



4 Reasons To Use Humor in Your Advocacy

Laughter is a powerful antidote. Nothing works faster to bring your mind and body back into balance than a good laugh. The ability to laugh is a tremendous resource for improving mental health, enhancing relationships and supporting physical health.

1. Using Humor Lightens the Mood

Nothing diffuses an intense conflict or situation faster than a good laugh. Approaching situations with a humorous perspective creates a psychological distance, which can help you and readers feel less overwhelmed by the conflict.

2. Using Humor Sets People At Ease

Laughter is linked to your mental health, which means a good laugh stops distressing emotions and helps you to relax and recharge. Laughter also releases endorphins, our body's natural feel-good chemicals!

3. Humor Provides an Opening for Education

Laughter helps individuals let go of any defensiveness and release inhibitions, opening one to the possibility of learning something new.

4. Humor is Healing

Laughter has a profound effect on your mental and emotional health. It can strengthen your relationships with others, provides hope and enables you to move forward without bitterness or resentment. Plus, it's great for your heart health, immune system and cardiovascular system!

How YOU Can Find Humor

Looking to bring more laughter to your life? Practice these simple activities to practice bringing laughter into your advocacy work.

- 1. Smile-** Smiling is an easy way to stimulate your natural sense of humor. Before your next brainstorm session, try smiling to provoke your inner comedian.
- 2. Practice Gratitude-** Write down all the friends, opportunities and experiences your advocacy journey has brought you. Operating from a negative mindset will prevent you from finding any humor.
- 3. Move Toward Laughter-** Feed off the humor you find. Find and follow all the [Hilarious Patient Leader nominees](#) to surround yourself with individuals bringing humor into their advocacy.



Justin Birckbichler

2018 WEGO Health Awards Hilarious Patient Leader Winner



"When dealing with a serious illness like cancer, people don't often know how to react. I went from being a typical mid-twenties guy to a bald and bloated cancer patient. Those around me initially didn't know how to support me - were they supposed to mention cancer, tiptoe around the issue, or ignore it entirely?"

Once I realized people were hesitant to address the trials ahead, I posted a message to my friends and family saying, "While losing my left testicle is going suck, to keep it in and let it kill me would truly be nuts." From there on out, people could relax and understand that cancer didn't have to be the scary elephant in the room. I welcome open conversation about my journey, even to this day."

Our Patient Leader Network includes more than 100k patients and caregivers, across virtually all health conditions and topics. It's comprised of health advocates, influencers and experts ready to transform healthcare by sharing their insights and expertise.

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