



**GO UNPLUGGED**

Vacations are a time for people, not staring at your phone or tablet.

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**OVER THE EDGE**

Shatterproof challenge lets people confront their fear of heights.

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**GIFTED SCRIBE**

IOL leader publishes new book on cognitive-behavioral therapy.

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Hartford HealthCare  
Behavioral Health Network

# BHINews

## The power of Pokémon

*Persuasive smartphone app underscores the allure of video games*

**P**okémon Go, the breakout smartphone game downloaded more than 75 million times in a matter of weeks, has been praised as a charming health fad with its catch-me-if-you-can format. But an expert on video-game addiction cautions parents that too much Pokémon Go is potentially harmful to their children.

“Video games can cause a similar reaction in the pleasure centers of the brain as addictive drugs,” says Dr. Paul Weigle, a child and adolescent psychiatrist who is also associate medical director at Natchaug Hospital, “and addiction to game play causes similar long-term deficit in the brain’s reward system as those of drug addicts.”

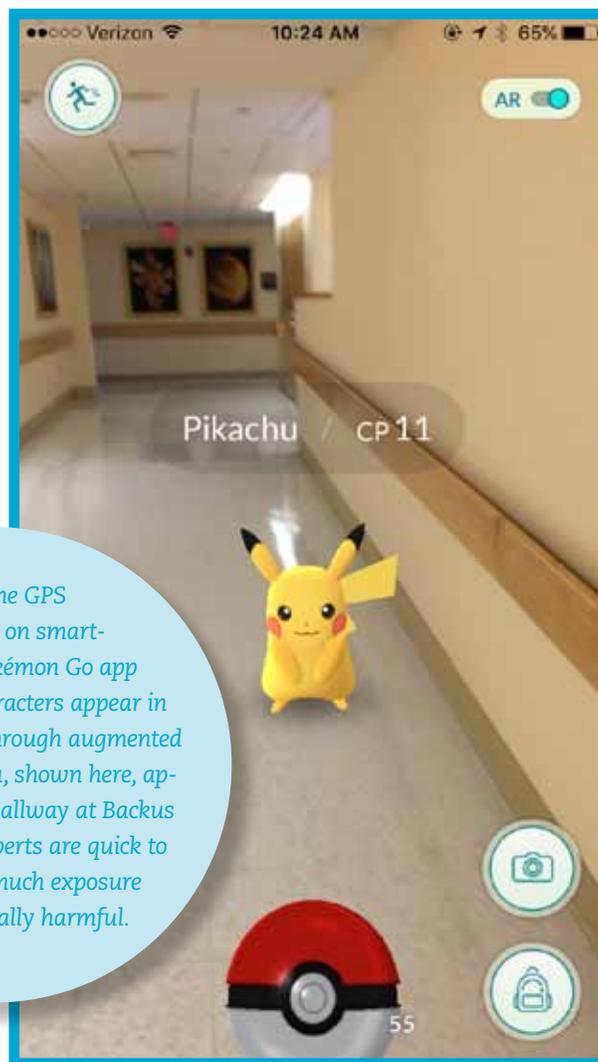
Pokémon Go, a free game (iOS and Android devices), features a familiar Nintendo character concocted more than 25 years ago by a Japanese video-game designer with a childhood love of collecting insects.

Pokémon Go takes the game

outside, with players attempting to catch Pokémon, or pocket monsters, in the real world. Niantic Labs, the game’s maker and spinoff of Google parent company Alphabet, uses augmented reality to make Pokémon trackable (and visible) through a smartphone’s GPS and back-facing camera.

Players have pursued Pokémon with such vigor that some have apparently lost their bearings and, perhaps, even their senses. The U.S. Holocaust Museum in Washington has already told Pokémon Go fans to refrain from playing while visiting the somber memorial.

“Pokémon Go motivates kids to go outside and



*Using the GPS and camera on smartphones, the Pokémon Go app makes characters appear in real-life locations through augmented reality, like Pikachu, shown here, appearing here in a hallway at Backus Hospital. BHN experts are quick to warn that too much exposure can be potentially harmful.*

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# Enjoy the moment and go phone free on family trips

Vacation is a time to do whatever you want. But be careful you don't waste it on your cell phone or other devices.

You may miss out on the memories if you pump photos all day onto Snapchat, Facebook, Instagram and Twitter.

"Vacation time isn't always about taking a picture instead of creating a memory," says Dr. Laura Saunders, a clinical psychologist working in Young Adult Services at the Institute of Living, during an appearance on WFSB's "Better Connecticut." "Memories are what we carry with us forever."

