

20 EVIL RULER STRATEGIES

Just imagine if an Evil Ruler was leading our society and their top priority was to create and perpetuate mental illness. How would they do it? The Evil Ruler would create policies and promote behaviors guaranteed to increase the BRIGHT MINDS risk factors.

Here are 20 ways the Evil Ruler would increase the risk factors to help create mental illness.

Blood Flow

The evil ruler would...

1. Tell their subjects they must not exercise, which decreases blood vessel flexibility and hurts brain health.
2. Encourage schools to cut physical education programs from the curriculum.

Retirement/Aging

The evil ruler would...

3. Recommend everyone retire early, stop learning new things, and watch all the television they want, especially the news that focuses on violence, natural disasters, and partisan politics that breeds anger and stress.
4. Encourage people to spend their days in meaningless activities in isolation and would demand that people spend hours on social media every day, which increases the risk of depression and obesity.



Inflammation

The evil ruler would...

5. Increase availability and marketing of processed foods loaded with corn and soy products and refined oils (high in omega-6 fatty acids that promote inflammation).
6. Increase chronic stress by encouraging subjects to watch hateful political talk shows for hours a day, where the negative news and conflicts dominate headlines.

Genetics

The evil ruler would...

7. Tell people who have a family history of brain health/mental health illnesses not to worry about taking care of their health because there is nothing they can do about it.

Head Trauma

The evil ruler would...

8. Allow children to hit soccer balls with their heads; play tackle football; ski or ride bicycles without helmets; ride large horses; play hockey; and engage in other high-risk behaviors.
9. Encourage players on a team to go back into the game as quickly as possible after suffering a concussion.

Toxins

The evil ruler would...

10. Repeal laws that ensure clean air, water, and safe buildings.
11. Highlight research that touts the health benefits of alcohol and marijuana.



Mind-storms

The evil ruler would...

12. Discourage the population from getting brain scans or other diagnostic tests to see if their psychiatric symptoms are being caused by abnormal electrical activity.

Immunity/Infections

The evil ruler would...

13. Forbid throat cultures for people with sore throats and would never allow healthcare professionals to test vitamin D levels.
14. Encourage the consumption of common allergenic foods—such as gluten, dairy, corn, and soy—that can trigger autoimmune responses.

Neurohormones

The evil ruler would...

15. Flood our environment and our homes with pesticides, plastics, and other products that act as endocrine disruptors.
16. Discourage healthcare providers from testing thyroid, cortisol, DHEA, estrogen, progesterone, testosterone, human growth hormone, and insulin levels.

Diabetes

The evil ruler would...

17. Demand that high-sugar desserts be served with all school lunches as a way to boost inattention among children.
18. Fool people into viewing sweet desserts that spike blood sugar and contribute to anxiety and other psychiatric symptoms as a “reward” for good behavior or a job well done.



Sleep

The evil ruler would...

19. Mess with your sleep by making you so addicted to TV and social media that you tune into stressful news before bed, read your emails late into the evening, respond to texts in the middle of the night, and tweet outrageous messages and post to Facebook or Instagram at all hours.
20. Advocate caffeine consumption morning, noon, and night to disrupt sleep and create an unhealthy cycle that primes you for symptoms of mental illness.

