



KEEL

Safety | Connection | Growth



OCTOBER IS ADHD AWARENESS MONTH



In order to shine a light a on ADHD
(Attention-Deficit / Hyperactivity Disorder)
and collaborate in raising awareness,
Keel Mental Fitness has curated a
collection of psychoeducational resources
to guide and support families.

ADHD affects around 5% of children,
who have substantial difficulties with
overactivity, inattention and impulsivity.¹

1. ADHD in children and young people, prevalence,
care pathways and provision, The Lancet, Psychiatry

ADHD and Accessing Innate Strengths

1. Key Strengths

There is much written and discussed about the challenges associated with ADHD, but this condition also comes with a host of strengths, which young people sometimes need help to identify and access.

There are lots of famous people who have been diagnosed with ADHD:

- ▶ Justin Timberlake (Musician)
- ▶ Will.i.am (Musician)
- ▶ Emma Watson (Actress)
- ▶ Michael Jordan (Athlete)
- ▶ Michael Phelps (Athlete)
- ▶ Simone Biles (Athlete)

Key strengths associated with ADHD to look out for and harness:

- ▶ Creativity
- ▶ Adventurousness
- ▶ Looking at the Big Picture Thinking
- ▶ Thinking Outside the Box
- ▶ Comfortable With Change & Chaos
- ▶ Lots of Energy

 [Click to read more](#)

2. Get to Know Your Greatest Strengths - Take the Survey

Encourage your young person to take the 'VIA YOUTH SURVEY' for ages 10-17. This free 15-minute character assessment helps young people to discover and access their innate strengths more readily. Research shows that 'knowing and using your character strengths can help you to increase wellbeing, find meaning and purpose, boost relationships manage stress and health, accomplish goals'.¹ It is a simple and powerful tool, and it's free!

 [Click to visit the website](#)

3. A Mindful Pause to Change Your Day

If or when overwhelm is setting in, try and get your child or teenager to:

- ▶ Pause and feel your in-breath and out-breath for 10-15 seconds.
- ▶ Conclude with a question: Which of my character strengths will I bring forward now?²

 [Click to read more](#)

4. The Creative Gifts of ADHD

Recent work in cognitive neuroscience highlights connections between ADHD and creativity; identifying traits and behaviours they have in common 'such as higher levels of idea generation, mind wandering, daydreaming, sensation seeking, energy, and impulsivity'.³

Scott Barry Kaufman, a pioneer in human potential and neurodiversity, argues that: 'by automatically treating ADHD characteristics as a disability -- as we so often do in an educational context-- we are unnecessarily letting too many competent and creative kids fall through the cracks. It's time to stop letting this happen'.³

 [Click to read more](#)

'As human beings, we are not problems waiting to be solved, but potential waiting to unfold.'

Frederic Laloux

1. VIA Character Strengths Survey

2. The Creative Gifts of ADHD, Beautiful Minds, Scientific American

3. The Creative Gifts of ADHD, Beautiful Minds, Scientific American

ADHD and Coaching

‘Coaching lifts the focus of attention onto strengths and successes and future possibilities. It leaves behind mistakes and failure, and removes judgement, blame and limiting beliefs.’¹

Keel & Gardner Advocacy have collaborated on two short films especially for ADHD Awareness Month to help parents and young people manage ADHD and work towards accessing their unique strengths.



[Click to visit the website](#)

Berkeley Gardner M.Ed. AACC brings over 25 years of experience in helping young people gain insight into their strengths and potential and find strategies that improve motivation, time management, emotional regulation and organisation.

Berkeley is a professionally trained ADHD & Executive Function Coach and she coaches parents too, in how best to support their kids.

Some of her top tips include:

- ▶ Kids will do well if they can
- ▶ Love them where they are at and not where you think they should be
- ▶ Pay attention to what works

To discover and understand more watch the short films - ‘Top 5 Tips for Parents to Support their Kids’ and ‘Top 5 Tips for Kids’ - and check out Berkeley’s collection of ADHD resources.



[Click to watch tips for parents](#)



[Click to watch tips for kids](#)



[Click to read more](#)

1. What is Coaching? Performance Consultants, Co-Founded by Sir John Whitmore

A 360 Approach to Treating ADHD

An understanding of all the factors - lifestyle-behavioural, psycho-spiritual and biochemical¹ - that impact mental health and conditions such as ADHD is key to achieving optimal results.



Dr James Greenblatt is a highly respected Child and Adolescent Psychiatrist, integrative medicine expert, educator, and author. Here are some of his highly recommended and thoroughly researched interventions:

1. Root Causes and Treatment

Watch this film or listen to the podcast to find out about the root causes of ADHD, how to test for them, and how to improve ADHD symptoms and drug side effects with safe, effective and proven nutritional and lifestyle interventions.³

[Click to watch the video](#)

[Click to play the podcast](#)

2. The Remarkable Results of Mindfulness

Read about out the about the latest research into mindfulness and ADHD, and the remarkable results in, Mind Over Symptoms.

