



## WHY WE NEED TO

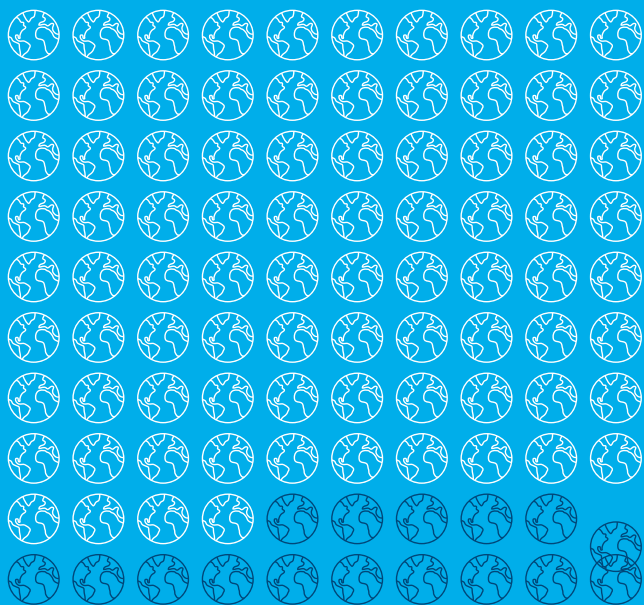
## SEE STRESS DIFFERENTLY

Cigna has embarked on a mission to help create awareness on and support people with managing their stress. Last year the See Stress Differently campaign was launched to highlight the impact of stress on your physical and mental health. Today, in a time of constant change, that message is more important than ever.

84% of the world population suffers from stress – an incredible figure revealed by the 2019 Cigna 360 Global Well-Being Survey, with 9% feeling their stress is unmanageable.

It's even more impactful when you consider the knock-on effect that stress can be a contributor to chronic diseases and that the World Health Organization estimates that chronic diseases will account for almost three quarters of all deaths by 2020.

## SEE STRESS DIFFERENTLY



**84%** of the world population suffers from stress<sup>2</sup>

What's more, stress also has an impact on business, costing businesses up to \$187 billion a year<sup>1</sup>. But while we all know about the impact chronic stress has on people's ability to carry out their jobs and engage with those around them, what isn't so well known is that it can manifest in physical symptoms such as insomnia, hypertension and diabetes.

It can be difficult to confront and take control of stress when we can't see how it is impacting our bodies. So, that's why we worked with doctors, technologists and a renowned digital artist, Sean Sullivan, to show the impact of stress on the body for the first time. The end result was a colour-coded mapping of the body showing the effects chronic stress on an individual. The visualisation produces an overlay of colours on a person's photo – red and orange colours showing a rather high level of stress in our readings, cooler colours of blue and green indicating low stress.



The technology is used as a visual ‘marker’ to alert people and trigger conversation about stress and related mental and physical symptoms rather than in any diagnostic purpose.

A key part of stress visualisation is for individuals to receive guidance on how to address and take control of their stress. To support that, a tool has been devised by Dr. Stuart L. Lustig to help manage stress, known as PLAN. The PLAN represents the steps people need to take to cope with stress. The P stands for putting aside a ‘Period’ of time to unwind, L is for finding a ‘Location’ to de-stress, A is for discovering an ‘Activity’ that you enjoy and ‘N’ is for the ‘Name’ of a person to talk to: Period – Location – Activity – Name.



*Cigna’s ongoing mission has been to address this disconnect, to highlight the impact of stress on the body and the mind, and encourage people to take stress and chronic stress seriously.*

**You can take a three-minute stress test to give you an idea of your stress Levels, produce your own stress visualisation and then give recommendations on how to manage it – including developing your own PLAN.**

**TAKE THE STRESS TEST**

#### References:

1. The Cost of work-related stress to society: A systematic review,” Hassard et al., The Journal of Occupational Health Psychology Volume 23, Published January 2018, <https://psycnet.apa.org/PsycARTICLES/journal/ocp/23/1>
2. 2019 Cigna 360 Global Well-Being Survey

**Together, all the way.®**



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