

TOWARDS A HAPPIER WORLD

An update on the Action for Happiness movement – Jan 2015

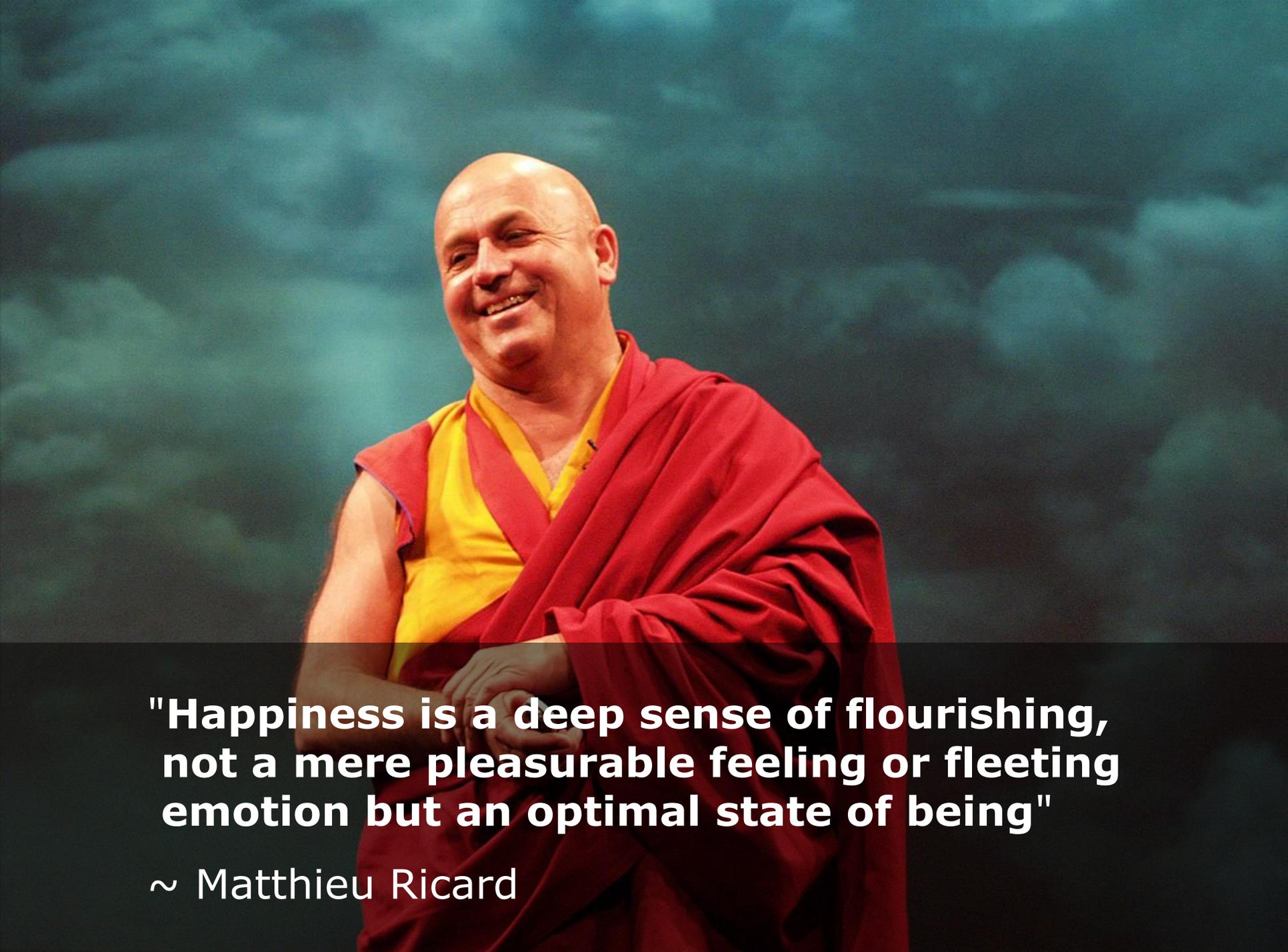


A large, diverse crowd of people is shown at an outdoor event. Many individuals are wearing colorful hats, including a yellow one with a smiley face and a black beret. Some are holding balloons, such as a pink one and a yellow one. The crowd is dense and appears to be engaged in a festive or celebratory activity. The background shows green trees and a bright sky.

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Happiness: fame, image, holidays, possessions, success ?





**"Happiness is a deep sense of flourishing,
not a mere pleasurable feeling or fleeting
emotion but an optimal state of being"**

~ Matthieu Ricard

What has made you happy recently?

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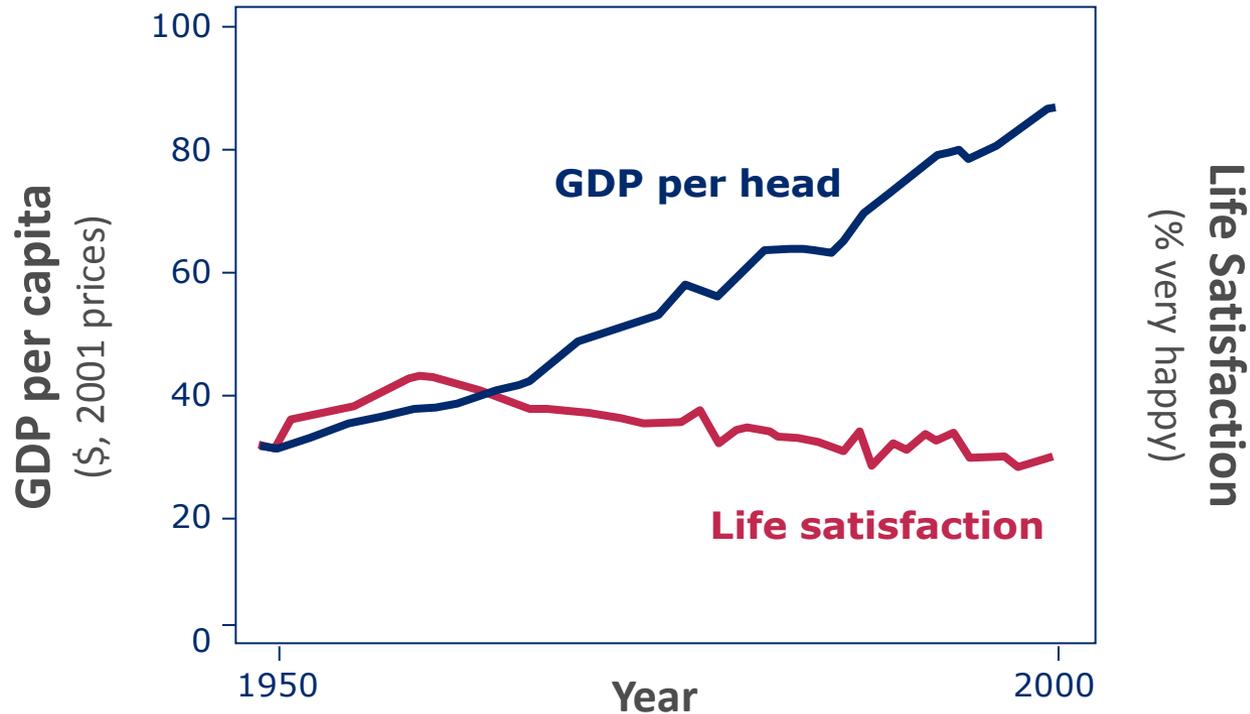
What is Action for Happiness?



