



Mind the Gap!

Public and professional attitudes to self-care



Self-Care Forum
Helping people take care of themselves



Intro |

- Self-care affects the whole of life: everyone, everywhere, all of the time
- Most care is self-care
- There is a gulf in understanding between people and professionals
- Bridging the gap will be life-changing for all of us
- Can we work together to achieve this?

What is Self-Care?

Self-Care Forum definition:

Self-care is the actions that individuals take for themselves, on behalf of and with others in order to develop, protect, maintain and improve their health, wellbeing or wellness

WHO definition:

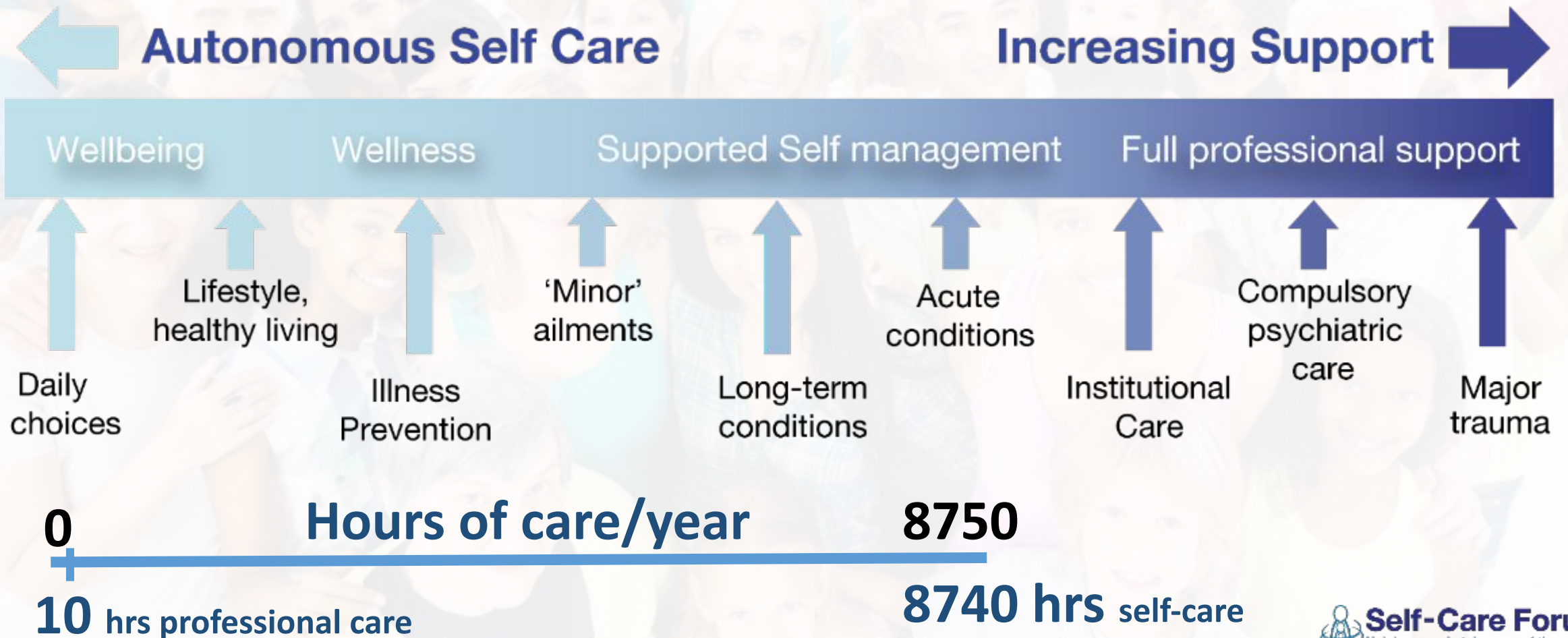
The ability of individuals, families and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of a health-care provider

Sees SC as a means to UHC

But 2011 : 139 definitions

Godfrey et al (2011), Care of self – care by other – care of other: the meaning of self-care from research, practice, policy and industry perspectives.

