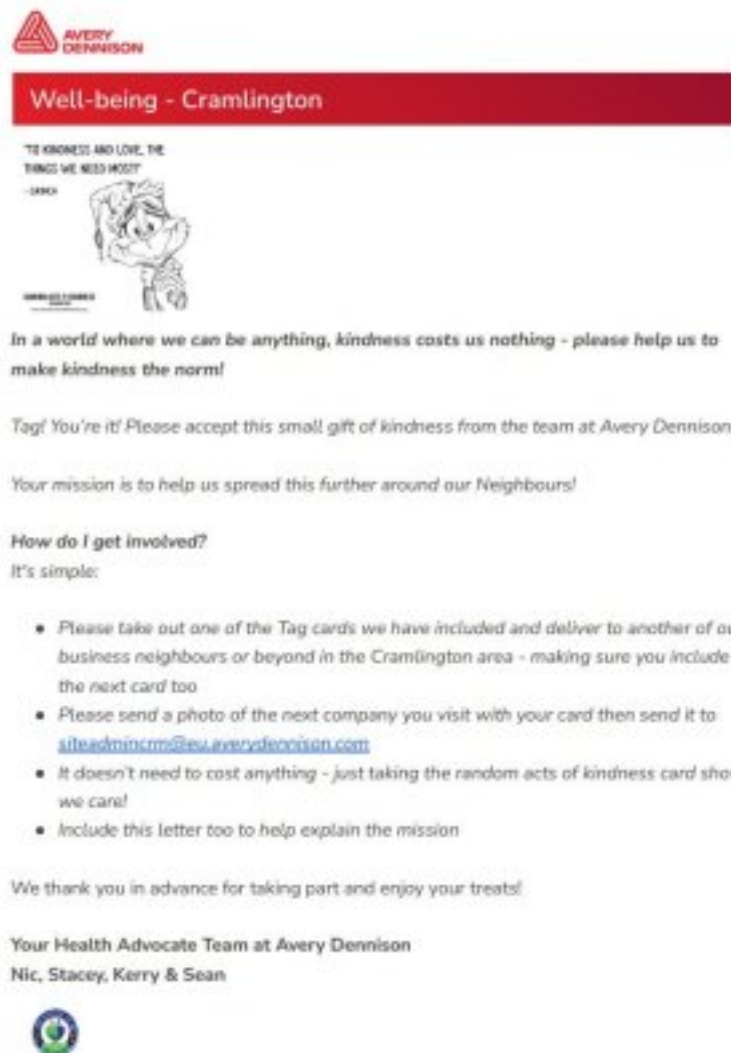


Tag you're it!

Employer: Avery Dennison

Area: Northumberland

Theme: Cramlington Wellbeing Programme



In December 2022 we decided as part of the Festive Feel Good Friday Mental wellbeing campaign we would launch "Tag you're it!"

The idea was to hold an activity linked to a health topic that we could involve the local community in. We also included our own employees too.



The focus of the activity centred around kindness. We had a bunch of tag cards that we left around the Plant and then took to our local neighbours at Renolit, CMP (British Engines) & Little Gems Dance School. We also took some sweet treats with us and attached the message about the health benefits of kindness.

The idea being that once you had been tagged, you did the same and passed it on, sharing the kindness health message as the activity continued.

"It put a smile on my face!"

We had lots of success within the Plant at Cramlington, lots of random kindness tags left on people's work stations and sometimes a treat or two as well. It certainly got the conversation started and was a nice anonymous way for people to show kindness and appreciation too.

Unfortunately we weren't as successful in the local community, after involving three of our local business neighbours, only one was able to continue the tag trail, please see attached photos.

"Made me feel warm inside"

"I felt thought of! "

"It's a wonderful thing to do "

"I'll never know who surprised me with their wonderful thought of saying thankyou for something I did for them. But the simple fact is that they actually thought about it and sent me the message of thankyou anonymously really did make me smile. It did make me feel better in a time of stress. Such a simple thing to feel appreciated always makes a difference."



Why kindness?

Kindness is good for us. It is teachable and contagious. It increases energy, happiness and lifespan along with other things. It decreases pain, stress, anxiety, depression and blood pressure. Learn more below.

