



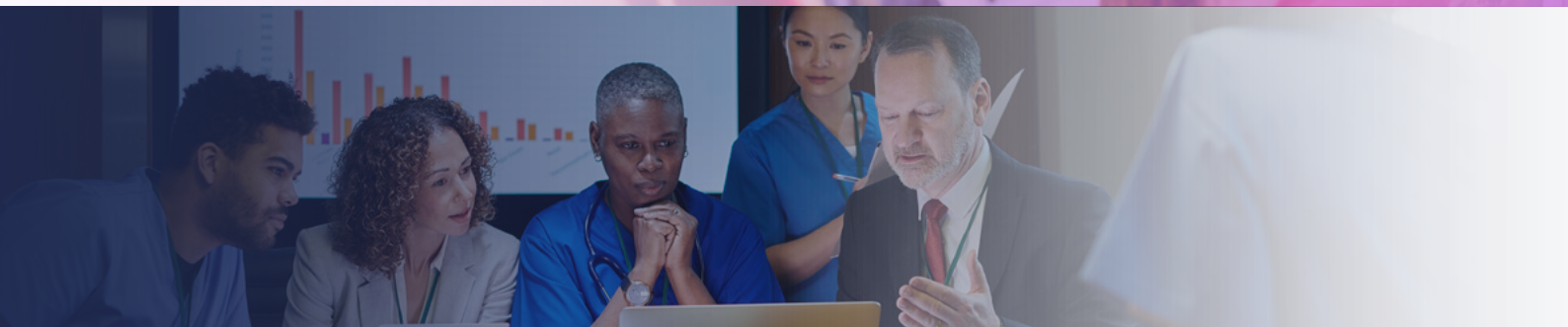
# IMPACT



# REPORT



# 2025







# Executive summary





# Executive summary

## January

- GSCF Environmental Charter Launch.
- Impact Report 2024.



## February

- Jointly participated with PAGB in the AMR UK Wilton Park Meeting in February to represent the self-care sector.
- WHO 155<sup>th</sup> EB: Roundtable breakfast event with key Missions and Health Minister of Ethiopia in attendance.
- Delivered 4 constituency statements on the topic of NCDs, AMR, UHC, and Traditional & Complementary Medicines.
- Participated on panel for UN Global Framework for Chemicals (24 Feb 2025) alongside WHO, Health Care Without Harm and other UN organisations.



## March

- Tamara Rogers formally appointed as new GSCF Chair during CHPA Board Meeting in Texas, USA.



## April

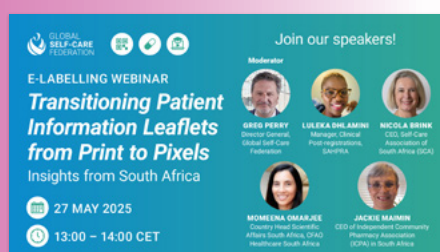
- Hosted a webinar on "How Self-Care Interventions Can Help Prevent and Manage NCDs"
- Participated in WHO's Global Coordination Mechanism meeting (GCM/NCD) and continued engagement in HLM4 preparatory processes.
- Invited to **co-lead the Advocacy & Communications Workstream** of the **WHO Global Oral Health Coalition**.
- Joined the **AMR Multi-Stakeholder Partnership Platform** consultation for updating the Global Action Plan on AMR.





## May

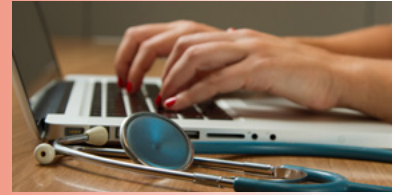
- WHA78 participation** including:
  - GSCF Roundtable Breakfast on *Unlocking the Potential of Self-Care in the Fight Against NCDs* (19 May).
  - Co-hosting of WHA side event with WHO & ITU, Be Healthy Be Mobile, on **digital self-care for NCDs**.
  - Participation in the **WHO Global Oral Health Coalition workshop**.
  - Multiple constituency statements delivered (NCDs, UHC, AMR, Health Workforce, T&CM).
- Joined Panel - ATACH technical meeting organised by World Health Organization & Unitaidd to share insights on the shift to consumer healthcare industry's efforts to support low-carbon, climate-resilient health supply chains.
- Participation in ICH meetings in Madrid in May, GSCF participated in:
  - General Assembly.
  - Guideline development work:
    - M4Q Common Technical Document – Quality.
    - M13 (Bioequivalence for Immediate-Release Solid Oral Dosage Forms).
    - M14 (Use of Real-World Data for Safety Assessment of Medicines).
    - M7 (Mutagenic Impurities).
- Two high-profile **e-labelling webinars** hosted shining light on:
  - Asian region – with HSA, Singapore, Federation of Asian Pharmaceutical Associations, SwipeRx and Asia Pacific Self-Medication Industry.
  - South Africa – with SAHPRA, Independent Community Pharmacy Association, CFAO Healthcare South Africa and Self-Care Association.
- Hosted Heads of Regulatory Affairs from companies for a strategic discussion on consumer health.





## June

- Participated in **Health20 Summit** (19–20 June), with strong recognition of self-care's macroeconomic value and referenced in two reports issued during the meeting: Health Taxonomy Report, Legislators Report.
- Joined **G20 & G7 Health and Development Partnership**.
- Contributed to OECD–BIAC Health Committee and contributed to the OECD Health Workforce Report.
- Joined two panels on e-labelling and healthy ageing at the Africa Health ExCon (June 24-27).



## July

- Launch of 2025 **Self-Care is Healthcare Campaign** (24 June – 24 July) for International Self-Care Day.
- Launch of **series of sectoral meetings on ICH M4Q – eCTD quality to discuss upcoming changes, implementation challenges for established products.**
- GSCF Director General Greg Perry spoke at a **joint workshop** hosted by **COMISCA** (2 July).



