



# Quarterly Inspiration

Happy New Year - Happy 'New' Us!

Welcome to the latest edition of our Quarterly Newsletter showcasing our new name, logo and branding.

We hope you find the content useful and are open to suggestions as to how we could improve it going forward – just email [accounts@lenabyinspire.com](mailto:accounts@lenabyinspire.com) with any feedback you might have.





## Dry January (UK)/Drink Less January (Ire)

According to Alcohol Change UK, absenteeism and lost productivity from alcohol are estimated to cost businesses £7.3bn/€8.7bn each year. Employees who drink less alcohol, or none at all, will have more energy (thanks to the physical and mental health benefits of reducing their intake or abstaining) leading to better performance in their role.

Research conducted by the University of Sussex found that six months after completing the Dry January challenge more than 70% of people were still drinking more healthily with boosted levels of wellbeing.

Some ideas for running a Dry/Drink Less January challenge in your workplace are listed below.

### 1. Spread the word

Use your workplace's internal communication channels to promote taking part, to talk about the benefits, and to highlight where people can get more information or support eg by reaching out directly to Lena, or by visiting the 'Alcohol and Mental Health' section of the Lena Support Hub [www.lenasupporthub.com](http://www.lenasupporthub.com)

### 2. Identify in-house/on-site champions

Is there someone in your workplace (or even better within each team/department) who might like to take on the role of being a Workplace Dry January Champion for the month? It really helps to have an ambassador who can rally the troops, inspire staff to get involved, organise activities, and keep up the momentum throughout the month.

### 3. Raise awareness

Team meetings (in-person and online) are a great way to engage and motivate people to take part - and to stick with it. Encourage your employees to ask questions, share ideas, and plan activities to keep people involved and upbeat throughout the month.

### 4. Introduce some healthy competition

A bit of competition can work wonders, so how about seeing which teams can stay the driest, or raise the most for a charity of your choice? You could also see who saves the most money individually, or as a collective by not spending, or spending as much, on alcohol this month.

### 5. Highlight/reinforce your organisation's position on alcohol

Why not use this month as an opportunity to launch or re-launch your workplace's alcohol strategy or policy? All workplaces should have one. If you don't, we can help. Get in touch by emailing [accounts@lenabyinspire.com](mailto:accounts@lenabyinspire.com)

## Alcohol Awareness FREE Webinar

To mark Dry/Drink Less January, Lena is delivering a 1-hour Webinar with up to 500 free places available.

**Date & Time:**

**Wednesday 8th January 2025, 12-1pm**

This workshop will help employees:

- \*Improve their understanding and awareness of alcohol
- \*Gain an understanding of potential indicators of problematic use
- \*Discuss the potential harm caused by alcohol on our physical and mental health
- \*Gain awareness of supports to minimise harm

Click on the button below to book directly, or copy and paste the link and share with your employees - encouraging them to book early to secure their place.

<https://register.enthuse.com/ps/event/AlcoholAwareness080125/Ticket?entry=NTg5OTMxNzI=&mode=&state=NTM5Nzg4NDE%3D&id=136759&mode=&ticketSkip=true>

[click here to book](https://register.enthuse.com/ps/event/AlcoholAwareness080125/Ticket?entry=NTg5OTMxNzI=&mode=&state=NTM5Nzg4NDE%3D&id=136759&mode=&ticketSkip=true)



# January

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## Blue Monday vs. Brew Monday

At Lena we encourage organisations to promote and refer to '**Brew Monday**' rather than '**Blue Monday**.'

The latter, labelling the 3rd Monday in January (**Monday 20th in 2025**) as the 'most depressing day of the year' is little more than a marketing gimmick that was first introduced in 2005 by a UK holiday company promote holiday bookings.

Conversely, Brew Monday is an attempt by the Samaritans to claim back the day and to put a more positive spin on it by encouraging people to connect.

There's always time for a cuppa and a chat. So why not host a 'Brew Monday' event in your workplace?





# February

## Time to Talk Day

**Time to Talk Day** is the UK's biggest mental health conversation and takes place on **Thursday 6 February**. It's a day for friends, families, communities and workplaces to come together to talk, listen and connect.

Time to Talk Day is run by Mind and Rethink Mental Illness, in partnership with Co-op and delivered by Inspire (Lena's charitable parent organisation) in Northern Ireland, See Me with SAMH (Scottish Action for Mental Health), and Time to Change Wales.

It's a day for us all to start a conversation about mental health. Talking about mental health isn't easy. But a conversation has the power to change lives.

Visit [www.timetotalkday.co.uk](http://www.timetotalkday.co.uk) for ideas on how to take part, from hosting a 'lunch and learn' session, sharing information on social media, to texting - and preferably then meeting up with - a friend.

However you do it, make space for a conversation on Time to Talk Day.

## Looking after your Mental Health FREE Webinar

To mark Time to Talk Day, Lena is delivering a 1-hour Webinar with up to 500 free places available.

