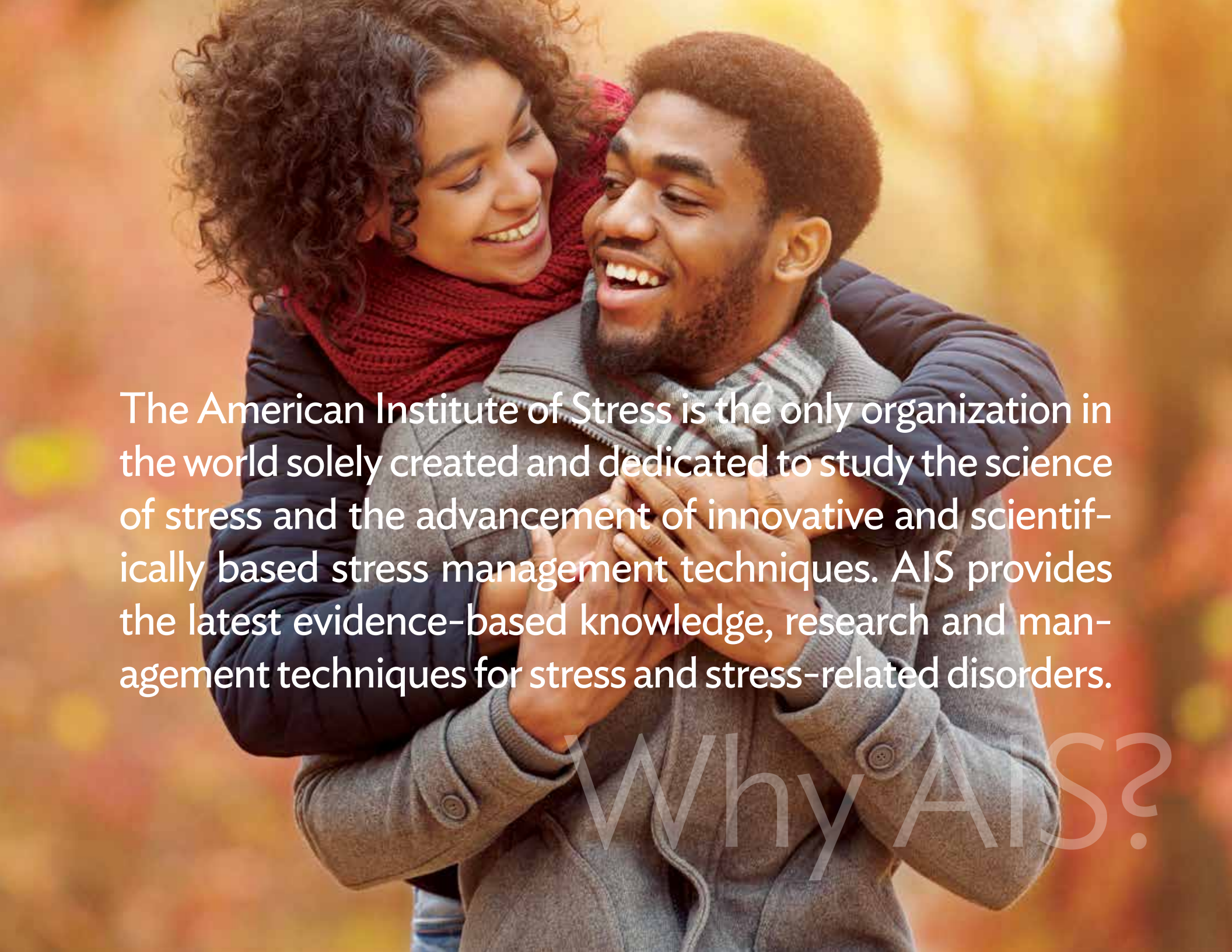


THE COST OF STRESS.

The more we learn, the more vital our mission becomes.



*The American
Institute of Stress*

A young couple is shown in a warm embrace outdoors. The woman, on the left, has voluminous curly hair and is wearing a red knit scarf and a dark blue jacket. She is smiling and looking towards the man. The man, on the right, has a beard and is wearing a grey jacket and a striped scarf. He is also smiling broadly, looking towards the woman. The background is a soft-focus autumn scene with warm, golden-brown tones. The text is overlaid on the left side of the image.