**A movement of people taking practical action
for a happier and more caring society**

Major economies have been getting richer but no happier

Changes in Life Satisfaction and GDP over time



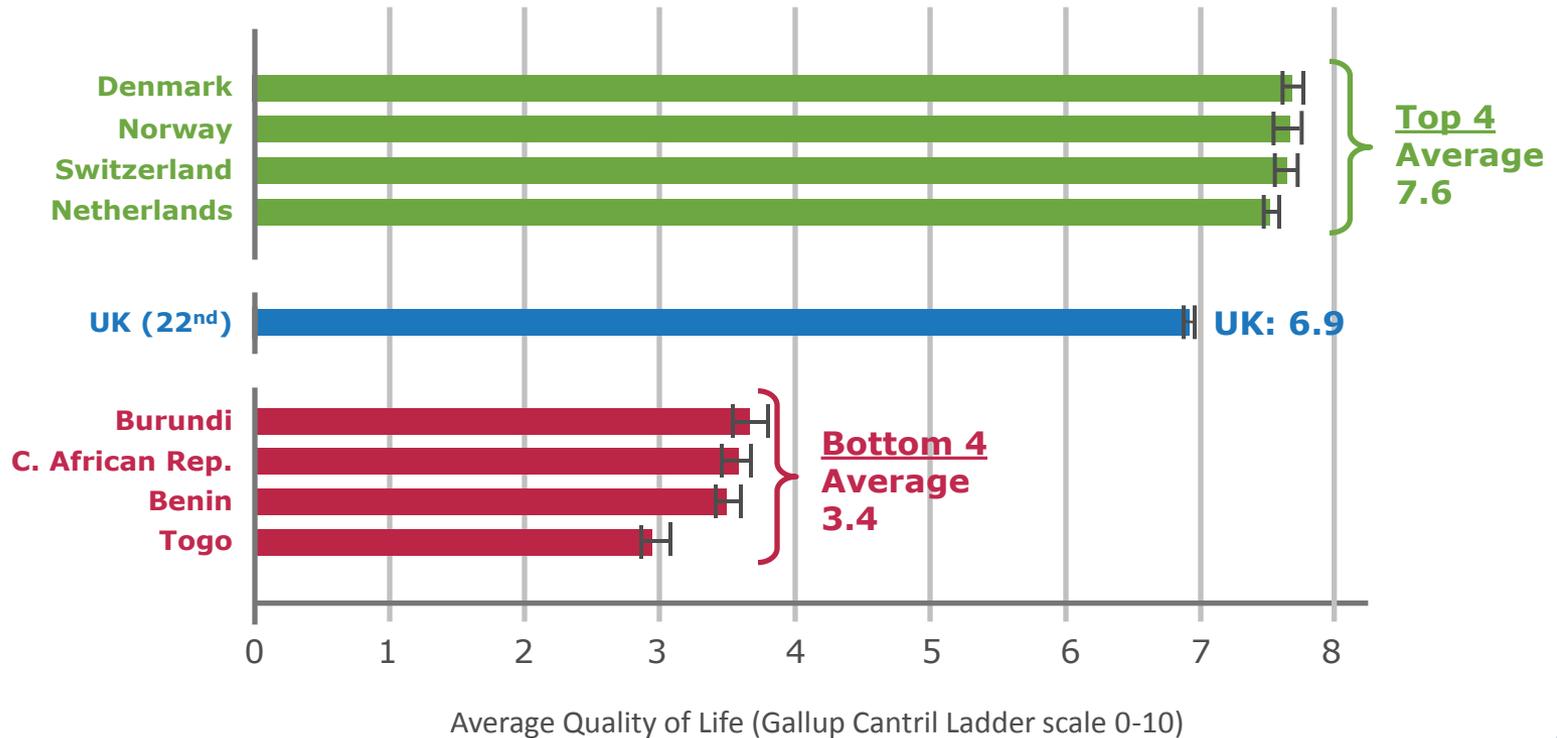
And we know in our hearts that something is wrong...



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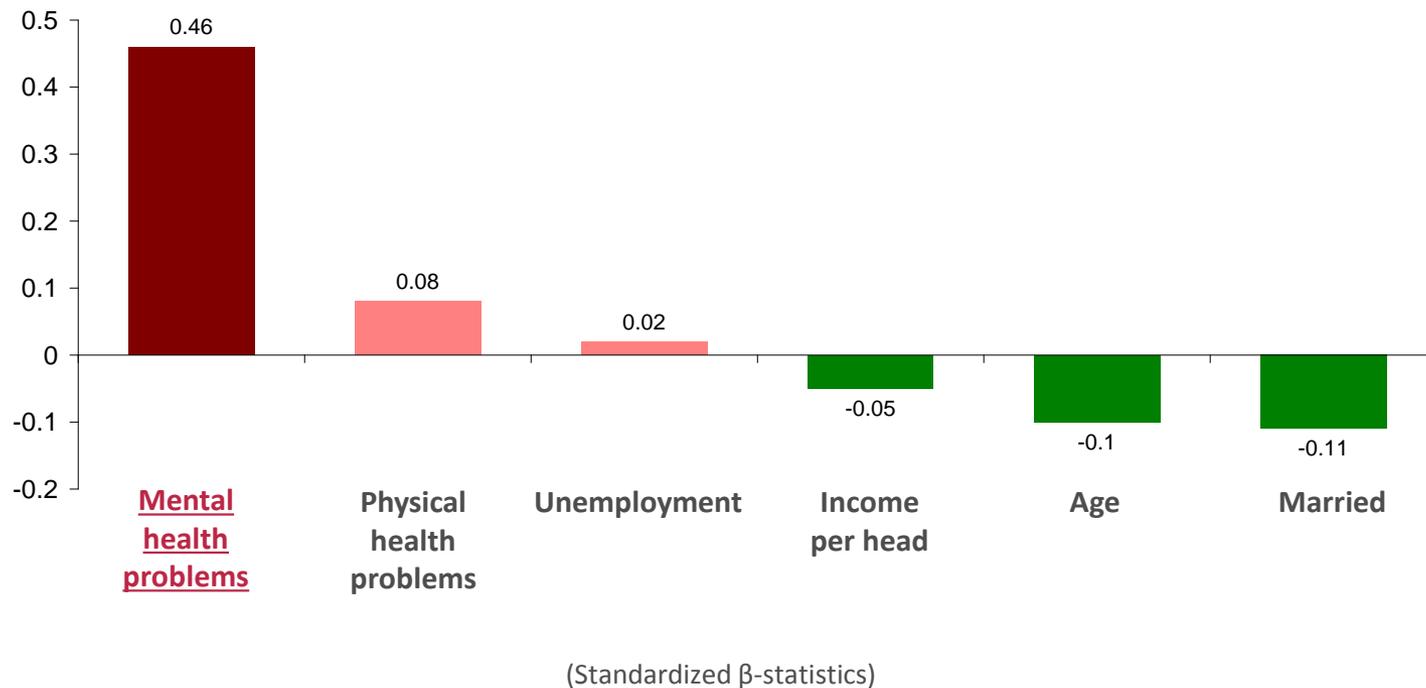
World Happiness Report: variation between countries

