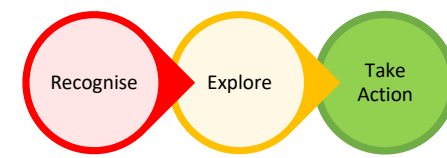


Health & well-being micro-nudge: Stress



Stress is bad, despite what you may have heard. Even the Health & Safety Executive* say so!

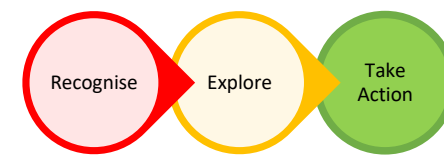
Countering this highly complex issue is incredibly difficult, but it is a definitive legal requirement under HSE Regulations!

So what can we do?

The “***Roseto Effect***” may present a solution!



Health & well-being micro-nudge: Stress



Roseto, PA - USA

In the 1960s, heart and other chronic disease were rife, but a national census found that in a small town on the Eastern Seaboard not a single person under the age of 45 had ever died following a heart attack unlike other areas.

This anomaly was extensively investigated and researched to reveal 4 key contributing factors:

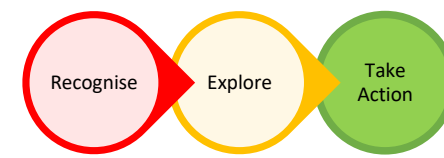
Roseto

- ▶ Strong sense of community
- ▶ Positive social contact
- ▶ Sharing
- ▶ Support

Everyone looked out for each other...

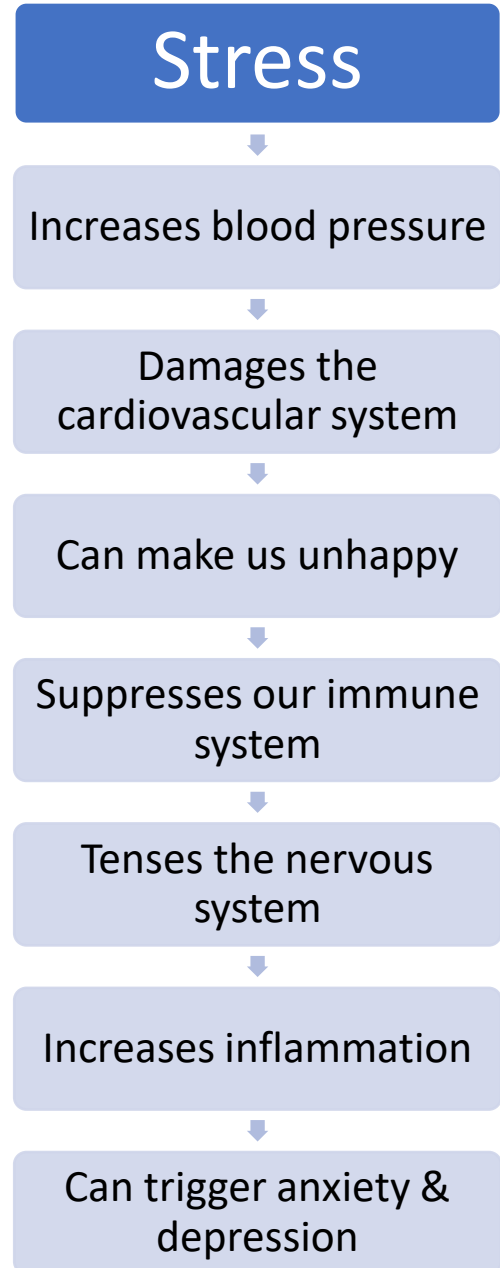
#PiQ

Health & well-being micro-nudge: Stress

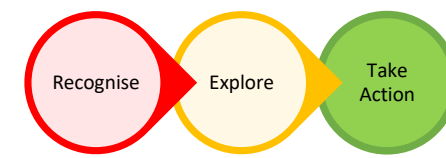


Stress can massively impact our health, especially when unchecked.