Sometimes, though, it seems as if it's the smartphone we carry with us forever. The typical teen spends nine hours a day consuming media, according to a report last year by Common Sense. That's more time than teens devote to sleep, school or their parents.

Teens often feel they have to maintain social media postings to keep up with their friends, says Saunders.

"It creates conflict in the area of peers," she says. "So for kids, they're always worried. Are they keeping up with their peers? I tell my kids and others, 'Do not judge your self-worth by likes and friends and comments.' That's not how you judge your self-worth. Look at the substance and monitor what your kids are doing. That's absolutely critical."

Saunders says she limits smartphone time in her household the way parents used to restrict overexposure to television programming.

"In our house," she says, "we have a phone table where all phones go on the table. With the parents as role models, showing their kids, 'This is what we do — my phone's going there, too. Parents are powerful role models.'"

Parents could probably use the downtime, too. A Nielsen study released in June revealed that adults spent more time than ever consuming media — 10 hours, 39 minutes each day — in the first quarter of 2016 because of a spike in smart-



*Vacations are a time for interacting, so spending more time with family and less time with media devices will enhance the quality of the experience.*

phone and tablet use. (The study included hours spent watching television.)

"We need to take a little time to just put it down, put it away," says Saunders. "Because otherwise we're modeling for our children, 'You're not important because my device is more important than you are.'"

So the family that vacations together should also give their smart devices a timeout together, at least during designated periods each day.

"Time and attention are the greatest gifts you give your children," says Saunders. "If you spend all your time with media — phones and other devices — in front of us, we're not interacting. It's really the interaction that's the benefit of time and attention."

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## While motivating kids to explore, the game does require supervision

*continued from page 1*

explore the world," says Weigle, "but this must be supervised as it comes with significant risks like distraction around traffic and 'lures' by other players."

A 22-year-old Pokémon Go player chasing Pokémon at the unlikely hour of 1 a.m. in Forest Grove, Ore., spotted someone he thought was another player and asked, in the game's parlance, if he wanted to battle. The person, as it turns out, was not a player and

interpreted the invitation differently. He stabbed the Pokémon Go player.

Rather than go to a hospital, however, the player didn't drop Pokémon Go until completing his mission. Only later he did seek medical treatment, requiring eight stitches in his shoulder.

Young, impulsive males with poor social skills are most vulnerable to video-game addiction, says Weigle.

"It can often lead to academic failure, social anxiety and depression," he says.

Treating video-game addiction, says

Weigle, is much like treatment of substance abuse with individual and family therapy.

Concerned parents who fear their child might have an unhealthy video-game habit should restrict the use of video games, allotting a specific amount of time (like two hours) a day.

"If a parent feels unable to do so or that doing so would endanger the child or themselves," says Weigle, "they should seek help from a certified counselor or psychiatrist."

Here's  
to you!

■ A weekly roundup of kudos from staff and patients. Please email your submissions to [matt.burgard@hhchealth.org](mailto:matt.burgard@hhchealth.org). Editors reserve the right to edit submissions for length and grammar.

### Way to go, Jen

I would like to send a congratulations to Jennifer Rodriguez, Nurse Lead at Rushford, for passing her Certified Addictions Registered Nurse (CARN) certification exam. The certification is a prestigious one through the International Nurses Society on Addictions. Jennifer is leading the way for others to become specialized in addictions at Rushford.

— Justin Sleeper, MSN, RN, Nurse Manager, Rushford

### Thank you for your patience

I want to thank the staff on the child/adolescent unit for the patience and understanding during recent remodeling of the unit clerk area. The staff was extremely accommodating in allowing me to create this new office space. I was able to work in an efficient and timely manner. I was able to complete this project in four days due to their outstanding cooperation. I can't thank the staff enough. In particular, I would like to thank Stacy, Charlotte, Amanda, Judie, Judy, Kellie, Olha, MHWs, Kurt T. It is great when we all work together to achieve our goals.

— Scott Cornell, Plant Operations

### Good as new!

Thank you to Scott Cornell and Kurt Thresher whose creativity and support has made the Child/Adolescent Unit remodel possible!