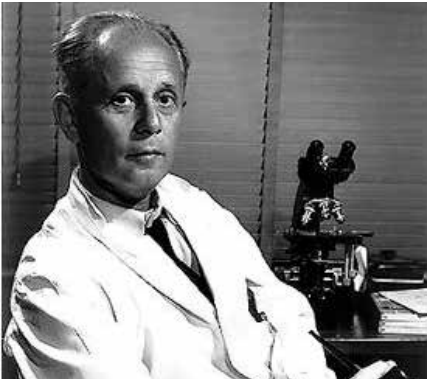
The American Institute of Stress is the only organization in the world solely created and dedicated to study the science of stress and the advancement of innovative and scientifically based stress management techniques. AIS provides the latest evidence-based knowledge, research and management techniques for stress and stress-related disorders.

Why AIS?

Groundbreaking insights and approaches.

World-changing mission.

Hans Selye, MD, PhD (1907-1982), is known as the father of stress research. In the 1920s, Selye coined the term “stress” in the



context of explaining his pioneering research into the signs and symptoms of disease curiously common in the majority of people who were ill, regardless of the diagnoses. Selye’s concept of stress was revolutionary then, and it has only grown in significance in the century since he began his work.

Founded in 1978 at Dr. Selye’s request, the American Institute of Stress (AIS) continues his legacy of advancing the understanding of stress and its enormous impacts on health and well-being worldwide, both on an individual and societal level.

A forthcoming AIS initiative – called **Engage. Empower. Educate.** – will leverage the latest research, tools and best practices for managing stress to make a difference in a world increasingly impacted by the effects of stress out of control. We hope you will consider supporting this critical outreach campaign.



“Unmanaged stress is like oxygen deprivation. It is often imperceptible, insidious and can be deadly. You think you’re fine, until it is almost too late.”

Tom McMurtry,
DAIS, Police
Officer (ret) CPT,
U.S. Army, Special
Forces (ret)

The many faces of stress out of control.

A Destroyer of Health and Well-being

Stress is related to myriad health problems that degrade quality of life and can be mentally and physically debilitating, including depression, anxiety, high blood pressure, heart disease, diabetes, obesity and a range of mental health disorders.

- An estimated 75-90% of all visits to primary care physicians are for stress related problems.
- 77% of people experience stress that affects their physical health, and 73% have stress that impacts their mental health.
- 48% have trouble sleeping because of stress.



A Hazard of the Workplace

The Occupational Safety and Health Administration (OSHA) declared stress a hazard of the workplace. Stress costs American industry more than \$300 billion annually.

- 80% of employees admitted to being stressed and not knowing how to handle their stress.
- Stress causes around one million workers to miss work every day.
- Only 43% of U.S. employees think their employers care about their work-life balance.
- U.S. businesses lose up to \$300 billion yearly as a result of workplace stress.
- Work-related stress causes 120,000 deaths annually.
- The stress-productivity shortfall is being fueled by turnover, absenteeism, presenteeism, disengagement, unhappiness, loss of innovation, decreased resilience and inability to focus at work.

A Threat to Community and Safety

When stress that's left unchecked becomes increasingly endemic throughout society, it should come as no surprise that related phenomena ranging from social isolation, hostility and violence are also on the rise.

