

**Traumatology Institute –
Trauma Recovery Program Launch and How to Get It For FREE**

For immediate release: June 2, 2015 – Toronto:

- I. **Traumatology Institute releases Trauma Recovery Program on www.WhatIsPTSD.com**
- a. **Trauma Recovery Program – Experienced a Trauma you can’t get over? There is hope – How to get instant help for less than the cost of a therapy session!**

Traumatology Institute, guided by CEO Dr Anna B. Baranowsky, is pleased to announce the launch of Trauma Recovery Program – an online adjunctive care program for trauma survivors. Though it is not a substitute for therapy, individuals can now use this program to help themselves address the impact of trauma before they begin therapy, or in conjunction with direct counselling services. The annual private membership is less than one therapy session (\$119 CAD).

Had enough of those long wait times, which can be up to 8 months or longer?* (*according to Veterans Affairs audit report, Nov. 2014) The Trauma Recovery Program is an information-packed resource that encourages trauma survivors to keep focused on their trauma recovery and moving in the right direction every day. As the program is completely online and self-paced, users will be able to get some early intervention help in the privacy of their homes whenever they need it.

The program contains:

- i. 30 Daily Find-Calm Videos with email reminders to help trauma survivors stay focused on their recovery
- ii. 7 Weekly Learning Modules
- iii. Growth Exercises & Templates
- iv. Recovery Stories
- v. Breathe 911 App (Breath Trainer)
- vi. Access to these tools for 365 days in a private, online, on-demand format

b. In Praise of Trauma Recovery Program – Hear what our clients have to say.

Hundreds of clients now use our program and many have given excellent feedback.

i. "When I got home years ago after my shooting, I was hard-wired with so much anxiety and fear that I felt like I was about to explode... [with] today's video ... I did imagine a soothing and cool blue light come in and just wash away the charge... I will continue to practice this technique." says S.G., a retired police officer.

ii. "Reading [the Trauma Recovery Program’s email encouragements] today about holding negative thoughts about myself, resonated with me - I grew up with a shame-based personality and when I changed the thoughts about my self-worth, I was able to leave an abusive relationship; for years after the suicide I blamed myself until I learned more about the suicidal mind and then I granted myself release. I began an in-depth education about trauma and realized I was a ‘forgotten mourner’,



a child who had never learned how to grieve loss. My perceptions about my many losses has changed and subsequently my quality and direction of life. Dr. Anna, I am so grateful for your emails and what I have learned from you. Thank you!" says Heather Walker, a client.

iii. "Near the end of [my 30-day Trauma Recovery Program challenge], I went out onto my balcony to think about what I was writing. While standing outside, I looked over to the adjacent building where some young people were having a party and three were outside on the balcony chatting. As I was watching, I witnessed a young man lose his balance and fall 11 floors. Myself and two men were the first on scene to administer first-aid (he had a pulse) and I looked after the guy's sister and brother until Victim Services arrived. It wasn't until I got home from the police station that the incident and reality kicked in. I have a huge support system in place and made a call to a traumatologist in BC that I knew.

I used all the tools I had been given in [the Trauma Recovery Program] and [started] to feel like myself again. Ten days later, when once again I went onto my balcony and made the mistake of looking down. Moments earlier, a young girl had jumped from the 11th floor, to her death. Needless to say, this was devastating to me and threw me into shock and disbelief. The next day I sought out help, face to face and once again, began the road to recovery.

I used the 30-day stabilization videos [part of the Trauma Recovery Program] faithfully and honestly say they were a blessing. I've been exposed to a lot of things in life but being on the other side (the witness) was something I was unfamiliar with. Having gone through these experiences, I am very grateful for the tools I have gained through this course and the videos that helped me get through it." says Valerie, a Traumatology Institute student.

For further information on the Trauma Recovery Program, please visit:
<http://www.whatispsd.com/>

c. How to get the Trauma Recovery Program for FREE!

Ontario-based therapists and service providers can now sign up their Motor Vehicle Accident clients for the Trauma Recovery Program and be potentially reimbursed in full by their clients' insurance companies.

If you are a Motor Vehicle Accident client in Ontario, ask your therapist to do the following.

1. On the OCF-18 Treatment Plan, put the Trauma Recovery Program under **Part 12: Proposed Goods or Services Requiring Insurer Approval** of the **OCF-18** on the Health Claims for Auto Insurance system, using the Educational Materials code **G.XX.11** under the Goods & Supplies category.



2. Provide a brief description of the Trauma Recovery Program in the Additional Comments of Part 12 and Section 6. Traumatology Institute would be happy to provide the descriptions to those interested upon request.

3. Await your claims adjuster's response.

Beyond Ontario, Canada, Dr. Baranowsky, CEO of Traumatology Institute, is optimistic that auto insurance companies of other provinces and countries will embrace this trauma recovery option in the hope that it can ease suffering, shorten recovery time for trauma survivors and reduce the strain on the health care system.

In addition to auto insurance, Traumatology Institute has been receiving approvals from insurance companies to the Trauma Recovery Program. If you have an active claim or have extended insurance benefits, you may qualify for coverage through your insurance policy. Asking for coverage is the first step!

For further information, please contact our Strategic Operations Manager, Mandy Yang.

II. Dear thought leaders, here's how to help

a. **Care about trauma survivors? Become a Compassionate Care Partner.**

To those who are *not* therapists but work closely with trauma survivors, Traumatology Institute is pleased to offer a compassionate care partnership program to help spread the word about Trauma Recovery Program.