— Amanda Watkins,  
Nurse Manager,  
Child and Adolescent Inpatient

## Facing your fears



The Hartford HealthCare Behavioral Health Network once again fielded a team for the annual Shatterproof Rappel Challenge event at the Hartford Hilton on Wednesday, July 28. The team — which included Paul Weigle, MD, Associate Medical Director at Natchaug Hospital, orange shirt; Patty Graham, Case Worker at the Institute of Living Family Resource Center, white shirt and Nicole Ferrante, Executive Assistant at Rushford, blue shirt — rappelled from the top of the Hartford Hilton in support of Shatterproof, a national advocacy group for young people struggling to overcome addiction and substance abuse.

# A closer look at the new federal opioid legislation

On July 14, The U.S. Congress passed a sweeping piece of a federal legislation aimed at addressing the opioid crisis gripping states across America, including Connecticut. The bill is now headed to the president's desk for approval before becoming law.

But what does the legislation say?

The bill covers a lot of ground in an attempt to address the growing rate of overdose deaths from heroin and other opioids, which have numbed near 30,000 in recent years (Connecticut is on track to see more than 800 overdoses this year, which would be a record.) Here are five things to know about the legislation, known as the Comprehensive Addiction and Recovery Act:

■ **Expands access to medication-assisted treatment.** Seen as a critical avenue to address opioid addiction, the bill would allow nurse practitioners and physician assistants to prescribe buprenorphine. Previously, prescriptions for buprenorphine, which is commonly marketed as Suboxone, were limited to doctors, who could only prescribe it to 100 patients. The bill also creates a Department of Health and Human Services grant program to expand medication-assisted treatment.

“Extending the prescriptive authority for buprenorphine based medications to nurse practitioners and physician assistants is crucial and should be a game changer in the fight against the epidem-

ic of opioid overdoses,” said J. Craig Allen, MD, an addiction medicine specialist and medical director at Rushford. Dr. Allen said the legislation should allow nurse practitioners and physician assistants, working closely with physicians, to prescribe life-saving medications. He said physicians who prescribe Suboxone are currently scarce, with filled case-loads, so this expansion would greatly increase access for those suffering from this disorder.

Dr. Allen added that successful treatment of opioid use disorders requires incorporating medication-assisted treatment into psychosocial treatments. The Behavioral Health Network has extensive experience with this model of care which emphasizes coordination between medical and non-medical addiction treatment providers, with specialized MAT treatment centers located across the state.

■ **Further expands access to naloxone.** Naloxone, an opioid overdose-reversing drug, can bring people back from the brink of death when used by first responders. The new legislation aims to expand access to the drug, already readily available in Connecticut, on a national level. A key stipulation would be expanded access for law enforcement and first responders. A growing contingent of people have also seen a benefit of getting the drugs in to the hands of family and friends of addicts.

■ **Expands access to prescription drug monitoring programs.** A tool of growing importance when dealing with the opioid crisis, the prescription monitor program allows doctors to see a patient's prescription history to avoid doctor shopping or other avenues of abuse. With this legislation, nurse practitioners and physician assistants would be able to access the programs as well.

■ **Expands prevention and education efforts.** Another key strategy to addressing the opioid crisis is education and prevention. By properly educating teens, young adults and their families, they will be less likely to get addicted to dangerous drugs, research shows. The bill would increase efforts towards education and prevention.

■ **The bill provides no new funding to address the issue** Across Connecticut, and likely across the country, those on the front lines of the issue have said there's too small a pool of resources and money to properly address the crisis, which has grown in impact year-to-year. Legislators from Connecticut have been among those pressing for new funding to be attached to the bill. The legislation authorizes federal grants from the Justice Department and HHS, but does not fund them. Members in the House and Senate tried to amend it to include hundreds of millions of dollars in support, but the final bill did not include it.

## About BHNews

BHNews is published every other Friday, except for the weeks of Independence Day, Thanksgiving, Christmas and New Year's.

Story ideas or submissions may be sent to [matt.burgard@hhchealth.org](mailto:matt.burgard@hhchealth.org) or [amanda.nappi@hhchealth.org](mailto:amanda.nappi@hhchealth.org). Articles must be submitted as a Word document. Every effort will be made to run the article in its entirety, but due to space constraints and style requirements, editing may be necessary.

**Deadline for the next edition of BHNews is Tuesday, Aug. 9, at noon.**

## Help for others available through HHC Connect

Do you know a patient who is in need of financial assistance? Hartford HealthCare can provide help to patients in need. Learn more about the program and how to assist patients on HHC Connect (<https://intranet.hartfordhealthcare.org/inside-hhc/patient-support>).

