

TO: HEALTH AND WELL BEING BOARD
10th December 2015

YEAR OF SELF CARE
Consultant in Public Health
Director of Environment, Culture & Communities

1 PURPOSE OF REPORT

- 1.1 This paper proposes a “Year of Self Care” programme which is aimed at linking together the wide range of preventative health and well-being work delivered across the borough.

2 RECOMMENDATION(S)

That the Health & Well-Being Board:

- 2.1 AGREE that the Year of Self care be delivered across Bracknell Forest in 2016**
- 2.2 AGREE the allocation of self care themes to specific months as set out below**

3 REASONS FOR RECOMMENDATION(S)

- 5.1 There is an extensive range of programmes aimed at improving residents’ health and well-being in Bracknell Forest. While these are consistently underpinned by collaboration between teams and organisations, this may not always be apparent to residents, to whom our programmes may sometimes appear disparate and unconnected.
- 5.2 There may therefore be value in adopting a common identity for local health and well-being work. As well as uniting existing initiatives under a familiar and positive ‘brand’, this may also attract new contributors and resources to the local health and well-being agenda.

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 None

6 SUPPORTING INFORMATION

- 6.1 Bracknell Forest currently plays host to an extensive and successful range of programmes aimed at improving residents’ health and well-being.
- 6.2 These in turn are delivered by a wide range of agencies, often in collaboration with each other. These include teams within The Council (eg: Social Care, Public Health, Leisure Services) as well as partners such as the Clinical Commissioning Group, NHS providers, community groups and the voluntary sector.

Unrestricted

- 6.3 While the diverse range of contributing agencies makes for a rich mix of initiatives, one unintended effect is that the programmes may sometimes be perceived by residents as disparate or unconnected.
- 6.4 Therefore, there may be value in creating a common identity to better represent the level of cooperation and collaboration that underpins our health and well-being work.
- 6.5 If promoted well, this common identity will in time become a familiar and positive 'brand' that not only unites existing work but also attracts new contributors to the local health and well-being agenda (including local businesses).
- 6.6 It is proposed that the new common identity is entitled the "Year of Self Care", incorporating an annual cycle with each month dedicated to a particular element of self care (eg: physical activity, mental well-being) (see Appendix A). This approach has the following advantages:
- 6.7 The "Year of Self Care" is a direct extension of "Self Care Week" and hence utilises ideas, imagery and branding that are already familiar to our residents.
- 6.8 The "Year of Self Care" concept is generic enough to accommodate a wide range of health and well-being initiatives while still having a clear focus on the key message of personal responsibility.
- 6.9 The yearly element of the concept adds sustainability to the self care message, emphasising that health and well-being improvement is something to be sustained throughout the year and incorporated into everyday life.
- 6.10 The dedication of each month to a specific self care element allows each one to be promoted as "another step towards well-being", breaking health improvement down into less daunting, achievable parts.
- 5.6 The "Year of Self Care" represents an asset based approach that will seek to draw together existing resources into one coherent whole. As such, it does not require any additional budget or staffing. In fact, if the programme is successful in its aim of attracting a wider range of agencies and businesses into the health and well-being agenda, then it may actually generate resources via increased volunteering, partnership or sponsorship.
- 5.7 The long term aim is that the "Year of Self Care", as it grows in size and saliency, becomes a central element of the identity and reputation of Bracknell Forest.

6 ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS

Borough Solicitor

6.1 None

Borough Treasurer

6.2 None

Equalities Impact Assessment

- 6.3 The programme described in this report connects programmes specifically aimed at reducing health inequalities and expanding access to all groups in society. Each one is subject to its own assessment of impact equality.

Strategic Risk Management Issues

- 6.4 None

7 CONSULTATION

Principal Groups Consulted

- 7.1 The programme described in this report connects programmes that have involved a range of stakeholder groups including health care providers, commissioners and patient or public representatives.

Method of Consultation

- 7.2 Meetings, stakeholder events, consultation surveys.

Representations Received

- 7.3 None

Background Papers

None

Contact for further information

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Appendix A: Year of Self Care



JAN Launch Events	FEB Mental Well-Being	MAR Healthy Ageing	
APR Physical Activity	MAY Eating & Drinking	JUN Carer Well-Being	JUL Learning & Volunteering
AUG Children & Families	SEP Workplace Health	OCT Quit Smoking	NOV Winter Well-Being

A calendar icon is positioned to the left of the first row of the table. The table contains 12 cells, each representing a month and its corresponding self-care theme. The months are arranged in three rows of four. The first row contains January (Launch Events), February (Mental Well-Being), and March (Healthy Ageing). The second row contains April (Physical Activity), May (Eating & Drinking), June (Carer Well-Being), and July (Learning & Volunteering). The third row contains August (Children & Families), September (Workplace Health), October (Quit Smoking), and November (Winter Well-Being). The text in each cell is bold and red, with the month name in a green box above it.