



# THE NOISE

## Digital Overwhelm Stats

- The average person receives **80–120 notifications per day** (and professionals in caregiving/education roles often receive far more).
- Americans check their phones **144 times a day** on average.
- The average person consumes the equivalent of **34 gigabytes of information per day** — *the same as reading 100,000 words daily.*

# MORE NOISE IN GROWING BRAINS

## **Influencer / Information Overload Stats**

- There are more than 200 million active content creators worldwide — and over 50 million consider themselves “influencers.”
- TikTok videos with parenting, mental health, or special needs hashtags have billions of views — many offering advice without credentials.
- In a recent survey of American youth, more children said they wanted to be an influencer or YouTuber than a doctor, teacher, or firefighter combined.
- According to a Harris Poll, 54% of Gen Z would become an influencer if given the chance.
- A study from the University of Michigan found that narcissistic traits among young people have risen by 30% in the last two decades, tracking alongside the rise of social media platforms.

# Impact on Parents

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Over 70% of parents now report turning to *social media before a professional* when they have a developmental concern about their child.

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One in four parents report feeling *paralyzed* by the conflicting advice they encounter online.

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62% of parents with children with disabilities report feeling overwhelmed daily by the amount of information they feel they “should” be consuming.

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Parents in early intervention settings experience higher rates of health anxiety, comparison stress, and mistrust of professionals due to internet-driven narratives.

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Parents are reporting more burnout than ever: 66% say they feel emotionally exhausted from managing their child’s needs (American Psychological Association, 2024).

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**We are being trained to react — not reflect.  
We are drowning in information but starving for wisdom.**

# Impact on Providers

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Over 80% of professionals report “alert fatigue” from emails, apps, and data systems.

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Providers are now expected to act as coaches, clinicians, data analysts, tech navigators, and emotional support — simultaneously.

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Burnout rates in EI and special needs services exceed 60%.

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44% of providers report difficulty sleeping due to “spinning thoughts” about caseload, documentation, and parent expectations.

*Noise creates fear.*

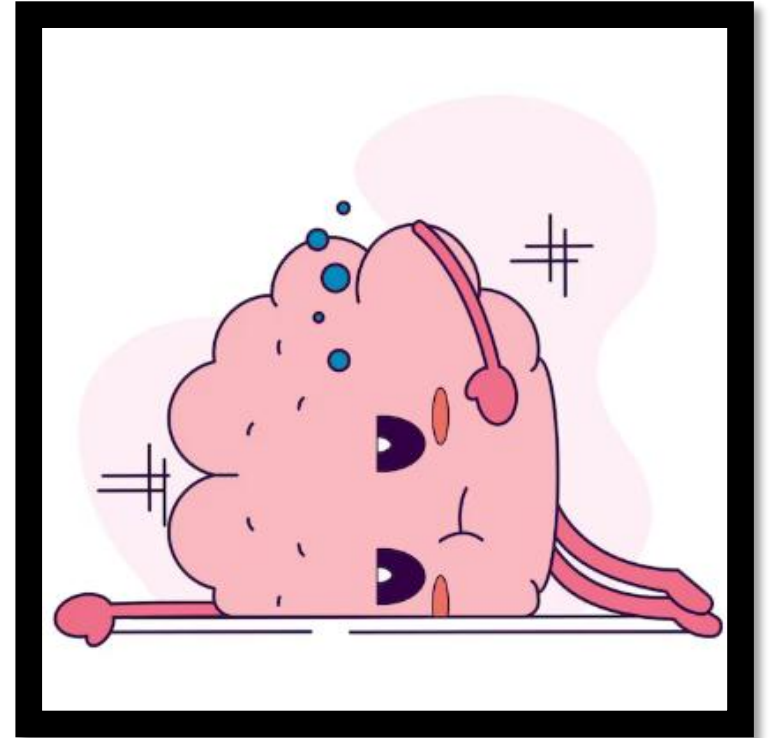
*Fear seeks control.*

*Social media offers control  
through quick answers —  
even if they are incorrect or  
harmful.*