## IOL leader publishes book on behavioral therapy

David F. Tolin, PhD, ABPP, the founder and director of the Anxiety Disorders Center at the Institute of Living and a recognized leader in psychiatric disorders, has published a new book on cognitive-behavioral therapy (CBT) that is already being received by experts in the field as a “masterwork.”

Dr. Tolin’s book, called “Doing CBT: A Comprehensive Guide to Working with Behaviors, Thoughts and Emotions,” is meant as a resource for fellow practitioners in the field whether they are new to the field or have years of experience. The book features a plain-spoken style in which Dr. Tolin explains core concepts and effective techniques for addressing

the behavioral, cognitive and emotional elements of psychological problems. The book also features many case studies meant to show how CBT — the most evidence-based approach to the treatment of psychiatric disorders — has helped clients manage or overcome their issues.



Tolin

“Publication of this book is a very major achievement,” said Harold I. (Hank) Schwartz, MD, psychiatrist-in-chief at the IOL.

Dr. Tolin was the 2014 president of the

Clinical Psychology Division of the American Psychological Association and a principal investigator for the National Institutes of Health. He received the Award for Lifetime Contribution to Psychology from the Connecticut Psychological Association. He has also been featured on the reality TV series Hoarders, The OCD Project and My Shopping Addiction.

Dr. Tolin is the author of more than 150 scientific journal articles, as well as two other books on psychiatric disorders.

His latest book has been published by Guilford Press and will be released in hardcover in August while a PDF version is available on the Guilford Press website at [www.guilford.com](http://www.guilford.com).

### Reminder: All Clinical Staff

## Issues of Suicide Support Group

Last Tuesday of Every Month

**Date:** Last Tuesday of Every Month

**Time:** noon – 1 p.m.

**Place:** Family Resource Center  
Massachusetts Cottage  
Group Room - 1<sup>st</sup> Floor

Offering the opportunity for discussion with clinical staff who have experienced issues related to suicide in their work.

**Facilitator:** Nancy E. Hubbard, LCSW

Light lunch will be provided  
RSVP required to 860.545.7665



Institute of Living  
A Division of Hartford Hospital

Seeking donations for the 3<sup>rd</sup> annual  
Back-to-School Resource Fair

## IOL Backpack & School Supply Drive



The Institute of Living’s Back-to-School Resource Fair is set for Wednesday, August 10, and we’re seeking donations of **backpacks** and **school supplies** to give away to needy children from Greater Hartford.

### Donation ideas include:

Backpacks  
Pens & pencils  
Erasers  
Highlighters  
Notebooks  
Crayons

Markers  
Glue sticks  
Index cards  
Rulers  
Calculators  
Pocket folders

Spiral bound notebooks  
Paper-lined & unlined  
Kid-friendly scissors  
(left & right handed)

Donated items may be dropped off at two locations: the IOL Assessment Center, located in the lower level of the Donnelly Building, or at the Carolina Cottage, Family Resource Center office, second floor, Monday-Friday from 9 AM to 3 PM.

**Donation deadline: Monday, August 8 by 4:30 PM**

For more information, contact Minka Martin or designated staff at the Assessment Center by calling 860-545-7200 or call Paula Rego at the Family Resource Center at 860-545-7665.



Institute of Living  
A Division of Hartford Hospital



## Honoring our founder



Employees at the Institute of Living celebrated the birthday of the organization's founder, Dr. Eli Todd, on what would have been his 247th birthday on July 22. Dr. Todd was born in New Haven and went on to found the Connecticut Retreat for the Insane, which would eventually become the IOL, in 1823. He is widely known and celebrated for his pioneering approach to treating those with behavioral health issues with compassion and humanity. Shown here taking part in the celebration are IOL employees, from left, Cynthia Belonick, Ellen Blair, Lisa Carter, Lori Hayes and John Connor.

## IOL school study looks at academic pressures

In an effort to help children dealing with school-related stress, the Institute of Living's Anxiety Disorders Center has developed a new questionnaire called the Screener for Academic Distress (SAD), which asks questions about the pressure to do well in school and anxiety about going to school.

The center is inviting students ages 13-18 in grades 7-12 and their parents to participate in the research study to help them understand how well this questionnaire works. You do not have to have problems with school or anxiety to participate in this study. To participate, parents and students can go to the website: [www.instituteofliving.org/SADstudy](http://www.instituteofliving.org/SADstudy).

After completing this study, you will have the chance to enter into a raffle for a \$25 gift card to Amazon.com.

