



# Building Strength, Inside and Out

Your Guide to Wellbeing Key Dates

Quarter 3 2025



robertsoncooper

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## Not sure where to start with workplace wellbeing?

We help organisations turn awareness into action — with expert-led training, assessments and strategy support that deliver measurable impact.

Talk to us today about how to build a culture of more good days at work.

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# Welcome to Building Strength, Inside and Out

At Robertson Cooper, we believe that building strength in the workplace doesn't simply mean enduring pressure. It's about learning and growing, within a culture where mental, emotional and physical wellbeing are not just supported – they are embedded.

## Why the Focus on Key Dates?

Awareness days and weeks can sometimes be criticised for feeling surface-level, seen as tick-box exercises rather than meaningful interventions. But when used intentionally, they can do far more than raise awareness: they can act as catalysts for deeper cultural change.

## How to Use This Guide

This Q3 guide is designed to help employees, managers, and organisational leads translate key awareness dates into meaningful, evidence-informed action. From recharging during National Wellness Month to addressing difficult topics like suicide prevention, the guide offers practical resources to support performance and wellbeing that can be shared with individuals and teams.

In the **overview** section, you'll find ideas on how to celebrate - from campaigns and conversations to creative activities. In the **resources** section, we go a step further in how to embed, offering practical ways to shift habits, reframe team norms and support behaviour change.

We would advise that you don't need to mark every date in this guide. In fact, it's often more impactful to choose one or two that resonate with your organisation and use them as a springboard for longer-term cultural change. Quality over quantity makes the difference.

Ultimately, this guide is designed to help us all work together to create more good days at work.



**“Strength at work isn’t about what we endure. It’s about what we build together and how we support one another. That’s where true wellbeing starts.”**

**Matt Liggins, General Manager,  
Robertson Cooper**

# Key Mental Health & Wellbeing Dates Overview

## July

### 3rd - 9th July | Alcohol Awareness Week

- In this guide: The relationship between alcohol and workplace mental health.
- Host a lunch & learn with a wellbeing expert.
- Share anonymised case studies or signpost to external support like Drinkaware.

### 24th July | Self-Care Day

- In this guide: 3 Ways to Support Your Team on Self-Care Day (and Beyond)
- Share comms around the importance of self-care, with practical ideas from senior leaders
- Audit current practices: are workloads, expectations and meeting cultures allowing space for self-care?

### Reviewing Wellbeing Strategy Performance for H1

- In this guide: Framework - “Measuring the Success of Your Wellbeing Strategy” – how to track progress and adjust based on employee needs.
- Run a pulse survey to gather feedback.
- Share results and next steps with employees.
- Celebrate wellbeing wins.

## August

### National Wellness Month

- In this guide: 5 Ways to Support Your Wellness (and the link to wellbeing)
- Offer wellbeing-focused events
- Run training which covers sleep and stress management
- Encourage small daily wellness actions team-wide.

### 15th August | National Relaxation Day

- In this guide: Celebrating the importance of community
- Provide resources on mental health support, from helplines to apps and EAP services.
- Encourage peer support and open conversations about mental health.
- Host panel discussions with mental health professionals or employee advocates.

## September

### 5th September | International Day of Charity

- In this guide: Article on the wellbeing benefits of giving, with ideas for how teams can give back.
- Organise a volunteering initiative or charity fundraiser.
- Offer match funding or donate on behalf of staff.

### 8th - 14th September | Know Your Numbers! Week

- In this guide: Do you know your numbers when it comes to workplace wellbeing?

