

**magpie.**


24 ideas for

**2024**

**Taking on the challenges of 2024 together**

A creative retreat by Magpie

# Welcome to '24 ideas for 2024'



Christopher Hulme

Business Development Manager, Magpie

Challenge #1

Combatting  
professional fatigue  
Idea 1: Breaking the  
*hamster wheel*

Christopher Hulme  
Magpie Business Development Manager

## Your task:

### Reflect:

- Go back to your roots - the reason behind your choice
- Where have you succeeded? (Don't forget to look up)
- How else do you combat professional fatigue?

Knowledge Exchange

Challenge #2

Approaching and  
understanding AI  
Idea 2: Using AI as a  
*time and energy saver*

Tools:

**Otter AI** - Louise Hallworth

**ChatGPT** - Saransh Ahuja

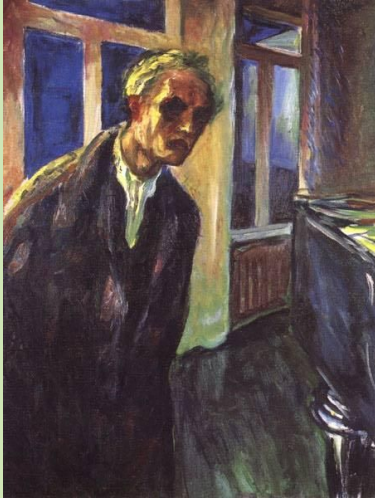
Challenge #3

Preventing stress and  
exhaustion

Idea 3: Conquering the  
*nights self*

Mirela Neto

Behavioural Insights Team



Come the evening hour,  
the darkness, wrote  
Virginia Woolf, “we are  
no longer quite  
ourselves”.

### Why sleep?

- We all do it, need it and want more of it
- Sleep is essential for physical restoration and healing
- Understanding and valuing how our body changes at night will can foster healthier relationship with our bodies, optimize our performance, and contribute positively to our communities
- **It's essential to recognise how individual differences manifest when night falls to effectively conquer your night-self**

### The Night-Self

Studies on sleep find that the brain **resets** for nocturne, with some parts going into hibernation and some blooming. We must embrace this **transformation** in our mind and body to forge a new relationship with the night.

Our night-self is:

- Creative
- Reflective
- Vulnerable
- Insightful

By tapping into the inherent power of our night-self and adopting authentic and personalised evening routines, we can create a safe space conducive to better sleep and healthier lives. And sometimes it's about **embracing those sleepless nights**.



## What is the sleep-stress cycle?

Today, our focus will be on understanding how we can leverage our nighttime habits to prevent long-term sleeplessness and insomnia, ultimately alleviating stress and preventing burnout



## Many Sleepless Nights

### Emotional Dysregulation

Disruption of **sleep homeostasis** increases HPA axis activity, leading to a rise in stress hormones such as **cortisol** (Taillard, 2021)

A good night's rest is crucial for better **emotional regulation** - allowing the body to naturally reduce the levels of stress hormones

**'Who was at my desk or who touched my coffee cup?'** Phenomenon: a study found that those who were sleep-deprived responded to low stressors in much the same way that people without any sleep deprivation tended to respond to high stressors (Dinges, 1995)

### Poor Mental Health

Prolonged periods of poor sleep have huge detrimental effects on our mental health including increased **anxiety** and **suicidal thoughts** and may trigger **mania** and **paranoia** (Geoffroy et al., 2021)

Sleep often precedes the onset of **depression** and poses a risk for the development of the disorder (Meerlo et al., 2015)

Studies show that when duration of sleep **drops below seven hours**, a number of different disorders begin to increase in prevalence (Worley, 2018)

### Disrupted Waking Cognition

Persistent lack of sleep over time disrupt the brain's ability to adapt and communicate effectively. Major industrial disasters such as the **Exxon Valdez oil spill** and **Chernobyl** were linked to inadequate sleep (Palinkas, 2012; Malik & Kaplan, 2005)

Sleep is critical for waking cognition, enhancing our ability to **think clearly** and **sustain attention** (Worley, 2018)

Sleep is much more restorative of waking functions and health when it is **consolidated** and **not fragmented**. It must follow our temporally programmed circadian clock (Van Someren, 2021)

# Leveraging Behavioural Science for Better Sleep:

By understanding the intricate relationship between human behaviour and sleep habits behavioural scientists have made significant contributions to the body of knowledge and research on what influences sleep quality and quantity.

