

The Butterfly Bulletin

summer 2011

volume 11, issue 2

Newsletter for New Directions for Women, Inc. | 2607 Willo Lane, Costa Mesa, CA 92627 | 800.93.WOMEN | newdirectionsforwomen.org



Our Mission

New Directions for Women is a safe, caring and sensitive residential treatment facility. By providing exceptional, gender-specific addiction treatment services that are grounded in 12-step principles, New Directions assists women, their families and their children to achieve sustained responsible recovery.

Levels of Care

Residential Program

Primary, Transitional and Extended

Intensive Outpatient Program

Featuring Individual and Conjoint Therapy, Recovery Skills, Relapse Prevention, Family Education and Social Support Groups

Intensive Sober Living Program

Combines transitional sober living with continued treatment services to help residents successfully transition to a sober lifestyle



Search New Directions for Women on Facebook and subscribe to our updates!

Seeking Safety – New Directions in Trauma Work

Adding to a well rounded program this summer is the integration of Seeking Safety into the curriculum at New Directions for Women. “Over 80 percent of our women come in with some type of trauma history,” said Lynn Blanchard, Clinical Director. “Child abuse, sexual abuse or trauma related to a patient’s actual using are common. Seeking safety adds a vital component to our recovery program by actively addressing trauma while in treatment for substance abuse. We can give them all the tools they need to stay sober, but if we ignore some of their core issues, they run a much higher risk of relapse.”



Some of the topics to be explored in group include: *Taking Back Your Power, When Substances Control You, Boundaries, Asking for Help, Taking Good Care of Yourself, Red and Green Flags and Detaching from Emotional Pain.*

“Long term sobriety is certainly one of our main objectives,” said Lynn.

“Utilizing this therapy will

help give our women the ability to sustain recovery over the long haul, and help them live happier and healthier lives.”

Developed by Lisa M. Najavits, PhD at Harvard Medical School, Seeking Safety’s unique therapy targets those with the dual diagnosis of post traumatic stress disorder (PTSD) and substance abuse. Not only is it the first treatment with published outcome results, it is the only psycho therapeutic model for co-occurring PTSD and substance abuse backed with numerous studies to prove its effectiveness.

“Implementing Seeking Safety will help facilitate recovery in a way that is cutting edge and exciting for us,” said Lynn. “After extensive training, our clinicians are qualified and eager to get the program underway.”

Designed for flexible use, the therapy is conducted in group and individual format; in a variety of settings (outpatient, inpatient, residential); and for both substance abuse and dependence. It has also been used with people who have a trauma history, but do not meet criteria for PTSD; or for those with substance use disorder, but no trauma or PTSD. It will also be utilized to treat female veterans who have experienced trauma in the line of duty.

save the date! Annual Open House



Our annual Open House will be held Wednesday, August 24 from 5:00 to 7:30 pm. Everyone, including the local community, is invited to our beautiful campus for good company, great give-aways (including a netbook), and delicious food. Kids can enjoy the Bounce House and a comic clown, who loves to face paint and make balloon animals. The Repeat Boutique booth will also be open for shopping.

Informational tours of our facility are available. For more information, please contact 949-313-1192 x 300

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Proud member of:
NAATP
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Repeat Boutique

370 E. 17th Street, Costa Mesa

949.548.9927

www.repeatboutique.org

Hours:

Tues. - Friday, 10 a.m. to 6 p.m.

Saturday, 10 a.m. to 5 p.m.

Sunday, Noon to 4 p.m.

Referent Day

New Directions for Women had the pleasure of hosting about a dozen local therapists, interventionists and other professionals in the field of addiction treatment at our three-acre campus in Costa Mesa this summer. We take pride in building relationships with our local care partners in order to provide the best possible continuum of care for the community that we serve.



"The participants were diverse in occupation and focus, making our expertise complementary rather than overlapping," said attendee Diane Gipson, MS, MFT. "I think I could [and did] learn something different from each of them. I left the facility feeling energized."

The day began with a tour of the New Directions campus given by the patients who are currently in treatment. From there, the group moved to Huntington State Beach for lunch and a rousing drum circle session led by drum circle practitioner Steven Dolle. The group was back in time for a CEU opportunity on Seeking Safety led by certified trainer Kay Johnson, LICSW, followed by dinner at Villa Nova.

"It was a great opportunity to spend some time together, learn from each other, and support each other in our professional successes," said Executive Director Becky Flood. "We found our guests both interested and receptive to the different types of evidence-based therapies we use here and their effectiveness in treating women, pregnant women, and women with children."

Repeat Boutique

If you spend much time around Repeat Boutique, you quickly become accustomed to hearing things like, "I can't believe I never knew about this shop," or, "Oh my gosh, this is the BEST store!" The one we hear the most is, "I LOVE this place!" As more and more new customers find us—the result of great word-of-mouth buzz and regular advertising in the Daily Pilot—we are beyond pleased to see that all the work our staff and volunteers put in is paying big dividends.



Thanks to our wonderful donors, our supply of top-quality resale apparel allows for a constantly changing, evolving, re-imagined presentation. Our clients, many of whom shop with us 3-4 times every week, never have a chance to get bored! There are days when we have to change our displays 4 or 5 times, because as soon as a new outfit goes up on display, someone grabs it, tries it, and buys it! Not that we mind... that's why we're here!

Oh, hey! Have you seen our new lights? It may seem like an odd question, but we have received so many complaints about poor lighting over the years, that we want everyone to know that we have finally addressed that issue. Big time. You can see now. Really!

