

STRESS AWARENESS MONTH 2026

Together we can

#BeTheChange

INFORMATION PACK FOR INDIVIDUALS



SMALL ACTIONS, BIG IMPACT



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What is Stress Awareness Month?

Stress Awareness Month is an annual event observed every April since 1992, dedicated to increasing public awareness about the causes, effects, and management of stress. The Stress Management Society, a non-profit organisation established in 2003, has been championing this initiative for over two decades. Our mission is to help individuals and organisations recognise and reduce stress, fostering happier, healthier, and more resilient communities.

Each year, we introduce a unique theme to guide our activities and resources. In 2024, the theme was #LittleByLittle, highlighting how small, consistent positive actions can make a meaningful difference to overall wellbeing. In 2025, the focus shifted to #LeadWithLove, encouraging compassion, kindness, and unconditional positive regard as tools for stress management.

The primary aims of Stress Awareness Month are to:

- Educate the public about the causes and effects of stress.
- Promote effective stress management techniques to enhance mental health and wellbeing.
- Encourage open conversations to reduce the stigma surrounding stress and mental health issues.
- Provide resources and support to help individuals and organisations manage stress effectively.

Stress Awareness Month 2026 Theme

For over 30 years, Stress Awareness Month has had a different theme each year which reflects societal challenges. For Stress Awareness Month 2026, we're proud to introduce the theme

#BeTheChange



#BeTheChange - a powerful call to personal agency, action, and transformation rooted in the principles of Self-Efficacy, Neuroplasticity, and Relational Connection.

We live in a time where it's easy to wait for someone else to step up, to fix things, to make the first move. We wait for our workplaces to change, for others to be kinder, for systems to improve, for stress to simply go away. But here's the truth: no one is coming to save us. The change we need starts with each of us.

This theme builds on 2025's #LeadWithLove by asking the next critical question: Now that we approach ourselves and others with compassion, what will we actually do? How will we turn awareness into action? How will we use the power of our own minds, our choices, and our connections to create real change?

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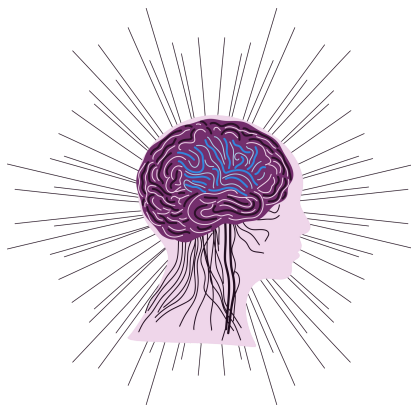
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Stress Awareness Month 2026 Theme

In today's world, we've become increasingly isolated, focused on individual achievement while our fundamental need for human connection goes unmet. We feel powerless, stressed, and stuck. But science shows us something remarkable: our brains can rewire themselves through intentional action (neuroplasticity), we have far more control over our outcomes than we realise (self-efficacy), and we thrive when we build genuine connections with others (relational wellbeing).



[#BeTheChange](#) is about recognising that your mind is powerful, your actions matter, and your connections are essential. It's about being present, asking questions, taking ownership, and refusing to wait. It's about self-belief meeting purposeful action. Whether it's a small shift in your daily routine, reaching out to someone who needs support, or challenging a stressful situation head-on, every action counts.

This year, we're not just raising awareness. We're activating change-makers. We're empowering you to step into your agency, reshape your brain through new habits, and reconnect with the people around you. Because when you change, the ripple effect is unstoppable.



Benefits of Stress Awareness Month?

By focusing on these objectives, Stress Awareness Month aims to empower individuals to take proactive steps in managing stress, leading to improved mental health and overall wellbeing.

Participating in Stress Awareness Month offers a range of benefits, including:

- Increased awareness of stress-related issues and their impact on health.
- Access to valuable resources and tools for stress management.
- Opportunities for community engagement and support networks.
- Encouragement to adopt healthier lifestyles and coping strategies.
- Enhanced resilience in the face of daily challenges.
- Development of personal agency and belief in one's capacity to create change.
- Strengthened connections with others, creating belonging and collective wellbeing.