## August

- Participated in the UN Plastics Treaty negotiations, from August 5-15, to represent the self-care industry. Together with Health Care Without Harm, and IFPMA, GSCF issued a [joint statement](#) calling for a health-centred approach to the plastics treaty at INC-5.2.
- Ahead of INC-5.2, GSCF shared resources from its Blister Task Force to support the transition to recyclable blister packaging across the value chain.
- Published a data package for all.
- Contributed to [OECD Healthcare decarbonisation](#).
- Contributed to WHO Regional Committee Meeting AFRO RC75, where together with KAPI - Industry Alliance of Health Products and Technologies and Self-Care Association of South Africa, we contributed a statement on "Advancing the Regional Framework for NCD Integration through Self- Care"





## September

- **UNGA / HLM4 (High-Level Meeting on NCDs & Mental Health):**
  - GSCF co-hosts NYC **roundtable breakfast** on self-care & NCDs.
  - Launch of the *Self-Care Manifesto: Health for All, By All*.
- **UNGA / HLM4 (High-Level Meeting on NCDs & Mental Health):**
  - Official GSCF statements delivered during HLM4 panel discussions.
- **Regional engagement:**
  - **PAHO RC77:** ILAR delivers GSCF-supported statement.
- Participated in the **ICMRA PQKMS workshop** on quality systems.



## October

- **World Health Summit 2025:**
  - GSCF participated in panel on **men's health and NCD outcomes**.
- Participation in **WHO Regional Committee meetings:**
  - **EMRO RC72 (Cairo)** – bilateral meetings with Egyptian Drug Authority & Ministry of Health, in collaboration with MENAP-SCI.
  - **WPRO RC74 (Fiji)** – statement on oral health integration.
  - **EURO RC74 (Copenhagen)** – statements on healthy ageing & NCDs, in collaboration with AESGP.
- Impact and Innovation Forum (IIF) where GSCF joined a panel *Self-Care, Health Literacy, and Sustainable Financing: Building Health Resilience through Innovation and Community* for discussions on global best practices in self-care and health literacy and how they can be adapted to African and diaspora contexts.





## October

- GSCF joined Asia-Pacific Self-Medication Industry and GP Farmasi Joint Congress, contributing to the keynote *GSCF Perspective: Furthering Self Care Globally* and panels on digital self-care and regulatory streamlining.



## November

- Conducted advocacy activities around World AMR Awareness Week.
- Strengthened collaboration with International Pharmaceutical Federation (FIP) on pharmacist-led self-care.
- Provided a video contribution to the 8<sup>th</sup> *Belt and Road* Traditional Chinese Medicine Development Forum 3<sup>rd</sup> OTC Brand Conference.
- Attended the Assembly of the International Council for Harmonisation (ICH) meeting in Singapore.
- Held a joint webinar with FDA and ANVISA entitled *From PDFs to Data: How ICH M4Q(R2) Fits with M2/M8 and What's Next for Cloud-Enabled Submissions*.
- Held an E-labelling webinar on EU digital product passports and other digital applications.



## December

- Launched a joint white paper on UHC Day 2025 on *Unlocking Self-Care for Global Health Progress: 2025 Report* in collaboration with Bayer and BCIU.
- Co-hosted a webinar with FIP, on the subject of AMR.
- Took part, with its representatives, in the Business at OECD Health Forum and the Health Committee meetings in Paris.
- Held a webinar with GS1 to explore their structure, partnerships and role in e-labelling in medicines.
- Launched the OTC handbook.





## Introduction

This Impact Report reflects a year of meaningful progress and transition for the Global Self-Care Federation (GSCF), as we advanced our mission to position self-care as an essential pillar of resilient, person-centred health systems worldwide. Guided by the launch of our **2025–2028 Strategy**, the Federation strengthened its foundations, expanded its global engagement, and delivered concrete impact across policy, regulatory, and partnership priorities.



The past year marked an important phase of organisational evolution for GSCF. We implemented key governance reforms, including the establishment of a new Executive Committee, completed our transition to Geneva, and created an informal Heads of Associations group to strengthen strategic coordination across our membership. These changes have positioned the Federation to operate with greater agility and influence at a time of significant transformation in global health governance—shaped by WHO reform, geopolitical uncertainty, and mounting economic pressures.

Against this backdrop, GSCF has continued to elevate the role of self-care within global health policy. At the UN High-Level Meeting on Noncommunicable Diseases and throughout negotiations on the Political Declaration, the Federation played a central role in securing recognition of self-care as a critical enabler of access, empowerment, and health system sustainability. Our **United for Self-Care Coalition** expanded with two new members and advanced a more unified NCD agenda, while engagement at WHA78, including collaboration with WHO on the **Be Healthy, Be Mobile** initiative, and across WHO Regional Committees helped embed self-care more firmly in national and global strategies.



We also made significant progress in strengthening regulatory leadership. GSCF contributed to key ICH guidelines and expanded its global regulatory reach through a new webinar series addressing OTC classification, e-labelling, reliance pathways, and digital regulatory transformation. Our work on quality harmonisation continued, alongside rapid, coordinated responses to ingredient-related issues—including paracetamol—ensuring timely, evidence-based support for members and regulators. We also further enhanced and developed our core regulatory assets, including the ***OTC Handbook***.



GSCF's leadership on antimicrobial resistance remained a priority, with active engagement in Quadripartite consultations reinforcing the role of responsible self-care and non-prescription antimicrobials in infection prevention and stewardship. At the same time, we advanced the sector's environmental agenda—driving innovation on PVC-free blister packaging, deepening partnerships with RecyClass and ATACH, and contributing to global discussions on climate-resilient and environmentally responsible health systems, including through engagement in the UN Plastics Treaty negotiations.

