



International Self-Care Day (ISD)

July 24

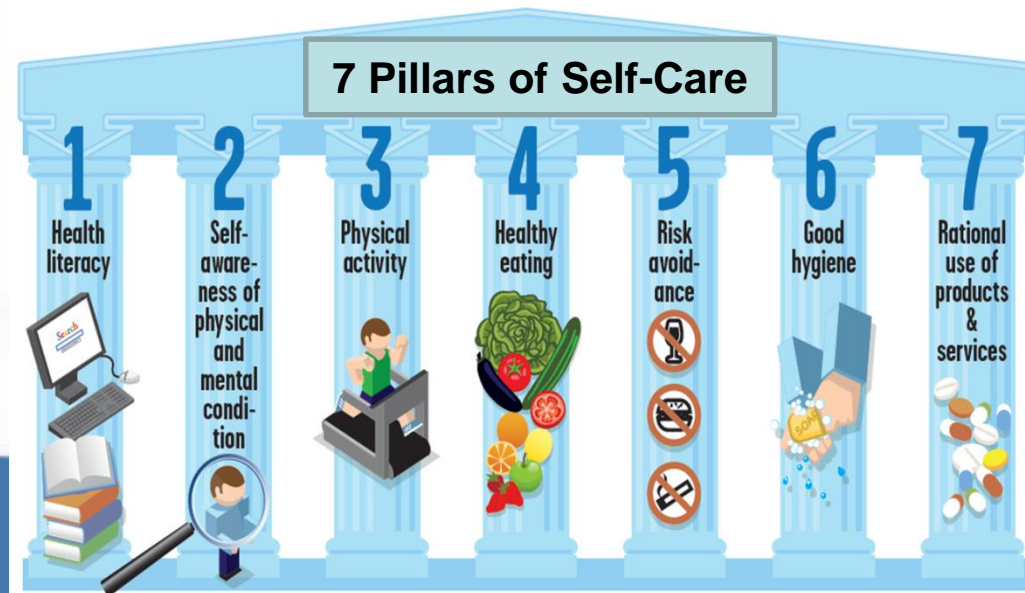
David E Webber Ph.D

President, International Self-Care Foundation
(London & Hong Kong). <http://isfglobal.org>

WSMI/APSMI – 22 October 2014 – Phuket, Thailand

International Self-Care Foundation (ISF)

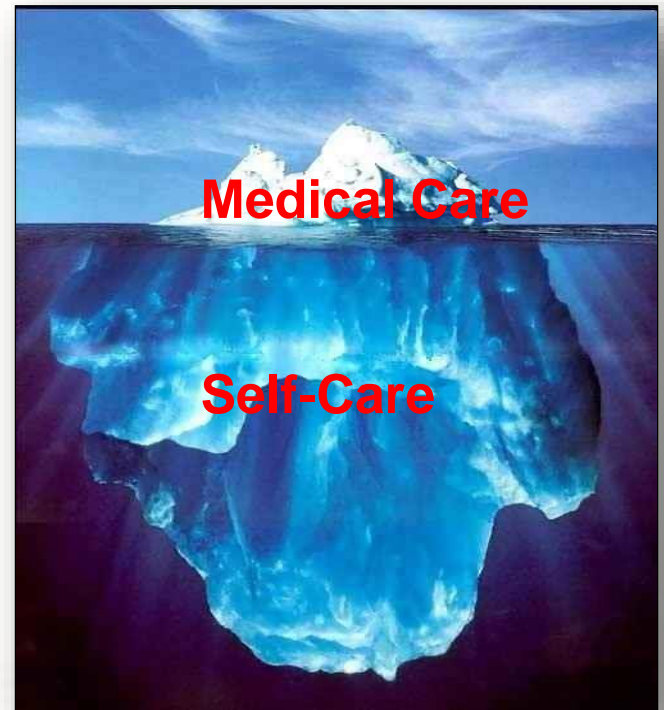
- ISF London (global) and ISF Hong Kong (AP region) are registered charities.
- ISF's Vision is of a world in which individual citizens live long healthy lives, taking personal responsibility for their own wellness by adopting healthy lifestyle and self-care behaviours.



Self-Care is the foundation of Healthcare



If healthy lifestyles and self-care was fully adopted, up to 80% of cases of heart disease, stroke and type-2 diabetes, and a third of cancers would be prevented (WHO, 2008)



International Self-Care Foundation (ISF)

- ISF's **Mission** is to work with all stakeholders in health, to support countries, communities and individuals in the adoption of evidence-based self-care practices.
- In practical terms this involves 1. helping to develop **evidence-based self-care concepts and practices** and 2. helping to **promote the role of self-care** in health.

ISD – A global device to make a difference

- ISD is just **one** way to promote the role of self-care in health.
- It is a device for any organisation to promote their particular self-care agenda.
- In China we have found ISD to be a very useful device for raising consumer awareness and engaging the authorities.
- ISF invites and encourages other countries in the Asia Pacific region to use ISD – 24 July 2015





International Self-Care Day July 24

ISD 2012 in China



Self-Care Dancing



On Spot



Heated discussion on Self-Care



Self-Care Video



International Self-Care Day **July 24**

ISD 2012 in China



*Self-Care Exhibition to Public
(June, Beijing)*



*2012 Medicines Retailing Annual Conference on Self-Care and
Healthcare Industry
(August, Sanya of China)*



*Self-Care Education Activities for
Franchised Drugstore Supervisors
(Continuing, China)*