**Cognitive Behavioral Therapy for Insomnia (CBT-I) & Behavioural Sleep Medicine (BSM)** are successful treatment approaches for better sleep evidenced by clinical trials using behavioural science

## 1. Cognitive restructuring

### Dysfunctional thoughts:

1. Identify, challenge and alter thoughts and beliefs that contribute to insomnia
2. Form realistic expectations about sleep time and quality
3. Do not spend excessive time in bed trying to fall asleep
4. Address anxiety of past experiences of insomnia

**Be patient:** changing our relationship with sleep will take time

## 2. Stimulus control

### Stimulus control:

1. Limit activities in bed
2. Keep your bedroom simple and clear of distracting objects
3. Avoid stimulating activities before bed

### Relaxation Techniques:

1. Learn to focus attention through meditation (yoga Nidra)
2. Set time for **reflection** and **contemplation**

**Be curious:** discover different techniques that work for you

## 3. Habit formation

### Sleep restriction:

1. Limit time spent in bed to your actual sleep duration
2. Sleep compression is a gentle approach - reduce time in bed gradually until you reach optimal amount

### Sleep hygiene:

1. Use apps/diaries to help you create and maintain healthy evening routines
2. Follow the same routine on weekends and holidays

**Make adjustments** until you reach your optimal sleep duration

## Activity

**Aim:** Identify one actionable step to improve your sleep routine.

**Process:** Reflect on your sleep routine and identify barriers to a healthy sleep hygiene. What affects the quality and quantity of your sleep? Pick one of the two areas of focus below (quantity or quality of sleep) and discuss and reflect in pairs.

### Quality of Sleep

- Refers to how restorative and beneficial your sleep is. It includes factors such as how deeply you sleep, how easily you fall asleep, how often you wake up during the night, and whether you experience interruptions.
- Strategies could include pre-sleep relaxation, stimulus control, etc.

### Quantity of Sleep

- Refers to the total amount of time spent asleep, typically measured in hours, from the moment you fall asleep to the moment you wake up.
- Strategies could involve adding 15 mins of extra sleep per night consistently and/or setting a “go to bed alarm”.

**Output:** Use a post-it note to write down your barriers. You can also make a pledge if you would like to, committing to the one action that have come up with to improve your sleep hygiene.

## Further resources

### Books:

[Sleepless: Discovering the Power of the Night Self](#) by Annabel Abbs

[Why we sleep: The new science of sleep and dreams](#) by Matthew Walker

[The 4 pillar plan: How to eat, sleep, relax, and move](#) by Rangan Chatterjee

### Apps:

[The Fabulous App](#) - great in helping build good night habits

[Insight Timer](#)- Meditation app (free) - includes guided yoga nidra recordings

[Headspace](#) - Relaxation and mental health app

### Podcasts:

[Nothing Much Happens - Short stories](#) - Short cosy bedtime stories for adults

Website on CBT-I: [The Sleep Foundation](#)

Feel better, live more [podcast episode](#) on sleep and health with expert Professor Walker

Feel better, live more [podcast episode](#) on sleep and habits with expert Dr Meadows

# Music for wellbeing

*DR CRISTINA HARNEY, [CRISTINAHARNEY@HOTMAIL.CO.UK](mailto:CRISTINAHARNEY@HOTMAIL.CO.UK)*

# Introduction



**DR CRISTINA HARNEY  
MUSIC PSYCHOLOGIST  
DJ  
WELLBEING WORKSHOP LEADER**

# My mission

Share with others about the power of music for positive wellbeing! music has so much potential to improve so many areas of our lives.





