

The following information about self-care and International Self-Care Day is made available by Consumer Health Products Canada. We encourage you to include this information in your messages to your audiences.

Backgrounder

On Sunday, July 24, 2016, Consumer Health Products Canada will celebrate International Self-Care Day as a way to raise awareness of the important role self-care plays in the health of Canadians and the sustainability of the health care system.

Canadians practice self-care when they make responsible decisions to stay healthy, like being physically active, eating a healthy diet, avoiding risks like smoking and practicing good hygiene.

Canadians also practice self-care when they manage every day health conditions and minor ailments such as cough/colds, heartburn, headaches, allergies, and bug bites.

******* Self-Care Challenge *******

On Self-Care Day (July 24th), we want Canadians to tell us what self-care is to them!

1. Think about what self-care means to you. Here are some [examples](#)
2. Tell us in a short video **“I practice self-care when I ...”**
3. On Sunday, July 24th, follow CHP Canada on Twitter @CHP_Can **AND** post your video using #selfcare.

[Consumer Health Products Canada members](#) make the evidence-based over-the-counter medicines and natural health products that Canadians use safely and effectively to manage their own health and the health of their families. That’s our part of self-care, the true frontline in Canadian health care.

Self-care works, but we can do more!

We all practice self-care when we open our medicine cabinet or a first aid kit, when we use Polysporin® to treat a minor cut at the cottage, take Zantac® or Tums® to treat heartburn, or apply Neutrogena® or Coppertone® sunscreen to avoid sunburn. This common sense approach is good for the health of our families and helps us avoid unnecessary use of the health care system.

When Canadians have trusted information and the right tools, including access to safe and effective over-the-counter medicines and natural health products, they can take greater control over their own health, which we know contributes to a more sustainable health care system. In fact, Canadians are the largest human resource in our health care system.

77% of Canadians would rather manage their minor ailments themselves than visit a doctor.

Consumer Health Products Canada.

Yet, more can be done. With better access to a wider variety of safe and effective consumer health products, more Canadians could manage their minor ailments without having to visit a family doctor or an emergency room, and more doctor resources would be freed up to provide primary care to Canadians who currently don't have a family doctor.

Here are three things people can do to practice more self-care:

- Always read and follow the label directions when using over-the-counter medicines and natural health products;
- Discuss your self-care options during your next visit to your doctor, your pharmacist or trusted health professional;
- Look for government health portals or websites associated with accredited health institutions or professions, when seeking self-care advice online.

International Recognition of Self-Care Day

International Self-Care Day was developed by the [International Self-Care Foundation](#), a UK charity with a global focus. Self-Care Day provides an opportunity to raise the profile of healthy lifestyle programmes around the world and to promote self-care as a vital foundation of health. All those involved in health are encouraged to use International Self-Care Day to help advance the cause of healthy lifestyles and wellness.

About Consumer Health Products Canada

Consumer Health Products Canada is the industry association that represents the companies that make evidence-based over-the-counter medicines and natural health products. These are the products you can find in medicine cabinets in every Canadian home. From sunscreens and vitamins to pain relievers and allergy medications, people use consumer health products to maintain their health and manage their minor ailments. This is a fundamental part of self-care which is vital to the health of Canadians and the sustainability of our health care system.

www.chpcanada.ca

Twitter: @CHP_Can Hashtags: #selfcare

For more information:

Marie-France MacKinnon
Manager, Communications
(613) 723-0777 ext. 228
C (613) 725-5805
mf.mackinnon@chpcanada.ca

Danielle Côté
Director, Communications
(613) 723-0777 ext. 226
C (613) 799-9057
danielle.cote@chpcanada.ca