

Self-care interventions for health and well-being Communications Toolkit 2024



1 Introduction to this toolkit

2 Overview

3 Technical resources

4 Communications resources



Click to view the toolkit



1: INTRODUCTION

Background to this toolkit

This toolkit supports communication on the *WHO guideline on self-care interventions for health and well-being, 2022 revision*. This guideline provides a framework for self-care interventions, recommendations, good practice statements, and key considerations for implementation.

The guideline is targeted towards policy-makers, programme managers, health workers, civil society, donors and researchers.

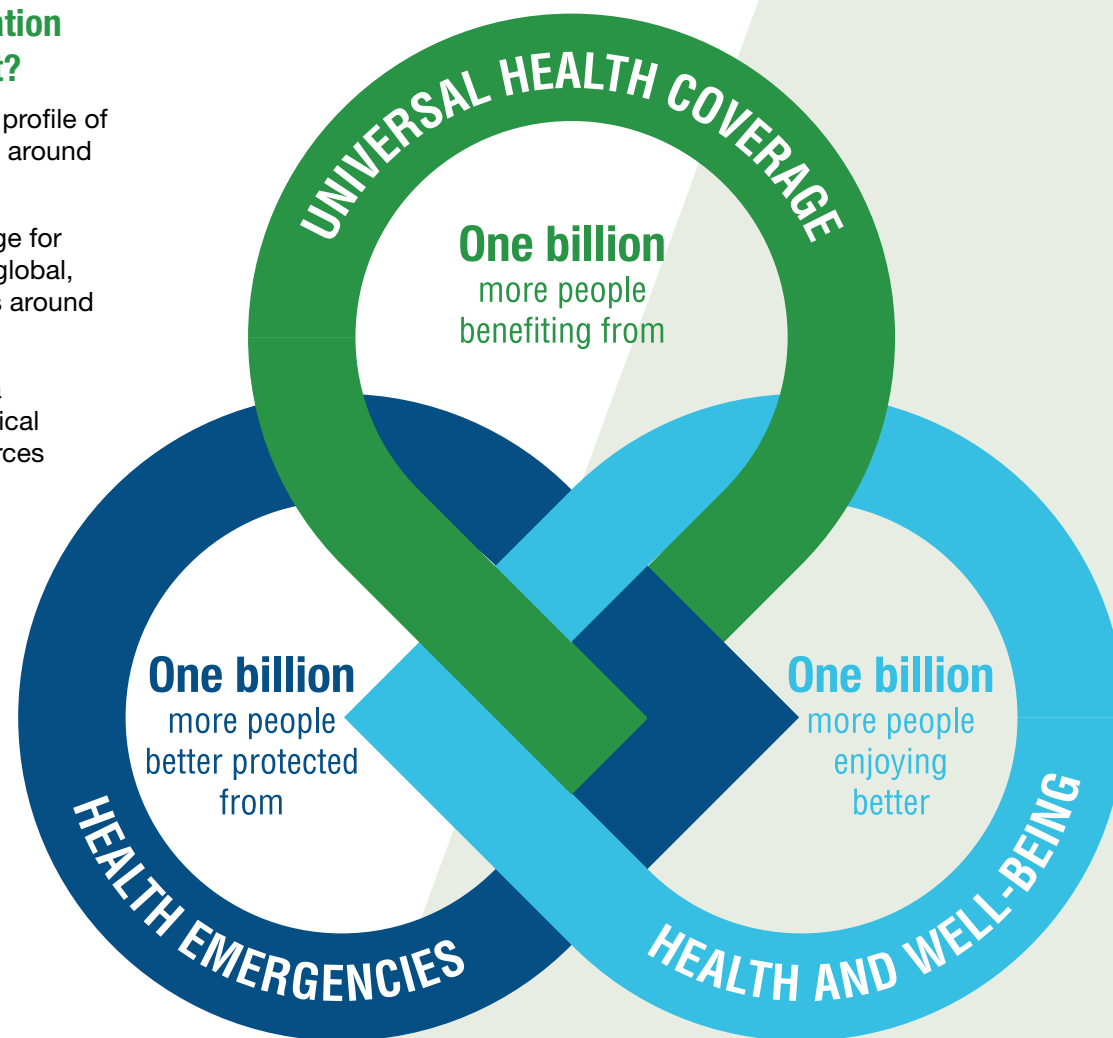
Self-care interventions offer solutions to support universal health coverage (UHC), improve health and well-being, and protect the underserved and vulnerable, including in health emergencies.

