

# Article Library

## HEALTH ARTICLES:

**Topic:** ALCOHOL

**Title:** Alcohol: Are you drinking too much?

**Sub-title:** 39 per cent of men and 22 per cent of women regularly drink more than the number of units recommended for safe drinking. Are you one of them?

**Content:** It's all too easy to underestimate the amount of alcohol you're drinking, especially at home where quantities can err on the generous side. This article clearly outlines safe drinking guidelines. It explains exactly what a unit is, and why safe drinking guidelines differ for men and women. It includes a useful 'Unit Calculator', so the reader can work out exactly how many units they're drinking, and ends with 'Easy ways to drink less' – helpful tips for reducing alcohol consumption.

**Word Count:** 653

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**Topic:** ALCOHOL

**Title:** Drinking and driving: Are you over the limit?

**Sub-title:** Why the only safe limit is zero

**Content:** Did you know that just one 250ml glass of wine can put you over the legal drink-drive limit? Or that two pints of strong lager can put you at twice the legal alcohol level (which, according to Department for Transport figures, makes you at least 50 times more likely to be involved in a fatal car crash?) This article outlines the facts employees need to know about drinking and driving including; *What's the limit for driving? How many drinks will put me over the limit?* and *What happens if I'm convicted of drink driving?* The article dispels some common myths about when it's safe to drive, suggests 'Alternatives to drinking and driving', and ends with a table which reveals how many units of alcohol are in popular drinks.

**Word Count:** 705

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**Topic:** BREATHING

**Title:** The art of breathing

**Sub-title:** How proper breathing can transform your health and vitality

**Content:** Most of us never give our breathing a second thought, but did you know that your health and energy are directly linked to the way you breathe? As children we breathed naturally and deeply, using the full capacity of our lungs. As a result we had an almost endless supply of energy and enthusiasm for life. This article explains how to check if your breathing is restricted using three easy tests, and includes two simple breathing exercises to encourage us to return to the natural breathing pattern of our childhood.

**Word Count:** 789

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**Topic:** BREATHING

**Title:** Breathe your way to a calm day

**Sub-title:** One of the best stress management techniques of all is simply to slow down your breathing

**Content:** Ever get the feeling you're hurtling through life? Are you always on a mission to achieve something or get somewhere (preferably as fast as possible)? More and more of us are succumbing to an ever-present state of panic, which has been aptly named 'hurry-up hysteria'. Hurry-up hysteria feels like you're living life stuck on fast-forward, but luckily there's an antidote. This article explains how to reduce feelings of anxiety and panic by slowing down your breathing. It outlines two 'Breathing exercises for calm' and suggests strategies for 'Slowing down in daily life'.

**Word Count:** 756

**Note:** If you are planning to purchase both breathing articles I recommend that you publish 'The art of breathing' first as it outlines the basics of good breathing.

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**Topic:** EYESTRAIN

**Title:** Is your computer giving you a headache?

**Sub-title:** Why nine out of ten computer users need to read this article

**Content:** The average office worker spends three and a half months a year in front of a computer or TV screen. Whilst there's no evidence that this causes permanent damage to the eyes, nine out of ten computer users suffer from 'screen fatigue' or eyestrain, which can cause headaches, dizziness and blurred vision. This article outlines the symptoms of eyestrain, recommends 'Five ways to reduce screen fatigue', and includes an exercise to refresh tired computer-eyes.

**Word Count:** 572

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**Topic:** HEADACHES

**Title:** How to turn your office into a headache-free zone

**Sub-title:** Preventing tension headaches at work

**Content:** A headache is your body's way of telling you that something is wrong – and more often than not, it's a warning that your stress levels are too high. Headaches are a major factor in 'presenteeism' (when we're at work but are feeling too ill to be productive) and around 20-30% of us experience tension headaches several times a month. This article explains what causes a tension headache and lists common symptoms to look out for. It outlines three 'Common tension-headache triggers', and suggests simple relaxation exercises that can be performed at work.