### **10th September | World Suicide Prevention Day**

- In this guide: Educational resource: “Suicide Awareness and Support” – how to recognise risk and respond with care
- Run awareness training for managers, to help foster an open, stigma-free culture.
- Share helplines

### **18th September | Global Workplace Culture Day**

- In this guide: “A Manager’s Guide to Workplace Culture” – practical steps to build a psychologically safe team culture
  - Host a team values session.
  - Encourage peer appreciation and open conversations about workplace experience.
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# Resources | For Employees

## National Wellness Month (August)

*National Wellness Months encourages individuals and organisations to focus on self-care, stress reduction, and cultivating healthy habits.*

5 Ways to Support Your Wellness (and the link to Wellbeing)

Supporting your wellness can be done through small, sustainable actions that build physical, mental, and emotional strength over time. These five evidence-based behaviours are simple to try, but powerful in their impact. Encourage yourself and your colleagues to pick one or two to focus on this month:

[Support Your Wellness Carousel](#)



## National Relaxation Day (15th August)

*A day to take a break from daily life, prioritise self-care, and focus on mental and physical wellbeing.*

Quick Relaxation Techniques to Reset Your Day

Stress is natural — but recovery is powerful.

When the pace picks up, it's easy to push through without pausing. But strength isn't built by running on empty — it's built in the recovery. Short, intentional moments of calm can help reset your mind and body, improving focus, resilience and decision-making.

Here are four simple ways to build relaxation into your workday:

### 01 **Box Breathing**

A quick way to calm your nervous system: inhale for 4 seconds, hold for 4, exhale for 4, hold again for 4. Repeat a few rounds to slow your thoughts and settle your body.

### 02 **Progressive Muscle Relaxation**

Starting at your feet and moving up, gently tense and release muscle groups to let go of physical tension — especially useful after long periods at your desk.

### 03 **Digital Pauses**

Take 5–10 minutes away from screens. Step outside, make a cup of tea, or simply look out of a window. Even a brief screen break helps prevent mental fatigue.

# 04

## Micro-Meditations

One minute of focused breathwork can interrupt stress loops and create space to reset. Try a guided app or simply count slow breaths.

# 05

## Take a Moment to Rest

Alongside bigger breaks such as lunch time, small, regular pauses throughout the day protect your clarity, energy, and wellbeing. If working with Display Screen Equipment (DSE), the Health and Safety Executive recommends rest breaks of at least 5 minutes every hour or changes in activity.

## World Suicide Prevention Day (10th September)

*World Suicide Prevention Day is an awareness day always observed on 10 September every year, in order to provide worldwide commitment and action to prevent suicides, with various activities around the world since 2003.*

Suicide Awareness and Support:

Suicide remains one of the most stigmatised topics in society, and that silence can be harmful to those who are suffering. In many workplaces, it's still considered too difficult or too personal to talk about. But the truth is: starting a conversation could make a real difference to those who are struggling.

At Robertson Cooper, we believe that psychological safety includes being able to talk openly about mental health struggles, including suicidal thoughts, without fear of judgment.

But we also recognise that not everyone will feel able to open up to a colleague. Because of these instances, it's vital for workplaces to clearly signpost to professional, expert support. That way, if a conversation does take place, colleagues know exactly where to direct someone for further help.

[Suicide Awareness Guide](#)



# Resources | For Managers

## International Self-Care Day (24th July)

*International Self-Care Day is a global initiative that emphasises the importance of prioritising self-care for overall wellness - it's a reminder to make self-care a regular practice, not just a one-off event.*

As a manager, you're often the first line of support for your team. This means looking after yourself is important for two key reasons:

### 01

To support others effectively, you need to look after yourself first. Think of the safety demonstration on a plane - you're always told to put on your own oxygen mask before helping others. The same principle applies to self-care: you can't pour from an empty cup.

### 02

The behaviours you model have a big impact. When you take care of your own wellbeing and give others permission to do the same, it builds psychological safety and trust. If breaks are encouraged but never taken, or "logging off" is praised but ignored in practice, the message won't land.

So how can you, as a manager, turn self-care from a personal ideal into a team-wide habit?