Variation in Subjective Well-being across countries



Mental illness is the greatest cause of suffering in our society

Most important determinants of suffering (low wellbeing)



The Happiness Advantage: Health

Half as likely to catch the cold virus

Cohen et al. (2006)



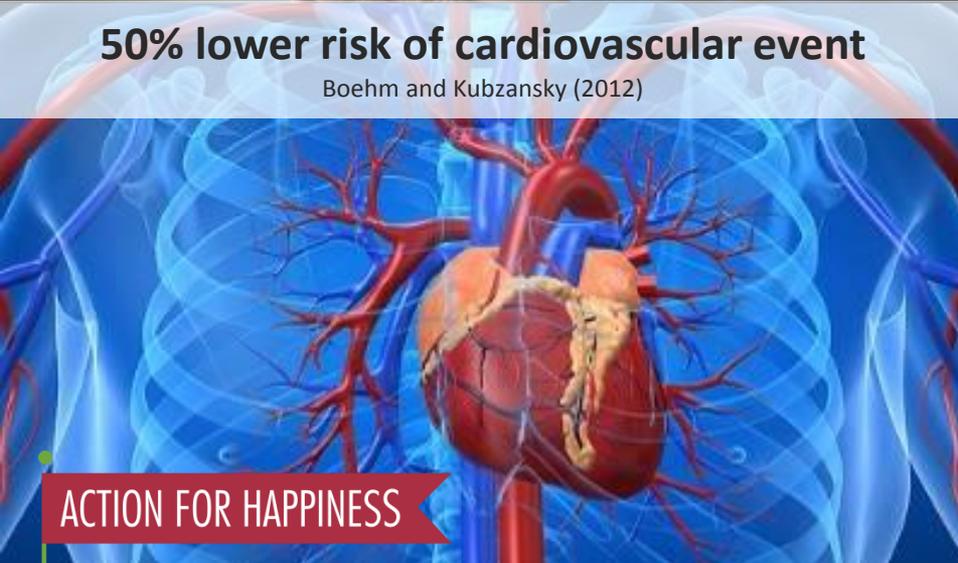
Significantly better overall health

Diener and Chan (2011)



50% lower risk of cardiovascular event

Boehm and Kubzansky (2012)



35% reduction in risk of death

Stephoe and Wardle (2011)



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The Happiness Advantage: Performance

12% more productive at work

Oswald et al. (2014)



Companies outperform stock market

Edmans et al. (2014)



Faster and more accurate diagnoses

Estrada et al. (1997)



Higher future income

De Neve and Oswald (2012)



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The Happiness Advantage: Society

More pro-social behaviour

Aknin et al. (2013)



Save more and better financial control

Guyen (2012)



Less likely to have road accidents

Goudie et al. (2012)

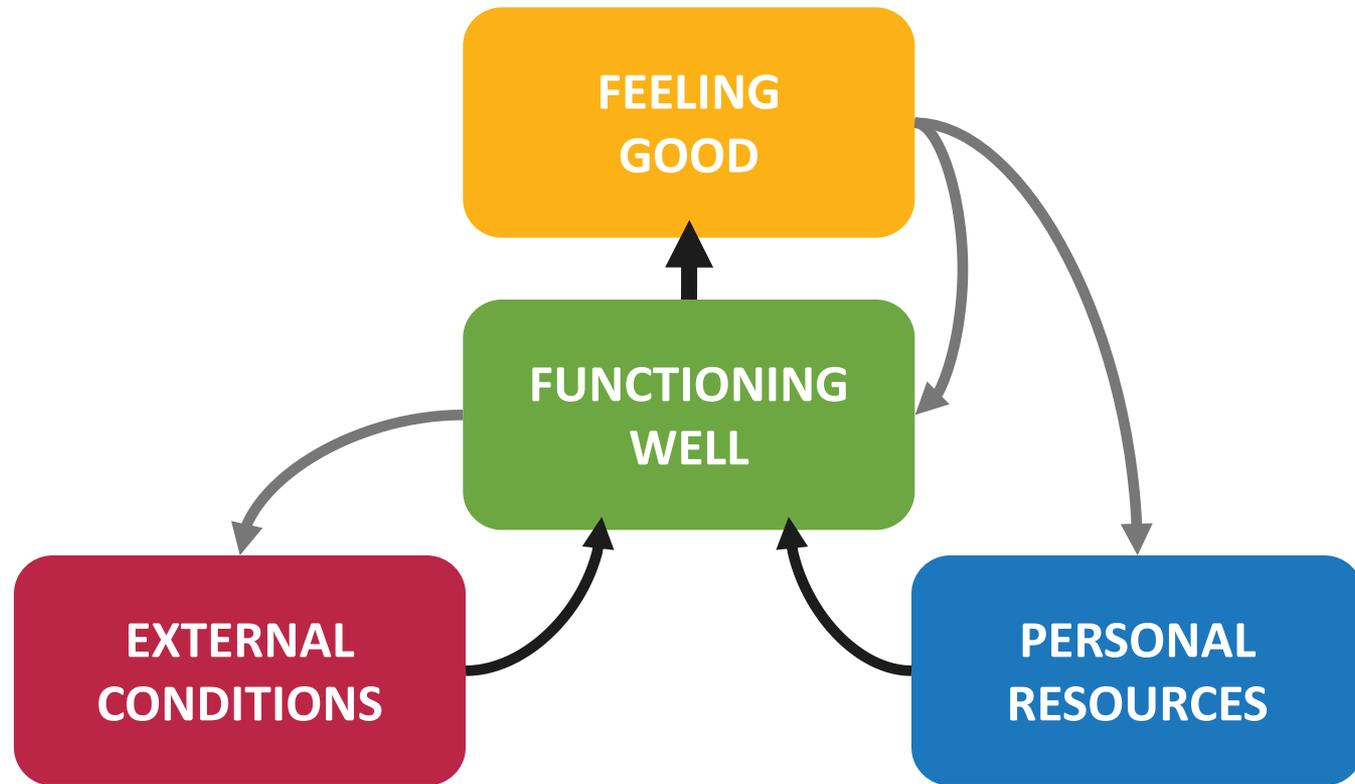


More likely to vote and participate

Guyen (2009)



