



INTERNATIONAL TRAUMA-HEALING INSTITUTE (ITI)

*To reduce the role of collective trauma on conflicts, violence and war
by building resiliency and healing trauma at national and global levels*

Inform, Educate, Train the Trainers, Practitioners, Social Sectors and the Public

Trauma compromises clear thinking and
objective judgment, fueling anger and revenge.

It is contagious and magnetic.

Trauma is at the root of violence.

It leads to individual and collective violence.

It prolongs conflicts and
amplifies the brutality of war.

Trauma is curable. Its healing is also contagious.

Healed trauma brings transformation.

It moves people from helplessness to hope.

It makes peace attainable

It opens compassion and understanding.

It facilitates conflict resolution and dialogue.

269 South Lorraine Blvd. Los Angeles, CA 90004

Phone: 323 594 1400 Fax: 323 935 8417 Email: info@traumainstitute.org Website: www.traumainstitute.org

ITI-USA

OUR VISION: To integrate the healing of trauma into the fabric of society worldwide in order to reduce conflict and violence and pave the way for peace.

OUR MISSION: To accomplish our vision of building a healthy emotional foundation for peace-making by providing relevant social sectors and international organizations with a common language for understanding the nature of trauma, its emotional and financial costs (conflict and violence), and its solutions; and by expanding and replicating worldwide our model for the resolution of the Israeli/Palestinian conflict .

OUR BELIEFS: This knowledge will equip these institutions with tools to diminish and prevent trauma, promote healing interventions, and open paths to more peaceful and harmonious relations between groups or nations. Helping individuals, communities and nations in conflict heal their traumas and build resilience against traumatic stress increases their competence for conflict resolution.

OUR SOLUTION: ITI provides effective and cost efficient information, support, training programs and coordination to allow people to move from suffering to healing. ITI empower people and existing organizations to facilitate healing and conflict resolution by:

- Promoting AWARENESS of the impact of collective trauma on individuals, communities, groups or nations
- Providing TOOLS of *Emotional First Aid* to nine social sectors to build national resilience for the chronically traumatically stressed populations.
- Providing CUTTING-EDGE PROCESS *mediation collective healing* to understand and communicate with the adversary, facilitating conflict resolution, paving the way for productive diplomatic efforts and political agreements.
- INTEGRATING these programs in existing social structures allowing the choice to navigate a trauma-driven world with resiliency and coping skills for stress, conflict and violence.

ITI HISTORY

HISTORY

A non-profit organization established in 2001, has two branches. **ITI-USA** is the first institute established to address the role collective trauma plays in conflicts and violence and to design a unique model for healing trauma at national levels. ITI's innovative contribution, *The Ross Model: Working with the Collective Nervous System*, provides nations with a process to choose the path of healing even when under pervasive traumatic stress.

Formalized in 2007, **ITI-Israel** implements the model in Israel to develop national resiliency and create unity within Israel, and in the Palestinian territories to promote dialogue between the two sides. The model helps identify the individuals and groups under traumatic stress and offers them a path toward healing, guiding them from disconnection, miscommunication and violence to connection, dialogue and peace. The path from the “trauma vortex” to the “healing vortex” leads people to compassion, understanding and promotes real transformation. The model can be replicated and applied worldwide.

OUR FOUNDER

Gina Ross, MFCC, created *The Ross Model* and authored the series of books *Beyond the Trauma Vortex Into the Healing Vortex*, which target relevant social sectors associated with amplifying and/or healing trauma. Gina is conversant in seven languages and has lived on four continents. She is a specialist in collective trauma, an international Somatic Experiencing® trainer and frequent presenter at international conferences, radio and television shows. Her work focuses on the collective trauma behind Middle Eastern politics and more specifically on the Israeli-Palestinian conflict.

THE ROSS MODEL:

WORKING WITH THE COLLECTIVE NERVOUS SYSTEM

The Ross Model offers a new paradigm of understanding conflicts and violence through the prism of trauma. It advocates the need to heal trauma at national levels in order to establish a stable emotional foundation that can support successful conflict resolution and peace agreements. The model encompasses a multi-layered framework to heal collective trauma in a cost-effective and replicable manner, providing tools that can be self-administered.

ITI uses this framework to engage all social sectors that interface with trauma, with modular guidelines that promote the regulation of individual and collective nervous systems. Some sectors address individual trauma, some address collective trauma, and some overlap both.

ITI's trainings and written and video material are designed to:

- Identify signs of individual and collective trauma (distorted narratives and expression of suffering)
- Identify and show how to re-establish a healthy priority and expression of universal basic needs
- Provide the tools to resolve trauma; restore people's resources and capacity for rational problem-solving and responsible behavior
- Provide tools that help transcend cultural and political barriers and address divisive issues in the apolitical language of healing
- Identify one's biases against other groups and learn to understand and communicate with adversaries

What is unique about the Ross Model?

The Ross Model provides a *common shorthand metaphorical language* to convey the presence of individual and/or collective traumatic symptoms and the path for their healing, useful to all social sectors. The *trauma vortex* metaphor conveys the presence of dysfunction, loss of control, irrational behavior and conflict. The *healing vortex* conveys the ability to function, to be rational, and to be flexible in conflict resolution. This national common language and understanding is presented through:

- A series of eight books on awareness of trauma, on healing and on resiliency for: ten social sectors: clergy; media; military; diplomats, NGOs and First Responders; the Judiciary; educators and psychologists; the medical field and the public



- Exercise cards for Emotional First Aid in seven languages for multi-cultural societies during times of traumatic stress (In Israel, English, Hebrew, Arabic, German, French, Russian and Spanish)
- Videos teaching Emotional First Aid and self-regulation
- Custom-designed trainings against burnout and for better efficiency for each sector
- Trainings on collective trauma (dealing with one's adversaries for better conflict resolution)
- The Missing Piece: A New Understanding of the Israeli/Palestinian Conflict

The Missing Piece: A New Understanding Of the Israeli/Palestinian Conflict

12 Major Collective Vortices Impacting the Israeli/Palestinian Trauma Vortex : a Power Point presentation outlining all the forces fueling the Israeli/Palestinian conflict.



STATISTICS ON THE COSTS OF TRAUMA

Traumatic events - natural or man-made - are common facts of life, making trauma a global experience. Trauma's staggering costs include physical and mental suffering, learning disabilities, dysfunctional families, billions of dollars in lost productivity and medical care, and violence and war.

In the last century, over 90% of the world population suffered through traumatic events, disasters, and war. Since WWII, there have been over 200 armed conflicts in disadvantaged countries worldwide, with few resources to build resiliency. Moreover, a majority of people today are exposed to secondhand trauma through repetitive media coverage of tragedy and violence.