Don't forget—on the second Thursday of the month we start a 4-day Special Event. July's event was a "Summerwear" Sale—all the cool goodies—shorts, tanks, cammies, minis, sundresses, etc. were 30% off. June's event was a Pant Sale—40% off on all pants. We will continue to spotlight a category each month to give our clients the opportunity to score major discounts from our already ridiculously low prices on the timeliest items.

On the last Thursday of every month, our Big Sale starts, with 300-400 items going to ONE DOLLAR (are you kidding?) and more than half our inventory going to 50% OFF! If you haven't taken advantage of this sale, do yourself a favor and come join the fun. We look forward to seeing you soon!

Foundation Corner

A team of seven NDFW supporters, including board members, staff, and volunteers, attended a two-day Benevon training at the Hyatt Regency in Irvine in July. The workshop equipped our team with new tools to raise sustainable funding for our organization in the years to come. We currently distribute \$500,000 in partial scholarships to women who deserve care but cannot always afford the full cost of the quality addiction treatment services we can provide. One of our primary goals is to help break down the barriers that cause women with addictions to avoid treating their disease. Financial assistance and a safe place to go give women with dependent children a fighting chance.

The Benevon training also enabled us to network with other nonprofit organizations, both locally and from around the U.S. "It was a blessing to be around other groups who have committed themselves to serving others," said Tania Bhattacharyya, Development and Clinical Outreach Coordinator at NDFW. "We all left feeling refreshed and



empowered to continue raising much needed funds."

If you or someone you know is interested in making a philanthropic investment in New Directions for Women, please visit newdirectionsforwomen.org/foundation/give-now/.

Alumnae Corner—*Jayme M.*

When I arrived at New Directions for Women, I had tried every way I could think of to mask and deny my alcoholism. I was broken, my health in terrible danger, and felt ready to lay down my addiction and its damage. I had no idea how to live life. As the mother (and the only parent) of an 8-year-old little girl, I knew I could not allow my disease to take me to the grave. I could not leave her behind with no parent to love and raise her. Yet, I didn't know how to dig my way out. I was in desperate need for someone to teach me what to do and how to do it.

"I was given the opportunity to take an honest look at who I had been in my addiction, and was provided a safe, loving environment with which to process that pain."

During my stay at NDFW, I was taught tools of acceptance and tolerance. I learned how to establish boundaries with the people around me, and how to communicate effectively. My therapist encouraged me to forgive myself for all the acts of selfishness I had expressed over my years of drinking, and how to recognize where I was still being selfish. What I learned about relapse prevention proved to be a priceless tool in my 'belt'. The staff showed me how to become aware of where my triggers were, how to avoid them, and how to deal with them when avoidance wasn't possible. I was given the opportunity to take an honest look at who I had been in my addiction, and was provided a safe, loving environment with which to process that pain.

I'm incredibly grateful to the staff at NDFW for the work that they do. I am also thankful to the Foundation and the Pamela Wilder Scholarship fund for the partial scholarship that made treatment possible. Because of them, I have become a good mother, daughter, sister and friend. Sober since 7/11/2009, I have re-established a relationship with the God of my understanding, and have learned to surrender my will and my life to Him everyday.

—Jayme M.



save the date

5th Annual ATCPCC

July 25-27 | Santa Barbara, CA

Blessing Ceremony

August 12 | NDFW

Alumnae Beach Party

August 14 | Big Corona Beach

Volunteer Appreciation Luncheon

August 15

6th Annual Open House

August 24 | 5:00-7:30 p.m.

Cape Code Symposium on Addictive Disorders (CCSAD)

Sept 8-11 | Cape Cod, MA

NCAD Conference

Sept 17-21 | San Diego, CA

Christian Counseling Conference

Sept 28-Oct 1 | Nashville, TN

ongoing events

Circle of Life Tour + Light Lunch

Every 3rd Thursday at 11:30 a.m.

Alumnae Nights

Monthly Alumnae Meeting
1st Thurs. of the month at 7 p.m.

Monthly Alumnae Dinner + Panel
4th Thursday at 6 p.m.

Al-Anon Meeting

Every Wednesday from
11:30 a.m. - 1 p.m.
Brown Bag meeting

Closed Women's AA Meeting

Every Wednesday at 11:45 a.m.
in Founder's – lunch provided

Repeat Boutique Discount Days

Senior Discount Days
Every Sunday 20% off

Tag Change Sale

Every 4th Thursday

SUBMIT YOUR FAVORITE RECIPE!

The New Directions for Women Cookbook has a page reserved for you! Contact Tania at 949.313.1192, ext. 300 or email: foundation@newdirectionsforwomen.org.



NEW DIRECTIONS
FOR **WOMEN**

2607 Willo Lane
Costa Mesa, CA 92627

Non-Profit Org.
U.S. Postage
PAID
Permit # 4186
Santa Ana, CA

the
BIG
sale

*Last Thursday of
the Month at...*

Repeat Boutique

summer recipe

Ottis's Southern Fried Chicken Fingers



*From the kitchen of Ottis Johnson,
Clinical Outreach Representative
at NDFW. "This is a recipe I
learned from my mother watching
her cook on Sundays. Sunday was
chicken day, and the whole family
was happy about it."*

ingredients:

- 5 lbs of skinless, boneless chicken breast
- 3 cups white flour
- Salt & black pepper
- Garlic powder
- 1 qt of vegetable oil

procedure:

1. Cut breast into finger size strips.
2. Salt, pepper, and generously coat fingers with garlic powder
3. Roll fingers in flour until evenly coated
4. Heat oil in deep fryer
5. Drop in chicken fingers and cook until golden brown
6. Remove and drain on paper towel
7. Best served when warm
8. Eat and enjoy

