# Self-care interventions for health and well-being
## Communications Toolkit 2025

**World Health Organization**

human reproduction programme **hrp**
research for impact
UNDP · UNFPA · UNICEF · WHO · WORLD BANK

| 1 | Introduction to this toolkit |
| 2 | Overview |
| 3 | Technical resources |
| 4 | Communications resources |

Click to view the toolkit

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*.

## 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. It is targeted towards policy-makers, programme managers, health and care 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.

Introduction > 1

Overview > 2

Technical resources > 3

Communications resources > 4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 1: INTRODUCTION

## Toolkit structure:

### 2 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

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

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp 50 research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 1: INTRODUCTION

## Toolkit structure:

**4** **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

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

## 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 or care 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.

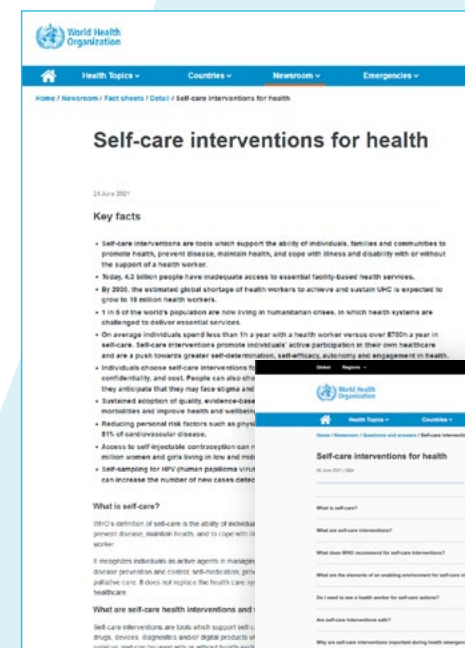## What are self-care interventions and actions?

Self-care interventions include evidence-based, high-quality medicines, devices and diagnostics 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 and actions 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 are complementary to the health system and supported by it, thereby ensuring health system accountability.

## Fact sheet: Self-care interventions for health



**Q&A**



## WHO website

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



**Access**

**Access**   **Access**

Introduction > 1

Overview > 2

Technical resources > 3

Communications resources > 4

Back   Next

World Health Organization

human reproduction programme hrp
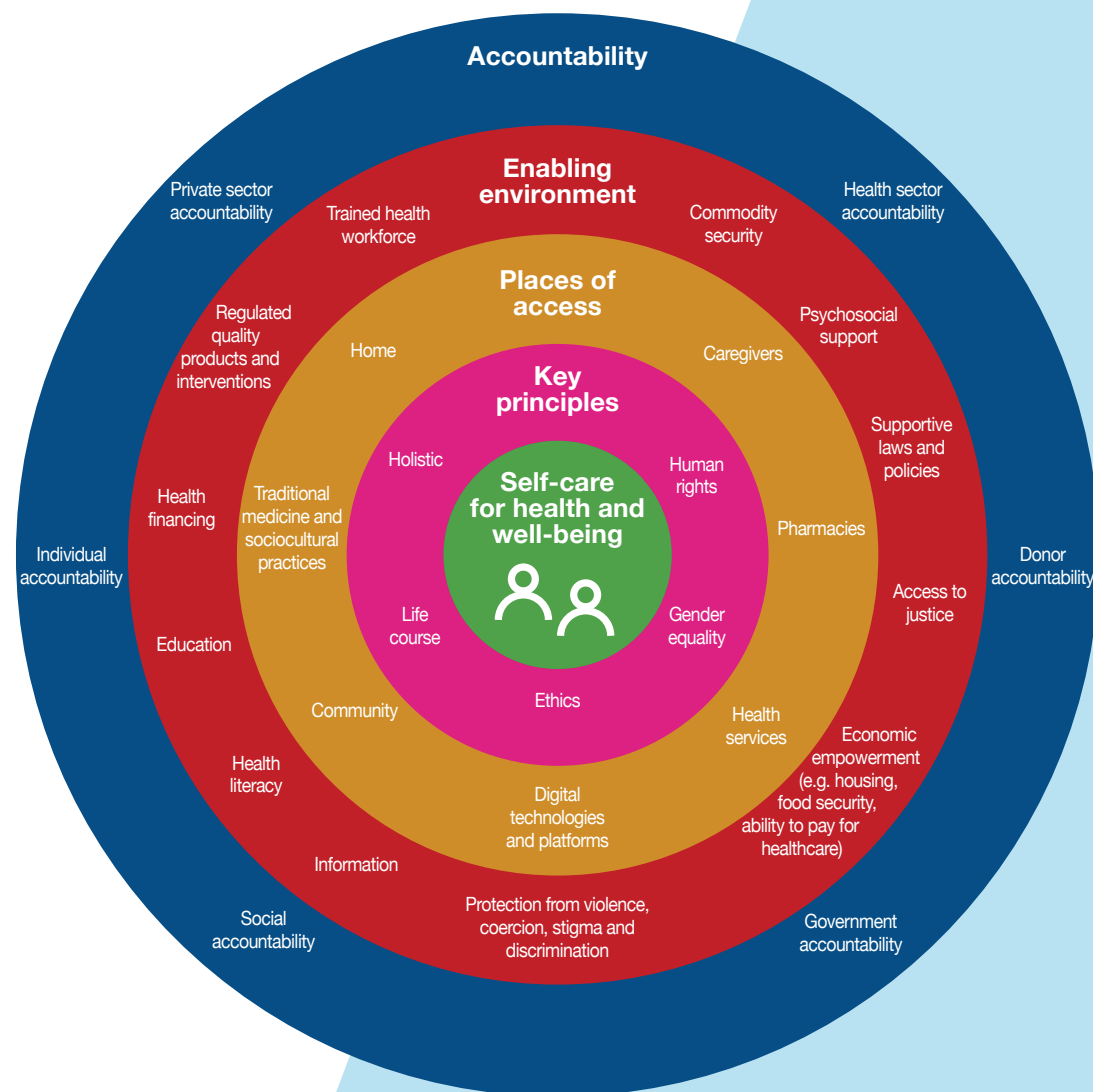
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 2: OVERVIEW

