SELF-CARE INTERVENTIONS FOR HEALTH: SEXUAL & REPRODUCTIVE HEALTH AND RIGHTS

Communications Toolkit

>

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Background to this toolkit

This toolkit supports communication on the 2019 *WHO Consolidated Guideline on Self-Care Interventions for Health: Sexual and Reproductive Health and Rights*. This toolkit is intended to support promotion and implementation of the guideline. The guideline provides a framework for self-care interventions, recommendations, good practice statements and implementation considerations for policymakers, programme managers, donors and researchers.

Self-care interventions offer a solution to support the achievement of all three of WHO's triple billion goals: to improve universal health coverage, reach people in humanitarian situations, and improve health and well-being.
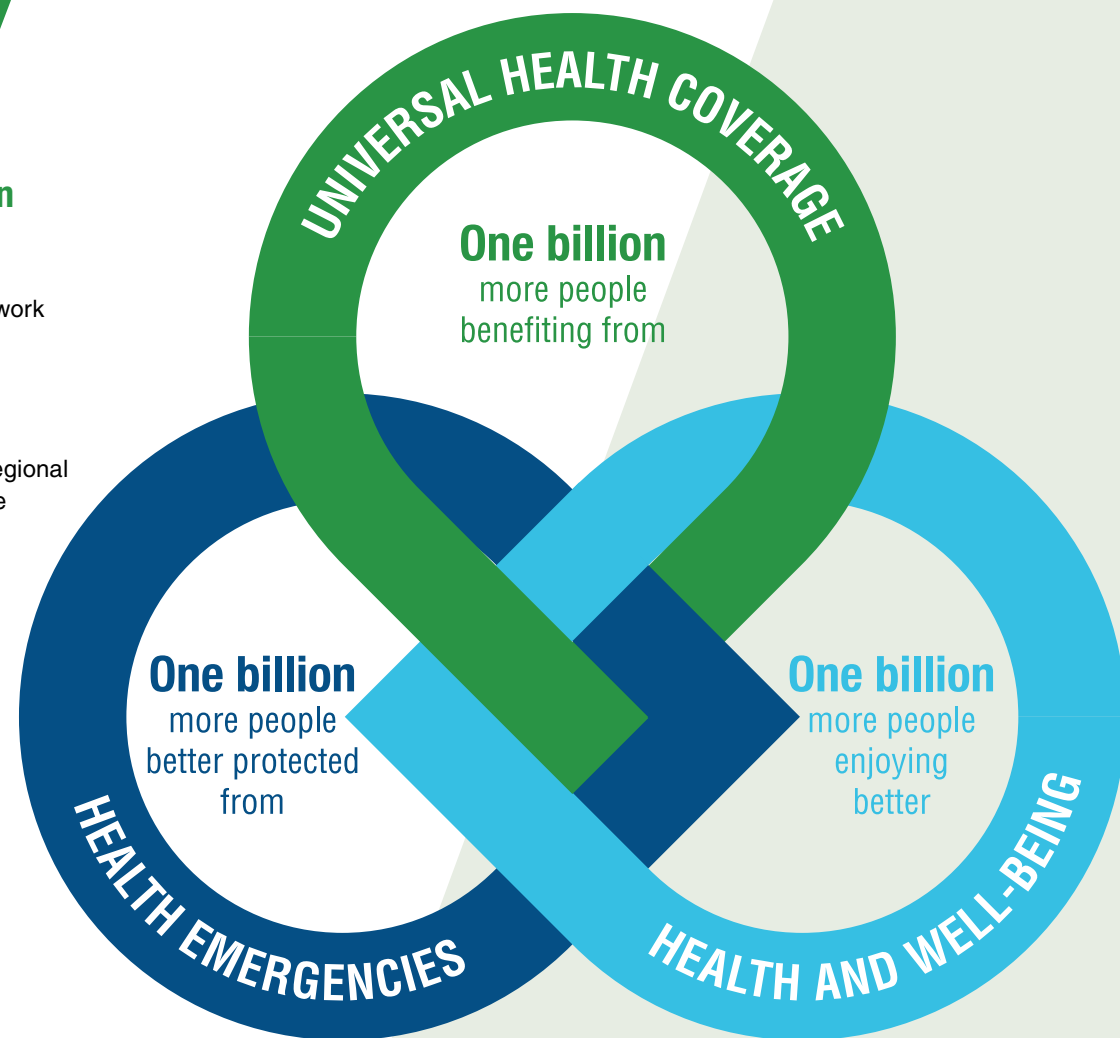
Who is this toolkit for?

