

## National Geographic Urges You To ‘Take Your Time’ This Mental Health Awareness Month

(WASHINGTON, D.C. – May 14, 2024) Today, in honor of Mental Health Awareness Month, National Geographic announced the launch of its [TAKE YOUR TIME campaign](#), encouraging audiences to slow down and find time for themselves this month. Spanning Nat Geo’s extensive portfolio of platforms, including its magazine, digital and widely popular social media accounts, the campaign is anchored by National Geographic’s June [magazine cover story](#) on the dramatic rise of chronic stress, which explores its often-acute physical, mental and emotional impacts.

Across [nationalgeographic.com](#), audiences can [quiz themselves](#) to discover how stressed they *really* are (e.g., *Is my stress acute or chronic? When should I contact a doctor?*), learn more about the science of [urgency culture](#) and [burnout](#), and what happens [to one’s organs](#) as a result. In addition, readers will be able to access [stress-reducing productivity tips](#) from bestselling “Slow Productivity” author Cal Newport, discover how [meditation](#) — or maybe even “[forest bathing](#)” — can help, try [sound therapy](#), deep dive into [ASMR](#), and test their “[brain on nature](#).” As the most-followed brand on social media, National Geographic is committed to utilizing its social platforms to de-stress and educate audiences this Mental Health Awareness Month. Starting May 15, National Geographic’s social audiences will also have the opportunity to [download soothing phone wallpaper](#) by visiting @NatGeo’s Instagram. Curated from National Geographic’s famed photo collection, the digital backgrounds provide a tangible reminder to “slow down,” “take your time” and even “breathe in, breathe out,” etched upon phone lock/clock screens. “In our ‘always-on’ world, people are more stressed than ever, and the science is clear that chronic stress has a negative impact on our health,” said Nathan Lump, editor-in-chief of National Geographic. “We aim to help people better understand the effects of stress and encourage them to slow down and take the time to prioritize their mental health. Hopefully, these resources will encourage and facilitate that behavior.” Audiences can also tap further into the world of calm with Nat Geo’s digital series [EARTH MOODS](#). The meditative mega-episodes feature stunning archival footage from National Geographic’s treasure trove of award-winning natural history series, including **INCREDIBLE ANIMAL JOURNEYS** and **AMERICA’S NATIONAL PARKS**. The series includes four episodes that employ the popular [ASMR method](#) of relaxing and focusing, featuring only audio of natural sounds. The episodes drop biweekly through May 28 and are available on National Geographic’s [YouTube channel](#). Link to stress content: [natgeo.com/magazine](#). Link to phone backgrounds [here](#). Link to EARTH MOODS meditative YouTube videos [here](#). Link to Spotify playlist [here](#).

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