

INCLUDES BONUS INTERACTIVE BOOK

RORY CALLAGHAN



FREE
EBOOK

SELF ~~HEALTH~~ CARE

Lifestyle Medicine for the People

SELF CARE

Lifestyle Medicine for the People

RORY CALLAGHAN





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FOREWORD

OUR FUTURE VISION
Imagine a future where our children enter a world where the burden of chronic preventable disease does not exist, where people are self-empowered and take ownership of their own well-being. Our purpose in life is to be happy, healthy and connected while living from a place of abundance in a sustainable and unified world.

A BLANK CANVAS
Have you noticed how children are born with a blank canvas in their mind? Through their experiences and thoughts, they get to paint life’s masterpiece. We want to help you do the same as an adult.

CLEAR INTENTIONS
Our intention is to explore what makes us human, what we can control and what we cannot. We want to help you climb up the health and well-being spectrum.

SIMPLICITY IS MASTERY
We live by this quote: *“If you can’t explain it simply enough to a 6-year-old, then the truth is that you don’t know it well enough yourself.”* Never underestimate the power of simplicity.

A CONVERSATION
This manual is a simplified version of a much larger consciousness. It is not exhaustive and has room to change as more becomes known. We would love for this to become a dialogue that grows alongside our collective consciousness. Please message @ **selfcare.global** to share your thoughts with us or if you would like to collaborate. Our door is open.

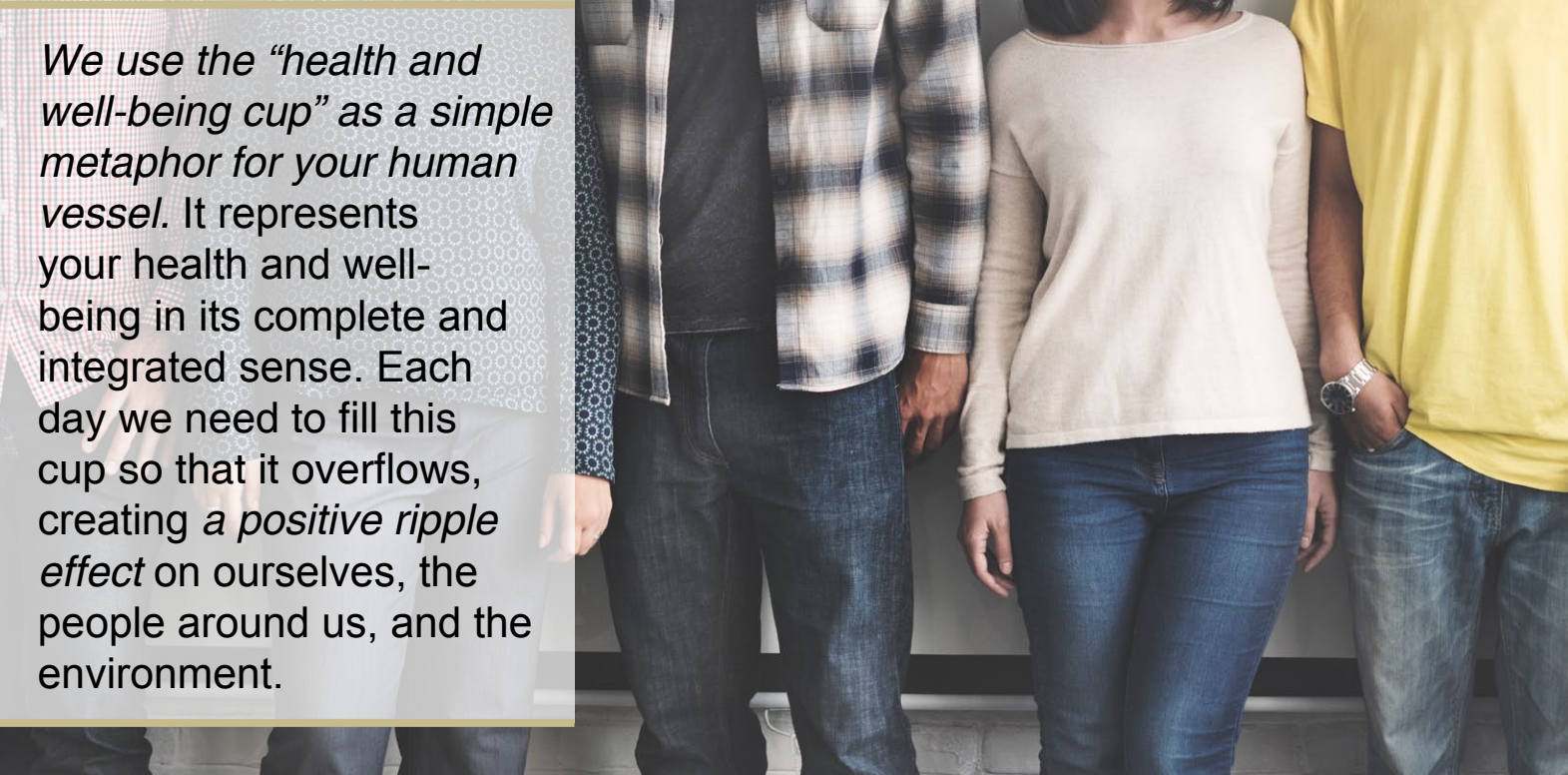
Most things in this life come with a user manual, right? But not the most important thing: our body. It’s only recently that we’ve started to figure out how it all works. The great news is that your life experience is ultimately your choice.

“The only thing worse than being blind is having sight but no vision”.

- Helen Keller

A BRIEF INTRODUCTION

WHO ARE WE?



We use the “health and well-being cup” as a simple metaphor for your human vessel. It represents your health and well-being in its complete and integrated sense. Each day we need to fill this cup so that it overflows, creating a positive ripple effect on ourselves, the people around us, and the environment.

OUR MISSION

Our mission is to promote personalized, integrated health, happiness and connection in a unified and sustainable world, all while reducing the burden of chronic preventable disease for future generations, starting right now.

OUR VISION

Imagine a future where our children, and in turn, their children, may never suffer from the chronic burden of preventable disease. A future where prevention is the best cure and everyone is empowered to optimize their experience while promoting good health and well-being for all global citizens.

A COLLABORATIVE COMMUNITY

We are a community of allied health professionals, casual health enthusiasts, and solution-seekers who are working towards good health and well-being for all people of all ages and all stages of life.

COMMUNITY VALUES

We value transparency, vulnerability, ecology, and integrity. We wish to build a community that promotes through its actions health, happiness, and connection in a unified and sustainable world. [\(view handbook\)](#)

“Inspiring Self-care (active ownership) before you ever need healthcare (passive disempowerment).”

- Rory Callaghan

“For them, for them, for them.”

- Paul Dunn

INTRODUCTION

SOME AGREEMENTS

ACKNOWLEDGING GREAT MINDS

We have done our best to reference expert opinions, peer-reviewed science, and original thinkers.

AGREEMENTS

On Reality: “A fundamental conclusion of the new physics also acknowledges that *the observer creates the reality*. As observers, we are personally involved with the creation of our own reality. Physicists are being forced to admit that *the universe is a ‘mental’ construction*.”

- R.C. Henry, Professor at Johns Hopkins University

On Evidence and unknowns: “The absence of evidence is not evidence of absence, or vice versa.”

- Donald Rumsfeld

On Shared wisdom: “All truly wise thoughts have been thought already thousands of times; but to make them truly ours, we must think them over again honestly, until they take root in our personal experience.” - Johann Wolfgang von Goethe

On Collaboration: “We are like dwarfs sitting on the shoulders of giants. We see more, and things that are more distant, than they did, not because our sight is superior or because we are taller than they, but because they raise us up, and by their great stature add to ours.”

- *Metalogicon* by John of Salisbury, 1159

On Collective impact: “We live by each other and for each other. Alone we can do so little. Together we can do so much.” - Helen Keller

BEFORE YOU START

Join us online at [Self-Care community](#)

[Join the Self-Care Community](#)



Together we can empower all people to take ownership of their health and well-being.

SECTION 1

THE BIG 4 PROBLEMS



MEASURING GLOBAL DEATH

According to 2012 estimates, 38 million deaths annually — 68% of all deaths worldwide — are attributable to non-communicable diseases.

- “Chronic preventable disease”
WHO 2017

Although the risk of death is generally used to measure the health status of populations, it underestimates the *burden of non-communicable “chronic” adult disease* (WHO 2017). We need a more holistic approach.

PREMATURE DEATH

Over three-quarters of premature deaths from chronic preventable diseases fit into 4 main categories. - “The big 4” - WHO 2017.

NON-FATAL DISABILITY

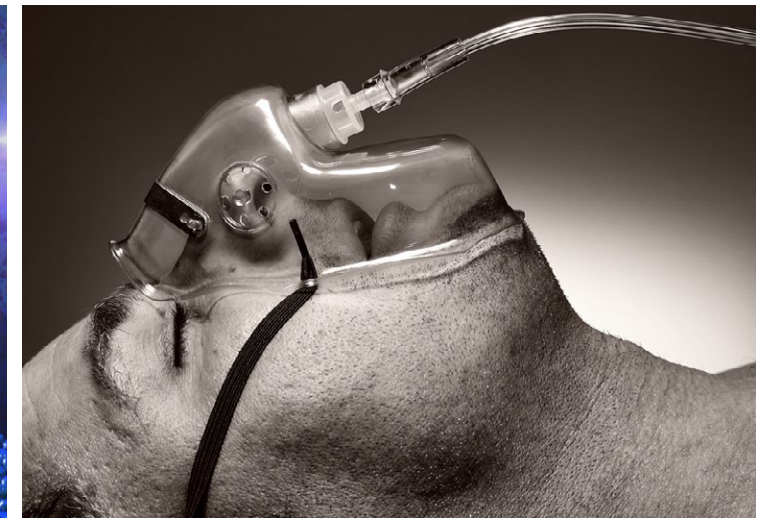
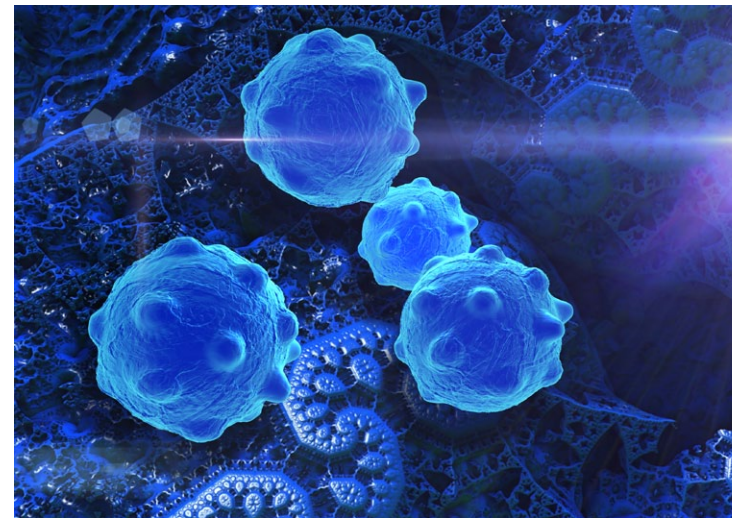
“The Big 4” include cancer, cardiovascular diseases, chronic respiratory conditions, and diabetes. These are now the main causes of disability in OECD (Organisation for Economic Co-operation and Development) countries. This means that diseases of affluence now impact less-developed countries.