Who is this toolkit for?

This toolkit contains standard language, versatile graphics and tailored resources to support stakeholders interested in disseminating and implementing the *WHO guideline on self-care interventions for health and well-being*.

What are the communication objectives for this toolkit?

- To raise awareness and the profile of the work and goals of WHO around self-care interventions.
- To provide a shared language for communication to support global, regional and national efforts around self-care interventions.
- To provide easy access to a comprehensive list of technical and communications resources on self-care interventions.



1: INTRODUCTION

Toolkit structure:

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Overview

- What is self-care?
- WHO website
- What are self-care interventions and who uses them?
- Fact sheet
- Q&A
- What is the WHO framework for self-care interventions?

3

Technical resources

- Global Guideline and executive summary
- The HRP, WHO, UNDP, UNFPA and World Bank joint statement on self-care interventions for sexual and reproductive health and rights
- Classification of self-care interventions for health
- Global values and preferences survey
- Implementation guidance
- Policy portal on self-care interventions for SRHR
- Ethical, legal, human rights and social accountability implications; economic and financing considerations; self-care interventions in fragile and humanitarian settings
- Technical briefs
- The self-care competency framework
- Feature and news stories on self-care interventions
- HRP at 50 impact stories
- Research articles

1: INTRODUCTION

Toolkit structure:

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Communications resources

- WHO website
- Videos
- Infographics / social media tiles
- Hashtags and handles

How to get involved:

- Access each resource online or by downloading



Technical
resources



Communications
resources

- Make use of each resource in your work environment
- Share widely across your networks



Use social media tiles, messages and
hashtags to spread the word



Join the self-care community of practice



Follow and participate in Self-Care Month,
held each year from 24 June through 24 July

2: OVERVIEW

Self-care for health and well-being website

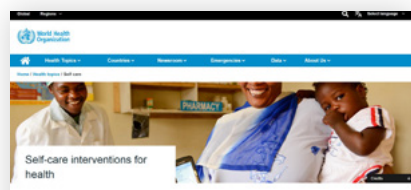


What is self-care?

WHO's definition of self-care is the ability of individuals, families and communities to promote health, prevent disease, maintain health, and to cope with illness with or without the support of a health worker. It recognizes individuals as active agents in managing their own health care in areas including health promotion; disease prevention and control; self-medication; providing care to dependent persons; and rehabilitation, including palliative care.

WHO website

The website contains with information and resources on self-care interventions for health and well-being.



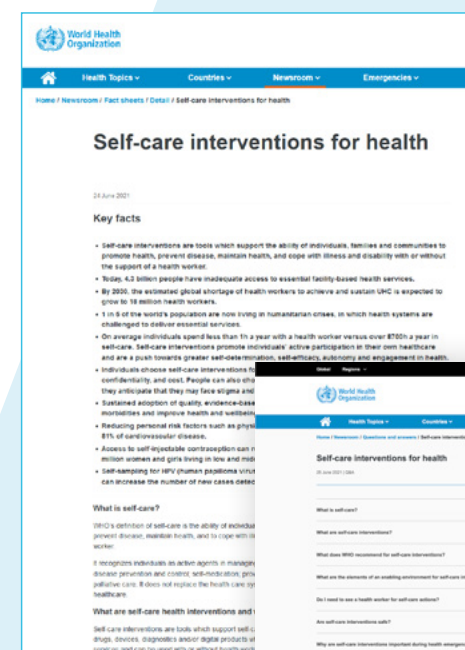
Access

What are self-care interventions and who uses them?

