

Press Release

Employers Must Prioritise Mental Health Because Businesses' Greatest Asset is People, Says Summit Speaker

Tuesday 8th November 2022

Louise Aston, Wellbeing Director at Business in the Community (BITC), is one of the experts speaking at the Online Global Stress and Wellbeing Summit being held by the International Stress Management Association (ISMA^{UK}) tomorrow Wednesday 9th November. She is one of the panellists in the session that will discuss *Strategies on Improving Health Management for Better Wellbeing*.

Louise will argue that employers must prioritise mental health, and employee wellbeing should be non-negotiable in order to attract, retain, and enable people to be at their best. She will say, "With more job vacancies than candidates, urgent action is needed not just to change, but to revolutionise our ways of working. A one-size-fits-all approach does not work when it comes to wellbeing because everyone has different needs - a holistic and personalised approach is what will maximise both employee wellbeing and business performance." BITC has developed a series of employer actions that support thriving people, thriving businesses, thriving communities and a healthier planet.

The Summit, being held on Stress Awareness Day, is the centrepiece of International Stress Awareness Week 7th-11th November and has the theme *Working Together to Build Resilience and Reduce Stress*. The Summit features a line-up of over 25 world-class speakers including eminent medical practitioners, psychologists, wellbeing experts, and diversity & inclusion specialists. The all-day programme includes interactive live panel discussions, workshops, interviews and inspirational keynotes on topics related to stress and mental health, workplace wellbeing, building resilience, improving health management, and more.

ISMA^{UK} is the leading professional body for workplace and personal stress management, wellbeing and performance, promoting sound knowledge and best practice in stress management, both nationally and internationally. Carole Spiers, Chair of ISMA^{UK}, said, "There can be nothing more important than creating a healthy workplace culture, where people feel safe in speaking up and speaking out about stress and mental health issues. People need to bring their whole selves to work and shouldn't feel they can't talk about personal problems. They also need to leave work feeling psychologically healthy, especially in the current environment where there are additional pressures, with the cost-of-living crisis affecting so many people."

The Health & Safety Executive (HSE), in their survey, [Work-related stress, anxiety or depression statistics in Great Britain, 2021](#) state that stress, depression or anxiety accounted for 50% of all work-related ill health cases in 2020/21. The ISMA^{UK} Summit covers themes relating to managing stress, building resilience and achieving wellbeing in the workplace, which are highly relevant in today's environment, and for anyone involved with stress management, including HR managers, psychologists, therapists, business leaders, specialists in organisational change.

The Online Global Stress & Wellbeing Summit is available on Zoom to ticket holders on Wednesday 9th November and is also available to ticket holders on catch-up until Saturday 31st December. For more information go to <https://isma.org.uk/isma-online-global-stress-and-wellbeing-summit>.

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Notes for Editors

- The Summit **#stresssummit2022** is the centrepiece of **#InternationalStressAwarenessWeek**, **#StressAwarenessWeek**, created in 2018 to celebrate the 20th anniversary of **#StressAwarenessDay**, established in 1998.
- Entry to the Summit is by ticket only. For more information about International Stress Awareness Week visit <https://isma.org.uk/isma-international-stress-awareness-week> and for details of the Online Global Stress and Wellbeing Summit and how to buy tickets, visit <https://isma.org.uk/isma-online-global-stress-and-wellbeing-summit>. Ticket holders can view all sessions until Saturday 31st December.
- Business in the Community (BITC) and their network of over 600 business members are leading a movement to create a fair and sustainable world in which to live and work. Formed in 1982, and with His Majesty King Charles III as their Royal Founding Patron, they are the largest and longest-established membership organisation dedicated to responsible business. [Business in the Community's \(BITC\) report Your Job Can Be Good For You](#) advocates a strategic, integrated and personalised approach to achieving sustainable mental health and wellbeing.
- The Summit is sponsored by PrecisionBiotics, who have over 20 years' experience of researching the human microbiome. Amongst the areas in which their research is being applied is stress and sleep: with recent advances and interest in the gut-brain axis, they are focused on the development of evidence-based probiotics for the management of stress, stress-related fatigue, cognition and learning. For more information contact Abbie Alston at AIAT@novozymes.com.
- For interviews, please contact Carole Spiers FISMA, FPSA, MIHPE, Chair, ISMA^{UK} on 07768 878910 or email her at chair@isma.org.uk.
- As a registered charity and membership-based organisation for over 30 years, ISMA^{UK} exists to promote sound knowledge and best practice in stress management, both nationally and internationally, providing advice to a wide range of individuals, businesses and voluntary organisations, while supporting the Health & Safety Executive in delivering their requirements for Stress Risk Assessment.