OVER-COMPLICATION

While unraveling the genomic complexity of chronic disease is important, it shouldn’t detract from **simple solutions**. Many chronic diseases are preventable through lifestyle choices.

KNOWLEDGE PARADOX

A recent review found that even when people know their genetic **risk of disease**, they are no more likely to quit smoking, change their diet, or exercise. We all know the real solution, but are unwilling to change our behaviors.



THE BIG 4 SOLUTIONS



If you could do four simple things to **cut** your risk of developing a chronic disease by 78%, would you do it? If you could *reduce your risk of dying young* by 52%, would you do it?

OUR CHOICES ARE KEY

80% of all chronic diseases can be prevented by adopting a healthy lifestyle. “95% of disease-related gene mutations can be influenced by diet, behaviour, and other environmental conditions.” - **Deepak Chopra and Dr. Rudolph Tanzi**

First, DO NO HARM

People who abstain from smoking and alcohol, are physically active, eat a balanced diet, and who are not overweight *have a much lower risk* of early death. - **OECD health, WHO 2017**.

BIG 5 RISK FACTORS

Weight gain, inactivity, poor diet, smoking, and alcohol consumption are all risk factors for chronic disease. - **OECD health, WHO 2017**.

MODERATION TO TURN THE CLOCK BACK 14 YEARS

While unraveling the genomic complexity of chronic disease is important, it shouldn't detract from **simple solutions**. Many chronic diseases are preventable through lifestyle choices. See: **Turn the Clock Back 14 Years**

GLOBAL IMPACT

Among U.S. adults, more than 90% of Type 2 diabetes, 80% of coronary arterial disease, 70% of stroke, and 70% of colon cancer are potentially avoidable by choice.” - **Director Dr. David Katz**

CLEAR AND CONSISTENT ADVICE

The public lacks *clear and consistent advice* about the relationship between lifestyle and health. Together, we can build a movement and prevent as much as 80% of chronic disease and premature death.

PREVENTION IS THE CURE

“If we can shift the world's focus to prevention and sustainability, we will be successful in eliminating pain, disease, and illness in the coming generations.”

- Matt Riemann,
founder of ph360

YOU ARE UNIQUE — YOUR LIFE IS YOUR CHOICE

*Below we share some stories about longevity and quality of life.
Find a story that you resonate with.*

LIVE FAST, DIE YOUNG

Jim lived life on the edge and pushed the boundaries of the human experience. His death at 27 is thought to be associated with alcohol and substance abuse. More than 40 years later, his music is still loved by people around the world. Some feel that he experienced more of life in 27 years than some people would in 3 lifetimes.

A SIMPLE LEGACY

Mary lived a simple life and did everything by the book. She died at 102 with a letter from the queen and over 70 living descendants. She is remembered as someone who lived within her means and rarely pushed boundaries, yet she provided the stability essential for a lasting family legacy.

BUDDHA BOY

In Nepal, a boy decided to meditate under a tree for 6 years. Remarkably, his body appeared to continue functioning normally. A National Geographic team came to document this “Buddha boy.” Alas, it was impossible to study him medically without disturbing his meditation. He later disappeared without a trace.

MAKE A WISH

At seven years old, Chris died from a rare form of leukemia. His legacy lives on through a foundation which raises millions for children born with incurable diseases. Even though he was only a boy, he taught us about the inevitability of death and what it means to be human.



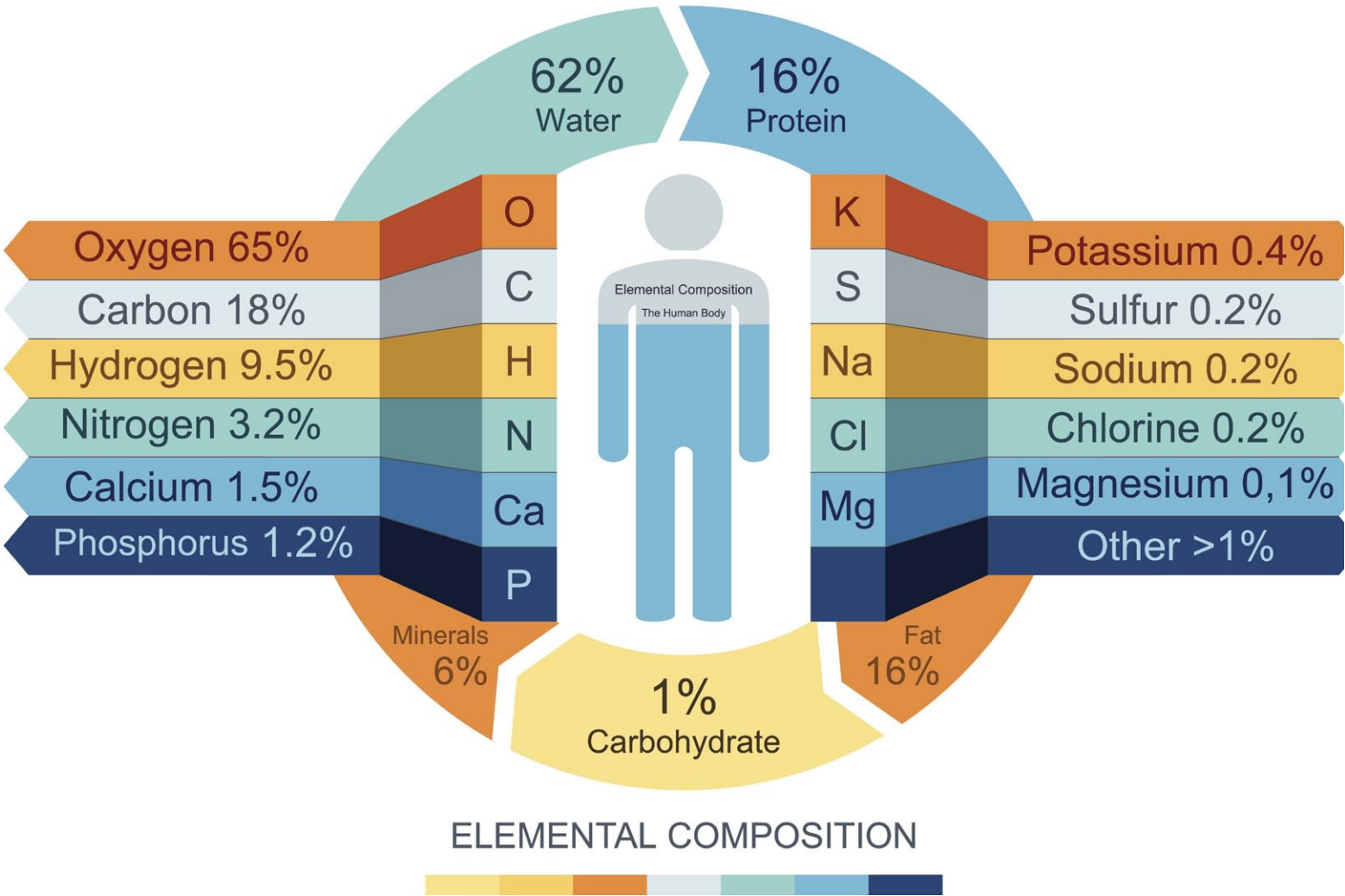
There is no manual on how to live. Nothing is set in stone.

At no stage are we going to “tell” you what to do. Our job as a community is to stand by you.

SECTION 4

HOW TO MAKE A HUMAN

THE HUMAN BODY



THE HUMAN BLUEPRINT

Francis Collins, Director of the National [Human Genome Research Project](#) shares how on April 14, 2003, we created the first ever manual for humans. *It's a shop manual, with an incredibly detailed blueprint for building every human cell.*

HARDWARE AND SOFTWARE

Genes are the hardware; Epigenetic's (environment and lifestyle choices) are the software that is in our control.

THE PROGRAMMABLE HUMAN

Through the action of epigenetics (temporarily turning genes on and off), our thoughts can actually change our DNA over the course of our lives. What an empowering thought!

THE BUILDING BLOCKS OF LIFE

Did you know that the [building blocks of life](#) are carbon, hydrogen, nitrogen, oxygen, phosphorus, and sulfur (CHNOPS)? The proportion of these elements in living cells is 97% the same as in our galaxy! Which means that we *literally* are made from stardust. Everything is connected!

See [element composition of an average human body by mass](#) for the full list of 60+ elements.

THE HUMAN BLUEPRINT

Francis Collins, Director of the National [Human Genome Research Project](#) shares how on April 14, 2003, we created the first ever manual for humans. *It's a shop manual, with an incredibly detailed blueprint for building every human cell.*

CELLS

Atoms combine to form fundamental molecules, the biggest being the 23 pairs of chromosomes in a human cell. Repeat this 37.2 trillion times to create ALL the cells in the body. Imagine counting every cell in the body? hectic.

ORGANS

Next, ALL these cells are arranged into groups called tissues. Many tissues must work together to form just one of our 78 total organs. Like a conductor leading an orchestra, we need to harmonise the interactions between our organs so that they form one synergistic system.

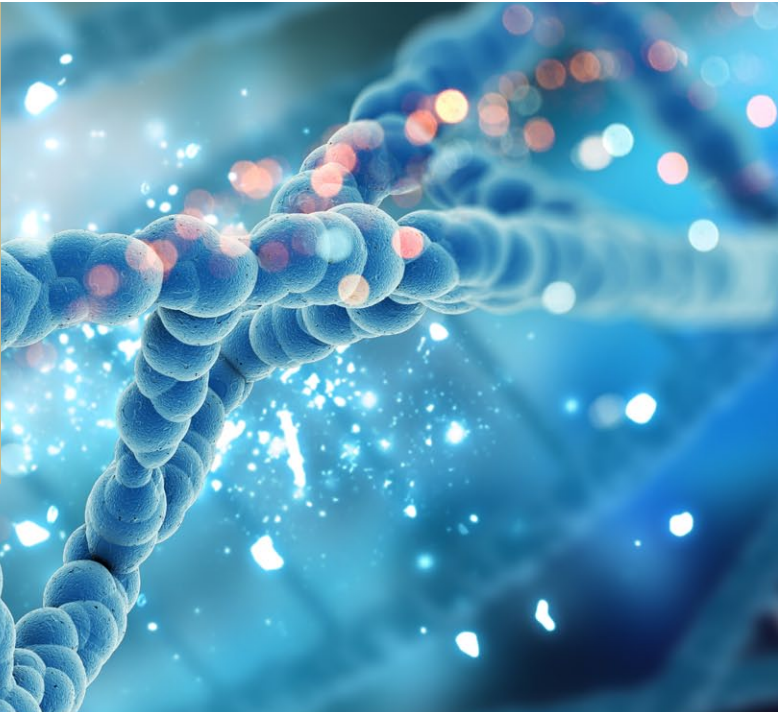
MICROBIOME

We are not all human. Bacteria trumps all our cells x10. *"We are host to many millions of bacteria, particularly in the gut. Bacteria are very helpful in improving our immunity and are vital for the digestion of food. Sometimes bacteria can also be harmful, but there is a remarkable mutual benefit from our coexistence."* - Dr. Hodgson

SECTION 5

HOW TO DRIVE & MAINTAIN THIS HUMAN VESSEL

“You are not simply the sum total of the genes you were born with. You are the user and controller of your genes, the author of your biological story. No prospect in self-care is more exciting.”
- **Super Genes** by Deepak Chopra and Dr. Rudolph Tanzi



AVERAGE LIFESPAN

At the moment the average global lifespan for a human is **71.4 years** (73.8 years for females and 69.1 years for males), ranging from 60.0 years in the WHO African Region to 76.8 years in the WHO European Region.