Wellbeing: functioning well and feeling good



Our two core areas of focus



1. Building a movement for social change

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2. Practical action for good mental health

Building a movement for social change



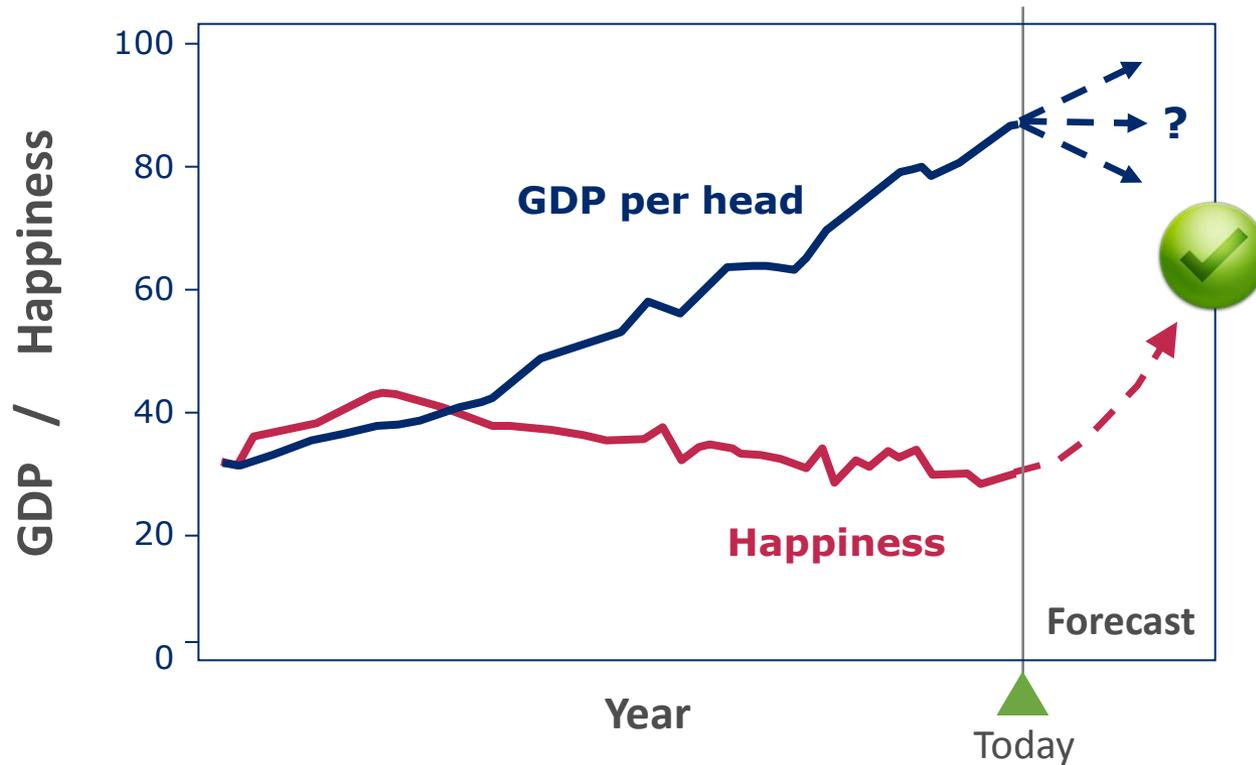
What would you focus on?



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What are we hoping to see happen?

Changes in Happiness and GDP over time





The Action for Happiness pledge

“I will try to create more happiness and less unhappiness in the world around me”



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The Dalai Lama is now our patron!



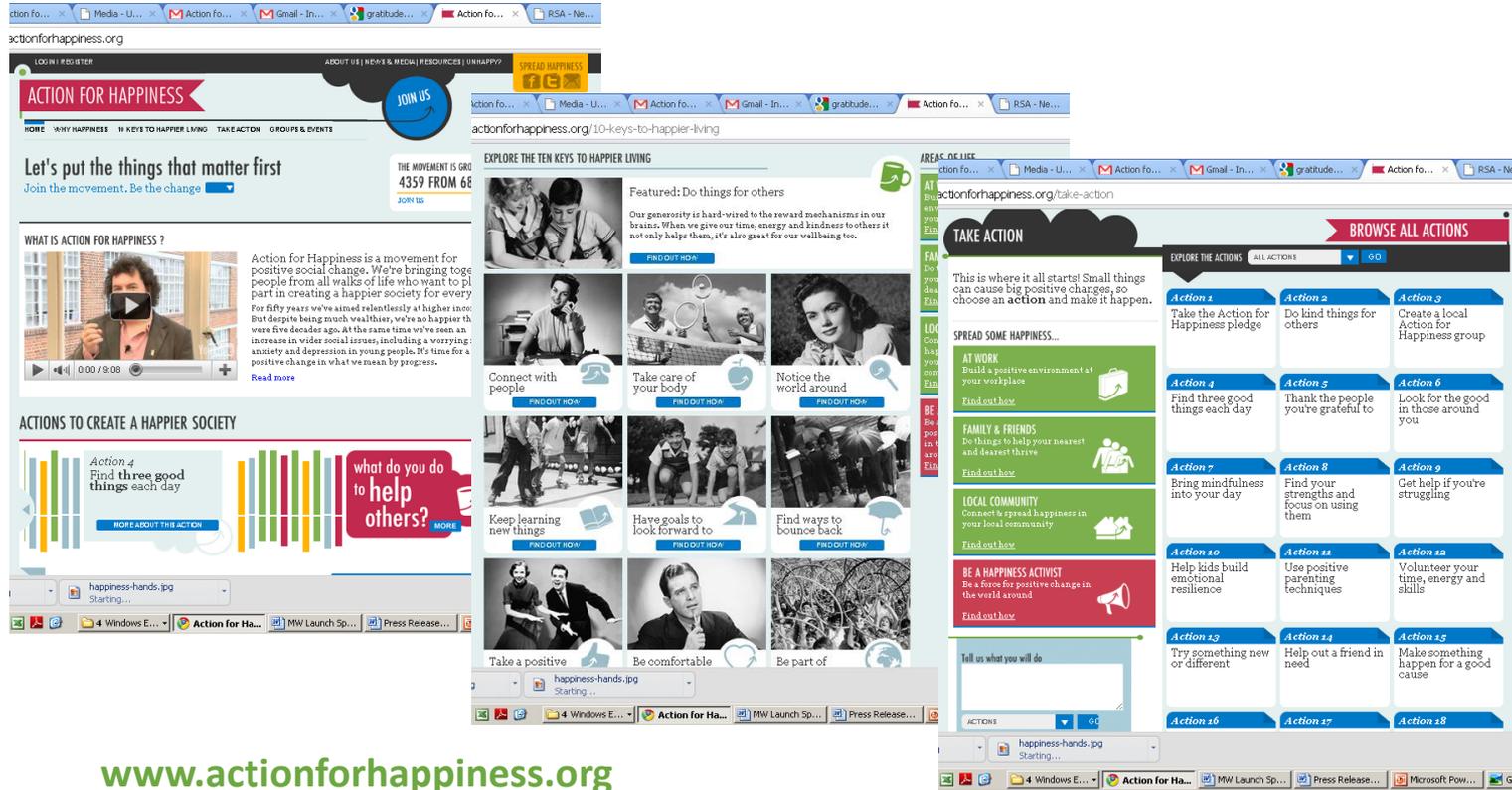
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THE DALAI LAMA
MESSAGE