The more vulnerable segments of the population include Holocaust survivors, the elderly, women and children, soldiers on prolonged/repetitive tours of duty, as well as frontline (emergency, NGOs, police and firemen) and media personnel who witness tragedy or brutality on an on-going basis. In general, 75% to 80% of the population that experience a traumatic event are able to cope and do not develop PTSD. However, 20% to 25% will develop PTSD and a small but significant number of these will become violent. A few examples of trauma's costs:

- Three traumatized children in a classroom of 25 will affect everyone's learning and discipline.
- One traumatized member of a family of six people will leave all its members affected.
- A few acting-out traumatized soldiers can leave a tremendous burden on the entire military (e.g., Abu Ghraib; two disaffected IDF soldiers making accusations against their military through the media).
- A small group of traumatized, radicalized fundamentalists spreading terror all around the world

CHART OF TRAUMA'S COSTS



TOOLS FOR HEALING

Overwhelming traumatic experiences deregulate the nervous system, leading to physical, emotional, cognitive and behavioral symptoms. Unhealed trauma compromises people's innate ability to cope with stress and to heal and can lead to the breakdown of communication, inflexibility in negotiations and violence at the individual and collective levels.

In order to accomplish its vision, diminish violent polarization between groups within a nation or between different groups or nations, ITI facilitates trauma healing by utilizing a combination of tools to facilitate self-regulation, dialogue, and conflict resolution. The result is a non-judgmental, universal and apolitical healing language that diminishes violent polarization between groups within a nation or between different groups and nations. Our tools re-establish self-regulation, dialogue, compromise and peace. ITI uses the following:

Somatic Experiencing (SE®) and SE® Emotional First Aid—Taught worldwide, Somatic Experiencing® (SE®) is an organic and highly efficient healing method pioneered by Dr. Peter Levine. It helps heal deep trauma, cope with chronic traumatic stress (Emotional First Aid) and develop resiliency to prevent the future development of Post Traumatic Stress Disorder (PTSD). Based upon the realization that human beings have an innate ability to overcome the effects of trauma, this body/mind technique helps people connect to their innate healing resources while addressing trauma, to reclaim their natural defenses against trauma. SE® restores self-regulation through the bio-physiological release of stress. It guides the nervous system to gently release stress and traumatic arousal through body awareness, the discharge process and through the completion of instinctual defensive responses to traumatic events. It can be used during, immediately after or years after the occurrence of traumatic events to prevent the accumulation of stress hormones in the body.

TOOLS FOR HEALING (cont.)

SE® therapy is used to work with victims of *ordinary traumatic events* (car crashes, surgical and medical procedures, chronic pain, sudden losses or trauma associated with birth) or with *extraordinary traumatic events* (natural disasters, combat, war and genocide, including the Holocaust, rape or assault).

SE® Emotional First Aid is used for self-regulation by soldiers in the field, the general public in times of emergencies, school staffs, including parents and teachers dealing with children with traumatic stress, mental health and medical professionals, first responders, NGOs and diplomats, media and other sectors.

In countries living under intense and chronic situations of stress such as Israel and the Palestinian Territories, the advantage of SE® is that it can be used by the lay population as *a self-administered tool for self help*, without on-going professional help. It can be taught through books, trainings, videos and television programs. In collective trauma therapies we employ:

Psychological Universal Needs Theories—Several resources have been combined to establish a list of universal basic psychological needs; the way these needs can be distorted by trauma, and the way to rehabilitate them.

Cross-Cultural Understanding—Information from the cross-cultural field has been added from the existent literature and personal experience

Identifying and Healing Collective Trauma—The seminal work of Ervin Staub on collective trauma informs the recognition of signs and characteristics of collective trauma, and of the training developed by Gina Ross to diffuse polarized beliefs and emotions .

CHART OF HEALING BENEFITS



BEYOND THE TRAUMA VORTEX
INTO THE HEALING VORTEX



WISH LIST FOR ITI-USA

Product Development

Administration: \$15,000/month (3 salaries/office): 185,000

PR company and Media Wrangler—\$80,000

Sector Coordinators: \$100,000 (all sectors)

Translating/editing books/publishing books and other materials: \$63,000

Marketing/distribution: \$120,000

SE® Research—\$200,000

Website USA—\$15,000

Documentary film of Ross Model—\$200,000

90-second videos for internet distribution for each sector (\$20,000/sector x 8)- \$160K

EFA video for emergencies (Public T.V.): \$ 30,000

SE EFA Training Video for healing providers/lay people \$25,000

Full trainings/long-distance mental health: \$100,000

Total: \$1,278,000

Domestic Implementation (details follow)

Resiliency Building: Training for each sector: conference, pilot research training, books and marketing

Medical: \$20,000

Media: \$180,000

Diplomats and NGOs: \$255,000

Education: \$100,000

Military: \$55,000

Public : \$75,000

Judiciary: \$50,000

First Responders: \$155,000

Clergy: \$150,000

Above figures include trainings for collective trauma sectors: media/diplomats/NGOs/judiciary/first responders/military/clergy/psychologists/education; **trainings for individual trauma sectors:** medical/public/psych/educators. Also included are Joint American/Jewish/ Muslim Youth Activities/peace workers and civic leaders activities/Media professionals/foreign press events

Total: \$1,035,000



IMPLEMENTATION OF CURRENT OPPORTUNITIES:

ITI-USA

Military—Connecting for potential research from the military through Alan Fox; Casa Colina retreat for military veterans and families conducted

NGOs—Conference in June in Cincinnati, Ohio; -United Nations Congress in Brazil; -trip planned to London, Milan, Paris and Geneva; -requests for training from Kenya;

Public—Training for Wiesenthal Center already accomplished with plans for more; trainings planned in synagogues and churches; YPO contacts through Ron Boehm

- Training for leaders of Jewish organizations
- Work with gangs



WISH LIST FOR ITI-ISRAEL

Product Development

Local Administration \$ 80,000 (2 one-half salaries)

Coordinator for Social Sectors: \$197,000

Public Relations Service— \$30,000

Translating/editing books/publishing books and other materials: \$233,000

SE® EFA video for emergency shelters in Hebrew/Arabic: (\$25,000 x 2): Total: \$50,000

Website Design and maintenance —\$15,000

Training Video for Providers in Hebrew and Arabic \$40,000

Coordinator for Volunteer Assistants—\$10,000

TOTAL: \$655,000

Domestic Implementation

Resiliency Building: Training for each sector: conference, pilot research training, and book marketing

Medical: \$133,000

Education: \$220,000

Clergy: \$249,000

Media: \$276,000

Diplomats and NGOs: \$267,000

Military: \$77,000

Public : \$217,000

Judiciary \$212,000

First Responders: \$106,000

The above figures include trainings for collective trauma sectors: media/diplomats/NGOs/judiciary/first responders/military/clergy/psych/education; **trainings for individual trauma sectors:** medical/public/psychologists/educators.