LIVING LONGER

Potentially, we could live to 120-142 years! Better yet if we could find out what certain **bowhead whales**, tortoises, **clams**, **immortal jellyfis** and **sharks** know and live *hundreds* of years.

EVERYTHING REGENERATES (ALMOST)

With some exceptions, the 37.2 trillion cells in your body will regenerate. Every 10-20 years, you end up with an almost completely new body. Fat cells are the slowest to be replaced, a process that takes around 10 years. In contrast, colon cells regenerate every four days. For **sperm cells**, it's about three days. Skin cells live 2-3 weeks. Red blood cells live 4 months. White blood cells live on average more than a year.

PROTECT AREAS THAT DON'T

Our brain, heart, and eyes do not regenerate like other parts of the body. Protect these with your life! The good news is that the brain can re-allocate some functionality by what's known as **neuroplasticity**.

PLANNED OBSOLESCENCE

Replicative senescence means that our cells are pre-programmed to divide only 45-55 times. If we do harm to our bodies, this process is accelerated.

SECTION 6

WHAT SUSTAINS US, MAKES US SICK & HELPS US HEAL?

WHAT SUSTAINS US?

Indigenous Australians have been **scientifically validate** through DNA as the longest living continuous culture (50,000+ years). They understand this one key fact: the earth is our primary life-support system, supplying our basic needs for minerals, water, and air.

WHAT MAKES US SICK?

Now think about what happens when the air we breathe is fouled, the water we drink is polluted, and the food we eat is contaminated. The body's internal maintenance (homeostasis) is increasingly strained by degradation of the external environment. A fish in a dirty fish pond is simple analogy.

OUR CHANGING ENVIRONMENT

Industrialisation and pollution have changed our environment. **Endocrine-disrupting substances** are natural or synthetic chemicals that enter our body through our food, water, air, and even our skin. They interfere with our hormones and alter the automatic mechanisms that keep our body running smoothly. See: **An Endocrine Society Scientific Statemen**

OUR CHOICE

The more we know about interactions between the earth and the human body, the better we can make informed decisions about where we live and work, the food and water we consume, and the air we breathe. Let's choose **ecology**.

WHAT IS A HEALTHY ADULT HUMAN?

A healthy adult is a complex biological system capable of highly elaborate functions such as the ability to move, communicate, and sense the environment simultaneously. These functions are tightly regulated by genetic and **epigenetic networks through multiple feedback loops** that coordinate the expression of thousands of genes at the right time, place, and level. Together, these networks maintain homeostasis.



SECTION 7

WHERE SHOULD I START ON MY HEALTH JOURNEY?

START WITH SIMPLICITY

“If you can’t explain it simply, you don’t understand it well enough yourself.” - Albert Einstein

TAKE ACTION

Confucius said: “I hear and I forget. I see and I remember. I do and I understand.” Set a pathway to the best version of yourself and simply take the next step.

ASK FOR HELP

“Problems cannot be solved with the same mindset that created them.” - [Albert Einstein](#). Let go of knowing and be bold enough to seek guidance and support. Ask around.

FIND A MENTOR

Consider someone like Harvey Cushing: “A physician is obligated to consider more than a diseased organ, more even than the whole man - he must view the man in his world.”

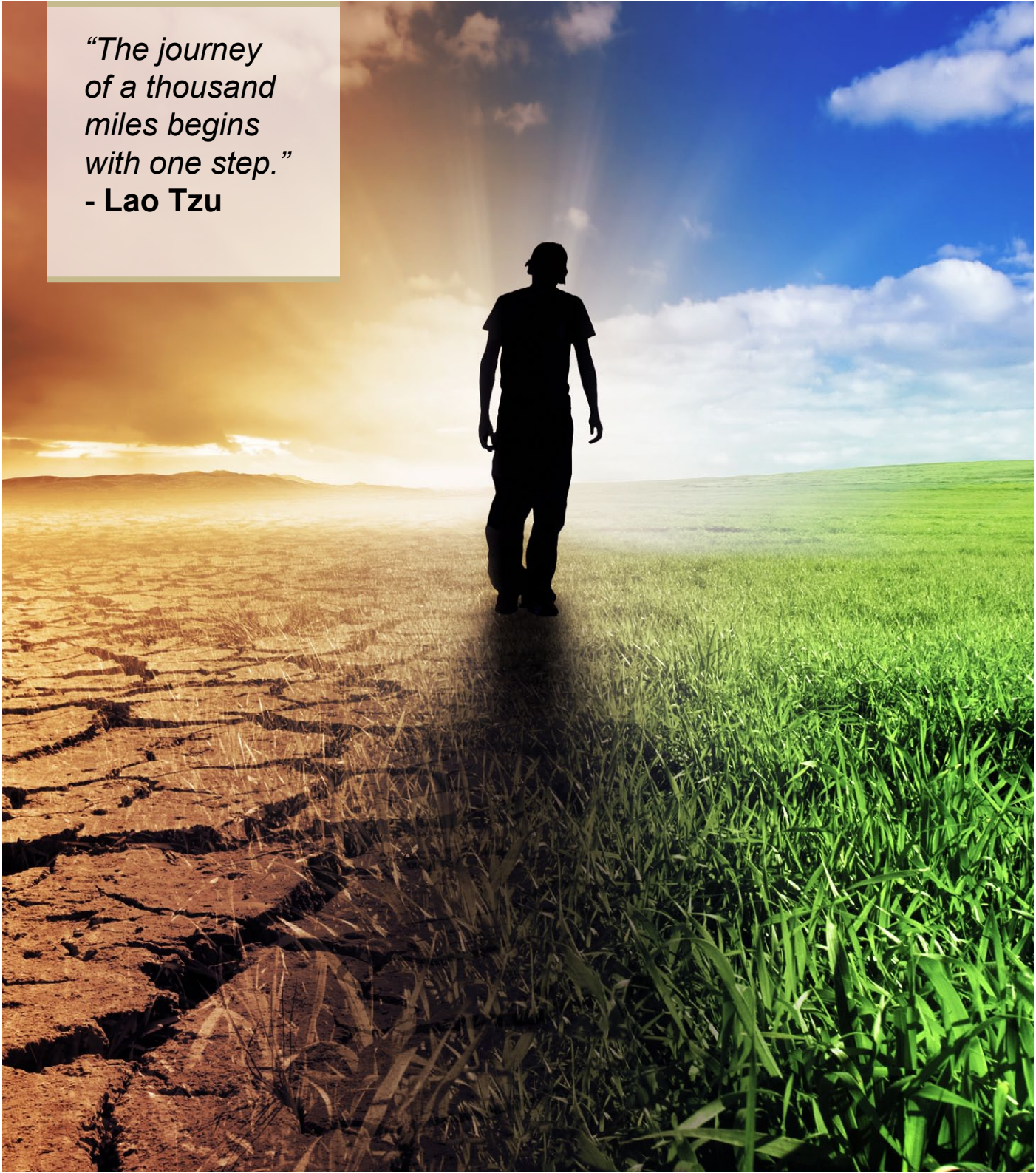
Or William J Mayo: “The aim of medicine is to prevent disease and prolong life, the ideal of medicine is to eliminate the need of a physician.”

Or Samuel Taylor Coleridge: “The best physician will be the most ingenious inspirer of hope.”

HEALTH PROFESSIONALS OF THE FUTURE

[Thomas A. Edison](#) famously said that “the doctor of the future will give no medication, but will interest his patients in the care of the human frame, diet, and in the cause and prevention of disease.”

“The journey of a thousand miles begins with one step.”
- Lao Tzu



SECTION 8

TIME FOR CHANGE IN HEALTH AND WELLNESS #FUTURETRUTH

TIME FOR CHANGE

Einstein paraphrases: “The definition of insanity is to do the same thing over and over again, expecting different results,” then going on to say that “**If you want different results, you have to do something different.**”

BUILD A NEW MODEL

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”
- [R. Buckminster Fuller](#)

TRUST IN THE FUTURE

Steve Jobs said that “Again, you can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”

DON’T WAIT FOR THE FUTURE, CREATE IT

“The best way to predict the future is to create it.” - Abraham Lincoln

THE PROOF IS IN THE PUDDING

Nikola Tesla said “Let the future tell the truth and evaluate each one according to its work and accomplishments. The present is theirs: the future for which I have already worked, is mine.”

THE RIPPLE EFFECT

“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”
- Mother Theresa

COLLABORATION

“Alone we can do so little, together we can do so much.” - Helen Keller

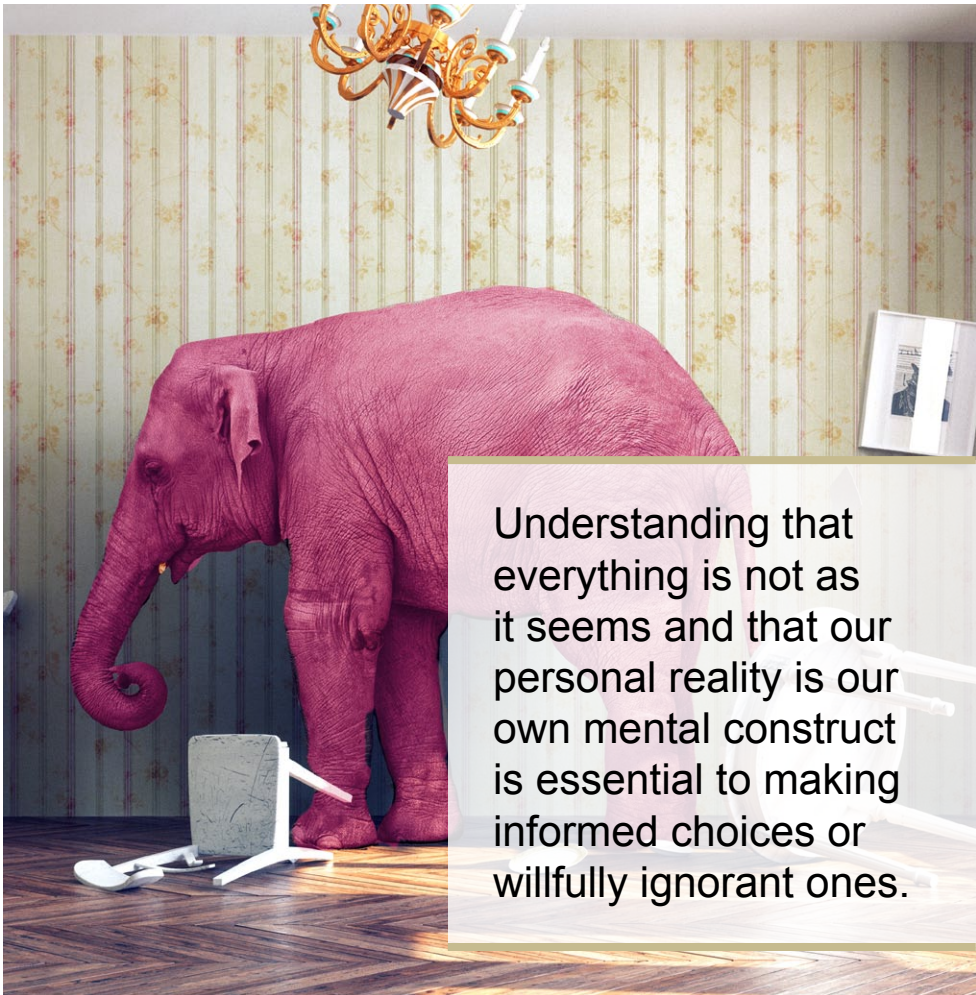
SOUND IMPOSSIBLE?