**Word Count:** 1006

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**Topic:** NAPPING

**Title:** Power napping for beginners

**Sub-title:** How to re-boot your brain with a power nap

**Content:** In the UK, 63% of us report feeling sleepy at work (which isn't surprising when you consider most of us average 6-7 hours sleep a night, and 1 in 10 of us get by on less than 5!). Tiredness affects our ability to concentrate, make decisions, solve problems and handle stress. It dampens our mood, zaps our energy and makes it harder to interact with colleagues. However, scientists believe they have the answer. The body is designed to have two sleeps a day - a main sleep at night and a nap in the afternoon. This article looks at how napping 're-boots' the mind, and includes a step-by-step guide to taking a refreshing nap.

**Word Count:** 868

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**Topic:** NATURE

**Title:** Treat yourself to some outdoor therapy

**Sub-title:** Outdoor therapy doesn't cost a penny, and best of all, it works immediately

**Content:** Most of us find nature relaxing but have you ever stopped to wonder why? Researchers believe we have a biological need to connect with nature and warn that our nature-free lifestyles are causing us mental and physical distress. Even a scenic view can have a profound affect: office workers who sit near a window overlooking a natural setting take fewer sick days and report more enthusiasm for their work. This article summaries some thought-provoking research and outlines '9 easy ways to reconnect with nature' (each suggestion includes a website references so the reader can explore further).

**Word Count:** 723

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**Topic:** POSTURE

**Title:** Spinal Damage at 0mph

**Sub-title:** Reduce back pain and tension by changing the way you sit at your desk

**Content:** ‘Spinal damage at 0mph’ sounds a bit dramatic, but it’s possible if you sit at your desk for eight hours a day without thinking about your posture. The fact is, sitting puts more pressure on the lower back than standing! This article explains how slumping at your computer affects your body and mind. It includes a chart showing ‘Disc pressure in the lumbar spine’, lists ‘6 reasons to improve your posture’, and includes a detailed ‘One minute to perfect posture’ checklist (a step-by-step guide to achieving optimal posture at your desk).

**Word Count:** 721

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**Topic:** SLEEP

**Title:** Secrets of sleep (Part 1)

**Sub-title:** In the first of a two-part series on sleep we ask, are you sleep-deprived?

**Content:** Fifty years ago we averaged 10 hours’ sleep a night. Now most of us get 6-8 hours, and 10% get less than 5 hours. This is a worrying trend as according to the Better Sleep Council (Canada), sleep is “the single most important determinant” in predicting how long we’ll live. ‘Secrets of Sleep’ starts with four alarming sleep-statistics and answers common sleep questions, including; *How much sleep do I need? What time should I go to bed? and How long should it take me to fall asleep?* This article also includes a questionnaire which enables the reader to assess how much sleep debt they have accumulated.

**Word Count:** 811

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**Topic:** SLEEP

**Title:** Secrets of sleep (Part 2)

**Sub-title:** In the second of our two-part series on sleep we ask, what’s the best way to get a good night’s sleep?

**Content:** Despite the fact that we spend over a third of our lives sleeping, we pay scant attention to the quality of sleep we get. As sleep expert, Paul Martin, says; “according to prevailing cultural attitudes, sleeping is one of the least productive of all human activities – more worthwhile perhaps than sitting around picking your nose, but not much”. With almost a quarter of us regularly experiencing disturbed sleep, perhaps now’s the time to promote sleep to more lofty heights. ‘Secrets of sleep Part 2’ addresses common queries (such as *Will having a bath help me to sleep? and What should I do if I wake up in the middle of the night?*) and outlines ‘8 tips for a great night’s sleep’.

**Word Count:** 968

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**Topic:** STRESS

**Title:** Tired of being tired all the time (Part 1)

**Sub-title:** In the first of a two-part series on stress we ask, have tiredness and stress become the norm for you?

**Content:** Lack of energy...inability to concentrate...poor memory...anxiety...insomnia...depression...These are sure-fire signs that your body is not coping with the strain of modern life. This article explains what happens to the body when it is under stress. It reveals why the adrenal glands are central to our ability to cope when under pressure, and explains why an ‘adrenaline lifestyle’ can lead to burnout and exhaustion. It ends with an outline of ‘The three stages and symptoms of burnout’, so the reader can identify which stage they are in.