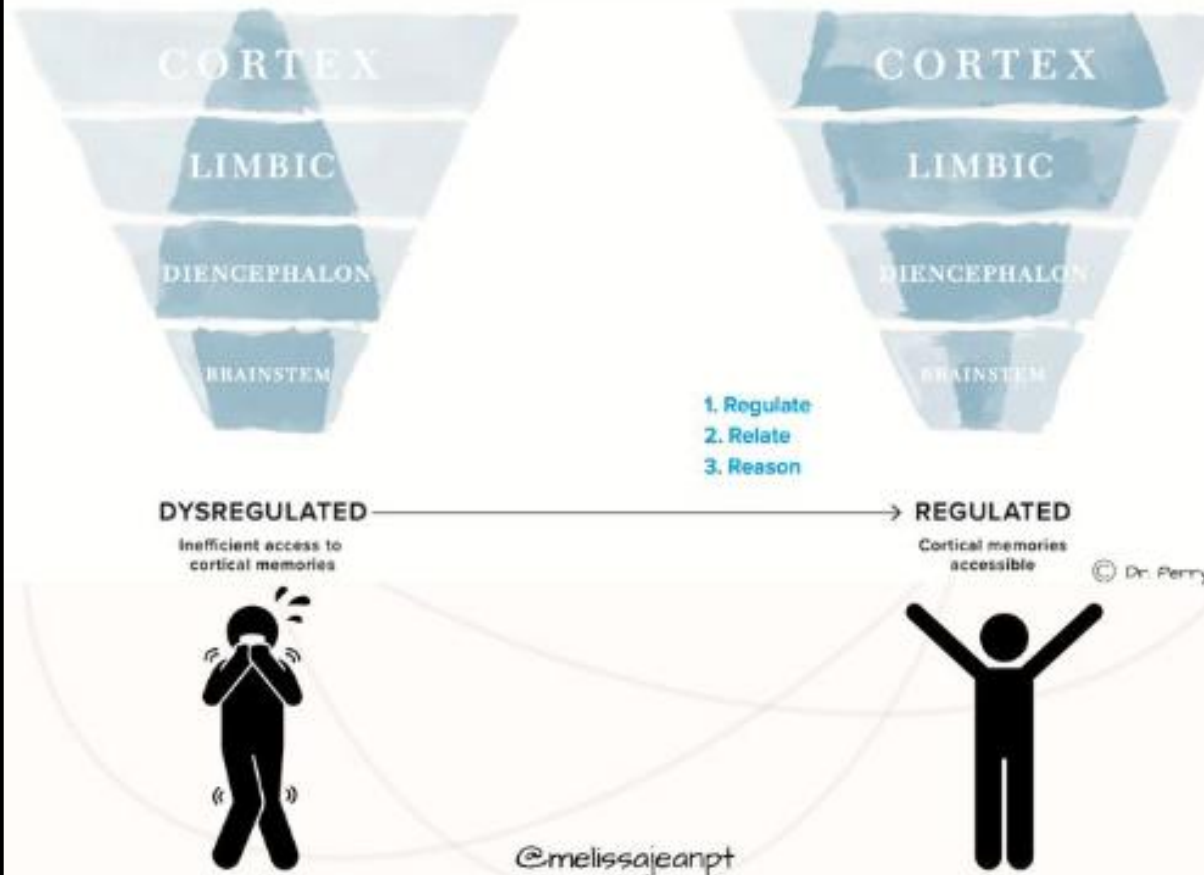


# Brain Impact

- Our brains were designed for survival — not saturation.
- Sensory load  $\uparrow$   $\rightarrow$  cortisol  $\uparrow$
- Constant novelty  $\rightarrow$  dopamine fatigue
- Result  $\rightarrow$  anxiety, decision paralysis, emotional exhaustion



