

Season 3 Episode 12 Claudia

Voice over – Season three of the Options Save Lives podcast is brought to you with the support of our presenting sponsor R Street Institute and is hosted by Executive Director, Jenny Williamson.

Jenny Williamson – So we're wrapping up the third season of our Options Save Lives podcast today with our very own Claudia Christian who embodies everything about our season long theme of change and change makers. Claudia, welcome back to the show.

Claudia Christian – Thanks, Jenny. I appreciate it. And it's good to be back.

Jenny Williamson – Well, before we dive in, I'm gonna let you introduce yourself to the audience and give everyone a brief rundown of the events that inspired you to start the C Three Foundation. Anyone looking for the long version can go watch your TEDx, so we'll do this brief.

Claudia Christian – Okay. I had a drinking problem that started in my late 30s when my social drinking became heavy drinking. And I had tried everything from very expensive rehab to multiple AA meetings to hypnotherapy and psychotherapy and everything in between therapy. And eventually I luckily and fortuitously stumbled upon the Sinclair Method and it worked so well for me that I decided it would, I would be remiss in my judgment, if I did not carry on this torch of bringing this information to anybody and everybody that I possibly could. It felt to me like this was my calling because I am an actress and I am a good speaker and I thought well, and I could write about it and make a documentary about it, and I thought maybe this is a good way to apply the talents that I have, and for the greater good. And so far in the past 13 years it has certainly reached tremendous amount of people of which I'm incredibly proud of, and proud of the work that you personally Jenny, you've done over the past decade and how much we've grown. And most important you know it's never a base it. I still receive emails and I'm sure you do every single day saying your C Three Foundation saved my life, the information you provide saved my life, your TED Talk, your documentary, your book, whatever saved my life, and when you read those words, you really can't stop what you're doing. Nor do you ever want to stop what you're doing because you are literally saving people's lives.

Jenny Williamson – And yet, even with all that, people still rightfully so complain that not enough people know about the Sinclair Method. And while that will be true until it's a household name, let's talk some more about what it looked like a decade ago before you started C Three Foundation. Talk about what the landscape of treatment and the knowledge of the Sinclair Method was back before you started C Three.

Claudia Christian – I call it BC before Claudia or before C Three Foundation. In 2009 when I was looking for naltrexone I went to my own GP who told me, and I'm not joking, he said, "I'm not going to prescribe you an opiate". I had to point out to him that it was an opiate antagonist not an opiate, and that there was no reward from this medication, no high. Anyway he refused. It took me multiple doctors before one prescribed. I needed to order my medication online illegally from India, which no one thank goodness has to do that anymore. There was no information other than Dr. Roy Eskapa's unupdated book, the non updated book, the original version of The Cure for Alcoholism. That was it. There were no meetings. There were no drink log apps. There was no telemedicine companies providing support and prescriptions. There was no webdoctors.com where you could just go and get the prescription that day delivered to your local pharmacy. There was no Ria Health. There was no, or there was no, you know, any of this, Alcure and all of these comprehensive programs. All of Canada. I mean, there was nobody. People in Canada were coming to us. People in the UK were coming to us screaming for it. People were flying to Spain because it used to be over the counter. It's not anymore, just keep that in mind if you're desperate. But now there's all these resources that one can use, including overseas. There's companies that will help you obtain the prescription and give you support if you want that. So things have changed dramatically. There was no documentary

about it. There were no two books about it, additional books. My memoir, *Babylon Confidential, Journeys*, the book that I wrote that's a compilation of stories from people on TSM. There was none of this. And there certainly was only one doctor, Dr. Steven Cox, and he was the only one offering his patients, privately by the way, no advertising of that, privately he would offer it to his own patients and that was it. So I finally got my Los Angeles doctor on board, who was one of the original, you know, I call them the Ogs, you know, the original gangster doctors that said, "Yeah, sure. I'll try this". He tried it with his patients and suddenly saw this remarkable change, and he started a little sort of backdoor TSM clinic, but this was back in, now we're talking about 2010 and 2011. So we're going way back to 10 and 11, finally one doctor, so I was able to at least send my Los Angeles patients to a doctor, an in house doctor.