Insurance companies, law firms, victim services, hospitals, community-based programs and individuals can now become compassion care partners by offering the Trauma Recovery Program complimentary to their friends or clients. Become a thought leader. Do the right thing for our trauma survivors.

b. **How to provide moral support for a friend, colleague or family member going through Big 'T' Trauma.**

With 365K monthly global searches on the search term "What is PTSD?", you absolutely know someone with PTSD. Statistics from a 2013 research study shows that 90% endorsed having experienced a significant traumatic event in their lives. Among those people, between 17-27% subsequently develop PTSD resulting from exposure. Depending on the severity of the trauma, people are more or less likely to develop PTSD.

As an observer, it can be very confusing to understand why someone is struggling over something that happened so long ago. Unless you've actually experienced post-traumatic stress yourself and really understand how powerful the feelings are, really *understand* why someone would be suffering and struggling many years, many months after an event, sometimes it just doesn't make sense to someone who is observing it but those experiences, those feelings can be riveting and powerful.



Here's the thing. Post-Traumatic Stress Disorder is real. People really experience it. They really suffer from it. People can and do continue to suffer from these things that happened many years ago. And as observers, whether it's somebody in your life, your spouse, your friend, your child, whoever it is, it can be really confusing, Not just for you, but for the sufferers as well.

You can absolutely help your friend, colleague, or family member. There are some things that you need to consider.

1. Trauma does not just go away. There may be moments where your friend has some pretty big reactions. And they don't make sense to your friend and they don't make sense to you. But that does not mean that they are not a normal response to post-traumatic stress, or to experience a major trauma.
2. Your friend isn't just faking it or looking to get attention. When people are struggling with post-traumatic stress, the impact is riveting. You can be absolutely shocked into immobility and that is not a deliberate act. Most people feel way out of control in those moments.
3. After serious trauma, strong feelings can be confusing. Show compassion even if you don't fully understand it. You don't really need to understand what is happening. You can just deliver a sense of whole-hearted compassion.
4. Ask if they have a good Trauma Therapist. If the answer is no, ask if the person needs help finding one. If the answer is yes, ask her if she/he wants your help contacting somebody and even screening the therapist to see if the therapist is licensed and specializes in trauma and PTSD.
5. There are also many local resources that can help from hospitals, to colleges/universities, to group therapy. The trauma survivor should be encouraged to seek out the right level of help. A good resource is the Trauma Recovery Program, Traumatology Institute offers a 10-day free trial of the 30-day stabilization videos (part of the Trauma Recovery Program) here. (<http://www.whatisptsd.com/find-calm/>) She/he may also be interested in our Ask Dr. Anna YouTube series, where we post videos and answer questions on PTSD every Thursday. (<http://www.whatisptsd.com/ask-dr-anna/>)

For further information, please contact our Strategic Operations Manager, Mandy Yang.

III. About Traumatology Institute and Its History

a. About Traumatology Institute

Traumatology Institute was developed to provide the best training and care in the emerging field of emotional trauma care and compassion fatigue response. Its mandate is to meet the needs of trauma survivors, their family members, friend and colleagues, as well as organizations requiring consultation; and to





Traumatology Institute

Service • Consultation • Training

assist professionals seeking advanced trauma care skills development and trauma service provision. Traumatology Institute offers training for emergency responders, health and mental health professionals in a broad range of disciplines.

Traumatology Institute is the official provider of the Traumatology Institute Training Curriculum. The main base for the Institute is now located in Toronto, Ontario, Canada and offers a full complement of programs nationally and internationally.

Our programs are approved by: Board of Behavioral Sciences – California, Canadian Psychological Association, National Association of Social Workers, American Academy of Experts in Traumatic Stress, National Center for Crisis Management, Green Cross Academy of Traumatology, Canadian Professional Counsellors Association, and International Association of Trauma Professionals.

b. About Dr. Anna Baranowsky

Dr. Baranowsky has previously developed a unique set of products for both trauma survivors as well as trauma professionals. She co-created (with Dr. J. Eric Gentry) an internationally recognized series of training programs leading to designations in Compassion Fatigue; Early Intervention Field Trauma; Clinical Traumatology; and Community & Workplace Traumatology. A comprehensive series of manuals and CDs have been produced for Clinical Traumatology and Community & Workplace training programs.

Courses are offered at host locations, on-site at the Institute, and online (see www.psychink.com & www.ticlearn.com for course information).

c. History of Traumatology Institute

In 1995, following the Oklahoma City Bombing, the original Traumatology Institute was established as a non-profit organization at Florida State University - Center for Professional Development in Tallahassee, Florida, under the direction of Dr. Charles Figley, a renowned trauma expert.

The Traumatology Institute was dedicated to alleviating trauma around the world through research, education, and service. It sponsored training leading to certification in Traumatology and Compassion Fatigue Specialization and recognizes selected sites around the world who offer curriculum that meet its standards.

In 1998, the Traumatology Institute (Canada) was established with the mandate of offering comprehensive trauma training for mental health providers and others involved in post-trauma response. Since then, TIC has trained thousands of individuals nationally and internationally to provide trauma care to survivors.



In September 2001, the original Traumatology Institute moved to the University of South Florida and was renamed the International Traumatology Institute (ITI). The ITI was closely involved in recovery interventions following the World Trade Center terrorist attacks on September 11, 2001.

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