**Word Count:** 849

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**Topic:** STRESS

**Title:** Tired of being tired all the time (Part 2)

**Sub-title:** In the second of our two-part series on stress we look at eight everyday habits that stress the adrenal glands

**Content:** A little bit of stress every now and then does us no harm. But chronic stress is a very different ball game: it causes the adrenal glands to release a torrent of 'fight or flight' hormones which blast through our systems with no let up. To make matters worse, many 'harmless' habits (like skipping breakfast) trigger a stress response in the body. This article looks at eight everyday habits that reduce the body's ability to cope with stress, and suggests alternative 'nourishing habits' which will switch off the stress response and help the body recover from adrenal burnout.

**Word Count:** 2093

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**Topic:** WATER

**Title:** You're not ill, you're thirsty!

**Sub-title:** Why the most important 'nutrient' in your body is water

**Content:** Are you a 'KISBID' when it comes to drinking water? ('Know I Should But I Don't'). According to the National Mineral Water Information Service, we are a nation of KISBIDs: 49% of us know we should drink 8 glasses or more of water a day but only 10% of us actually drink this amount! This article outlines some surprising psychological and physical benefits of drinking more water. It includes 'How to tell if you are dehydrated', and lists 6 'Tips for optimum hydration'.

**Word Count:** 807

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### **FITNESS ARTICLES:**

**Topic:** EXERCISE

**Title:** A foolproof method for enhancing your mood

**Sub-title:** Why exercise is being hailed as the new antidepressant

**Content:** When deadlines are looming at work and your nerves are frazzled, exercise is the very last thing on your mind. But in fact it can turn things around for you. Research shows exercise is as effective as antidepressants in elevating mood and lowering anxiety. This article outlines 'Three mood-enhancing reasons to exercise'; gives a definitive answer to the question *How much exercise should I be doing?* and includes a 'Getting Started' guide to beginning your own exercise regime.

**Word Count:** 805

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**Topic:** STRENGTH TRAINING

**Title:** Why you need to lift weight to lose weight

**Sub-title:** The secret to long-term weight loss

**Content:** You've tried every diet known to man. You've bought every exercise video. You've even tried pounding the treadmill three nights a week, but somehow you're still not the body shape you hoped for. What is going on? What if I were to tell there could be a vital ingredient missing from your regime? If you're doing some aerobic exercise (running, cycling) you're doing well - it keeps you fit and gives you a healthy heart and lungs. But for a really toned body, lean legs and sculpted arms, strength training is the key. This article outlines why strength training is secret to long-term health, weight loss and self-esteem. It outlines 'Five great reasons to start strength training' and includes a guide to 'Getting started'.

**Word Count:** 800

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### **NUTRITION ARTICLES:**

**Topic:** BREAKFAST

**Title:** Are you sure you're too busy to eat breakfast?

**Sub-title:** If you skip breakfast, you're in for some unpleasant side-effects

**Content:** Skip breakfast and you're likely to feel light-headed, lethargic, irritable and mentally sluggish a few hours later – hardly a great recipe for a happy and productive working day! This article investigates the psychological and physical dangers of skipping breakfast. It outlines 'Three healthy breakfast rules' and ends with a list of inspiring 'Healthy breakfast suggestions', designed to elevate mood, concentration and energy.

**Word Count:** 831

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**Topic:** DIET

**Title:** How to eat

**Sub-title:** How you eat is as important as *what* you eat

**Content:** How often do you sit down to EastEnders with your supper on your lap and 5 minutes later find your plate is empty, you've hardly tasted your food and you still feel hungry? 'How to Eat' explains why a nourishing diet is not just about choosing the right foods to eat, it's also about *how* you eat them. The article outlines six simple 'eating awareness' techniques which encourage the reader to listen to their body, eat 'instinctively' and so rediscover their ideal weight.

**Word Count:** 956

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**Topic:** SNACKS

**Title:** Snacking at work – it's officially good for you!

**Sub-title:** How snacking can revolutionise your day

**Content:** Snacking has a bad reputation. It is universally seen as A Very Bad Thing To Do - which is true of course, if your snacks consist of little more than fizzy drinks, crisps and chocolate. However, once you start eating *the right foods, at the right time*, it's a whole new ball game. This article explains how snacking can help regulate weight, mood, appetite and energy. It outlines 'Four secrets to successful snacking' and ends with a list of suggestions for 'Healthy snack ideas'.