Then when you joined and we started C Three Foundation in 2013, you know, we as you remember, we were a one page website with very limited resources, but you know, we slowly but surely went to addiction conferences and signed up doctors. We used to be excited about getting six doctors interested. We were like, woo hoo, we're building our page, you know. I mean things were hilarious back then, but this is how we struggled to get it done. And now I look at that page and I realize the entire United States is covered, all of Canada's covered, multiple countries in Europe including the UK. You can find help pretty much anywhere you are. I still struggle with some communities getting them the medication but we're working on every aspect of it. I mean, recently I even managed to get somebody in Kenya and somebody in Hong Kong hooked up with somebody. So, you know, we're trying the best we can. And when people say "How come I never heard of it" I want to slap them first of all because we worked our backsides off trying to get get where we are already on an extremely small shoestring budget and woman power of two, with the occasional very kind volunteers stepping in. But it's pretty remarkable, I think what two women have done in in a decade, and of course, everybody who has supported us from the very beginning.

So I think the landscape has changed dramatically. I think though that we should, you know, take a little moment to say we've done good, job's a good 'un. Because we have really profoundly changed what it used, the impact of TSM and the accessibility of TSM. And certainly anybody starting now has such a wealth of information. Videos, our YouTube channel, the resources, physicians have their own page which is cthreefoundation.net. I mean anybody who wants the research it's literally a click away. People who want to download a free drink log app, who want to join 10 meetings live a week in different time zones. People who want social media apps, a forum. I mean, there's a lot that we can offer and that other resources can offer nowadays, so there's no excuse for anybody to have to do it through the backdoor like I did back in 2009. And in some way, I do wish that I could go back and change my TEDx talk to reflect what's happening now, but unfortunately I can't. So people will still say, "Where did you buy it in India?" And I'm like, no, no, no, no. Go to cthreefoundation.org. Please don't mess around with any illegal online pharmacies. Trust me, they'll be calling you for the next 20 years. I personally receive a phone call multiple times a week from that same Indian pharmacy that I ordered in 2009. The one time I ordered medication online in my entire life, they still call me. Thank you very much.

Jenny Williamson – So, as you mentioned, like everything really has changed. I mean, there are medical providers. There's online support. There's resources for people on the Sinclair Method to print out and download. There's One Little Pill. Your TEDx talk has been seen, I checked it right before coming online, more than 4.1 million times. We've not only gone to conferences to exhibit, we've held three of our own. We've had our video series which has turned into the podcast. We have four websites, our primary one, our medical provider one, our coaching website and the One Little Pill website plus our various social and peer support groups. And as you said, honestly, on our budget with only the two of us, and that handful of incredible volunteers that we have had, it is nothing short of miraculous that we have been able to build all of this.

Claudia Christian – Yeah, I forgot about the coaching page. That was something that was an idea and now look. We have these coaches. I've trained an additional six that we're trying to add to the page eventually including bilingual coaches and coaches in different time zones in Europe. You know, I think that's outstanding as well when people can get any level of support

that they want. If they want to just get the medication and do it and read the book, fine. If they want additional support, coaching or peer support, they can get it which is quite remarkable because as I said when I started TSM it was literally, I mean thank God I met Dr. Eskapa and Dr. Sinclair so if I had questions I could email directly to the horse's mouth. But, you know, had I not had that I probably really would have been just, you know, very much alone. I had those amazing men in my life, but it wasn't something that I could abuse and call, you know, Dr Eskapa in South Africa and say, by the way, you know, so it was very basic, very basic directions. I remember Dr. Sinclair just said to me basically, if you're really craving take a pill and wait an hour and drink, okay. And then one day Eskapa said you should be good for 10 hours. And now, over the years, we found out that maybe not. Not all people are good for 10 hours. And also, how do people identify a craving for instance. So Sinclair and Eskapa really didn't, you know, have the time or the impetus to do, to really think about those kinds of things. Like, how do you really know you're craving or it could be a trigger or a memory or just walking down the grocery aisle and seeing your favorite wine? So all of these things we've developed, we've come up with through anecdotal experience through 13 years of casual coaching and then professional coaching. Through 10 years for you of listening to people day in and day out have issues with TSM. I mean, our body of knowledge has grown exponentially over the years so it's really quite amazing what we can offer people now. It's called pure raw data that we've accumulated through 1000s and 1000s of people coming into our lives and to C Three Foundation and asking questions and us researching or asking the doctors and finding resolutions and answers for them.