As human beings we all want to live a happy life and be part of a happy society. But in the modern world we do not give this a high enough priority. *Action for Happiness* encourages each of us to live more compassionately and put the happiness of others at the center of our lives. This is the path to lasting peace and happiness. I am very happy to have been invited to be the patron of this movement and I encourage everyone, whatever their background, to join us and make a personal commitment to helping to create a happier world.

We've attracted over 2 million visitors to our website



We've built a social media community of over 250,000 people

facebook



Facebook page for Action for Happiness. The page features a cover photo with the text "THE MEANING OF LIFE" and "ACTION FOR HAPPINESS". The "PEOPLE" section shows 216,099 likes, which is circled in red. The "ABOUT" section provides information about the organization.

twitter



Twitter profile for Action for Happiness. The profile shows 8,079 tweets, 1,701 followers, and 63.9K likes, which is circled in red. The "Tweets" section shows a tweet from Action for Happiness about encouraging people to look for happiness rather than anger in facial expressions.

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Over 36,000 members in 160 different countries



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Our live events have been attended by over 10,000 people



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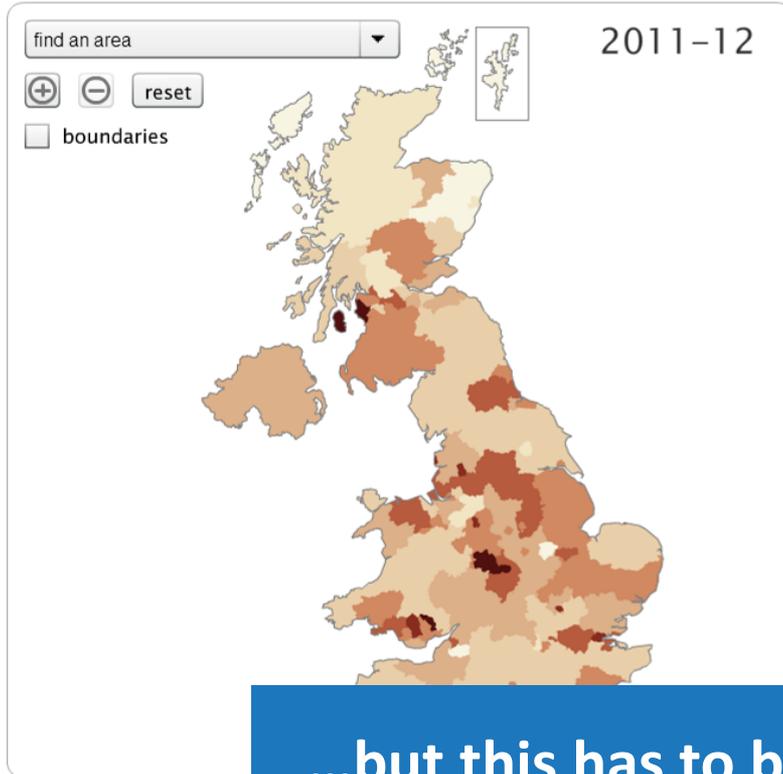
Promoting a big shift in policy priorities towards wellbeing

O'Donnell & Legatum Institute Commission on Wellbeing and Policy



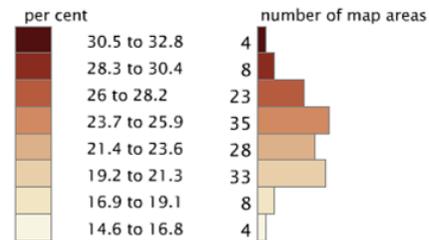
The UK is now a world-leader in measuring wellbeing...

UK by County and Local Authority, Province of Northern Ireland



Map shows: Satisfaction - LOW (score 0-6)

Proportion with low or very low life satisfaction (%)



