



SAUNA YOU FREE - Press Release

The British Sauna Society & **sauna our souls** launch a nationwide initiative today, March 14th, for Social Prescribing Day; running until April 14th with over 30 independent saunas across the UK ...

who are inviting NHS staff and link workers from local surgeries for a free sauna!

Dear NHS staff and link workers ... Please can we socially prescribe YOU a sauna? SOS

The initiative is a tiny token of gratitude from the UK sauna community for the extraordinary care NHS staff consistently provided throughout the pandemic and beyond. It is an open invitation to NHS staff and link workers (subject to individual sauna capacity), to experience the magic of sauna and cold for free before socially prescribing it to patients.

We've witnessed such incredible positive shifts in well-being in our community, both in ourselves, and in the people we serve. Recent scientific studies now support all the magic we've been feeling in our minds, bodies and souls for years.

We'd love to help ease the pressure on the surgery, and all of you, by helping people get well, and stay well, with regular sauna, and safe cold exposure. SOS

<https://www.britishsaunasociety.org.uk/saunayoufree>



This is a nationwide initiative supported by 31 independent saunas across the UK (and counting). Participating Saunas are:

- Beach Box Spa** - Brighton, East Sussex
- Community Sauna Baths** - Hackney, Wick London
- Elie Seaside Sauna** - Fife, Scotland
- Fire, Salt & Sea** - Worthing, West Sussex
- Halogi Saunas** - Brixham, South Devon
- Kernow Springs Nordic Spa** - Wadebridge, Cornwall
- Kiln Sauna** - Flushing, Cornwall
- Kindred Sauna** - South Downs, West Sussex
- Kishtey Cheh** - Port Erin, Isle of Man
- Mott's Sauna** - South East Cornwall
- The Nomadic Sauna** - Southwick, West Sussex
- Ocean Soul Sauna** - Bude, Cornwall
- Olla Hiki** - Newquay, Cornwall
- Orchard Sauna** - Bristol, Somerset
- Phoenix Sauna** - Bury St Edmunds Suffolk
- Rising Embers Sauna** - Penzance Cornwall
- Roots and Rocks** - Mytholmroyd, West Yorkshire
- Sauna Box Cart Gap** - Happisburgh, Norfolk
- The Sauna Corner** - Saltdean Lido, Brighton, East Sussex
- Saunadelic** - Hove, East Sussex
- Saunagus** - Oxford, Oxfordshire
- Saunature** - Addlestone, Surrey
- Sawna Bach** - Anglesey, North Wales
- Sea Scrub Sauna** - Margate, Kent
- Seaside Sauna Haus** - Seatown, West Dorset
- Slow Motion Sauna** - Tapnell, Isle of Wight
- The Solent Sauna** - Lee-on-the-Solent, Hampshire
- The Somewhere Sauna** - Mothecombe, Devon
- Soul Water Sauna** - Portobello, Edinburgh
- Steam and Salt** - Tynemouth
- Ty Sawna** - Gower Peninsula, Swansea, Wales
- Wild Scottish Sauna** - Kingsbarns, Fife, Scotland

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WHAT IS SOCIAL PRESCRIBING?

The accepted international definition of social prescribing is ...

*a means for trusted individuals in clinical and community settings to **identify that a person has non-medical, health related social need**, and to subsequently connect them to non-clinical supports and services within the community by co-producing a social prescription – **a non-medical prescription, to improve health and well-being and to strengthen community connections.** - NASP*

Social Prescribing Day, March 14th 2024, hosted by the National Academy for Social Prescribing - NASP

Social Prescribing Day is an annual celebration of the people, organisations and communities who make social prescribing happen. Since 2019, thousands of local and national organisations, link workers, medical, professionals, academics and students have taken part across the country.

Every year, we have joined together to hold events, share ideas and highlight the impact of social prescribing on people and communities. Together, we want to raise awareness of what social prescribing is, how it works, and how it changes lives. -

NASP

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SAUNA & COLD

Summary of improved outcomes / benefits from sauna:

- Cardiovascular diseases *
- Stroke *
- Sudden Cardiac Death *
- Heart Failure *
- High Blood Pressure *
- Cognitive Disorders *
- COPD *
- Asthma *
- Chronic Bronchitis *
- Pneumonia *
- Depression *
- Osteoarthritis and Rheumatism *
- Fibromyalgia *
- Chronic Pain *
- Quality of life *
- Reduced Mortality *
- Longer Lifespan *
- Longer Health span
- Improves Loneliness
- Builds mental & physical resilience.
- Helps release surplus heavy metals.
- Encourages human connection.

* Ref Kunutsor, S & Laukkanen, J (2023). Does the combination of Finnish sauna bathing and other lifestyle factors confer additional health benefits? A review of the evidence. Mayo Clinic Proceedings 98 (6): 915-926

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sauna our souls

sauna our souls is a grass roots community, dedicated to expanding the conversation, and initiating action to make sauna and safe cold exposure accessible to more people in the UK, and beyond.

In particular we are committed to instigate this expanded access to sauna and safe cold exposure through social prescribing, charitable funding and donations.

The British Sauna Society

The British Sauna Society is a not-for-profit organisation that promotes and develops sauna culture for physical, mental and social health and well-being.

It was established in 2014 by a group of Brits and European ex-pats. They had experienced the awe of authentic sauna and wanted to connect with fellow enthusiasts and encourage more of it in the UK.

A decade later, it's been a driving factor in a UK sauna 'revolution', with exponential growth of authentic sauna experiences across the UK.

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SOCIAL MEDIA

@britishsaunasociety

@nasp_insta

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#saunayoufree #socialprescribingday #nhs

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LINKS

<https://socialprescribingacademy.org.uk/>

<https://www.britishsaunasociety.org.uk/saunayoufree>