Jenny Williamson – And of everything we've accomplished in the first nearly 10 years, what, and you can choose more than one, are you most proud of or is the most meaningful for you?

Claudia Christian – Okay, my head said providers, my heart said One Little Pill. And so I will say the reason my head says providers, because without providers how could anybody get naltrexone and support that they need to do TSM? So that's the most important thing and the thing that I'm most proud of is that we can now look at the page and pretty much anyone can find a provider that knows at least a little bit about TSM. And that's the one I'm most proud of, because I was, like I said, I was suffering from not being able to find a doctor that would give me just the prescription, which was outrageous in 2009. It had been approved since 1994. So that's outrageous. So I'm most proud of the fact that we built that provider page.

But my heart says One Little Pill because it's a beautiful film. My deceased father is in it and also, it's really helpful to people who want to show TSM to their loved ones. And I've heard so many people say thank you for making that film. I showed it to my spouse, I showed it to my kid, whatever, and it really helped them open that door to understanding and compassion. And seeing other people on it, listening to other people, especially my father in that film when he finally gets what addiction feels like, and that aha moment and that understanding and generosity of spirit towards his child who was suffering from an addiction is I think, made it so much easier for other people's parents to open their heart and try to understand what a compulsive disorder of the brain feels like. And so I think that that film I'm most proud of because it tried, it normalizes, it puts a face on substance use disorder, it puts a face on alcohol use disorder, puts many faces on it from all over the world. We went to England, to India, United States and into Finland, and I just think that when you watch this global itch issue and you see real people talking about it, including the most amazing Dr. Metre, Kshama Metre, Dr. Didi in India, you know, when she says that – She's so non judgmental. She's so humble in this film – and when she says, You don't have to give up alcohol, the alcohol will give you up., I mean, that's just such a simple, profound truth. And so all of these layers of beauty and heart that are in that film are something that I'm very proud of even though I did not say that line. But I was part of making that film and I'm proud of that and the impact it's had on families, particularly.

Jenny Williamson – And yet we are constantly reminded that all of this is still not enough.

Claudia Christian – Yeah

Jenny Williamson – With the constant struggle to do more without the additional human or financial resources to do it, how do you personally deal with the paradox of knowing that you're doing everything that you are currently capable of doing, while also watching so many people still continue to be harmed by the addiction industry's lack of acceptance of the Sinclair Method?

Claudia Christian – You know, it's very difficult for me when, you know, in one way I thank God for social media even though I can't stand it on many levels, because people can reach me now on Instagram or, you know, in direct messaging, particularly Instagram and Twitter, those because they go straight into my email box. And so I get lots and lots of people who say, Oh, I saw your TEDx talk, or oh, I, you know, I've heard about this thing called and I'm really grateful because I can just put the link to cthreefoundation.org right in that direct message, it goes right to the person and I know they're gonna get the help they need immediately. So those little things but when I think about that, when I think about the fact that they're even, that they're even lost in so far as not ever hearing about it, it of course, it upsets me because I know how much we've done and to us, it seems like a massive difference from 2009 till now. I mean, there's resources, there's everything, people can get the help they need. But the problem is people don't know they can get the help they need, and there's multiple layers here. First of all, I'm sorry, I didn't name C Three Foundation, the Sinclair Method charity/non profit or something like that, because then it would come up in a Google search a lot easier, but I was naive, I didn't know. Honestly, I just somebody, you know, the person who was helping me set up a 501c3 said just, I don't know, come up with a name for it. It never occurred to me that I could use Sinclair Method, A, and B, that I should use it. I was naive. What can I say? So that is, that's a big regret on my part, because perhaps we could have found, more people could have found the help they needed faster. But once again, we're doing what we can. We have established a sort of a place in the landscape of addiction treatment.

Advert – Your recovery journey is uniquely yours. When you have questions, or need guidance reaching your goals, there's a TSM coach for you at Your Sinclair Method coaching. Book a coaching session today.

Claudia Christian – And I just say to people constantly, you know, it's, the way you can help us become more well known is by helping us hire some part time help. I mean ideally at this point, at almost a decade, we'll turn 10 years old in June, in a decade years old we really at this point should have like four employees and unfortunately that's just not happening thus far, but I have hopes. I don't want to be all doom and gloom.

