

## #SoundEffect

The Sound Effect campaign is about the importance of being sound to each other and ourselves. It is being run by A Lust for Life and Pieta House.

It is about:

- Being sound to ourselves ... self-compassion.
- Being sound to others ... living the scouting spirit
- Life is sound ... practicing gratitude everyday
- Be sound to our mind ... mindfulness in the day
- Getting involved and creating a sound atmosphere in your Crew.

We're asking each Rover Scout and Rover Crew to look over the attached '*Little Book of Sound*' and to discuss the ideas in it. How can we 'be sound' in your lives, in scouting, and in the community?

You check out some websites which will help explore these issues, or if you feel you need to talk about these issues:

- A Lust for Life: <http://www.alustforlife.com/>
- Spunout: [spunout.ie/health/category/mental-health](http://spunout.ie/health/category/mental-health)
- Pieta House: [pieta.ie](http://pieta.ie)
- Samaritans: [samaritans.org/branches](http://samaritans.org/branches)

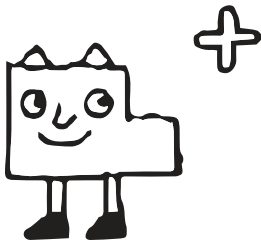
The Little Book of Sound

#SOUNDEFFECT

A  
LUST  
— FOR —  
LIFE



[www.alustforlife.com](http://www.alustforlife.com)



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# So what's the story?

We're amplifying our collective soundness  
because most people are in fact sound.

Soundness will conquer all!

And **YOU** (absolute legend) are going  
to make it happen with us!

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## Urban Slang Dictionary

**To be sound:** Irish slang. To be sound is a state of existence. It usually refers to someone who willingly does a favour, asked or not, although usually unexpected – Like when you ask for one chocolate biscuit and someone gives you two. Sound! It can be something really small or a grand gesture of soundness.

Also “sound” can be used as an adjective to describe a genuine, nice person. Someone who is decent, dead-on, cool, really kind, brilliant. “She’s sound” (a good person). “That was sound of him.” (He did something good/kind).

# #SoundEffect

EVERY “SOUND” ACTION WE TAKE CREATES A RIPPLE ...



+

people  
are  
sound

+

# **SOMETIMES WE CAN ALL BE ARSEHOLES,**

but if we added up every moment of arseiness and every moment of soundness throughout our lives, the chances are, the latter would far outweigh the former.

If we were to believe everything we read, see, and hear in the media we would be forgiven for thinking we are all a shower of horrible feckers, hell-bent on the destruction of humanity but the reality is this is simply not true. It's fake news.

During the last Euro 2016 football campaign in France, a handful of hooligans ripped stadiums apart celebrating violence instead of sport, while the Irish fans sang Abba to Swedish fans, helped the elderly fix broken down cars and cleaned the streets

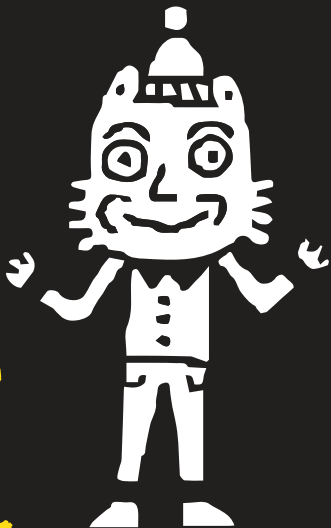
with the Police after matches. What did the world's media decide to do? They turned their attention from the hooligans to the Irish lads having the craic - because they now had an alternative.

What would people prefer to see? Irish fans winning awards from the Mayor of Paris for collective soundness or a shower of utter tools who couldn't handle the sun and the beer and so decided to beat lumps out of each other?

So the moral of the story is being sound pays off. The best way to balance the asshole who wants to preach hate, promote violence, apathy and prejudice is to offset it with giant waves of soundness, empathy, understanding and love.

**BUT IN ORDER TO BE SOUND TO OTHERS,  
WE MUST RECOGNISE THE NEED TO BE  
SOUND TO OURSELVES.**

+ be  
+ sound  
to  
yourself



For whatever reason, sometimes many of us can be incredibly hard on ourselves. We can expect so much, trying to live up to what others want us to be or what we believe we should be. If you stop and think about this for even a second, it is easy to observe how this pressure can create an unsettled mind.

