

The Avery Dennison Arms

2024



Men's Health Week - 12 June 2023

The Avery Dennison Arms

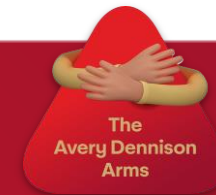
The Avery Dennison Arms opened on 12 June for 1 week in the Canteen area at Avery Dennison Cramlington during Men's Health Week.

It was designed as a recognisable environment for relaxation and comfort with fun activities, free treats and a wellbeing theme. We were actively trying to encourage free conversation around wellbeing topics in a relaxed environment.

The space was left open for people to drop in at their leisure, to look at the information, take resources home and to participate in the competitions to test and improve their knowledge.



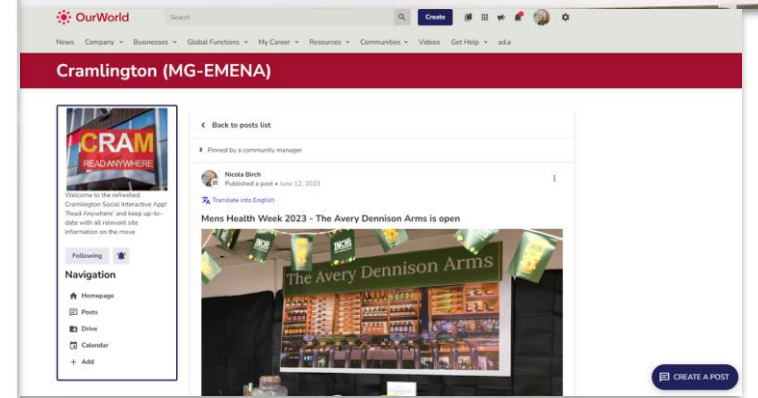
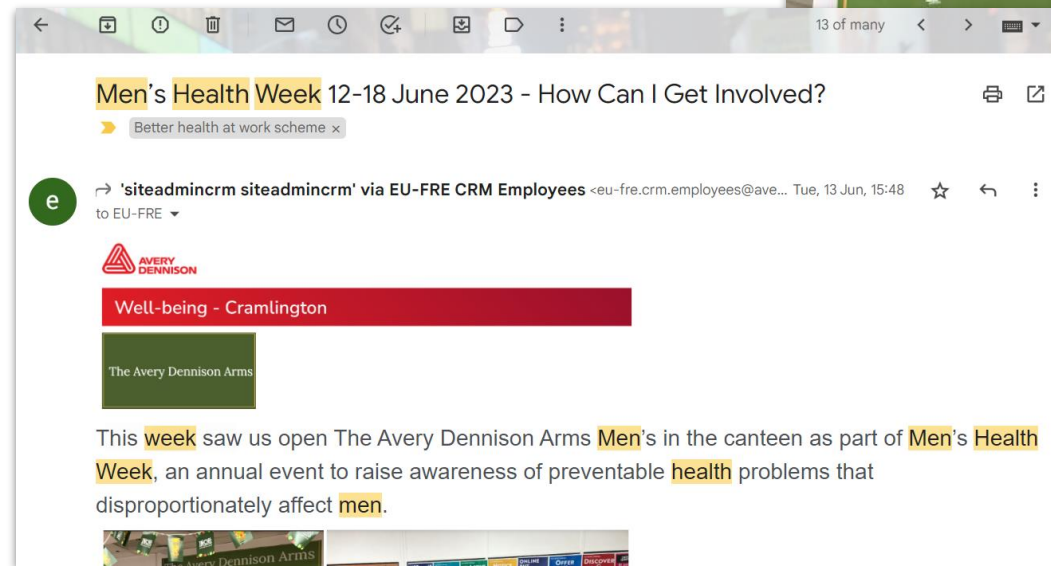
Well-being - Cramlington



Men's Health Week - 12 June 2023

How was the activity promoted to employees?