Jenny Williamson – Our newly launched, and I do mean the pun intended on there, fundraising campaign, we mentioned some incredibly lofty goals for the next 10 years at C Three. And these are just the big things. These are the giant things that we want to accomplish over the next decade. So let's break these down. So the first thing that we have listed on there is we want to double the number of medical and mental health providers who offer the Sinclair Method to their patients. So let's talk about that a little bit. You know, I know that you've touched on some of the things that we're doing to try to recruit in medical and mental health professionals, so talk a little more about that.

Claudia Christian – Once again, it requires not only manpower but also we do get a good response when we go in person to addiction conferences, but that costs money, plane tickets and hotels, accommodation and time, and taking Jenny, taking you away from the office, which you know, when you have literally one person running the proverbial show, that's tough. So that's one way of doing it. But then there's also outreach programs that we could be doing if we had part time help helping, doing all the menial tasks that you just don't have time for. So we could be doing more of an outreach. We could also advertise in periodicals that appeal to these people that they will actually see. We could also pay for email lists that we could then hit these people up but once again, this takes time and money or manpower, person power. So in order to get person power, we need money. And that will provide us with more time so that Jenny can focus on big things and the other employee can focus on the smaller tasks that will make the big things happen. So that's, you know, when it comes to trying to get more providers, it's a multi pronged action, but it all really takes resources like money.

Jenny Williamson – And then there's also the next two points on our list, which are the training, for both TSM coaches and for TSM medical provider training and certification. Talk about the importance of how leveraging a comprehensive training and certification program then also helps us to recruit these medical and mental health professionals to be more accepting of the Sinclair Method.

Claudia Christian – Well, the attractive offer of that is that they would get continuing education credit. So if we could provide them with a program that actually provides CMEs then they would be more inclined to learn about the Sinclair Method because it's a tit for tat. It's like, okay, we're offering this and you're getting this and of course, then we get additional providers already organically signed up to our site, and more people that know about it. And as far as mental health providers, I just feel like I'm running into this time and time again with psychiatrists who can prescribe and don't know about TSM. And these patients come in to them and say, you know, this is what I want to try and the psychiatrist is not supporting them. They're flat out refusing them but yet offering them highly addictive anti anxiety or anti depressants and all sorts of other medications. which, as we all know, alcohol causes anxiety. Excess alcohol causes all these issues. So it just, it's counter intuitive to me and it doesn't make any sense. I'm not a psychiatrist. I don't even have a medical license so I can't make any true judgment calls here but just common sense dictates that if you are providing support to someone with a substance use disorder, you should damn well know about every potential treatment for alcohol use disorder, if that person is suffering from alcohol use disorder. You are a psychiatrist, you should know every single option and then you have a custom fit for your patient. And you should never outright turn somebody down until you do the research. So providing them with with the education they need, and the information they need would alleviate all that miasma.

Jenny Williamson – And of course, in our initial run up to figure out how much it would cost for us to even design and become, go through the extensive approval process to become a CME provider, we're estimating that it's going to take, what was it? about \$100,000 just to develop. That's not even launching it. So it would either take something of a major gift to sponsor us putting this together, or it we'd have to be bringing in enough donations to operate at a loss on that program for probably a few years.

Claudia Christian – Yeah, yeah, no, that's a big angel investor thing. I mean, in a perfect world, yes, somebody would swoop down and instead of, no offense, no offense to animal charities, but I'm so tired of people giving to save the turtles but not save human beings. Okay, I love turtles, too. Turtles are great, but, you know, I think rat charities get more money than C Three Foundation. I'm serious.

Jenny Williamson – Animals are cuter than addiction, and unfortunately that is a hard truth.

Claudia Christian – Yes, animals are adorable, yeah, and in one of the most well proven, all of the most well provided for nonprofit organizations, diabetes, juvenile diabetes, cancer, all of these things, military ones, are, you know, absolutely well funded, but all of these people also are using alcohol. Many of these people are using alcohol to self medicate through cancer, through PTSD. So I mean all of this is connected. So we can be a part of also helping all of that. Alcohol causes cancers, uou know, I mean, it's so, it's really something that to me, when I think about it in the grand scheme of things, if you can get rid of the majority of alcohol use disorder, then you're also helping all of these other issues that require organizations to support individuals. So yeah, it's, um, listen, if I was running the world, Jenny, we'd have at least a million dollar budget a year, then we could do stuff, you know, then we could really do stuff. So yes, our hands are right now tied, but I'm hoping that things improve.