In 1903, Elbert Anderson Young stated “Of course it is Utopian and impossible until it is done. A thousand things which were impossible twenty years ago are so common today as to pass without comment.”

SECTION 9

PINK ELEPHANTS, SILVER BULLETS,

RED HERRINGS AND CERTAIN FOOLS.



Understanding that everything is not as it seems and that our personal reality is our own mental construct is essential to making informed choices or willfully ignorant ones.

PINK ELEPHANT IN THE ROOM

68% of all deaths worldwide are attributable to non-communicable diseases. - WHO 2017

KNOWING VS DOING

“Knowing the facts is easy. Knowing how to act based on the facts is difficult.” - Han Feizi

MORE EXPERTS, MORE KNOWLEDGE, MORE PROBLEMS

We have more health and wellness “experts,” more knowledge and information at our fingertip than ever before. We don’t need more knowledge; we need a filter

SCIENTIFIC EVIDENCE

“There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don’t know. But there are also unknown unknowns. There are things we don’t know we don’t know” - Donald Rumsfeld

NATURE HAS 4.57 BILLION YEARS OF EVIDENCE

The history of ancient medicine shows that the ancient Egyptians and Chinese were practicing medicine 3000+ years before Hippocrates, “the father of modern medicine” (460-370 BC) was ever mentioned.

WHO DO I LISTEN TO?

Expert opinion is the lowest form of evidence.
Would you take weight loss advice from an overweight doctor?

“The whole problem with the world is that fools and fanatics are always so certain of themselves, and wiser people so full of doubts.”

- Bertrand Russell

FOOLS SPEAK WITH CERTAINTY

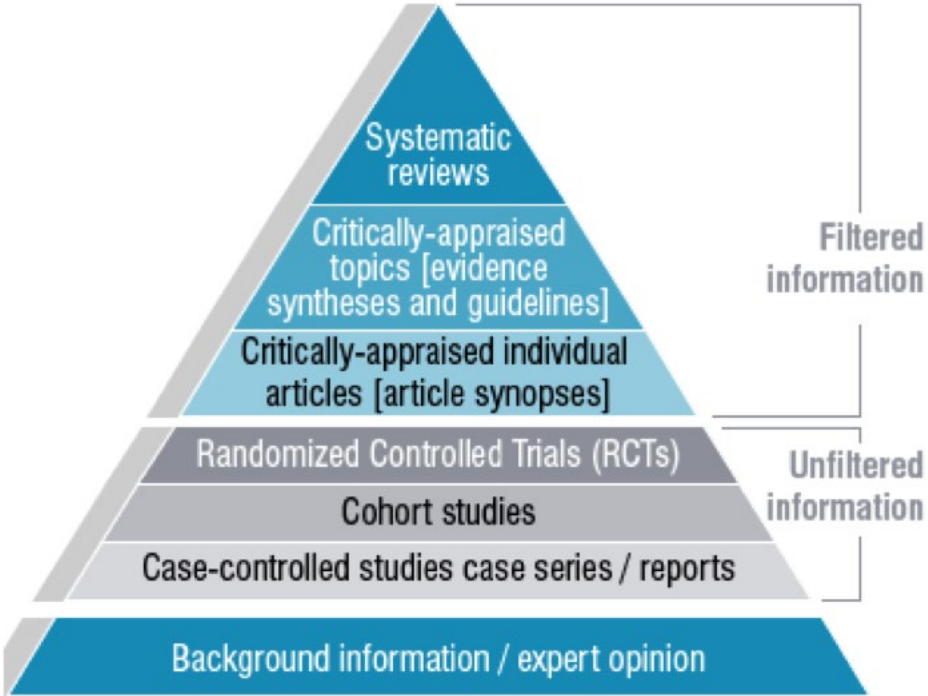
Bertrand Russell famously said: “The whole problem with the world is that fools and fanatics are always so certain of themselves, and wiser people so full of doubts.” Authors of fad diet and health books speak with absolute conviction at all times. Our goal is to promote open-minded skepticism.

RED HERRINGS

A red herring is someone or something that distracts us from the main point by bringing up an unrelated subject.

MAGIC BULLETS

A single magic bullet cure for all ailments would be fantastic. However, good health is the sum of right choices made over time. There is no quick fix.



SECTION 10

GOOD HEALTH

& WELL-BEING FOR ALL PEOPLE

Our team focuses on Goal 3 of the Sustainable Development Goals, which seeks to ensure health and well-being for every person at every stage of life. Below is a summary of the Report of the Secretary-General on “Progress towards the Sustainable Development Goals.”

68% OF DEATHS ARE LIFESTYLE CHOICES

The BIG 4 (cardiovascular disease, cancer, diabetes, and chronic respiratory disease) account for 68% of all deaths worldwide.

DRUGS, ALCOHOL, TOBACCO

Worldwide average alcohol consumption in 2015 was estimated at 6.3L of pure alcohol per person among those aged 15 or older. Youth who start drinking before age 15 years are six times more likely to develop alcohol dependence or abuse. Later in life than those who begin drinking after age 21. In 2013, only 1 in 6 people worldwide suffering from drug-use disorders received treatment. In 2015, over 1.1 billion people consumed tobacco.

SUICIDE

In 2012, an estimated 800,000 people worldwide committed suicide, making it the second leading cause of death among those between the ages of 15 and 29.



HEALTHY ENVIRONMENT, HEALTHY PEOPLE

In 2012, an estimated 889,000 people died from infectious diseases caused by fecal contamination of water and soil. In the same year, household and ambient air pollution resulted in some 6.5 million deaths.

MANAGING INFECTIOUS DISEASES

In 2014, at least 1.7 billion people, in 185 countries, required treatment for at least one tropical disease.

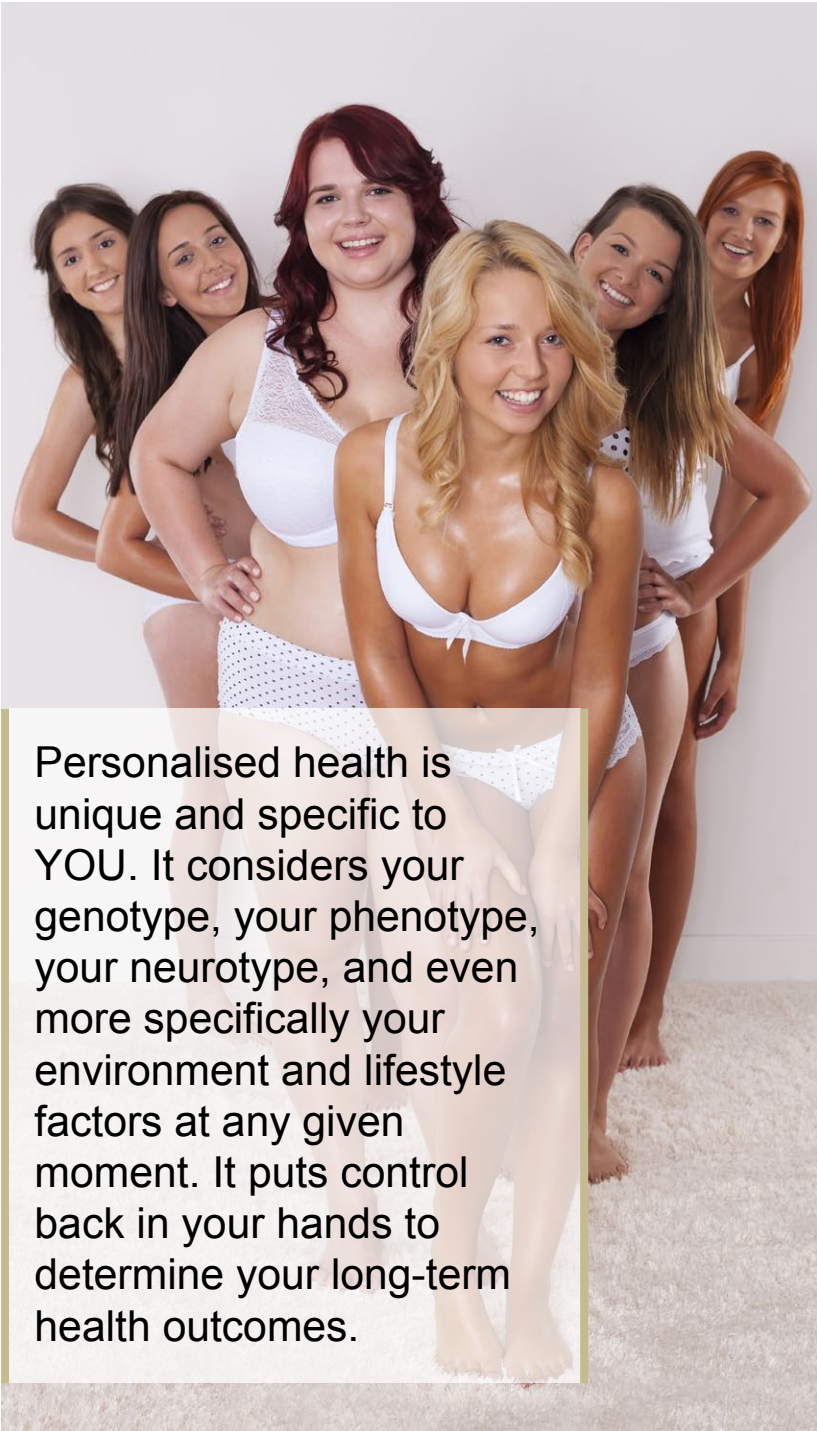
END EXTREME POVERTY

Annually, the USA spends over 1.5 trillion in government resources on chronic disease management, while individual citizens spend around \$10,000 out of pocket. If we helped 10% of the American population move up the health spectrum, we would have enough money left over to end extreme poverty with \$189 billion in resources allocated correctly.

To collectively achieve good health and well-being, we must align some key elements: environment, education, and economic equality.

SECTION 11

IT'S PERSONAL



Personalised health is unique and specific to YOU. It considers your genotype, your phenotype, your neurotype, and even more specifically your environment and lifestyle factors at any given moment. It puts control back in your hands to determine your long-term health outcomes.

A PERSONAL PLAN

“Personal health is about knowing exactly which foods, exercises, and lifestyle choices are ideal for you as an individual – the choices that will help you thrive, not just survive. To put it simply, your genes plus your environment and lifestyle equals what you see in the mirror today – you!” - Matt Riemann

ALLIED HEALTH PROFESSIONALS FOCUS ON YOU

Personalized health is about allied health professionals working together in the sole interest of the person they are there to serve. The outcome will be that everyone moves towards well-being, and becomes empowered to maintain their healthy lifestyle habits. As allied health professionals, our job is to become progressively redundant as everyone’s health improves.

DO WHAT WORKS

When you know the specific foods, exercises, daily patterns, and even social habits that keep you in optimal health, you are free to eliminate what doesn’t work. Simple.

