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**Health and Social Care Alliance Scotland (the ALLIANCE)**

**Self Management Week**

**22 – 25 September 2025**

# Self Management Awards Communications Pack

#SelfManagement25

This pack has been created to provide you with information required for promoting the Self Management Awards. If you have any questions, please do not hesitate to get in touch with us by emailing [SMW@alliance-scotland.org.uk](mailto:SMW@alliance-scotland.org.uk).

## Overview

The ALLIANCE hosts a range of events to celebrate self management across Scotland annually, including a range of events, ALLIANCE Live activity and the Self Management Awards. The aim of the Awards is to highlight some of the very best practice being demonstrated across Scotland, raise the profile of Self Management and share learning across the Self Management Network Scotland, Self Management Fund projects and wider ALLIANCE membership.

With a growing membership of over 3,500 organisations, associates, disabled people, people living with long term conditions and unpaid carers, there will be opportunities to hear from, network, and engage with many different stakeholders.

This year, our Self Management Award Ceremony will be held on 24 September in central Edinburgh.

## Award categories

**Self Management in the Community** *– in partnership with the* [***ALLIANCE Links Worker Programme.***](https://www.alliance-scotland.org.uk/health-and-social-care-integration/links-worker-programme/)

*The shortlist for this award will open to public vote.*

Self management is about working in partnership with services that can support individuals to be in the driving seat and have a meaningful role in decisions affecting them. This award is an opportunity to highlight projects, local communities or individuals who have worked to create improvements to support people to live well within their community.

This could be initiatives or activities that encourage community empowerment, grow community capacity or encourage local communities to adopt self management approaches.

This award is open to individuals, public libraries, local groups, organisations, projects and people working across health, social care and the third sector.

[Moira Anderson Foundation’s Glasgow Hub](https://www.moiraanderson.org/glasgow-hub/) project was the 2024 winner of this Award. MAF Glasgow Hub opened in April 2023 following a long working partnership with the Links Worker Programme. They worked together to develop and deliver trauma informed support, therapy, self-management and peer support services for adults in Glasgow living with long-term health conditions because of childhood sexual abuse.

**Self Management Resource** *– in partnership with* [***ALISS (A Local Information System for Scotland)***](https://www.alliance-scotland.org.uk/digital/aliss-a-local-information-system-for-scotland/)

This award recognises the resources (on and offline) that genuinely add value to the lives of individuals, enable staff working in health and social care to deliver services more effectively and provide invaluable information, support and advice on self management.

The 2024 winner was the [End of Life Aid Skills for Everyone (EASE) course](https://www.palliativecarescotland.org.uk/content/publications/18-End-of-Life-Aid-Skills-for-Everyone.pdf)  from the Scottish Partnership for Palliative Care (SPPC). It is an innovative course enabling people across Scotland to be more comfortable and confident supporting family and community members with issues they face during dying, death and bereavement.

**Self Management Digital Innovator** *- in partnership with the* [***ALLIANCE Digital Hub.***](https://www.alliance-scotland.org.uk/digital/)

Digital tools have changed the way many people self manage and can provide support that would not be otherwise possible. What have you seen this year that has stood out as an innovative in the use of digital technology?

This award is for individuals or organisations who have found innovative ways of helping people self manage using digital technology. Examples of innovation could be finding new ways of working digitally, creative uses of existing technology, or reaching out to new audiences through digital means.

The [Black Door Shop](https://orchardhill.org.uk/the-black-door-shop-1.php) was the winner in 2024. It is a vibrant charity that thrives on the generosity of the local community, collecting donations of computers/laptops, clothing, books, toys, tools, bedding and household items. These contributions primarily support asylum seekers and refugees, many of whom arrive with few possessions, and often little more than a sense of hope.

**Audrey Birt Self Management Champion** *- in partnership with* [***Humans of Scotland***](https://www.alliance-scotland.org.uk/humansofscotland/)*.*

This award has been renamed to honour Audrey’s considerable contribution to health and social care in Scotland, following her sad passing in 2024. It celebrates people who are helping to encourage and inspire others to self manage and spread the self management message, along with anyone who has made positive change to their lives by taking a self management approach; living their life better, on their terms.

[Cor Hutton, the founder of Finding Your Feet](http://www.findingyourfeet.net), was the winner of this award in 2024. Cor underwent quadruple amputation of her hands and legs below the knee following sepsis in 2013. Within a year of this life-threatening event, showing unfaltering determination, Cor established a charity to support others to live well despite the challenges of experiencing and living with limb loss.

Who do you know that encourages individuals to self manage? Who has championed ideas that add value to your work or life? Do they campaign in a way that raises the profile of self management as key role in recovery journeys? Will their story inspire others?