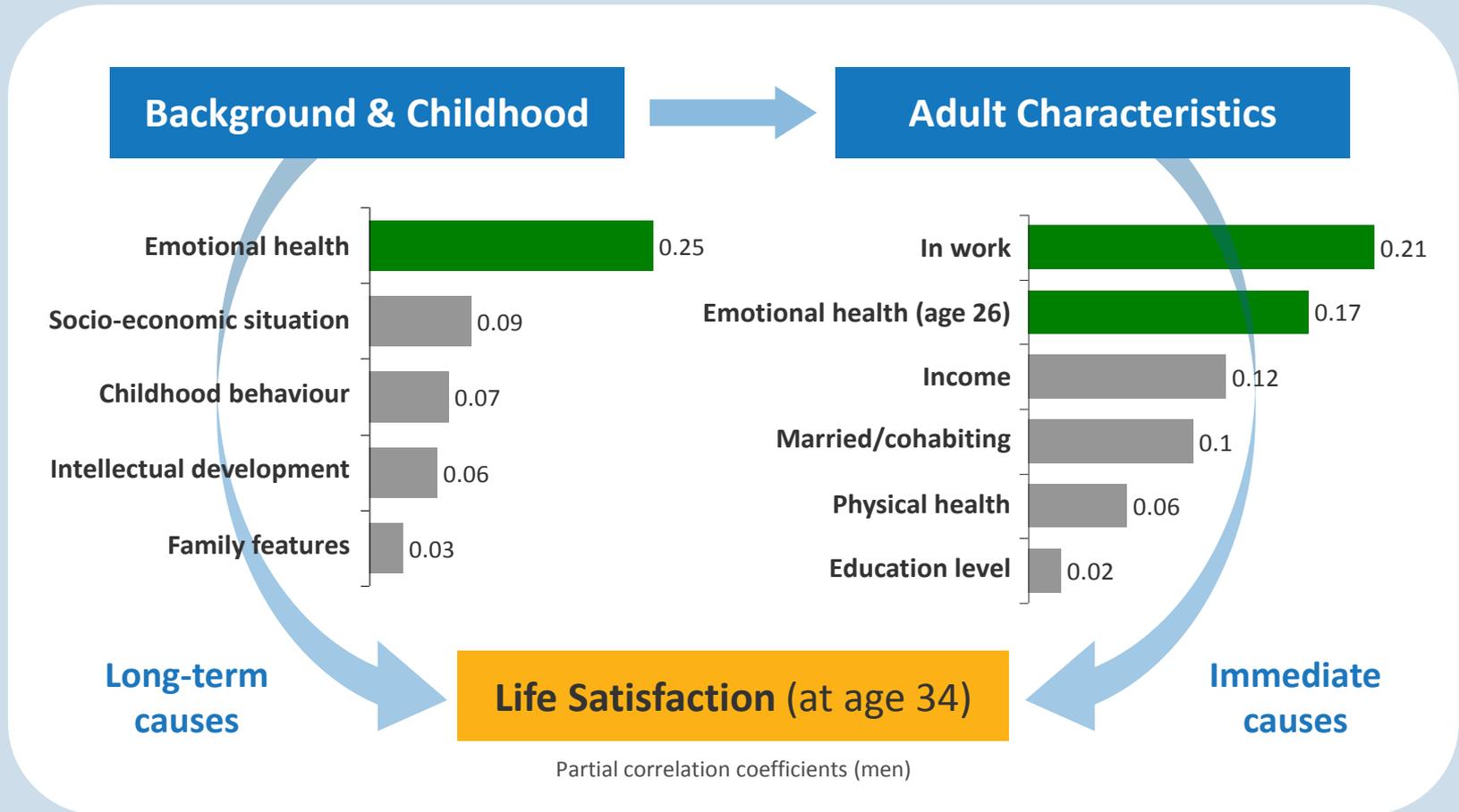
Satisfaction

LOW (score 0-6)

This is the percentage of UK adults (aged 16 and over) who gave a rating of zero to six on an eleven point scale (where zero was "not at all" and ten "completely") when asked "Overall, how satisfied are you with your life nowadays?" and therefore reported a relatively low satisfaction with their lives.

...but this has to be backed up
by a shift in policy priorities!

What determines happiness in adult life?



Four priority areas for policy action on wellbeing



Economy

Ensure stability and low unemployment



Healthcare

Focus on improving mental health



Education

Focus on emotional intelligence/resilience



Families

Support for early years and parenting

We are working to shift policy priorities



Thrive

THE POWER OF EVIDENCE-BASED
PSYCHOLOGICAL THERAPIES



the guardian | TheObserver

Emotional health in childhood 'is the key to future happiness'



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The Telegraph

Seldon: put 'stillness' sessions on the school timetable



Campaigns: UN International Day of Happiness (20 Mar)



LET'S RECLAIM HAPPINESS

Advertisers tell us that happiness comes from buying and consuming their products. Celebrities and the media pretend it comes with beauty & fame. And politicians claim that nothing matters more than growing the economy.

We would like to study studies showing how wrong this all is: lasting happiness comes from what we consume, how we look or how much we earn. But, let's be honest, you probably knew that already!

Have you had enough of being made to feel poor in a world that is rich with opportunities to be happy? Or do you think we should just focus on money and material things? Make your choice.

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Campaigns: UN International Day of Happiness (20 Mar)



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Campaigns: Kindness in schools



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Local groups: Brighton is leading the way!

Action for Happiness (Brighton)

Home Members Sponsors Photos Pages Discussions More Group tools My profile

Building Happiness Together

+ SCHEDULE A NEW MEETUP

Upcoming 8 Past Calendar

Towards a happier society - Mark Williamson

Latest Music bar
14 - 17 Manchester Street, Brighton BN2 1TF (map)
Wed Jan 07 7:45 PM
Full
87 going
8 comments

An update on the progress of the wellbeing movement Action for Happiness from the national director. After more than a decade of corporate life, Mark decided to change...

LEARN MORE

813 Members



The Argus your VOICE

NEWS

All smiles as UK's first Happy Cafe is launched



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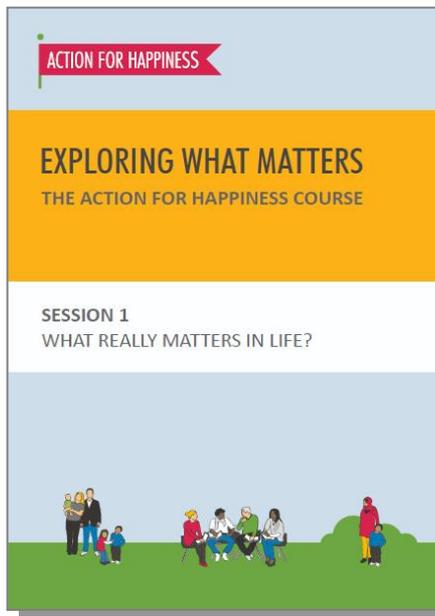


The Action for Happiness Course



The Action for Happiness Course

8-week course to explore what matters for a happy life



Includes...

- *Talks from leading experts*
- *Interesting evidence-based facts*
- *Personal reflection*
- *Group discussions*
- *Practical actions*

The Action for Happiness Course

- *Session 1: What really matters in life?*
- *Session 2: What actually makes us happy?*
- *Session 3: Can we find peace of mind?*
- *Session 4: How should we treat others?*
- *Session 5: What makes for great relationships?*
- *Session 6: Can we be happier at work?*
- *Session 7: Should happiness be a national priority?*
- *Session 8: How can we create a happier society?*

We are also planning a new AfH “activists network”



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Our two core areas of focus



1. Building a movement for social change



2. Practical action for good mental health

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Practical action for good mental health



What works for you?



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GREAT DREAM: Ten Keys to Happier Living



GIVING

Do things for others



RELATING

Connect with people



EXERCISING

Take care of your body



APPRECIATING

Notice the world around



TRYING OUT

Keep learning new things



DIRECTION

Have goals to look forward to



RESILIENCE

Find ways to bounce back



EMOTION

Take a positive approach



ACCEPTANCE

Be comfortable with who you are



MEANING

Be part of something bigger



The best things
in life aren't things

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Practical Ideas for Happier Living – an exciting new course

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PRACTICAL IDEAS FOR HAPPIER LIVING

Mon 12th and Mon 19th May. 6-8pm
Claremont Medical Centre, Glenbuck Rd, Surbiton.

Sign up at reception or email info@actionforhappiness.org



We all want to be happy and we want our loved ones to be happy too. But modern life often leaves us feeling anxious and exhausted, due to family challenges, work pressures or worries about the future.

Whatever our situation, the good news is that there are practical things we can do to be happier and to cope better when things go wrong.

Action for Happiness is offering a unique two-session course based on the very latest wellbeing research. It includes lots of practical ideas that can help each of us, and our loved ones, get more out of life.

The sessions are free, open to anyone and will be friendly and informal.