At times we even find it hard to accept a sincere and friendly compliment from those around us. “Fiona, I really like that top you are wearing, you’re gorgeous”, “What this auld yolk? 15 euro in Penney’s, sure tis grand.”

So, what is the alternative? How about practising self-compassion? This doesn’t mean you have to walk around every five minutes high-fiving yourself or attempt to shift a mirror every time you pass one.

**IT’S ABOUT TAKING A MOMENT EACH DAY TO CELEBRATE YOU, TO SAY SOMETHING POSITIVE AND NICE ABOUT YOURSELF, TO SHOW YOURSELF SOME LOVE.**

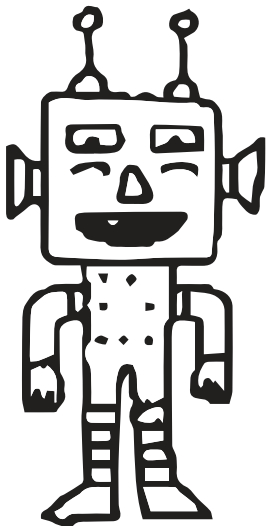
There will be days when the last thing you want to do is be positive about yourself but these are the days that self-compassion is at its most effective. Become more aware of how you talk to yourself, or about yourself. Your words are powerful. Get into a habit of finding a moment in a day where you can say one or more nice things about yourself. Perhaps that lovely hazy moment just before you fall asleep . . .

**...“I MADE A COLLEAGUE TEA, I CALLED MY MOTHER AND TOLD HER I LOVE HER, I LET SOMEONE OUT IN TRAFFIC, I SAVED SOMEONE’S LIFE”. IT DOESN’T REALLY MATTER HOW SIMPLE OR PROFOUND IT IS, JUST ALLOW YOURSELF TIME TO APPRECIATE YOU”.**

It seems our world sometimes weighs too heavily on apathy and the only antidote to this toxic negative rhetoric behaviour is empathy.

**THE MORE COMPASSION  
WE CAN HAVE FOR OURSELVES  
THE MORE EMPATHY WE  
CAN SHOW TO OTHERS.**

**START WITH BEING  
SOUND TO YOURSELF.**



life  
is



sound!

## **WE CAN SPEND QUITE A LOT OF OUR TIME CHASING WHAT WE DON'T HAVE RATHER THAN CELEBRATING WHAT WE DO HAVE.**

It seems we are on this endless treadmill searching for a destination that we will never arrive at, searching for stuff that in reality doesn't really make us happy. It's a trap and we can all get caught up in this endless, fruitless journey at times. So how do we get off that treadmill?

## **A GREAT PLACE TO START IS BY PRACTISING GRATITUDE.**

What and who exists in your life right now that you are truly thankful for? Rather than curse what is not in your life, celebrate what actually is. The people that make you happy, the solace you receive from friends, the enjoyment of the simple things in life, the warmth of your bed if you are blessed enough to have one, seeing Piers Morgan make a tit of himself on TV etc.

Each morning as you wake up, don't look immediately at your phone to see who may have texted you at 4am in the morning. Don't go online to check some social media or news platform to see them peddling some shitty negative headline that creates stress in your body before you even leave the bed. Instead, try keeping your eyes shut for 3 minutes and quietly suggest 10 things that you are grateful for in life.

Toast, toothpaste, my job, my health, my friends, the sea, coffee, my dad, my dog, my gran, etc. . . It doesn't really matter what. Because your mind is searching for something to show gratitude for, it then responds in a positive way. Pay attention to how this makes you feel. Does it give you a warm comforting feeling, does it make you smile?

**IT SENDS GOOD HORMONES  
THROUGHOUT YOUR BODY. 14**

Then slowly get out of bed, place your feet on the solid ground and go about your daily routine.

You have now framed how your day is going to go. You won't go into work and say "That wench took my car parking space" or "I need a coffee or I'm going to tear the head off someone". Your head is simply not in that place.

