**Stress Awareness Month (April 2025)**

**stakeholder communications toolkit**

Stress Awareness Month runs throughout April 2025, led by the Stress Management Society. The theme for 2025 is #LeadwithLove – encouraging us to approach ourselves and others with kindness, compassion and acceptance no matter the challenges we face.

Stress is one of the four pillars of Good Thinking, and we have a wide range of free resources available to support Londoners to tackle stress head on and reduce its negative impact on mental health and wellbeing. All of our resources are available to access digitally, 24/7 ensuring that Londoners can access the help and support they need when they need it.

This toolkit is designed to support you in raising awareness of Good Thinking’s stress resources across your networks throughout Stress Awareness Month. The toolkit includes:

* adaptable short and long copy for newsletter articles, websites, etc;
* suggested social media content;
* social media assets (available to download on our [campaign hub](https://www.good-thinking.uk/campaign-hub));

If you have any questions about this toolkit, please contact Tom Stone, Communications Manager at [thomas.stone4@nhs.net](mailto:thomas.stone4@nhs.net).

**Short copy (150 words)**

April marks [Stress Awareness Month](https://www.stress.org.uk/stress-awareness-month-2025/), an annual event championed by the Stress Management Society to raise awareness of the negative impact of stress on mental and physical health and encourage people to take steps to reduce it.

The theme for Stress Awareness Month 2025 is **#LeadwithLove** - encouraging us to approach ourselves and others with kindness, compassion and acceptance no matter the challenges we face.

Good Thinking has a wide range of free resources available to Londoners to help combat stress, including:

* advice on identifying the [symptoms](https://www.good-thinking.uk/stress/symptoms-stress) and [types of stress;](https://www.good-thinking.uk/stress/types-stress)
* [NHS-approved apps](https://www.good-thinking.uk/free-apps-for) on topics such as [mindfulness](https://www.good-thinking.uk/resources/be-mindful) and [meditation](https://www.good-thinking.uk/resources/meditainment);
* [articles and podcasts](https://www.good-thinking.uk/blog/how-can-you-tell-if-youre-about-to-burn-out) on stress management from people with lived experience;
* [helpful guides](https://www.good-thinking.uk/advice/deal-with-stress) on dealing with stress and supporting good mental wellbeing.

Visit [Good Thinking’s dedicated Stress webpages](https://www.good-thinking.uk/stress) for more information. Alternatively, you can use Good Thinking’s simple search function to [find the right help for you](https://www.good-thinking.uk/find-help-for-you).

**Long copy (300 words)**

April marks [Stress Awareness Month](https://www.stress.org.uk/stress-awareness-month-2025/), an annual event championed by the Stress Management Society to raise awareness of the negative impact of stress on mental and physical health and encourage people to take steps to reduce it.

According to research by the [Mental Health Foundation](https://www.mentalhealth.org.uk/explore-mental-health/statistics/stress-statistics), 76% of survey respondents said that they had felt so stressed at some point over the previous year that they have been overwhelmed and unable to cope. In the workplace, 1 in 5 workers felt unable to manage stress and pressure ([MHFA England](https://mhfaengland.org/mhfa-centre/blog/ten-workplace-mental-health-statistics-for-2023/)). And stress isn’t just confined to adulthood; 66% of 8 to 17 year olds felt stressed about exams, with a further 39% worrying about what other people thought of them and 25% experiencing stress as a result of bullying ([Children’s Commissioner, 2020](https://www.childrenscommissioner.gov.uk/blog/children-and-stress-whats-worrying-them-most/))

Stress is completely natural and is something that we all experience from time to time. However, when stress starts to impact on your everyday life, for example by causing sleep problems, loss of appetite, irritability, difficulty concentrating or even physical systems, such as headaches or stomach problems – these are signs that it’s time to act.

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* [NHS-approved apps](https://www.good-thinking.uk/free-apps-for) on topics such as [mindfulness](https://www.good-thinking.uk/resources/be-mindful) and [meditation](https://www.good-thinking.uk/resources/meditainment);
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**Social media copy**

The social media content below can be used alongside the social media assets, which are available to download on Good Thinking’s [campaign hub](https://www.good-thinking.uk/campaign-hub).