- Brings groups of up to 20 people together to learn practical ways to improve mental wellbeing
- Developed by Action for Happiness in partnership with Kingston Public Health team
- Uses proven ideas based on latest scientific evidence
- Groups meet for 2 weekly sessions of 2 hours

The course covers six practical ideas to improve wellbeing



**NOTICE THE
GOOD THINGS**



**TAKE A MINUTE
TO BREATHE**



**LOOK AFTER YOUR
RELATIONSHIPS**



**CHECK YOUR
THINKING**



**ENJOY STAYING
ACTIVE**



**USE YOUR
STRENGTHS**

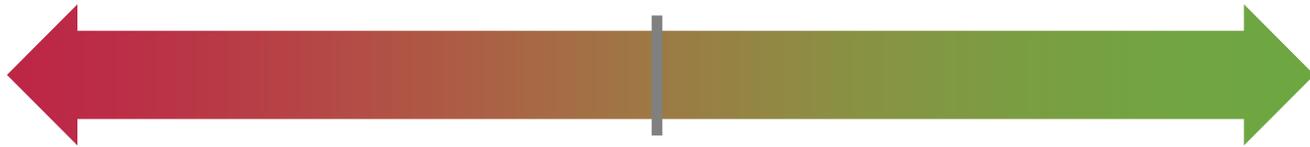
Action: Constructive Responding



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Action: Constructive Responding

Different response styles



Destructive

Immediately identifies the downsides or grabs the spotlight

Passive

Acknowledges but quickly moves on to something else

Constructive

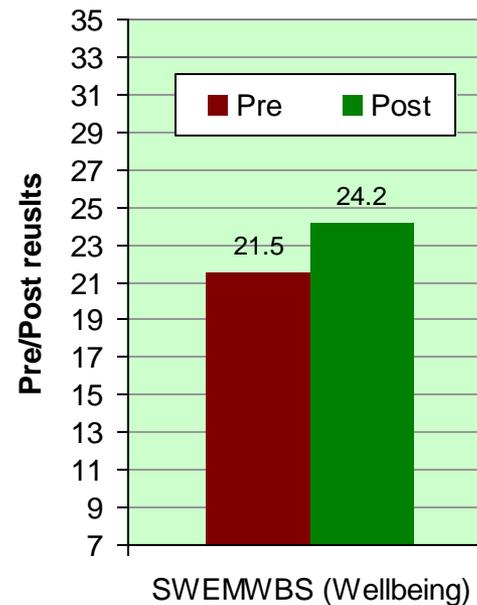
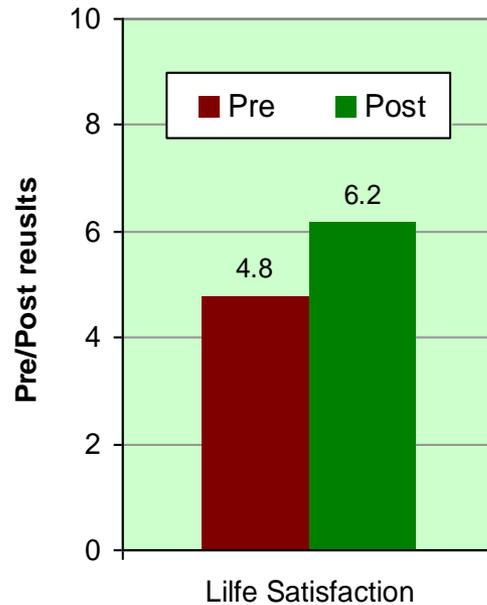
Actively interested and asks questions

A photograph of a group of people at a social gathering. In the center, a woman with dark hair pulled back is smiling broadly, looking towards a woman on her left. The woman on the left has blonde, wavy hair and is also smiling. In the background, other people are visible, some wearing white shirts with green scarves. The lighting is warm and indoor.

**"People will forget what you said, people
will forget what you did, but people will
never forget how you made them feel"**

~ Maya Angelou

Initial analysis shows significant boost to wellbeing



Life Satisfaction: "Overall how satisfied are you with your life nowadays?" (Range: 0-10)

SWEMWBS: Short Warwick and Edinburgh Mental Wellbeing Survey (Range: 7-35)

New network of “Happiness Clubs” with Psychologies

PSYCHOLOGIES



[LOGIN](#) [REGISTER](#)

LOVE SELF FAMILY WORK BODY CULTURE TESTS BOOKS EVENTS

Create your own Happiness Club

Psychologies has joined forces with charity Action for Happiness and we're inviting you to create 'happiness clubs' in your own homes next year - with a little help from your friends and the Psychologies team

5 JANUARY 2015 } by [Suzy Greaves](#)

Join our 12-month experiment to create a happier life for you and those around you with *Psychologies* and [Action for](#)



THINK

vs

DO ?



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Do Happiness: online behaviour change program

Do Something Different **ACTION FOR HAPPINESS**

If you want to be happy – Do Happiness

NEW

Get Do Happiness now
BUY NOW

Just £15
For heaps of happiness

Can't afford to pay
Join the waiting list for a free place
Join the list

How do I Do Happiness?

Using our award-winning online system, we create a unique Do Happiness programme just for you. You'll get Happiness Do's – small positive actions by text or email – for six weeks. Crafted by psychologists, these are sure-fire, fun ways of

Tell me more:

- 1** Do Happiness unites Action for Happiness's 10 Keys to Happier Living with Do Something Different's proven change approach, from top psychologists Professors Karen Pine and Ben Fletcher.
- 2** Do Happiness recognises that knowing what makes us happy isn't enough. We have to do it. This is a simple, fun way of putting happiness at the top of your to-do list.
- 3** Do Happiness is the way to a happier, more fulfilled life. We all know that big changes start with small steps. With Do Happiness, you're on your way.

Spread happiness

Every programme you buy funds a free place for someone who can't afford it, so you're spreading happiness right from the start.

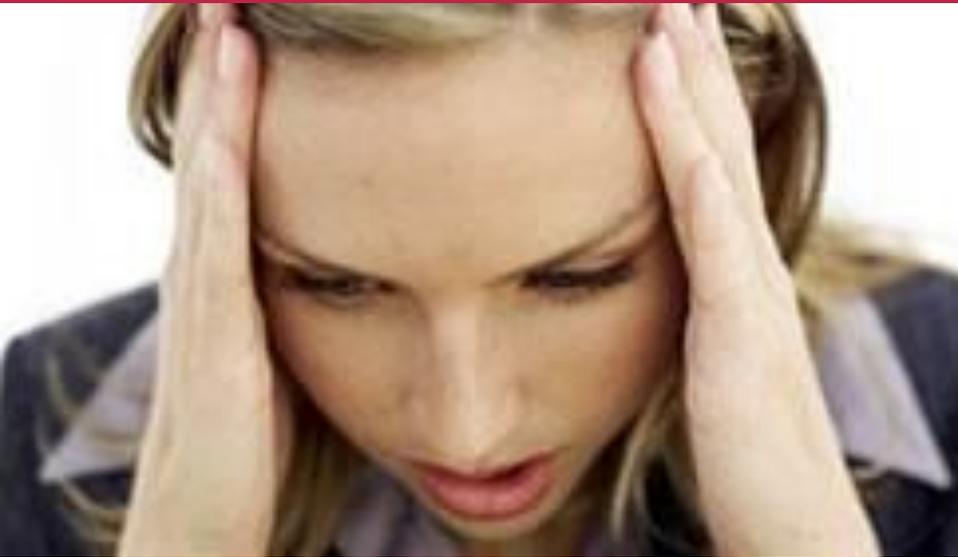
Why not buy extra places for a friend or family member and Do Happiness together?

