

ISMA^{UK} END OF YEAR REPORT 2022

As we approach the end of 2022, it seems an appropriate time to reflect on the year we've been through and to give you some feedback on how it was for ISMA^{UK}. It has been a good year for growth and collaboration so we are looking forward to building on this growth in 2023.

There were learnings that emerged from the pandemic which changed some of the ways in which ISMA^{UK} operates. Live regional events no longer took place and Zoom became the norm as an event platform instead. This has worked well, as it is easier for more people to attend when no travel is involved.

ISMA^{UK} Scotland

During this year, we saw the growth of ISMA^{UK} Scotland under the guidance of Maggie Stevens, one of our ISMA^{UK} [Ambassadors](#). I'm pleased to say that Scotland is going from strength to strength with new members joining all the time. You don't have to live in Scotland to be a member of ISMA^{UK} Scotland so if you would like to join, then do get in touch with [Maggie](#).

ISMA^{UK} Masterclass events

[Masterclass](#) events are held online and the programme has continued through a second successful year with seven Masterclasses. We attracted some amazing speakers, including Andy Reid MBE, Dr Walter Busittil and others talking about trauma and what we can do about it; Marcus J Fila and Sally Sheen on enhancing motivation and performance post-Covid; Gillian McMichael, Dr Richard J L Heron and others on the role of coaching in workplace wellbeing. The first Masterclass of 2023 on Thursday 26th January will include our Patron, Professor Sir Cary Cooper CBE as a speaker.

International Stress Awareness Week

Held between 7th-11th November, the highlight of the [International Stress Awareness Week](#) was our one-day [Online Global Stress & Wellbeing Summit](#) on Stress Awareness Day Wednesday 9th November. Our expert speakers included Sandra Kerr and Louise Aston of BITC, Professor Richard Sullivan of King's College London, Hayley Farrell of Arcadis, Keith Fraser, Chair of the Youth Justice Board, Baroness Dido Harding of Winscombe, Jonathan Develing of Liverpool Heart & Chest NHS Foundation Trust, and Paul Dorrington of Phoenix Works.

Each session was attended by at least 30 people, and we received great feedback, such as this from Becca Clayton of Tonic Wellbeing: *"This was my first ISMA^{UK} Online Summit, and I was delighted to be involved. To listen to and connect with like-minded professionals, experts in the fields of wellbeing, resilience, mental health and stress management, all in one place, was an enlightening experience."* Becca held a live session on *Mindful Movement*, as part of our new [Outreach Programme](#), which also featured sessions by Peter Kelly on *Stress & Mental Health at Work* and Simon Hawtrey-Woore on *Walking the Natural Path to Reducing Stress*.

Sponsorship

We were delighted to have PrecisionBiotics as a sponsor in 2022, and they also contributed with speakers, both for the Summit and for a Masterclass event. They are unable to continue in 2023 for their own industry reasons and this is a pity, as they felt the alignment with ISMA^{UK} fitted well with their ambition to support individuals with credible, scientific-based education. Hopefully we can still stay in touch, and the search for potential sponsors continues.

ISMA^{UK} partners

We have been fortunate in securing three [partners](#) this year. Firstly, the Public Relations Consultants Association (**PRCA**), which is the world's largest professional PR body, representing more than 35,000 PR professionals in 82 countries worldwide. Secondly, we developed a partnership with **Make A Difference Media and Events**, who organise the Mad World Summit, Europe's largest solutions-focused event with a mission to eradicate stigma and spark a new era of mental health and wellbeing in the workplace. They also organise The Watercooler, a networking event for workplace wellbeing professionals.

Finally, but far from least, we have recently agreed a partnership with the Health & Safety Executive (**HSE**), Britain's national regulator for workplace health and safety, dedicated to protecting people and places and helping everyone lead safer and healthier lives. A specific role is to ensure employers are aware of their legal duties to recognise and respond to workplace stress. In that context, we are working with the HSE on their Working Minds campaign to prevent stress and support good mental health across Britain's workplaces.

Workplace Wellbeing: 21 Lessons for the New World of Work

In the spring, we were proud to see our e-book on [Workplace Wellbeing](#) published on Amazon. It's a collection of 21 articles focussing on the organisational and personal aspects of stress and wellbeing written by experts in their fields who are members of the ISMA^{UK} community. They include Professor Sir Cary Cooper CBE, Graeme Codrington, Derek Mowbray, Jenny Edwards, Jan Summerfield, Laura Ginesi, Professor Lennart Levi, and many others. Edited by Emma Hall and Sally Sheen, it offers insights, guidance and strategies on how to improve personal and organisational resilience in the post-pandemic era.

We've had some great [feedback](#), like this from Alexandra Freedman of Skills 4 Success: *"This book is a must have. It's like being at a conference of renowned speakers but better. A perfect balance of theory and practical content pertinent to the new world of work, with an emphasis on health and wellbeing whilst doing the job you love."*

It's still available on [Amazon](#), competitively priced at £6.95, so anyone who hasn't read it should order a copy – all proceeds go to ISMA^{UK} to assist our work. It will make a lovely Christmas or New Year present for someone.