Strengthening the evidence base, tools, and visibility of self-care has remained central to our work. Enhanced monitoring and two new analytical reports supported member advocacy and strategic planning, while our global communications reach expanded significantly—from the ***International Self-Care Day: Self-Care is Healthcare*** campaign to high-level engagement at the World Health Summit, FIP Congress, APSMI –GPMI Congress, and other key forums—amplified by the collective voice of our membership.

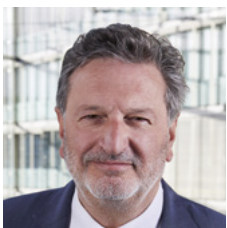




Finally, we continued to grow and diversify our network. Two new members joined the Federation, and GSCF expanded its institutional presence by joining the H20, the Global AMR Stakeholder Platform, and the NCD Coordination Platform, reinforcing our role as a trusted partner across major multilateral and policy platforms.

As we look ahead, GSCF remains focused on delivering the ambitions of the **2025–2028 Strategy**—shaping global policy, convening partners and regulators, strengthening evidence, and equipping our members to advance self-care as a cornerstone of sustainable health systems.

I would like to thank our members, partners, and stakeholders for their continued leadership, collaboration, and trust. Together, we are strengthening the global case for self-care—and ensuring it delivers real impact for people and health systems worldwide.



**Greg Perry**  
Director General, GSCF



# Policy





# Policy

## Strategic advocacy and global engagement

Integrated major 2025 milestones including WHA78 engagements, HLM4 preparations, UNGA side events, and the launch of the **Self-Care Manifesto**.

Expanded stakeholder engagement across WHO Regions—EMRO, WPRO, EURO, AFRO, and PAHO—strengthening GSCF’s presence in global health policy dialogue.

Deepened collaboration with key partners including FIP, IFPMA, FDI, and multiple WHO departments.

WHA78 participation with multiple statements delivered on NCDs, AMR, UHC, Traditional, Complementary and Integrative Medicines, and Health Workforce.

Roundtables and side events on self-care and NCDs co-hosted with Be Healthy Be Mobile, and BCIU.

Launch of the **Health for All, By All** Self-Care Manifesto at UNGA 2025 to support the Political Declaration on NCDs.





## Regional highlights

### Americas

Supported ILAR in delivering a joint statement at PAHO RC77.



### Europe

Participated in WHO EURO RC74, delivering statements on healthy ageing and NCDs together with AESGP.



### Asia-Pacific

Engaged in WPRO RC74, APSMI-led initiatives, and regional e-labelling webinars.



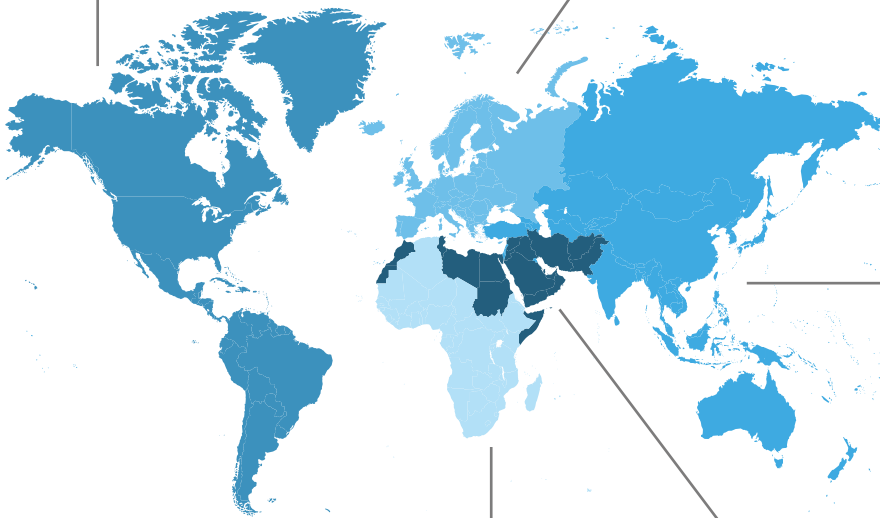
### Africa

KAPI and Self-Care Federation of South Africa delivered statements at AFRO RC75 and contributed to Africa Health ExCon.



### Eastern Mediterranean

Participated in EMRO72 and delivered a statement with MENAP-SCI highlighting why self-care is key during conflict and transition.





## Oral health leadership

Delivered oral health statements across multiple WHO Regional Committee meetings, reinforcing its importance within UHC and NCD strategies.



OUR ASKS FOR THE 4<sup>TH</sup> HIGH-LEVEL UNGA MEETING ON THE PREVENTION & CONTROL OF NCDs

GLOBAL SELF-CARE FEDERATION

*For self-care to be recognized as vital to reducing periodontal disease in the context of NCDs.*

Continued strategic collaboration with the WHO Oral Health Programme to advance integrated approaches within UHC frameworks.

Served as co-lead of the WHO Global Oral Health Coalition’s Advocacy & Communications Workstream.

GLOBAL SELF-CARE FEDERATION

**A HAPPY MOUTH IS A HAPPY MIND.**

Taking care of your oral health is good for your mental well-being.





## AMR and Non-Prescription Antimicrobial

Jointly participated with PAGB in the AMR UK Wilton Park Meeting in February to represent the self-care sector.