## New program offered for adolescents with psychosis

The Child & Adolescent Day Treatment Program at the Institute of Living has introduced a new program, "Connecting Adolescents with Psychosis" (CAP), which provides early intervention services for children 13-18 years old with psychotic spectrum disorders.

This specialty includes group psychotherapy to foster connections and promote socio-emotional growth; community trips to engage youth in rehabilitation activities; and cognitive remediation aimed at improving executive functioning and processing speed.

CAP offers a low-stimulation, therapeutic treatment setting for adolescents, as well as psychoeducation and support services for families. It also offers collaboration with schools and community providers to help meet the needs of young people dealing with psychosis. The average length of treatment is about three months but varies depending on the individual needs of the child. For more information, please call **860.696.0036**.

### Volunteer at the Travelers Championship

#### Registration is open!



Hartford HealthCare is the official volunteer sponsor of the Travelers Championship - We would love to see many Hartford HealthCare employees volunteering at this exciting event!

The Travelers Championship will take place August 1-7 at TPC River Highlands in Cromwell.

Volunteering is a fun way to be part of the Travelers Championship. A variety of volunteer opportunities are available, from gallery control to concessions.

By volunteering, you not only get the chance to go behind the scenes at Connecticut's largest sporting event, but you can also feel good about investing your time as the Travelers Championship donates 100 percent of its net proceeds to more than 100 charities throughout New England.

To register, visit <http://events.trustevent.com/index.cfm?eid=2109>

Use the special code to volunteer: **healthcare2016**.

## Family Resource Center Support Groups

The IOL Family Resource Center (FRC) holds regular support groups. For additional information, please contact the FRC at **860.545.7665** or **860.545.1888**. All programs are free of charge and, unless otherwise noted, are held in the Massachusetts Cottage, First Floor Group Room at the IOL Campus, 200 Retreat Ave., Hartford. The upcoming IOL FRC Support Group schedule is as follows:

- **Support Group For Those Coping With A New Or Chronic Medical Condition.** July 29, Aug. 5, 12, 19, 26 (Every Friday), 1 - 2 p.m. in the Center Building, First Floor Conference Room. For young adults ages 17-26 struggling with a new diagnosis, chronic medical conditions, physical symptoms or limitations. The group will help with difficult losses and limitation due to a medical condition, and build a positive, future-oriented focus with realistic goals. To RSVP, please call Elizabeth Alve-Hedegaard, APRN, at **860.545.7050**.
- **Depression Bipolar Support Alliance Group (DBSA).** Aug. 1, 8, 15, 22, 29 (Every Monday), noon - 1 p.m. in the Todd Building, Bunker Room and Aug. 3, 10, 17, 24, 31 (Every Wednesday), 7 - 8 p.m. in the Commons Building, 2nd Floor, Litchfield Room. Peer run support group for those who have been diagnosed with depression or bipolar disorder.
- **Dementia Support/Educational Group Meeting.** Aug. 2, Sept. 6, Oct. 4, Nov. 1, Dec. 6 (First Tuesday of each month), 11:30 a.m. to 12:30 p.m. in the Donnelly Conference Room, First Floor. Please join us as we bring together experts and those who want guidance, direction, and support. Space is limited — reservations are required by calling **860.545.7665**.
- **Alcoholics Anonymous.** Aug. 2, 9, 16, 23, 30 (Every Tuesday), 12:30-1:30 p.m.
- Join us for coffee and a one-hour topic discussion. To learn more, contact the AA General Service Office at 212-870-3400 or P.O. Box 459, New York, NY 10163.
- **Survivors Of Suicide Support Group.** Aug. 3, Sept. 7, Oct. 5, Nov. 2, Dec. 7 (First Wednesday of the month), 7 - 8:15 p.m. For those who have lost someone close to them by suicide. Please call the RSVP numbers with questions or concerns. **860.545.7716** or **860.545.7665**.
- **Support Group For Families Dealing With Major Mental Illness.** Aug. 4, 18, Sept. 1, 15, Oct., 6, 20, Nov. 3, 17, Dec. 1, 15 (First and third Thursday of each month), 5:15 - 6:30 p.m. in the Center Building, First Floor Conference Room. For family and friends of individuals who have schizophrenia, bipolar or other related disorders. Share your success and struggles. Learn to care for yourself while caring for others.
- **Youth Psychosis Family Support Group.** Aug. 4, 18, Sept. 1, 15, Oct., 6, 20, Nov. 3, 17, Dec. 1, 15 (First and third Thursday of each month), 5:15 - 6:30 p.m. in the Center Building, Young Adult Service Group Room. For parents with youth up to age 18 who have psychotic symptoms such as: hallucinations, delusions, paranoia, disorganized thoughts and behavior or are diagnosed with Schizophrenia and other related disorders. Join us to receive support, guidance and education on how to cope with and help your young person.
- **Al-Anon Parent Group.** Aug. 4, 11, 18, 25 (Every Thursday), 7 - 8 p.m. One hour topic discussion.
- **Dementia Lecture: An Introduction.** Aug. 9, Nov. 29, 6:30 - 7:45 p.m.
- This program is for family members and friends of individuals who have dementia or a related disorder. It will present a basic understanding of the disorder, its treatment, along with specific suggestions to help family members and friends better cope with the illness.
- **Social Support Group — LGBTQ Issues (Lesbian/Gay/Bisexual/Transgender/Questioning).** Aug. 10, 24, Sept. 14, 28, Oct. 12, 26, Nov. 9, 23, Dec. 14, 28 (Second and fourth Wednesday of each month), 5 - 6:15 p.m. in the Center Building, Young Adult Service Group Room. Support group for 16- to 23-year-olds who identify LGBTQ issues as being prominent in their lives. The goal is to discuss support strategies to manage life challenges.
- **Substance Use Educational And Support Group.** Aug. 11, Sept. 8, Oct. 13, Nov. 10, Dec. 8 (Second Thursday of each month), 4 - 5 p.m. For family members impacted by loved ones with substance abuse.
- **Bipolar: An Introduction To The Disorder.** Aug. 16, Oct. 18, Dec. 13, 6:30 - 7:45 p.m. This program is for family members and friends of individuals who have bipolar or a related disorder. It will present a basic understanding of the disorder, its treatment, along with specific suggestions to help family members and friends better cope with the illness.
- **Depression: An Introduction To The Disorder.** Aug. 23, Oct. 25, Dec. 6, 6:30 - 7:45 p.m. This program is for family and friends of individuals who suffer from depression. It will present a basic understanding of major depression, its treatment, and ways in which family members might better cope with the illness.