## What is the WHO framework for self-care interventions?

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

The framework 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.



Accountability

Enabling environment

Private sector accountability
Trained health workforce
Commodity security
Health sector accountability

Places of access

Regulated quality products and interventions
Home
Psychosocial support
Caregivers

Key principles

Holistic
Human rights
Supportive laws and policies

Health financing
Traditional medicine and sociocultural practices
Self-care for health and well-being
Pharmacies

Individual accountability
Life course
Gender equality
Access to justice
Donor accountability

Education
Ethics
Health services
Economic empowerment (e.g. housing, food security, ability to pay for healthcare)

Community
Health literacy
Digital technologies and platforms
Information

Social accountability
Protection from violence, coercion, stigma and discrimination
Government accountability

Introduction > 1

Overview > 2

Technical resources > 3

Communications resources > 4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

## 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.
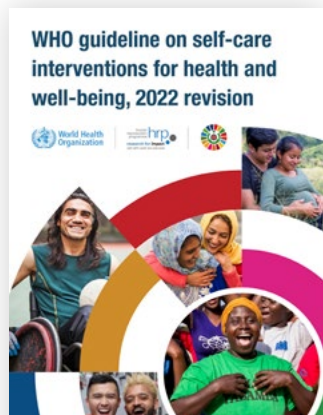


**View webinar**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

# 3: TECHNICAL RESOURCES

### WHO Global Guideline

The Guideline is available in English, Japanese and Spanish.

### 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.

### Executive summary

The Executive summary is available in English, Arabic, Chinese, French, Japanese, Russian and Spanish.

### Digital adaptation kit for self-monitoring of blood pressure during pregnancy

This Digital adaptation kit translates the WHO guidance on self-monitoring of blood pressure during pregnancy into an accessible digital format to help countries and individuals accurately adopt, and benefit from, best evidence-based clinical and data practices.