**X / BlueSky**

April is **#StressAwarenessMonth** – a time to consider and act on the impact that stress has on our daily lives for better **#MentalHealth**. You can fine helpful advice and guidance on managing stress at <https://www.good-thinking.uk/stress>

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Stress is a natural response to life’s challenges – however, when it starts to have a regular and negative impact on daily life, it’s time to act. Good Thinking has a range of free advice and guidance for Londoners to help manage stress and improve **#MentalWellbeing** <https://www.good-thinking.uk/stress> **#StressAwarenessMonth**

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Looking to try a different approach to stress management this **#StressAwarenessMonth** ? Good Thinking has a range of free apps for Londoners looking to reduce stress and improve their **#MentalHealth**, including mindfulness, meditation and positive thinking. <https://www.good-thinking.uk/free-apps-for>

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We all feel stressed from time to time. Be kind to yourself and others and remember to **#LeadwithLove** for better **#MentalWellbeing**. Good Thinking has a wide range of resources available to help you manage stress and face life’s challenges with positivity and compassion <https://www.good-thinking.uk/stress>

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When life feels overwhelming, it’s important to focus on what you can control to minimise stress. Remember, you’re doing the best you can. Good Thinking has advice, guidance and tools to support you in managing stress and improving your **#MentalWellbeing** <https://www.good-thinking.uk/stress>   
 **#LeadwithLove   
  
  
Facebook / Instagram**

76% of people say that they had felt so stressed at some point over the past year that they have been overwhelmed and unable to cope.

April is **#StressAwarenessMonth** – a time to consider and act on the impact that stress has on our daily lives for better **#MentalHealth**. You can fine helpful advice and guidance on managing stress at <https://www.good-thinking.uk/stress>   
**#LeadwithLove #MentalWellbeing #Stress**

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We all feel stressed from time to time. However, with 1 in 5 UK workers saying they feel unable to manage stress or pressure, it can easily become too much.  
  
Be kind to yourself and others and remember to **#LeadwithLove** for better **#MentalWellbeing**. Good Thinking has a wide range of resources available to help you manage stress and face life’s challenges with positivity and compassion <https://www.good-thinking.uk/stress> **#LeadwithLove #MentalHealth #Stress**

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When life feels overwhelming, it’s important to focus on what you can control to minimise stress. Remember, you’re doing the best you can. Good Thinking has advice, guidance and tools to support you in managing stress and improving your **#MentalWellbeing** <https://www.good-thinking.uk/stress>   
 **#LeadwithLove #MentalWellbeing #Stress**

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Stress doesn’t just affect adults. 66% of 8- to 17-year-olds felt stressed about exams, with a further 39% worrying about what other people thought of them and 25% experiencing stress as a result of bullying.   
  
This **#StressAwarenessMonth** let’s look out for others who may be experiencing stress and approach them with kindness, compassion and support. Good Thinking has advice, guidance and tools to support you in managing stress and improving your **#MentalWellbeing** <https://www.good-thinking.uk/stress>   
 **#LeadwithLove #MentalWellbeing #Stress**

**LinkedIn**

Stress is a natural response to life’s challenges. however, when it starts to have a regular and negative impact on daily life, it’s time to act.

According to research, 76% of people say that they have felt so stressed at some point over the past year that they have been overwhelmed and unable to cope. In the workplace, 1 in 5 workers felt unable to manage stress and pressure.

And stress isn’t just confined to adulthood; 66% of 8- to 17-year-olds felt stressed about exams, with a further 39% worrying about what other people thought of them and 25% experiencing stress as a result of bullying.

**#StressAwarenessMonth** takes place throughout April, this year under the theme #LeadwithLove - - encouraging us to approach ourselves and others with kindness, compassion and acceptance no matter the challenges we face.

Good Thinking provides free mental health advice for Londoners and has a wide range of guidance and tools to support stress management and improve **#MentalWellbeing**, including free apps, workbooks, how to guides and podcasts. <https://www.good-thinking.uk/stress>   
 **#LeadwithLove #MentalWellbeing #Stress**