Here's a handy guide:

[Self Care Day Guide](#) 



## Global Workplace Culture Day (18th September)

*A day for companies and leaders to focus on optimising their company culture to create a vibrant and thriving workplace where employees are engaged and perform at their best.*

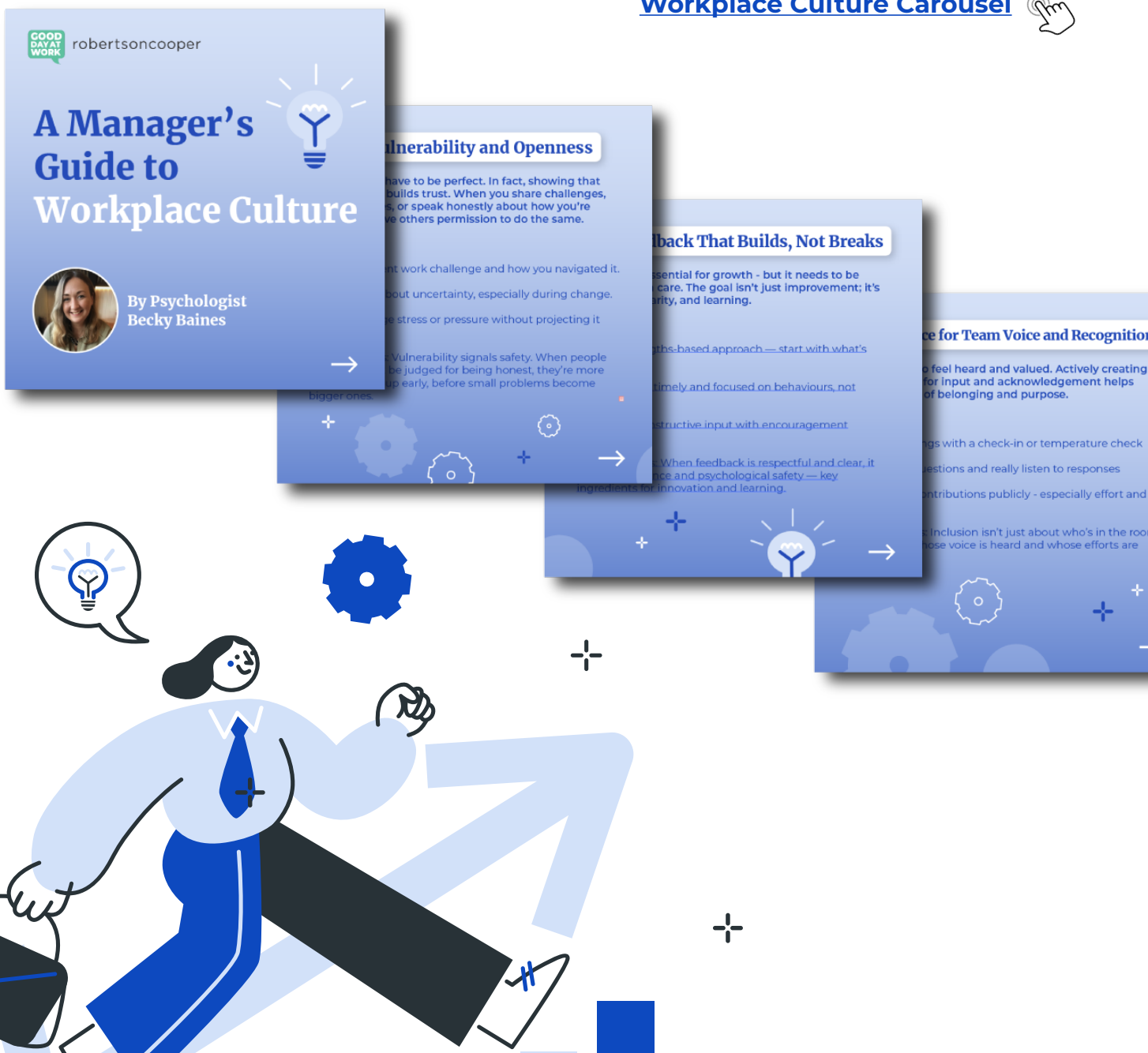
### A Manager's Guide to Workplace Culture

Culture shapes experience: and managers shape culture.

Everyday conversations, team behaviours, and decision-making norms all contribute to the lived experience of work. And as a manager, you're not just responsible for tasks — you set the tone for how people feel, communicate, and collaborate.