Other ISMA^{UK} products

Wellbeing & Resilience at Work Training Programme

Published in 2021, the main objective of this programme is to guide participants to review the basic areas of health that are needed for health to be in balance. Our Patron, **Professor Sir Cary Cooper CBE**, had this to say about it: *"ISMA^{UK}'s Wellbeing and Resilience at Work will help people enhance their mental wellbeing and manage workplace stress. It combines very accessible, useful information with interactive sessions to help them identify their own issues and how to deal with them. It is a supportive guide and toolkit for individuals, HR and occupational health professionals."*

It's a boon for anyone who is planning a course for next year but has no time to prepare. ISMA^{UK} have done it for you! It can be purchased via the [Shop](#) pages of our website.

Stress Test Cards

These unique cards give an instant read-out of your stress levels and are useful, especially as an ice-breaker if you're running a training course. They can be purchased via the [Shop](#) pages of our website.

Our valued members

[Members](#) are the lifeblood of the Association, as without them there would be no ISMA^{UK}. We are always looking for opportunities to grow the membership, whether through events, referrals or promotion through like-minded organisations. Corporate membership is a category we would like to develop. This year saw our [Associates](#) being able to use an ISMA^{UK} Associate logo.

Time to say thank you ...

There are some wonderful people who give their time to ISMA^{UK} in various ways, and this year cannot pass without thanking them all for their help in 2022. I would like to mention -

The **Trustees** for their role in supporting ISMA^{UK} and its way forward.

Our **Ambassadors** who help to raise the profile of ISMA^{UK}

The **A-Team** - the people who offer creative thinking on a monthly basis and follow through with new ideas and directions we could take. There is always a place at the table for new A-Team members!

Professor Sir Cary Cooper CBE, our esteemed patron, who has supported us throughout the year.

Stephen Fry, the well-known actor, writer and presenter, who has been happy to support ISMA^{UK} and his testimonial appears prominently on our website.

Administrator **Claire Parkinson** and marketing consultant **Helen Johns** for their continued commitment and help in taking ISMA^{UK} forward.

Alina Tudor of WebPro, who has made countless updates to our website during the year.

Louise McKenzie of LM Design who is responsible for the excellent logos and imagery that play a big part in the way that ISMA^{UK} comes across online.

News from ISMA International

One of our [Ambassadors](#) is in **Italy** - Dr Pier Michele Mandrillo, a Lecturer at the Universities of Foggia, Chieti and Tor Vergata Rome. Dr Mandrillo coordinated the 6th International Stress Awareness Week Event in Taranto, on Wednesday 9th November, with eight expert contributors, and also gave a Stress and Orality Masterclass on Friday 11th November.

We are also delighted to have **Spain** as new international members of ISMA. During Stress Awareness Week, they held a televised panel discussion, *Organisational Culture, Wellbeing and Competitive Advantage*, a panel discussion led by Carolina Caparros and Anna M Sells of Bienestar Hub, which advises SMEs in Spain on health and wellbeing and the management and prevention of stress at work. The panel, consisting of business managers, debated key issues related to stress management, measures they have taken, results they are getting and how they measure them. It was included as part of our Summit [Outreach](#) programme.

ISMA^{UK} in the media

We had a strong social media presence during International Stress Awareness Week and are looking for a volunteer to build on this success for 2023. Social media certainly raises our profile and attracts followers but it needs to be done regularly and with focus. If any of you reading this report have social media experience or know someone who does and has time to give, please let me know.

Our website

This is updated frequently, with news of events and changes. Amongst these, we now have a [Press & Media](#) page which includes broadcast /video coverage and all our press releases. Another change has involved separating the partners & supporters page into two bespoke pages. This reflects the increase in our partners and means we can include more information about their campaigns, events, and training programmes. We hope this will result in an increase in reciprocal activity with our partners.

Looking ahead to 2023

Our theme for 2023 is *Beyond Stress Management: From Stigma to Solutions* and it is also the title of our first Masterclass of the year on 26th January. Stigma has long been an issue when stress and mental health are discussed – or perhaps, not discussed – and although levels of recognition and response are improving, it is still there as an ‘elephant in the room’. Our efforts must therefore continue with equal vigour until solutions are found and fully executed across the workplace and in society.

Fancy a chat?

Whoever you are – whether an ISMA^{UK} member, Ambassador, supporter, business leader, HR department head, or simply someone who appreciates what we do and is interested to find out more or ask a question, then you are welcome to join me for one of my quarterly [Coffee 'n Chat](#) sessions. They are held online from 7.30 pm for an hour and the first one of 2023 will be on Thursday 12th January. So, get a cup of coffee or a glass of something stronger and join me for this informal get-together! You never know what might come out of our conversation ...

Season's greetings

And so 2023 beckons! At ISMA^{UK}, we are looking forward to going full steam ahead in the new year and to opening up many more doors of opportunity. May I wish you all a relaxing and restorative festive season.

It is a privilege to lead the Association into the future and I look forward to seeing what 2023 has in store for us.

With best wishes



Carole Spiers, FISMA, FPSA, MIHPE
Chair, ISMA^{UK}
Founder International Stress Awareness Week

December 2022