**Download PDF version**

**Access interactive version**

**Download PDF**

**Coming Soon**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp 50 research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 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.
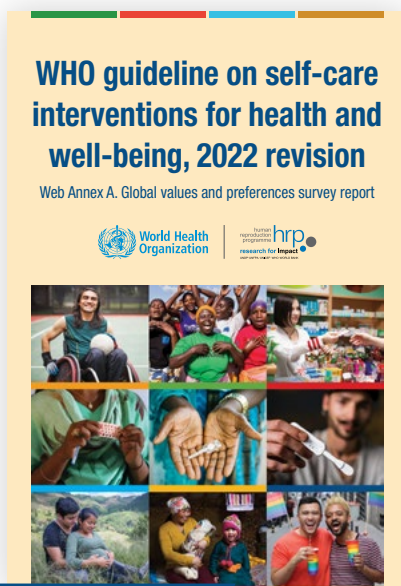


**Download PDF**

## 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**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

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**

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**
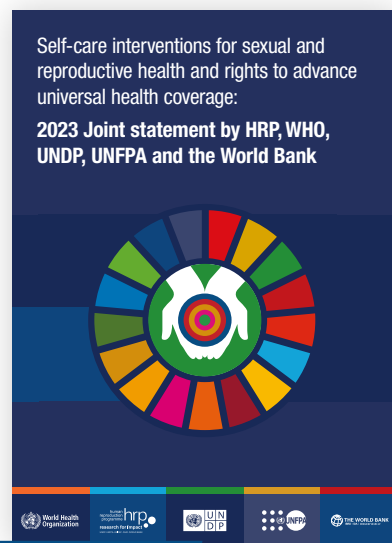
**Download**

**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**

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**
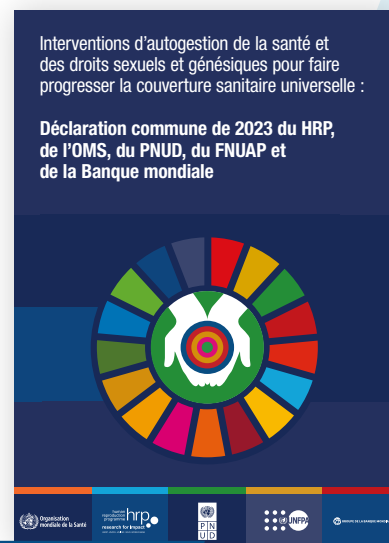
**Download**

**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**

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**

**Download**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 3: TECHNICAL RESOURCES

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

This publication is also available in Spanish. **>**



**Download**

## Implementation research protocol

This generic research protocol has been developed to build the evidence base on how self-care interventions for SRHR can be effectively introduced, scaled, and sustained among underserved individuals and communities.
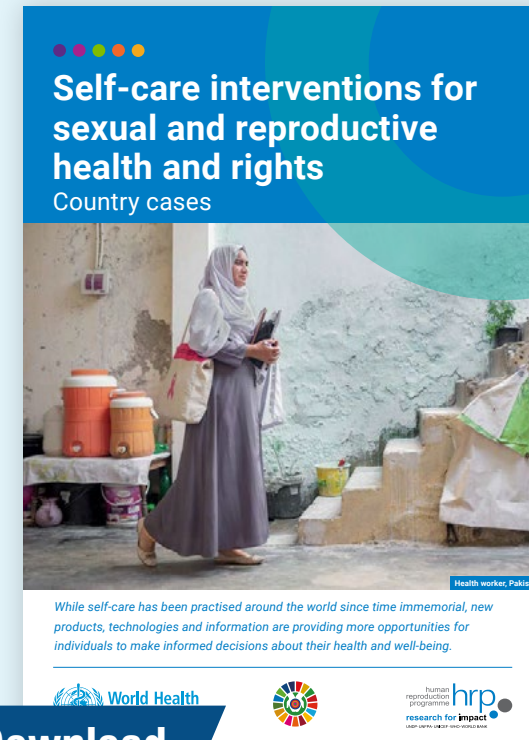


**Access**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next
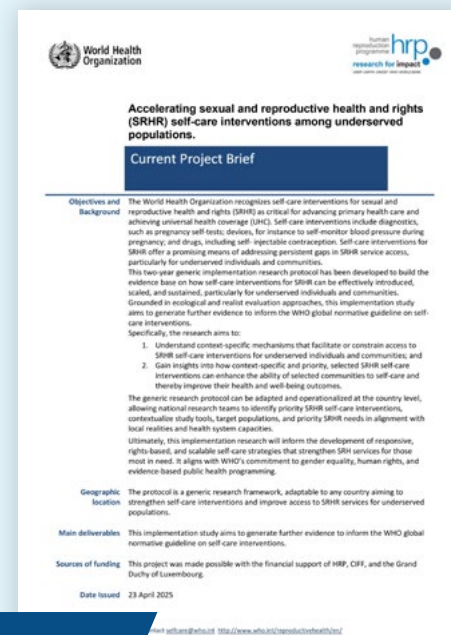
# 3: TECHNICAL RESOURCES