**SO REMEMBER, LIFE CAN  
BE TESTING BUT LIFE CAN  
ALSO BE SOUND. TRY  
PLACING MORE EMPHASIS  
ON THE SOUNDNESS  
OF WHAT IS AROUND US.**

**+ be  
sound  
to  
your  
mind**



Our minds kinda do a lot for us. It beats our hearts over 115,000 times a day, it pumps our lungs full of oxygen on average 23,000 times a day. It processes huge amounts of information, allows us focus, create, connect, communicate and learn from the world around us and it doesn't ask for a lot back.

Sometimes our minds get tired, a little overwhelmed with all the work it has to do and the traumas it sometimes receives. If you were to wake up tomorrow morning, put on your runners and start running at 8am and not stop till 9pm, what do you think would happen? Most of us would pass out with exhaustion or collapse in pain (apart from the ultra marathon runners out there and those stubborn enough to try).

**HOWEVER, WE ASK  
OUR MINDS TO DO  
THIS EVERY DAY.**

Get up, eat, prepare for work, work, come home, maybe exercise, onto our iPads, dinner, depressing soap, iPads, social media, look after your kids if you have them - then you get into bed beside your partner at the end of the day and wearily declare that...

**“I CAN’T SWITCH OFF”  
COURSE YOU CAN’T, YOUR HEAD HAS BEEN  
IN THE RED ZONE FROM THE MOMENT YOU  
GOT UP. YOU HAVE BEEN ON  
AUTOPILOT.**

+ +  
the  
red  
zone



Part of the mind that helps us avoid threats, pursue opportunities, or deal with relationship issues: the sympathetic (fight-or-flight) nervous system activates, stress hormones like cortisol course through the bloodstream, and (broadly defined) hatred, greed, and heartache course through the mind. If you're upset – if you're anxious, frustrated, irritated, or feeling put down or inadequate – you're in Red or heading there quickly.

— Dr. Rick Hanson

**SO, HOW DO YOU STEP OUT OF THIS RED ZONE, HOW DO YOU SWITCH THE AUTOPILOT BUTTON OFF?**

Start immersing yourself in the present moment. Make the decision to become more mindful. Mindfulness is fast becoming

peoples' greatest ally in a world that seems to be becoming more chaotic and fast moving with each passing day. This pace can overwhelm a person and their mind and we often find ourselves struggling to keep up. There are days that thoughts seem to collide through your mind at a million miles an hour and before you have time to process one thought another enters the maze of your brain.

## **YOUR HEAD FEELS LIKE A MASSIVE CAR PARK, ALL THE CARS HAVING BROKEN DOWN AND UNABLE TO GET OUT.**

There is much scientific research coming out on the undeniable benefits of mindfulness and also meditation, but everyone is different and will get into it in their own way, at their own speed. No one is expecting you to start levitating, wearing orange robes and listening to whale music tomorrow. We need to move beyond those limited perceptions of what it means to take care of your mind.

A good way to dip your toe in the healing waters of mindfulness is to introduce as many mindful moments throughout your day. For example, your first cup of tea in the morning, pause for a moment, allow yourself feel the warmth of the tea enter your mouth and move down through your chest into your belly. It's a very comforting feeling, spend time with it. Having a shower, stop and feel the warm water gently make contact with your back, breathe deeply and allow yourself enjoy this quiet moment of your day.

**FIND YOUR OWN MOMENTS AND  
USE ALL YOUR SENSES TO SLOW  
TIME DOWN AND BE PRESENT  
WITH AS MANY EXPERIENCES AS  
YOU CAN THROUGHOUT THE DAY.**

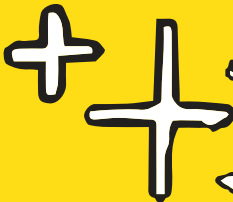
**IN ESSENCE, FIND AS  
MANY MOMENTS IN  
YOUR DAY SO THAT  
YOU CAN COME OFF  
AUTOPILOT AND FEEL  
WHAT IT IS TO BE ALIVE.**

Make yourself aware you are doing something and experience it. Your mind will truly thank you for it, and these little scenic route trips out of the red zone will become a welcome habit.

**GET INVOLVED**



**#SOUNDEFFECT**



In a world that can often amplify fear and negativity we believe deep down that most people are in fact, sound.