### GSCF Brief on the Value of Self-Care in AMR Containment



Wilton Park, 12<sup>th</sup>–14<sup>th</sup> February 2025

Antimicrobial resistance (AMR) is a global health crisis, threatening lives and healthcare systems worldwide. It requires a multi-faceted and coordinated approach to contain its impact. The Global Self-Care Federation (GSCF) represents associations and manufacturers in the self-care industry, working closely with members and stakeholders to make evidence-based self-care products and solutions available. GSCF advocates for the responsible use of non-prescription antimicrobials to support global AMR strategies, in line with the World Health Organization's goals. Non-prescription antimicrobials (NPAs) have a key role to play in AMR containment - when used appropriately, NPAs support infection prevention and control (IPC) and can reduce the need for prescription antibiotics. This brief highlights common health conditions treated with NPAs and the types of products available in self-care, showing how these can support AMR containment when treatment duration and dosage are respected.

Developed **AMR Policy Briefs and Positioning on Non-Prescription Antimicrobials (NPAs)**.

Joint AMR Paper: ***The Crisis of Resistance: Non-Prescription Antimicrobials as Frontline Tools*** (with Prof. Sabiha Essack).



Actively contributed to Quadripartite consultations on the Global Action Plan on AMR.

Expanded engagement through AMATA activities and global WHO AMR initiatives.

World AMR Awareness Week 2025

**Global Self-Care Federation**

**Policymakers and health systems must:**

- Ensure wide access to infection control and hygiene tools
- Support community-level education on effective self-care
- Integrate NPAs into primary health care and stewardship programs



## Increased OECD engagement

Throughout 2025, GSCF and members of the Business Council at OECD engaged in OECD activities and reports, which included the following:



Self-care representation and engagement at the June 2025 Business Council at OECD Health Committee and OECD Health Committee in Paris.

Broad attendance from the self-care sector and participation from GSCF and Opella at the December 2025 Business at OECD Health Forum in Paris (see below), which was followed by the OECD Health Committee.



These events also featured parallel engagement and feedback on various Business Council at OECD and OECD Health publications, including the OECD 2025 Health at a Glance report.





# Partnerships and collaborations



## Partnerships and collaboration



### United for Self-Care Coalition

Strengthened strategic engagement with the United for Self-Care Coalition, expanding the Coalition's reach through the addition of influential member the Commonwealth Pharmacists Association.



Led the publication of a joint, co-signed advocacy letter elevating the role of self-care in addressing noncommunicable diseases (NCDs) ahead of the September 2025 UN High-Level Meeting.

Sustained high-level collaboration with Coalition partners, demonstrated through active participation and joint visibility across GSCF-led events.





## FIP (International Pharmaceutical Federation)

Elevated the visibility of self-care within the global pharmacy community through panel participation at the FIP Conference, reinforcing the critical role of pharmacists in advancing responsible self-care.



Contributed expert insights during a high-level panel on the fringes of the UN High-Level Meeting on NCDs, underscoring the role of self-care in addressing obesity and broader NCD prevention and management.



## Global Action on Men's Health

Joined a dedicated session at the World Health Summit in Berlin, highlighting men's health gaps and demonstrating how self-care solutions can strengthen prevention, engagement, and health outcomes.



## World Diabetes Foundation



Collaborated on an op-ed on the topic of *Leveraging Health Literacy and Self-Care to Tackle Diabetes* jointly authored by the World Diabetes Foundation and Bente Mikkelsen, formerly WHO head of NCDs.



# Regulatory affairs and science



# Regulatory affairs and science

## Global harmonisation



- Strengthened engagement with ICH, a leading forum for promoting regulatory harmonisation, and contributed to key ICH Guidelines.
- Attended multiple WHO Technical Meetings and contributed to WHO regulatory consultations, advocating for the integration of self-care within international regulatory frameworks.
- In person attendance during May and November marked important milestones for global regulatory engagement, with the ICH Assembly convening in Madrid (13-14 May, 2025), and Singapore (18-19 November, 2025). During the most recent meeting in November, several working groups, which GSCFs experts were actively involved in, met in person, including Q1 (Stability guidelines), E23 (Considerations for the Use of Real-World Evidence), M7 (Mutagenic Impurities) and M13 (Bioequivalence for Immediate-Release Solid Oral Dosage Forms).
- Hosted Heads of Regulatory Affairs from companies for a strategic discussion on consumer health - the meeting covered current opportunities and challenges and horizon scanning for the sector.

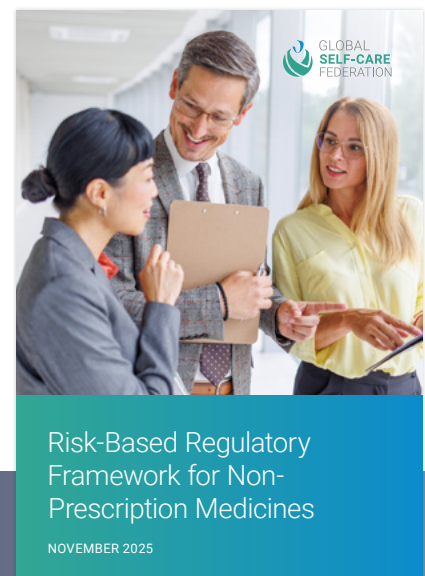
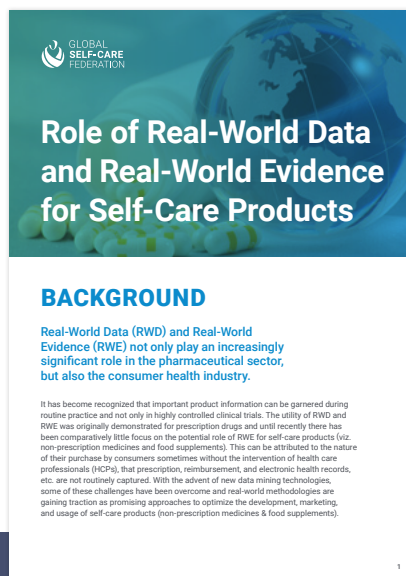
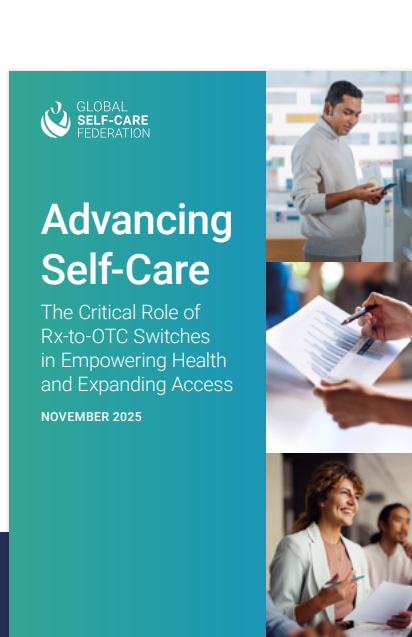
More information and key highlights are available here: [ICH Official web site](#).