Jenny Williamson – Yeah, we're working with about a 10th of that.

Claudia Christian – Exactly

Jenny Williamson – I think people don't understand that. I always laugh when I have someone ask about, you know, finding the right person in this department or that department.

Claudia Christian – You're talking to her

Jenny Williamson – I'm like no, no, no. I'm it.

Claudia Christian – You're talking to her. No, I know. Somebody said, Can you direct me to the right person to ask and I said, Yeah, that's me, because Jenny's too busy so I'm the right person. Or they'll say, or I'll get an email saying, Well, I know Claudia Christian just does this for fun. And I'm like, This is Claudia Christian by the way. And this, I mean, if you're talking about fun, fun is ice skating, you know.

Jenny Williamson – It's gratifying

Claudia Christian – It's gratifying.

Jenny Williamson – And it is highly rewarding knowing we're doing good work, but

Claudia Christian – Yes, but trying to trying to wrangle everything we're doing on 100k a year is pretty frustrating. And I can see your pain when you send the annual budget and you say, and you know this is where, this is all we have, we can't do anything. And that's the frustrating thing is, even the TSM buddies idea, you know, as you always say Claudia comes up with big ideas and then we don't have the ability to do them. But you know, all of these things that I dream of and I want to do, it's all about money. And people have this, once again this misconception that I'm on some, you know, high paying series or something or I'm making millions doing movies. I wish I was. I wish I was. I tell Jenny every year maybe this is the year I'll get a TV series, because at least then I'll be more in the public eye and I can promote TSM and maybe people will donate more. Every year I say that. I ain't getting any younger kids. So we're gonna have to rely on fundraisers.

Jenny Williamson – And if the hurdle of \$100,000 or basically the amount of our current annual budget in order to just develop and qualify to offer CME training to medical providers isn't big enough, then comes the next two on our list, which dovetail together and are more in that million dollar funding needed range. And that's the petition to the FDA to update the label to align with the science that's been done since approval, and the petition for what's called the RX to OTC switch, which is, it's a natural transfer from prescription only to over the counter for oral naltrexone and that would be huge.

Claudia Christian – I know.

Jenny Williamson – But this is amazingly expensive to do.

Claudia Christian –Yeah.

Jenny Williamson – And again this requires almost a task force level of people dedicated to nothing but that in order to accomplish that. You've had conversations with people from other organizations. Talk a little bit about what they've told you goes into this process

Claudia Christian – Dr. Umhau worked for the FDA and he just when he looked at me when I said that, he said, right, the first number out of his head was a million dollars and many years, possibly a decade. And literally yes, as you say, like a force of individuals working full time on this in petitioning and coming. Oh, also the double blind placebo clinical trial that would have to accompany this. So that's the real kicker, is that this would have to be a clinical trial on the level that the FDA would accept, which means it has to be over a certain amount of time. It has to be a certain amount of individuals, a subset of individuals that match their needs in their list. So it's not something that you just suddenly, I'm gonna write a letter. It's no, there's a lot of components to it, and it's a huge undertaking, but boy, it would, now that would, that

would really, that would really change everything and make it so much more accessible to people.

Jenny Williamson – And then there's the additional hurdle of the fact that grant makers do not like to give grants to study drugs that are already established for the indication or disease that they are treating.

Claudia Christian – Exactly.

Jenny Williamson – So that makes the ability to get funding to do that double blind placebo control that much more difficult, making it almost assuredly necessary to privately fundit.

Claudia Christian –Yeah, yeah.

Jenny Williamson – At a million dollars.

Claudia Christian – Yeah. Well, here's the thing. You and I both know there are plenty of people out there from Melinda Gates to gosh knows who else that could finance this, but once again, we get down to the thing of, they've never heard of it. And they probably don't even know that this is an issue that can be easily fixed with this over the, I mean, this FDA approved, non abusive medication. So I mean, I don't think that, I think that if you went to somebody who had a billion dollars and said, Do you realize the impact you could make on alcoholism in the United States of America, that \$250 billion detriment to our budget every year that occurs because of lost days of work and car accidents and insurance and death and all this destruction, not to mention the human cost. Do you think you could just give a million dollars to that? I'm sure they would write a check tomorrow, but heck, you know, I've sent packages to the Jimmy Carter Foundation. I've sent packages to the Gates Foundation. I've sent packages of like the movie, the book, the thing, sweet letters. I mean, I have sent letters to, I don't know, everybody with some dough and I'm sure they never even see it. It's just a waste of time and money.

