

Self-Care Forum: 2024 – 2025 Highlights

Collaborations and Strategic Engagement

2024 was a year of meaningful partnerships, powerful advocacy, and growing influence for the Self-Care Forum (SCF). We collaborated widely across healthcare, government, pharmacy, and the voluntary sector to amplify self-care messaging and deliver practical support and resources to the public.

In June 2025, we issued a joint statement with the Patient Information Forum (PIF), the Royal College of General Practitioners (RCGP), and Personalised Care Institute (PCI), reinforcing our shared commitment to self-care in primary care settings.

We also made key contributions at events and through media channels:

- Our President presented to Reckitt Medics (June 2025) and hosted a webinar with PIF in December 2024.
- Rhian, Michelle and Libby authored an article in the Journal of Community Nursing (November 2024).
- Our treasurer worked with pharmacy publishers CIG to promote our resources and presented to NHS England's Health and Wellbeing Champions prior to Self-Care Week.
- At the PCI Conference, we showcased our work with a dedicated poster.

Political engagement continued to grow, with our trustee Ade Williamson securing support from Stephen Kinnock MP and Darren Jones MP, helping to raise awareness of our mission in Parliament. We also submitted to the NHS 10 Year Health Plan consultation to highlight the need to include self-care strategies within the Plan to help progress self-care in the population.

In September 2024, Ade and Trev presented at the Pharmacy Show, distributing fact sheets and promoting the role of community pharmacy in self-care.

In 2024/25 our work with Imperial College London's Self-Care Academic Research Unit (SCARU) on our Self Care Living Survey was powerful, culminating in two pre-prints and strong data on attitudes and behaviours about self-care. We are seeking to have this published in a peer-reviewed journal. This research will continue to help us form our self-care messages and support the narrative for our work going forward.

We also continue to work with the Self-Care Strategy Group progressing self-care, and we benefit from the ongoing support of PAGB.

Sponsorship

We received £40,000 sponsorship from Reckitt in August 2024, enabling us to update our sore throat fact sheet and expand its reach.

Our work with NHS England and the Ministry of Justice in July 2024 led to the development of tailored health fact sheets for women in the criminal justice system, generating an additional £10,000 in funding.

Self-Care Week 2024

Self-Care Week (SCW) 2024 was marked by new resources, political engagement, and continued public support—despite reduced NHS participation in England due to the absence of the usual “Help Us Help You” campaign.

We launched the Self-Care Observatory and shared insights from the Self-Care Living Survey via an infographic showing important data from health professionals and the public about their attitudes and behaviours around self-care.

Political and institutional support was a major highlight:

- Stephen Kinnock MP, Minister for Care, publicly reinforced our message about the vital role of community pharmacy.
- In Northern Ireland, the Department of Health issued a winter wellbeing press release aligned with SCW themes.
- In Wales, we partnered with the Welsh Health Department to develop dedicated SCW resources, which were reposted by both the Chief Nursing Officer and Chief Medical Officer.

Despite a 50% drop in NHS organisation involvement, over 500 organisations and individuals took part in the campaign. Engagement remained strong:

- 2,000+ fact sheets were downloaded during the week.
- 8,000+ website views were recorded.

Fact Sheets: Accessibility and Review

Our fact sheets remain at the core of our mission to make self-care information accessible, trusted, and inclusive.

Our fact sheets are reviewed and updated every two years to ensure they reflect the most up-to-date, evidence-based information and in 2024 the updates were due on most of our resources.

By October 2024, 24 fact sheets had been fully updated by 10 of our trustees and self-care champions who are qualified to do so. The updates were added to a new colourful design which reviewers, who were some of our self-care champions, felt were more visually accessible.

We also began to introduce short audio/visual MP4 files to support accessibility.

Four new fact sheets were introduced, tailored for women in the criminal justice system, in partnership with NHS England and the Ministry of Justice.

Our reach continues to grow, with over 59,000 fact sheet downloads in 2024 alone.

PIF Tick Accreditation

Following a comprehensive application and review process, the Self-Care Forum is now officially **PIF Ticked**, meeting the Patient Information Forum's high standards for trustworthy health information.

As part of this achievement:

- We reviewed and updated our internal procedures.
- Relevant documentation was published on our website to ensure transparency.
- The **PIF Tick logo** is now proudly displayed on our website and materials as a mark of quality and credibility.