**SO WE ARE ASKING EVERYONE TO SHARE THEIR 'SOUND' EXPERIENCES WITH US SO THAT OUR COLLECTIVE SOUNDNESS RIPPLES OUT TO CREATE A HUGE WAVE OF SOUND THAT THE WHOLE WORLD CAN FEEL.**

**#SoundEffect is about sharing something sound that you did for yourself, someone else or even a stranger. . . or sharing the soundest thing someone has ever done for you. Everything counts from the smallest deed to the grandest gesture.**

**SHARE YOUR SOUND STORY  
WITH US RIGHT NOW BY  
SHARING A VIDEO, PHOTO  
OR STORY ACROSS ALL  
SOCIAL MEDIA USING THE  
#SOUNDEFFECT HASHTAG.**

**Let's turn up the volume, make some noise and create  
a wave of sound that the whole world can feel!**

## Disclaimer:

Yes we know there is a serious amount of absolute desperate stuff going on in the world right now. We're not ignoring that. In fact, through our work at A Lust for Life we hear stories that would absolutely break your heart and we're doing everything in our power to change the system so these stories become fewer and fewer. Yet, we believe magnifying waves of soundness can help create change in our world too. These waves can help break through the negativity, the fear that is so often amplified, which suffocates our collective humanity, our beauty, the good stuff that humans do for each other every single day. That's what this is about. Get involved! **Let's make it happen.**

**The #SoundEffect  
Movement.**

the  
science  
of  
sound



In the context of an alarming increase in mental ill health in Ireland and urgency around how we are going to tackle the real pain faced by many.

**WE NEED TO FOCUS OUR ENERGIES ON  
“BEING SOUND”  
& PROMOTING OVERALL WELLBEING,  
WHICH IS AT THE CORE OF POSITIVE  
MENTAL HEALTH.**

Why does negativity stick so damn much? There is a very good evolutionary reason for this called the “negativity bias”, which refers to the way in which negative experiences weigh more heavily on the brain than others. We’ve evolved to be fearful and heavily attuned to the strong possibility of a threat in order to sustain our survival, whilst underestimating our resources to deal with them.

Left unchecked, the negativity bias can become a serious impediment to good mental health, as it has been found to be synonymous with anxiety and depression.

The negativity bias plays a significant role in our views about ourselves, in our emotions, in our ability to take in information and in our decision-making.

## **STUDIES IN PSYCHOLOGY AND NEUROSCIENCE HAVE SHOWN THAT FOR EVERY UPSETTING THING THAT HAPPENS, WE NEED FIVE POSITIVES TO BALANCE IT.**

Knowing that not all emotions are equal gives us a sense of control over what we can do to counterbalance negativity, and this is where making a conscious effort to be “sound” to ourselves and others comes into play, including practicing self-compassion, gratitude, and mindfulness.

Humans are a deeply social species whose most joyful and sad moments arise from the fulfilling or lack of “belonging” experiences with close others. Given this deeply ingrained social drive, science shows us that as children relating, we are biologically wired to be kind to others which sets the stage for developing empathy meaningfully to others. Time spent with emotionally warm or “sound” adults in whose company you feel safe and at ease can you give you a wonderful feeling of wellbeing.

**ONE OF THE BEST WAYS TO LOWER STRESS LEVELS AND RELAX YOUR BODY IS TO SPEND TIME WITH REALLY GENUINE PEOPLE, THOSE YOU CAN CRY AND LAUGH WITH, IN ESSENCE THOSE YOU CAN BE FULLY YOU WITH.**

Being with sound people is the ultimate mood changer and the answer is found in your brain. A meeting of the minds or a good laugh with the right person can activate optimal levels of your “feel good” brain chemicals and drastically lower your stress levels, by relaxing your heart rate and blood pressure. The endorphins can act as a natural pain reliever, whilst the serotonin release can serve as an antidepressant or mood lifter without the side effects.

**BEING KIND AND SHOWING ALTRUISM FOR OTHERS BOOSTS SEROTONIN, WHICH IS THE NEUROTRANSMITTER RESPONSIBLE FOR FEELINGS OF SATISFACTION AND WELLBEING, A PHENOMENON ALSO KNOWN AS A “HELPER’S HIGH”.**

There is a growing body of research indicating a strong link between volunteering and emotional wellbeing. Common reasons for the link include feeling useful, purposeful and valued; feeling connected to community and a sense of belonging; and feeling a sense of perspective on life and appreciation for life's blessings. Helping others helps the person to take a break from the stressors in their own lives and makes them better equipped to handle future stressful situations.