SUB-TOTAL: \$1,757,000

Joint Israeli/Palestinian Youth Activities: \$200,000

Palestinian Teachers West Bank/East Jerusalem x6: \$400,000

Israeli Arab mental health professionals/civic leaders: \$100,000

Joint Israeli Arab/Israeli peace workers/civic leaders:\$50,000

Joint Israeli/Palestinian Media:\$150,000

Foreign Press/Middle East/Israel/Palestinian Territory \$150,000

SUB-TOTAL: \$375,000 TOTAL : \$2,132,000

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IMPLEMENTATION OF CURRENT OPPORTUNITIES IN ISRAEL

Listed are current projects in need of funding that can immediately be launched and are opportunities that open other social sectors.

Education:

Pilot in 3 Israeli/Arab schools and training for civic leaders: \$240,000 (1200 teachers)

Pilot in Israeli schools: 1 border town: \$30,000

Training 6 groups of West Bank Teachers for program against hatred: \$400,000

Medical:

Pilot in hospitals and 4 major hospitals: \$80,000

Public: Lay Emergency personnel in areas under stress: \$50,000

Military:

Pilot for Military: \$30,000

Diplomats and NGOs:

Israeli and Israeli-Arab Peace workers in collective trauma training (Psychoactive): \$40,000

Additional Opportunities in the Israeli Community:

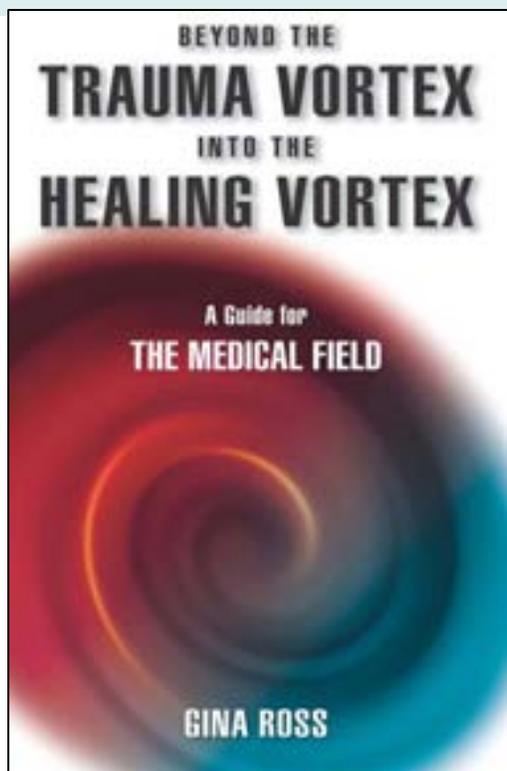
Training Maccabi

Training the Ministry of Health

Developing material and training Haredi community: \$35,000



GUIDE FOR THE
MEDICAL FIELD



Target audience: doctors, surgeons, anesthesiologists, nurses, ambulance and emergency room personnel.
Target goal: distribution of 5,000 copies in Israel and the Palestinian Territories within two years; 10,000 copies in the US within three years.

ITI programs for the medical field train doctors, nurses, paramedics and emergency personnel to apply **Emotional First Aid** on the job. The programs help detect traumatic symptoms in patients in order to understand the etiology of syndromes which mimic organic disorders and do not respond to regular medical care, and to make appropriate referrals. They also provide prevention guidelines against medical trauma from diagnosis, pre- and post-operative surgery stress and invasive treatment, and how to diminish chronic pain.

"This book helps physicians recognize when trauma is the deep-rooted problem beneath many symptoms and syndromes. Somatic Experiencing® provides an excellent tool to achieve a successful treatment. SE® is an easy, safe, and organic method that allows physicians to treat the whole person—mind, body and spirit." ~Hyla Cass M.D., Psychiatrist and author of 8 Weeks to Vibrant Health

MEDICAL

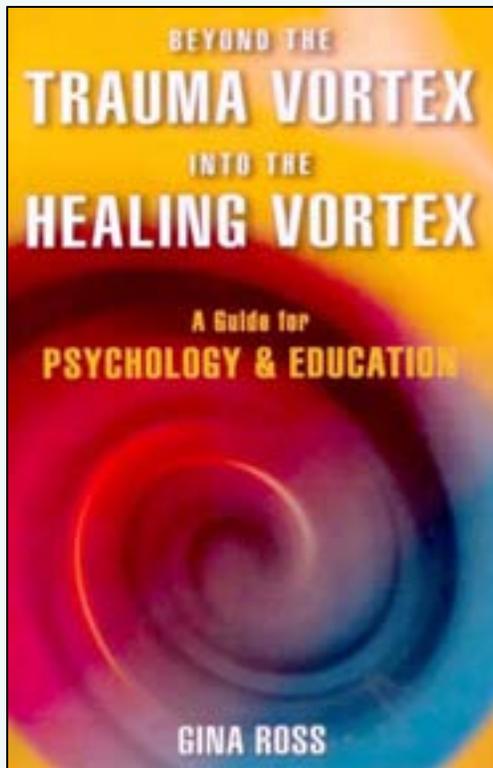
The books are distributed directly through ITI, to medical personnel, nurses, pediatric associations, as well as through trainings contracted by the Israeli Hospitals, etc. Working with hospitals will develop resiliency and prevent trauma. In order to accommodate a large cultural population in Israel, the materials will be translated into Russian. At least 10,000 copies of the book will be distributed to hospitals in the US.

- \$12,000 for translating into Hebrew, Arabic and Russian
- \$26,000 for initial printing of 5,000 copies in Hebrew, 5,000 in Arabic, 3000 in Russian, and 10,000 in English
- \$30,000 for research pilot training for resiliency and trauma
- \$45,000 for initial four trainings in each Israeli major hospital in the North, the South and the Israeli/Arab communities.
- \$15,000 for marketing
- \$25,000 for coordinator

TOTAL: \$153,000 (\$20,000 for US; \$133,000 for Israel)



GUIDE FOR PSYCHOLOGY AND EDUCATION



Targeted audience: School counselors and psychologists (other mental health professionals), teachers and parents. **Target goal:** 5,000 professionals - Israelis and Palestinians - within 2 years, 10,000 in the US within 3 years.

Designed for school personnel, parents and educational mental health professionals, this book identifies traumatic symptoms in school children, and provides tools for trauma healing and for diminishing violence. Teachers, parents and school counselors trained to apply **Emotional First Aids** on the spot are able to alleviate their own stresses and issues of burnout. School psychologists trained in more in-depth tools can heal childhood trauma.