Jenny Williamson – Well, and then there's also the big misconception that people will say, Well, why don't you just go write grants, you know, put in grant requests for these people, where they don't understand that these large very well funded foundations have incredibly specific areas that they fund.

Claudia Christian – Yeah, most of it is not even in the United States funny enough.

Jenny Williamson – Correct

Claudia Christian – Most is sub Sahara Africa. I mean, there's a lot of the issues that they're tackling are not domestic issues, which is interesting. They're global issues, which is understandable if you're thinking in a global level, but I always think, why not start at home? Then again, I'm not a billionaire, so.

Jenny Williamson – But the amount of time it would take us to research and write a grant proposal to an organization that a) does not take unsolicited grant proposals, and b) does not fund in the area in which we work, again, with only two of us, that takes us away from doing the actual work that we're here to do, which is to help individuals who are struggling. And it's like so do we, you know, go chase our tails, knowing that they're not even funding anything with addiction or medication or even in the United States.

Claudia Christian – No, but we are completely open for anyone who wants to volunteer to write grants to addiction specific gives if someone wants to go research and find the appropriate grants for us and write those grants. We're totally open for that. If some angel volunteer out there has a good knowledge of that please contact one of us.

Jenny Williamson – So let's move on to a goal that we have which is incredibly reachable in that 10 year span. And honestly, it might actually not even be that lofty of a goal. It might be the most conservative goal on our list and that's expand the your Sinclair Method coaching program to serve 1000 people every year. Now we just put ourselves past 250 this year, which we had hoped to grow to that number next year. So we're already a year ahead of our projections for our coaching program and it is probably our most impactful active program that we have going on right now. And it has been your baby since its initial dream in your mind. So talk a little bit about getting to that 1000 people a year mark with the coaching program.

Claudia Christian – Well, first of all, you're the one that, even though I pushed you, but you did all the grunt work on this and now you're dealing with the insurance issue which, we desperately need insurance for some of the global coaches I want to add. So, you know, I may have this idea but you execute the idea, so thank you for that. It's helped a lot of people. You also did the data inquiries on individuals that did have support and found that people with support – which sounds really obvious, but we needed people to respond and get that analytical information – is people with support do better on TSM period. And that's just and people who are accountable and mindful do better on TSM. And what's more accountable and mindful than setting an appointment with a coach and keeping that appointment and telling them about what's in your drink log and discussing what happened in the last week and learning more tools to deal with with stress and staying motivated and all that stuff. So we know it works. We know that people who do coaching do better on TSM period. You know, I have people who I've consistently seen for years once every two weeks, when they stopped going, I'm not saying that it's that definitely related, but when they stopped coming, a lot of them got sloppy in their medication adherence. And it's just a matter of, you know you're going to show up. It's something that you're doing and it's you're doing it for you. And I think that's another weird thing is that a lot of people who suffered from any sort of substance use disorder, they don't really feel like they're valuable enough. They don't value themselves enough to invest in themselves. And you have to understand that, you know, when you pay for something, you take it far more seriously, and you really invest in yourself. And I've found that the people who dabble in peer support, you know, it's helping a little bit, but the people who invest in a coaching session, they take it seriously. They want to almost be proud of their accomplishments or they want to immediately rectify any little pitfalls they had over the past week or two and discuss that with their coach and get it settled and out in the open. And they also want to hear some feedback, some positive feedback like, Wow, you're doing great. I always tell people, did you comply since I last talked to you? Yes. Fantastic, you adhered to the golden rule. That's number one. You're doing great. And I think that we've been so beaten up as people who suffer from AUD that just having someone in your corner is so helpful. So for me to know that 1000 people were helped, some of them on a consistent basis, it would be just extraordinary. I mean, every time you send up the update where you say wow, we reached 50, we reached 100, we reached 250, I'm thrilled because I know that is actual tangible to me proof that people are coming back because it's helping them. And that they're seeking out appointments with our wonderful coaches consistently because it works. And that means that they're getting the help that they need and it is working. It's helping them stay mindful and accountable and motivated and all the things we want people to stay on TSM.

