

For immediate release

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PAUL BURSTOW MP ANNOUNCES LAUNCH OF SELF CARE WEEK AT RCGP / PAGB SYMPOSIUM

Minister of State for Care Services Paul Burstow MP announced the launch of Self Care Week today at a national Self Care Symposium, hosted by the Royal College of General Practitioners (RCGP) and the Proprietary Association of Great Britain (PAGB). Self Care Week will start on Monday 15 November and run until Sunday 21 November.

Professionals and key decision makers in health came together at the symposium to explore practical solutions to put self care back into practice and into the community.

Paul Burstow MP, said: "I believe that if we want people to be active partners in all aspects of self care, we need to ensure that they have access to information, education and support to help them do that with confidence. The PAGB/RCGP event reminds us that the more we involve people in their care then the better the outcomes we can achieve together."

The Self Care Campaign, which supports the principles of Self Care Week, launched in March 2010 calling for an end to the dependency culture on the NHS and for the government to commit to a cohesive policy around self care.

Gopa Mitra, director of policy and public affairs at PAGB and Self Care Campaign advocate said: "We have been determined to keep going and not let the self care agenda stall so it is a wonderful move forward to have such a positive endorsement from the Minister."

Reflecting on the outcomes of the day, Dr Ian Banks, chairman of the national Self Care Symposium and advocate of the Self Care Campaign, said: "The symposium showed that there is a large commitment to self care both by health professionals, the Government and the Minister. We have had a valuable discussion with people who have a real interest in moving the agenda forward. I hope that we will now make real progress."

Ends –

Notes to editors:

To view the agenda for the Expert Self Care Symposium please see relevant files on [Pressitt](#)

If you would like to interview one of the Symposium speakers, please contact Sian Thomas at sian.thomas@selfcarecampaign.org or on 020 8675 4779.

PAGB is the UK trade association for manufacturers of branded over-the-counter (OTC) medicines and food supplements. PAGB was founded in 1919 with the aim of 'promoting responsible consumer healthcare'.

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 self limiting symptoms that can be managed in self care. The Self Care Campaign believes that it is clinical good practice to promote and encourage people to look after their own and their families' health when it is safe to do so. The importance of self care is apparent when we think about symptoms like headaches, upset stomachs and aches and pains, and knowing when it's safe to self care and when you should see your GP.

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.

The RCGP is the professional membership body for family doctors in the UK and abroad. It is committed to improving patient care, clinical standards and GP training.

For PAGB media enquiries, please contact Victoria Mayman at victoria.mayman@salixconsulting.com or on 020 8675 4779.