**Empowering Self Management Project** *– in partnership with the* [***Health and Social Care Academy.***](https://www.alliance-scotland.org.uk/health-and-social-care-integration/health-and-social-care-academy/)

This award aims to highlight the success of any self management project with an empowerment focus in Scotland.

This award demonstrates the difference such projects make to improve people’s lives, build self management capacity and help to transform health and social care. If your project has empowered individuals, groups or communities to take control over their lives and health, then this is a great way to have it recognised and celebrated alongside the people who made it happen. We want to hear from projects where people felt listened to and been able to change/influence the things that matter most to them! This award recognises projects working in partnership and the role that individuals and communities play in the design and delivery of support and services.

The [Stand by Me](https://www.scld.org.uk/stand-by-me/) project was the 2024 winner. Andrew Doyle is a married man with a learning disability who has a diagnosis of dementia. When he and his wife Lynn looked for support for couples with a learning disability in their situation, there was none. Their experience, and the desire that other couples in the same situation had information to turn to, was the driver for the project.

This award is open to any project which focusses on empowering the people it supports through self management.

**Sensory Loss: Positive Self Management** *- in partnership with the* [***Scottish Sensory Hub.***](https://www.alliance-scotland.org.uk/scottish-sensory-hub/)

This award aims to raise the profile of the good self management work being done in the sensory impairment sector throughout Scotland. Do you know someone who is supporting people with sensory impairment to positively self manage? Someone who has challenged and changed disabling barriers to inclusion of, and participation by, people with sensory impairment in various aspects of everyday life? Someone who is managing their own sensory impairment exceptionally well and deserves to be celebrated?

[Deaf Links](https://www.taysidedeafhub.org.uk/deaf-links/), based in Dundee won the 2024 award in particular for two partnership projects to support Deaf women to self manage and live well. These are the Deaf Women’s Health Project (with support from local healthcare practitioners) and the Violence Against Deaf Women Project (in partnership with Angus Women's Aid, Dundee Women's Aid and Perth's Women's Aid).

This award is open to anyone with personal and/or professional involvement in the sensory impairment sector across Scotland.

**Self Management through the Arts** *– in partnership with* [***ALLIANCE Live.***](https://www.alliance-scotland.org.uk/alliance-live/)

This award celebrates people or projects who support people, to take part in, watch or otherwise use the arts to support self management.

Do you know a person or project that puts on musical theatre performances? Teaches music? Created a space for people to express themselves through drawing and painting or crafts? We want to celebrate all the work being done to bring people to the arts and bring the arts to people.

The 2024 winner of this award was [Art in Healthcare](https://www.artinhealthcare.org.uk) who were nominated for their art workshops which included three main strands; ‘Caring Spaces’; a project throughout Lothian working with adult unpaid carers, ‘Taking Art Home’; Scotland wide online workshops for those that due to health, find it very difficult to leave the house and their largest project 'Room for Art', a social prescription project across Edinburgh.

This award is open to any people or projects using the arts (including visual arts, theatre, music) to support self management.

## Key dates

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| Date | Activity |
| 7 May | Self Management Awards open to nominations |
| 18 June 10am | Self Management Awards close to nominations |
| 6 August | Shortlist announcements  People’s Vote for Self Management in the Community goes live |
| 3 September | People’s Vote closes |
| 24 September | Self Management Awards Ceremony |

## Web article/newsletter article text

**Self Management Awards 2025**

The Self Management Awards 2025 are open for nominations from 7 May - 18 June*.*

Who do you know that made a difference for people in Scotland this year? Maybe someone you know has shown exceptional self management in the face of adversity, or a project has provided exceptional support for you to self manage. Celebrate their achievements at the Self Management Awards by nominating the people and projects you know who have contributed the most to self management in Scotland over the past year.

The nomination form is available to download [here](https://www.alliance-scotland.org.uk/self-management/our-work/self-management-awareness/self-management-awards/), along with full category criteria! **The deadline for submitting your nominations is 10am Wednesday 18 June.**

## Campaign Resources

The logo for Self Management Week is below. This can be used for social media, newsletters and/or websites along with the suggested posts below.

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## ALLIANCE social media handles

**X (Twitter)**

@SelfMgmtScot

@ALLIANCEScot

**BlueSky**

@alliancescot.bsky.social

**Facebook**

@ALLIANCEScot

**LinkedIn**

@alliancescotland

## SHORT POSTS – for X (Twitter) and BlueSky.

Note the tags below are for X (Twitter), and will need swapped out with BlueSky handle (see above)

Nominations are open for the Self Management Awards 2025.