# Regulated vs. Dysregulated Nervous system



# Why Stress Matters to Our Internal Wisdom

## **When stressed:**

- The amygdala takes over.
- Stress hormones flood the system.
- **Prefrontal cortex and cortical memory access are impaired.**
- *We lose access to intuition, experience, and solutions we already know.*

## **When regulated:**

- Cortical networks reconnect.
- We regain access to our inner knowing — *our wisdom and pattern recognition.*

**“Cortical memory is where our expertise lives. Under stress, we lose access to it — not because we don’t know, but because we can’t reach what we know.”**

# Find Your Ketchup

- You Don't Need More Information — You Need Access to What You Already Know

Our goal is not to *learn new strategies* — it's to *restore access* to the cortical wisdom and intuition you already carry.



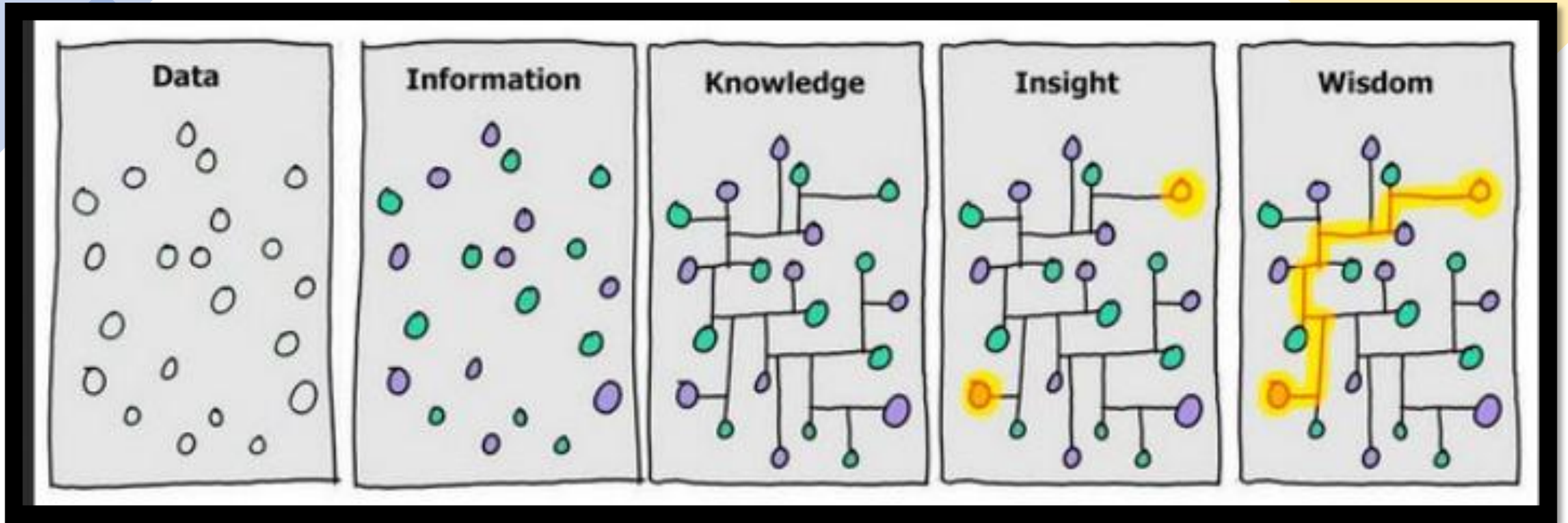
# What Regulation Actually Does

- Reopens cortical access
- Calms the amygdala
- Reconnects body → brain signals
- Makes intuition *audible again*