‘Being more mindful means being more attentive, less impulsive, better organized,

and better able to think clearly and plan. Most important, mindfulness teaches self-acceptance, which is a crucial trait for the emotional wellbeing of a person with ADHD, who is often mired in a negative self-image.⁴

[Click to read more](#)

3. Breakthrough Natural Treatment Interventions

Finally Focussed: The Breakthrough Treatment Plan for ADHD that Restores Attention, Minimises Hyperactivity, Helps Eliminate Drug Side Effects. This book is essential reading for any parent who wants to understand more about ADHD and find effective treatments.

[Click to buy the book](#)

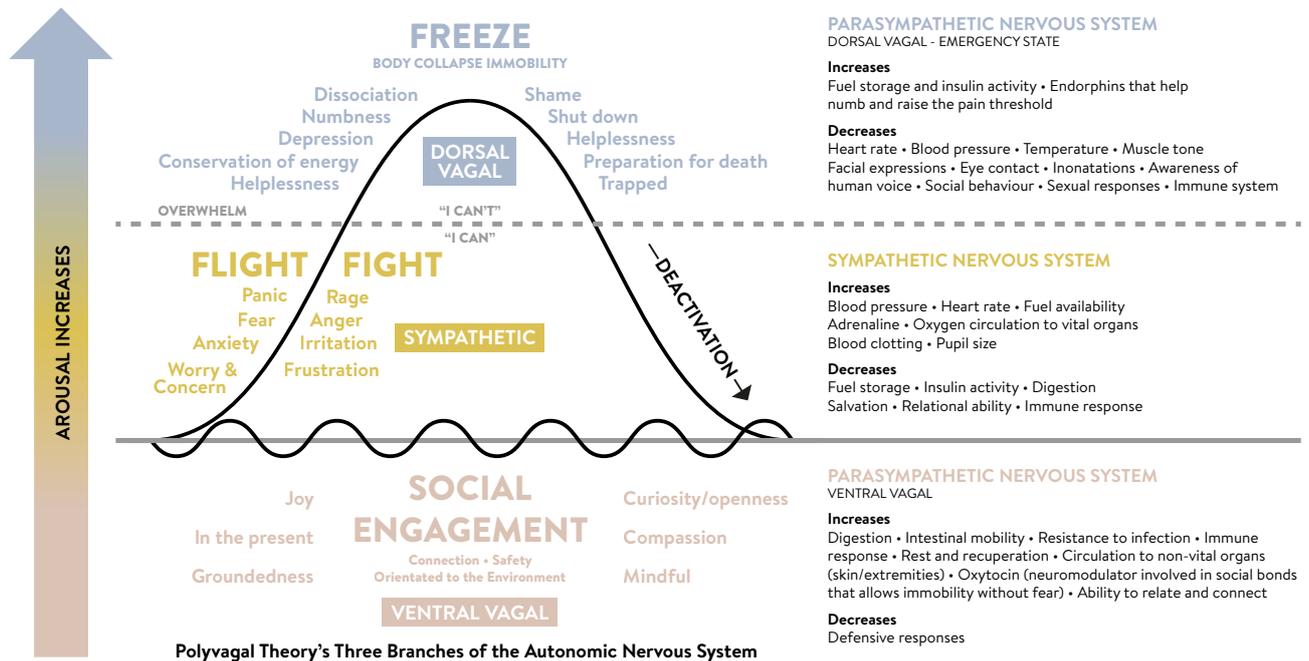
1. Mindhealth 360

2. Mindhealth 360

3. Mindhealth 360

4. Mind Over Symptoms, James Greenblatt, MD

ADHD and The Science of Feeling Safe



1. Polyvagal Theory

Understanding Polyvagal Theory and the Science of Feeling Safe gives us a scientific framework that focuses on what is happening in the body and the nervous system, and explains how our sense of safety, or danger or threat, can impact our behaviour.¹ Conditions such as ADHD can benefit from this 'bottom up' approach, where providing cues of safety unlocks the key to our social engagement network, and the foundations of our emotional and physical health.

 [Click to find out more](#)

 [Click to watch the video](#)

2. The Safe and Sound Protocol

The Safe and Sound Protocol (SSP) - a non invasive application of Polyvagal Theory - is an auditory intervention designed to reduce stress and auditory sensitivity while enhancing social engagement and resilience.² Get in touch with the Founder of Keel, if you'd like to know more about how to access The Safe & Sound Protocol.

 [Click to find out more](#)

 [Click to watch the video](#)

3. Stimulating Feelings of Safety

The vagus nerve, is the longest cranial nerve in the body, and activates our social engagement system, detecting safety and connection in our environment.