BE YOURSELF

Know yourself; love yourself; be true to yourself.

John Paul Sartre: “We only become what we are by the radical and deep-seated refusal of that which others have made of us.”

Bob Dylan: “If you try to be anyone but yourself, you will fail.”

Katharine Hepburn: “If you always do what interests you, at least one person is pleased.”

Give yourself permission to be who you were born to be.

YOUR PERSONAL HEALTH SPECTRUM



Our primary focus is to empower the billions of people who find themselves in or around the chronic disease “red zone.”

BLUE ZONE

Imagine this spectrum as a cup. When this cup is full, it overflows into the environment and people around you, helping to fill other cups. Being in the blue zone is about transcending good health. Your habits and lifestyle are promoting longevity and preventative measures for your cells. Your energy overflows into everything around you, creating a positive ripple effect.

GREEN ZONE

This zone is about the absence of chronic disease, especially the Big 4 mentioned earlier. Simply by staying in this zone and out of the red, you can add an extra 14 years to your lifespan.

RED ZONE

This is the high-risk zone. It begins when we start to notice symptoms and signs that our body is out of balance. Ignoring these signs, we develop acute disease. If the issue is not resolved, the body starts to further malfunction. Sixty-eight percent of deaths globally occur in this zone. Even if you end up in the red zone, the good news is that many of these diseases are preventable ([OECD health](#)).

FROM RED TO GREEN

Find a mentor, health professional, and support network to help you walk yourself out of sickness and disease.

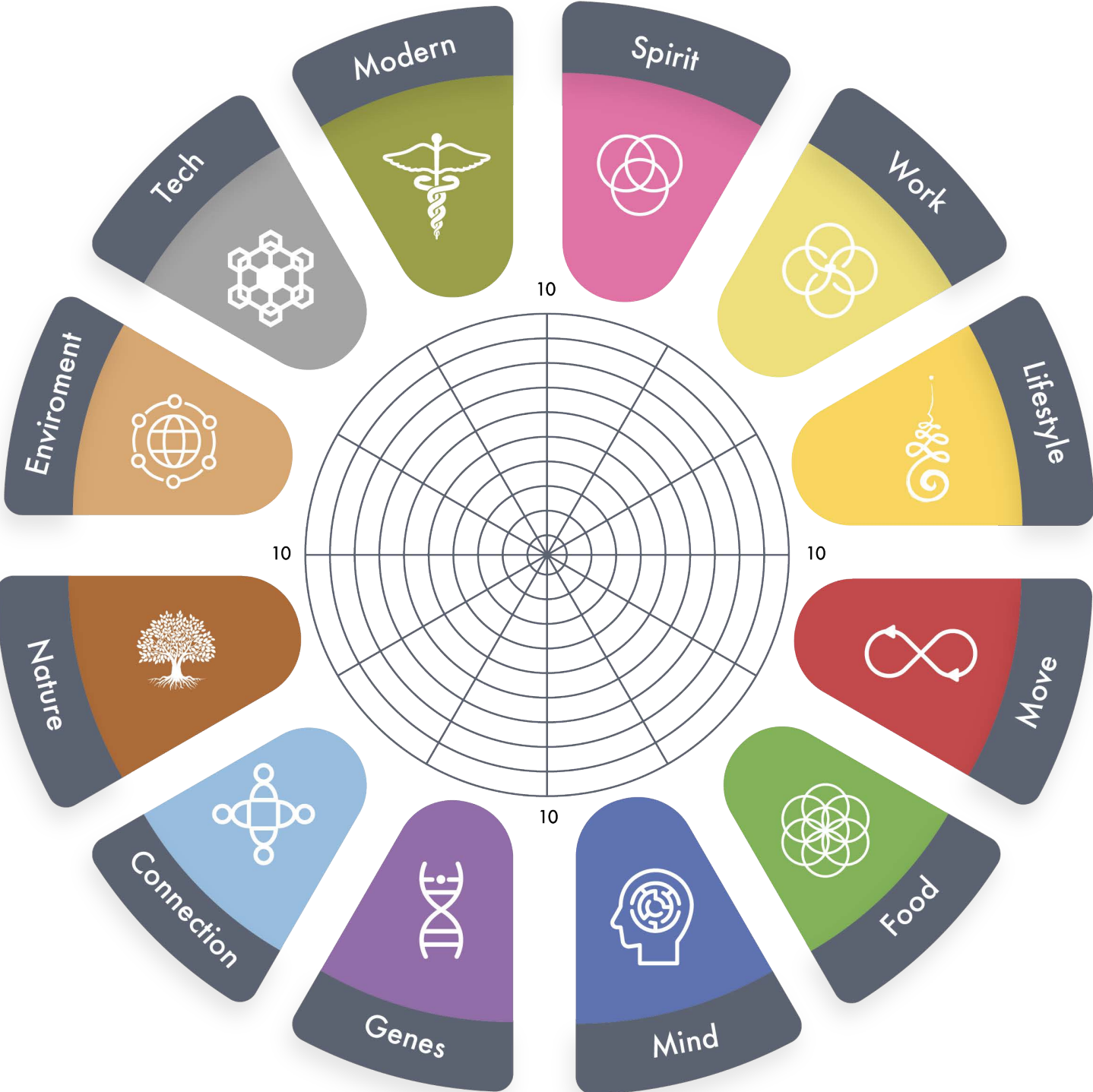
FROM GREEN TO BLUE

Adopt consistent lifestyle habits that avoid all harm and promote longevity. Choose to act in a way that inspires and impacts those around you. The pinnacle of the blue zone is about personal transcendence and collective impact.



INTEGRATING HEALTH AND WELL-BEING

FOR YOU. SIMPLY.



We believe in a person-centered and integrated approach to health and well-being. Here we present 12 core paradigms; 7 of which refer to facilitating natural healing mechanisms, 3 of which refer to the external influences acting on each person, and the remaining 2 explore modern technological advances and interventions.

“A physician is obligated to consider more than a diseased organ, more even than the whole man - he must view the man in his world.”

- Harvey Cushing

INTERNAL MECHANISMS

We need to acknowledge the natural mechanisms and processes of our body while ensuring that the external environment is conducive to them. Our Mind, Diet, Movement, Work, Lifestyle, Spirit, and (to a lesser extent) Genes are all paradigms that we can directly control through our thoughts and choices. Ultimately, our Genes and Mind act as the foundation for the rest.

EXTERNAL INFLUENCES

Environment, Nature, and Connection are the paradigms that exist outside of our bodies.

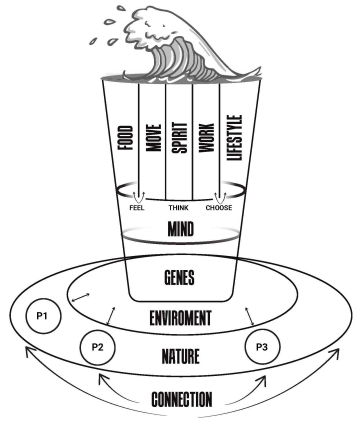
INTERVENTIONAL MEDICINE

Asclepius and Hippocrates focused on natural approaches and understood the need for harmony between the individual and their natural and social environment. Medical intervention was seen as secondary and complementary. It is only relatively recently in human history that our focus has shifted.

INTEGRATION

Use the right tool for the job. No paradigm should be in competition with any other if we are truly working in a sick or injured person’s interest.

CLICK BELOW TO SELF ASSESS YOUR OWN SELF CARE!



Selfcare.global/Assess

ENVIRONMENT

IS MEDICINE



*Our environment is connected not only to our physical, **emotional**, and **spiritual** health but to **purpose** and **community**.” - **Human Development Index 2016***



BIRTH ENVIRONMENT

Geography and health are intrinsically linked. Where we are born, live, study, and work directly influences our health experiences - **Human Development Index 2016**

NATURAL ENVIRONMENT

The world is becoming increasingly urban. Factors such as overcrowding, air pollution, excessive noise, and lack of access to nature contribute to the emotional and physical stress of urban life. As cities continue to grow, there is a pressing need to design buildings, neighborhoods, and common spaces.

- **Human Development Index 2016**

SOCIAL ENVIRONMENT

The World Health Organization define social determinants of health as the conditions in which we are born, grow up, live, work, and age. These “are shaped by the distribution of money, power, and resources at global, national, and local levels.”

GEOGRAPHICAL ENVIRONMENT

“Individuals born into communities that are geographically isolated, predominantly home to politically and socially excluded minorities, or disproportionately exposed to environmental pressures have fewer opportunities.” - **Human Development Index 2016**

FILL YOUR ENVIRONMENT CUP

Change environment: For some individuals born into disadvantaged conditions, leaving their home in search of better physical and economic environments may be the best option.

Shared resources: Poverty and environmental damage are linked in a downward spiral. Past resource degradation deepens poverty, which forces poor people to deplete resources even further in order to survive.

Invest in women: Investing in girls and women brings enormous benefits. For every dollar invested in a nurturing woman, 90% will go back into her family and local community. For men, it is only 10%.

NATURE

IS MEDICINE

NATURE DEPRIVATION

A lack of time in the natural world is associated with depression. Studies by Dr. Weinstein and others imply a link between screen time and lack of empathy or altruism.

NATURE CONNECTION

Connecting back to nature reduces our anger, fear, and depression while improving our **mood** and well-being.

WORLD ECOLOGICAL FOOTPRINT

Since the 1970s, humanity has been in ecological overshoot, with annual demand on resources exceeding what Earth can regenerate. Today, humanity uses the equivalent of 1.6 Earths.