The Self-care continuum



The self-care continuum IRL



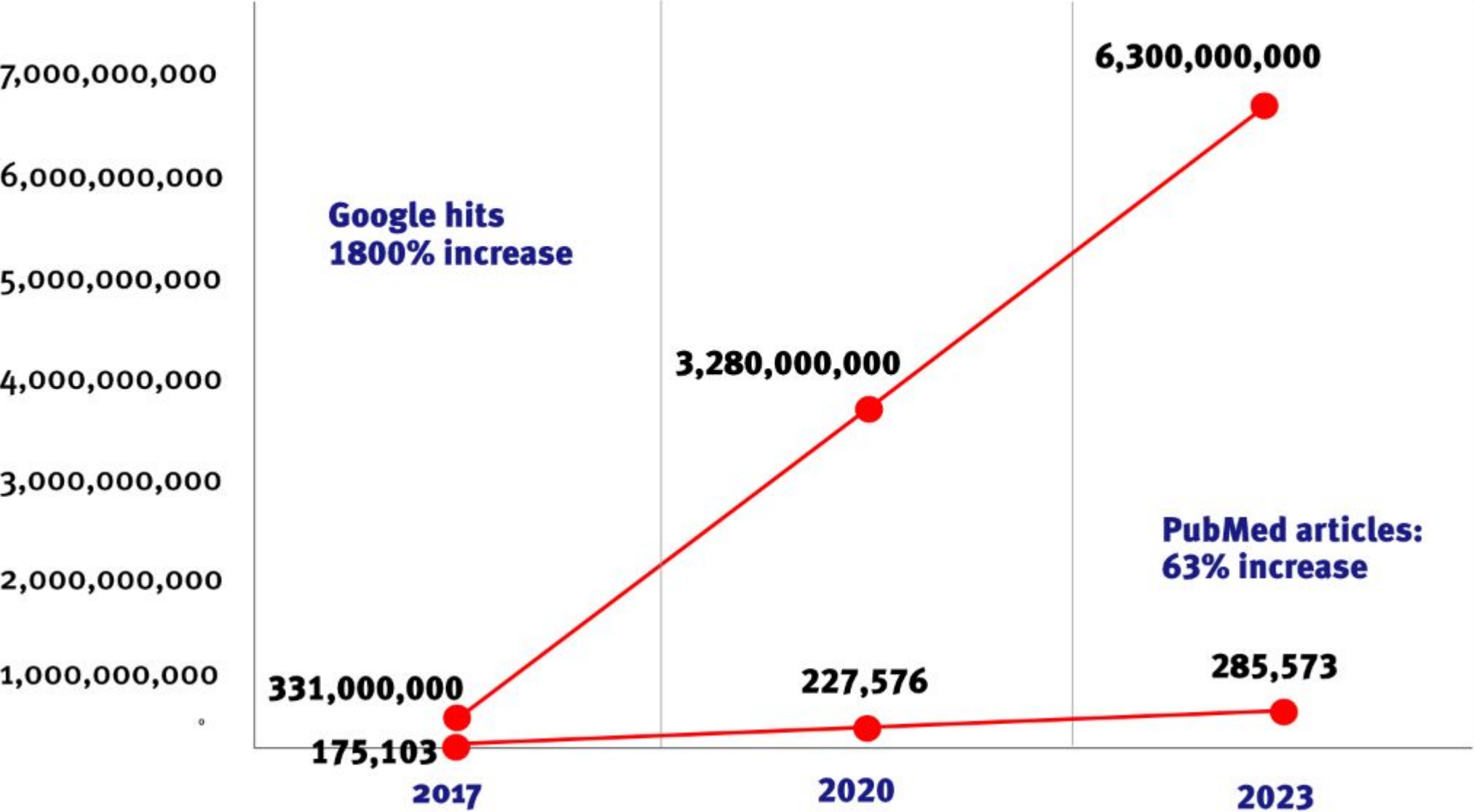


**Mind the
Gap!
Public/
professional
differences
on self-care**

Google hits and surveys suggest the public believes it is self-caring, understands it and is confident to do so but is not encouraged to do so by professionals.

