

# Mindful Media

CMDC  
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SPEAKER SERIES

*Shining a light on mental health &  
wellbeing in our media community*

April 22

## Thank you for joining Mindful Media!

As media professionals, the line between work and home life can often become blurred. We hope you left this session feeling refreshed and refocused, with helpful tools to take care of your mental health and wellness.

As a follow-up, we're sharing takeaways and practical tips from Snap Inc and Sharon Fauld's mindfulness practice and Anthony McLean's impactful presentation on burn out in the remote era.

## What's Inside

<b>Mindfulness Practice with Snap Inc &amp; Sharon Faulds</b>	<b>1</b>
Benefits of Meditation:	1
Practical Tips for Meditating	2
Three Breaths Meditation:	3
<b>Mental Health in Times of Change with Anthony McLean</b>	<b>4</b>
<b>Resources</b>	<b>5</b>

# Mindfulness Practice with Snap Inc & Sharon Faulds

## Benefits of Meditation:

### **Reduces Stress**

- One of the most common reason people try meditation,
- In an 8 week study, a mindfulness meditation style meditation reduced inflammation response caused by stress,
- Research has shown that meditation may also improve symptoms of stress related conditions

### **Controls Anxiety**

- Reducing stress levels translates into less anxiety.
- Can help with job related anxiety,
- Regular meditation can help reduce anxiety and improve stress reactivity and coping skills

### **Promotes Emotional Health**

- In a review of 18 studies showed that people receiving meditation therapies experienced reduced symptoms of depression compared to with those in a control group

### **Lengthens Attention Span**

- Focused-attention is like weight lifting for your attention span. It helps increase the strength and endurance of your attention.

### **Improves Sleep**

- A variety of meditation techniques can help one relax and control runaway thoughts that can interfere with sleep. This can shorten the time it takes to fall asleep and increase sleep quality.

### **Accessible anywhere**

- People practice many different forms of meditation, most of which don't require specialized equipment or space. You can practice just a few minutes a day.
- If you are interested in incorporating meditation into your routine, try a few different styles and consider guided exercises to get started with one that suits you.

# Practical Tips for Meditating

## **Start Small**

- It's much more powerful to meditate for 10 minutes 5 days a week than for twice a month for one hour. Think of meditation as strength training for your brain.

## **Thoughts are Not the Enemy**

- Mindfulness meditation helps us unhook from our tendency to get caught up in our thoughts. The key is to remember that getting caught up in our thoughts is normal. Just make note of the thinking and return the breath over and over again.

## **Mindfulness is About Remembering and Kindness**

- The challenge is remembering to practice and remembering to return to the breath..... And not beating yourself up when you forget about either. You're learning something new, give yourself a break: celebrate the awakening and give it some time.

## **Airplane Mode is your Ally**

- Give yourself this break from connectivity and know that meditation is shown to offset all that (over) stimulation.

## **Schedule a Regular Time**

- Try to meditate at roughly the same time (that works for your routine) 4-5 times a week

## **Settle into Your Body**

- Get comfortable. Meditation is a balance between being alert and being relaxed
- You want to be able to maintain a reasonable amount of stillness for the entire period, so make sure nothing feels strained or pinched. Better yet, lie down.

## **Say it out Loud**

- Meditation doesn't have to be silent. Mantras/chanting have been used since prehistory.
- Chanting automatically tunes you into the breath because you have to fill the lungs before each chant is sounded. One of the simplest chanting meditations is continuous "om" chanting

## **Focus on Sensations**

- Focus on getting grounded in the body. Bring awareness by focusing on sensations in different parts of your body. It is a great way to evoke wonder and appreciation for the simple fact of being alive and the complex miracle of our body.

## **Move with it**

- Moving meditation is a great option for those of us who have trouble sitting still. It's also a great option if you are feeling sluggish and think a seated practice might put you to sleep. There are plenty of movement meditation options out there like - labyrinth walking, tai chi or qigong or just incorporate in a walk around your neighborhood

## Three Breaths Meditation:

Get comfortable and take this time for you.

