



**Q3 PRESS HIGHLIGHTS**  
**01/07/2017 – 30/09/2017**


## New way to wipe out lifelong phobias - in just one session: How brain therapy that targets flight or fight response helped conquer Alisa's fear of birds

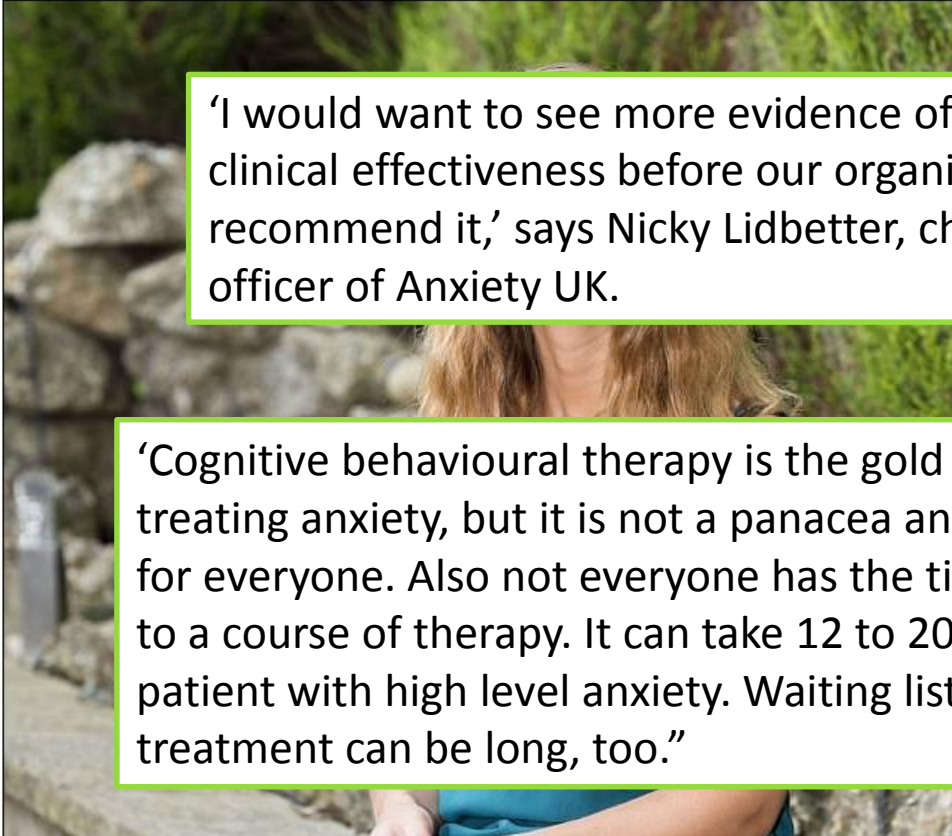
- Alisa Youngman, 26, from Beverley, Yorkshire, suffered from a phobia of birds
- It was so intense that she would be on the look-out when leaving the house
- Yet recently she has even fed the pigeons in St Mark's Square in Venice — having undergone a new treatment called brain working recursive therapy (BWRT)

Listening to birdsong, feeding the ducks, watching robins hop about in the garden, simple pleasures for many of us, but for Alisa Youngman it was enough to make her freeze with terror.

'I've been absolutely terrified of birds all my life,' says Alisa, 26, who lives with her parents in Beverley, East Yorkshire, and runs her own dog-grooming business.

'It was totally irrational — big birds like swans and geese scared me, as did tiny little birds such as sparrows. If I saw a bird when I was outside I'd freeze in fear and if it got close to me I'd scream. Sometimes I'd shake too and struggle to breathe.'

Site Web Enter your search  Search



'I would want to see more evidence of BWRT and its clinical effectiveness before our organisation could recommend it,' says Nicky Lidbetter, chief executive officer of Anxiety UK.