- Teaser opening soon sign to get the conversation started in place in the canteen for one week prior to the opening
- Staff intranet posts
- Posters across site
- Digi screen posters
- Word of mouth
- Manager support

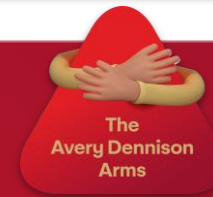


Well-being - Cramlington





Well-being - Cramlington



Men's Health Week - 12 June 2023

Including our remote and home workers

As part of the week long campaign we shared the resources that were available in the AD Arms in a google folder so they could be accessed anywhere at anytime. We also ensured that the competitions were shared digitally so everyone could be involved. We offered blood pressure checks on site and reminded those working from home that a blood pressure monitor is available to borrow from the Plant for any employee with a concern.

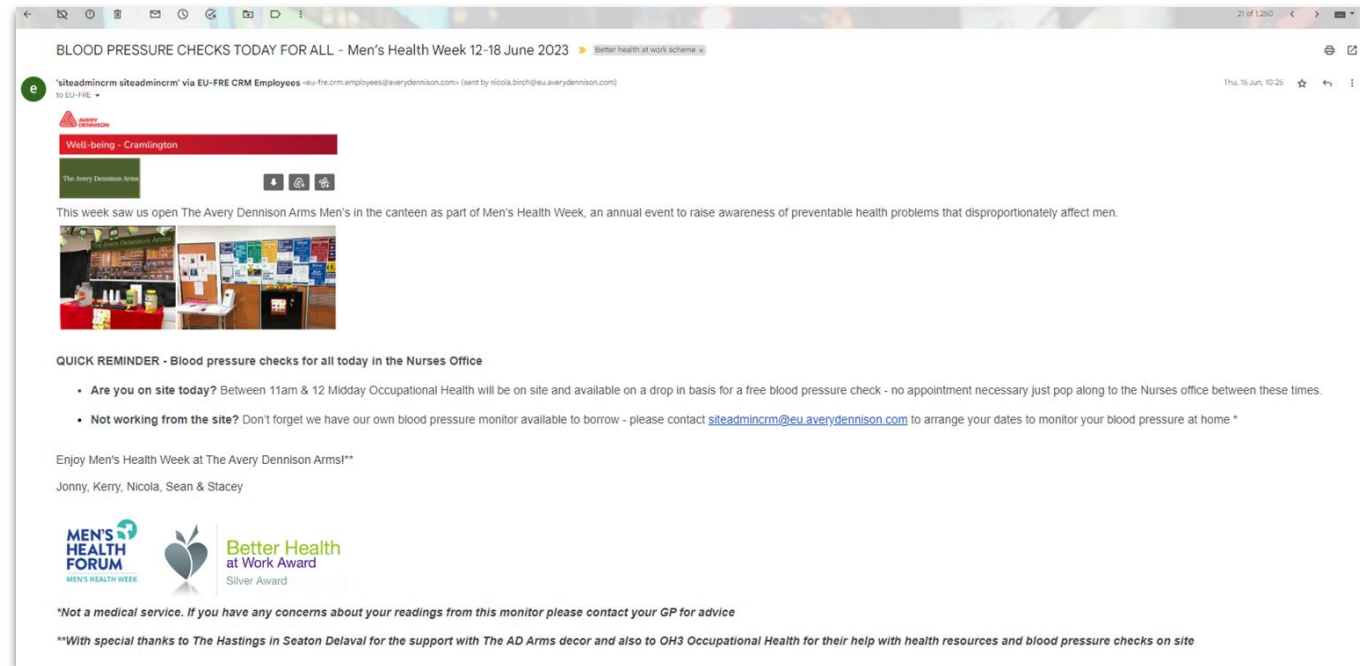
Access to resources as a reminder

We have posters, Digi posters and flyers on site at the moment. If you won't be on site soon or you want a quick reminder please don't forget to look in [this](#) folder on the google drive for the resources to share, print or read.