## Payroll manager bids farewell

Payroll Manager Pat Adamoski announced her retirement this week after more than 19 years at Natchaug Hospital.

“I have counted on Pat throughout the years for her extensive knowledge of payroll and the outstanding customer service she provides us all,” said Pat’s supervisor and Natchaug Controller Darren Chick in a memo.



Pat Adamoski, center, celebrates her retirement with members of the Finance team. Back row, from left, Leslie Pendleton, Jamie Palazzi, Denise St. Germain, Stephen Bartok, Liz Jean, Chris McKenzie, Suzanne McMahon. Front row, from left, Darren Chick, Pat, Paul Maloney.



**8:30 am** Registration at Natchaug Hospital (heats of participants will be transported to and from the start/finish line)

**9 am** 10K run  
**9:30 am** 5K run  
**10 am** 5K walk

**Cost:** \$40

Includes t-shirt and lunch  
 All proceeds support Natchaug Hospital’s child and adolescent alternative therapy programs

**Registration Deadline:**  
 Monday, August 22, 2016

**Things to know:**

- All donations stay local to Natchaug Hospital and its programs
- No donation goes towards wages or salaries
- All event proceeds benefit clients at Natchaug programs and services and are tax-deductible

For more information, contact Sherry Smardon, Sherry.Smardon@hhchealth.org or 860.465.5910, or visit [www.natchaug.org/trailrun](http://www.natchaug.org/trailrun).

### Natchaug Hospital 5K/10k

# Trail Run & Nature Walk

Saturday, September 10  
 Nipmuck Trail – East Branch



Natchaug Hospital  
 Connect to healthier.™

## Client advisory council makes presence felt

The Natchaug Hospital Client & Family Advisory Council began in January of 2016 and is already off to a great start! The council meets monthly and consists of clients, family members and staff who have the goal of soliciting feedback and identifying areas of opportunity from those who have experienced our services. In the six months the group has been together, the team has accomplished quite a bit. Here are some of our accomplishments to date:

- Sent a letter to more than 30 Legislators during 2016 Legislative Session
- Provided feedback on new initiatives such as Epic, satisfaction survey questions, informational waiting packets — just to name a few!
- Identified areas for improvement such as the discharge planning process

The council is always looking for new members. If you know of a client or family member who can give constructive feedback, interact well with individuals of diverse backgrounds and is interested in giving back, contact Amy Young, CFAC Liaison, for more information at [amy.young@hhchealth.org](mailto:amy.young@hhchealth.org).