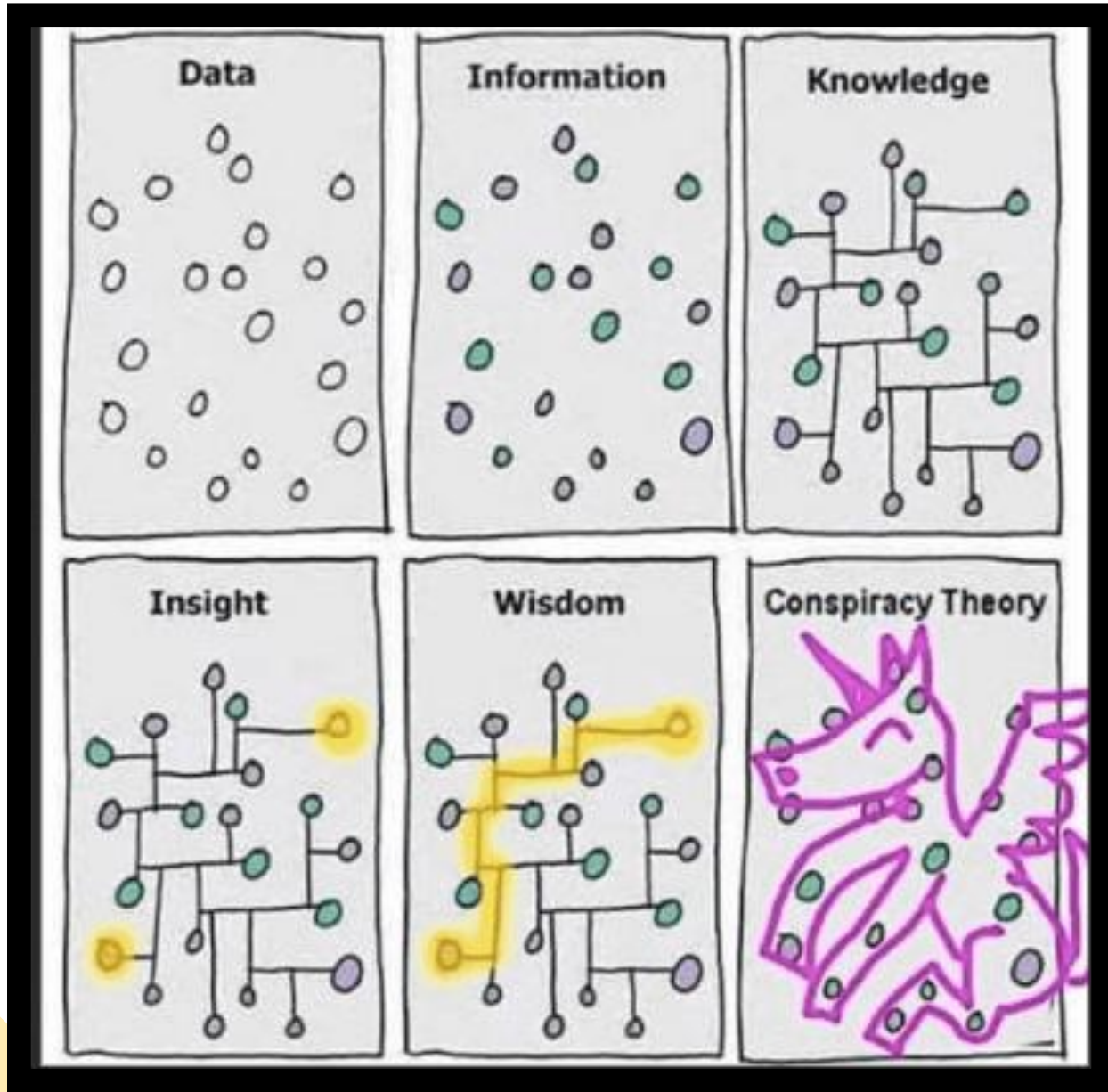
**Regulation restores wisdom.**

Families don't need us to have all the answers. They need us to be regulated enough to see clearly, listen deeply, and respond wisely.





- Data is raw.
- Information is organized.
- Knowledge is understood.
- Intuition is felt truth—your nervous system recognizing a pattern faster than your conscious brain.
- Wisdom is applied intuition with compassion, timing, and clarity.