Self-Care Awards 2024

This year's Self-Care Awards highlighted extraordinary efforts to support and empower people through self-care.

A rigorous two-phase judging process was carried out with the support of our trustees, NHS England, and the International Self-Care Foundation (ISF).

We were proud to present the award to Circus for Survivors, recognising their innovative and compassionate work in supporting survivors. A £1,500 prize was sponsored by the International Self-Care Foundation and was shared amongst the winner and highly commended entries. The top 8 entries were added to the Self-Care Forum website to share best practice and help others implement self-care interventions.

| | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Year Total |
|---|-----------------|--------------|--------------|----------------|-----------------|------------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|
| <u>Income</u> | | | | | | | | | | | | | |
| Evidence-based educational resources | | | | 10000.00 | | | | | | | | | 10000.00 |
| Educational grant | | | | | | | 45500.00 | | | | | 40000.00 | 85500.00 |
| Consultancy | | | | | | | | | | | | | 0.00 |
| International Self Care Foundation (Awards) | | | | | | | | | | 1490.00 | | | 1490.00 |
| Interest | | | 23.96 | | | 24.21 | | | 32.13 | | | 28.83 | 109.13 |
| Giving (website, Paypal, Amazon) | | | | | | | | | | | 339.08 | | 339.08 |
| Total Income | | | 23.96 | 10000.00 | | 24.21 | 45500.00 | | 32.13 | 1490.00 | 339.08 | 40028.83 | 97438.21 |
| <u>Expenditure</u> | | | | | | | | | | | | | |
| Secretariat | 4812.50 | | | 5906.25 | 3187.50 | 3625.00 | 2593.75 | 3718.25 | 3125.00 | 3437.50 | 3968.75 | 3968.75 | 38343.25 |
| Pfizer project | 1567.00 | | | | | 9000.00 | | | | 15166.00 | | | 25733.00 |
| Self Care Week | | | | | | | | | | | | | 0.00 |
| Self Care Awards | | | | | | | | | | | | 1400.00 | 1400.00 |
| Insurance | | | | | | | | 742.00 | | | | | 742.00 |
| Fundraising | | | | | | | | | | | | | 0.00 |
| Software | | | | | | | | | 45.36 | | | | 45.36 |
| Domains | | | | | | | | | | | | | 0.00 |
| Accounting | | | | | | | | | | | | 180.00 | 180.00 |
| Bank charges | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 11.00 | 5.00 | 5.00 | 11.00 | 5.00 | 5.00 | 72.00 |
| Total Expenditure | 6384.50 | 5.00 | 5.00 | 5911.25 | 3192.50 | 12630.00 | 2604.75 | 4465.25 | 3175.36 | 18614.50 | 3973.75 | 5553.75 | 66515.61 |
| Net income(Expenditure) | -6384.50 | -5.00 | -5.00 | 4088.75 | -3192.50 | -12605.79 | 42895.25 | -4465.25 | -3143.23 | -17124.50 | -3634.67 | 34475.08 | 30922.60 |
| Year end 2023 Accounts | | | | | | | | | | | | | 51976.23 |
| Net income (Expenditure) | | | | | | | | | | | | | 30922.60 |
| 2022 Year End Accruals (outstanding) | | | | | | | | | | | | | |
| Current Position | | | | | | | | | | | | | 82898.83 |
| Bank as at 27th December 2024 | | | | | | | | | | | | | 82898.75 |

Registered Charity Number
1167500

The Self Care Forum
Report and Unaudited Accounts
31 December 2024

The Self Care Forum

1167500

Trustees' Report

The trustees present their report and accounts for the year ended 31 December 2024.

Status and Principal Objects

The Self Care Forum became a registered charity on 6 June 2016.

Its objects are the promotion of public health by:

- a) Promoting self care for the public benefit, being the actions that individuals take for themselves, on behalf of or with others in order to develop, protect, maintain and improve their health, wellbeing and wellness;
- b) Promoting, developing and providing programmes, practical tools for discussion and support for both individuals and organisations to aid self care;
- c) Promoting the preservation and protection of individuals' health through self care by education and awareness of professionals, practitioners and the general public, particularly young people, in all areas; and
- d) Promoting for the public benefit, the understanding of health literacy inclusive of both systems and processes to improve it.

Trustees Report

Please note the following 3 pages also form part of the Trustees Report.