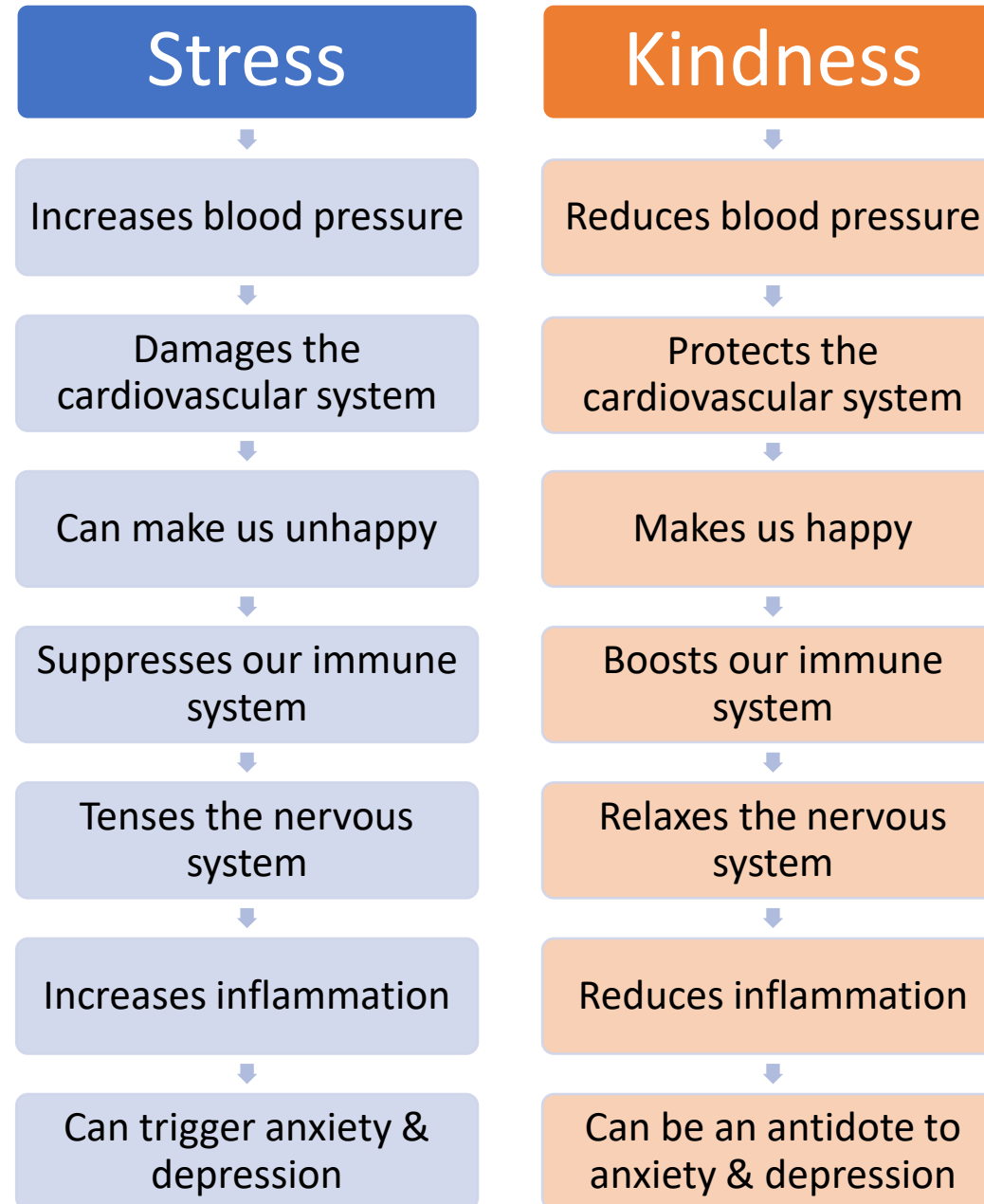
So what can we learn from *Roseto PA*?



Health & well-being micro-nudge: The opposite of stress

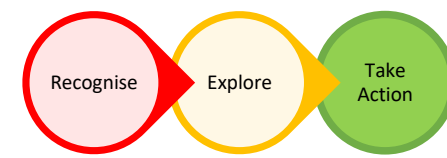


The antidote to stress



Health & well-being micro-nudge: The opposite of stress

The antidote to stress



Basically, kindness is king

It can & does make a huge difference to all our lives.

SO BE KIND...