'Cognitive behavioural therapy is the gold standard for treating anxiety, but it is not a panacea and doesn't work for everyone. Also not everyone has the time to commit to a course of therapy. It can take 12 to 20 sessions for a patient with high level anxiety. Waiting lists for NHS treatment can be long, too.'

By **Press Association**

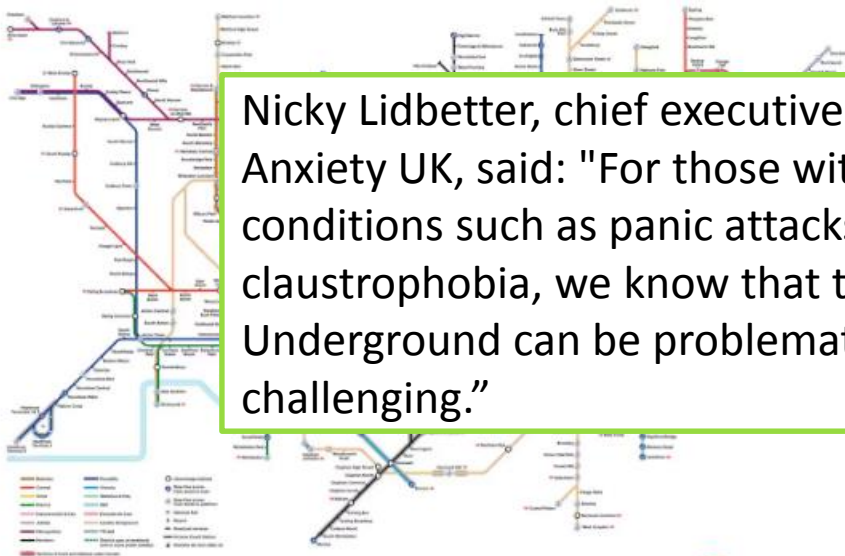
5 JULY 2017 • 2:56PM

**A** London Underground map has been published to help passengers with claustrophobia or anxiety conditions.

The new design highlights routes they can take to avoid long stretches of tunnels.

More than half of the Tube's 270 stations are above ground, with only the Victoria and Waterloo & City lines wholly underground.

Nicky Lidbetter, chief executive of charity Anxiety UK, said: "For those with anxiety conditions such as panic attacks and claustrophobia, we know that travel by the Underground can be problematic and challenging."



Nicky Lidbetter, chief executive of charity Anxiety UK, said: "For those with anxiety conditions such as panic attacks and claustrophobia, we know that travel by the Underground can be problematic and challenging."

"I sincerely hope that the map will encourage those with claustrophobia and/or panic attacks who have previously avoided this form of public transport out of fear to reconsider their use of the Tube".

# How to recognise high-functioning anxiety

And when to ask for support



By [Eleanor Jones](#) Aug 14, 2017

1k

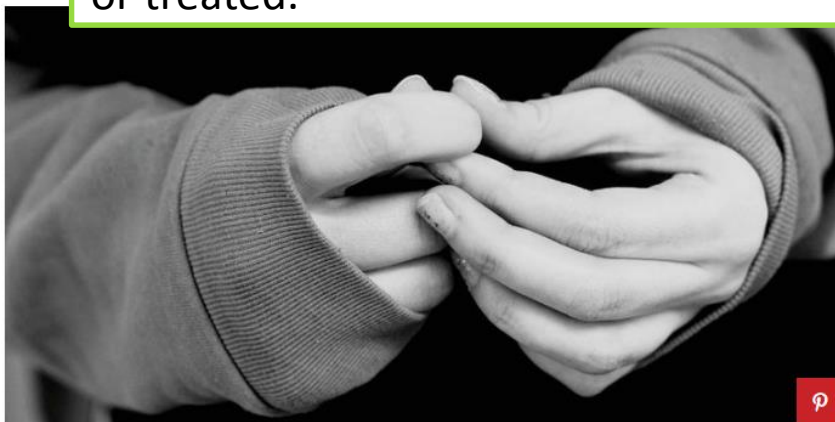


Anxiety is a sensation that almost everybody deals with in some way. In fact, it's estimated that more than one in 10 people are likely to have a disabling anxiety disorder at some point during their lives.