*Self-Care Hiking of Industry Employees
(July, Yunnan of China)*



International Self-Care Day July 24 ISD 2013 in China



Hong Kong



Taibei



Guangzhou



Beijing



Shanghai



Shenzhen



International Self-Care Day July 24

ISD 2013



International Self-Care Day July 24

2013 ISD Ambassadors

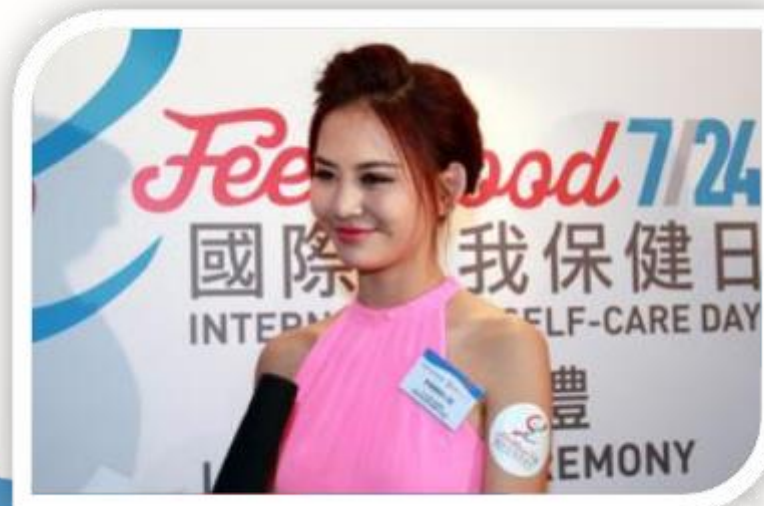


Mr. Jackie Chan



Lucky 7 (Movie stars)

Liyang Xiaoqing, Miss China 2012





International Self-Care Day July 24

Dissemination of ISD in 2013



Media coverage of the year to 220 million hits

Number of followers exceeding 46.87 million

Year to year increase over 17%

Ongoing...

ISD 2014 China

- As in previous years ISF China is supporting city authorities in their programmes to encourage healthy behaviours in their citizens.
- City focus - Shanghai, Beijing, Hong Kong and Guangzhou. Two lead programmes: '100 day challenge' – 100 days of physical activity. A "2014 International Love-to-Run" Relay was launched in the same cities on July 24. Both activities using a sponsored WeChat smartphone app developed for the purpose.
- These events come to a conclusion on 31st October 2014 at an **International Healthy Cities** conference in Shanghai where city mayors from China and internationally, a Chinese Olympic Champion, and ISF will hand out Health Awards to outstanding participants.



International Self-Care Day **July 24**

ISD 2014 on Capitol Hill in Washington D.C., USA

CHPA's focus – role of OTCs, and FSAs (flexible spending accounts)

Key event outcomes:

- US Senate Resolution 515
- USA Today article
- 55,000+ emails sent to Congress in support of FSAs
- Engagement with members of Congress
- ISD microsite
- Full page ad in Politico
- 580 news media placements
- Trade press coverage

International Self-Care Day
THURSDAY, JULY 24, 2014 | CHOB 121 | WASHINGTON, D.C.

Self-Care in Action.

Program

Help Restore OTC Eligibility for Tax-Preferred Accounts
To Support the "Restoring Access to Medication Act," visit action.chpa.org.

For more information about International Self-Care Day and the value of OTC medicines, visit chpa.org/ISD.

CHPA CONSUMER HEALTHCARE PRODUCTS ASSOCIATION

Welcome to CHPA's International Self-Care Day Breakfast Briefing on Capitol Hill

Each year, 240 million Americans turn to over-the-counter (OTC) medicines as the first-line of treatment for a wide range of health and wellness needs. As our nation continues to search for cost-effective and convenient healthcare options, the value of OTC medicines cannot be overlooked.

Today, you'll hear about:

- The importance of OTC medicines in empowering self-care for consumers.
- The value of OTC medicines in providing affordable and accessible healthcare solutions for the U.S. healthcare system.
- Critical legislation that can give up to 45 million Americans unfettered access to affordable and accessible OTC medicines.

Don't forget to join the conversation on Twitter using #selfcareday14!

Program Schedule

8:00 a.m. Buffet breakfast is served

8:30 a.m. – 9:30 a.m.

Welcome
Scott Melville
President and CEO, CHPA
@scottmelville

International Importance of Self-Care
Erica Mann
Head of Consumer Care Division, Bayer HealthCare
Chair, World Self-Medication Industry

International Self-Care Day
Zhenyu Guo, Ph.D.
Chair and Founder, International Self-Care Foundation

Role of OTC Medicines in the Evolving U.S. Healthcare Environment
Jim Mackey
Senior Vice President, U.S. Region Head, Merck Consumer Care
Chair, CHPA

Why OTC Medicines Should be Covered by Tax-Preferred Accounts
Rep. John Barrow (D-Ga.)
@repjohnbarrow

Value of OTC Medicines to Consumers
Steven Taylor
CEO, Spogen's Syndrome Foundation
@moistureseekers

9:30 a.m. Adjourned



International Self-Care Day July 24

ISD – A global device to make a difference

- Please feel free to use ISD in 2015 to promote your own agenda.
- Send a letter to the Ministry of Health. *‘On International Self-Care Day we urge the Government to...*
- Sponsor healthy events such as walks, bike rides, sports events.
- Educational events in pharmacies coupled with product promotion e.g. using shop window campaign posters.
- Propose ISD and related topics to radio and television health shows.
- Use ISD in connection with the health of Company employees.

International Self-Care Day July 24

Other commemorative days

There are many
'disease days'



But not so many
'health days'



ISF's future
goal is for
ISD to be an
official U.N.
Commemorative
Day.

THANK YOU!