## The self-care wheel

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



**Read More**

## Self-care interventions for sexual and reproductive health and rights: country cases



**Download**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 3: TECHNICAL RESOURCES

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

### 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.

**Access**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp 50
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 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.
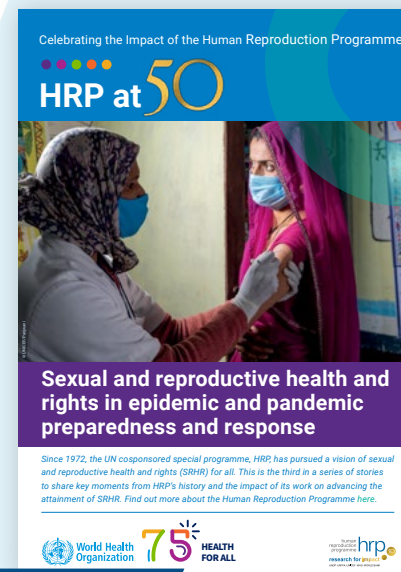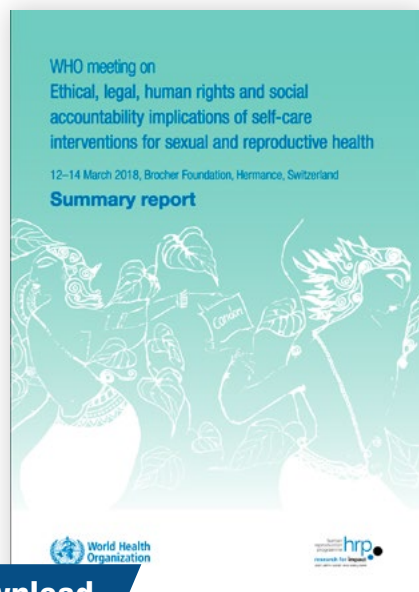


**Download**

## HRP at 50

Strengthening impact at country level.



**Download**

Introduction > 1

Overview > 2

Technical resources > 3

Communications resources > 4

Back

Next
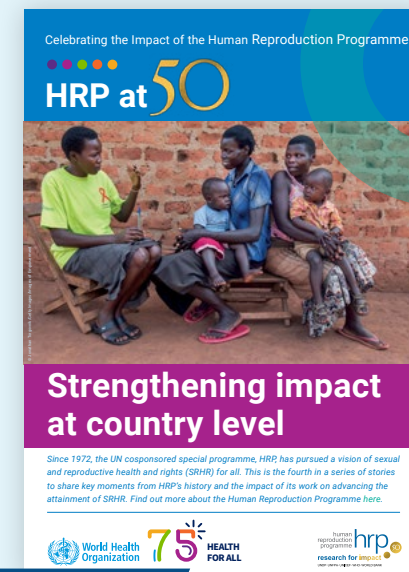
# 3: TECHNICAL RESOURCES

**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**

World Health Organization

**Download**

**Economic and financing considerations**

World Health Organization/United
Nations University International
Institute for Global Health meeting on

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**

World Health Organization

**Download**

**Self-care interventions in fragile and humanitarian settings**

WHO expert meeting on
advancing the role of self-care interventions
for sexual and reproductive health and rights
in fragile and humanitarian settings

Summary report
Geneva, Switzerland
23–24 March 2023

World Health Organization

**Download**

Introduction >
1

Overview >
2

Technical
resources >
3

Communications
resources >
4

Back

Next

World Health Organization

human reproduction programme hrp
research for impact
UNDP·UNFPA·UNICEF·WHO·WORLD BANK

