

Self-Care Week: 18-24 November 2019

Communications toolkit for Leicester, Leicestershire and Rutland

Copy for websites / newsletter

Supporting you to manage and treat common illnesses this Self-Care Week



Winter's the time when illnesses such as sore throats, colds, coughs and stomach bugs become more common. If you're generally quite healthy, you can usually treat these illnesses at home with rest and over the counter medications.

During Self-Care Week (18 – 24 November), the NHS in Leicester, Leicestershire and Rutland are sharing a series of animations that give basic advice for treating common ailments, together with more detailed advice online.

Self-care is not the same as no-care, and the [local resources and website](#) offer simple practical steps to help you feel better and recover as soon as possible. You can also get advice on how long you can expect to feel ill for and when you should seek medical attention.

You can also view and download a locally produced booklet - the *Good Health Guide* - with comprehensive self-care advice plus information on the NHS services that help prevent ill health, such as immunisations, and services that can detect early signs of illness. These include NHS Health Checks and screening programmes for certain types of cancer, which can help to find them at an early stage, when they are easier to treat.

Lookout for the hashtag #SelfCareWeek on Twitter and Facebook this week. The *Good Health Guide* can be downloaded from your [local NHS Self-Care website](#).

Suggested social media messages

- Images to go with the messages can be downloaded from the zip file attached to the email we have sent you.
- Many of the messages have videos to go with them – in these cases we have supplied a still image you can use if you wish, but we have also given the YouTube URL (in the table below) so that you can share the videos with your messages.

Social post		Image / Video
Fri 15 Nov	Next week (18-24 Nov) is national #SelfCareWeek – For many common illnesses, like colds, flu and tummy upsets, there's so much we can all do at home to look after ourselves and our families. Find out more: http://bit.ly/SelfCareLLR #SelfCareForLife	
Sun 17 Nov	Tomorrow is the start of #SelfCareWeek – we'll be posting self-care tips and links all week. Remember, while we should all think #SelfCareForLife it's also important to seek medical advice if in doubt. Calling 111 or visiting https://111.nhs.uk/ is a great start. #HelpUsHelpYou	
Mon 18 Nov	It's Day 1 of #SelfCareWeek . Many illnesses can be treated at home with no need for medical attention. The local #NHS has advice online and in a free booklet, the Good Health Guide, to help you take care of common ailments: http://bit.ly/SelfCareLLR	
	To kick off #SelfCareWeek the @SelfCareForum are running a Twitter chat today at midday about how we progress #SelfCareForLife. Join in using #SCWchat	
	#Chestinfections are quite common, especially with a cold or flu, they can last a couple of weeks, usually aren't serious and will get better on their own. Find out what to do about them here: http://bit.ly/SelfCare_Chest #SelfCareWeek	 You Tube URL for sharing: https://youtu.be/IJMjFCUYPIg
Tue 19 Nov	A #vomitingbug can be really unpleasant but it's normally over within 2 or 3 days. Find out how best to treat it here: http://bit.ly/Self_Care_Bug #SelfCareWeek	 You Tube URL for sharing:

		https://youtu.be/fxz9TZ7kFFQ
	#Backpain can be so difficult to cope with! Many of us will suffer with it at some point, it mostly gets better by itself and it's rarely due to anything serious. But how do you treat it? Find out at: http://bit.ly/SelfCare_BackPain #SelfCareWeek	You Tube URL for sharing: https://youtu.be/bgC17EQ9Y4w
	Most #coughs clear up within 3 weeks and don't need any treatment, #antibiotics won't usually help. Find out how to ease your symptoms: http://bit.ly/SelfCare_Coughs #SelfCareWeek	You Tube URL for sharing: https://youtu.be/lr0bZ62M01I
Wed 20 Nov	A #Sorethroat can last for a week, but it's usually nothing to worry about. #Antibiotics WON'T work for viral infections, but find out what you can do: http://bit.ly/Self_Care_Sorethroat #SelfCareWeek	You Tube URL for sharing: https://youtu.be/0bdOYdueT14
	It's #SelfCareWeek so what better place to start than with a visit to your local #pharmacy? Pharmacists are highly trained experts who can advise you on symptoms and treatments for minor health concerns. Most also have a private consultation room: http://bit.ly/SelfCare_Pharmacy	You Tube URL for sharing: https://youtu.be/CTp_oWy_Uqg
Thur 21 Nov	This #SelfCareWeek we're encouraging everyone to think about how they can do more to #SelfCareForLife. The first thing you can do is make sure your home medicine box is fully stocked. Find out what you need: http://bit.ly/SelfCareLLR	
	#Fever is quite common in children, it's the body's way of fighting an infection. What can you do to help your child and how do you know when to get medical advice? Find out at: http://bit.ly/SelfCare_ChildFever #SelfCareWeek	

		You Tube URL for sharing: https://youtu.be/4Nzd-K_Hrig
Fri 22 Nov	Feeling all blocked up? #Blockedsinuses are quite common, especially if you've had a cold or flu, and they can last 2 or 3 weeks. Find out how best to treat it here: http://bit.ly/SelfCare_Sinuses #SelfCareWeek	 You Tube URL for sharing: https://youtu.be/-nbECSH0h0E
	When it comes to our kids, it really does pay to know how to #SelfCare in the event of a mishap. Burns, scalds, bumps & scrapes are quite common. Here's how you can treat these yourself, and also when you need medical advice: http://bit.ly/SelfCare_accidents #SelfCareWeek	 You Tube URL for sharing: https://youtu.be/x2TDe6tVeSg
Sat 23 Nov	Some #colds can last up to two weeks. #Flu will last for a week or two. This #SelfCareWeek find out what you can do to treat them at home, as well as how to know when to seek medical help: http://bit.ly/SelfCare_Flu	 You Tube URL for sharing: https://youtu.be/fl-iM-Do81M
	#Diarrhoea and #vomiting are common in babies and children. They usually get better in a couple of days. Find out how to treat a #tummybug: http://bit.ly/SelfCare_ChildTummyBug #SelfCareWeek	 You Tube URL for sharing: https://youtu.be/v9G0ppYB2j0
Sun 24 Nov	What can you do if your child's #wheezing or not breathing normally? This #SelfCareWeek find out what you can do to treat them at home, as well as how to know when to seek medical help: http://bit.ly/SelfCare_KidsBreathing	 You Tube URL for sharing: https://youtu.be/jH9EUunujKNM

It may be the end of #SelfCareWeek but our local Good Health Guide will help you #SelfCareForLife. Vaccinations, NHS tests for diseases, children's health and tips on treating common illnesses are all covered in this free guide. Download it from: <http://bit.ly/SelfCareLLR>