Self-care interventions include evidence-based, high-quality medicines, devices, diagnostics and/or digital interventions that can be provided fully or partially outside formal health services and can be used with or without the support of health and care workers. Self-care actions include practices, habits, and lifestyle choices. Examples of self-care interventions include self-administration of injectable contraception, pregnancy and HIV self-tests, self-sampling for HPV and other STIs, and self-monitoring of blood glucose or blood pressure.

There are interventions that users have good knowledge of and feel comfortable using independently from the outset. Other interventions need to be provided with more guidance and support before they can be accepted and used independently. Self-care interventions should be linked to the health system and supported by it, thereby ensuring health system accountability.

Fact sheet: Self-care interventions for health



Q&A

Access

Access

2: OVERVIEW



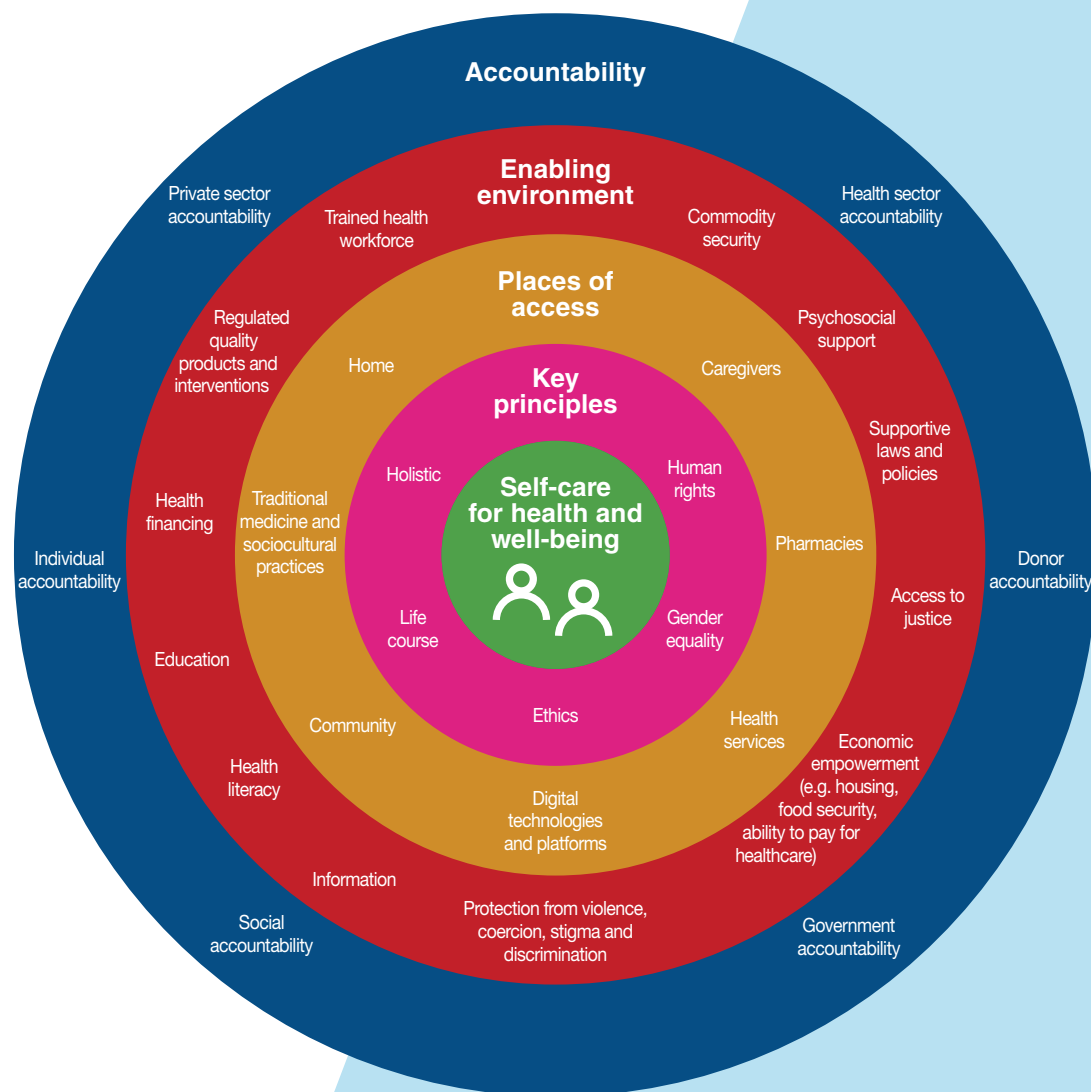
This logo integrates the framework for self-care interventions and the Sustainable Development Goals. Inherent in the concept of self-care is the recognition that it is the individual person who acts (or does not act) to preserve health and well-being. This logo represents the ability of self-care interventions to place power over health decisions in the hands of people.

