

|                                |                            |
|--------------------------------|----------------------------|
| Ear infection: at least 4 days | Flu: 2 weeks               |
| Sore throat: 1 week            | Nasal congestion: 2½ weeks |
| Cold: 1½ weeks                 | Cough: up to 3 weeks       |

**Remember antibiotics DO NOT help common winter ailments.**

Visit [www.treatyourselfbetter.co.uk](http://www.treatyourselfbetter.co.uk) for more information, advice and warning signs to look out for which may suggest you do need a GP appointment or medical attention.



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# Self Care Week 2017 November

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### SELF CARE WORDSEARCH

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Ailments  
 Advice  
 Avoidable  
 Care  
 Choices  
 Healthy  
 Challenge  
 Colds  
 Change  
 Fever  
 Help  
 Information  
 Medicine Cabinet  
 Minor  
 One  
 Options  
 Pharmacist  
 Physical  
 Prevent  
 Self Care  
 Smoking  
 Stay Well  
 Stop  
 Support  
 Tools  
 Treating  
 Wellbeing



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# NHS Quiz

1. How much money does your NHS spend on medicines waste every year?  
a) £10m    b) £100m    c) £300m    d) £1bn
2. How much does it cost when you use an ambulance?  
a) £120    b) £246    c) £57    d) £85
3. How much does it cost to call NHS 111?  
a) £10    b) £35    c) £55    d) £12
4. What illnesses can you get advice from your pharmacist for?  
a) Sprains and strains    b) Sore throat and coughs  
c) Acne and dry skin    d) All of the above
5. What ratio of people in Bradford miss their GP appointment?  
a) 1 in 2    b) 1 in 10    c) 1 in 20    d) 1 in 5
6. How much does a missed hospital appointment cost?  
a) £20    b) £70    c) £100    d) £160
7. How much does a missed GP appointment cost?  
a) £10    b) £25    c) £45    d) £100
8. How much does it cost when you go to A&E?  
a) £125    b) £55    c) £75    d) £175

ANSWERS  
1. C  
2. B  
3. B  
4. D  
5. C  
6. D  
7. C  
8. A



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# LOGOS

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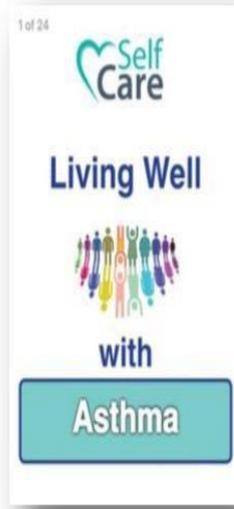
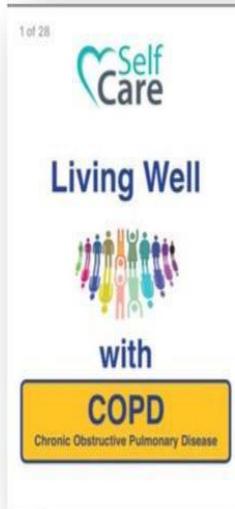
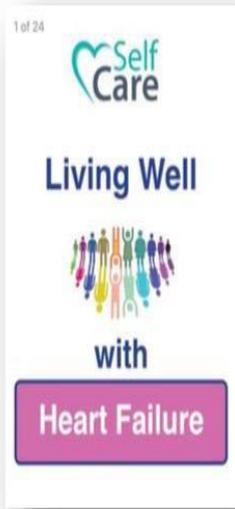
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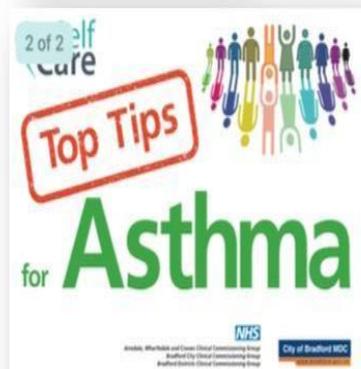


# Self Care 13 – 19 Week 2017 November

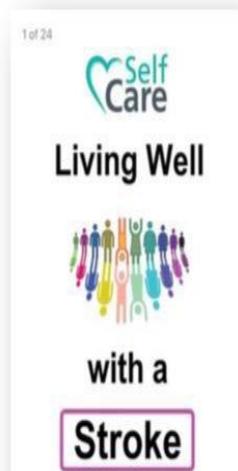
## Embracing Self Care for Life



There is a suite of Self Care tools and resources available to support people to feel more confident about self care and to remain independent



They are designed to support people to better understand and manage their long term conditions



The link to the tools and resources can be found here: <https://www.bradford.gov.uk/adult-social-care/finding-support-for-yourself/self-care-packs/>

To download these and more, please go to <https://www.bradford.gov.uk/bmdc>