# Problem

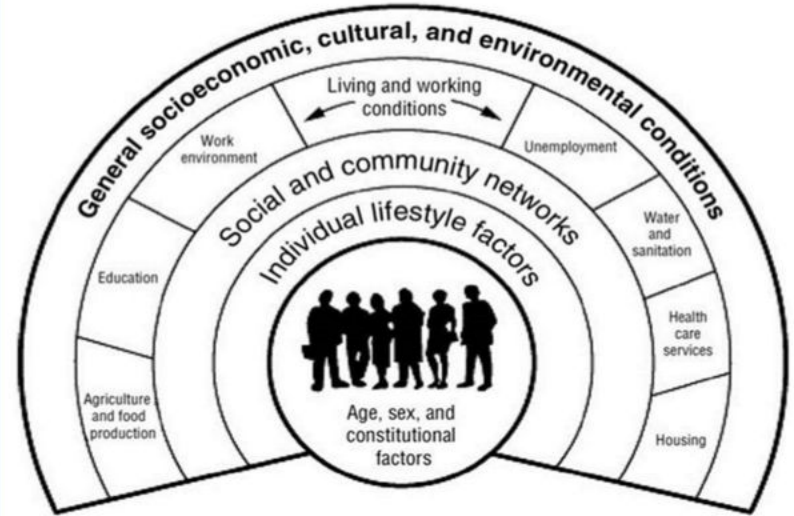
We're are facing a mental health crisis.

## Mental Health & Wellbeing in 2023



Data from Champion Health. Sample size: 4170 individuals.

# Model of health



Source: Dahlgren and Whitehead (1991)



# social factors

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## CONNECTION

Music provides us with a sense of connection with others

## COMMUNICATION

Music can act as a form of communication

## SUPPORT

We can feel comfort from music and my work has shown increased social support when listening to music with others

# lifestyle factors

music has the ability to motivate,  
energise and increase focus.  
For example, studies have shown the  
benefits of music for physical  
activity.



# Individual factors

## MOOD REGULATION

Research demonstrates that music can help us to regulate our emotions and mood. This in turn can have positive influences on our mental health (Saarikallio 2008; 2012)




## Activity

**Select one strategy  
and think of a song  
from your music  
library which fits this.**

**Please be ready to  
share!**

### 7 strategies- music in mood regulation (Saarikallio, 2012)

- 1) **Entertainment** - create nice atmosphere, happy feeling
- 2) **Revival** - energy renewal
- 3) **Strong sensation** - intense experience such as musical chills
- 4) **Diversion** - forget unwanted thoughts
- 5) **Release** - release negative emotions
- 6) **Mental work** - music for contemplation
- 7) **Solace** - comfort, acceptance when feeling sad



Take home messages...

- 1) Music has so much potential to improve our mental health and wellbeing
- 2) It can impact our moods, our lifestyle and social lives
- 3) The activity encouraged you to consider your own music listening

# Thank you

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Challenge #5

Collaborating with  
seldom-heard populations  
**Idea 5: Insights from  
community leaders**

**Michelle Budd**

Community Collaboration Manager



**Panel representation from:**

[Leeds Refugee Forum](#)

[Freedom For Girls](#)

[Bradford African Communities](#)

## **Key takeaways:**

- Building trust
- Join existing networks and amplify voices
- Volunteer your time and skills sharing
- Take the time to listen - intersectionality
- Be a friend

“We can’t just close our doors”

Podcast session to follow!

Challenge #6

Finding confidence  
during times of change  
Idea 6: Understanding the  
*confident leader within*

Ged Savva  
Co-Founder, Magpie

## Your confidence diagram




Choose six areas or circumstances within your life which require or test your confidence, and write each one into its own box.

**Example possibilities;** Managing change, forming new networks, recovering from failure, learning new things, managing times of stress, communicating with others, balancing work and life.

# Thank you for attending: feedback and *next steps*

Christopher Hulme

Business Development Manager, Magpie