## President meets master gardeners

Behavioral Health Network President Pat Rehmer took time on Wednesday, July 27, to meet Natchaug Hospital's volunteer master gardeners who are responsible for the beautification of the main campus courtyards and gardens. At right: Master Gardener and former Natchaug board member Ed Sawicki, MD, gives Rehmer a tour of the Journey House courtyard and vegetable garden. Below right: Sawicki introduces Rehmer to Jim Raynor, DDS, another master gardener volunteer.



## Kronos training planned

Managers and staff who work with Kronos are being offered a training on Thursday, Sept. 8, at the East Region System Support Office at 11 Stott Ave. in Norwich, room 1 from 9-11:30 a.m.

Participants can register on the Leadership Development Institute web page.

## R rushfordreport

### Let your co-workers know you're sweet on them

Rushford employees who want to show their appreciation for their co-workers have an opportunity to do more than just send them an email or recognize them at a meeting. On Wednesday, Aug. 3, they can arrange to have a Candy Gram sent to them, complete with an assortment of candies tied up with a ribbon in a treat bag.



Each Candy Gram costs only a \$1 and can be ordered anytime between 10 a.m. and 1 p.m. on Aug. 3 by going to the office of Jazmin Suarez and Sarah Kimball on the first floor of the Rushford location on Paddock Avenue in Meriden, down the hall from the Recovery Resource Center.

All orders must include the recipient's full name, department, floor and room number, if applicable. The orders also must include the name of the sender, though for those who wish to remain anonymous, they can choose to have it sent from "a Sweet-cret Admirer."

The Candy Grams will delivered to recipients on Monday, Aug. 8 from 10 am to 11 a.m.

The Candy Gram effort is part of Rushford's annual Friendship Day celebration honoring the strong relationships between co-workers.

## Tips, tricks and best practices for communication

This is the sixth in a series of helpful tips on how to improve communications among employ-

ees at Rushford. ■ **No. 6:** Be as brief and specific as possible in emails to other

employees. Look for other tips in future issues of BHNNews.



## The Treasure Trove is a free classified ad section for the benefit of Behavioral Health Network employees, retirees, medical staff and volunteers.

We welcome your submissions, which you can submit by emailing [matt.burgard@hhhealth.org](mailto:matt.burgard@hhhealth.org) or [amanda.nappi@hhhealth.org](mailto:amanda.nappi@hhhealth.org). The deadline for submissions to be included in each Friday's BHNNews is Tuesday at noon. BHNNews will include community events for not-for-profit organizations that are open to the public and free of charge. We do not accept ads for real estate, firearms or personal ads.

### FOR SALE

**CAMPER** — 1999 Salem Lite fifth-wheel. 21-footer with hitch included. Good condition. A/C and heat. \$5,000 or best offer. Please call **860.928.0259**.

**FIFTH WHEEL CAMPER** — 2008 Gulf Stream Maco 30FBHS. Excellent condition. Minimal miles, sleeps

eight. Two slideouts, two bathrooms, one owner. Includes fifth-wheel hitch and various extras. Delivery available within 100 miles. Call Kelly at **860.908.7339** for price.

**GAZELLE EXERCISE MACHINE** — \$75 or best offer. Call Paula at **860.642.6428**.

**MISC. ITEMS** — 1995 Red Subaru Legacy, 260,000 miles, runs, but needs work, asking \$750. Red tandem Emotion kayak, like new, only used a few times, complete with paddles, has storage compartment, asking \$550. Women's Harley Davidson black boots, worn once, in original box, size 10M, asking \$55. LeBra Car Hood protector, brand new, never used, fits all Toyota Camry cars. In original box, \$40. Contact Kathy via text or call and leave a message at **860.705.5663**.



## The Story

What you need to know about our new Natchaug Hospital child and adolescent outpatient treatment marketing campaign.

### Title

Natchaug Hospital Child and Adolescent Outpatient Treatment Campaign

### Focus

Natchaug's child and adolescent programs play an important role in the vitality of the Hospital, as well as in meeting the needs of the community. The job of a parent isn't easy, especially when your child is acting out, and finding help can be a daunting task. The campaign will launch around the time school begins, which is typically a time when children and adolescents face more anxiety and tend to need the kind of help that Natchaug offers. We focus on when parents should seek help, and identify common signs and symptoms such as mood swings, changes in eating habits, acting out, isolation, etc...