Learn more about how to stimulate the vagus nerve to help increase feelings of calm, compassion and clarity with:

- ▶ Breathwork
- ▶ Connection
- ▶ Singing
- ▶ Omega 3s
- ▶ Mindfulness and meditation
- ▶ Yoga
- ▶ Positive self-talk³

 [Click to read more](#)

1. Polyvagal Theory: The Science of Feeling Safe, Integrated Listening Systems
2. Stephen Porges, author of Polyvagal Theory
3. What is the Vagus Nerve and How to Stimulate it for Better Mental Health, Forbes April 2021

What is ADHD - Understanding More and Specialist Guides

Worldwide prevalence of ADHD in children under 18 is estimated to be around 7.2%. This equates to 129 million children worldwide who have ADHD.¹

Attention-deficit/hyperactivity disorder (ADHD) is a neurodevelopmental disorder characterized by developmentally inappropriate levels of inattention, impulsivity and hyperactivity. Individuals with ADHD can be very successful in life, however early identification and treatment are extremely important.²

You can find out more about ADHD Awareness Month - an initiative focused on 'reframing and discovering new perspectives'



[Click to visit the website](#)

1. The Child Mind Institute

This is an organisation dedicated to transforming the lives of children and families struggling with mental health and learning disorders by giving them the help they need to thrive.

Here are some of their informative guides:

- ▶ [QUICK GUIDE TO ADHD](#)
- ▶ [COMPLETE GUIDE TO ADHD](#)
- ▶ [PRESCHOOLERS](#)
- ▶ [ADHD IN TEENAGERS](#)
- ▶ [ADHD AND MANAGING BEHAVIOUR](#)
- ▶ [A COMPLETE GUIDE TO ADHD MEDICATIONS](#)
- ▶ [SCHOOL SUCCESS KIT FOR KIDS WITH ADHD](#)
- ▶ [NOT ALL ATTENTION PROBLEMS ARE ADHD](#)
- ▶ [ADHD DIAGNOSIS](#)

2. The ADHD Foundation

Is a Neurodiversity Charity which offers an integrated health and education service. They have produced a really helpful and accessible guide to ADHD Psychoeducation.



[Click to read more](#)

You will also find lots of useful resources for parents and carers.



[Click to find out more](#)

Plus watch the tips from ADHD expert Susan Young's YouTube channel.



[Click to watch the video](#)

1. Thomas, Rae et al. (April 2015). Prevalence of Attention-Deficit/Hyperactivity Disorder: A Systematic Review and Meta-analysis. *Pediatrics*, 135(4), pp. e994–e1001.

2. Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD) About ADHD – Overview.

Recommended Apps

1. The 12 Best Apps for ADHD

A compilation of the best apps of 2021 for managing the symptoms of ADHD from PsycheCentral.



[Click to find out more](#)

2. ORCHA

Founded by NHS clinicians, ORCHA is the world's leading digital health evaluation organisation. Their most highly rated ADHD apps are:

- ▶ BRAIN IN HAND
- ▶ MY COGNITION ED
- ▶ FABULOUS-DAILY ROUTINE PLANNER
- ▶ ELFY

The Last Word

Our last word comes from Scott Barry Kaufman and his Manifesto for Human - Centred Education:

‘We need a human centred education system, one that acknowledges the universal needs for safety, security, connection, mastery, as well as nurtures the unique development trajectory of each child and the yearning for transcendence that exist deep within each child.’¹

1. Manifesto for a Human - Centred Education, Scott Barry Kaufman

About Keel Mental Fitness

‘Emotional health at 16 is the biggest predictor of adult life satisfaction, over and above all qualifications up-to PhD level’¹

Keel uses a multi-modal strengths-based approach to building mental fitness in the next generation.

We provide support to parents - to help their young people to flourish and thrive - by applying a twin track approach:

TRACK 1: Addressing mental health and healing identities

Our mission is to empower parents and carers with a fast track to expert knowledge, curated services, guidance and support in challenging times

TRACK 2: Coaching and training in human potential

We believe that world expert research and coaching in leadership, resilience, mindset and productivity should be available to the next generation to help them access their unique strengths and harness their innate potential

Keel provides personalised plans and referrals to our trusted network of professional therapists, specialist coaches and nutritionists - to guide and support you and your young person with whatever challenges they are facing, and to help them access their innate potential.

If you would like to find out more about our 1-2-1 services, or if you are in need of practical guidance and support you can contact Keel’s Founder:

LUCY FARMBROUGH

- ▶ [EMAIL](#)
- ▶ [LINKEDIN](#)



[Click to visit the website](#)



[Click to book a free 20-minute consultation](#)

1. Gallup: Global Wellbeing Initiative Summit: Can we be Happier? Professor Lord Richard Layard, September 2021

‘Young people are at the highest risk of mental health problems, yet are the least likely to reach out for help. This means that the adults in their lives need to be ready, willing and able to support them to get the help they need, when they need it. Enabling young people to get the appropriate support as early as possible will help reduce the impact of mental ill health on their lives’

Growing Happy Healthy Young Minds
Dr Ramesh Manocha



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