

A PERFECT STORY FOR MOTHER'S DAY in 2021

The story of SHE RECOVERS is indeed the perfect story for Mother's Day. And it's also a highly relevant story with a positive message for our time when we are facing a global mental health crisis caused by many factors. **That is why more than 325,000 women are now coming together to connect, support and empower each other on SHE RECOVERS.** And it is growing every day. Take a moment and see if you agree this makes a good story right now.

SHE RECOVERS was founded by a mother and daughter from Canada ten years ago. Dawn Nickel and her daughter Taryn Strong helped each other in their own recoveries from many issues and were determined to take what they learned to other women around the world. Their vision is to have a world where all women in or seeking recovery are celebrated, supported and deemed essential to healthy communities.

And their own journey is representative of the intergenerational trauma so many women have experienced. Mother's Day can be a difficult day to celebrate for these women. Their own mother may have been the source of childhood trauma and the creation of unhealthy coping skills. What SHE RECOVERS can help these women with is to understand that the trauma they experienced was likely passed down multiple generations. When one family member heals, it has a ripple effect to those still living.

The mission of SHE RECOVERS is to inspire hope, reduce stigma and empower women in or seeking recovery for substance use and/or mental health challenges to increase their recovery capital, heal themselves, and help other women to do the same.

The need has never been greater to increase support and resources for women in or seeking recovery from substance use disorders and other behavioral health issues. Uncertainty and isolation during the current pandemic, coupled with trauma related to the unconscionable killing of George Floyd and heightening awareness of racial injustice, has thrown our world into a mental health crisis. Increasing levels of anxiety and depression are being reported, and the risk of suicide is rising proportionately. Domestic violence is increasing at alarming rates. Those recovering from substance use disorders are extremely vulnerable to relapse right now and eating disorders and binge eating are being ignited in individuals facing so much uncertainty.

SHE RECOVERS Foundation is now a global grassroots movement with more than 325,000 women in or seeking recovery from substance use and/or mental health challenges. This lifeline organization connects women through its virtual platforms and in-person community networks, provides resources and support to help women develop their own holistic recovery patchworks, and empowers them to thrive and share their successes. All efforts are designed to end the stigma and shame of "being in recovery" so that more women can heal and grow. A focus on research enables the organization to establish a more robust evidence base related to the efficacy of non-traditional recovery pathways.

Among its guiding principles:

- We are all recovering from something.
- We don't have to hit rock bottom to pursue recovery in any area of our lives. We believe in early intervention.
- We answer the call to heal our past wounds and intergenerational traumas so we can live fully in the present.
- We focus on our strengths, not our defects. This is how we change.
- **Women have unique behavioral health needs. Evidence shows:**
 - Drinking and binge drinking are increasing among women, who already have a higher risk of developing alcohol-related problems than men (NIAAA, 2017).
 - Women are at highest risk for developing a substance use disorder between the ages of 18-44 which largely coincides with their reproductive years.
 - Women are nearly twice as likely as men to be diagnosed with depression.
 - Borderline Personality Disorder strikes young women more than any other demographic (NIMH, 2020).
 - At least one in five women suffer rape or attempted rape in their lifetime (WHO, 2020).
 - Twice as many women are affected by eating disorders as men (NEDA, 2020).
 - Women tend to experience more concurrent mental health disorders. Depression might be accompanied by anxiety, agoraphobia (feeling unsafe), panic disorders, somatoform disorders (symptoms of physical illness or pain that cannot be fully diagnosed), and post-traumatic stress disorder.
 - Between 1999 and 2015 the rate of deaths from prescription opioid overdoses increased 471 percent among women (CDC 2017).
 - About 25 percent of young women have engaged in self-injurious behavior – more than twice the rate of young men.

SHE RECOVERS provides life-saving support to women at a time where few resources are dedicated to behavioral health. Social support in particular is positively linked to health and well-being across the general population and improved overall wellness leads to decreased relapses related to behavioral health issues. As a public charity, SHE RECOVERS is positioned to provide innovative and critically needed social support.

Dawn and Taryn are available for online interviews from their homes in British Columbia and it will also be possible to interview women who have been helped by SHE RECOVERS. Contact me to help you facilitate these conversations.

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Thanks for your interest. I think you will find this is a story that will resonate with your audience.

BACKGROUND ON THE FOUNDERS OF SHE RECOVERS

DAWN NICKEL, PHD

Founder & Board Chair

Dawn Nickel, founder of SHE RECOVERS Foundation, is a thought leader in the women's recovery sphere as well as an accomplished leader, dedicated researcher, and visionary in the recovery moment. She holds a PhD in health care policy with extensive experience in researching and writing about women experiencing substance use disorders, mental health challenges, and intimate partner violence. Dawn started her own journey of recovery from a substance use disorder and domestic violence in 1987. She is also in recovery from anxiety, grief, trauma, overworking and cancer. Dawn's tell-it-like-it-is wisdom has created a ripple effect where you will often hear her quotes "the shit you did is just the shit you did - it's not who you are" and "recovering from all the things" resonating throughout many recovery realms.

Currently working on her first book, Dawn is living proof that in a world where all women in or seeking recovery are celebrated, supported, and deemed essential to healthy communities. She is fondly referred to as Mama Dawn in the SHE RECOVERS Community and to her daughters Taryn and Ashley. Dawn lives, works, and plays with her beloved grandchildren on the traditional territories of the Lkwungen speaking peoples on Vancouver Island.

TARYN STRONG, RYT, CPRC

Founder & Vice Chair

Taryn Strong is a founder of SHE RECOVERS® Foundation as well as a trauma-informed yoga instructor, recovery coach, aromatherapist, and herbalist (and daughter to Mama Dawn). Taryn has developed a unique yoga retreat program and led over 40 yoga for recovery retreats since 2012. She is also the host of the SHE RECOVERS Podcast and most recently created and taught the inaugural trauma informed SHE RECOVERS Yoga Teacher Training Program. Operating from a trauma-informed lens and a firm believer in anti-oppressive practices, Taryn brings an empathic and invitational approach to healing - empowering women to find and follow individualized pathways and patchworks of recovery.

Taryn's courageous vulnerability and passion for recovering out-loud has made her an influential voice in the global recovery movement - smashing the stigma often associated with substance use and mental health issues. Taryn creates and lives with her beloved and two dogs within the ancestral and unceded territory of the Hul'qumi'num and SENĆOŦEN speaking peoples (Saltspring Island).