- Begin by taking a deep breath in and hold for 5 seconds....exhale and relax for 5 seconds.
- Take another deep breath, as deep as you can and hold it, count 5 seconds and as you exhale just imagine blowing out all your stress.
- Take a third breath and hold it ... And as you exhale you blow out any stress you've been holding on to, saying to yourself " relax now".

Now let your breath return to normal and remember:

Whenever you become stressed in the future, you simply take 3 in and out deep breaths, holding it at the top of the inhalation for 5 seconds, and when you exhale, blow out any stress that you feel through your mouth.

And on the third breath as you exhale you simply say to yourself, relax now.

### **Sources:**

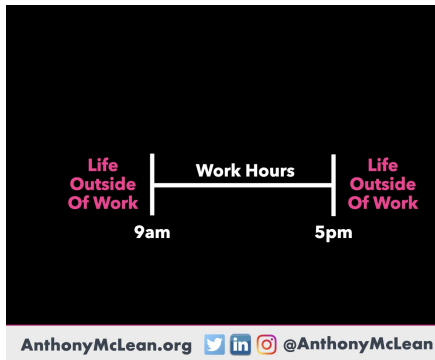
1. Benefits of Meditation: 12 Science Based Benefits of Meditation - [www.healthline.com](http://www.healthline.com)
2. Ten Tips for Meditating at Home -© 2020 A Call for Connection, You Belong by Sebene Selassie,
3. Nine Ways to Make Meditation Easier - [www.healthline.com](http://www.healthline.com)

# Mental Health in Times of Change with Anthony McLean

**1 in 5 have**  
**MENTAL ILLNESS**

**5 in 5 have**  
**MENTAL HEALTH**

AnthonyMcLean.org    @AnthonyMcLean



## Invest In Your Mental Health

Studies say that 1 out of 5 of us will have a mental illness in our lifetime. And 5 out of 5 of us have mental health. That means we should all be invested in understanding mental health and its impact on our daily lives.

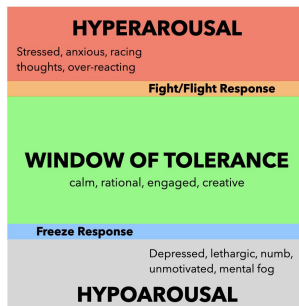
## Set Boundaries

It's important to set boundaries to establish a healthy work/life balance. When the tools we use for work (laptop/cell phone) are the same tools we use for fun, it can be easy to respond to emails that come in at all hours of the night. We need to enforce healthy boundaries by establishing and maintaining "work hours".



## Take Care of Your Physical Health Too

Remember that nurturing your physical health plays a huge role in nurturing your mental health! Check your compass!



Dr. Dan Siegel, UCLA  
Dr. Sarah Hellmuth, Halliday Quinn Ltd.

## Return To Your Window of Tolerance

Practice wellness habits that will keep us in our Window of Tolerance. We can practice breathing techniques and mindfulness exercises to help us regulate our emotions.

## Resources

### Mindfulness

#### Resources and Apps:

- [Ten Percent Happier](#): Diverse teachers, meditations & courses for basics
  - [Liberate](#): App for the Black & African Diaspora (features POC teachers)
  - [Insight Timer](#): Rated the top free meditation on Android & iOS stores - can connect to people around the world in groups that meditate virtually
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### Mental Health in Times of Change

#### Remember Anthony's 3 Keys to Peace:



1. Make time for **joy**
2. Focus on what you can **control**
3. Talk to yourself like you'd talk to a **friend**

#### Other resources shared:

- [WIMHOF method](#)
  - [Try Softer book](#)
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### Nabs and Togetherall

nabs, our advertising industry charity, has helped over 3600 marketing and communications professionals over the last year.



The team at Nabs just launched Togetherall, an online peer-to-peer mental health community that empowers individuals to anonymously seek and provide support 24/7. The platform is consistently moderated by Mental Health practitioners - so help is just a click away.

Register today: [www.togetherall.com/joinnow/nabs](http://www.togetherall.com/joinnow/nabs)



Guided Demo - May 12th / 12PM EST. Register: <http://bit.ly/nabstogetherall>