This toolkit is to support WHO colleagues at Regional and Country Offices and UN partners with communication products that can be adapted locally. This will be done by providing some standard language, versatile graphics and tailored resources. The toolkit is also a resource for stakeholders and partners interested in implementing WHO recommendations, principles and framework on self-care interventions for SRHR.

What are the communication objectives for this toolkit?

- To raise awareness and profile 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 for SRHR.

- To provide easy access to a comprehensive list of technical and communications resources on self-care interventions.

Access the full guideline >

https://apps.who.int/iris/bitstream/handle/10665/325480/9789241550550-eng.pdf?ua=1

UNIVERSAL HEALTH COVERAGE

One billion more people benefiting from

HEALTH EMERGENCIES

One billion more people better protected from

HEALTH AND WELL-BEING

One billion more people enjoying better

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01: INTRODUCTION

Self-care interventions during COVID-19

For the public health message of 'flattening the curve' and thereby allowing existing health systems to better manage the COVID-19 response, governments and WHO are actively seeking the help of laypeople in fighting the pandemic. This is an unprecedented demand on individuals and communities being made since the start of the COVID-19 outbreak.

Individuals, communities, and entire societies have been asked to contribute to reducing the transmission of the virus, reduce mortality and morbidities and protect their own health through a range of actions from washing hands, physical distancing, and managing mild symptoms for COVID-19 and other conditions, including sexual and reproductive health.

Among ways to adopt healthy self-care practices is the use of quality, evidence-based self-care interventions that could be drugs, devices, diagnostics and/or digital products which can be provided fully or partially outside of formal health services and can be used with or without the direct supervision of health-care personnel.

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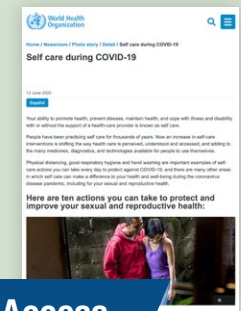
Q&A: Self-care interventions for sexual and reproductive health and rights (SRHR) and COVID-19
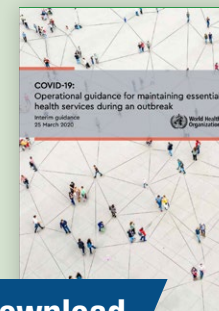
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WHO Operational guidance for maintaining essential health services during an outbreak

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Photo story: Self care during COVID-19

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01: INTRODUCTION

Toolkit structure:

03 — **Technical resources**

- Consolidated guideline
- Executive summaries
- Global Values and Preferences survey
- Presentation
- Evidence reviews

04 — **Communications resources**

- WHO website
- Factsheets
- Videos
- Infographics
- Social media tiles
- Hashtags

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

  > Social media

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02: OVERVIEW

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 and disability 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.

What are self-care interventions and who uses them?

Self-care interventions are evidence-based, quality drugs, devices, diagnostics and/or digital products which can be provided fully or partially outside of formal health services and can be used with or without the direct supervision of health-care personnel. For example, self-injectable contraception, HPV self-sampling kits or HIV self-tests.

There are interventions that users can 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, to ensure health system accountability.
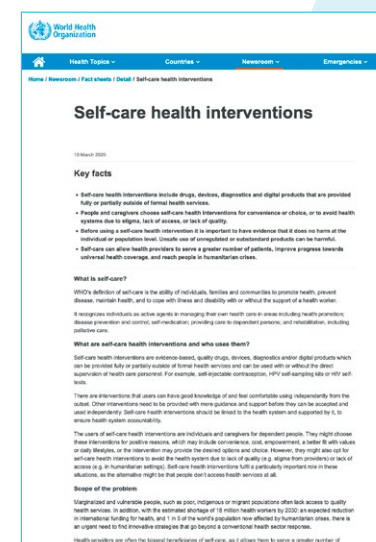
Access the full Self-Care Interventions Factsheet >

https://www.who.int/news-room/fact-sheets/detail/self-care-health-interventions

This logo, for use by UN partners on self-care materials, integrates the framework for self-care interventions for health 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. This logo represents the ability of self-care interventions to place power regarding health and well-being 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 guideline on self-care interventions.