Through these initiatives, Stress Awareness Month contributes to building a more informed and supportive community, where individuals are equipped to manage stress effectively and lead healthier, more balanced lives. More importantly, it empowers people to recognise their own power to shape their lives and environments, rather than waiting passively for change to happen.

For more information about our campaigns and resources, please visit our official website: www.stress.org.uk



Be Part of the #BeTheChange Campaign

This year's theme, [#BeTheChange](#), isn't just a hashtag, it's a call to step into your power and take meaningful action in your life and community. Stress Awareness Month 2026 is the perfect time to stop waiting and start doing. We encourage you to actively participate in our campaign by taking ownership of your wellbeing, strengthening your connections, and believing in your capacity to create change.



Here are some powerful ways you can support the [#BeTheChange](#) campaign:

1. Build a Daily Stress-Reduction Habit

Choose one simple action to reduce stress, such as taking a short walk, pausing before meetings, or setting boundaries around emails. Practice it consistently each day for 30 days. Track your progress to notice how this habit improves your energy, focus, and wellbeing. Pick what fits best with your schedule and needs.

2. Reframe One Limiting Thought Daily

Identify one thought that may be holding you back (for example, "I can't handle this task") and turn it into a positive, actionable statement (for example, "I can take this step by step"). Practice this once per day for 30 days and reflect on the impact of thinking more constructively.



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3. Establish Three Wellbeing Micro-Habits

Choose three small, achievable habits to support your wellbeing, such as:

- 5-minute movement breaks
- Short reflection moments
- Quick breathing or mindfulness check-ins

Practice all three consistently during your workday for 30 days. Track completion daily to notice improvements in your focus, energy, and stress levels.

4. Connect Meaningfully with Others Weekly

Commit to one intentional connection each week for four weeks, such as:

- Checking in with a friend or colleague
- Having a meaningful conversation
- Collaborating or helping someone

Reflect on how these connections make you feel supported, reduce stress, and build a sense of community.

5. Practice Presence in Daily Moments

Bring mindful awareness into at least three moments each day for 30 days, such as during meetings, breaks, or transitions between tasks. Observe your thoughts, emotions, and reactions, and note any changes in how you handle stress.



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6. Ask Yourself Better Questions

Pick one reflective question to ask yourself each day for 30 days:

- “What is one thing I can influence today?”
- “What support do I need right now?”
- “What would a positive next step look like?”

Record your answers and notice how focusing on constructive questions can guide better decisions and actions.

7. Share Your Journey

Use the [#BeTheChange](#) hashtag to share your journey of taking action, challenging yourself, or making connections. Whether it's a moment you chose to act instead of waiting, a limiting belief you challenged, or a meaningful connection you made, we encourage you to post it on social media. Your story will inspire others to step into their own power. When we share our experiences of change, we create a collective movement that shows others what's possible. You might be exactly the example someone else needs to see.

8. Use Our Tips and Resources

We've curated a collection of **FREE** materials, tips, and tools to help you build self-efficacy, harness neuroplasticity, and strengthen your connections. Visit www.stress.org.uk to explore evidence-based resources designed to help you move from awareness to action and create lasting change in your life.



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Be Part of the #BeTheChange Campaign

By participating in the [#BeTheChange](#) campaign, you are declaring that you will no longer wait for someone else to improve your life, reduce your stress, or create the world you want to live in. You are the change. Each action you take, no matter how small, rewires your brain, strengthens your belief in yourself, and creates ripples that extend far beyond you.

We invite you to join us on this journey. Let's be the change, one action at a time, and create a world where we are empowered, connected, and resilient.

How You Can Use the Stress Awareness Month Logo

1. Download our Logo



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[#BeTheChange](#)
www.stress.org.uk



[Download & Display](#)

[Download & Display](#)

Download the logo and display it at your desk, home office, or community space

How You Can Use the Stress Awareness Month Logo

2. Share on Social Media



Post your involvement using the SAM logo and hashtag [#BeTheChange](#).