### Platform

The campaign includes radio ads on WINY-AM radio, which is the dominant radio station in Windham County; Pandora radio and digital display ad; a video for Pandora radio and for our website; print ads in weekly papers in Windham County and along the shoreline, including the Turnpike Buyer, the Willimantic Chronicle and The Day's weekly publications in Groton and Old Saybrook; online ads for those who search using certain key words in New London and Windham Counties, as well as parts of Tolland and Middlesex counties. Online advertising was very successful in our recent MATCH campaign, and is a major part of our media mix for this campaign as well.

### Audience

Parents. Children and adolescents are not likely to seek help themselves, and in general most of our referral sources are aware of Natchaug services.

### Five key points

- 1 Natchaug offers a wide range of convenient outpatient services for this age group, ranging from counseling to intensive outpatient.
- 2 Parents have a hard time distinguishing between normal acting out and when there are serious issues and treatment are needed. Our ads help to educate them on what signs and symptoms to look for.
- 3 Natchaug has numerous access points, from border to shore, and everywhere in between. We have six locations in all, offering care close to home for many families.
- 4 We created one convenient phone number, which makes it easier for patients and allows us to track how people found out about us.
- 5 We made sure to point out that transportation is available, which can be a barrier to following through on care.



### WANTED

**CRAFTERS/VENDORS** — Scarecrow Festival, Saturday, Sept. 24, Preston City Congregational Church, Preston. Call **860-887-4647** or email [scarecrowfestivalcrafters@hotmail.com](mailto:scarecrowfestivalcrafters@hotmail.com).

**VENDORS** — For the Kris Kringle Fair, Saturday, Nov. 12 from 9 a.m. to 4 p.m. at Saints Peter & Paul Church, 181 Elizabeth St., Norwich. Please apply by calling the Rectory at **860.887.9857**.

### EVENTS

**YOGA IN THE PARK** — 5:30-6:30 p.m. on Tuesdays and/or Thursdays, Aug. 2, 4, 9, 11, 18. Offered by the Norwich Recreation Department at Mohegan Park Lakeside Pavilion. Cheryl Hughes, a 200 E-RYT instructor, will guide the evening practice outdoors, if it rains, the inside of the pavilion is available for use. Fees: four days is \$35 for residents, \$45 for non-residents and walk-ins are \$10 for residents, \$12 for non-residents.

**RUMMAGE SALE** — Friday, July 29, 9 a.m. - 6 p.m., free admission. Saturday, July 30, 9 a.m. - 2 p.m., free admission. Friday, Aug. 5, 10 a.m. - 5 p.m., free admission. Saturday, Aug. 6, 9 a.m. - 2 p.m. at St. Mary's/St. Joseph's, 70 West Main St., Baltic. Please call the Rectory at **860.822.6378** for more information.

**LGBTQ AND RELIGION** — Saturday, July 30, 9 a.m. to 1 p.m. at Christ Episcopal Church 78 Washington St., Norwich, A frank discussion about LGBTQ references in the Bible, and the church's place in the LGBTQ debate in society. The Rev's Sara Ofner-Seals from Park Congregational Church, Norwich and Hugh James from Christ Episcopal Church, will be leading the discussion. Admission is free, but any donations would be greatly accepted. Please RSVP to CEC Office at **860.887.4249** or Hugh at [hughjames1784@att.net](mailto:hughjames1784@att.net).

**NORWICH GRANGE FAIR** — Saturday, Aug. 6, 9 a.m. to 2 p.m. at 174 West Town St., Norwich. Tag sale, live country music, country store, raffles, silent auction, blue ribbons, cash prizes, exhibitors invited. Call **860.887.3145**.

**CLASSIC CAR & TRUCK SHOW** — Saturday, Aug. 13 from 10 a.m. to 2 p.m. at Holy New Martyrs Church, 364 Canterbury Tpke., Norwich. Trophies awarded, admission is one non-perishable food item to benefit the Soup Kitchen, music by DJ "The Pom," vendors, great food, tag sale.

**CHICKEN BARBECUE** — Saturday, Aug. 20 from 4-6 p.m. at the Voluntown Baptist Church, 52 Main St. Dinner includes chicken, baked potato, corn, and cole slaw. Dine-in or take-out available. Adult dinner tickets are \$11 and children (under 12) are \$5. For tickets, call the church at **860.376.9485**.