Stage	What it is	Where it lives	What blocks it	What activates it
<b>Information</b>	Data, content, inputs	Brainstem & sensory pathways	Overload, distraction	Attention & filtering
<b>Knowledge</b>	Organized, understood information	Hippocampus & cortex	Survival mode, stress	Reflection & pattern recognition
<b>Wisdom</b>	Lived integration + right action in real context	Prefrontal cortex + body's interoceptive system	Dysregulation	Nervous system safety & intuition

# The Path from Noise to Wisdom

**Noise → Information → Knowledge → Discernment → Wisdom**

- **Noise (Data):** Everything coming at you—unfiltered, overwhelming.
- **Information:** What you choose to pay attention to.
- **Knowledge:** Organized, meaningful information that you understand.
- **Discernment (Insight):** Applying experience, science, and human understanding to evaluate truth.
- **Wisdom:** Knowing what matters most and what to do next in this moment, with this child, in this family.

*Wisdom is not about knowing more. It's about knowing what matters.*

# Scenario: A child is not meeting milestones.

The parent has been searching online, is overwhelmed, and arrives with multiple “fixes” they want to try — all conflicting.

## Noise-Based Response (Urgency Mode)

- Tries to address every strategy the parent brings up
- Jumps into “fixing”
- Feels the pressure to provide *all the answers immediately*
- Nervous system shifts into stress → relationship strain → decreased clarity

## Wisdom-Based Response (Regulated Presence)

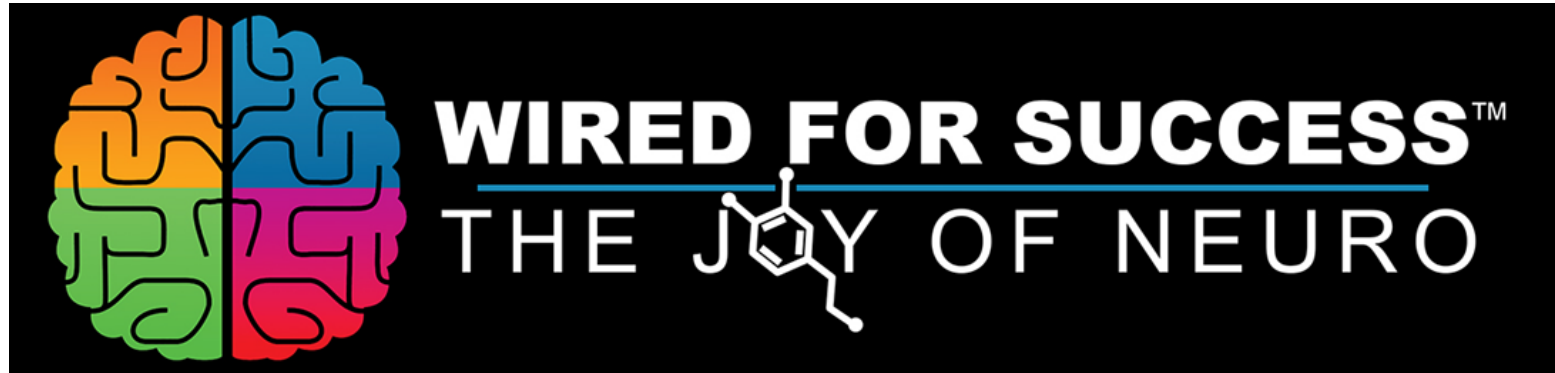
- Slows the pace
- Reflects the parent’s concerns back with empathy
- Filters information: *What is developmentally true? What matters most right now?*
- Helps parent reconnect to *what they already observe about their child*
- Nervous system calms → clarity emerges → action becomes obvious

# You Are the Strategy

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**Noise is everywhere.  
Wisdom is within you.  
When you are  
regulated and  
discerning, you  
become the clearest  
signal in a noisy  
world.**





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