## The OTC Handbook

GSCF launched the OTC handbook in December 2025.

The Handbook is intended as educational material for policy makers, civil servants, and other stakeholders. It addresses critical areas such as risk-appropriate regulatory frameworks, reliance, Rx-to-OTC switches, and digital innovations, which are essential for embedding self-care into health policy. It provides structured, practical information on key regulatory concepts and approaches relevant to self-care.



Access the OTC Handbook here: [GSCF OTC Handbook](#).



## Regional engagement



GSCF expanded its regional regulatory engagement in 2025 through strategic partnerships and participation in key regional forums.

GSCF became a member of the **African Medicines Treaty Alliance (AMATA)**, contributing to Steering Committee meetings, and strengthening collaborative regulatory engagement across the continent.



“

“A strong African regulatory network and the operationalization of African Medicines Agency are key for ensuring safe, effective, and accessible medicines across Africa. Through regulatory reliance fighting falsified and substandard drugs, and expediting approvals, we can expand access for all. Collaboration is key—together, we can build a healthier future for all.”

Greg Perry  
Director General  
Global Self-Care Federation



#AfricanMedsAgencyNOW



**Participated in two high-impact sessions at Africa Health ExCon, held in Cairo, Egypt, from June 16-18.**

The sessions were aimed at amplifying the role of digital health tools and self-care in low- and middle-income countries (LMICs). GSCF spoke at a hosted session on the implementation of digital labelling, alongside Opella and regulatory authorities from Egypt (EDA) and South Africa (SAHPRA). The session provided a platform to share industry insights on advancing digital labelling infrastructure and the regulatory enablers needed to accelerate consumer health access.



**Attended the joint APSMI-GPFI and SELF-CARER Annual Conference in Bali.**

This year's congress theme, *Self-care in Healthcare: From Shared Vision to Shared Action*, underscored the need to translate our collective understanding of self-care into impactful policies and practical applications across the Asia Pacific region. GSCF contributed the keynote *GSCF Perspective: Furthering Self Care Globally* on the 9 October, as well as to sessions on digital health literacy and regulatory streamlining.



## Webinars

Hosted a selection of regulatory webinars on OTC classification, e-labelling, ICH M4Q Alignment, and regulatory reliance.

**JOIN US!** GLOBAL SELF-CARE FEDERATION APSMI

**E-LABELLING WEBINAR**  
**Healthcare through a QR code**  
How e-labelling can bridge access gaps for patients in Asia Pacific  
22 May 2025  
8:00 - 9:10 am CET

**Moderator**  
GREG PERRY  
Director General, Global Self-Care Federation

**MARK WONG**  
Regulatory Consultant, Therapeutic Products Branch, Health Sciences Authority (HSA)

**PROF. YOLANDA ROBLES**  
President, Federation of Asian Pharmaceutical Associations (FAPA)

**JOSSELYN NEUKOM**  
Senior Vice President Public Health at SwiPeRx

**DR. DEEPA MAHARAJ**  
APSMI WG E-labelling Lead

**Join our speakers!**

**E-LABELLING WEBINAR**  
**Transitioning Patient Information Leaflets from Print to Pixels**  
Insights from South Africa  
27 MAY 2025  
13:00 - 14:00 CET

**Moderator**  
GREG PERRY  
Director General, Global Self-Care Federation

**LULEKA DHLAMINI**  
Manager, Clinical Post-registrations, SAHPRA

**NICOLA BRINK**  
CEO, Self-Care Association of South Africa (SCA)

**MOMEENA OMARJEE**  
Country Head Scientific Affairs South Africa, CFAO Healthcare South Africa

**JACKIE MAIMIN**  
CEO of Independent Community Pharmacy Association (ICPA) in South Africa

The full List of regulatory webinars can be found below:

Date	Webinar title
22/05/2025	<i>Healthcare through a QR Code: How e-Labelling Can Bridge Access Gaps for Patients in Asia Pacific.</i> GSCF YouTube page: <a href="#">watch it here.</a>
27/05/2025	<i>Transitioning Patient Information Leaflets from Print to Pixels – Insights from South Africa.</i> GSCF YouTube page: <a href="#">watch it here.</a>
2/07/2025	<i>ICH M4Q eCTD Quality Revision – Internal Awareness Webinar</i>
17/08/2025	<i>Criteria and International Best Practices for OTC Product Classification – Australia &amp; South Africa</i>
17/09/2025	<i>Criteria and International Best Practices for OTC Product Classification – Singapore &amp; Canada</i>
11/11/2025	<i>Internal Webinar: From PDFs to Data - How ICH M4Q(R2) Fits with M2/M8 and What's Next for Cloud-Enabled Submissions?</i>
13/11/2025	<i>Internal Webinar: EU Digital Product Passport and Other Digital Applications</i>
11/12/2025	<i>Internal Webinar: Understanding GS1 - Structure, Partnerships and Their Role in E-labelling for OTC Medicines</i>



**Environmental  
sustainability**



# Environmental sustainability

In 2025, we saw meaningful advances in environmental sustainability.