"Gina Ross introduces a ground-breaking theory and treatment that will help mental health professionals better detect and treat hidden trauma. With a special emphasis on children and adolescents, her book offers vital information for psychotherapists, teachers and parents that will avoid mislabeling the trauma symptoms which mimic learning and behavior disorders in order to be able to seek appropriate treatments. This book should be required reading for all school professionals and this subject incorporated into the school system." – Dr. Bilha Noy, Director of Shefi, Dept. of School Psychologists, Ministry of Education, Israel

PSYCHOLOGY and EDUCATION

“When trauma invades the lives of children, it can destroy their chance for a better future. School under-performance, attention deficit, behavior problems, the use of drugs, and school violence are the results of unrecognized and unhealed trauma. This book focuses a bright light on this hidden problem and provides a creative approach to bring victims back to a healthy and fulfilling life.” – *Alan C. Fox, President, Frieda C. Fox Foundation*

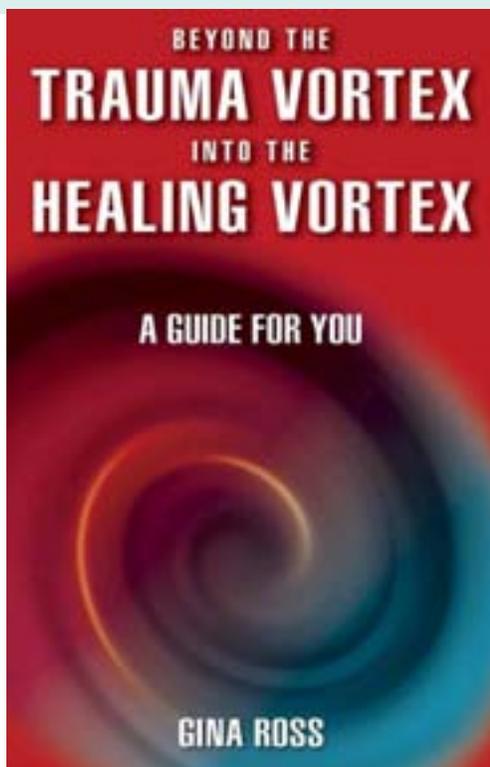
Trauma mimics learning disorders and too many children are misdiagnosed. Trained educators and parents will be able to recognize symptoms of trauma in school children, take measures to relieve these symptoms and make the appropriate referrals. The book is distributed through Amazon, ITI-USA, and ITI-Israel and trainings for Ministries of Education, pediatric and parent associations, etc. In order to accommodate the multi-cultural population, the books will be translated into Arabic, Hebrew, Russian, Spanish and Ethiopian.

- \$15,000 for translating into five languages
- \$15,000 (\$3,000 for each initial printing of 1500 in each language)
- \$30,000 for research pilot training in collective trauma
- \$50,000 for initial 10 trainings, four each in the North and South of Israel, two in Israeli/Arab communities, and 2 in American disadvantaged neighborhood
- \$10,000 marketing
- \$200,000 pilot trainings (\$30,000 teachers; \$30,000 parents; \$40,000 mental health professionals in US and Israel)

TOTAL: \$220,000 (\$120,000 for Israel; \$100,000 for US)



A GUIDE FOR YOU



Target audience: People in danger areas in Israel/Palestinian Territories; cultural/ethnic sectors and border town populations under fire in North/South, and Jerusalem; more vulnerable minorities-Ethiopians, Israeli Arabs, Bedouins, Druze, and Haredi religious groups; the general public around the world; distressed public in the USA: **Target goal:** 300,000 books distributed over two years in Israel/USA.

"This book is a must-read! Psychotherapist and trauma specialist Gina Ross gives you science-based information to help you understand why some difficult feelings and thoughts threaten to overwhelm you. She also gives specific information to help you overcome those feelings. Before long, you're feeling calm and happy, looking on the bright side of life." ~Hyla Cass M.D. author of Natural Highs

"After I read the book and practiced the exercises, I was much calmer during the next red alert siren. Instead of my usual panic and shouting, I gathered my children quietly and calmly directed them to the place we use as shelter. My children were amazed. I did the exercises with them which helped calm them, too. I believe this book is a must for every mother, every person everywhere and especially here in Israel." ~Ziva Ben Shitrit, school teacher in Sderot, Israel

THE PUBLIC

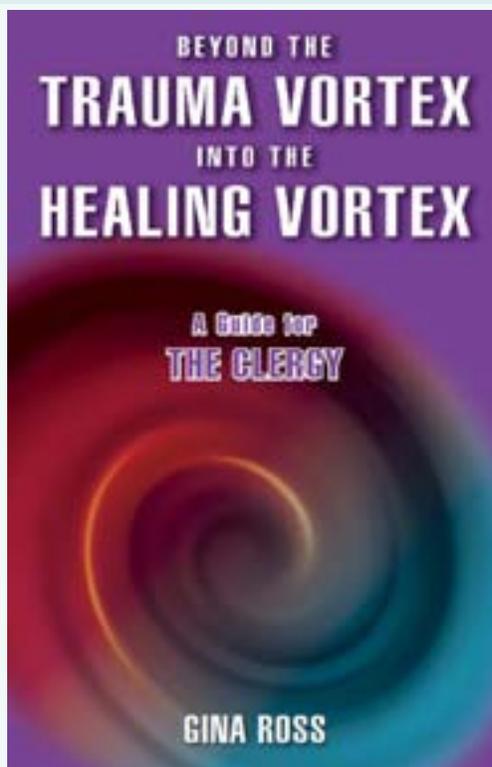
ITI books and trainings for the public at large teach people to identify whether they or their loved ones suffer from first or secondhand trauma and teach tools of **Emotional First Aids** people can use on their own. These tools help people release traumatic stress on an on-going basis, develop resiliency, and seek professional help when needed. This book is addressed to the public, the worried well, and is distributed through schools, doctors' offices, churches, synagogues and mosques. Marketing efforts are generated by press releases, articles, public service announcements, interviews, etc. Translations into Arabic, French, Russian and German compliment the already extant Hebrew and Spanish versions. ITI serves the public directly through the dissemination of the *Guide for the Public*, exercise cards and trainings, specifically targeting parents and teachers and certain groups under chronic stress.

- \$12,000 for translation into four languages
- \$20,000 for an initial printing of 10,000 copies
- \$30,000 for CDs, Podcasts, exercise cards
- \$100,000 for marketing
- \$25,000 for ten initial trainings in Israel
- \$25,000 for ten initial trainings in US.
- \$50,000 for coordinators (\$25,000 each US and Israel)
- \$30,000 pilot research training in trauma healing and resiliency in US

TOTAL: \$292,000 (\$75,000 for US; \$217,000 for Israel)



CLERGY



Target Audience: priests, imams, rabbis, Hindu and Buddhist monks, community leaders, and the keepers of the Holy Sites. **Target goal:** reaching 5,000 clergy members from the three faiths within two years in Israel and the Arab world, and 10,000 members in the US within three years.

ITI programs and this book help **clergy members of all faiths** identify and address trauma in their constituencies, using their own skills or the help of mental health professionals. They learn to recognize when trauma is behind the loss of faith, the tormenting guilt or the radicalization of their parishioners. They learn to recognize symptoms of burnout and first and secondhand trauma in themselves and the way it affects their work. They learn tools for Emotional First Aid for themselves and for their constituents.