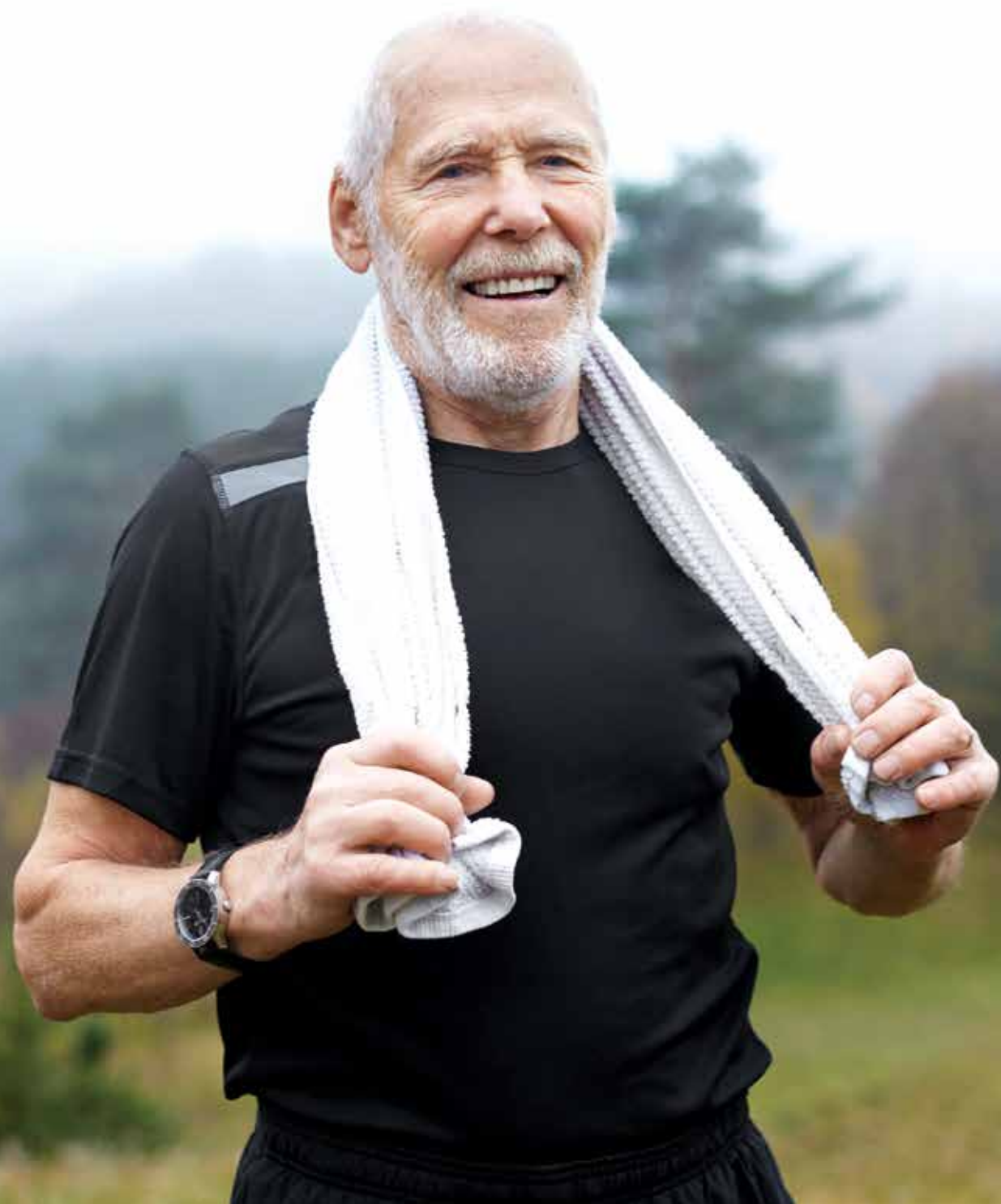
- Mass shootings at workplaces, schools and public spaces have become all too commonplace.
- Substance abuse and other unhealthy lifestyle habits damage individuals, families and communities.
- Social isolation and loneliness break down the bonds that promote stability and happiness.



Dr. Paul Rosch

(1927-2020) was the protégé of Dr. Hans Selye, known today as the “father of stress research.”

Rosch was elected President of The American Institute of Stress upon its founding in 1978 and served in that capacity until 2011, when he was promoted to Chairman of the Board. Dr. Rosch was the recipient of many honors, including the Outstanding Physician’s Award of the New York State Medical Society, Man of the Year Award with a Congressional Citation, and the Schering Award.



Stress is not a medical disorder.

But what is stress? Everyone knows the term, but can they define it? Stress is not a mood disorder, such as anxiety or depression. The most basic definition is stress is our psychological and physiological reactions to change, more formally described as the “nonspecific response of the body to any demand placed on it.”

Selye’s research went beyond the study of specific disease signs and symptoms, in defiance of the medical profession’s thinking at the time, and instead focused on universal patient reactions to wide-ranging illnesses. He discovered, and extensively studied, the commonalities in chronically stressed animals and people resulting in what he called the General Adaptation Syndrome (GAS).

GAS divides the total response from stress into three phases: the alarm reaction, resistance and exhaustion. When individuals are exposed to a stressor, they are, at first, taken off guard. Then, they attempt to maintain homeostasis by resisting the change, and eventually fall victim to exhaustion in countering the stressor.



“The American Institute of Stress is my go-to source for medically accurate information about stress and stress-related concerns. If you have a passionate or even passing interest in the subject of stress, you will learn a lot about this incredibly complex and ever-changing topic from AIS.”

Jim Porter, CEO, StressStop and author of *Stop Stress This Minute* and *Maximizing Mindfulness*

“During these unprecedented times of prolonged stress, uncertainty and isolation surrounding the pandemic, the American Institute of Stress has become the leading source of information, research, practical insight and encouragement influencing our work on three continents.”

