



SMALL ACTION. BIG IMPACT

Stress Awareness Month Ambassador Program

Role Description and Expectations.



PURPOSE

The Stress Awareness Month Ambassador is a dedicated volunteer who helps lead and promote wellbeing initiatives within their organisation or network. Ambassadors ensure that stress management resources, workshops, and activities are visible, accessible, and engaging. They strengthen the Stress Awareness Month programme by sharing responsibility for awareness, participation, and momentum throughout the campaign.

KEY RESPONSIBILITIES

1) Local Leadership & Engagement

- Act as the main point of contact for Stress Awareness Month activities in your organisation or network
- Promote and share free workshops, challenges, activity sheets, journals, and other resources
- Encourage participation and engagement in events and initiatives
- Identify local needs and share insights to help shape the programme
- Maintain communication and updates through a dedicated community platform such as (Teams)

2) Support & Community Building

- Check in with fellow ambassadors and volunteers to share ideas and support each other
- Ensure respectful and responsible promotion of resources and events
- Help maintain a positive, inclusive, and psychologically safe environment

3) Facilitation & Resource Sharing

- Lead or support local activities using available guides, worksheets, and toolkits
- Role model positive behaviours and share practical tips for stress management
- Help reduce stigma around stress and promote help-seeking behaviours

4) Strategic Alignment & Reporting

- Contribute feedback and insights to the Stress Awareness Month team
- Share engagement trends and highlight successes or challenges
- Collaborate with organisational leaders or community contacts to increase reach

WHAT SUCCESS LOOKS LIKE

- More people in your organisation or network access Stress Awareness Month resources
- Ambassadors feel supported, confident, and connected to the wider programme
- Engagement with workshops, challenges, and activities increases
- Momentum is maintained throughout the month and beyond
- Stress awareness and positive coping behaviours are embedded into everyday culture

EXPERIENCE & ATTRIBUTES

Ambassadors are selected based on:

- Strong communication and interpersonal skills
- Credibility and trust within their team or community
- Enthusiasm for promoting wellbeing and stress awareness
- Commitment to confidentiality and respectful boundaries
- Ability to encourage participation and influence without authority

IMPORTANT NOTE

Ambassadors are not therapists or counsellors. This role is about spreading awareness, sharing resources, and encouraging engagement. If someone needs professional support, Ambassadors should signpost them to appropriate services, resources, or wellbeing contacts rather than providing direct advice or counselling.

SUPPORT AVAILABLE

- Orientation session on Stress Awareness Month resources and tools
- Ongoing support through check-ins and community groups
- Access to resources, guides, and activity sheets for workshops and challenges
- Opportunity to share experiences and learn from other ambassadors

TIME COMMITMENT

- Flexible, depending on activity involvement

RECOGNITION

- Ambassadors are recognised in newsletters, LinkedIn posts, and community updates
- Opportunity to build leadership skills, network, and contribute to wellbeing culture

HOW TO GET INVOLVED

- If you are interested in becoming a Stress Awareness Month Ambassador, we would love to hear from you.

Sign Up: Fill out our online application form: [Ambassador Application Form](#)

Connect: Join our community platform to meet fellow ambassadors and start sharing ideas

- Step up to make a difference in your organisation and help others manage stress more effectively.

CONTACT

- For any further questions please reach out to
- judy@stress.org.uk or info@stress.org.uk

FOR FURTHER INFORMATION PLEASE CONTACT US.

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