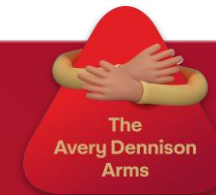
? **Enter the competition - [How much sugar is in your tippie?](#)** - Be in with a chance to win a £20 voucher of your choice

😁 **Enter the competition - [Pub Quiz](#)** - Be in with a chance to win a £40 voucher of your choice

🎉 **Free Prize Draw** - One lucky winner from the site to be chosen at random to win a £20 gift voucher of their choice




Well-being - Cramlington





Men's Health Week - 12 June 2023

Across the week we had numerous visits to the Avery Dennison Arms and collected anecdotal feedback from employees about the resources and free giveaways. As we wanted the event to be relaxed we did not use a counter to monitor the number of visitors, instead we decided to look at involvement and engagement based on the number of competition entries we received.



Well-being - Cramlington

Men's Health Week 12-18 June 2023

Avery Dennison Arms Pub Quiz

For your chance to win a £40 gift voucher of your choice please send your answers to this quiz to siteadmin@eu.averydennison.com or complete a copy inside The Avery Dennison Arms



1. On the day they were knocked out of Euro 96 on penalties, heart attack deaths in the Netherlands increased by...

a: 25%
b: 50%
c: 71%
d: 14%

2. How many years does smoking take off your life?

a: 7
b: 10
c: 11
d: 16

3. How many years can a healthy lifestyle add to your life?





Well-being - Cramlington

How much Sugar is in your tippie competition?

Choose one per drink from:

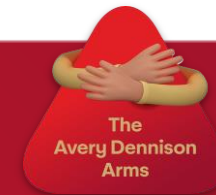
- 36g (9 sugar cubes)
- 14g (3.5 sugar cubes)
- 4g (1 sugar cube)
- 1g (0.25 sugar cubes)
- 22g (5.5 sugar cubes)
- 1g (0.25 sugar cubes)
- 27g (6.5 sugar cubes)



Name	Medium glass of rose wine	Single shot of Vodka & coke	Medium flute of Prosecco	Pint of Real Ale	Medium glass of red wine	Pint of Premium Lager	Single shot of Gin & Tonic



Well-being - Cramlington



Men's Health Week - 12 June 2023

Staff feedback form:

5 responses

3. 3. What did you think could have been better in The Avery Dennison Arms *

Bigger bags of pork scratching

3. 3. What did you think could have been better in The Avery Dennison Arms *

ALCOHOL FREE BEER

4. 4. Please indicate whether you recommended or discussed The Avery Dennison Arms with other colleagues, friends or family *

Mark only one oval.

- Yes I discussed or recommended the campaign with colleagues, friends or family
 No I didn't discuss or recommend the campaign with colleagues, friends or family

4. Please indicate whether you recommended or discussed The Avery Dennison Arms with other colleagues, friends or family *

Mark only one oval.

- Yes I discussed or recommended the campaign with colleagues, friends or family
 No I didn't discuss or recommend the campaign with colleagues, friends or family

1. The Avery Dennison Arms fully met my expectations *

Mark only one oval.

- Strongly agree
 Agree
 Unsure
 Disagree
 Strongly Disagree

1. The Avery Dennison Arms fully met my expectations *

Mark only one oval.

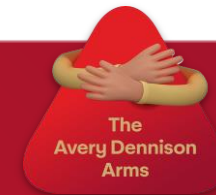
- Strongly agree
 Agree
 Unsure
 Disagree
 Strongly Disagree

2. 2. What did you think worked well in The Avery Dennison Arms? *

BAR SNACKS & DRINKS ALLOWED PEOPLE
THE TIME TO READ THE IMPORTANT
INFORMATION



Well-being - Cramlington

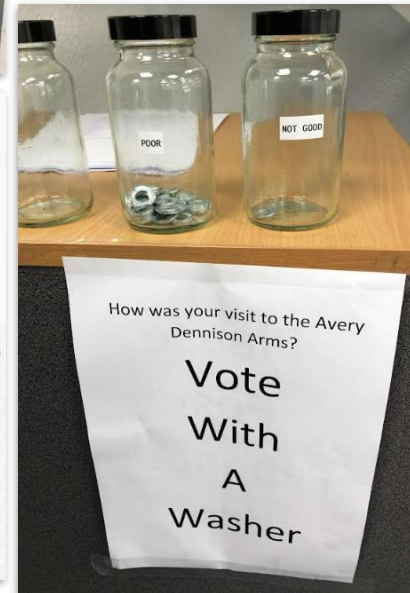
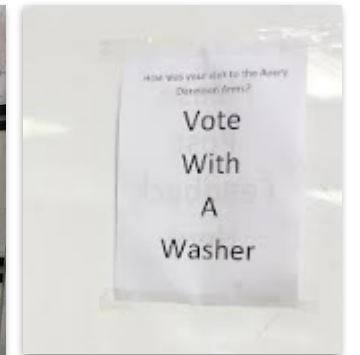


Men's Health Week - 12 June 2023

Our learnings!

