

Press Release

7 November 2021

ISMA^{UK} partners with PRCA to tackle stress and mental wellbeing issues

The International Stress Management Association (ISMA^{UK}) has partnered with The Public Relations and Communications Association (PRCA) to help reduce the stigmas attached to stress and mental health issues in the PR and communications industry.

ISMA^{UK} is the leading professional body for workplace and personal stress management, wellbeing and performance. ISMA^{UK} practitioners and consultants provides a wide range of stress management services, including flexible training courses and coaching to individuals and businesses in both the private and public sectors, assisting around 40,000 people who need professional help with stress-related and mental health issues every year. ISMA^{UK} will collaborate with the PRCA on events and other initiatives throughout 2022, to help support its UK members.

The PRCA is the world's largest professional PR body, and a global advocate for excellence in public relations. The PRCA champions and ensures that professional standards around the world are maintained through their Professional Charter and Code of Conduct, which requires members to adhere to the highest standards of ethical practice.

Earlier this year, the PRCA and Opinium conducted research, which found that 90% of PR professionals have struggled with their mental wellbeing to some extent over the past 12 months, and that they are also less likely to take time off work for mental wellbeing reasons, compared to other UK workers.

ISMA^{UK} Chair Carole Spiers FISMA FPSA MIHPE said:

"We are delighted to be partnering with PRCA, the world's largest and most influential PR professional body, to help reduce the stigmas attached to stress and mental health issues amongst PR professionals. The last 18 months have had a severe impact on mental wellbeing, and it is even more important than before to raise awareness of the impact that stress and mental health issues have on people in the course of their work and to promote best practice in managing them, as well as helping to foster wellbeing and resilience in the workplace."

PRCA Director General Francis Ingham MPRCA said:

"Our recent research has highlighted that the mental wellbeing of many PR and Communications professionals has suffered due to the extraordinary pressures created by the pandemic. We've seen the industry make real progress in helping to alleviate some of these pressures through the adoption of flexible working and genuinely putting people first. But there's more work to do. Our partnership with ISMA^{UK} is an important step towards keeping mental wellbeing at the top of the business agenda in 2022."

Notes for Editors

About the PRCA

The PRCA represents many major consultancies in the UK, including most of the top 150 consultancies. The PRCA also represents over 500 in-house teams, including many of Europe's leading corporations and UK public sector organisations, as well as hundreds of freelance PR and communications practitioners. The PRCA also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf. To find out more go to <https://www.prca.org.uk/>.

About ISMA^{UK}

As a registered charity and membership-based organisation for over 30 years, ISMA^{UK} promotes sound knowledge and best practice in stress management, resilience, wellbeing and mental health, both nationally and internationally, providing advice and training to a wide range of individuals, businesses, private and public sectors including voluntary organisations. ISMA^{UK} endorses and uses the HSE Management Standards for managing stress in the workplace. To find out more about ISMA^{UK}, visit www.isma.org.uk.

ISMA^{UK} Masterclasses

ISMA^{UK} run monthly online Masterclasses on subjects relevant to anyone with an interest in stress management or in supporting ISMA^{UK}. Our first Masterclass of 2022 on Thursday 27th January will be a panel discussion on collaboration in which the PRCA, as our new partners, will be taking part. For further information, go to <https://isma.org.uk/monthly-masterclass-events>.

Press Interviews

For all press and media enquiries please contact Carole Spiers, Chair of ISMA^{UK}, for an immediate response on +44 (0) 77 688 78910 or at chair@isma.org.uk