



SELF-CARE CAMPAIGN 25/26

Background

When considering Medicines Optimisation work for the current financial year, the ICB produced a Difficult Decisions paper. One of these difficult decisions was Self-Care. This isn't a new campaign; self-care campaigns have been run at each place in the past; however, this is the first South Yorkshire wide campaign. This links in with NHSE guidance on conditions for which OTC items should not routinely be prescribed in Primary care. The GP element is aiming to support GPs in reducing OTC prescribing. All patients contacting the practice for an appointment for a condition that could be managed by self-care or OTC products should be advised regarding selfcare options. For patients requesting an appointment for a minor illness consider referral for a consultation with a community pharmacist where appropriate through the Pharmacy First service. For more information about Pharmacy First and how to make referrals see Pharmacy First GP Implementation & Referral Guide (see link below for further information)

RESOURCES

These resources can be used to highlight this campaign in your practice and to highlight areas of prescribing of self-care items so attention can be focussed in specific areas.

[South Yorkshire Self-Care Guidance](#) - This document has been produced to support primary care clinicians with implementation of the recommendations in practice. It can also be used by community pharmacists to help provide information to the patient on self-care for each condition and to help signpost the patient to the right service.

PrescQIPP houses various resources to assist in highlighting the issue of Self-Care spend. These include videos for waiting rooms, animations, Self-Care infographics

(posters for display in practice waiting areas), email footers and social media ideas. These resources are here [Self-care](#). . A guide to creating the Infographics is here [Creation of Infographics guide](#) registration may be needed.

Open Prescribing uses prescribing data to highlight Self-Care spend so efforts can be focussed where needed.

Digital Data & Technology - Home InSYghts dashboard uses prescribing data to highlight Self-Care spend so efforts can be focussed where needed.

NHS Pharmacy First These resources from CPSY, highlight when Care Navigators can refer to Community Pharmacy for the 7 common Conditions (Clinical Pathways) and for a Minor Illness Referral for Patients Over 1 year old.