What is the WHO framework for Self-care Interventions for Health?

The framework for self-care interventions for health and 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 the 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 and as self-carers and caregivers.

Accountability

Enabling environment

Places of access

Key principles

Self-care for health and well-being

Private sector accountability · Trained health workforce · Commodity security · Health sector accountability · Regulated quality products and interventions · Home · Caregivers · Psychosocial support · Holistic · Human rights · Supportive laws and policies · Traditional medicine and sociocultural practices · Individual accountability · Health financing · Pharmacies · Donor accountability · Life course · Gender equality · Access to justice · Education · Community · Ethics · Health services · Economic empowerment (e.g. housing, food security, ability to pay for health care) · Information · Digital technologies and platforms · Social accountability · Protection from violence, coercion and discrimination · Government accountability

02: OVERVIEW

Key messages during the COVID-19 pandemic:

Promoting self-care interventions can ease the burden on health systems in response to the COVID-19 pandemic

Countries need to urgently adopt policies to implement self-care interventions to maintain essential SRH services

Access to self-care interventions improve people's autonomy

WHO defines self care as the ability of individuals, families and communities to promote health, prevent disease, maintain health, and cope with illness with or without the support of a health-care provider

Self care requires:
(1) Acknowledging people as active participants in informed health decision-making,
(2) A holistic approach to health and well-being across the life course, (3) Respecting human rights, ethical considerations and gender equality, and (4) Quality, evidence-based products and interventions

People choose self-care interventions for convenience, cost, empowerment, a better fit with values or daily lifestyles, and during COVID-19 because they cannot access health services

Self-care interventions can be accessed through: health facilities; pharmacies; primary care and community services; caregivers; shops; digital platforms and mobile technologies; family, friends and communities

The COVID-19 pandemic has placed an unprecedented demand on laypersons to manage their health through self-care measures

Self care and digital health technologies are among the only available options to many people during COVID-19 pandemic to including when needed, referral for clinical care

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03: TECHNICAL RESOURCES ON SELF-CARE INTERVENTIONS
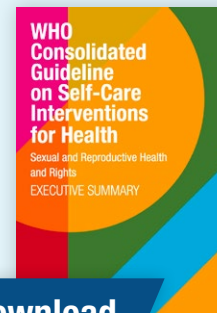
Consolidated Guideline

WHO Consolidated Guideline on Self-Care Interventions for Health: Sexual and Reproductive Health and Rights
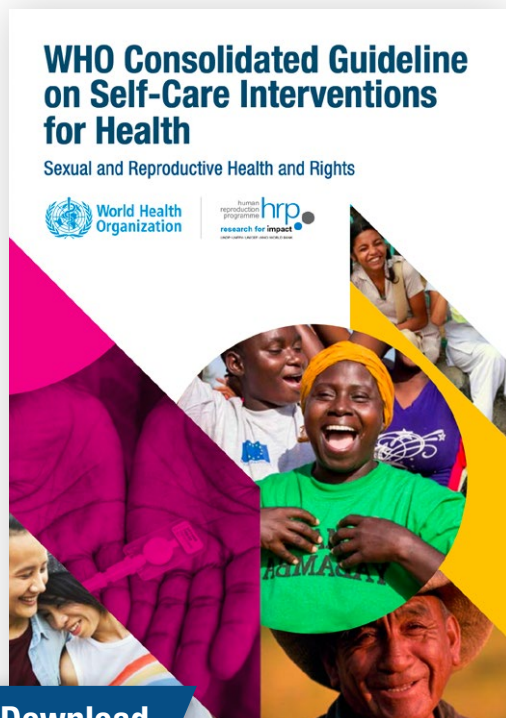
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Executive Guideline summaries in 6 UN languages:
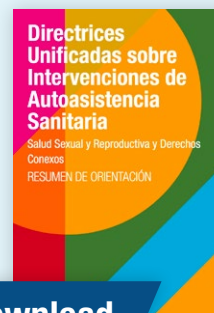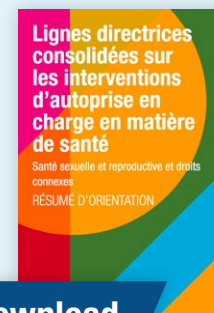
English

