



Feel Good Fridays

Employer: Humankind

Area: County Durham

Theme: The Feel Good Friday Campaign covers all topics and themes



Our weekly Feel Good Friday campaign allows us to cover a whole range of wellbeing topics. We try to focus on current awareness dates, such as Stress Awareness Month, International Men's Health Week, National Fitness Week etc. As well as some fun ones such as National Pet Day and The Great Outdoors Awareness Month.

We had been running our Feel Good Friday Campaigns for almost a year, and we wanted to figure out a way to improve engagement. In March, Employee Appreciation day took place. As part of our Feel Good Friday for this event, we gave staff members the opportunity to leave a comment telling us which of their colleagues they appreciated and why. All of the names were to be put into a prize draw for the opportunity to win one of our Wellboxes. We received 599 entries and ended up giving out 2 prizes.

As a result of the success, we decided to add a monthly prize draw to our Feel Good Fridays. Each week there is a wellbeing activity to complete. This can be anything from completing a crossword to sharing photos of their pets. Each time an activity is completed, the team members is added to our prize draw.

"I have tasked myself this week to hit my 10,000 steps a day after reading the benefits of walking on Cascade (which is difficult when you sit at a desk all day!) But me and Kristen go for a walk from the office every dinner time and I also go for a longer walk on a night or before work. What I noticed on my walk this morning: Blue bells in the fields Bumble bees on



the flowers I could see Durham Cathedral in the distance and a tractor in the fields between I listen to my podcast on my walk 'On Wednesdays we drink wine' I feel lots better this week getting my walks in, I also feel I have more energy which is good!"

"Just wanted to let you know I have done the emotional resilience quiz, its interesting to have the insight of those results and hoping I can reflect on them in my work going forward."

"On Friday when I shared your Feelgood Friday activity and stuff around caring responsibilities it prompted one of our team to share a video of her Mum talking about caring for her sister with a rare condition and we all found it so moving and insightful and it was all promoted by you."

"I look forward to the Feel-good Fridays and think it's great that you do it!"