Yet professionals see public willingness to engage and understanding are the main barriers to self-care

Google Hits & PubMed articles 2017-2023: 'self-care'



Mind the Gap!

2005 NHS Baseline Survey of Public Attitudes to Self Care

- 95% say they are interested in leading a healthy lifestyle,
- 94% say they are confident they have the knowledge and understanding to lead a healthy lifestyle
- 88% of the public felt they had received little or no encouragement to self care visiting their GP

DH Public Attitudes to Self Care Baseline Survey 2005

The Living Self-Care Survey 2024

Top 5 messages for Self-Care Week

The Self-Care Forum & Imperial College London Self-Care Academic Research Unit (SCARU) collaborated on major research to study people's perspectives on self-care. The 'Living Self-Care Survey' collected data from 3,255 UK residents including 227 health & care professionals. A preprint of the research paper will be available soon. Here are the top 5 messages.

Most people are confident in their ability to self-care, but some did not feel supported by their health & care professional to do so

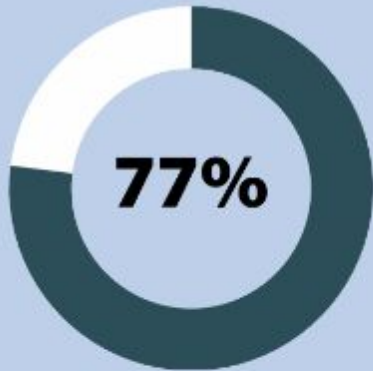
Professionals said the main barriers are patients' willingness to engage and take responsibility

But people are already self-caring and many say they want more responsibility

People have different ideas about what self-care is. We need a common language to talk to each other.

Most people self-care when they have symptoms

3 out of 4 people had a common symptom within the past 2 weeks



9 OUT OF 10 SELF-CARED



Did nothing or waited



Took an over the counter medicine



Consulted a GP

People are already self-caring.