This graphic is not to be used for any commercial or fundraising purposes. It has been developed to promote the *WHO guideline on self-care interventions for health and well-being*.

What is the WHO framework for self-care interventions?

The framework (see image to the right) for self-care interventions, like the guideline itself, supports people's needs through comprehensive and integrated health services throughout the entire life course, prioritizing primary care and essential public health functions.

It also supports systematically addressing broader determinants of health through evidence-informed policies and actions across all sectors. Importantly, it is about acknowledging that individuals, families and communities can optimize their health as advocates for policies that promote and protect health and well-being, and as co-developers of health and social services.



3: TECHNICAL RESOURCES

WHO Global Guideline

The Guideline is also available in Spanish and Japanese.



Download PDF version

Living Guideline

This living guideline is also available on a user-friendly and easy-to-navigate online platform, which will allow for continual review of new evidence and information.



Access interactive version

Executive summary

The Guideline is also available on a user-friendly and easy-to-navigate online platform, which will allow for continual review of new evidence and information.



Download PDF

Arabic, Chinese, French, Japanese, Russian and Spanish versions of the executive summary are all available.

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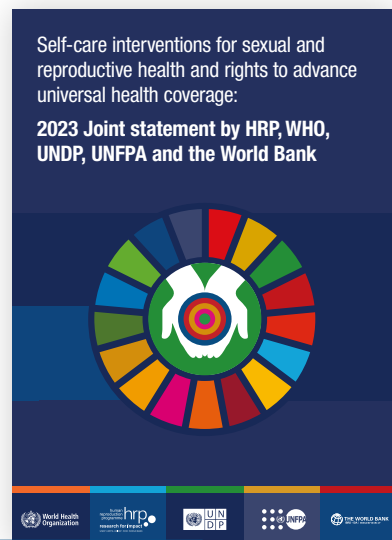
Next



3: TECHNICAL RESOURCES

Self-care interventions for sexual and reproductive health and rights to advance universal health coverage:

2023 Joint statement by HRP, WHO, UNDP, UNFPA and the World Bank



Download

Interventions d'autogestion de la santé et des droits sexuels et génésiques pour faire progresser la couverture sanitaire universelle :

Déclaration commune de 2023 du HRP, de l'OMS, du PNUD, du FNUAP et de la Banque mondiale



Download

Intervenciones de autocuidado para la salud y los derechos sexuales y reproductivos a fin de avanzar con la cobertura sanitaria universal:

Declaración conjunta de HRP, OMS, PNUD, UNFPA y el Banco Mundial 2023



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3: TECHNICAL RESOURCES

Classification of self-care interventions for health:

A shared language to describe the use of self-care interventions.



[Download PDF](#)

Webinar on the classification document

WHO organized this webinar, hosted by The IBP Network, to present the WHO classification of self-care interventions. This document aims to promote an accessible and bridging language for researchers, policymakers, donors and health programme managers.