Jeff Jernigan, PhD,
BCPPC, FAIS,
Chief Executive
Officer, Hidden
Value Group

Addressing prolonged stress.

Stress is a series of physiological events encountered by all individuals throughout their lives. Chronic stress differs, fundamentally, from the fight-or-flight or acute stress response that occurs when facing a real or perceived threat, as first described by physiologist Walter Cannon in 1915.

The acute stress response is designed to protect us from threats by causing a chain of reactions, including a release of hormones that causes the pupils to dilate so we can see better, and an increase in heart rate, blood pressure and breathing rate. Blood is shunted away from the digestive organs to the striated muscles, so we can run or fight, if necessary.

If you are standing on train tracks and hear the sound of an oncoming locomotive, your senses become heightened, your muscles become stronger, and you will run off those tracks, because you can't fight a train. After the threat is gone, it takes between 20 and 60 minutes for the body to return to its pre-arousal levels.

Unfortunately, many people live in a constantly stressed state, never recovering and always exhausted. It's as if a fire alarm is screaming at you and you don't know how to turn it off long after the fire is extinguished. When chronic stress is left untreated, it increases the risk of developing depression or anxiety. Around 75% to 90% of all doctor's office visits are for stress-related complaints and disorders.





*The editor of Combat Stress, the AIS magazine provided free to members of the military and their families, is Ohio Military Reserve Staff Psychologist **COL (OH) Katherine Platoni PsyD, DAAPM, FAIS COL (RET), US Army**. Platoni was recently honored at the annual Ford Oval of Honor awards held at the United States Air Force Museum in Dayton, Ohio, for demonstrating an “uncommon” commitment to defend the cause of freedom in service to our country.*

Daniel L. Kirsch, PhD, DAAPM, FAIS is the current President of The American Institute of Stress and is the editor-in-chief of the AIS publications *Combat Stress* and *Contentment* magazine. A neurobiologist, Dr. Kirsch invented Alpha-Stim technology in 1981 when he founded Electromedical Products International, Inc. He retired from EPI in 2020 after 40 years as Chairman of the Board.



Setting a standard of excellence.



Paul Rosch, MD



Daniel L. Kirsch, PhD

The American Institute of Stress (AIS) was established in 1978 at the urging of Dr. Hans Selye. The first president from 1978 to 2012 was Selye's protégé, Paul Rosch, MD (1927-2020). In 2012, AIS Fellow, pain and stress specialist Daniel L. Kirsch, PhD was elected president and continues to serve to this day. Founding members included well-known names such as Linus Pauling, Alvin Toffler, Bob Hope, Michael DeBakey, Herbert Benson, Ray Rosenman and many others.

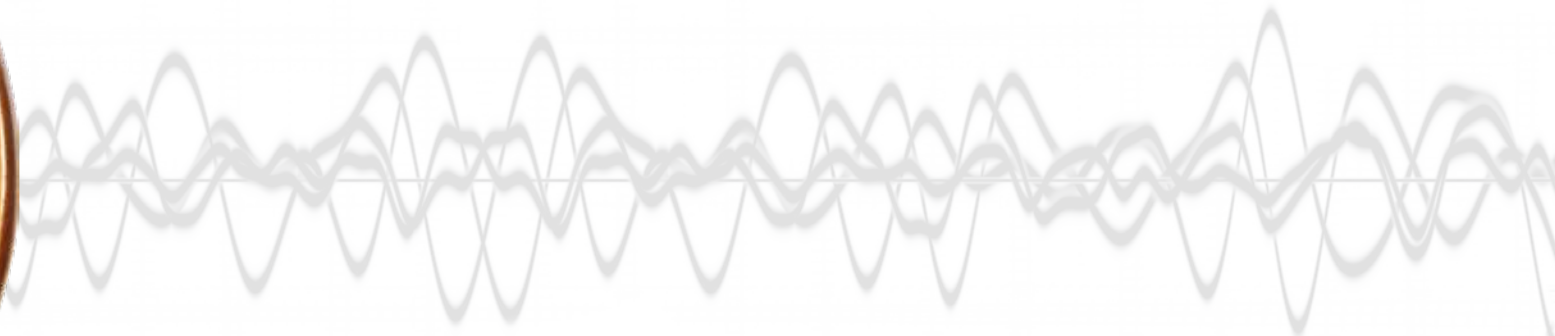
Today, AIS's mission remains to **improve the health and well-being of our communities and the world by establishing best practices and setting a standard of excellence for stress management in education, research, clinical care and the workplace.**

People can learn to understand the way their mind and bodies react to real and perceived stressors and implement

evidence-based strategies to counter the effects of stress or, better yet, channel their stress into productive ways and use it for energy.