This guide offers practical ways to build a psychologically safe, inclusive team culture; one that supports wellbeing, engagement, and performance.

### Workplace Culture Carousel



# Resources | Organisation Wide

## Wellbeing Strategy Review (July)

*Use this mid-year moment to assess your wellbeing strategy, optimise for H2 and begin planning for 2026.*

How do you know if your wellbeing strategy is working?

This mid-year check-in guide offers a framework to help you evaluate the impact of your wellbeing initiatives. It's built around three pillars:

- 01 Data** What metrics did you use to inform your strategy and how are the numbers changing over time?
- 02 Engage** How are your people responding? Are they getting involved with wellbeing, and are they seeing a difference?
- 03 Action** Does your strategy have a plan of tangible actions and initiatives, and are you on track to deliver?

Use this moment to pause, reflect and refine — wellbeing strategies should grow with your organisation's needs. Here are some ideas to help develop your wellbeing strategy for the second half of the year against each of the three pillars.

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**Data**      **Use the data you have** - regularly record, monitor and report on absence, leavers and any measures you have for performance and engagement. Ask any health and wellbeing providers to share management information, like the number of calls to your EAP, referrals to occupational health, attendance at sessions, etc.  
**Make connections** - take a look at all the data you have together to make it easier to pick out themes and trends.

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**Engage**      **Ask your people** - check in regularly throughout the year to understand how people are feeling, how this is changing, and what the needs are.

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**Action**      **Turn data into action** - use all of the above to ensure your current plan is fit for purpose, and if not, target new initiatives to address any challenges.  
**Be proactive** - a wellbeing calendar is not a wellbeing strategy, and while sharing information is a great way to raise awareness, and point-of-need services are really valuable when employees need help, you will see a much greater impact and return on investment if your wellbeing strategy focuses on making wellbeing part of how your organisation works. Make changes for the better and create opportunities for employees to build wellbeing into the day.

## Alcohol Awareness Week (7th – 13th July)

*Alcohol Awareness Week is a chance for the UK to think about drinking. It's a week of awareness-raising, campaigning for change, and more.*

Alcohol plays a complex role in many people's lives, as it is often tied to social connection, celebration, or stress relief. But in the workplace, even moderate or habitual drinking can have hidden impacts on mental health, energy levels, performance, and relationships.

This Alcohol Awareness Week, we're encouraging teams to reflect on the links between alcohol and mental health. Drinking may be used to mask stress, anxiety, or burnout, but over time, it can worsen these conditions.

[Alcohol Awareness Guide](#)



## International Day of Charity (5th September)

*The International Day of Charity was established to encourage employees, individuals and NGOs all around the world to help others through volunteer and philanthropic activities.*

The Good in Giving Back

Helping others doesn't just benefit the community - it supports individual wellbeing, too.

Acts of kindness have been linked to reduced stress, improved mood, and greater connection at work. That's why we're encouraging teams to build giving into the working week.

Ideas for your organisation:

- **Support a cause chosen by employees**
- **Organise a team volunteering day**
- **Offer match funding or charity donations in recognition of milestones**
- **Encourage random acts of kindness across departments**

Here's what we do at Robertson Cooper:

- **Roadmapping charitable donations through our platform**
- **Volunteering time for each member of the team**

## Know Your Numbers! Week (8th – 14th September)

*Turning Wellbeing Data Into Meaningful Action*

Traditionally focused on blood pressure awareness, Know Your Numbers! Week is an ideal moment for organisations to take stock of their own wellbeing numbers. That means understanding how your people are really doing - and how that insight is shaping your culture, engagement and performance.

At Robertson Cooper, we believe that good data leads to better decisions. This week offers a prompt to reflect, review and reconnect with the wellbeing data that matters most in your organisation.