Jenny Williamson – You know we don't even have on our list of things to do because it's one of those lingering things since the beginning of COVID, we don't even have the manpower to update our physical mapping system.

Claudia Christian - Yeah

Jenny Williamson – And I'm sure there are some volunteers out there that are Oh yeah, I'll help you with that. But on something that large, the amount of time it takes me to prepare something to give to a volunteer and then explain it and then make sure that they're on the right track and follow up

Claudia Christian – Full time job.

Jenny Williamson – Again, which is why we need to increase our staff size, you know, which is also on here. And one of the things that we want to do by the end of our 10 years is to increase our staff size from the two of us to around 10. We need somebody who is a technology specialist. A volunteer coordinator who can match the things we need with the volunteers who are on standby with the skills to help us. Somebody who can be an intermediary to then explain all the nuances of a project to the volunteers involved. We need a development officer whose sole job is to do fundraising. They do nothing else but fundraising which then allows you to continue to grow the coaching program. It allows me to do the functional program development and oversee them. We need a full time Social Media Manager. My goodness with all of our Facebook's and Twitter's and Twitch and YouTube and Vimeo and Anchor and Spotify. Oh my, we're trying to not only keep up with the current social media platforms, but, you know, if we had somebody who could then go to TikTok, who can evaluate new social platforms as they as they pop up and say okay, well should we be here? Shouldn't we? What are the benefits? and actually take the time to do that kind of analysis along with helping get our information out on a consistent basis, I mean, that position would be huge. You know, we need a program coordinator who can, you know, again, look at all of our different programs and say, look at them and say, How can we do these better? How can we take these programs and provide a more rich experience and make it everything that we want it to be and that other people need it to be? And then three program and operational assistants that just kind of help free for all with all of the things that need to be done. I mean that's a dream for me.

Claudia Christian – Yeah

Jenny Williamson – But every one of those people

Claudia Christian – require a salary

Jenny Williamson – Require a salary. I mean, you already know, I mean I went to the board this year with our draft budget and said, Yeah, no pay raises because I'd rather have a person. I need more help. And we're, I mean, you're making like that much of what a founder CEO would make. And I'm making about half of what my market value is, and yeah, I could leave but Oh, my God, I wouldn't dare. I wouldn't. I couldn't dream of it because what we're doing here is so powerful.

Claudia Christian – Yeah.

Jenny Williamson – But it can get rough when

Claudia Christian – oh I know. I've lived through a few burnouts of yours and you've lived through a couple of mine.

Jenny Williamson – We've traded them.

Claudia Christian – Yeah. It's, yeah, it's a lot and I think that the most important thing for 2023 would be to get some other body there so that you can allocate some stuff off of your plate. Just one part time person, at least, at the very least, has to be 2023.

Jenny Williamson – Right and the thing is, just to get a basic minimal salary for a part time person for 10 hours a week, you're looking at at \$10,000 in extra funding that we would need above our budget, because it's not just about paying them. It's also about searching for the right person, putting out ads, advertising the position, doing a vetting process, taking the time to do interviews, and doing training and all of that. It's you know, it just can't be done for less than \$10,000 a year for a part time 10 hour a week person.

Claudia Christian – Yeah.

Jenny Williamson – And that's a lot

Claudia Christian – Yeah, it's a lot. Well, hopefully, this fundraiser that we're doing now will raise some money. I'm hoping, as I always say to people, when they say, you saved my life, I say, Would you mind donating the money that you're saving in alcohol, that, just that, just donate the money that you're saving in alcohol every week to us.

Jenny Williamson – I mean, our Heroes are great. Our Heroes are amazing. But it has been mind boggling how difficult it has been to find people willing to give any amount on a monthly basis. And we have Heroes that range from \$5 a month to multiple hundreds.

Claudia Christian – I went through my emails from 2010, from 2010 hand copied each email address from every person that I've corresponded with for the past 13 years, and send out Hero asks to please become a Hero. And I think maybe we got three and I'm talking, it took me weeks to painstakingly look at each email, look at the communication with them, what we talked about, get their email address off of there, and then send and make this huge email blast. And it reaped like maybe point 000001% of the effort.