## The Charter for Environmentally Sustainable Self-Care – 2024 Progress Report

2024 marked the third anniversary of the launch of GSCF's **Charter for Environmentally Sustainable Self-Care**, the first climate action resolution from the consumer health sector. The Charter provides a flexible, and inclusive framework to support collective action and enable the industry to make a positive, long-term environmental impact.

The 2024 progress report outlined achievements to date and ongoing commitments under the Charter. The 2024 Progress Report can be accessed [here](#).





## Launch of recyclable blister packaging resources



Under its **Charter for Environmentally Sustainable Self-Care**, GSCF spearheaded a pioneering initiative to enhance the environmental performance of blister packaging used in consumer healthcare products.

The resources have been included in the **Community of Practice of the Alliance for Transformative Action on Climate and Health (ATACH)**, a WHO run initiative advancing efforts to build climate resilient and sustainable healthcare systems

The resources can be accessed [here](#).

## Global engagement

GSCF continued its engagement with international stakeholders, including ATACH, RecyClass, WHO, and UNEP, on sustainable packaging and chemicals framework.





GSCF maintained active collaboration with RecyClass, a key standard-setting organisation, with the Blister Task Force working closely with the RecyClass Pharma Task Force.

## RecyClass



Participated in the **WHO Alliance for Action on Climate Change and Health (ATACH) Technical Meetings** on climate-resilient and environmentally sustainable supply chains.

At the WHO ATACH Technical Meeting, hosted by WHO and UNITAID on 6<sup>th</sup> May, GSCF delivered a presentation focused on the transition to sustainable plastic packaging for consumer healthcare products, highlighting GSCF's ongoing efforts and priorities in this critical area.

Participated in the **UN Plastics Treaty negotiations**, from August 5-15, to represent the self-care industry.

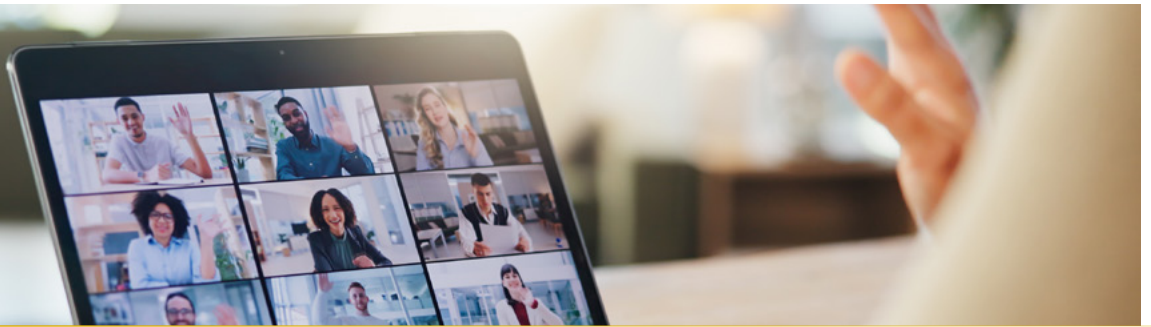
Together with Health Care Without Harm, and IFPMA, GSCF issued a joint statement calling for a health-centred approach to the plastics treaty at INC-5.2. In the lead up to the negotiations, GSCF's blister taskforce shared the data package, outlined above.





At a workshop organised by the **Inter-Organization Programme for the Sound Management of Chemicals to Implement the Global Framework on Chemicals**, GSCF participated in a panel discussion alongside World Health Organization and other stakeholders to talk about transition to sustainable plastics packaging and how it is critical that future policies should support coherent regulations, innovations, circular principles, stakeholder alignment and consumer awareness.

## Webinars



**Hosted two internal webinars in April and May focused on the Global Framework for Chemicals (GFC).**

The first session provided an overview of the GFC, while the second session focused on implementation within the health sector. Speakers from WHO's Department of Environment, Climate Change and Health, and Health Care Without Harm, emphasized GSCF's work on blisters and invited the consumer health sector to engage further on this topic to amplify the outreach with institutional stakeholders and member states.



# Communications and outreach



## Communications and outreach

In 2025, communication has been central to amplifying our impact.

We have strengthened our external engagement through partnerships with organizations and key stakeholders, ensuring that self-care remains a central part of global health discussions – from NCDs and UHC to prevention, innovation, and wellbeing across the life course.



### International Self-Care Day



2025 *Self-Care is Healthcare* campaign – spanning from International Self-Care Month through Self-Care Day – focused on the role of self-care in preventing and managing NCDs, in alignment with our 2025 policy focus.



It reached new audiences worldwide, with thought leadership pieces published in Health Policy Watch and Europe Says. A dedicated campaign microsite was developed, together with a targeted press release and social media engagement throughout the month which delivered increased engagement building on the 2024 edition.

It achieved exceptional media impact this year, generating:

**805** traditional  
media stories

**170M** opportunities  
to see

up significantly from 12.6 million in 2024

As healthcare systems face increasing pressure from rising NCD prevalence and limited resources, integrating self-care into policy frameworks presents an opportunity to empower individuals, reduce the burden of disease, and improve health outcomes at scale.

**Self-care is healthcare**

We're supporting  
the **#SelfCareIs**  
movement for  
International Self-  
Care Day 2025

The press release viewed by more than

**6,800** journalists across  
major outlets

such as C-SPAN, New York Times Digital, Toronto Star, and Fox News.