The key headline numbers you should know are:

**Intention to leave • Productivity • Advocacy • Absenteeism • Presenteeism •  
Good Days At Work • Having more 'good days at work' per week is linked to  
sustainable engagement and increased levels of wellbeing.**



And once you know these numbers, you should:

### **Share what you know**

- Use internal channels to communicate key wellbeing insights from your latest surveys or assessments. Our Good Day at Work Assessment covers these headline numbers (and more!)
- Celebrate progress and be transparent about areas for improvement
- Remind teams how their feedback is being used to shape strategy

### **Sense-check your strategy**

- Use this week as a checkpoint: are your wellbeing goals still aligned to current challenges and priorities? See our guidance on Wellbeing Strategy Review for more detail
- Run a quick pulse survey to gather fresh insight or follow up on a specific theme

### **Promote your wellbeing tools**

- Signpost to existing resources like your EAP, mental health support
- Encourage teams to explore their own wellbeing data through self-assessment or reflective tools. Our range of reports such as Wellbeing Snapshot and iResilience are ideal for this.

When you know your numbers, you can act with confidence. And when people see their feedback leading to real change, trust and engagement grow.



# What's Next?

**You've got the dates. You've got the ideas. Now, it's time to go beyond the moment.**

This guide is here to spark change - but solving wellbeing challenges like burnout, lack of resilience or team dynamics takes more than one-off activities. It takes insight, intention and a long-term approach. That's where Robertson Cooper comes in.

## **Connecting awareness with lasting impact...**

### **World Suicide Prevention Day**

→ Equip your managers with the skills to recognise mental health risks and have difficult conversations through our [manager training](#).

### **Wellbeing Strategy Review**

→ Use our [Good Day at Work Assessment](#) to measure what matters — and make the case for what comes next.

### **Know Your Numbers! Week**

→ Use our wellbeing diagnostics, including the [Good Day at Work Assessment](#), to better understand your people and take action based on what matters.

### **Global Workplace Culture Day**

→ Empower employees to take control of their own wellbeing with our [employee training](#), or equip managers with the tools to shape inclusive, psychologically safe, high-performing teams through our [team programme](#).

## **Let's Make This Quarter a Turning Point**

We help organisations like yours create more good days at work through data, psychology and practical tools that drive real results. Not sure where to start? Already formulating a plan? Either way, get in touch to find out how we can support your next step.

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# Sources and Further Reading

## Mental Health Crisis Support

### **If you need someone to talk to confidentially and anonymously -**

Call Samaritans on 116 123 (UK-wide)

Text SHOUT to 85258 (UK-wide)

Both of these helplines are available 24/7.

Samaritans Awareness Day is on 24 July (24/7), to let people know that they can talk to Samaritans, day or night, 24/7.

Find out more here:

<https://www.samaritans.org/support-us/campaign/samaritans-awareness-day/>

### **If you need information on where to get urgent help -**

Advice from Mental Health charity, Mind:

<https://www.mind.org.uk/need-urgent-help/using-this-tool/>

The NHS also have guidance on where to get urgent help:

<https://www.nhs.uk/nhs-services/mental-health-services/where-to-get-urgent-help-for-mental-health/>

### **Mind - The Big Mental Health Report (2024)**

<https://www.mind.org.uk/media/vbbsdclpi/the-big-mental-health-report-2024-mind.pdf>

### **CIPD – Health and Wellbeing at Work (2023)**

<https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/2023-pdfs/8436-health-and-wellbeing-report-2023.pdf>

### **HSE – Work-related stress, depression or anxiety statistics in Great Britain (2024)**

<https://www.hse.gov.uk/statistics/assets/docs/stress.pdf>

### **Wellbeing Assessment:**

<https://www.robertsoncooper.com/our-solutions/organisation-wide/good-day-at-work-assessment/>

### **Training for Employees:**

<https://www.robertsoncooper.com/our-solutions/for-employees/good-day-at-work-employee-training/>

### **Training for Managers:**

<https://www.robertsoncooper.com/our-solutions/for-managers/good-day-at-work-manager-training/>

### **Team Programme:**

<https://www.robertsoncooper.com/our-solutions/for-managers/good-day-at-work-team-programme/>