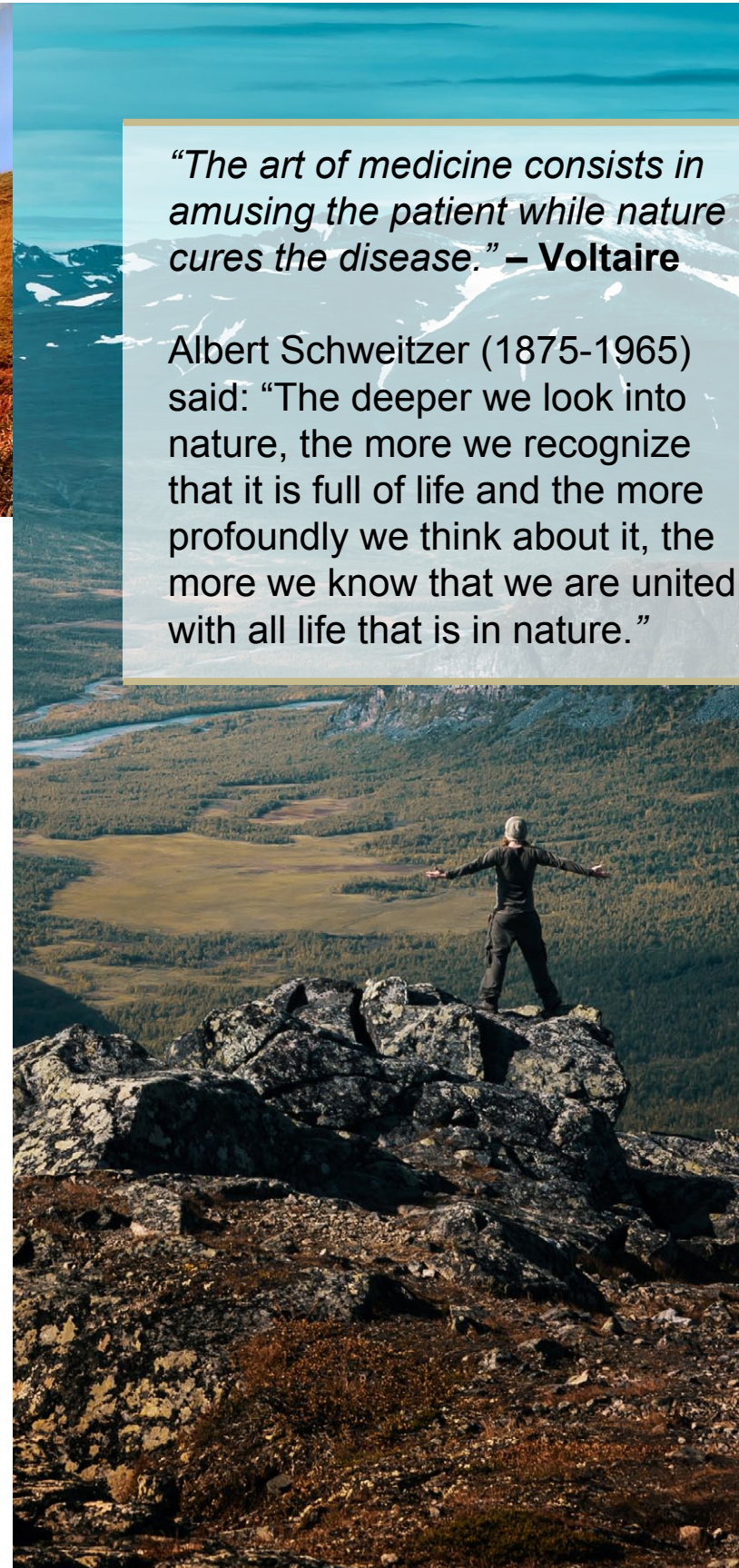
PERSONAL ECOLOGICAL FOOTPRINT

The Ecological Footprint is the only metric that measures how much nature we have and how much we use. See: **Our ecological footprint**.

Today, more than 80 percent of the world’s population lives in countries that are using more resources than their ecosystems can renew.

THE POWER OF OUR CHOICES

“If everyone focused on their love, care, and commitment on protecting and regenerating their local environments, whilst respecting the local places of others, then a side effect would be the resolution of the climate crisis. If we strive every day to restore and help nature regenerate (as it does naturally) by doing no harm...not only would most drilling, fracking, and pipe-lining have to stop, but the biosphere would become far more resilient too.” - Charles Eisenstein



“The art of medicine consists in amusing the patient while nature cures the disease.” – Voltaire

Albert Schweitzer (1875-1965) said: “The deeper we look into nature, the more we recognize that it is full of life and the more profoundly we think about it, the more we know that we are united with all life that is in nature.”

CONNECTION IS MEDICINE

EVERYTHING IS CONNECTED

“What you do is what the whole universe is doing at the place you call the here and now. You are something the whole universe is doing in the same way that the wave is something that the whole ocean is doing. The real you is not a puppet which life pushes around. The real deep-down you is the whole universe.” - Alan Watts

OUR BRAINS ARE WIRED TO CONNECT

Matthew D. Lieberman is director of UCLA’s Social Cognitive Neuroscience Lab. He has spent the past two decades using tools like fMRI to study how the human brain responds to social contexts. Lieberman’s conclusion: our brains are not merely reactionary mechanisms, but are wired to connect to other people.

See: [Social: Why Our Brains Are Wired to Connect](#)

STRENGTH IN NUMBERS

Evolutionary adaptations are driven by survival and reproduction. It’s revealing then that many of humanity’s unique adaptations are social, helping us better coordinate and cooperate with others.

See: [Adaptations of Group Living](#)

OVERCOMING DISCONNECTION

The dividing line between us and the universe is an illusion. We can no more be separated from the cosmos as from the air we breathe.

THE EVOLUTION OF EMPATHY

Empathy is our one weapon against xenophobia and can override societal rules. When [Oskar Schindler](#) kept Jews out of concentration camps during World War II, he was in direct violation of orders.

See: [The Evolution of Empathy](http://greatergood.berkeley.edu/article/item/the_evolution_of_empathy) (http://greatergood.berkeley.edu/article/item/the_evolution_of_empathy)

“We are all connected; to each other, biologically. To the earth, chemically. To the rest of the universe atomically. We are not figuratively, but literally stardust.”

– Neil DeGrasse Tyson

“Without the sense of fellowship with men of like mind,” [Einstein wrote](#) , “life would have seemed to me empty.”

GENES ARE MEDICINE

[The health of our children is a direct reflection o](#) our life choices, not genetics (congenital defects and other anomalies excluded). Protecting our genes in the present will better the lives of future children.

YOU ARE NOT YOUR GENES

“You are not simply the sum total of the genes you were born with. You are the user and controller of your genes, the author of your biological story. No prospect in self-care is more exciting.” - [Super Genes](#) by Dr. Deepak Chopra and Dr. Rudolph Tanzi

EPIGENETICS

Genes can adapt to changing circumstances. *“Only 5% of disease-related gene mutations are fully deterministic, while 95% can be influenced by diet, behavior, and other environmental conditions.” - Dr. Deepak Chopra and Dr. Rudolph Tanzi*

YOUR THOUGHTS CHANGE YOUR DNA

According to cellular biologist Dr. Bruce Lipton, our thoughts and emotions can literally change our DNA, and by extension our health.

THE HUMAN BLUEPRINT

““The Human Genome is a history book – a narrative of the journey of our species through time. It’s a shop manual, with an incredibly detailed blueprint for building every human cell. And it’s a transformative textbook of medicine, with insights that will give health care providers immense new powers to treat, prevent and cure disease.” - Francis Collins

We all are 99.5% IDENTICAL

Genetically, all humans are 99.5% identical, despite our wide diversity in appearance and ability.

UNHEALTHY GENES

Unhealthy genes are believed to responsible for an estimated 6,000 diseases, including all cancers. Researchers believe that if this one factor were eliminated, humans would regularly live for 100 years or more.

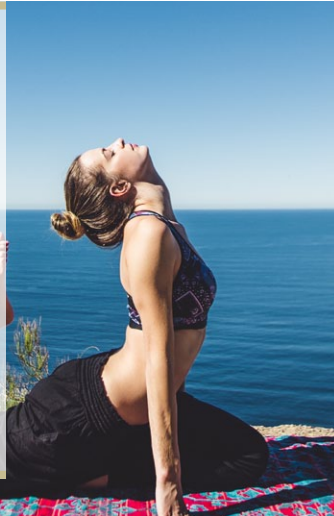
PROTECTING GENES

[In 2009, the Nobel Prize in Physiology or Medicine was awarded to 3 scientists](#) who showed that cells could be kept alive indefinitely by telomerase



MIND IS MEDICINE

Our mind is the most powerful, yet underutilized healing mechanism in our body. Mastering the mind is the key to mastering the human experience.



THE COLLECTIVE UNCONSCIOUS

Your thoughts are not necessarily your own. The collective unconscious works through mythological motifs or primordial images, which all humans share regardless of culture.

YOU HAVE THREE MINDS

The conscious, subconscious, and unconscious mind. The conscious mind communicates to the outside world and the inner self. **The subconscious mind**, on the other hand, is in charge of our recent

memories. **The unconscious mind** is the storehouse of all memories and past experiences, both those that have been repressed through trauma and those that have simply been consciously forgotten and no longer important to us. **It's from these memories and experiences that our beliefs, habits, and behaviours are formed.**

MIND OVER MEDICINE

Lisa Rankin MD argues that state of mind, emotion, and belief have the ability to turn on or off the body's healing abilities. See also: [Pain is in the BRAIN](#)

NEUROPLASTICITY

The brain can change its own structure and function in response to experience - the phenomenon of neuroplasticity. See: [The brain that changes and heals itself](#)

OVERCOME NEGATIVITY

"All negativity is caused by an accumulation of psychological time and denial of the present. All forms of fear... are caused by too much future...All forms of non-forgiveness are caused by too much past." - **Eckhart Tolle**, [The Power of Now: A Guide to Spiritual Enlightenment](#)

HABITS OF THOUGHT

The vast majority of our thoughts are the same from one day to the next. See: [The law of attraction: We become what we most think about](#)

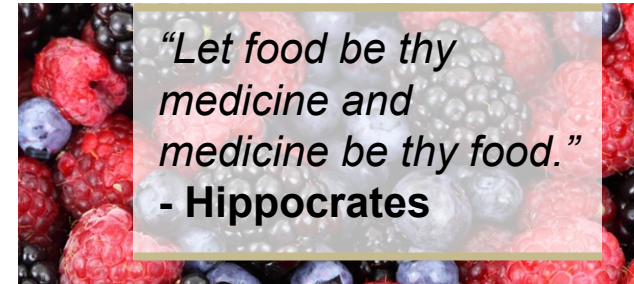
FOCUS ON A VISION

Napoleon Hill, who interviewed the most successful people in the world in the early 1900s, found that all of them were obsessively focused on their vision, not the obstacles in their way. Mike Dooley's advice: "Chase Happiness, forget the details; the dreaded hows and whats."

"Your beliefs become your thoughts, Your thoughts become your words, Your words become your actions, Your actions become your habits, Your habits become your values, Your values become your destiny."

- Mahatma Gandhi

FOOD IS MEDICINE



"Let food be thy medicine and medicine be thy food."
- Hippocrates

OUR BODY REGENERATES

"When we feed the body the necessary nutritional building blocks, the miracle of the body will work...16 Vitamins, 12 amino acids, 60 minerals and 2 fatty acids." - Jim Rodas

WHAT NOT TO EAT

You should **limit the following**: processed sugar, seed and vegetable oils (trans fat), artificial sweeteners, "diet" and "low-fat" products, and highly processed foods. Anything artificial or synthetic

AVOID EDC's

"There is growing interest in the health threat posed by endocrine-disrupting chemicals (EDCs), which are substances in our environment, food, and consumer products that interfere with...normal homeostatic control." - [Endocrine Society Scientific Statement](#)

THE ESSENTIALS

Water accounts for 65-95% of a **cell's** volume. **Fat** is our primary source of energy. **Protein** makes up our muscles, hair, nails, and a large portion of our skin. **Minerals** account for about 6% of the body, and include both salts and metals. **Carbohydrates** account for only 1% of body mass and are stored as fat.

WATER

[According to Dr. Jeffrey Utz](#), different people have different water requirements, affected by age, gender, and environment.

