



National Stress Awareness Day (NSAD)

A guide to organising an event in
your organisation or workplace



The complete guide for organising an event

This is a quick checklist to help you organise an event for National Stress Awareness Day and to make sure that it will be an enjoyable and beneficial day for everyone who attends. Our exciting theme every year focuses on how living with less stress is the key to enjoying your life.



1. Start organising early.
2. Set up a group if you are part of a large organisation or work closely with another organisation(s).
3. Decide who your target audience will be - is it staff, clients, patients, customers, passers by?
4. Involve as many departments as possible including HR, Health Promotion, Health and Safety.



5. Make sure that each person in the group has a specific role and responsibility.
6. Meet regularly and give feedback to the group so that everyone is aware of what is happening.
7. Create an Action Plan with dates you require to meet certain targets.
8. Is there a budget and how much is it? What will it cover?



9. Get prices of stress cards, stress balls and products which will help to reduce stress.
10. Is your Stress Policy up-to-date and if so, make sure there are copies available. Are there any other HR policies which could be on display?
11. Where will the event take place and what is the programme of events?



12. Are you going to invite speakers?
13. Are you going to ask local businesses to participate such as on-site seated massage, relaxing therapies.
14. Do you know a local printer, and if so find out their costs and get other quotes also.
15. How are you going to publicise your event? Use email, websites and newsletters.
16. Contact the press, local radio and tv. There is a press release document on NSAD website.
17. Find out if a personality or a local MP or dignitary can attend the event for a short time.
18. Have a healthy lunch and relaxation session with relaxing music.
19. Send invitations out well in advance.
20. Follow-up meeting and set dates for NSAD 2012.

ENJOY

Set up a Stand

A stand can be set up in an entrance to a building or staff canteen or somewhere most people can access. Will it be manned or not? Here are a few tips:-

Organise tables, chairs, display boards.

What could you put on your stand?

Posters

Leaflets

Local contact numbers

Quiz

Prize draw

Balloons

Banners

Contact details e.g. Websites, email, phone numbers

Samples

Download literature from ISMA website

Have local businesses offering therapies such as aromatherapy, massage, reflexology.

Location of Stands for the public

Shopping centres

GP surgeries

Health centres

Libraries

Supermarkets

Town Halls

Sport Centres

Council Offices

Hospitals

Some Tips

- Have a 'dress down' day or put casual clothes on
- Make it a fun day
- Go for a walk round the block and you could have teams with the fastest getting a prize.
- Have a competition and donate any money to a local charity
- Flexi-working on the day - try working later or earlier on the day
- Have healthy foods in the canteen/dining room and try different fruits and vegetables - give samples
- Laugh and smile a lot

Why not check out our website to download lots of exciting materials

www.nationalstressawarenessday.co.uk
www.isma.org.uk

Register your name, company and your event on the ISMA^{UK} web page and let us know what you are doing on National Stress Awareness Day.

Share your ideas and organisations can log their names and logos.



ISMA^{UK}, PO Box 491.

Bradley Stoke.

BRISTOL.

BS34 9AH.

Tele: 0845 680 7 083

E Mail: stress@isma.org.uk

Registered Charity No. 1088103

Company limited by guarantee No. 4079657