Symptom Iceberg 2024

Pharmacist
Nurse
NHS 111
Complementary Medicine



Talk to friend See info

OTC Medication
46%

Do
Nothing
42%

Only 4% will visit their GP

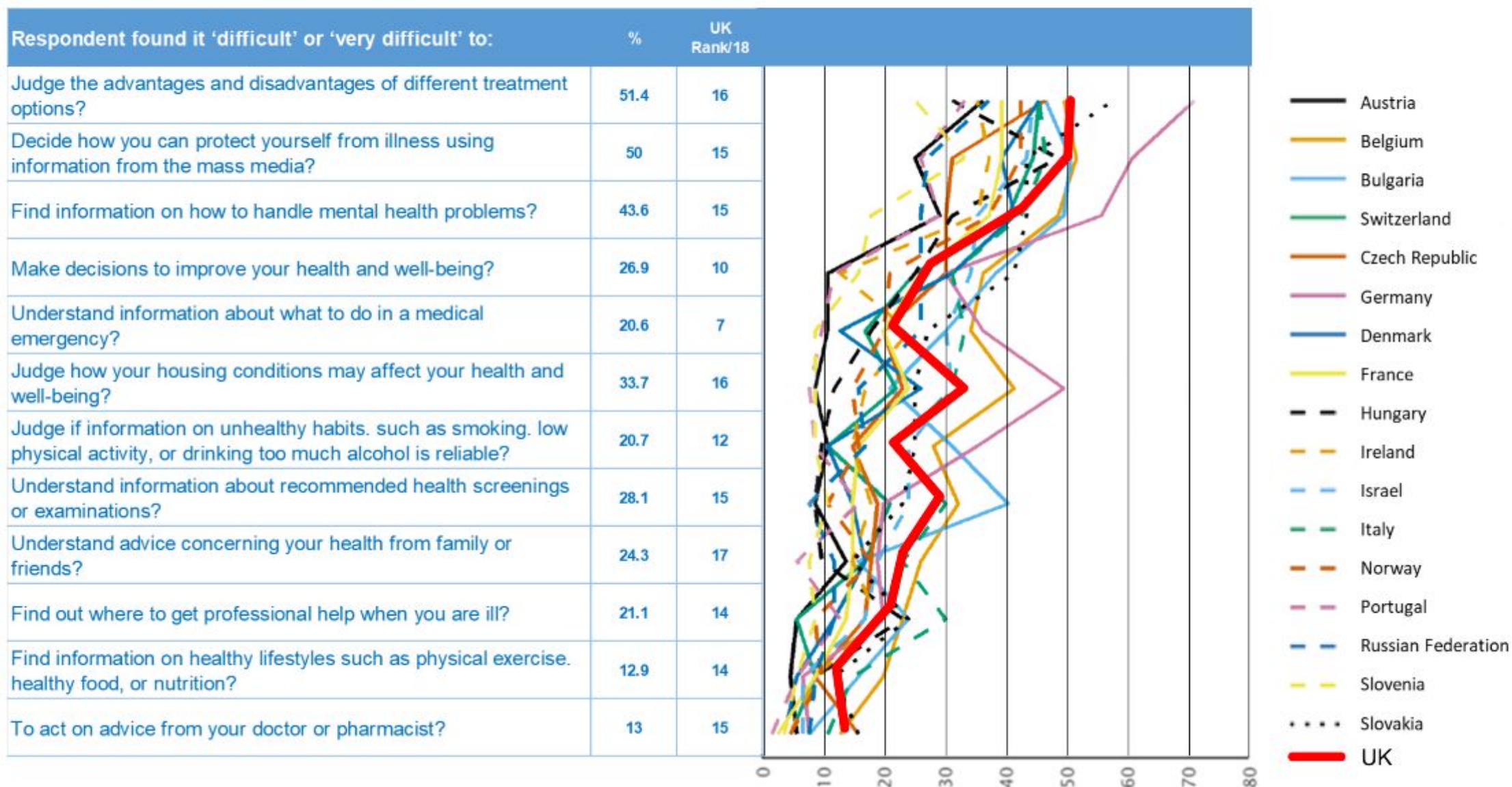
77% of patients will have a symptom of some kind within a 2 week period



Health Literacy: A shared misunderstanding ?

