



INTERNATIONAL SELF-CARE DAY - CANADIAN CAMPAIGN LAUNCH

Consumer Health Products Canada (CHP Canada) and international counterparts launch online campaign to promote benefits of Self-Care

July 24, 2018 – Ottawa, ON – Self care is vital to the health of Canadians, has a positive impact on the healthcare system and should be practiced daily. MPs Rob Oliphant and Marilyn Gladu launched International Self-Care Day (ISCD) today, a world-wide initiative led in Canada by Consumer Health Products Canada (CHP Canada).

The online campaign is designed to encourage Canadians to practice self-care. Using the hashtag #iSelfCare, the two MPs will lead the conversation and talk about how they practise self-care. Canadian long-distance runner and adventurer Ray Zahab is also supporting the campaign; he will Tweet about the benefits of self-care as he prepares for his next expeditions: runs across Death Valley this summer and Baffin Island this fall. A former ‘pack-a-day’ smoker, Ray is an example of how everyday self-care can lead to a healthier life.

“We have become more aware of how important it is to manage stress, eat well and treat minor ailments,” said MP Rob Oliphant. “I think we can set an example of self-care to our colleagues, and our constituents.”

The concept of self-care is widely recognized as a holistic approach to health based on the [Seven Pillars of Self-care \(see below\)](#). These include the appropriate use of over-the-counter medicines and natural health products. The associated economic benefits are clear:

- If 16 per cent of those Canadians who rely on a doctor for minor ailments practiced self-care instead, an additional 500,000 Canadians could have access to a doctor.
- Switching medicines from prescription-only to over-the-counter status can have a major impact on how people manage their own health, on the cost of healthcare, and even on the productivity of the Canadian economy.

** Based on The Conference Board of Canada Report Value of Consumer Health Products. The impact of switching prescription medications to over-the-counter focuses on 3 classes of drugs.*

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MP Don Davies	@DonDavies
MP Marilyn Gladu	@MPMarilynGladu
MP Rob Oliphant	@Rob_Oliphant
Ray Zahab	@RayZahab



How do you practice self-care?
Share on July 24th as we celebrate International Self-Care Day!
Twitter: @CHP_Can #iselfcare

The Seven Pillars of Self-Care

 Health Literacy	 Self Awareness	 Physical Activity	 Healthy Eating	 Risk Avoidance	 Good Hygiene	 Optimal Use of Products and Services
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ABOUT INTERNATIONAL SELF CARE DAY

International Self Care Day is a worldwide campaign held annually on July 24th (7/24) as a reminder that the benefits of self-care are experienced 24 hours a day, seven days a week. It celebrates the importance of self-care and encourages the public to practice responsible self-care.

ABOUT CHP CANADA

CHP Canada is the industry association representing 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. This is a fundamental part of self-care which is vital to the health of Canadians and the sustainability of our healthcare system. International Self-Care Day (July 24th) was developed by the International Self-Care Foundation, a UK charity with a global focus.

MEDIA INQUIRIES

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www.chpcanada.ca | www.selfcare.ca | #iSelfCare, #cdnhealth | @chp_can