

HOW TO 'BE KIND'

And support a friend in need

HEALTH AND WELLNESS COACH SAMANTHA HARDINGHAM IS QUALIFIED TO HELP HER CLIENTS BUILD A LEAN, STRONG, HEALTHY BODY AND MIND THROUGH BOTH EXERCISE AND NUTRITION. RUNNING ONLINE COMMUNITY GROUPS SUCH AS 'THE BODY MIND COACH GROUP', AS WELL AS HER WEEKLY BOOT CAMPS, SPORTS MASSAGE, AND ONE-TO-ONE TRAINING/NUTRITION SESSIONS, SAMANTHA EDUCATES, TRAINS AND TEACHES HER MEMBERS TO FULFIL THEIR HEALTH AND FITNESS POTENTIAL BY OFFERING DAILY INSPIRATION, MOTIVATION AND SUPPORT TO ALL.



- Getting easily upset and/or irritable
- Less communication/social than normal
- Can't be bothered, wanting to give up
- Lacking interest and energy
- Sleepless nights and/or increased tiredness
- Can't seem to focus or concentrate
- Abnormal eating behaviours
- Irrational feelings

Let your friend know you're there for them. You could start the conversation by asking, "It looks like you've been having a hard time lately, what's on your mind?"

If they're willing to talk, engage in active listening techniques, such as asking questions and validating their feelings by commenting, "that sounds tough, I'm sorry to hear that."

Refrain from giving advice/judgement on medication. Encourage them to seek

professional advice, supporting them to keep regular appointments and showing interest in their progress.

However it's important to practice self care as it's very tempting to be available to them 24/7. Let your friend know what the boundaries are in your friendship. For example, let them know they can contact you in the evening rather than at work etc. It's very easy to feel frustrated and 'on demand' when a friend or loved one is depressed. However if their symptoms seem to worsen with increased mood swings, risky or dangerous behaviour, it might be time to intervene, ask them to call their medical professional/therapist whilst you're with them or ask if you can do it for them.

To benefit from Samantha's health and wellness advice: www.facebook.com/ItsTheBodyMindCoach/ www.instagram.com/samanthahardingham

We've all had friends or family that have needed support when they're going through difficult times but what's the most constructive way to help them?

There's an estimated 300 million people worldwide that suffer with some form of depression. Whilst the symptoms vary, here are a few warning signs to look out for.

- May seem a bit 'off'
- Tearful and sad

Equine photographer Laura of Laura Fiddaman

Photography has set up a foundation to help support those struggling with their mental health.

Having been through a difficult few years of her own, she started talking to fellow equestrians about the problems they were experiencing. It became clear to her that there are still a huge number of people suffering in silence, or who just simply don't know where to turn.

"The project is very much in its infancy, and will develop over the coming months. It's all about helping you come into your own by taking part, whilst encouraging and supporting others to do the same," says Laura. It's not just about mental health, all life experiences are welcomed to join the project. "We have already made a positive start and have a variety of 'invisible' equestrians involved. From anxiety to strokes, childhood



THE INVISIBLE EQUESTRIANS: EQUINE PHOTOGRAPHER LAUNCHES NEW PROJECT

traumas to fertility, and the challenges of pursuing your dreams; we want to create a welcoming network that can respond to an endless list of subjects."

Laura Fiddaman Photography is based in East Anglia and was launched in October 2016. Since then, Laura has survived blood clots, been through crippling anxiety episodes and in June

2019 lost her heart horse. She wants to help others to ensure they are not alone.

You don't have to be based in East Anglia to take part in the project. Laura is scheduling her sessions across the UK. All she asks is that you are prepared to share your story, and help fellow equestrians find their way.

www.laurafiddamanphoto.com/the-invisible-equestrian

POLLEN: WHAT CAN RIDERS DO?

Airborne allergens expert and creator of HayMax allergen barrier balms, Max Wiseberg, offers some simple advice for horse riders this spring.

"Around 20% of us get hay fever in the UK, and it's more common in younger people.

"Symptoms include sneezing, a runny or stuffed up nose, itchy, watery or streaming eyes, nasal congestion and a general stuffed up feeling. Some people also experience itching around the face and mouth, and a burning sensation in the throat." Riders can combat the effects:

- **Time your ride** so it's not when pollen counts are highest during the peak morning and evening periods.
- **Plan your route** to avoid as

many trees as possible, and if you know which tree pollen you are allergic to plan your route to avoid these completely.

- **Apply an organic allergen barrier balm** such as HayMax around the rim of the nostrils and bones of the eyes before going out riding. HayMax traps over a third of the pollen before it gets into the body.

www.haymax.biz

ASHLEY ROSSITER IS MD OF AWARD-WINNING LUXURY LIFESTYLE, PET AND EQUESTRIAN PR & SOCIAL MEDIA MARKETING AGENCY, MIRROR ME PR. A QUALIFIED JOURNALIST AND FORMER CELEBRITY FASHION STYLIST, ASHLEY SHARES HER THOUGHTS FOR THIS MONTH...



5 Social Media Tips To Transform Your Business

As a business, you probably already use social media, but are you really maximising your opportunities for connecting with potential customers and helping to convert them into actual customers?



content interesting and varied.

3. Under The Influence Working with influencers is a great way to bring your brand into the conversation; however, align your brand with influencers carefully.

4. Develop Your Brand Personality

Your social channels should be a reflection of your brand. Your 'tone of voice' and content should always be on-topic for your company.

5. Keep An Eye On The Competition

Keeping an eye on the competition is essential for any business, but don't become so transfixed with what they are doing that you lose sight of your own social media strategy.

1. Create Great Content For Your Audience

Experiment with different types of content to see which work well for your followers.

2. Don't Just Sell, Sell, Sell

We understand that you want to sell your product; however, continually selling your products through post after post can become dull for your followers, so keep your

ASHLEY AND HER TEAM LOVE TO CONJURE UP CREATIVE IDEAS THAT GET PEOPLE TALKING AND MAKE AN IMPACT FOR YOUR BRAND OR PRODUCT.



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