**AMAZINGLY, BEING KIND INCREASES OXYTOCIN LEVELS WHICH REDUCES INFLAMMATION ASSOCIATED WITH ALL SORTS OF PHYSICAL HEALTH PROBLEMS SUCH AS DIABETES, CANCER, CHRONIC PAIN, OBESITY AND MIGRAINES. OXYTOCIN IS ALSO KNOWN AS A "CARDIOPROTECTIVE" HORMONE BECAUSE IT PROTECTS THE HEART BY LOWERING BLOOD PRESSURE.**

**BEING KIND CAN ALSO REDUCE YOUR RISK OF HEART DISEASE AND HELP YOU TO LIVE LONGER, DUE TO THE STRONG AND MEANINGFUL RELATIONSHIPS YOU DEVELOP WITH OTHERS. MAYBE THAT'S WHY THEY SAY SOUND PEOPLE HAVE REALLY BIG HEARTS...**

**SO WITH ALL THIS SCIENCE BACKING IT UP, WHAT BETTER REASON TO JOIN THE #SOUNDEFFECT MOVEMENT AND BE SOUND TO YOURSELF & OTHERS?**



**A Lust for Life is an award winning Irish wellbeing movement created to transform how we talk about and treat mental health. We launched in October 2015 with a social mission in our hearts and our small team have put a lot of love and hard work into making it special so please let us know what you think or how we can make it better for you. You can also get involved by writing for us. Check us out on [www.alustforlife.com](http://www.alustforlife.com)**

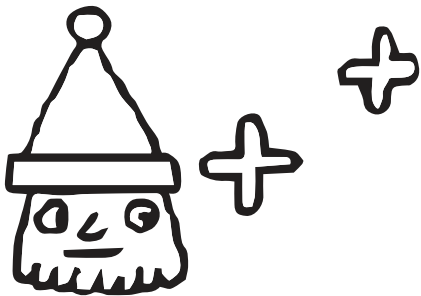
**OUR VISION IS WORLD WHERE THE WELLBEING OF HUMANITY IS THE HEADLINER ON THE MAIN STAGE, AND EVERYTHING ELSE IS A SUPPORT ACT.**

**OUR MISSION AND ENDURING PURPOSE IS TO:**

**SUPPORT, INSPIRE AND EMPOWER PEOPLE TO  
TAKE CARE OF THEIR OWN MINDS**

**CHANGE SOCIETAL NORMS AROUND MENTAL  
HEALTH, HUMANISING THE CONVERSATION**

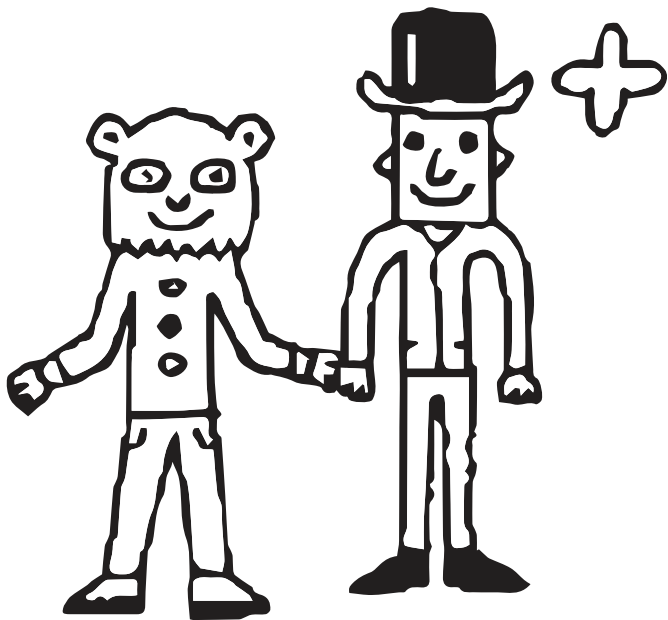
**CHANGE SOCIETAL INFRASTRUCTURE, SO THAT WE  
ALWAYS CATCH PEOPLE WHEN THEY FALL**



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[www.alustforlife.com](http://www.alustforlife.com)



**#SoundEffect**

**This is an A Lust for Life publication**

**Design by Natalie Keville**