

Be the Brand



JULY UPDATE — MINDFULNESS

WELCOME BACK TO BE THE BRAND

We've all faced big challenges over the last few months, and after putting our monthly wellness focuses on hold, we're ready to start them up again to remind us all to look after ourselves and that self-care is more important now than ever. With our July challenge week postponed, for the month of July let's focus on mindfulness, a practice that can help us relax and deal with stress and anxiety.

JULY CHALLENGE: HOW MANY DAYS CAN YOU INCLUDE MINDFULNESS PRACTICE INTO YOUR WEEK?

Attached is your goal setting and tracking sheet for July. How many days will you aim to include mindfulness into your month? What do you need to do to achieve this?

Use the calendar to record what you have achieved as you go. Make sure you keep it somewhere visible to keep you motivated for the month.

WHAT IS MINDFULNESS?

Mindfulness is paying attention to the present moment in a way that allows you to be aware of your internal and external experience. Practicing mindfulness can help to cultivate an attitude of openness, interest and acceptance. It can also be a way to help you notice and choose what feelings and emotions you pay attention to.

You can develop mindfulness during all the activities of daily living — eating, drinking, walking, driving in the car, etc. You can simply focus on the present moment, concentrate on what is happening around you and try not to be judgmental about what you notice — just notice them and let them be.

You can also delve a little deeper and include some formal practice activities including meditation (meditation apps are available to download on smartphones), yoga or tai-chi, these activities particularly focus on breathing techniques.

WHY PRACTICE MINDFULNESS?

Research continues to demonstrate that mindfulness can help with the management of pain, anxiety, depression and stress as well as help to aid sleep, clear your head and relax in general. Being mindful can help you to enjoy every moment in life as it happens.

You can even incorporate mindful eating into your day to help feel more satisfied with your meals. Start by removing all distractions including your TV, laptop, iPad and phone. Sit down at the table and slowly start eating. As you eat, taste every mouthful, and chew your food well. Enjoy the flavour of the food, and put your knife and fork down after every bite. Eating slowly and mindfully will allow you to taste and appreciate your food, and feel more satisfied when you're finished.

TIPS TO INCLUDE MINDFULNESS

Incorporating mindfulness practice into your day doesn't have to be complicated or take a lot of time. Simply taking 5 minutes for self-care each day can do wonders to start you on your mindfulness journey. Try some of the following activities below:

- Download a meditation app or buy a relaxation CD and start to practice meditation daily.
- Join a yoga or tai-chi exercise class (online or in person when they start up again), borrow a book or CD from the local library or use a YouTube video for guidance.
- Go for a leisurely walk in the park or the beach, and take the time to observe the nature around you and reflect on your thoughts.
- Do some breathing exercises daily as it will help you be more aware of your breath and promote feelings of calm and relaxation.

WELLNESS ACTIVITY IDEAS FOR JULY

Here's some ideas for activities you could do:

- Start your shift with a short 2-minute meditation.
- Try an online yoga class or a local yoga session when they are running again.
- Try out different guided meditation recordings to find out what style connects with you the most.