

August Campaign
Burnout: When Rest Is No Longer Enough

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6 Pages



August Campaign – Burnout: When Rest Is No Longer Enough

Goal: Public education, awareness raising, and suicide prevention

Content Structure: Three key areas:

- 1. Educational Content**
- 2. Practical Coping Strategies**
- 3. Suicide Prevention in the Context of Anxiety**

Content 1: Educational

What Is Burnout?

Definition

Burnout is a psychological syndrome resulting from chronic workplace stress that has not been successfully managed. Unlike ordinary fatigue, burnout is not resolved by taking a weekend off or getting a good night's sleep.

According to the World Health Organization (WHO), burnout is characterized by three dimensions:

- Emotional and physical exhaustion**
- Increased mental distance from work, cynicism, or negativity toward one's job**
- Reduced professional efficacy and a sense of decreased accomplishment**

Common Signs

- Persistent fatigue, even after rest**
- Loss of motivation**
- Feeling emotionally drained**
- Irritability and frustration**
- Difficulty concentrating**

- Decreased productivity
- Sleep disturbances
- Frequent headaches or physical complaints
- Feeling ineffective or unappreciated

Key Message

Burnout is not a sign of weakness or lack of resilience; it is often the result of prolonged exposure to unmanaged stress and insufficient recovery.

Content 2: Practical

How Can We Prevent or Manage Burnout?

Exercise 1: Check Your Energy Balance

At the end of each day, ask yourself:

- What drained my energy today?
- What restored my energy today?

Look for patterns and intentionally increase activities that replenish your physical and emotional resources.

Exercise 2: The Five-Minute Reset

Before moving to your next task:

- Take five slow, deep breaths.
- Stand up and stretch.
- Relax your shoulders and jaw.
- Notice how your body feels.

Small recovery breaks throughout the day help reduce stress accumulation.



Exercise 3: Practice Healthy Boundaries

Ask yourself:

- **Am I always available for work?**
- **Do I allow myself to say "no" when necessary?**
- **Do I have a clear end to my workday?**

Healthy boundaries are one of the strongest protective factors against burnout.

Practical Takeaway:

Sustainable performance is built on recovery, healthy boundaries, and self-care, not on working longer hours.

Content 3: Suicide Prevention in the Context of Anxiety

Why Burnout Matters for Mental Health

When burnout persists without support, it can increase the risk of anxiety, depression, hopelessness, and emotional exhaustion. While burnout alone does not necessarily lead to suicidal thoughts, prolonged psychological distress can contribute to feelings of despair in some individuals.

Warning Signs

- **Persistent hopelessness**
- **Feeling trapped or overwhelmed**
- **Emotional withdrawal from family and friends**
- **Loss of interest in previously meaningful activities**
- **Statements such as:**
 - **"I can't keep doing this."**
 - **"Nothing will ever change."**

- **"I just want everything to stop."**

What Can We Do?

- **Take signs of burnout seriously.**
- **Encourage open, nonjudgmental conversations.**
- **Seek support from a mental health professional if symptoms persist.**
- **If someone appears to be at immediate risk of harming themselves, do not leave them alone and seek emergency assistance immediately.**

A Message of Hope

Burnout is treatable. With appropriate support, healthy workplace changes, and intentional self-care, people can recover their energy, reconnect with meaning, and regain a sense of well-being.

Final Message for August

"Success is not measured only by how much we accomplish, but also by how well we protect our health while accomplishing it. Rest is not a reward for productivity; it is a requirement for it. Caring for your mental health is not stepping away from success; it is what makes sustainable success possible."



Recommended Books for Further Reading

1. **The Truth About Burnout** by Christina Maslach and Michael P. Leiter
2. **Burnout: The Secret to Unlocking the Stress Cycle** by Emily Nagoski and Amelia Nagoski

Trusted Online Resources

[World Health Organization \(WHO\) – Burn-out overview](#)

[American Psychological Association \(APA\) – Burnout resources](#)

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