In that way, stress can be thought of as the spice of life. Life would be too dull if we didn't have a stress response. We just need to understand what it is and how to control it rather than letting stress control us.

The American Institute of Stress represents a community of scientists, practitioners and the general public with an interest in stress. Our mission is to educate the community and the world on stress and what can be done to master and control it. We help people reduce their reactivity and, by doing so, help to restore peace in this country and the world. The media quotes us daily and sometimes asks for an AIS Fellow to interview, and we have a speaker's bureau of qualified professionals for conferences and corporate events.



“The AIS is the stressed-out person’s guide to peace. AIS provides the resources and content you need for a balanced life. It is my go-to, evidence-based place for stress education and stress reduction tools, resources, and programs for the public and corporate organizations.”

Maya Nahra, RD,
DAIS, President,
Nuvaria

A campaign to Engage. Empower. Educate.

The AIS campaign will support three key initiatives:

1. Engage communities through public outreach –

Improve the health and well-being of our communities and the world by serving as a nonprofit clearinghouse for information on all stress-related subjects.

The nonprofit produces and disseminates a significant amount of evidence-based information, but there is a need to share this material with a wider audience in the U.S. and around the world. Support for this initiative will provide funding to expand the organization’s public outreach for its website and social media, documentary films, magazines, podcasts, blogs and courses.

2. Empower professionals through best practices –

Establish credentials, best practices and standards of excellence for stress management and fostering intellectual discovery among scientists, healthcare professionals, medical practitioners and others in related fields.

AIS provides DAIS (Diplomate, AIS) and FAIS (Fellow, AIS) credentials for qualified healthcare professionals. The AIS seal means a practitioner has training and experience in stress management

and access to the latest stress research and techniques. It designates their practices as advanced treatment centers for stress-related illnesses. Support for this initiative will provide funding to continually update best practices in the field.

3. Educate all through the development and dissemination of evidence-based information –

Develop and provide information, training and techniques for use in education, research, clinical care and the workplace. Some of the research-based information AIS develops and disseminates includes:

- **Productions** – *Mismatched: Your Brain Under Stress*—a six-part documentary featuring some of the world’s leading experts on stress. Released in March 2021.

- **Publications** – *Contentment* magazine and *Combat Stress* magazine for service members, veterans and first responders.

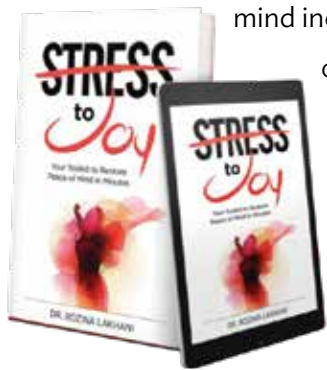
- **Podcasts, webinars and website resources** – The free podcast series *Finding Contentment*, live



and recorded webinars and timely resources are available online at stress.org.

- **Personal assessments and materials** – The Institute has helped develop and offers two online self-assessments regarding an individual’s stress risk: the Stress Mastery Questionnaire and the Rosch Stress Profiler. In addition, its Workplace Stress Survey is broadly used in the industry.

- **Programs** – Courses to master stress and quiet the mind includes *Stress to Joy*, 21-day online course developed by an award-winning psychiatrist, the Nuvaria Meditation Course (six-module course, workbook and six one-on-one sessions with a Nuvaria mentor), and several more courses, including continuing education (CE) credit courses developed in partnership with the Maryland University of Integrated Health.



Support for this initiative will provide funding for AIS to increase the number and scope of its educational offerings.



Campaign goals for Engage. Empower. Educate.

Your generous support for these initiatives will allow AIS to extend its public outreach, raise the bar on standards in the field and provide ongoing, science-based, stress management education.

We cannot avoid a world of stress, but together, we can ensure more people are equipped to manage, and even master, its effects in order to live more peaceful, productive and joyful lives.

Engage	\$ 200,000
Empower	\$ 600,000
Educate	\$1,000,000
Total Goal	\$1,800,000

Thank you for considering supporting our **Engage. Empower. Educate.** campaign.



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