On social media, ISCD delivered

**642,449** impressions

(vs. 103,834 in 2024), a higher average click-through rate of 0.79%, and 4,179 total clicks.

**Non-communicable diseases (NCDs) cause 76% of global deaths and place a heavy economic burden on countries...**

**Self-care is healthcare**





Another initiative was amplifying our messages around World Antimicrobial Resistance (AMR) Awareness Week.

**Spotlight on Non-Prescription Antimicrobials**

NPAs include a broad range of non-prescription products such as antivirals, antifungals, antiseptics, topical antibiotics, antiparasitics, and personal-use soaps and disinfectants.

**Antiparasitics**  
Examples: Permethrin (lice treatment), Albendazole (pinworms).  
Role: Effectively treats parasitic conditions early, minimizing the need for advanced treatments.

**Antivirals**  
Examples: Acyclovir.  
Role: Treats localized viral infections like cold sores, reducing disease transmission without contributing to AMR.

**Soaps**  
Examples: Antibacterial soaps, regular hand soaps.  
Role: Essential for hand hygiene to break infection transmission chains and reduce antibiotic demand.

**Antifungals**  
Examples: Clotrimazole, Terbinafine.  
Role: Manages surface-level fungal infections to prevent progression to severe conditions requiring systemic treatment.

**Disinfectants**  
Examples: Alcohol-based hand sanitizers, personal care disinfectants.  
Role: Eliminates pathogens on surfaces and hands, preventing infections at the source.

**Antiseptics**  
Examples: Chlorhexidine, Benzoyl Peroxide.  
Role: Disinfects wounds and minor skin infections, reducing microbial load and preventing escalation.

**Topical Antibiotics for Minor Infections**  
Examples: Bacitracin zinc, Neomycin sulfate, Polymyxin B sulfate.  
Role: Controls localized bacterial infections (e.g., conjunctivitis and minor cuts, scrapes and burns).

FIND OUT MORE: [www.selfcarefederation.org](http://www.selfcarefederation.org)

**World AMR Awareness Week 2025**

**Policy makers and health systems must:**

- Ensure wide access to infection control and hygiene tools
- Support community-level education on effective self-care
- Integrate NPAs into primary health care and stewardship programs

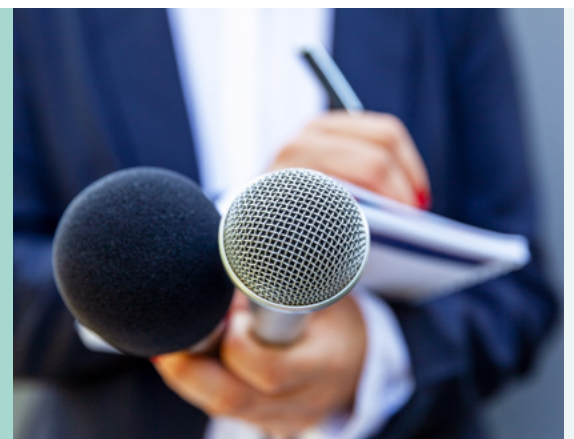
**World AMR Awareness Week 2025**

GSCF developed a series of materials to refresh and align its AMR narrative to support awareness along with its partners. A specific focus was on products and highlighting the crucial role of Non-Prescription Antimicrobials (NPAs) in reducing unnecessary prescription antibiotic use, preventing infections, and strengthening AMR stewardship globally.

## Press releases

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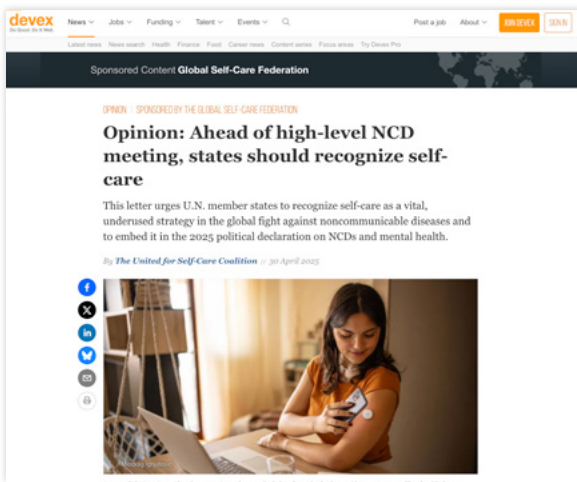
- [Tamara Rogers appointed Chair of GSCF](#)
- [ISCD press release](#)
- [NCD Declaration launch](#)
- [Commonwealth Pharmacists Association join the United for Self-Care Coalition](#)





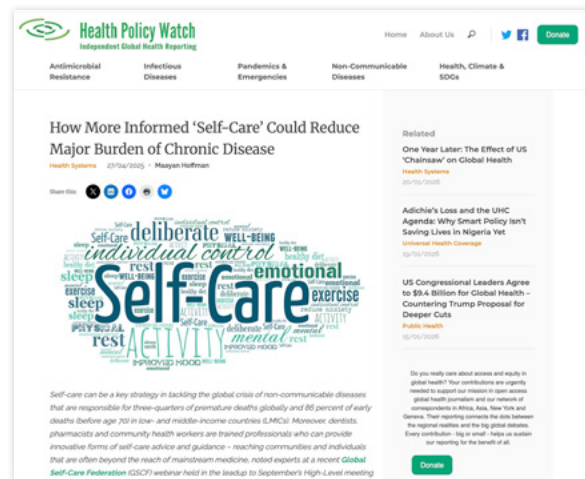
# Media coverage

Publication of high-impact op-eds and media coverage across Devex, Health Policy Watch and other outlets.

