



Hope. Heal. Recover.

A Quarterly Newsletter for
IBH Addiction Recovery

WINTER 2021



New Brand. Same Mission.

New brand better reflects who we are today
and where we're headed tomorrow

Over the past 50 years, IBH has evolved to meet the ever-changing needs of our community. As the disease of drug and alcohol addiction has changed, our approach to treatment has broadened and our programs and services have expanded.

With this in mind, we set out to relaunch our brand so that it represents our mission and values, and accurately reflects our current treatment model and vision for the future.

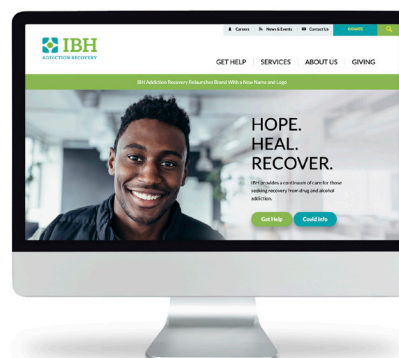
To that end, our new brand elements include a:

Results-Driven Name

"Center" has been dropped from the organization's previous name in order to focus on our programs and results rather than a singular place where those things occur. The new name, IBH Addiction Recovery, clearly states who we are (IBH), what problem we solve for our clients (Addiction) and the expected outcome of our service (Recovery).

Illustrative Logo

Designed to effectively work across both digital and physical channels, our new mark utilizes four framing elements, open spaces and a circle in the center. The framing elements represent our four core service areas: Residential Treatment, Day Treatment, Outpatient Programs, and Aftercare through the REACH Project. The open spaces signify the different pathways for treatment, as well as those that lead back into the community toward a new life of sobriety. The center symbolizes the interactions that occur and support that exists within a recovery circle.



Updated Website

The redesigned website features easy-to-navigate pages and updated, simplified messaging. The visual design utilizes brand colors and bright, expressive images to engage viewers, while the layout is structured to provide a seamless user experience. The site also better highlights our full continuum of services, including Medication-Assisted Treatment, Mental Health Services, Spirituality, Expressive Arts, Family Education, and Physical Fitness.

"In the last year, IBH Addiction Recovery has successfully diversified and scaled its services while preparing to expand our footprint into additional facilities," said Jonathan Wyly, Executive Director of IBH Addiction Recovery. "Our new website and brand identity better reflect our continuum of care approach and demonstrate the various treatment services we bring to our clients as they seek recovery from drug and alcohol addiction."

To learn more, view the brand introduction video at ibh.org/news.

How Does Substance Use Affect Mental Health?

By Treating Co-occurring Disorders, Recovery Is Possible



“The whole reason substance use becomes a problem is because it’s impacting your mental health — your ability to be a productive, healthy person...”

Chronic use of some drugs can result in short- and long-term changes in the brain, leading to paranoia, depression, anxiety, aggression, hallucinations, and other mental health issues. On the flip side, alcohol and drugs are often used as a dysfunctional way of self-medicating and coping with existing mental health symptoms.

While it can be challenging to say which came first - the substance use disorder or the mental health issue — the two conditions usually end up feeding into each other, which only serves to perpetuate both problems. This often leaves people feeling trapped, as though there’s no way to recover from either issue. But there is hope.

IBH Addiction Recovery offers mental health services in tandem with the treatment of substance use disorders. Every IBH Addiction Recovery counselor is trained in mental and emotional health, so they pay attention to and address these elements as needed.

“A big reason substance use becomes a problem is because it’s impacting your mental health — your ability to be a

productive, healthy person,” says IBH Addiction Recovery Clinical Director Meredith Myers, LPCC-S, CDCA. “All treatment received here - even for someone with no mental health diagnosis - includes some element of emotional, mental health care.”

For residential clients who have a specific mental health diagnosis, IBH Addiction Recovery has an on-staff psychiatrist who provides treatment and medication when necessary. Medication, however, is always used as a complement to - not as a replacement for -- our counseling services. Some of the most commonly identified mental health conditions include anxiety, bipolar, depression, post-traumatic stress, and some psychotic disorders.

Whatever the diagnosis, all IBH Addiction Recovery mental health services are individualized with treatment tailored to a client’s specific needs. Our counselors consider the person and what his or her symptoms are most likely to respond to and follow that path accordingly. While residential clients typically receive mental health services once a week, those with a co-

occurring diagnosis or whose symptoms may be creating barriers toward recovery may be seen twice a week or more.

“IBH Addiction Recovery recognizes the need to treat these co-occurring conditions,” explains Myers. By treating the disease of addiction and managing mental health, recovery is possible.

25%

Around 1 in 4 individuals with a serious mental illness also have a substance use disorder.

Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, Mental Health

Childhood Trauma and Substance Use

Understanding the Link Improves Treatment Approach

Extremely stressful events that occur during childhood increase the risk of life-long health and social issues like obesity, diabetes, depression, and substance use in adulthood, according to the renowned Adverse Childhood Experiences (ACEs) study.

The ACEs study is one of the largest investigations into the impact of childhood abuse and neglect on later-life health and wellbeing. Originally conducted by the Centers for Disease Control and Kaiser Permanente, it clearly documents that adverse childhood experiences, termed “ACEs,” can significantly contribute to negative adult physical and mental health outcomes. An ACE score is a tally of different types of abuse, neglect and other household dysfunctions. The more difficult the childhood, the higher the score is likely to be and the higher the risk for later health problems.

IBH Addiction Recovery stands by this groundbreaking study and uses its proven tools in the treatment of our own clients. “Through our own ACEs research, we realized that the majority of people that come through our door have experienced some form of childhood trauma,” says Michael Swartout, IBH Addiction Recovery Education Coordinator. “As a result, the entire organization has become more ‘trauma informed.’ Every member of our staff, from the people doing intake to our educators and counselors, treats every client as a trauma victim. We are committed to building a safe environment for them to feel comfortable within, with trust and rapport.”

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Oftentimes, IBH Addiction Recovery clients don’t even know that they’ve experienced trauma in their past. ACEs, however, can help identify what is often the root of why they may have started using substances in the first place. With this knowledge, the IBH Addiction Recovery team is better able to develop an individualized treatment plan that addresses the co-occurring conditions. “Most people don’t understand that the drinking and drugging weren’t the problems. They were the solutions — a way to live with the trauma,” says Swartout.

The trauma of early childhood, in fact, is a chronic stress that’s set up in the brain similar to a drug craving. It causes the brain to call for more dopamine, the same “feel-good” neurotransmitter released by drugs that causes substance abuse. At IBH Addiction Recovery, we help clients learn to live without those high spikes of dopamine. Through trauma-integrated addiction treatment, we help them find different ways to cope with life by combining talk therapy with spirituality, exercise and diet for a more holistic approach.

TAKE NOTE

Remembering Philip Maynard



The Board of Trustees, executive leaders, and staff of IBH Addiction Recovery were saddened to learn of the passing of Philip H. Maynard. We extend our sympathies to his family.

Maynard served on the IBH Addiction Recovery board of trustees during a formative period in the organization’s history. His insight and support were critical to IBH Addiction Recovery evolving into Summit County’s leading provider of drug and alcohol treatment. Mr. Maynard was often called upon by the organization’s leadership for guidance in the years after he served in an official capacity.

Maynard was a successful businessman in the logistics industry and a promoter of Akron through his philanthropy and involvement with countless not-for-profit agencies. He was recognized for his community involvement by the Akron Community Foundation as the 40th recipient of the Bert A. Polsky Humanitarian Award in 2007.

Maynard will be missed by the IBH Addiction Recovery community.

Carrying the Torch for the Future

IBH Addiction Recovery’s Danijela Vranesevic and John Zarski were among the forty applicants selected as emerging leaders for the Torchbearers Akron Class of 2021. Founded in 2003, Torchbearers works to enrich the community by connecting, developing, and engaging leaders in the community and leaders of the future. Congratulations Danijela and John.

Dressing for Success



Joseph Napper has found an inventive way to give back. After time spent at IBH Addiction Recovery and in recovery housing, Napper began working again and needed to spruce up his wardrobe. It was suggested to him by his sponsor that he was a bowtie kind of guy. Intrigued, Napper

began researching bowties and discovered that there was an entire culture around this unique clothing accessory. He quickly decided he wanted to make his own. After a period of trial and error, and a generous donation of a sewing machine, he arrived at a process that worked. “A bowtie is meant to be imperfect and asymmetrical. For me that speaks to life,” says Napper.

Through his SOBO Sober Bowties project, Napper began to give back. He is donating a portion of proceeds from the sale of the bowties to IBH Addiction Recovery and the REACH Project. “I have an affinity for the place and that program,” says Joseph.

To get your own handmade bowtie and support IBH Addiction Recovery in the process, visit SOBO Sober Bowties on Facebook.

Join The Conversation

Follow IBH Addiction Recovery Center on Facebook, Instagram, LinkedIn, and Twitter



Know + Tell

Welcoming Our New Brand

IBH Addiction Recovery staff gathered January 18 to celebrate the launch of our new brand by wearing t-shirts and face masks with the new logo. As part of the new branding, IBH Addiction Recovery also has new entrance signs and will soon be updating directional signs on campus.



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