3. Personal Action / Challenges



Try small challenges like daily mindful pauses or journaling, and share your progress.

4. Tips



Keep the logo unaltered, use only for campaign purposes, and include the hashtag [#BeTheChange](#).



Help Us Make A Difference

As we wrap up our Stress Awareness Month 2026 campaign, we want to remind you that The Stress Management Society is a charity that relies heavily on the generosity of individuals and organisations like you to continue our vital work. Our efforts to prepare webinars, newsletters, and free resources to highlight the importance of stress management and mental wellbeing come at a significant cost, often reaching thousands of pounds each month. These materials are essential in helping us raise awareness, provide evidence-based tools, and empower people to take action in managing stress.

We can't do this alone. We need you to help us reach more people, amplify our message, and continue supporting mental health initiatives that make a real difference. Your contribution, whether through donations or sponsoring our efforts, enables us to expand our outreach and create more opportunities for positive change.



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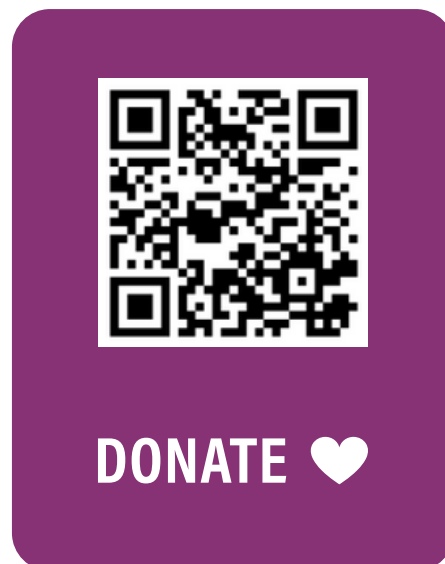
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Help Us Make A Difference

The [#BeTheChange](#) campaign is about taking action and supporting this work is one powerful way to be the change. When you contribute to The Stress Management Society, you're not just giving money; you're investing in a movement that empowers individuals to step into their agency, build resilience, and create healthier, more connected communities.

Your contribution, whether big or small, makes a real difference in promoting better mental health and giving people the tools they need to transform their lives. Scan the QR code to donate today every bit helps us create positive change and continue supporting those in need.

Together, we can build a world where people don't wait for change they create it.



Thank you for joining us in making
a difference!



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What We Offer for Stress Awareness Month

What We Offer

- Free Workshops – Interactive sessions led by wellbeing experts, covering stress management, mindfulness, and practical strategies for daily life.
- 30-Day Challenges – Fun, engaging challenges to build healthy habits and resilience, with small, doable actions each day.
- Free Resources – Downloadable guides, tips, and advice for individuals and organisations to support stress awareness and wellbeing.
- Activity Sheets – Exercises to explore thoughts, feelings, and coping strategies in a practical, hands-on way.
- Guided Journals & Reflection Prompts – Structured prompts to help people reflect, track progress, and notice positive change.
- Practical Guides & Tips – Step-by-step suggestions for reducing stress, creating connection, and building sustainable wellbeing habit

AND MANY MORE... STAY TUNED!

Free Resources



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Get Involved & Find Out More

To stay connected, learn more, and access additional resources, here's how you can reach out:

Visit Our Website: For free resources, updates, and campaign details, check out **www.stress.org.uk**.

Follow Us on Social Media: Stay inspired and share your journey on social media. Follow us on Instagram [@thestressmanagementsociety](https://www.instagram.com/thestressmanagementsociety) and LinkedIn: [The Stress Management Society](https://www.linkedin.com/company/the-stress-management-society).

Contact Us: Have questions or want to get involved further? Reach out to us at **info@stress.org.uk** or call us at +44 20 3142 8650

2026

We're here to support you every step of the way! Let's make a lasting impact on mental health and wellbeing together. Thank you for being part of this journey.



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