Trustees

The following persons served as trustees during the year:

John Chisholm
Helen Donovan (Chair)
Renata Drinkwater
Austen El-Osta
Chee Yeen Fung
Rhian Last
Michelle Howarth
Peter Smith
Ade Williams
Mary Hickson
Trevor Gore
Catherine Watling

This report was approved by the board on 24 September 2025 and signed by its order.



Helen Donovan
Helen Donovan
Chair

The Self Care Forum

Independent Examiner's Report for the year ended 31 December 2024

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The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and the seeking of explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view'. The report is limited to those matters set out in the statement below.

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention:

- which gives me reasonable cause to believe that, in any material respect, the requirements:

- '- to keep accounting records in accordance with section 130 of the 2011 Act; and

- '- to prepare accounts which accord with the accounting records and comply with the

accounting requirement of the 2011 Act,

have not been met; or

- to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Kate Brown
Chartered Accountants
The Annexe, Rectory Farm
Cranford Road
Great Addington
Northants
NN14 4BQ

24 September 2025

The Self Care Forum
Profit and Loss Account
for the year ended 31 December 2024

| | 2024 | 2023 |
|--------------------------------|---------------|---------------|
| | £ | £ |
| Income | 97,438 | 42,417 |
| Charitable Expenditure | (66,535) | (39,904) |
| Net Income | <u>30,903</u> | <u>2,513</u> |
| Funds at beginning of the year | 51,796 | 49,283 |
| Funds at end of the year | <u>82,699</u> | <u>51,796</u> |

The Self Care Forum
Registered number:
Balance Sheet
as at 31 December 2024

1167500

| | Notes | 2024 £ | 2023 £ |
|---|-------|-----------|-----------|
| Current assets | | | |
| Cash at bank and in hand | | 82,899 | 51,976 |
| Creditors: amounts falling due within one year | 4 | (200) | (180) |
| Net current assets | | 82,699 | 51,796 |
| Net assets | | 82,699 | 51,796 |
| Charitable Funds | | | |
| Net Funds | | 82,699 | 51,796 |
| Charitable funds | | 82,699 | 51,796 |

The accounts were approved by the Trustees and signed on its behalf by:



Helen Donovan
Chair
Approved by the board on 24 September 2025

The Self Care Forum
Notes to the Accounts
for the year ended 31 December 2024

2 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

3 Employees

| | 2024 Number | 2023 Number |
|---|------------------------|------------------------|
| Average number of persons employed by the company | - | - |

4 Creditors: amounts falling due within one year

| | 2024 £ | 2023 £ |
|-----------------|-------------------|-------------------|
| Other creditors | 200 | 180 |

5 Other information

The Self Care Forum is a charity and is incorporated in England. Its principal place of business is:

31 St Albans Road
 Kingston Upon Thames
 Surrey
 KT2 5HQ

The Self Care Forum
Detailed profit and loss account
for the year ended 31 December 2024
This schedule does not form part of the statutory accounts

| | 2024 £ | 2023 £ |
|---------------------------------|-------------------------|-------------------------|
| Income | 97,438 | 42,417 |
| Charitable Expenditure | (66,535) | (39,904) |
| Net income | <hr/> 30,903 | <hr/> 2,513 |
| Funds at beginning of the year | 51,796 | 49,283 |
| Funds at end of the year | <hr/> 82,699 | <hr/> 51,796 |

The Self Care Forum
Detailed profit and loss account
for the year ended 31 December 2024

This schedule does not form part of the statutory accounts

| | 2024 | 2023 |
|----------------------------------|---------------|---------------|
| | £ | £ |
| Sales | | |
| Commissions | 448 | 127 |
| Grants | 96,990 | 42,290 |
| | <u>97,438</u> | <u>42,417</u> |
| Administrative expenses | | |
| Charitable Expenditure | | |
| Self Care Week | 1,400 | 850 |
| Secretariat | 38,342 | 34,241 |
| Pfizer Project | 25,733 | 3,546 |
| Bank Charges | 72 | 66 |
| Professional Services | 200 | 190 |
| | <u>65,747</u> | <u>38,893</u> |
| General administrative expenses: | | |
| Insurance | 742 | 741 |
| Website / Software | 46 | 270 |
| | <u>788</u> | <u>1,011</u> |
| | <u>66,535</u> | <u>39,904</u> |