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# Self Care Week 2019: Helping British People 'Self Care For Life'

by [David Ridley](#)

The UK's Self Care Forum is helping pharmacists and other healthcare professionals talk to consumers and patients about self care during Self Care Week 2019.

To mark this year's Self Care Week in the UK (18-24 November), the country's Self Care Forum has launched an e-learning package to help British pharmacists and other healthcare professionals work self-care advice into their conversations with consumers and patients.

The four-module online course – entitled “Successful self-care aware consultations” – aims to “equip healthcare professionals with the knowledge and skills to conduct ‘self-care aware’ consultations to support people to have the confidence to better look after their own health when it comes to self-treatable conditions,” according to the [course website](#).

“As a general practitioner, I discovered over 30 years ago that people want to look after themselves as well as they can and want to be reassured they are getting it right,” commented Self Care Forum's president, Dr Peter Smith. “By including self-care messages in as many contacts as possible we can help them achieve this.”

The course was “ideal” for community pharmacists, insisted Self Care Forum trustee Professor Rob Darracott, who were “health experts on the high street and are well placed to deliver self-care advice, while signposting people to the most appropriate care for their health needs, whether this is self care or an NHS service.

“Ensuring people can safely look after their own health is important,” he added. “This program makes it clear that self care is not ‘no care’, it's care with the support people need to look after themselves and their families.”

## NHS England: Stop Prescribing OTCs

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PAGB's recommendation scrip proposal was one of seven made in its recent "Self-Care White Paper," with others suggesting that the health service should embrace digital solutions to support people to self-care, such as smartphone health apps and that UK pharmacists should be granted "write access" to patient medical records. (Also see "[Apps and Recommendation Scripts Could Save UK's NHS £1.5bn A Year, Says PAGB](#)" - HBW Insight, 28 Mar, 2019.)

PAGB has also recently launched a new "Strategy to 2025." In an exclusive interview with HBW Insight, PAGB CEO Smith revealed that alongside continuing to push for recommendation scrips, prescription-to-OTC switch, the UK's exit from the European Union ("Brexit") and digitalization were three major priorities for the British self-care industry over the next few years. (Also see "[Switching, Brexit and Digital – Three Priorities For The UK Self-Care Industry](#)" - HBW Insight, 5 Nov, 2019.)