**Date & Time:**

**Friday 7th February 2025, 12-1pm**

This workshop will help employees:

- \*Learn about self-care techniques that are the foundation of mental health
- \*Understand common mental health challenges
- \*Explore how to support others while maintaining personal boundaries
- \*Commit to ways to support your own mental health as well as tips and tools to support someone else

Click on the button below to book directly, or copy and paste the link and share with your employees - encouraging them to book early to secure their place.

<https://register.enthuse.com/ps/event/LookingAfterYourMentalHealthLenaByInspire/Ticket?entry=NTg5OTMzNTE=&mode=&state=NTM5NzkwMjE%3D&id=136763&mode=&ticketSkip=true>

## Get your Workplace Talking

[click here to book](#)





# March

## International Women's Day

**International Women's Day** takes place on **Saturday 8th March** and is the biggest women-focused day of the year. Worldwide, groups and individuals unify to celebrate and support women's advancement.

The IWD 2025 campaign theme is '**Accelerate Action**' and it calls for increased momentum and urgency in addressing the systemic barriers and biases that women face, both in personal and professional spheres.

Women want better outcomes for their work, their families, their life. Many people desire a better future for girls. Progressive organisations can significantly help forge this vision - a meaningful vision that resonates deeply with employees.

People worldwide want equality, fairness and justice for women. According to PWC's Women in Work, 2024 report for every £1 earned by a man in the UK, an equally qualified woman with a similar personal and professional background earns 90p on average.

The 2022 report noted that the gender pay gap between women and men in the UK was 14.5%, in Ireland it was better but still less sitting at 6.7%.

At the current rate of progress, it will take 134 years, which is roughly five generations from now, to reach full gender parity in 2158, according to data from the World Economic Forum.

IWD provides an opportunity for organisations to amplify and reinforce their commitment to women's advancement by highlighting key steps already being taken as well as to identify further areas for action – and by celebrating women's achievements in the workplace.

Employers can mark IWD through holding events, providing training and presentations, producing resources, ensuring supplier diversity, fundraising and making charitable donations to women orientated/focuses community and charitable organisations.

Visit <https://www.internationalwomensday.com> to order your 2025 planning toolkit and event pack (you'll need to register first).

## Women's Mental Health FREE Webinar

To mark Time to Talk Day, Lena is delivering a 1-hour Webinar with up to 500 free places available.

**Date & Time:**

**Friday 7th March 2025, 12-1pm**

This workshop will help employees to:

- \*Understand stress and health from a female perspective
- \*Why we don't always hear what our body is telling us
- \*Reconnect their mind and body for a better life
- \*Find their inner creativity – and understand how it can help support better mental health

Click on the button to book directly, or copy and paste the link below and share with your employees - encouraging them to book early to secure their place.

<https://register.enthuse.com/ps/event/WomensMentalHealthLenaByInspire/Ticket?entry=NTg5OTM1MTE=&mode=&state=NTM5NzkyNzc%3D&id=136766&mode=&ticketSkip=true>

[click here to book](#)





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## World Sleep Day

**World Sleep Day** takes place on **Friday 14 March** and the theme for 2025 is **'Make Sleep Health a Priority.'**

Like eating nutritious food, drinking water, and exercising regularly, getting quality sleep is an important component of overall health. Share #WorldSleepDay online and visit [www.worldsleepday.org](http://www.worldsleepday.org) to sign up for updates on the 2025 campaign.

While sleeping, the body performs a range of repairing and maintaining processes that affect nearly every part of the body. As a result, a good night's sleep, or a lack of sleep, can impact the body both mentally and physically.

### **Why is it important to promote good sleep habits in the workplace?**

Getting a good night's sleep impacts directly on a person's motivation, concentration, and productivity. Moreover, it is essential for both the employees' personal welfare and that of their organisation.

Sleep helps with memory and cognitive thinking. Brain plasticity theory, a major theory on why humans sleep, posits that sleep is necessary so the brain can grow, reorganize, restructure, and make new neural connections. Put another way, a good night's sleep can lead to better problem-solving and decision-making skills.

Conversely, a lack of sleep can have a negative impact on the ability to think clearly, form memories, learn well, and function optimally during the day. The ability to think quickly slows down after only a week of insufficient sleep with accuracy (attention to detail) and judgment (more likely to take risks) also impacted.

Most adults require a minimum of seven hours sleep each night. Potential signs of sleep deprivation in the workplace would include poor performance, increased stress levels, high caffeine consumption, weight change and dark circles under the eyes.

### **What can I do to promote good sleep habits in the workplace?**

From a preventative point of view, you could organise an awareness raising session on Healthy Sleep Habits via Lena and/or direct people to further information and the Sleep Tracker available on the Lena Support Hub [www.lenasupporthub.com](http://www.lenasupporthub.com).

And if you have specific concerns about an individual employee you should encourage them to contact Lena directly for support.

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## We're here to help

Existing customers seeking advice or support from the account management and/or wellbeing teams:  
[accounts@lenabyinspire.com](mailto:accounts@lenabyinspire.com)

Employees seeking help/referral into counselling:  
[support@lenabyinspire.com](mailto:support@lenabyinspire.com)

Lena's public-facing email - for general enquiries:  
[enquiries@lenabyinspire.com](mailto:enquiries@lenabyinspire.com)