

For immediate release

October 26, 2010

## **NEW RESEARCH SHOWS TREND TOWARD SELF CARE**

Recent research conducted by doctors.net.uk shows that both patients and prescribers are getting the message about self care, with eight out of ten general practitioners now recommending self care to patients.

The new statistics show that both general practices and patients are keen to see a shift towards greater use of self care to treat minor ailments with mild to moderate symptoms. This new evidence supports the attitude of the Self Care Campaign, which launched in March 2010 and aims to encourage self care to end the culture of dependency on the NHS.

In June 2009, research conducted by TNS Kantar found that many GPs and nurse prescribers feared confrontation with patients if they failed to prescribe. However, new research conducted by doctors.net.uk shows that eight out of ten GPs are now likely to encourage self care in patients. Further to that, nine out of ten believe that self care has an important role to play in general practice.

The TNS Kantar research found that patients were motivated to use prescriptions to treat minor ailments by cost and a belief that prescriptions were more effective than over the counter medicines. However, it appears the message about self care is getting through as according to Simon Grime, head of healthcare at doctors.net.uk, doctors are being increasingly asked about over the counter medicines.

The research found that 23% of doctors said they were asked to recommend over the counter pain relief on a daily basis, and a further 32% said this happened multiple times per week.

Dr Ian Banks, who will be hosting a national self care symposium on November 10 said about this development, "the new research shows how far we've come in terms of self care. The Self Care Campaign will continue to work to support these changing attitudes. Our expert symposium will focus on practical solutions to self care so that we can engrain self care into

people's lives, the community and general practice. We have an enormous opportunity to continue in the direction of travel set forward by the Government and by the findings of this research: this will make a real change for patient empowerment."

Places are still available for the RCGP and PAGB hosted self care symposium which is taking place on 10<sup>th</sup> November in London. The symposium aims to find practical solutions to self care for the future of general practices.

- Ends

**Notes to editors:**

The Proprietary Association of Great Britain (PAGB) and the Royal College of General Practitioners (RCGP) are hosting their self care symposium, Responsible Citizens – Are We There Yet?, on Wednesday November 10, 2010 from 9.30am to 4.30pm at BMA House, Tavistock Square, London WC1H 9JP.

The *Self Care Campaign* launched in March 2010 and is made up of professionals from key organisations across primary care including the NHS Alliance, National Association of Primary Care and the Proprietary Association of Great Britain. Its key objective is to bring an end to the culture of dependency on the NHS for the treatment of mild to moderate minor ailments.

The campaign is publically supported by some of the country's leading clinicians including Dr Michael Dixon, Dr Sam Everington OBE and media medics, Dr Roger Henderson, Dr Sarah Jarvis, Dr Gill Jenkins and Dr Jim Lawrie.