Future campaign topics - The low number of correct answers from the competitions gave us direction for future campaigns on site, in particular we unearthed a low understanding of sugar content in alcoholic drinks and blood pressure health. This helped us to launch an alcohol awareness campaign with the MELISSA bus in early 2024 and Know your Numbers week.

Feedback methods - The AD Arms used a new technique to collect staff feedback. We issued a paper survey and a satisfaction tool. We left jars and washers in the canteen following completion of the campaign asking employees to provide their feedback by adding their washer to the most appropriate jar. We didn't seal the jars and over time washers were removed and added to different pots which led to inaccurate evaluation. A learning for us for future!



Write a review - make our day!

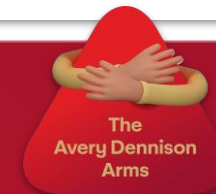
We really hope you enjoyed The Avery Dennison Arms during Men's Health Week!

We want to know your thoughts to share with your hosts!

Please review your experience below to help fellow Avery Dennison Arms goers in future!



Well-being - Cramlington

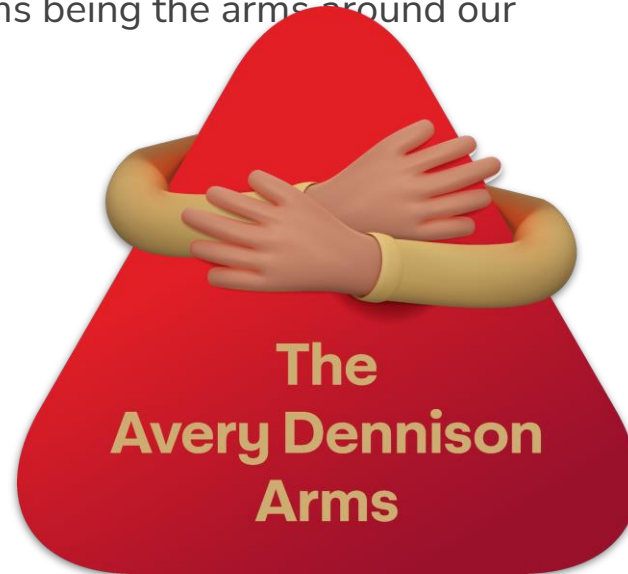


Men's Health Week - 12 June 2023

Our learnings!

Continuation of brand - The AD Arms overall was well received and continues to be talked about internally. In early 2024 we decided to extend the branding as an “umbrella” for wellbeing across the site.

Working with our marketing team we used our corporate logo shape to create new branding which is now used across the site to create the link between wellbeing and our employees - The AD Arms being the arms around our people. Launched on Valentine's Day 2024.



Well-being - Cramlington

Sharing love and support on Valentines Day with the Avery Dennison Arms!

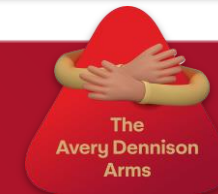


You will remember last year we launched a Men's Health Campaign on site in the Avery Dennison Arms and this year we are pleased to bring you the new Avery Dennison Arms branding (special thanks to our Creative Team who helped bring this to life)! The Avery Dennison Arms aims to support and encourage us all to maintain and improve our wellbeing.

With that in mind this month we wanted to share further information and statistics related to cancer in Men and to highlight the importance of screening and early diagnosis following on from World Cancer Day last week.



Cancer has no boundaries, it can affect anyone of us at any time. Only last week we have seen the news that King Charles has received a cancer diagnosis and has started treatment.



Q

&

A

Thank you