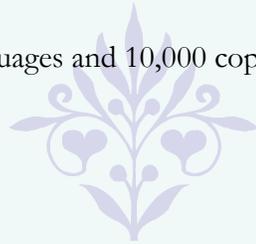
The book also provides guidelines to recognize religious edicts, sermons and writings which are informed by the trauma vortex and which instigate more exclusionary and intolerant beliefs, violent religious coercion and religious wars.

CLERGY

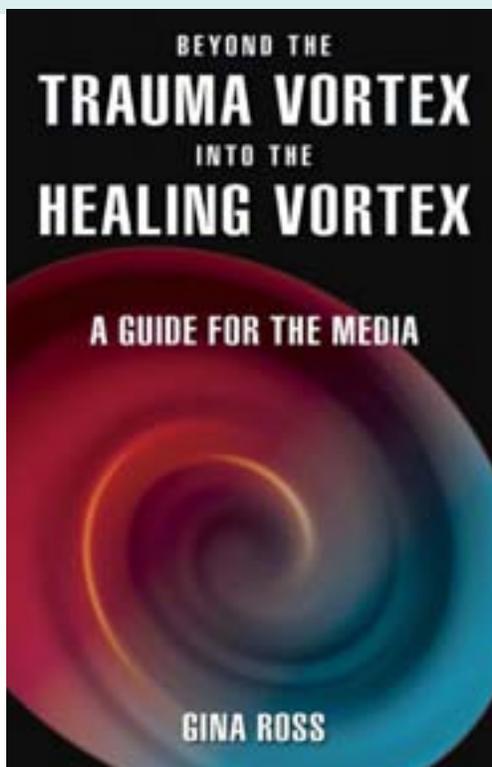
The trainings provide guidelines to identify religious canons supporting universal tenets, inspiring feelings of tolerance among the different religions or the sects within a same religion, and encouraging co-existence and commitment to peace. Book translations into Hebrew, Arabic, French and Spanish will cover languages of the Christian world.

- \$ 5,000 for writing
- \$ 2,000 for editing
- \$ 12,000 for translation into four languages
- \$ 30,000 for initial printing of 5,000 copies in foreign languages and 10,000 copies in English
- \$30,000 for research pilot training for collective trauma
- \$20,000 marketing
- \$25,000 coordinator
- \$125,000 for initial interfaith conference in Israel-Rabbis, Imams, Priests, Monks; and another \$150,000 for a conference in the US, or Europe

TOTAL: \$399,000 (\$249,000 for Israel; \$150,000 for US)



MEDIA



Target Audience: media professionals, editors, cameramen, broadcasters, owners of media outlets, including Internet channels. **Target goal:** reaching 5,000 Israeli and Palestinian media professionals within two years in Israel and the Arab world, and 10,000 American and international media within 3 years.

ITI's programs and book train media personnel against job-related trauma and burnout (journalists have been threatened, kidnapped and killed). They learn how work-related secondhand trauma influences their coverage and receive guidelines on covering tragedy and violence without traumatizing the public.

Media personnel also learn to add coverage of the healing vortex—mankind's natural coping ability—as well as alerting the public to the catastrophic impact of the unavoidable trauma vortex.

"In this book, Gina Ross deftly lays out an accessible understanding of trauma and describes simple guidelines that media personal can use to help resource themselves and their audiences in the prevention of panic and traumatic. If the media accepts this new role it will help us come together not only as a nation but as a people as well. This is a book for our times."—Peter A. Levine, author of Waking the Tiger

MEDIA

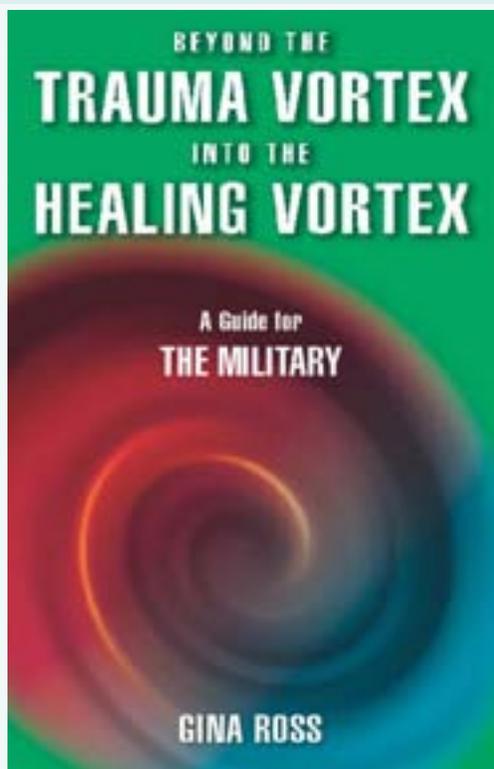
The books are distributed through direct mailings, press releases, ITI-Israel and ITI-USA, DART Center and various schools of journalism and communications in the US and in Israel.

- \$3000 for writing a new edition
- \$6,000 to translate book into Hebrew and Arabic
- \$5,000 for a printing of new edition
- \$25,000 for marketing through conferences
- \$35,000 for research pilot training for collective trauma for Foreign Press in Israel
- \$180,000 for US press, conference and pilot training
- \$30,000 for research pilot training in collective trauma Israeli/Palestinian journalists
- \$50,000 salary for a coordinator in charge of the media sector
- \$125,000 for media conference

TOTAL: \$456,000 (\$180,000 for US; \$276,000 for Israel)



MILITARY



Target audience: US, NATO and Israeli military personnel and commanders, veterans and their families. **Target goal:** Israeli and American military exposed to the EFA tools and the understanding of the role of the trauma and healing vortices in war within the next two years: a trauma-sensitive military can affect world peace.

“All current military personnel and every veteran should read this book. It is a pity this information was not available 30 years ago. I put myself in danger with drugs, alcohol, and the law, but if I’d had access to this information at the time, none of that would have happened to me. You think you have controlled trauma, yet it is triggered again and again, until it is addressed.” ~Arieh K., Israeli veteran of the 1973 war

“Military duty requires soldiers to be centered and keep a wide vision for optimal performance. Traumatic arousal during high stress operations narrows this vision. It is healthier to learn to release and discharge the arousal rather than suppressing it. Incorporating SE[®] Emotional First Aids tools into soldiers’ daily lives and training allows them to ‘reset,’ making them more resilient. Learning such skills before deployment allows military personnel to lessen traumatic activation, enhance military performance and minimize war’s impact.” ~Andrew Pogany, Investigator, National Veterans Legal Services Program

