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# Over The Counter, 24 July 2021: Are We Ready To Self-Care? With GSCF's Judy Stenmark

by [David Ridley](#)

To mark International Self-Care Day, HBW Insight talks to the Global Self Care Federation's director general, Judy Stenmark, about the impact of pandemic on the global self-care industry, as well as what GSCF is doing to promote self-care in the wake of the pandemic.

Marking International Self-Care Day (24 July), the Global Self-Care Federation's director general, Judy Stenmark, tells HBW Insight about its "[Self-Care Promise](#)" initiative, its work on producing an index to analyze the self-care readiness of national health systems, as well as ongoing projects in self-care economics and sustainability.

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## Further Reading:

[Trust, Innovation And Growth – Three Priorities For The Global Self-Care Industry In 2021](#)

[Accelerating The Global Self-Care Agenda: Q&A With GSCF Chair, Bayer CH Head Heiko Schipper](#)

[International Self-Care Day 2020: How COVID-19 Has Changed Consumer Behavior](#)

[PAGB Digital Week, Day 5: Challenges And Opportunities For Digital Self-Care](#)

[Over The Counter, 28 June 2021: The Promise Of Digital Health, with PAGB's Michelle Riddalls](#)

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