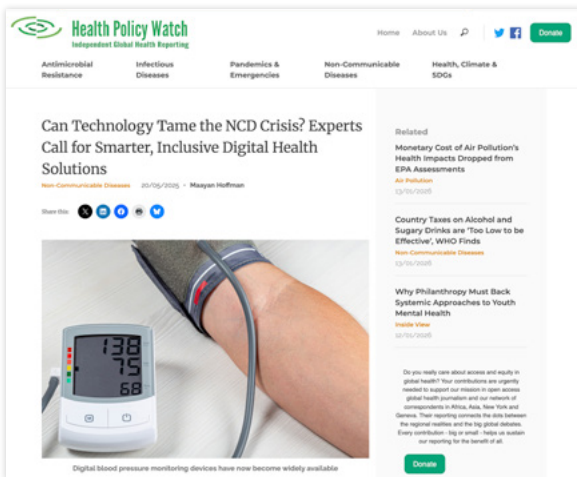


**Devex:**  
Open Letter on behalf of the United for Self-Care Coalition

**Health Policy Watch:**  
Coverage as part of the NCD Webinar



**Health Policy Watch:**  
Coverage on GSCF's joint WHA side event

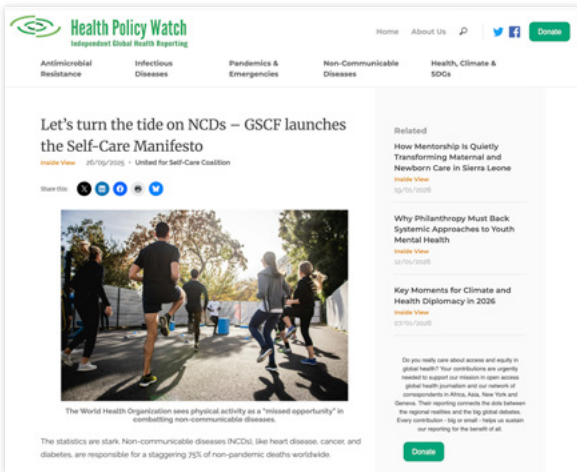




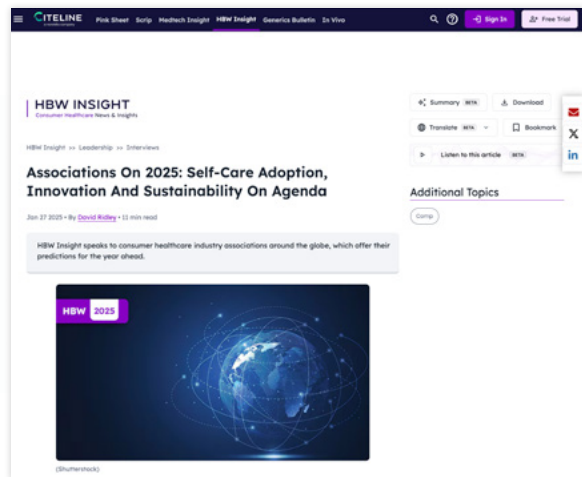
## Health Policy Watch: Leveraging Health Literacy and Self-Care to Tackle Diabetes



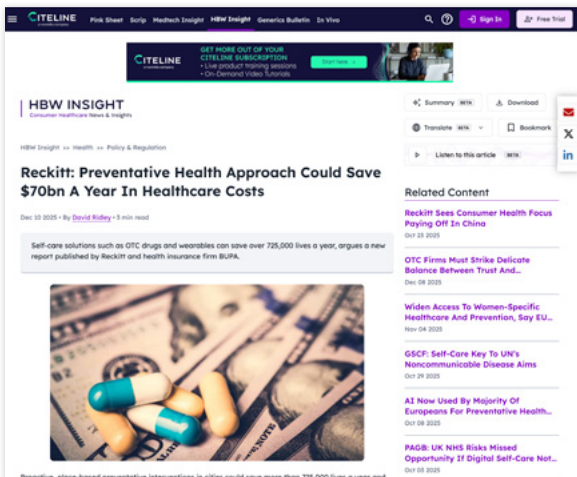
## Health Policy Watch: Let's turn the tide on NCDs – GSCF launches the Self-Care Manifesto



## HBW Insight: Associations On 2025: Self-Care Adoption, Innovation And Sustainability On Agenda



## HBW Insight: Reckitt: Preventative Health Approach Could Save \$70bn A Year In Healthcare Costs





## Social media



Compared to 2024, in 2025 GSCF social media activities on LinkedIn achieved:

**+20%**  
growth in  
impressions

**14%**  
growth in shares

**+35%**  
increase in post  
reactions and likes



**Number  
of followers**  
on GSCF LinkedIn  
account soared by

**+17%**

proving that our content and external communications continue to resonate with a rising number of stakeholders, highlighting the ever-growing significance of self-care in the global health discourse.



**Number  
of clicks**  
included on GSCF  
posts increased by

**67.5%**

exhibiting high level of interest into diving deeper into our reports, releases or content.

The Global Self-Care Federation exists to create a healthier world through better self-care. We represent associations and manufacturers in the self-care industry, working closely with our members and relevant stakeholder groups to ensure evidence-based self-care products and solutions are recognized as key contributors to health for individuals and systems worldwide.

Our work ensures key policy and decision-makers embrace self-care, recognize its values and use its broad range of benefits as the building blocks to deliver better and more sustainable health outcomes for all. We represent the self-care and self-medication industry and endeavour to contribute to the World Health Organization's public health goals through our specialized expertise. GSCF is a non-state actor in official relations with WHO.

[www.selfcarefederation.org](http://www.selfcarefederation.org)

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in @selfcarefederation