MILITARY

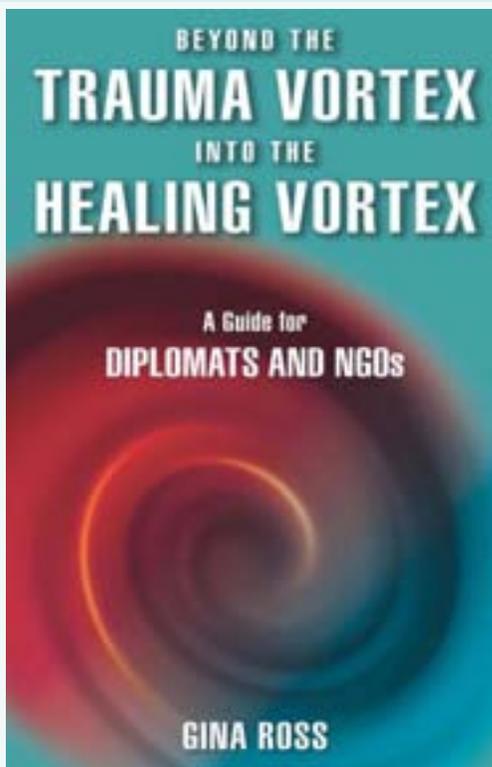
ITT's guide book and trainings for the Military instruct **military personnel, including soldiers, commanders and military chaplains**, in **Emotional First Aid** tools in order to release the traumatic activation of events of extreme stress on the spot and to develop resilience against trauma. They teach better military performance, facilitating more precise, centered and ethical behavior, and an easier recovery process, lessening suffering and costs for veterans. ITT's programs also include information on the collective trauma vortex (individual and adversarial) and guidelines to diminish collective trauma and engage the healing capacities of all parties involved. Pilot trainings are planned for Israeli military units. The book will be introduced to American veterans hospitals and other traditional distribution channels.

- \$4,000 for editing, and designing the soldier version
- \$3,000 for translating the book into Hebrew
- \$10,000 for printing initial 5,000 copies. Military budgets will then print for troops.
- \$5,000 for pocket exercise cards
- \$30,000 for research pilot training in collective trauma in Israel; \$30,000 in the US
- \$50,000 for coordinators (\$25,000 for US and \$25,000 for Israel)

TOTAL: \$132,000 (\$55,000 for US; \$77,000 for Israel)



DIplomats AND NGOs



Target audience: WANGO and other UN appropriate NGO bodies or councils; Foreign Ministries in the US, Europe and the Middle East, including Israel. **Target goal:** Distribute/sell 50,000 copies within two years through NGO organizations.

“The motivation, purpose and direction for the book is to heal, guide and educate the traumatized world in which we live. I fully support the work of Gina Ross. I have traveled all around the world and have seen the need for the understanding and importance of healing trauma. I think this book is needed in many of the countries I have visited. People all over the world can benefit from it.” - Taj Hamad, Ph.D., Secretary General, World Association of Non-Governmental Organizations (WANGO)

“It is clear now that no conflict resolution can take place while nations are under the influence of trauma. If diplomats can be trained in tools that help them better understand collective trauma we will have a wonderful opportunity to reach out and help nations recover from conflict. The model for healing collective trauma presented by Gina in this book gives us these tools.” – Gilad Millo, Former Israeli Diplomat

DIPLOMATS AND NGOS

ITI's program introduces **diplomats, NGO personnel, peace-makers, and civic and political leaders** to effective conflict resolution techniques because it addresses the emotional level that underlies conflicts. The programs train this sector in **Emotional First Aid** tools to protect themselves from work-related first and secondhand trauma and issues of burnout. It teaches guidelines to recognize signs of collective trauma and to engage the collective healing ability of groups and nations caught in trauma and to work on the collective enemy vortex. Participants learn to heal trauma at the collective level.

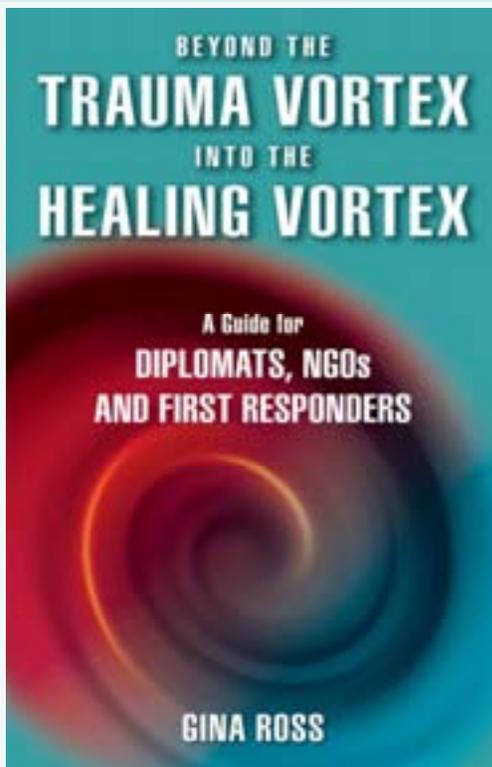
The book will be distributed through the United Nations-based World Association of Non-Governmental Organizations (WANGO) with 60,000 NGO member organizations and at annual WANGO international conferences. Training programs will be conducted at foreign ministry offices. ITI and its associated partners will make the material available through their respective websites and distribution channels. The book will also be offered to think tanks working on conflict resolution.

- \$12,000 for translating the book into four languages
- \$20,000 for an initial printing for 10,000 copies
- \$100,000 for marketing and distribution
- \$60,000 for two research pilots training in collective trauma for Israeli Foreign Ministry and Foreign diplomats in Israel/Palestinian territories, for American Foreign Ministry
- \$80,000 for conference for NGOs and diplomats in Israel; \$100,000 in the US
- \$50,000 for coordinators (\$25,000 for US; \$25,000 for Israel)
- \$100,000 for marketing in the US

TOTAL: \$522,000 (\$255,000 for US; \$267,000 for Israel)



FIRST RESPONDERS



Target Audience: Emergency workers, paramedics, firemen, policemen, national guard members, rescue teams, chaplains, etc. **Target goal:** distribute books and pilot trainings to each category within two years.

ITT's programs for First Responders (such as police officers, guards, firemen, prison wardens, and emergency teams, including military rescue teams) provide training in understanding the effects of traumatic stress on victims and identify when First Responders need to seek professional help for themselves.

