

# Driving Self-care Forward

## 21 March 2023

Crowne Plaza Manila Galleria  
Ortigas Ave. corner Asian Development Bank Ave.



A good level of health literacy is the most important pillar of self-care. As such, it is the most common barrier to better self-care and better health outcomes.

The covid-19 pandemic has changed the way people view their health. More and more people now accept that it is their responsibility to manage their own health and are willing to do so. However, many are unsure of the options open to them. Health literacy helps empower people to obtain, process and understand basic health information and services”

Health literacy is not just about being able to read and understand instructions on packaging. It’s also about understanding our own bodies and where to access the best and most reliable healthcare information and solutions.



Based on real case studies, our experienced trainers Trevor Gore and Steve Sowerby will provide the participants with practical tools, tips and techniques. These will include a health literacy audit of product categories communication, insights on thinking preferences of consumers and messaging design for targeted consumer groups.

We guarantee a return on the investment of your time in the workshop with opportunities not only to work on the case, but also to have one to one coaching with our trainers on your individual challenges in your businesses. We look forward to having you and your colleagues join us in this unique opportunity in the Philippines to develop ourselves, improve our communities health and build stronger brands.

**OBJECTIVES:**

- To understand how we can better inform, empower and inspire our consumers across the health literacy spectrum

**DELIVERABLES:**

- To have a better understanding of the impact of having health literacy on our consumers and to our business and community
- To show the importance of insightful and inspiring communication when it comes to consumers and how we can develop health literacy across the spectrum

*Workshop facilitated by Steve Sowerby & Trevor Gore*



**Steve Sowerby**

The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate

and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator.

Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.



**Trevor Gore**

Trevor Gore was the Global Healthcare Training Manager at RB (formerly Reckitt Benckiser) where he has worked in a number of Pharmacy education roles for over 20 years. He was awarded

honorary membership of the Royal Pharmaceutical Society of Great Britain for his service to pharmacy education in 2011 and in 2016, he was presented with a lifetime achievement award for 'Outstanding contribution to the OTC Industry'.

Over the years he has given talks at many national and international conferences. Trevor has delivered training for the leading UK pharmacy retailers including Boots (Walgreens Alliance), Lloyds (McKesson) and Tesco.

**Price S\$350 • Limited to 30 seats**

**Contact [elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com) for registration and group booking rates**