

PRESS RELEASE

International Self-Care Day 2022: AESGP Self-Care Summer School

Brussels, 24 June 2022 – As part of the celebrations of International Self-Care Day 2022, AESGP invites everyone to enrol in the Self-Care Summer School. Rolling out from June 24 to July 24 on AESGP social networks, this campaign encourages everyone to take a step forward and become a self-care ambassador, following tips and tricks to practice self-care responsibly and with confidence.

The International Self-Care Day (July 24) is fast approaching. This year, AESGP is celebrating it by launching a new edition of its International Self-Care Day campaign (#ISCD22) dedicated, this time, to helping people practice responsible self-care.

Self-Care Summer School: Become a Self-Care Ambassador with AESGP!

Self-care is what we do every day as individuals to be and stay healthy. It is also a fundamental pillar for the sustainability of health systems. In fact, self-care has never been more important. The COVID-19 pandemic has shed light on the vulnerabilities of our health systems and has led many people to increasingly take charge of their own health¹.

Because learning to take care of yourself is not something you have to do without support, AESGP is launching a Summer School to provide advice and solutions to practice self-care with confidence, in a funny and interactive environment. The Self-Care animated characters of AESGP are glad to be back with tips and challenges to improve your self-care performance.

Broadcast on [Twitter](#) and [LinkedIn](#) between June 24 and July 24, under the general campaign hashtag **#ISCD22**, the campaign will be divided into three theme-courses covering important aspects of self-care:

1. Basic level: **Cover Your Back: Self-Care for Health Promotion and Disease Prevention**
2. Intermediate level: **Go Further: Develop Your Health Literacy and Good Habits for Responsible Self-Care**
3. Expert level: **Self-Care Is Good for You and for All of Us**

The campaign will also offer followers the chance to test their self-care knowledge and reveal their inner self-care ambassador. Tempted? Do not miss a thing!

¹ This was the focus of AESGP's International Self-Care Day 2021 campaign. Read more about it: <https://aesgp.eu/articles/aesgp-celebrates-self-care-our-first-line-of-defense-on-international-self-care-day-2021>

AESGP Director-General, Jurate Svarcaite:

“We are delighted to join the many initiatives organised around International Self-Care Day. This is an annual event not to be missed, where you can learn more about the benefits of self-care. Staying healthy as a society starts with each of us. At AESGP, we work together to make this possible, ensuring that everyone in Europe has access to safe products, health education, and support to appropriately and effectively treat and prevent minor illnesses and common conditions themselves, avoiding unnecessary visits to the doctor. This is also the spirit that drives our #ISCD22 campaign – the Self-Care Summer School.”

International Self-Care Day 2022 - AESGP Self-Care Summer School (banner)



International Self-Care Day 2022 - AESGP Director-General Quote



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**Jurate Svarcaite
AESGP Director-General
International Self-Care Day #ISCD22**



About AESGP

AESGP, the Association of the European Self-Care Industry, is the voice of the manufacturers of non-prescription medicines, food supplements, and self-care medical devices in Europe, an area also referred to as “self-care” or “consumer healthcare” products.

Our mission

Because staying healthy as a society starts with each of us, our mission at AESGP is to support everyone in Europe access to safe and effective self-care, empowering people to take better care of their own and their families' health. We aspire to lead and champion self-care, to ultimately contribute to the sustainability of European healthcare systems.

More information: <https://aesgp.eu/>

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