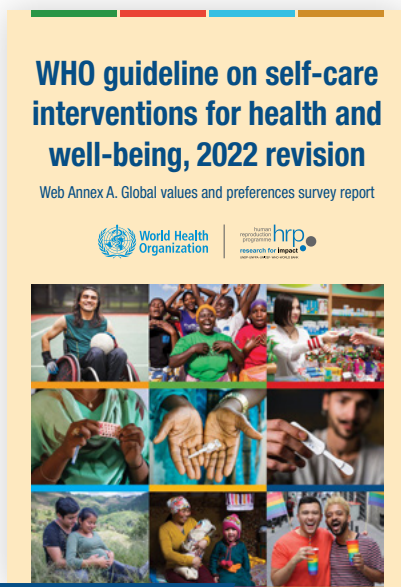


[View webinar](#)

3: TECHNICAL RESOURCES

Global values and preferences survey

The report on the consolidated findings of two “waves” of the Global Values and Preferences Survey (GVPS) done in 2018 and 2020–2021.



[Download PDF](#)

Webinar on Global values and preferences survey

WHO organized this webinar, hosted by The IBP Network, to present the results of the Global Values and Preferences Survey (GVPS). The GVPS was a key document which helped inform the WHO Guideline on Self-care interventions and well-being.



[View webinar](#)

3: TECHNICAL RESOURCES

Implementation of self-care interventions for health and well-being: guidance for health systems



Download

The self-care wheel

An award-winning innovation to advance sexual and reproductive health and rights.



Access

3: TECHNICAL RESOURCES

Ethical, legal, human rights and social accountability implications



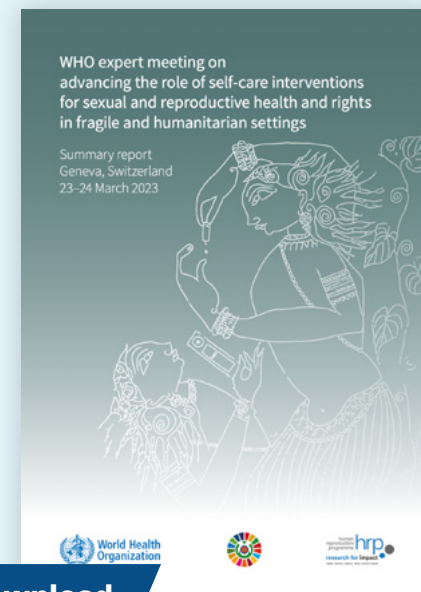
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Economic and financing considerations



Download

Self-care interventions in fragile and humanitarian settings

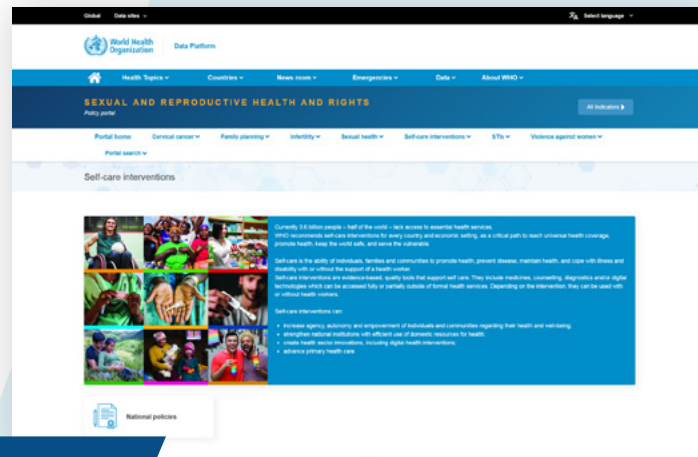


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3: TECHNICAL RESOURCES

Policy portal on self-care interventions for SRHR

This site contains the latest date on SRHR at health system, policy and service delivery levels; recent policy guidance as well as links to WHO resources to help support stakeholders in their efforts to promote and deliver self-care interventions.



Access

Sexual and reproductive health and rights: infographic snapshot

Snapshots per country of the national SRHR situation - including successes, areas for improvement, and data gaps.