Often, they can feel like anxiety prevents any possibility of progression - fear leaves them frozen, and unable to take even the smallest steps down their chosen path.

However, there's no one size fits all way to experience anxiety, and at the other end of the spectrum, you'll find people who, on the surface, appear to be flying, but underneath, are frantically trying not to fall.

"For those who experience anxiety but who continue to function at a high level, it can often be even more difficult for them to reach out for help and to admit that they need support," Nicky says. "It is therefore quite possible that high functioning anxiety may often go undiagnosed or treated."



GETTY

Beyond this, professional support is available, and you should never be afraid to ask for it. "For many of our members at Anxiety UK, talking therapies including counselling, Cognitive Behavioural Therapy (CBT) and clinical hypnotherapy, play a significant and valuable role in managing anxiety conditions," she continues. "Practicing mindfulness is

How invest  
can prep  
the know  
unknown

PARENTS

## Parental Separation Anxiety: 10 Ways To Cope As Your Child Heads Back To School

'Fears about separating are common.'

© 29/08/2017 15:32



 **Amy Packham**    
Life Writer at HuffPost UK

Whether your [child](#) is heading to [school](#) for the first time in September or going back after the holidays, it's normal to feel a bit lost.

Yes, it may be nice that you no longer have to constantly find ways to entertain your children, but you also don't get to spend as much time with them as you're used to.

So what do you

"Remember  
Cresswell, cl

"It might see  
families goin

We chatted t  
best way to c

Advertisement



"Remember that fears about separating are common," said Professor Cathy Cresswell, clinical advisor at Anxiety UK.

"It might seem like everyone else is getting on fine, but there will be many other families going through what you are."

### 2. Explain

Holmes said children will be able to pick up on your anxiety, even if you think they won't. Don't run away or try to hide your feelings.

"Do explain to them and acknowledge to yourself that things will be different when they go back to school," she said. "But try not to talk repeatedly about how much you'll miss them."

### 3. Plan things to do yourself.

"Plan things you can do for yourself when they're back at school which will fill the time you'd normally spend with them," said Holmes.



### Feeling Down In August? This Could Be Why

Got those post-summer blues.

🕒 25/08/2017 10:24

Anxiety UK told HuffPost UK: “For many this time of year is associated with the start of the academic term, which whilst for some is a trigger to start new things and take up courses and hobbies, for others this time of the year may trigger memories that are not so happy and which may play into feelings of low self-esteem and confidence.”

experiencing [anxiety](#) as the summer is drawing to an close.

“We certainly have calls from people who contact us as they are concerned that

“We certainly have calls from people who contact us as they are concerned that their anxiety condition might worsen with the onset of autumn and winter,” a spokesperson revealed. “It does seem that summer is the fun and more relaxed time of the year and that autumn heralds the start of back to work and seriousness, and this can trigger a form of anticipatory anxiety”

**You feel li**











For school-  
impending

Despite no  
also still undergo a symbolic transition from August to September as we are  
conditioned to think of summer in a three-month window from an early age.

Anxiety UK told HuffPost UK: “For many this time of year is associated with the start of the academic term, which whilst for some is a trigger to start new things and take up courses and hobbies, for others this time of the year may trigger memories that are not so happy and which may play into feelings of low self-esteem and confidence.”

FREE  
F

# Additional Press

	Men's Health	25.07.2017
	Alphr	15.08.2017
	Cosmopolitan	15.08.2017
	Shevolution	18.08.2017
	Metro	18.08.2017
	Daily Mail	22.08.2017
	Huffington Post	29.08.2017
	BBC News	31.08.2017
	Sky News	06.09.2017
	Voice of Islam	25.09.2017
	Glamour	28.08.2017