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03: TECHNICAL RESOURCES ON SELF-CARE INTERVENTIONS

Global Values and Preferences Survey results

WHO Self-care Interventions for Health

Sexual and reproductive health and rights*
WEB ANNEX: Global Values and Preferences Survey report
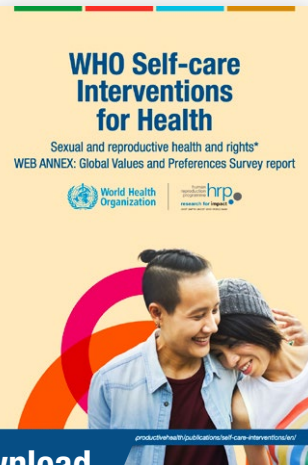
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Ethical, legal, human rights and social accountability implications

WHO meeting on Ethical, legal, human rights and social accountability implications of self-care interventions for sexual and reproductive health

12–14 March 2018, Brocher Foundation, Hermance, Switzerland

Summary report
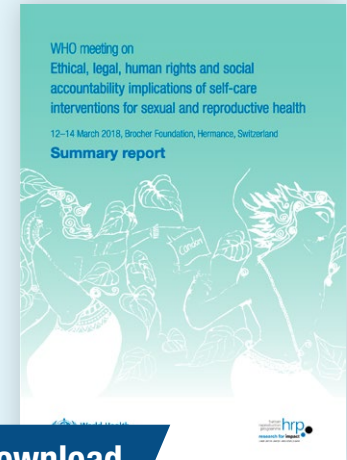
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Policy brief: HIV self-testing

HIV TESTING SERVICES

WHO RECOMMENDS HIV SELF-TESTING

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Economic and financing considerations

Economic and financing considerations of self-care interventions for sexual and reproductive health and rights

United Nations University Centre for Policy Research
2–3 April 2019, New York, United States of America

SUMMARY REPORT

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03: TECHNICAL RESOURCES ON SELF-CARE INTERVENTIONS

Evidence reviews (The BMJ Supplement):

Editorial: Recognising self care as an integral component of the health system

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Reaching populations in humanitarian settings through self-care interventions

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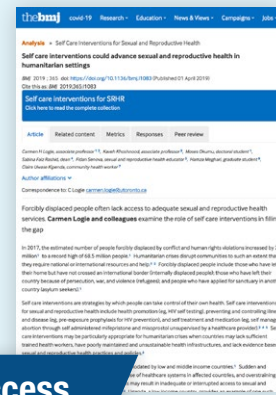
Environmental considerations of self-care waste management

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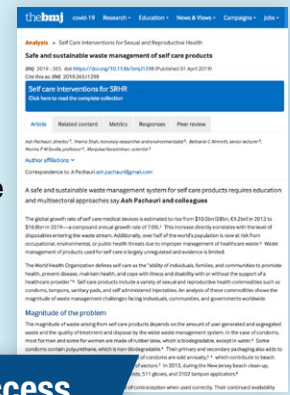
Self-care interventions to advance health and well-being: a conceptual framework

Access

Financing and economic considerations of self-care interventions to reach universal health coverage
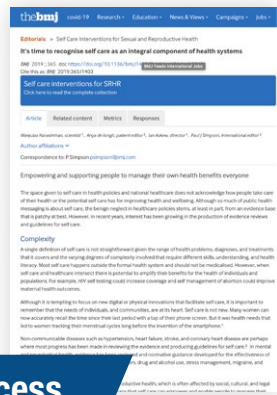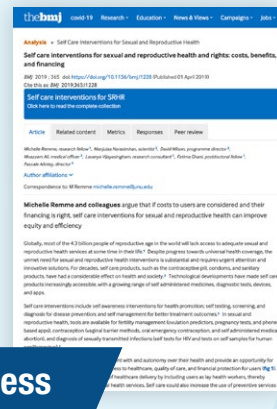
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Human rights and legal dimensions of self-care interventions

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Evidence reviews (The BMJ Supplement):

Self care among women and girls: insights from ethnographic studies
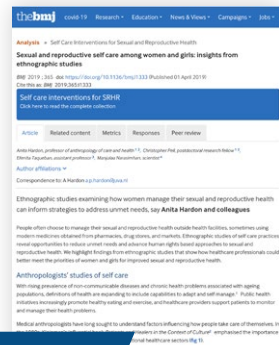
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Oral contraceptive pills: A systematic review of over-the-counter and pharmacy access availability

