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Restoring Humanity To Life

# Bulletin

September 2018

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## FROM THE DIRECTOR

Chuck Ruby, Ph.D.

I want to address two issues this month: 1) the launching of ISEPP's new Bulletin; and 2) ISEPP's use of social media as a crucial element in publicizing our message.

### ISEPP's New Bulletin

In addition to my "From the Director" newsletter, we had been publishing a quarterly ISEPP Bulletin that was mailed to members only. The Bulletin was considered one of the benefits of ISEPP membership. However, keeping it in-house limited our reach in disseminating critical information about the conventional mental health industry and ISEPP's mission. It was too much of an example of preaching to "the choir." It also seemed redundant to simultaneously have two periodicals like the Bulletin and newsletter. I have therefore decided to merge the two and distribute it to all who are interested in our mission, whether as a paid member or not.

From here on out, this publication will be called the ISEPP Bulletin. It will continue to include the usual "From the Director" column, announcements about upcoming events, and noteworthy activities. But in addition, it will contain articles and essays critical of mainstream psychology and psychiatry written by ISEPP members. The idea is to share thoughts and encourage ongoing discussion among us about these important issues.

I encourage all ISEPP members to write articles for publication. Broadly speaking, the articles should focus on a critique of the medical model of human suffering and alternative ways to assist those people. They should be around 500 to 1500 words. We want quality submissions but they do not need to be of the calibre of articles submitted to scientific journals. They are more akin to blog posts or newspaper/magazine articles. Still, they should be well-reasoned, supported, and professional.

The plan is to publish this new Bulletin on a bi-monthly basis. This is splitting the difference between the quarterly publication of the old Bulletin and the monthly publication of my newsletter.

### Social Media

This leads me to the second issue I wanted to talk about. One of my goals as Executive Director has been to maximize the use of social media platforms in order to help expand ISEPP's message at the grassroots level to mental health and allied professionals. I think this is the key to growing our organization and having a real impact in today's world of internet connectivity. This Bulletin will be the main vehicle to carry that message.

Our past attempts to urge legislators and professional bodies to address important ethical issues within the mental health industry appear to have fallen on deaf ears. Given this experience, I think it is very unlikely for us to make substantial changes this way from the top down. We have been trying to persuade the very people who have strong financial and political incentives to maintain the status quo. We just don't have the resources to fight that fight.

Instead of attacking the system head on like that, I think we'll get more results by working from the ground up. In other words, we can use social media platforms to spread the word among mental health and allied professionals who have never heard of ISEPP but who have seen past the myth of mental illness and are looking for a home of like-minded people.

We can also take the same kind of grassroots social media approach in reaching out directly to potential consumers of mental health services. In this way we are more likely to have an impact than by directly challenging the owners of such an entrenched system. We have a wonderful resource at our disposal, and that is the social media network. For minimal investment, we can realize maximum exposure.

To help in this effort, we have solicited the assistance of [Carolyn Kraker](#) to fill the new role of ISEPP's Digital Media Manager. She is currently focused on marketing [ISEPP's conference in Toronto this October](#). But she will continue on after the conference in building ISEPP's social network and promoting ISEPP's mission to mental health professionals and consumers. You may hear from her as she reaches out to invite ISEPP members and friends to follow, like, and share our announcements. This is how we can increase our visibility and get our name and message out there on social media.

Many individual ISEPP members have already been taking this bottom up tack in their private work. One example of fighting the system from within and from the bottom up is Dr. Mary Vieten's [Warfighter Advance](#) program. She has learned that trying to

directly convince the Department of Veteran's Affairs or Congress to change how they deal with post-traumatic stress is futile. And while that futile fight was going on, people continued to suffer. So, her strategy has been to change the system from the bottom up. She offers this free program directly to the military members and veterans who are suffering. Further, it is completely outside the medical model and governmental control. Those who have participated in her program continue to stay connected via social media to serve as a support system to each other, as well as a way to reach out and identify prospective participants.

Many other ISEPP members are doing the same. Two notable ones are Dr. Richard Shulman's [Volunteers in Psychotherapy](#) (VIP) and Dr. Joanne Cacciatore's [Selah House](#). They are examples of professional practitioners taking the message of humanity directly to people in distress. ISEPP must reach out to the thousands of other professionals like these. Using social media is the way.

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## Announcements

### ~Comment, Like, Follow, Connect, & Review Us!

One way to support ISEPP's mission is to frequently visit our social media pages (see the links above) and comment on our work. You can hit the "Like" button if you're happy with what you see and submit a review giving your ideas of how we're doing. The more likes, comments, and reviews we get on our website, Facebook, Twitter, Instagram, and LinkedIn pages, the more visibility we get as an organization. It takes a community to support our efforts!

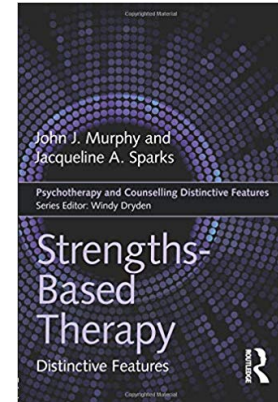
### ~ISEPP's 21st Annual Conference - October 19-21, 2018



Register Now! Early membership has been extended to September 15th. Our October conference in Toronto, Canada, is titled "Empowering Individuals and Communities: An Ethical and Holistic Approach to Wellbeing." The location for the conference is the Novotel Toronto Centre Hotel. You can beat the rush by making hotel reservations now. Take a look at the conference schedule at our website. Among them is Irving Kirsch, Ph.D., the author of *The Emperor's New Drugs: Exploding the Antidepressant Myth*.

~**New Book: *Strengths-based Therapy: Distinctive Features***

ISEPP's Jackie Sparks, Ph.D. has co-authored a new book detailing evidence-based ideas and techniques to use in helping people in distress. The first half of the book describes 15 theoretical, conceptual, and empirical foundations of strengths-based work, while the second half of the book translates strengths-based ideas and foundations into 15 practical techniques, with the help of clinical vignettes involving a range of clients. The book appeals to a readership of practitioners and trainees in the mental health professions.



~**"Prescripticide" Group**



I have been representing ISEPP on a steering committee group called "Prescripticide." The goal of the group is to gain media attention to the potential link between psychiatric drugs and violence. This is in line with the points I raised in ISEPP's White Paper: Psychiatric Drugs and

Violence.

We have petitioned a *New York Times* reporter, Ben Carey, to address the issue in his writings. Our goal is to gain widespread publicity about the issue and to call for an independent, governmental scientific investigation into the matter. Mr. Carey is familiar with ISEPP and its mission and he has an interest in problems within the mental health industry.

Our petition is in the form of letters written to Mr. Carey by five groups of people we've organized: 1) Notable mental health experts; 2) A letter from ISEPP and signed by dozens of mental health professionals; 3) Veterans and military members affected by psychiatric drugs; 4) Family members of people who

have either committed suicide or homicide while under the influence of psychiatric drugs; and 5) Mental health consumers with personal experience of the effects of psychiatric drugs. See our blog post at [Mad In America](#).

### ~Become an ISEPP Member



We are always looking for new members. We are especially interested in finding mental health professionals out there who are tired of the medical model's failed assumptions and inhumane ways of treating people who are struggling with very real life problems. If you are a professional or know of any who would be interested in joining a group of like-minded people who want to continue helping those in need, but not within the medical model, please consider [joining us!](#)

As always, I ask that you share this newsletter and other ISEPP information through your social networking sites. Also, make sure to visit our [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) sites. Feel free to contact me at [docruby@me.com](mailto:docruby@me.com) or 301-646-6022 if you have any questions or suggestions.

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