Access

3: TECHNICAL RESOURCES

Technical briefs

Human papillomavirus (HPV) self-sampling as part of cervical cancer screening

> Corresponding infographic



Download

Self-administration of injectable contraception

> Corresponding infographic



Download

Self-management of medical abortion

> Corresponding infographic



Download

Self-collection of samples for sexually transmitted infections (STIs)

> Corresponding infographic



Download

Making over-the-counter contraceptive pills available without a prescription

> Corresponding infographic



Download

Availability of lubricants during sexual activity

> Corresponding infographic



Download

3: TECHNICAL RESOURCES

Self-care competency framework

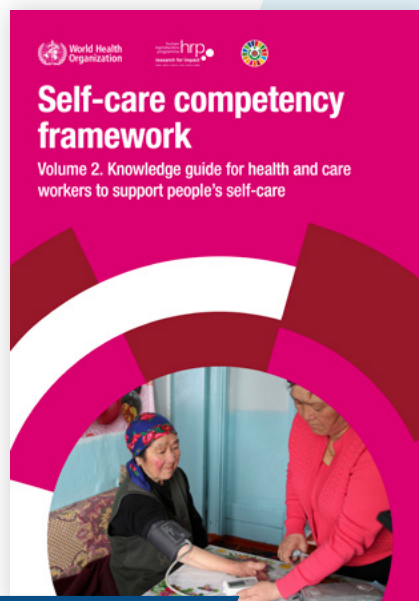
Volume 1 - Global competency standards for health and care workers to support people's self-care



[Download PDF](#)

Self-care competency framework

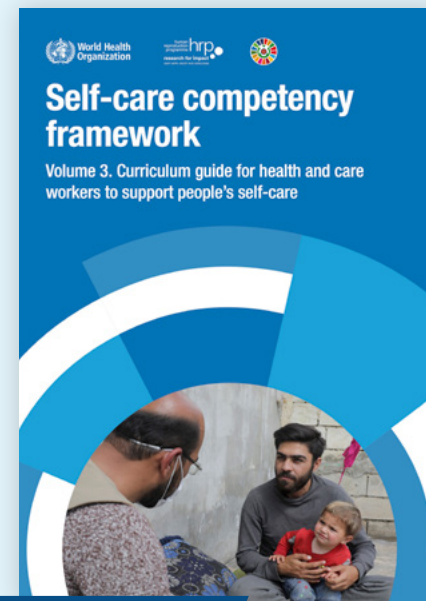
Volume 2 - Knowledge guide for health and care workers to support people's self-care



[Download PDF](#)

Self-care competency framework

Volume 3 - Curriculum guide for health and care workers to support people's self-care



[Download PDF](#)

3: TECHNICAL RESOURCES

Feature and news stories on self-care interventions and HRP impact stories



Access

Morocco

Expanding contraceptive access through self-administered injectable contraception



Access

Nigeria

Self-administered contraception is helping women in an IDP camp to access their SRHR



Access

Germany

Self management of medical abortion via telemedicine



Access

Timor-Leste

How self-care interventions are having an impact

3: TECHNICAL RESOURCES

HRP at 50

Sexual and reproductive health and rights across the life course



Download

HRP at 50

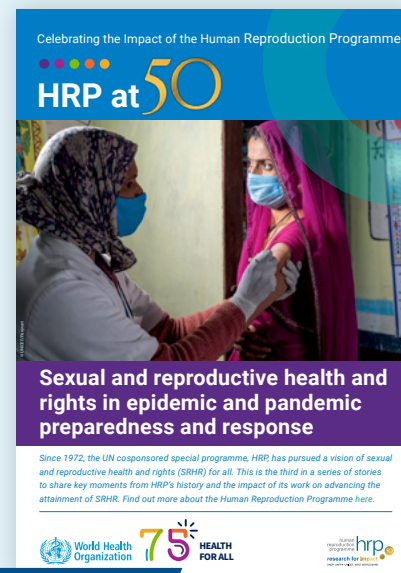
Harnessing the power of science, research, data and digital technologies to improve sexual and reproductive health and rights