# 3: TECHNICAL RESOURCES

## Policy portal on self-care interventions for SRHR

This site contains the latest data 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.
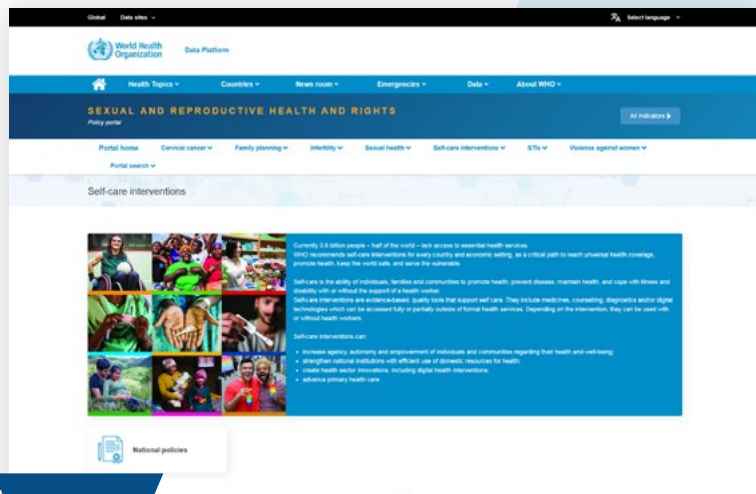


**Access**

## 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**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp 50
research for impact
UNDP-UNFPA-UNICEF-WHO-WORLD BANK
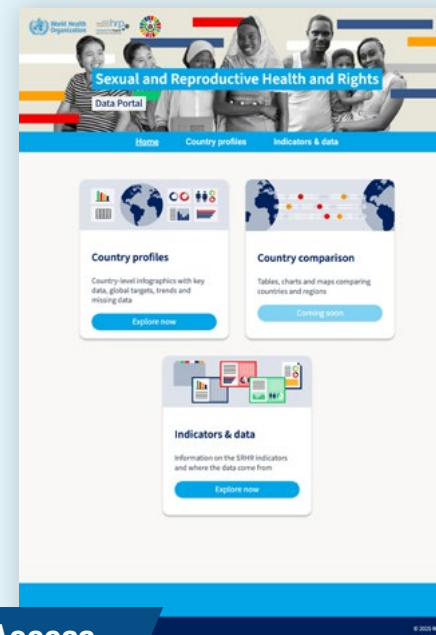
# 3: TECHNICAL RESOURCES

## 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 emergency contraceptive pills available without a prescription



**Download**

Availability of lubricants during sexual activity



**Download**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

# 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.
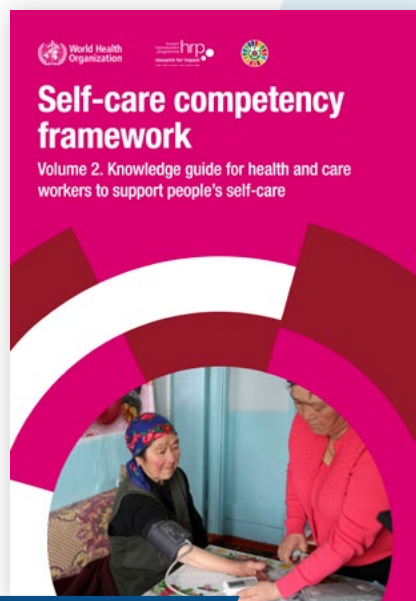


**Download PDF**

## Self-care competency framework

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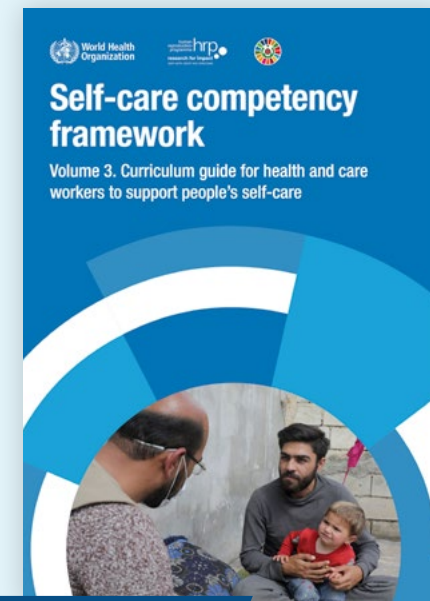


**Download PDF**

Coming soon: the Spanish version of the Self-care competency framework.