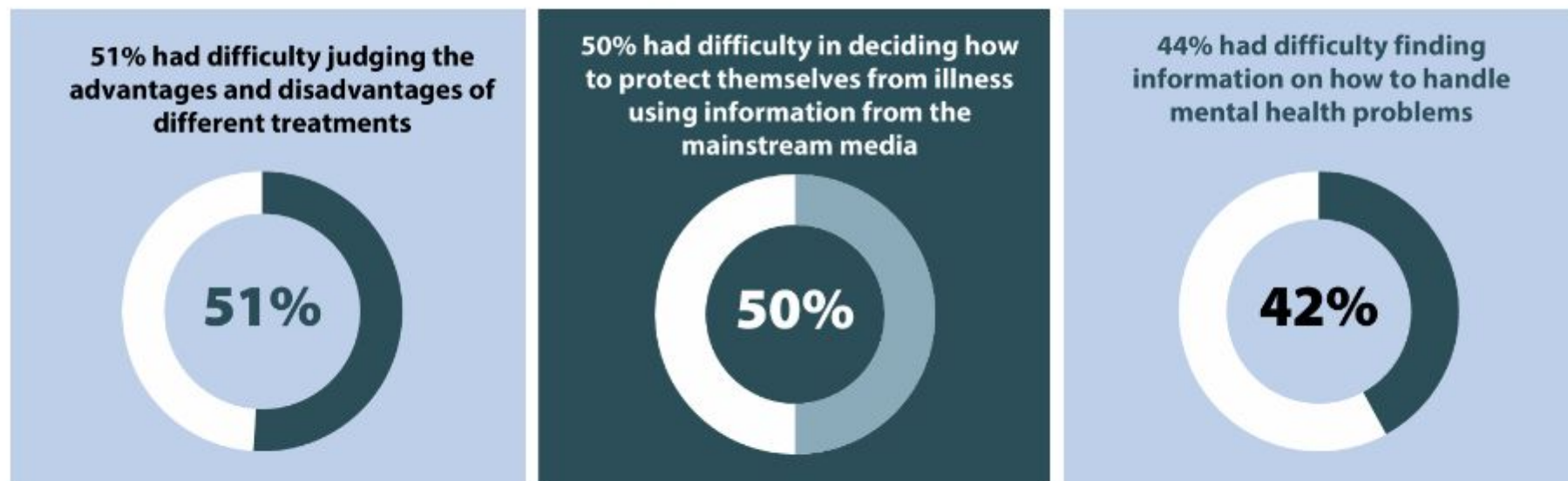
Health Literacy: HLS19-Q12

On a scale from very easy to very difficult, how easy would you say it is..."



The main barriers to self-care are the availability of good information, understanding of self-care and health literacy

We used the validated HLS19-Q12 tool to measure the health literacy of respondents. Although confidence and knowledge of self-care was reported as strong, the UK had some of the lowest scores when compared to 17 other countries!



The full health literacy table is available on the Self-Care Forum website.



There is a need for consistent, trustworthy advice, quality assured and easily sourced. The PIF Tick is a guarantee of good quality, readable advice. The NHS and every organisation involved with self-care should apply for it to make sure their information gives people what they need.

Disinformation/misinformation/poor information?

O2 WiFiCall 02:28 78%

Pronounce It Right

THE LETTER YOU SEE REVEALS YOUR ADHD TYPE

X R K

Take test

Sponsored by heliven.com

student a2z
Accom Reviews and more

pronounceitright.com

NHS MEDICAL DOCUMENT READABILITY TOOL

CLEAR TEXT

Symptoms of attention deficit hyperactivity disorder (ADHD)

The symptoms of attention deficit hyperactivity disorder (ADHD) can be categorised into 2 types of behavioural problems: inattentiveness (difficulty concentrating and focusing) hyperactivity and impulsiveness

Many people with ADHD have problems that fall into both these categories, but this is not always the case. For example, around 2 to 3 in 10 people with the condition have problems with concentrating and focusing, but not with hyperactivity or impulsiveness. This form of ADHD is also known as attention deficit disorder (ADD). ADD can sometimes go unnoticed because the symptoms may be less obvious. ADHD is more often diagnosed in boys than girls. Girls are more likely to have symptoms of inattentiveness only, and are less likely to show disruptive behaviour that makes ADHD symptoms more obvious. This means girls who have ADHD may not always be diagnosed.

Symptoms in children and teenagers

The symptoms of ADHD in children and teenagers are well defined, and they're usually noticeable before the age of 6. They occur in more than 1 situation, such as at home and at school. Children may have symptoms of both inattentiveness and hyperactivity and impulsiveness, or they may have symptoms of just 1 of these types of behaviour. Inattentiveness (difficulty concentrating and focusing)

The main signs of inattentiveness are: having a short attention span and being easily distracted making careless mistakes – for example, in schoolwork appearing forgetful or losing things being unable to stick to tasks that are tedious or time-consuming appearing to be unable to listen to or carry out instructions constantly changing activity or task having difficulty organising tasks

MORE INFORMATION

Readability

Estimated UK Reading Age **24.6**

Average reading time 3 min 24 sec

Include medical terms in reading age scores

Analysis Options

Show complex sentences

Show passive sentences

Highlight complex words

Highlight long words

Metrics

Characters 5620

Words 849

Forum of themselves

Bridging the Gap



- **Happier, healthier, longer life, as healthy as possible for as long as possible.**
- ‘Every contact a self-care contact’: paradigm shift from professional to person
- Health literacy to go beyond translating or simplifying existing messages: Consistent, culturally appropriate messages and info
- **Genuine personal empowerment:**
 - NHS App ‘Self-care’ support
 - Self-care in RSHE in schools
 - All info readability age 9-11 – PIF tick
- Self-care and ‘pre-primary care’ first consideration, not afterthought