WHAT TO EAT

[The China Study](#) by T. Colin Campbell PhD and his son recommends the following:

- *Whole foods*, 80%+ plant-based
- *Supplementation* based on traditional plant-based medicine
- Limiting *animal protein* to less than 20% of caloric intake

QUALITY MATTERS

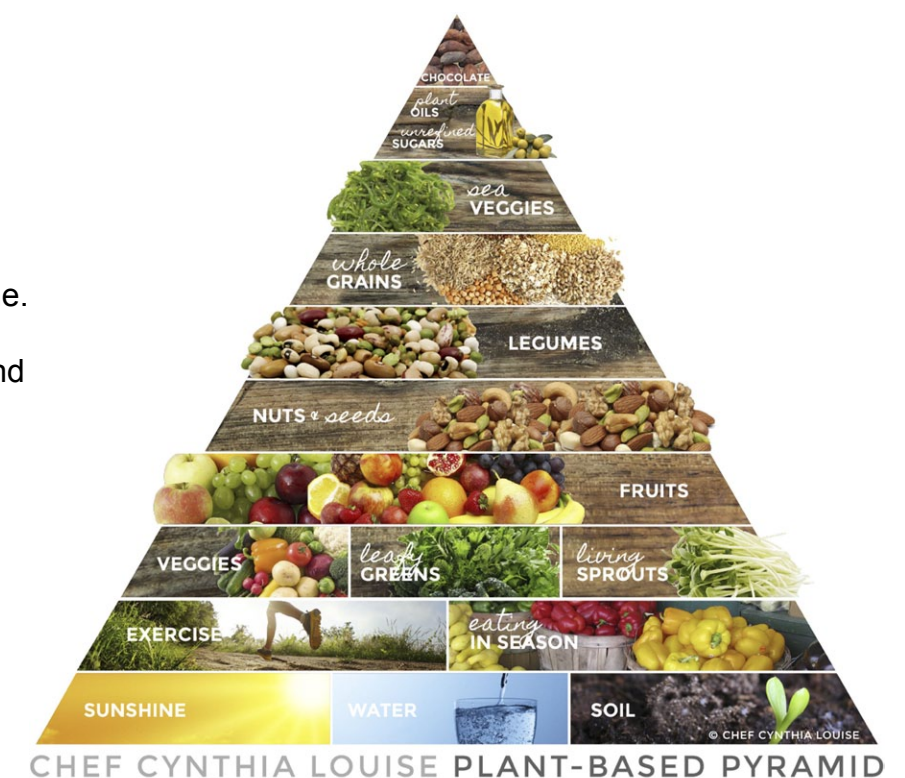
Food is not just calories; our diet affects all aspects of our body. Food also influences how our genes express themselves, playing a role in both disease development and prevention.

FASTING

Our body naturally detoxifies on a daily basis. Intermittent fasting can aid our body in cleansing cells of damaged molecules. See: [Intermittent fasting article](#)

NUTRITION

Poor nutrition is linked to nearly all modern health conditions. John Hopkins University reports that some **80% of cancer patients** are malnourished.



MOVEMENT

IS MEDICINE

We live in a technological and industrialized world, with living and work environments that do not promote movement. Consider what percentage of your day you spend sitting. More than 50%? Movement is essential medicine for our overall health and well-being.

“Movement also changes the way your genes function, making it less likely that you’ll get cancer, that your arteries will harden or that you’ll suffer from depression.” - Michael Roizen MD, coauthor of [You: The Owner’s Manual](#)

MOVEMENT LINKS THE OTHER PARADIGMS

Movement allows you to be more present and reduces the risk of death from the Big 4 chronic diseases. It also reduces inflammation and helps regulate our hormones.

SITTING IS THE NEW SMOKING

We are born to move, not to sit. Sedentary behaviors are strongly linked to chronic disease and pain.

30 MINUTES

Light exercise for 30 minutes a day is the bare minimum for reducing the risk of common chronic diseases.

VARIABILITY OF MOVEMENT

We are trapped in a lack-of-movement epidemic. Doing a variety of movements will help nourish the body. Movement is the stimulus for bodily regeneration and growth.

IMPACT

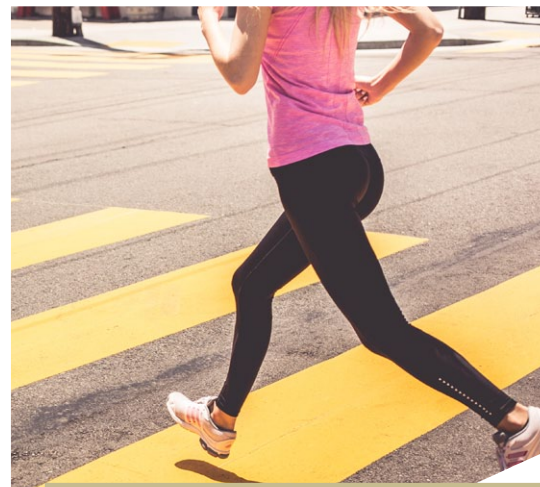
If you are out of shape, start in the water. Next, a bike. Finally, your own two feet. This gives your joints time to adapt to increased impact.

STIMULUS

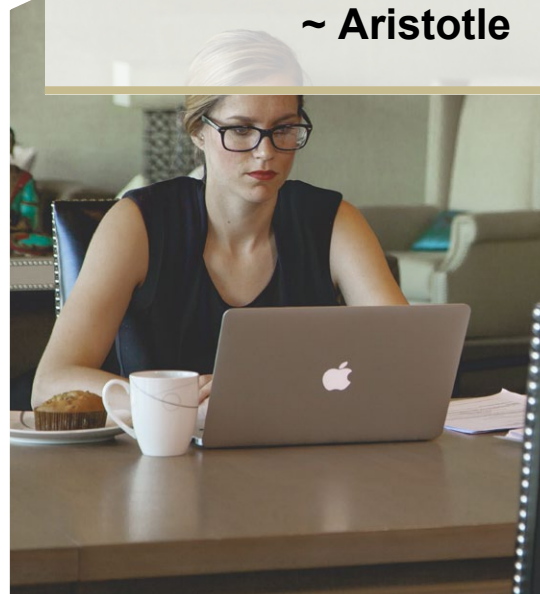
The body adapts specifically to imposed demands. The right stimulus will cause the body to change and become more resilient. The wrong kind or amount of stimulus will lead to malfunction.

EXERCISE HEALS

“There is no medication or nutritional supplement that even comes close to having all of the effects exercise does.” - [David C. Neiman](#)
See: [How Exercise Heals](#)



Happiness does not consist in pastimes and amusements, but in virtuous activities.
~ Aristotle



WORK

IS MEDICINE

PURPOSE

“I spend nearly every single day talking about what it means to live your Why - to live with a sense of purpose, cause or belief. But what happens when we wake up one day without a sense of purpose or cause? What happens when we used to have clarity and it slips away?” - [Simon Sinek](#)

PASSION

Passion is when you put more energy into something than required. It’s more than just enthusiasm or excitement. Passion is ambition made manifest.

VALUES

“Your values arise from and are therefore determined by your conscious or unconscious voids (what you perceive as most missing).” - [Dr. John Demartini](#)

MONEY AND HAPPINESS

“It turns out there is a specific dollar number, or income plateau, after which more money has no measurable effect on day-to-day contentment. The magic income: \$75,000 a year...After that, it is just more stuff, with no gain in happiness.” - [WSJ](#)
See: [Daniel Kahneman and Angus Deaton](#)

CHASING MONEY

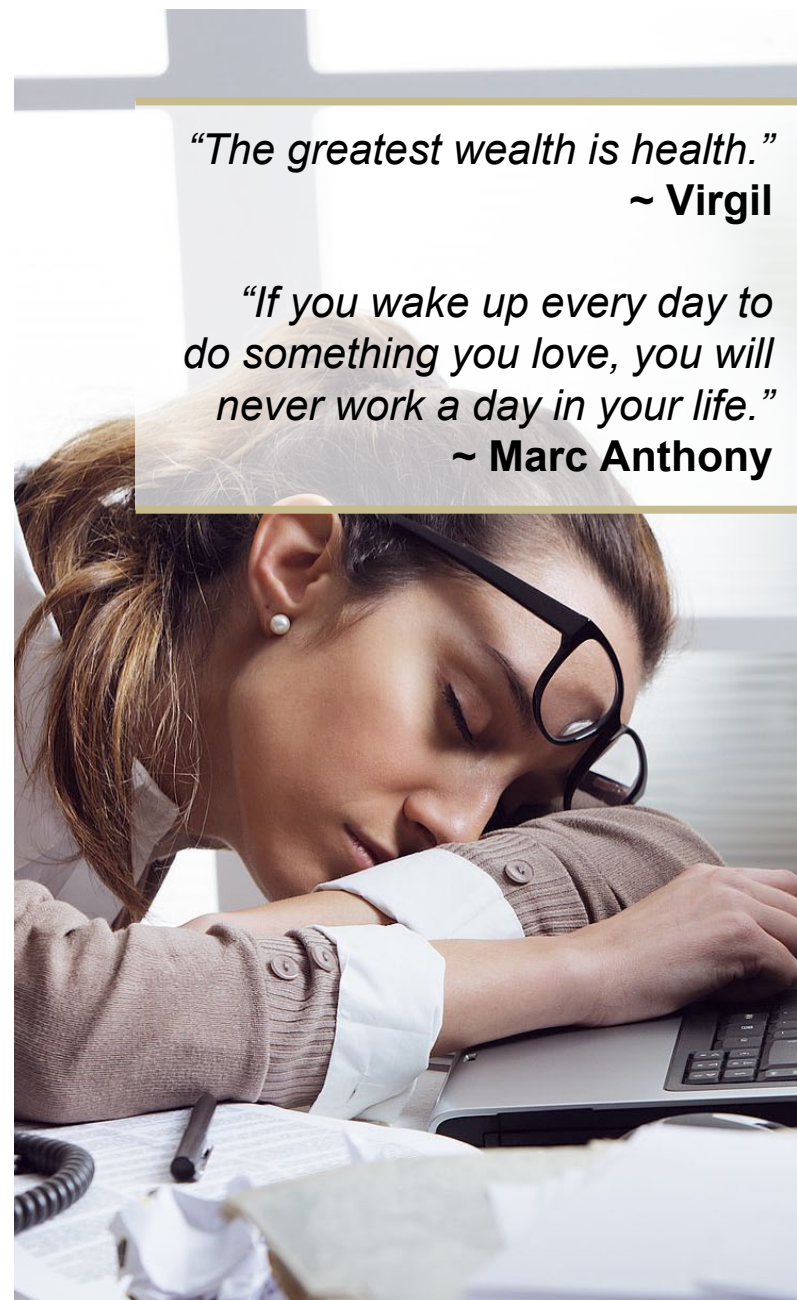
“Those who seek security chase it for a lifetime without ever finding it...Attachment to money and security only creates insecurity, no matter how much money we have in the bank.” - [The Seven Spiritual Laws of Success](#), [Deepak Chopra](#)

WORKAHOLICS

Dr. Wilson’s book, [Adrenal Fatigue: The 21st Century Stress Syndrome](#), depicts how chronic work-related stress affects our lives.
See: [Alan Watts](#)

PRODUCTIVITY

“By extending the working day, therefore, capitalist production...not only produces a deterioration of human labour power by robbing it of its normal moral and physical conditions of development and activity, but also produces the premature exhaustion and death of this labour-power itself.”
- [Das Kapital](#), [Karl Marx](#)



LIFESTYLE IS MEDICINE

“We have defined lifestyle medicine as ‘the application of environmental, behavioral, medical, and motivational principles to the management of lifestyle-related health problems in a clinical setting.’”

The ambition of lifestyle medicine includes the management of obesity, sleep, mood states, addictions, sexual behavior, skin health, oral and auditory health, pain, iatrogenic illness, and many types of injury.

TAKE OWNERSHIP OF YOUR HEALTH

Patients need to be active and engaged in their own care.

MEDICATION

Medication is used where necessary but is not an end treatment. Lifestyle changes are the preferred treatment.