Celebrate the people, projects and tools making a difference across Scotland.

Submit your nomination by 18 June across seven award categories: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

The @ALLIANCEScot @SelfMgmtScot Self Management Awards celebrate innovative and impactful self management work across Scotland.  Download a form here and submit your nomination to one of our seven categories by 18 June: <https://bit.ly/3QMpe50>#SelfManagement25

## Suggested Social Media text – Category specific

**Self Management in the Community**

Is there a project, individual or community making a real difference locally? Nominate them for the Self Management in the Community award and help celebrate impactful work: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

**Self Management Resource**

Know a resource that helps people live well or enables professionals to offer better support? Nominate it for the Self Management Resource award by 18 June: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot

**Self Management Digital Innovator**

Know of any individuals or organisations using digital technology in an innovative way to support self management? Nominate them now for Self Management Digital Innovator: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

**Audrey Birt Self Management Champion**

Celebrate someone who’s inspiring others to self manage and share the message.

Nominate them for the Audrey Birt Self Management Champion award: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

**Empowering Self Management Project**

Does your project help people take control of their health and lives? Recognise the power of community-led change and nominate it for the Empowering Self Management Project award: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

**Sensory Impairment: Positive Self Management**

Shine a light on self management support for people with sensory impairments.

Nominate individuals or projects for the Sensory Impairment: Positive Self Management award: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

**Self Management through the Arts**

Creativity transforms lives and we want to celebrate the work being done to use arts to support self management. Nominations open: https://bit.ly/3QMpe50

#SelfManagement25 @SelfMgmtScot @ALLIANCEScot

## Longer post – for Instagram, Facebook, LinkedIn etc

**Do you know someone making a difference for self management in Scotland? Nominate them now for a Self Management Award.**

Each year the ALLIANCE hosts [the Self Management Awards](https://www.alliance-scotland.org.uk/blog/news/nominations-now-open-self-management-awards-2025/) during Self Management Week in September, the annual national awareness raising initiative highlighting self management activity and approaches across Scotland. The Awards celebrate examples of good practice and promote a range of innovative self management work from all over Scotland, as well as facilitating new connections and collaborations in health and social care policy and practice.

Is there a particular organisation, resource or individual who has stood out to you in the last year? Anyone can nominate people, organisations and projects to any of the awards so please take a look at the [criteria for each award](https://www.alliance-scotland.org.uk/self-management/our-work/self-management-awareness/self-management-awards/)  and see if anything comes to mind. Organisations and individuals can also self nominate so let’s shout loud about the work you are proud of!

This year’s Self Management Awards categories are:

* Self Management in the Community
* Self Management Resource
* Self Management Digital Innovator
* Audrey Birt Self Management Champion
* Empowering Self Management Project
* Sensory Loss: Positive Self Management
* Self Management through the Arts

All the information you need, the nomination form and the criteria for each award can be found on the [ALLIANCE website's Self Management Awards](https://www.alliance-scotland.org.uk/self-management/our-work/self-management-awareness/self-management-awards/) page.

**The closing date for nominations is 10am on 18 June.**

## Contact us

If you have any questions, please email the Self Management team at

[SMW@alliance-scotland.org.uk](mailto:SMW@alliance-scotland.org.uk)

## About the ALLIANCE

The Health and Social Care Alliance Scotland (the ALLIANCE) is the national third sector membership organisation for the health and social care sector. We bring together over 3,500 people and organisations dedicated to achieving our vision of a Scotland where everyone has a strong voice and enjoys the right to live well, with dignity and respect. Our members are essential in creating a society in which we all can thrive, and we believe that by working together, our voice is stronger.

We work to improve the wellbeing of people and communities across Scotland by supporting change in health, social care and other public services so they better meet the needs of everyone in Scotland. We do this by bringing together the expertise of people with lived experience, the third sector, and organisations across health and social care to shape better services and support positive change.

**The ALLIANCE has three core aims.**

**We seek to:**

* **Empower people with lived experience:** we ensure disabled people, people with long term conditions, and unpaid carers are heard and that their needs remain at the heart of the services and communities
* **Support positive change**: we work within communities to promote co-production, self management, human rights, and independent living
* **Champion the third sector:**we work with, support and encourage co-operation between the third sector and health and social care organisations.

The ALLIANCE is committed to upholding human rights. We embed lived experience in our work and aim to ensure people are meaningfully involved at every level of decision-making.

Working together creates positive, long-lasting impact. We work in partnership with the Scottish Government, NHS Boards, universities, and other key organisations within health, social care, housing, and digital technology to manage funding and develop successful projects. Together, our voice is stronger, and we can create meaningful change.