BEYOND THE TRAUMA VORTEX

INTO THE HEALING VORTEX:

A Guide for First Responders



FIRST RESPONDERS

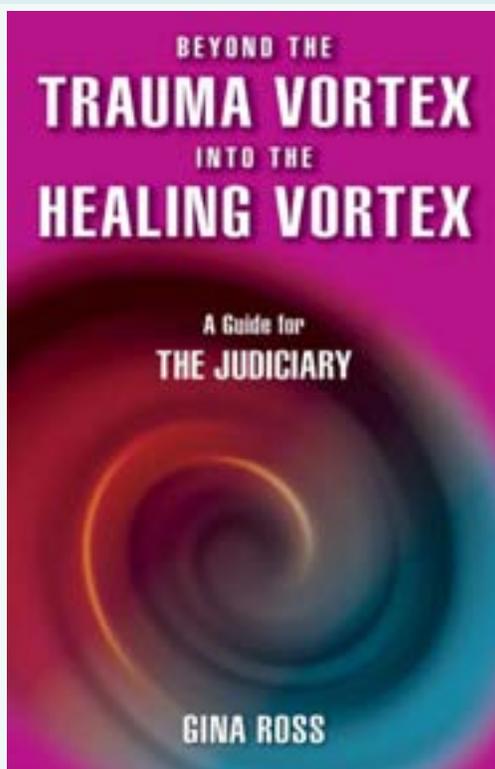
First Responders will learn tools for **Emotional First Aid** to help victims, as well as to prevent the impact of first and secondhand trauma and issues of burnout in themselves and colleagues. Furthermore, the book helps First Responders' families cope with the ongoing stress of having their loved ones constantly in life-threatening situations.

- \$60,000 for research pilot trainings in collective trauma (\$30,000 for US; \$30,000 for Israel)
- \$20,000 for distribution of the book and exercises cards in each sector
- \$6,000 for translating the book into Hebrew and Arabic
- \$20,000 for an initial printing for 10,000 copies
- \$20,000 for marketing
- \$100,000 marketing for the US
- \$35,000 for coordinators (\$25,000 in US; \$10,000 in Israel)

TOTAL: \$261,000 (\$155,000 for US; \$106,000 for Israel)



JUDICIARY



Target audience: Judges, lawyers, divorce lawyers, family law, and Child Protective Services personnel. **Target goal:** Distribute 5,000 books to all relevant Lawyers associations in the US and Israel within a year.

ITT's programs and book teach members of the Judiciary System (judges, lawyers and social workers) to understand complex and profound issues of trauma that impact the behavior of people who experience the judicial system. They also learn tools of **Emotional First Aid** for their own issues of secondhand trauma and burnout.

JUDICIARY

Untreated childhood trauma can produce dysfunctional juveniles with aggressive behavior; encourage gang membership, domestic violence and rape, and influence adults who inflict harm. Lawyers and judges, aware of trauma in general and the potential traumatic impact of divorce on children, can recommend treatment for children and spouses in conflict. They can direct gang members for help, recognize symptoms of freeze in rape cases, and recommend treatment for criminals before they are released, as they often leave prison with more trauma, anger and violence in their nervous systems than when they entered.

- \$4000 for writing and editing
- \$10,000 for an initial printing for 5,000 copies
- \$6,000 for translating the book into Arabic and Hebrew languages
- \$20,000 for marketing and for distribution in Israel; \$20,000 in US
- \$60,000 for a researched pilot training in collective trauma for Family Lawyers and Judges, Israeli and Palestinian (\$30,000) and US (\$30,000)
- \$50,000 for conference in Israel
- \$12,000 for coordinator in Israel; \$15,000 in the US

TOTAL: \$257,000 (\$45,000 for US; \$212,000 for Israel)



Sarita: A Young Girl's Journey into Healing

Sarita was only three years old when she and her family were victims of terror. Caught in the collapse of a wedding hall, her mother fell into a coma for days, her sister suffered broken ribs, and she and her brother found themselves separated from their family. Sarita's trauma manifested itself in severe panic attacks and her refusal to leave home or stay home without her mother.

Sarita began therapy at age seven. In her first session, her therapist noticed Sarita's stiff body. With her therapist's help, she expressed her fears and drew pictures of objects in which she had found comfort prior to the incident. She revealed her attachment to her dolls, to her best friend Mia, her brother and protector Haim, the music collection her grandfather had given her, a special tree in the garden, and weekend trips to the sea with her parents. Sarita learned how to ground these pleasant experiences in her body to access as resources with which she was able to respond to her physical trauma symptoms. With the help of her therapist, Sarita relived several details of the wedding hall collapse. As her body constricted with each terrifying memory, she called upon the pleasant resources within her and she learned how to pendulate between sensations of constriction and tightness and sensations of expansion. By evening her breath in response to her physical trembling, she was able to relax her body.

Sarita learned to heal her inner trauma by accessing her inner resources through the exercises in [Beyond the Trauma Vortex: Into the Healing Vortex](#).

Why Me?

On Yom Kippur 1973, Israel was rocked by an unexpected attack on the holiest day of the year. Ultimately victorious, the country was plunged into a deep trauma vortex that affected each citizen and forever changed the dynamics of national security.

Soldier Arieh fled after the war, disconnecting himself from his family and friends, even refusing to speak Hebrew for the next seven years. He disappeared, haunted by the voice in his head that incessantly asked, “Why didn’t I die with my companions in the field?”

Lost in his own trauma vortex, Arieh was unable to escape the confusion and anxiety resulting from his survival in the wake of the deaths of other soldiers in his unit. Images of the war plagued him. Physically, his body constricted and his tears were uncontrollable. Arieh was unable to resolve his own trauma and heal himself.

Years later, Arieh entered therapy and learned to release his anger, fears, and anxieties by implementing the exercises in *Beyond the Trauma Vortex and Into the Healing Vortex*. He was encouraged to ignore news releases and radio broadcasts. He attuned his diet in order to nutritionally balance his nervous system. Slowly, he learned to accept the reality of his own survival without anger or guilt. Arieh was able to access his own healing vortex and find his own inner peace.

The Haunting Trauma of 9/11

Danny responded intuitively to the World Trade Center attacks of September 11, 2001. A senior resident in internal medicine, he raced to the hospital where he oversaw emergency room admissions, set up auxiliary patient care space, and organized volunteer physicians. He and his colleagues treated incoming patients for smoke inhalation and shock at the hospital before going to the scene of the carnage to tend to those unable to reach the hospital.

Danny was however surprised by the intensity of his later reactions to what he experienced. In the next few weeks, he developed insomnia and suffered from recurring nightmares, anticipating future explosions. Images of the victims incessantly crossed his mind. While he recovered some of his self control, he remained haunted by the images he saw and was at the mercy of his flashbacks.

He was aware that the profound trauma of the 9/11 massacre was intensified by the reality that succeeded the initial shock. There was an unending search for the missing, the discovery and retrieval of the dead, the physical destruction of the buildings, the debris in the air and on the ground, and the haunting photographs of the victims on the walls and fences that surrounded Ground Zero. He felt that shock descended on souls like ash in the streets.

Danny symptoms persisted for years, until he became familiar with Somatic Experiencing® and the understanding that the trauma which persisted in his body could be released through the SE® discharge techniques. Once he learned to track and discharge the constricted sensations evoked in his body by the traumatic memories with SE® he finally found closure and inner peace five years after the massacre.