**Word Count:** 821

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## **MENTAL WELLBEING ARTICLES**

**Topic:** CREATIVITY

**Title:** Effortless creativity

**Sub-title:** Easy ways to turbo-charge your creativity

**Content:** When it comes to creativity, there is such a thing as trying too hard. Rather like racking your brain to remember a name, the harder you try the more difficult it becomes. A less stressful alternative is to view creativity as *a way of being* rather than an isolated event in your life. By slotting specific behaviours into your everyday routine you can effortlessly increase your inventiveness. This article explains how to adapt your daily schedule in order to 'Feed your creativity' and 'Make space for creativity'.

**Word Count:** 805

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**Topic:** CREATIVITY

**Title:** Effortless inspiration

**Sub-title:** How taking a break can multiply the number of 'aha!' or 'eureka' moments you have

**Content:** Studies of some of the most creative minds in the world, including Mozart, Einstein and Leonardo Da Vinci, have revealed a simple four-step mental process which can be used to heighten creativity and encourage flashes of insight and inspiration. The process hinges on achieving an 'alpha state', where the body is relaxed and the brain is focused but uncluttered. This article outlines each step of the

process ('Four steps to effortless inspiration') and explains how to incorporate the steps into everyday life ('Effortless inspiration in the office').

**Word Count:** 1655

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**Topic:** MOOD

**Title:** Simple steps to a good mood (Part 1)

**Sub-title:** In the first of a two-part series on everyday mood we ask, what's causing your bad mood – the state of your mind or the state of your body?

**Content:** When we're in a bad mood we usually blame it on a specific person or event in our lives ('this happened and it put me in a bad mood'). But what most people don't realise is that it's often our *physiology*, rather than psychology, that dictates our everyday mood. 'Simple steps to a good mood' explains how it's the amount of *energy* and *tension* in the body that affects our perceptions and thought patterns, and ultimately, our mood. The article outlines 'Four steps to calm energy' (simple strategies for altering our physiology and encouraging daily good moods), and explains why 'Now is not the time for life-changing decisions!'

**Word Count:** 859

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**Topic:** MOOD

**Title:** Simple steps to a good mood (Part 2)

**Sub-title:** In Part 1 we looked at how our physiology affects our everyday mood. In this article we ask, what's the best thing to do when you're in a bad mood and suffering from a serious dose of negative thinking?

**Content:** Over two decades ago, eminent psychologist Robert E. Thayer set out to research bad moods. There was one burning question he wanted to answer: When you're feeling low, what's the best way to change how you're feeling? After interviewing hundreds of people he identified six of the most effective strategies for mood management. This article outlines each strategy in turn and reveals which is the best mood-management strategy of all.

**Word Count:** 910

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**Topic:** MOTIVATION

**Title:** How to motivate yourself to do anything!

**Sub-title:** The two things you need to know about motivation

**Content:** Psychologists say that every single thing we do is driven by a desire to either avoid pain or gain pleasure (e.g. 'going to the gym' = pain, 'eating chocolate' = pleasure). This simple principle has shaped our entire lives, affecting everything - from our relationships and health, to our careers and finances. The secret to phenomenal motivation lies in being able to manipulate these pain-pleasure associations so they work for, rather than against us. This article reveals an exciting two-step process which will enable the reader to programme their brain for motivation and rid themselves of old, self-defeating habits.

**Word Count:** 870

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**Topic:** OPTIMISM

**Title:** The power of optimism

**Sub-title:** "The ancestor of every action is a thought" (Ralph Waldo Emerson)

**Content:** There is one factor, above all others, that determines what you achieve in life. It's more important than talent, knowledge and imagination. Studies of high achievers reveal they each possess an inner resilience; a stubborn ability to persevere despite setbacks. The secret to this inner resilience lies in the optimistic way in which high achievers interpret setbacks in their lives. This article outlines three pessimistic thinking styles to watch out for, and includes a step-by-step guide to 'Creating an optimistic life'.

**Word Count:** 1070

