



# The Great Twinkl Well-Being Month

---

Twinkl Educational Publishing is delighted to announce the launch of The Great Twinkl Well-Being Month in June along with its long awaited Twinkl Staff Well-Being Award.

The Great Twinkl Well-Being Month will take place on Twinkl's social media channels and will challenge school staff to make their well-being a priority, whilst the aim of the award is to encourage schools and senior leaders to prioritise the well-being of staff in light of recent calls from teachers to reduce pressure and workload.

Julian Stanley, CEO of Education Support Partnership said: "As the UK's only charity offering mental health and wellbeing support to anyone working in education, we speak to teachers every day and know the job can be just as tough as it is rewarding. In our most recent research, 44% of teachers told us that better support in the workplace for their personal wellbeing could help keep them in the profession. Twinkl's Staff Well-Being Award is a fantastic way to highlight those schools doing a great job, having recognised that good staff wellbeing is fundamental to happy, healthy schools."

Twinkl's Chief Customer Understanding Officer, Heather McAvan said: "At Twinkl, we believe that healthy and happy staff lead to a positive environment, where children come to school eager to learn and progress. Not only is making provision for staff well-being helping to support your hardworking staff, it also impacts on the success of the school which, in turn, benefits the whole community."

The Twinkl Staff Well-Being Award's evaluation process involves schools demonstrating their commitment to supporting staff well-being in leadership, policy development and staff culture. Schools that fulfil the stringent Twinkl criteria are awarded a badge to use on their website and printed materials for a period of 12 months, after which they will have to reapply for the award to ensure they continue to meet these high standards.

The Great Twinkl Well-Being Month encourages teachers to share best practice in well-being and calls on other organisations to recognise the work life balance issues affecting school staff by offering free or discounted days out as well as other offers.

--ENDS--



For media enquiries please contact [media@twinkl.co.uk](mailto:media@twinkl.co.uk) or call 0114 212 3007