Download

HRP at 50

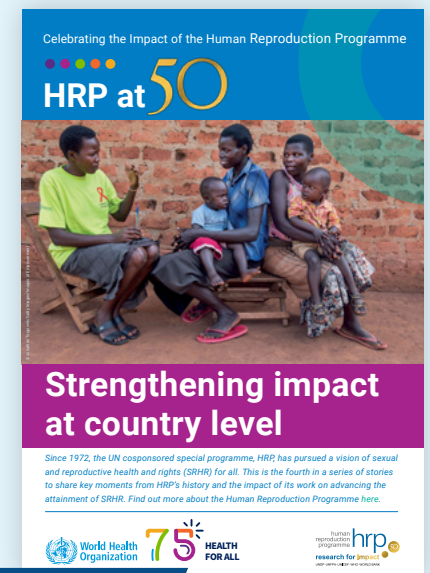
Sexual and reproductive health and rights in epidemic and pandemic preparedness and response



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HRP at 50

Strengthening impact at country level



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Research articles

Nature medicine

Self-care interventions for women's health and well-being



Download

The Bulletin of the World Health Organization

Sexual health and well-being across the life-course: call for papers



Download

BMJ

Self-care interventions for sexual and reproductive health and rights: a collection of articles



Download

BMC

Catalyzing policy change to introduce and scale-up self-care interventions for SRHR: lessons from the Eastern Mediterranean Region



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4: COMMUNICATIONS RESOURCES

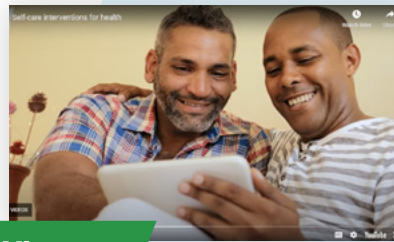
Videos

An overview of what self-care interventions are, and how they are giving people more choice and control over their health.



[View](#)

Importance of self-care interventions to reach UHC



[View](#)

Remarks of WHO Director-General on the WHO guideline on self-care interventions



[View](#)

Dr Mike Ryan, Executive Director, WHO Health Emergencies Programme speaking on self-care interventions



[View](#)

Social media trailer about self-care interventions



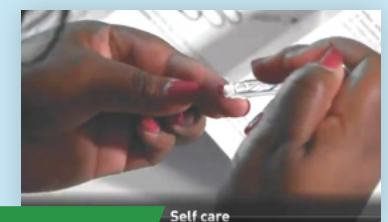
[View](#)

Five self-care interventions for sexual and reproductive health and rights



[View](#)

Self-care interventions advance health, well-being and UHC (44 second clip)



[View](#)

4: COMMUNICATIONS RESOURCES ON SELF-CARE INTERVENTIONS

24th June is the start of Self-Care Month at WHO, leading up to Self-Care Day on 24th July.

During the month, WHO shares regular #SelfCare information and tips on social media to help people protect and improve their health.

Infographics / social media tiles

Some of these infographics are available in French, Spanish and Chinese, other United Nations languages to follow.

- Self-care interventions bring **health services** to people
- Self-care is a new approach to **primary health care**
- Individuals can **self-manage medical abortion** in the first trimester
- Access to self-care interventions **improves people's autonomy**
- **Self-collection** of samples can improve delivery of STI testing services
- **Self-administration** of injectable contraception
- HPV **self-sampling improves screening** for cervical cancer
- Self-care interventions grounded in **human rights**
- **Health workers** can promote access to and correct use of self-care interventions
- **Gender equality** in delivering self-care interventions
- Self-care interventions can help **reduce health costs**
- Self-care interventions for **sexual and reproductive health**



Social media hashtags and handles

You can make use of these hashtags and handles to spread the word about self-care and share WHO's resources widely across your networks:

#SelfCare #SRHR

#UHC #PHC

@WHO @HRPresearch



For further information
contact: selfcare@who.int