

NEWS RELEASE

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For Immediate Release

National Stress Awareness Day 2011

National Stress Awareness Day (NSAD) is being held this year on Wednesday 2nd November 2011 and will encourage employers to become more proactive in their response to work related stress under the banner: “Wellbeing and Resilience at Work”.

Annually organised by the International Stress Management Association (ISMA)¹, NSAD is in its 13th year of increasing public awareness and drawing attention to the issue of stress. This year, specially trained stress advisors will be available to public, private and voluntary organisations throughout the UK providing free stress workshops and stress prevention techniques.

Stress levels have doubled in the last four years² and only recently have companies begun to address this issue. ISMA and the Health and Safety Executive define stress as “The adverse reaction people have to too much pressure”. NSAD was created to increase awareness of stress and the health problems that result from it, and most importantly to help and inform individuals who may be experiencing stress to seek guidance.

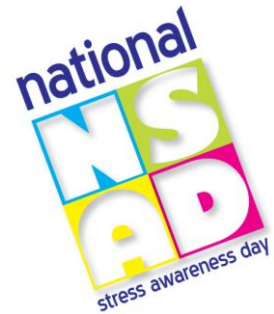
Chair of ISMA, Ann McCracken, comments; “There is still confusion regarding the word ‘stress’. Stress results from an individual’s perception that they are regularly experiencing excessive amounts of pressure. The body’s neurochemical balance changes, resulting in physical, emotional, behavioural and psychological changes in the individual. These are the ill health reasons for people taking time off from work; hence the recent statistics from CIPD³ (2011) indicating that stress is the highest cause of work related ill health.”

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International Stress
Management Association UK

Promoting stress prevention and well-being



...2/NSAD 2011 (cont)

This year's "Wellbeing and Resilience at Work" NSAD will aim to make information available to both employers and employees across the UK about how to prevent stress. In collaboration with the Management Advisory Services (MAS), Robertson Cooper and Organisational Health (OrgHealth), the ISMA website contains a wide range of resources from management standards, to specific guides on wellbeing and an on-line resilience test.

In a further initiative to provide interested parties with advice, ISMA has made available free of charge on their website a range of downloadable videos on stress management topics.

Ann McCracken continues: "Earlier this year, the British Standards Institute (BSI) presented a new standard (PAS 1010) for proactive Psychosocial Risk Management. This identifies best organisational practice of how Senior Managers can initiate and oversee assessment of risk to both the organisation and individuals. This approach has been agreed with the HSE, WHO and other global bodies. Launched in September, for the first time the new standards will enable employers and the insurance industry to make an informed decision about who will deliver stress management training."

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Issued on behalf of ISMA by Kyrene Marketing Communications. For more details
please call Simon Lamb on 01376 513215

Notes to Editors:

- For more information about NSAD, for logo's, and for terms and conditions visit:
www.nationalstressawarenessday.co.uk
- ¹The International Stress Management Association is the leading UK professional body in the specialist field of stress management www.isma.org.uk
- ²Taken from research carried out by AXA Insurance Company
- ³CIPD – Chartered Institute of Personnel and Development
- To find out where ISMA Stress Advisors will be located, call 0845 680 7083.
- Watch out for news of events to be held on the 2nd November - National Stress Awareness Day.