BUY NOW

- *6-week online programme to help people establish daily habits to increase happiness and wellbeing*
- *Participants receive personalised daily “Do” messages (actions) via text message and email.*

<http://dohappiness.org>

Workplaces: people work best when they feel good



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Wellbeing and Resilience training for organisations

“Doing Well from the Inside Out” – training programme

Doing Well from the Inside Out™

A unique new programme to build Well-being and Resilience

- Helps employees learn how to positively impact their own resilience, well-being and performance - and that of others in their teams and the wider organisation
- Evidence-based training, providing essential skills and tools through workshops, peer support and action - focused on things that are within the individual's control
- Key themes include: the case for well-being and resilience; building high quality relationships; resilient thinking; motivation and meaning; focusing on strengths
- Applicable at all levels within an organisation, with a delivery format that can be adapted to meet the needs of senior leaders, managers or individual team members

Doing Well from the Inside Out programme

1. Building my well-being and resilience skills

2. Building the well-being and resilience in my team

3. Having a positive impact on others around me

How others care with me

How I contribute

How we care with others

© Action for Happiness 2012

● In a recent pilot with a major multi-national organisation, participants immediately applied the skills, both at work and outside work, and reported significant benefits

To find out more contact Vanessa King at happierworkplaces@actionforhappiness.org

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www.actionforhappiness.org

Includes...

- *The business case for wellbeing*
- *Evidence-based practical skills*
- *Focus on positive relationships, resilient thinking, motivation, strengths and much more*
- *Before/after impact measures*

How do we do it?

- *We take a positive, asset-based approach, rather than focusing on deficits and illness.*
- *We are inclusive and unifying, rather than stigmatising. We focus on good mental health for everyone.*
- *We focus on helping others. We're not just about self-help; we work towards a happier and more caring world.*

It's been inspiring to have feedback from our members

Dear All @ Action for Happiness,

I just wanted to let you know how much your work has impacted me. Thank you for being such an inspirational example. Your posts & website is the answer to change my life and I am forever grateful.

I have recently decided to pursue my dream of helping people change their lives too through food, self-development & guidance. I believe this to be my purpose in life & gives me great satisfaction. I will be working hard to achieve this in the next 6 months. If there is any way that I can contribute to your community or to help you deliver your message further, I would consider it a privilege.

The Action for Happiness team



**Mark
Williamson**



**Vanessa
King**



**Aman
Hothi**



**Lucy
Roberts**



**Alex
Nunn**



**Richard
Layard**



**Anthony
Seldon**



**Geoff
Mulgan**



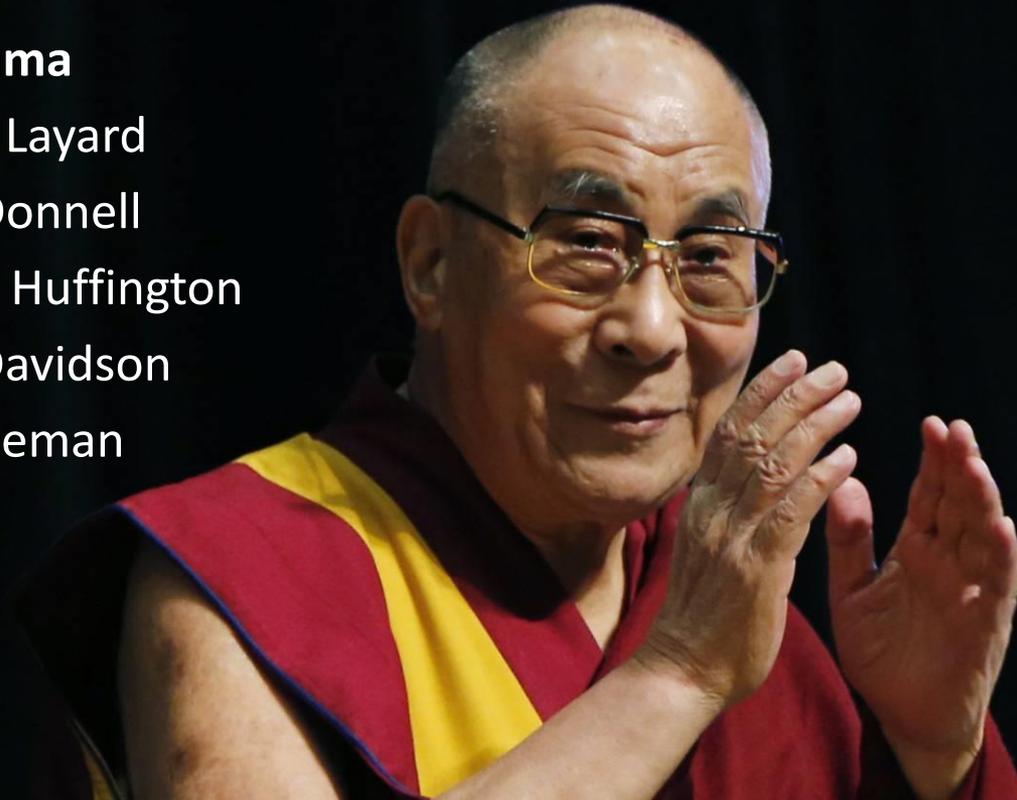
**Nic
Marks**



**Jimmy
Mulville**

Coming up: major event on 21 Sept!

- **Dalai Lama**
- Richard Layard
- Gus O'Donnell
- Arianna Huffington
- Richie Davidson
- Dan Goleman



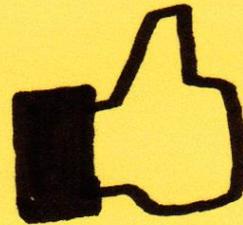
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"The best way to cheer yourself up is to cheer someone else up"

~ Mark Twain

A final thought...



PROMOTE
WHAT YOU LOVE
INSTEAD OF BASHING
WHAT YOU HATE.

thingsweforget.blogspot.com

ACTION FOR HAPPINESS

Find out more...

www.actionforhappiness.org



facebook.com/actionforhappiness



[@actionhappiness](https://twitter.com/actionhappiness)



youtube.com/actionforhappiness