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Home-based ovulation predictor kits: A systematic review and meta-analysis

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Self-collection of samples for common STIs

Access

Self-sampling for human papillomavirus testing
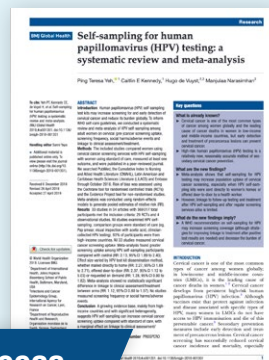
Access

Self-administration of injectable contraception

Access

04: COMMUNICATIONS RESOURCES ON SELF-CARE INTERVENTIONS

Video: Remarks of WHO Director General on the launch of the first WHO Guideline on Self-Care Interventions

View

WHO website: Self-care interventions for health

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Powerpoint presentation: on the WHO Consolidated Guideline

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Film: Self-care interventions for health
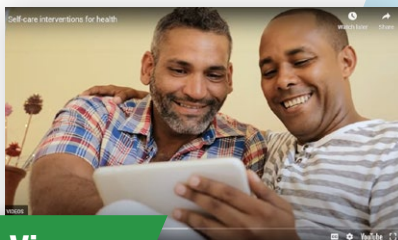
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Social media tiles:

Self-care interventions bring health services to people

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Self care is a new approach to primary health care

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04: COMMUNICATIONS RESOURCES ON SELF-CARE INTERVENTIONS

Social media tiles:

Individual can self-manage medical abortion in the first trimester

INDIVIDUALS CAN SELF-MANAGE MEDICAL ABORTION IN THE FIRST TRIMESTER

The self-management of medical abortion is:
- ✓ Non-invasive
- ✓ Cost-effective
- ✓ Acceptable
- ✓ Improves autonomy

➕ Links to a health-care provider should always be available, if needed

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Access to self-care interventions improve people's autonomy

ACCESS TO SELF-CARE INTERVENTIONS IMPROVE PEOPLE'S AUTONOMY

SELF CARE CAN BE ACCESSED THROUGH:

- Health facilities
- Pharmacy
- Caregivers
- Digital platforms and mobile technologies
- Family, friends and communities
- Primary care and community service
- Shops

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Self-collection of samples can nearly triple STI testing uptake

SELF-COLLECTION OF SAMPLES CAN IMPROVE DELIVERY OF STI TESTING SERVICES

More than **1 MILLION STIs** are acquired every day worldwide.

Left untreated, some can have **serious consequences**.

For STIs, there are now **kits which allow people to collect their own samples** to be tested.

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Self-administration of injectable contraception

SELF-ADMINISTRATION OF INJECTABLE CONTRACEPTION

A woman-initiated intervention that can improve lives of many women who want to avoid pregnancy.

Around 214 million women in low- and middle-income countries who wish to avoid pregnancy are currently unable to access a modern contraceptive method.

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HPV self-sampling improves screening for cervical cancer

HPV SELF-SAMPLING IMPROVES SCREENING FOR CERVICAL CANCER

Cervical cancer is the 4th most frequent cancer in women.

This can contribute to **ELIMINATING CERVICAL CANCER** as a public health problem by **2030**.

HPV self-sampling is:
- ✓ Easy
- ✓ Painless
- ✓ Convenient
- ✓ Cheap
- ✓ Private

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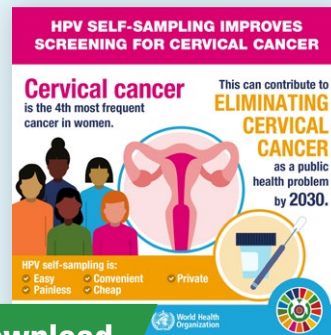
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Social media hashtags:

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

#SelfCare #SRHR #UHC #COVID19

@WHO @HRP_research

Self-care intervention flyers

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

WHO recommendations on self-care interventions
Self-collection of samples for sexually transmitted infections (STIs)

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

WHO recommendations on self-care interventions
Human papillomavirus (HPV) self-sampling as part of cervical cancer screening

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Self-management of medical abortion

WHO recommendations on self-care interventions
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