No One Immune

A seasoned journalist, Marc was confident that he could handle any story. After all, he had covered devastating earthquakes in Turkey and India, which left thousands dead and hundreds of thousands homeless. He had always maintained a reporter's perspective and emotional distance, until he was called upon to cover a hotel suicide bombing in Kenya.

Marc videotaped the carnage on the scene and interviewed survivors. He was profoundly moved by the story of a father who had lost his daughter and son in the bombing. Walking in the area of the explosion after the interview, he found the limb of a young victim. Instinctively, he picked up the leg, wrapped it in a piece of cloth, and delivered it to the authorities.

The following day, Marc realized that half of his body had become completely stiff. Coincidentally, that same day he participated in an International Trauma-Healing Institute workshop at the invitation of a friend. In the workshop, Marc learned that his stiffness was a psycho-physical reaction to the traumatic events of the previous day.

One of the workshop assistants guided Marc in reliving, one at a time, some of the scenes he had experienced, all the while recognizing the physical reactions in his body as they arose. During the process, he acknowledged his sensory reactions and discharged them by focusing his attention on one sensation at a time and allowing all the necessary time for his body to fully feel the experience, let the diaphragmatic breaths come up on their own and feel the involuntary vibrations and trembling. He trembled and shook the most when he worked on recalling how he found and picked up the missing leg. He learned from the assistant that his trembling was actually an involuntary release of the traumatic activation he had harbored within himself. He felt a wave of heat spread through his upper body and the release of tension from his muscles.

"I knew the tension was gone for real. I felt I could understand the experience, not as a traumatic event, but as one in which I was able to help gather all the parts of a victim's body and return them to the family."

An End to the Flashbacks

Shlomo was a lucky man, although his house was totally destroyed by a Katyusha. He had equipped his home with a secure room in which to seek shelter in the event of attack. One morning when he was home alone, two Katyusha rockets exploded – one in the yard and one on the house. He was drinking his coffee in the house instead of in the garden as was his custom. With little warning, Shlomo was violently thrown into the secure room by the strength of the blast. He was hospitalized with a broken wrist and several cuts. After his release from the hospital, he was nervous, silent, and agitated. He was unable to eat or sleep and plagued by recurring flashbacks. He could not drive his truck and was startled by sound.

Shlomo had given up on therapy after he experienced no results from three different therapists. He learned to cope and to stop his truck when the flashbacks overcame him. One day, he had one session with an SE® therapist who directed him to focus on the physical sensations he felt in his body, beginning with tightness in his chest. This process allowed his body to discharge the constriction. The release was followed by a natural deep breath, which freed his chest from the tension stored there.

Shlomo and his therapist explored Shlomo's decision to have his coffee in the house rather than in the garden. The therapist asked him to notice how it felt in his body to realize that he instinctively knew what was right for him. She then directed him to ground this resource in his body by focusing on the pleasant sensations brought up by the resource. He felt his chest expand and a deep breath came up. Soon after, another constriction came up. He felt his breath quicken at the thought of the sound of the explosion. Focusing solely on his heartbeat, Shlomo soon felt release, followed by a wave of warmth washing over his body. They repeated this process to further ground it in his sensations. Their work in SE® ceased Shlomo's flashbacks and eliminated his arousal upon recalling the event. Subsequently, Shlomo learned to initiate the healing process on his own.

“My flashbacks have stopped completely and I can tell you my story without trembling. I don't react to sounds and I don't hear explosions in my ears over and over again. I can drive my truck without having to stop because of the flashbacks, and I am sleeping much better.”

SLEEPING THROUGH THE NIGHT

Eight years ago, Aziza's home was burglarized while she and her two very young children were home. The burglary took place at 3:00 am. Since that night, Aziza has been unable to sleep through the night. Every night she awakens at 3:00 am and sends her husband to check the entire house. When she returns home in the evening, she again checks the house and inspects all the cupboards and closets. She feels nervous and insecure whenever she thinks of the event. An additional difficulty is that she was acquainted with the drug-addicted burglar.

In a twenty minute demonstration of SE®, Aziza went through the images that were still haunting her. The therapist helped her discharge each image and thought that were still causing her anxiety. Aziza felt the trembling and shaking and was amazed with the sensations of discharge and release that took control of her body.

She also talked about what tormented her: when the burglar was in her house. She felt a tremendous surge of energy and her whole body was ready to attack the burglar and even kill him if he endangered her children. This was such a contradiction to her commitment to life and peace work. The therapist normalized for Aziza her healthy instinctive response of aggression to protect herself and her children and explained that without this healthy sense of aggression, we attract more abuse.

Aziza smiled at the therapist. "You mean that what I felt was healthy? That I am healthy!"

The next day, Aziza told the therapist that she slept through the night for the first time in eight years. On follow-up three days later, she was still sleeping through the night.

Sderot Children Under Fire

Under the threat of continuous, indiscriminate terrorist rocket fire for the last seven years, Ziva's life was filled with anxiety and fear. The ongoing internalized trauma from seven years of daily attacks heightened her panicked response to the red alerts calling for emergency situations. A mother of four young boys and an elementary school teacher, Ziva reacted to warning sirens by shouting at her students or her children as she rushed them into shelters, which only increased their fears. Ziva knew that her anxious response exaggerated the trauma experienced by the children she was desperately protecting and deepened its effects etched into their bodies and psyches. She felt helpless and Ziva, her children, and her students descended more profoundly into the trauma vortex with each siren sound.

The day after the release of the Hebrew edition of *Beyond the Trauma Vortex into the Healing Vortex: A Guide for You*, Ziva received a copy of the book. Reading it, she recognized specific trauma symptoms in herself, her children, and her students. She learned to identify the signs of their fear through their dilated pupils, the pallor in their faces, the tension in their bodies and the lack of free, spontaneous laughter and play after each terrorizing alert and the sounds of the Kassams falling. She alerted the children to their fear reactions, and taught them how to recognize and release their own internal trauma responses. She taught them to notice how their bodies stiffened and froze, and to use the tools to discharge the adrenaline from their system. They all learned the techniques that reorganize the healing vortex and learned to cope and stay in control.

Ziva was successful in initiating the healing vortex within herself and teaching her children to implement the exercises in the book in response to the presence of trauma. Once when she was away from home, she successfully calmed her children over the phone after a Kassam rocket attack near their grandmother's home in Ashkeon, where they had visited that same day.

CONTACT US

ITI-USA

Gina Ross, Founder and President

269 South Lorraine Boulevard

Los Angeles, CA 90004

Phone: (323) 954-1400

Fax: (323) 935-8417

Gina@GinaRoss.com

www.GinaRoss.com

www.traumainstitute.org

www.beyondthetraumavortex.com

ITI-ISRAEL

Gina Ross, Founder and President

32/1 Bar Ilan Street

Ra'anana 43701

Israel

Phone: 072-211-4999

Cell: (972)547-69-4846

www.traumainstitute.jdigit.co.il