TEAM INTEGRATION

Traditionally, every health condition requires the input of a specialist. This will be changed by a new generation of health professionals, graduating from multidisciplinary vocational programs.

CAUSE OR EFFECT

In 1993, J. Michael McGinnis and William Foege published their seminal paper in the *Journal of the American Medical Association*, “**Actual Causes of Death in the United States**”. They propounded the paradigm-changing insight that diseases are not causes; they are effects. Eighty percent of premature deaths and chronic diseases are attributable to just the first three entries on the list: tobacco use, poor diet, and **lack of physical activity**.

DISEASE PREVENTION

We already know how to **prevent 80 percent of all chronic disease**. Dr. David Katz: “The case could be made that we have known since Hippocrates; he certainly had insights about it. But we have known for sure since 1993. That’s 22 years of missed opportunity. So to be fair about what we are now doing to our kids – the prior generation did it to us first, if that’s cause to feel any better.”

SPIRIT IS MEDICINE

“I think.
Therefore I am.”
~ René Descartes



WE ARE THE CENTER

Biocentrism by Dr. Robert Lanza teaches that life and consciousness are fundamental to the universe. It is consciousness that creates the material universe, not the other way around.

OUR SENSES HANDICAP OUR UNDERSTANDING

Reality is Beyond Our Perception: “It’s even worse than that. We are already starting with the great handicap of perceiving such a small part of the world around us. Then to make matters worse, we process that information through the ‘filters’ of our emotions and preconceptions. This all leaves us with a very inaccurate **illusion of reality**.”

THE SCIENCE DELUSION

Rupert Sheldrake, author of *The Science Delusion: Feeling the Spirit of Enquiry* said that “It’s almost as if science said, ‘Give me one free miracle, and from there the entire thing will proceed with a seamless, causal explanation.’”

THE GOD DELUSION

Richard Dawkins introduced much of the world to *new atheism* – a forceful rejection of religion based on scientific materialism. However, atheism is **still a system of belief**.

SCIENCE DOESN'T KNOW

After Isaac Newton’s discoveries in 1687, “People thought that he had explained everything there was to explain,” says Barrow. Today, “The big change in thinking is we don’t expect there to be a unique theory of everything. There are so many possible theories they’re almost filling every possibility of thinking.”

Richard Feynman once said: “**I think I can safely say that no one understands quantum mechanics.**”

THE DALAI LAMA

“However the tea is prepared, the primary ingredient is always water. While we can live without tea, we cannot live without water. Likewise, we are born free of religion, but we are not born free of the need for love and compassion.”

MODERN MEDICINE



“Present-day science, conventional medicine, and the mindset of ‘better living through chemistry’ have delivered their results, and they are less than excellent.” - David Wolfe

SYNTHETIC MEDICINE

In the new lifestyle-medicine paradigm, medication is an adjunct treatment, not a go-to solution.

THE PLACEBO EFFECT

In a 2002 [article](#) in the journal *Prevention & Treatment*, Irving Kirsch found that 80% of the measured effect of antidepressants could be attributed to the placebo effect.

DEATH BY DRUGS

In a [Journal of General Internal Medicine](#) study, authors looking at death records from 1976 to 2006 found that, of 62 million death certificates, almost a quarter-million deaths were coded as having *occurred in a hospital setting due to medication errors*. “On average, 106,000 people in the U.S. die from prescription drugs (annually).” - [Food Matters](#)

A PARADIGM SHIFT

“We need to be expressing that lifestyle is medicine; a medicine that the patient is in charge of. We’re handing over the reins to the patient, which requires a certain level of humility.” - Dr. David Katz

REVERSE AGING

Utilizing stem cells, [Salk Institute](#) researchers were able to make human skin cells in a dish look and behave young again. Human trials are expected to start in less than 10 years.

REPAIRING GENES

The gene-editing technology called [CRISPR](#) that can quickly and cleanly remove specific pieces of DNA has revolutionized biotechnology. Many researchers believe that the technique could end thousands of ailments.

GOOD AND BAD NEWS

- Between 2000 and 2015, the global maternal mortality ratio declined by 37 percent.
- Under-five mortality rates fell rapidly from 2000 to 2015, declining by 44 per cent globally
- Almost half the world’s population is at risk of malaria. In 2015, the incidence rate was 91 new cases per 1,000 people at risk.

TECHNOLOGY IS MEDICINE



NEW HEALING POWER

Personalized medicine, which involves tailoring health care to each person’s unique genetic makeup, has the potential to transform how we diagnose, prevent and treat disease. Mapping a person’s unique susceptibility to disease and targeting the right treatment has deservedly been welcomed as a [new power to heal](#).

FEWER DISRUPTIONS, LONGER LIVES

Constantly disrupting the circadian cycle can negatively affect our bodies’ natural processes and lead to a host of problems. “Aging is associated with neural degeneration, loss of memory, and other problems, which are exacerbated if clock function is experimentally disrupted. Discovery of LLC genes may provide a missing link, the answer to why the disruption of circadian clocks accelerates aging symptoms,” [says OSU researcher David Hendrix](#).

EARLY DETECTION

Patients whose cancer is detected sooner often have an increased chance at recovery. This is especially true with lung cancer patients, whose chances of survival increases by [200 percent when cancer is detected early](#). Lung cancer claims over [150,000 lives each year](#), but a new innovation might change that forever. [Liquid Biopsy](#) is a new technique that uses a simple blood test to detect cancer.

MACHINE OVER MAN

Many manufacturers are building robot-only facilities, and employing fewer people in their overall workforce. [Shoe companies](#) are building automated factories, and restaurants are even boasting robot chefs and cooks. But don’t worry, a jobless future for humans [isn’t necessarily inevitable](#).

ARTIFICIAL INTELLIGENCE

AI refers to intelligence exhibited by machines or computers. It’s a technology that has branched out to various applications, each one mimicking a [particular human behavior](#). The most well-known application is currently speech-recognition.

A daily reminder that you have never needed to be fixed. Simply Nourished.



SUBSCRIBE



PARTING WORDS

I hope you now realise that your health and well-being is in your hands. Well, at least 95% of it. Self-care is not selfish care. Imagine all these paradigms were represented by a vessel that is you, the human vessel. Using the analogy of a cup, when your cup is empty, you feel unhappy, disconnected, and when your environment does not serve your health, you feel unhealthy, like a battery on 1%, recharging daily just to make it through. When your cup is full and refilling each day, you are in a good state of balance and homeostasis, good health and well-being, but still don't have a lot to share and give to others. Maybe just enough to help your close circle. Now imagine that cup growing in size and in abundance, overflowing daily into all the cups around you.

"Self-care is no longer selfish. Learn to fill your cup daily through sustainable habits and behaviours s that you can serve from overflow, creating a ripple effect of change and legacy, lead by example for future generations." - Rory Callaghan

Join the movement, take ownership and help others

If, like us, you've had enough hooey, that which is profitable for its peddler, but costly for the rest of us? Had enough quick-fix nonsense? Pseudo-science, magic silver bullets, red herrings, pink elephants, and certain fools? Are you ready for a bracing dose of truth, and the freedom that comes with it?

Join the SelfCare Community

A place for people on this wavelength to share, interact, and help each other move up the health spectrum and stop where they want to stop. Not everyone wants to live to 142, but I'm pretty sure everyone wants to optimise their human experience and not have their quality of life restricted by chronic preventable disease. Herein lies empowerment and moderation.

Subscribe for free tools

REFERENCES

HIERARCHY OF EVIDENCE

Science can guide us on what to do, as well as what not to do. We aim to separate the pseudo-science-confusion from the actionable information that will help you move up the health spectrum. We are all unique and although our foundations and nature are common, what works for one person may or may not work for another.

Peer Reviewed Science - Highest form of evidence

Expert Opinion - The lowest form of evidence

TOOLS

- [Join the Self-Care Community](#)
- [Fillyourcup Handbook](#)
- [Expert Interviews: Allied health Professionals](#)
- [Health Spectrum Test](#)
- [Ph360](#)
- [Personal Ecological Footprint](#)
- [EPI \(Environmental Performance Index\)](#)
- [Abundance Profil](#)
- [Talent Profil](#)
- [Health Entrepreneurs](#)
- [Entrepreneur Events](#)
- [Values Test](#)
- [Purpose Test](#)
- [Passion Test](#)
- [Happiness index Bhutan](#)
- [OECD Better Life Index](#)

PARTNERED & ADVOCATE ASSOCIATIONS

- [Human Development Index 2016](#)
- [OECD Health](#)
- [WHO 2017](#)
- [The Lancet UK](#)
- [Human Genome Project](#)
- [Neuro Orthopedic Group](#)
- [Mapping the Universe](#)
- [The Science Council](#)
- [Sustainable Development Goals](#)
- [American College of Lifestyle Medicine](#)
- [Functional Medicine Institute](#)

Empowering the SelfCare Revolution and Global Blue Zone Communities



A NOTE FROM THE AUTHOR, **RORY CALLAGHAN**

My personal mission is to promote health, happiness, and connection in a unified and sustainable world. I understand that many other people share this vision. The Self-care manual and the “**fillyourcup**” movement is about sharing and collaborating with anyone on the same mission.

My story and internal drive for this mission lies in my own human experience. The full story is [here](#). I won't bore you with the details now, as this space is about you. A long story short, at 25 with 2 university degrees I woke up one day as a health professional without his health. It made me question the integrity of my own thoughts (knowledge) and the very system I was working to serve. I was part of the very statistics I was driven to change, and it woke me up to self-realise that it was insane to keep doing what was not working. So I chased happiness, health, and a different reality. I spent 2 years buying and earning my health back. It taught me the most valuable lesson of my life: the true value of health.

Being in the rabbit hole of chronic disease gave me some valuable insight. There was so much advice, information, pseudo-science, and confusion which was sending people deeper into the hole. Like Alice, I figured out how to climb out of that vicious cycle, and I distinctly remember standing on the edge of this rabbit hole looking down. I saw the people I cared about most in there; my family, friends, their family and friends. Knowing their pain, I started to reach out and offer a rope to help others make their way out.

I noticed something that baffled me. Not everyone wanted to leave this abyss; some didn't even realise they had fallen down the rabbit hole. So rather than telling people to leave this abyss and move back into the light and the abundant human experience, I decided to help by simplifying (and adding to) the scaffolding, ladders, tools, and support networks already out there. I understood that, for the most part, there had always been warning signs (risk factors) to prevent me from falling down the hole. So, I was only ever going to be inspired to leave that abyss once I had woken up, or was desperate enough to make the change. It is a self-realisation and a choice.

So this manual is not about forcing change and growth. It is about being part of the solution. Making sure that if anyone ever wishes to climb out, the scaffolding is strong, the pathways are clear, and there is some support for their journey with a million hands reaching down to help them out. Empathy is a powerful tool. We understand that anyone who has been down there or has worked with people in the abyss, they too will be inspired to help other people out too. So we wish to simplify and share that energy, making sure it does not take away from optimising their own human experience or put them at risk of falling back down.

On a personal note: I am also very mindful that everything that I am is a product of so many beautiful souls that have been part of my journey so far. As such, I would like to acknowledge my beautiful family, friends, my partner, Fremantle and southwest Australian communities, the many mentors that allow me to be the dumbest person in the room, and lastly, any person that I have met along this journey and to those I am yet to cross paths with. This is for you. Please let me know if this resonates and helps you.