

## Stress Campaign – NCCU

**Campaign Theme:** NCC wants a stress free U!

**Overall Goal:**

- Increase the proportion of worksites that provide programs to manage employee stress.
- Combine organizational change and stress management to manage the lack of disagreement between work demands and individual abilities and motivation.
- Provide alternative methods to harmonize demands/abilities, such as: identifying inconsistencies; distinguishing between unstopable and long- and short-term avoidable imbalances; and prioritizing actions.

**Rationale:**

- Job satisfaction is associated with quality of life and life satisfaction.
- Job stress is the main predictor of job satisfaction.
- Reducing job stress helps to reduce risk of depression.
- Being under stress suppresses the immune system.
- 40% of workers report their job is very or extremely stressful.
- 25% of workers view their jobs as the number one stressor in their lives.
- 26% of workers said they were “often or very often burned out or stressed by their work.”
- 29% of workers felt quite a bit or extremely stressed at work.
- 80% of all disease is believed to be stress-related.
- Health care expenditures are 50% greater for workers who report high levels of stress.
- Job stress increases risk of cardiovascular disease, certain psychological disorders, and musculoskeletal disorders of the back and upper extremities.
- In 2008, Americans built up over \$2.5 trillion in personal consumer debt.
  - Up 22% from 2000.
- 25% of workers are seriously distressed by personal financial situation.
  - 61% report having serious financial problems.
- Majority of workers feel unprepared for economic strain.
- More employees than ever before are interested in obtaining advice from employers for financial problems.
  - Topics include benefits, retirement savings, and overall financial situations.
  - 85% of employees want to receive financial information in the workplace.

**Existing Resources:**

Existing Programs	Description	Formal Contact / Informal Contact
EAP		
QSI		

Existing Programs	Description	Formal Contact / Informal Contact
Free tax help from the Law school		

Existing Policies	Description	Formal Contact / Informal Contact

Existing Environmental Supports	Description	Formal Contact / Informal Contact

**Campaign Goal and Objectives:**

Objective #1	Key Tasks and Strategies	Timeframe, Resources & Post-action
Provide to employees methods on how to manage/cope with stressful situations by offering more information on how to manage stress	Enhance EWC website with information on ways to reduce stressful situations <ul style="list-style-type: none"> <li>• Provide urgent care referral</li> <li>• Provide intra- and extramural URLs</li> <li>• Provide event calendar complementing intranet calendar</li> </ul> Evaluation:	Finalize NLT Jan 29, 2010  ROI Report
	Sponsor at least one stress reduction seminar or workshop per semester (3/yr) <ul style="list-style-type: none"> <li>• Provide needs assessment (?)</li> <li>• Assemble event alternatives, budget, market<sup>1</sup>, and facilitate</li> </ul> Evaluation: Attendance, Pre/post test	Finalize Spring event NLT Dec 16, 2009  ROI Report
	New Task & Strategy <ul style="list-style-type: none"> <li>• Evaluation:</li> </ul>	Finalize result NLT  ROI Report

Objective #2	Key Tasks and Strategies	Timeframe, Resources & Post-action
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<b>Objective #2</b>	<b>Key Tasks and Strategies</b>	<b>Timeframe, Resources &amp; Post-action</b>
Provide to employees opportunities learn how to manage financial problems, debt, manage finances, and increase wealth	Enhance EWC website with information on ways to reduce debt and prevent financial difficulties <ul style="list-style-type: none"> <li>• Provide urgent care referral</li> <li>• Provide intra- and extramural URLs</li> <li>• Provide media event calendar complementing intranet calendar</li> </ul> Evaluation:	Finalize NLT Jan 29, 2010  ROI Report
	Sponsor at least one financial management seminar per semester (2/yr) <ul style="list-style-type: none"> <li>• Provide needs assessment</li> <li>• Assemble seminar alternatives, budget, market<sup>1</sup>, and facilitate</li> </ul> Evaluation: Attendance, Pre/post test	Finalize Spring event NLT Dec 16, 2009  ROI Report
	New Task & Strategy <ul style="list-style-type: none"> <li>•</li> </ul> Evaluation:	Finalize result NLT  ROI Report

<sup>1</sup>Marketing: HR, Staff Senate, or Public Relations send emails; Paystub stuffers distributed 1x per year; Intranet announcement and Intranet calendar postings, announcements at faculty/staff meetings, including Senates; announcements on campus radio station.