Introduction > 1

Overview > 2

Technical resources > 3

Communications resources > 4

Back

Next

# 3: TECHNICAL RESOURCES

## Counselling and prescribing of contraception in pharmacies



**Access**

## المشورة ووصف وسائل منع الحمل في الصيدليات
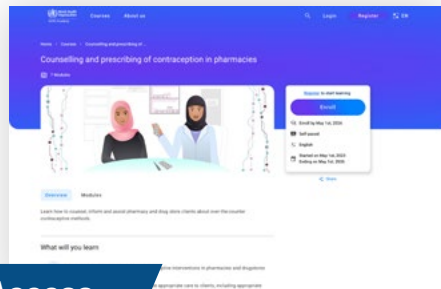
Arabic
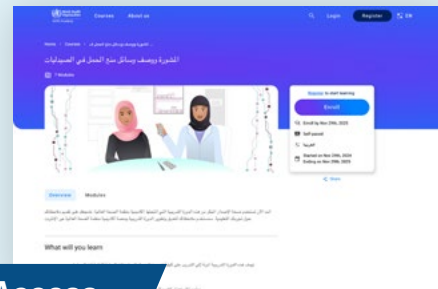


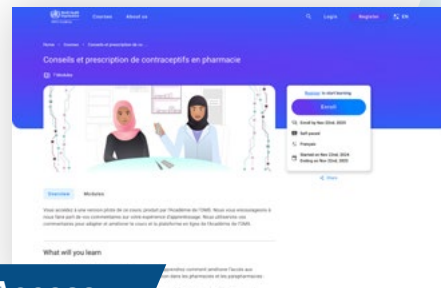**Access**

## 对药房避孕咨询和处方课程的

Chinese
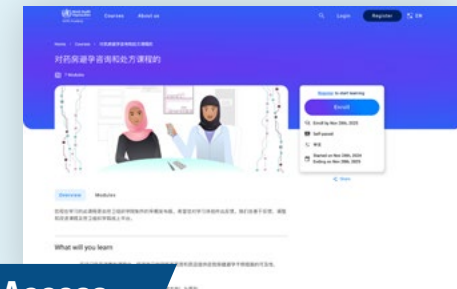


**Access**

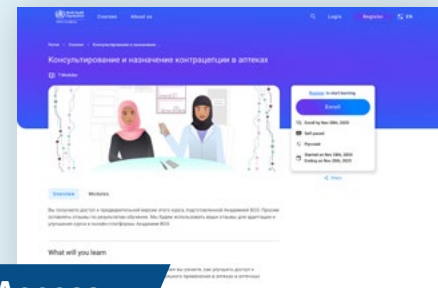## Conseils et prescription de contraceptifs en pharmacie

French



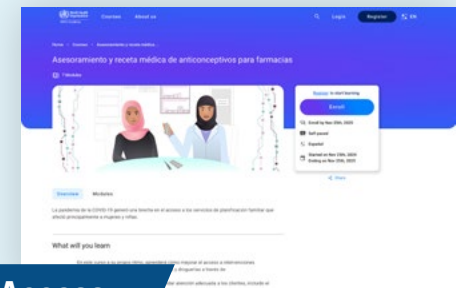**Access**

## Консультирование и назначение контрацепции в аптеках

Russian



**Access**

## Asesoramiento y receta médica de anticonceptivos para farmacias

Spanish



**Access**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

World Health Organization

human reproduction programme hrp 50 research for impact UNDP·UNFPA·UNICEF·WHO·WORLD BANK
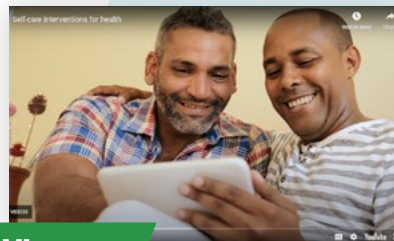
# 4: COMMUNICATIONS RESOURCES

## Videos

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

**View**

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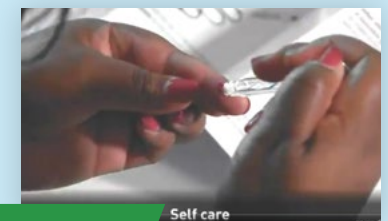
**View**

Importance of self-care interventions to reach UHC.

**View**

Social media trailer about self-care interventions.

**View**

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

**View**

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

**View**

Self-care interventions advance health, well-being and UHC

**View**

Introduction >
1

Overview >
2

Technical resources >
3

Communications resources >
4

Back

Next

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**

**Access**

## 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

**World Health Organization**

human reproduction programme
**hrp**
research for impact

WHO/SRH/21.20