Jenny Williamson – Yeah, in two years we not breached 70

Claudia Christian – Which is so, this is the amazing thing. This is so. Originally the Heroes idea was given to me by a fellow who works for an animal nonprofit organization in North Carolina or something. And he said oh, I have a great idea for C Three Foundation. If you guys are struggling, why don't you just do this thing. We have people giving \$25 a month and we have 5000 people giving \$25 a month and that's what our budget, that's what our, this is our income. And I said wow, if they're doing that in North Carolina for some animals, it's very small nonprofit by the way, it's not a big one, and there getting 5000 people giving \$25 a month, I must be able to find at least 1000 people to give \$25 a month and there's our program. Wow.

Jenny Williamson – In two years we're still not close to 100

Claudia Christian – It's mind boggling to me. It's mind boggling to me. I've given 13 years of my life to this because it saved my life. You've given a decade of your life and it didn't even save your life. I don't understand. If it saved your life give back to the people who saved your life, to the organization that provides the information that saved your life. I don't understand it. Don't get me started. It's so frustrating.

Jenny Williamson – And again, it's any recurring donor that we count. I mean, I will gladly be just as grateful for the people who say hey, all I can do is give you \$5 a month but their \$5 a month comes through every month.

Claudia Christian – Yeah

Jenny Williamson – And it's wonderful. So it gets frustrating when we do hear, day in and day out, Well, why didn't I hear about this? It's like, well, no one, if no one is willing to invest in us, how do you expect us to do more than what we're already doing?

Claudia Christian – Exactly. No, I know. It's, yeah, it is very frustrating. Like the cost of a decent bottle of wine a month, that's really what it comes down to. People are drinking \$20, \$25 bottles of wine, and they've cut down from two bottles of wine a night to one bottle of wine a week. And I'm like, that's hundreds of dollars you're saving every week. Can you just allocate \$25 a month to the Hero program? Please, please. I don't know what to say. I've tried kindness. I've tried anger. I've tried threatening. I've tried sweetness. I've tried begging. I've tried pleading. I've tried sweet videos, serious videos, crying videos. I don't know what, I don't know at this point in my life, I don't know what else to do. I mean, I've offered dinners with me. I've offered lunches. I've offered eight by 10s. Merchandise memorabilia, please. I don't know what else to give. I don't know what else to inspire people to just commit to one little thing. It's literally it's two Starbucks a month. It's a couple of beers in a pub, you know, it's, just do it.

Jenny Williamson – And, you know, so we've talked about all these big goals that we would like to accomplish. And our fundraising goal right now of \$100,000 is really just to get off on the right foot and get a little bit of, I wouldn't even say a running start, but maybe a jogging start. What do you see happening if we're not able to accomplish these goals that we have hopes for in the next 10 years?

Claudia Christian – Well, I just I cannot believe that, I mean I always said in a decade that, you know, that would be our tipping point. That suddenly we would be known. That the Sinclair Method would be more readily known. And it is and there's been huge strides made in it. Don't get me wrong. This is not all negative and Pooh poohing everything. We've accomplished a lot. People can do TSM today, if they feel like doing it. I couldn't do that when I started TSM in 2009. I could not do it that day. I had to wait two months to get the medication from India. So you know, there are absolutely and I could have relapsed again and died. So yes, there's benefits to today as opposed to a decade ago. But it's, I feel like a turtle or a snail you know, it's like we're just moving so slowly. So when you asked me what do I think is gonna happen, I just think, I don't I mean, I pray to God that we don't ever have to close our doors because we you know, because we don't, we can't afford to stay open. But I see that we just have to grow. There's just no way around it. We have to grow. The incidence of alcohol use disorder are growing. I always thought that maybe at this point we would see a little bit of positive change. There was a slight decrease in men's drinking believe it or not, I read recently in something but, you know, with COVID and the pandemic and everything and you know, incidents going up, I just don't see a happy ending if we can't get more information out there. But I don't know how to answer that question. I mean, what will happen? I'll be very sad. I'll be very sad if we can't grow because I feel pretty stagnant even though we have added new resources and new programs by the skin of our teeth. We've added these programs thanks to your hard work. But I just don't see us doing the big things unless we can really get funded.

Jenny Williamson – And as we wrap up, not just the episode but also our podcast season, what message would you like to leave with everyone?

Claudia Christian – Give. Listen, we are incredibly grateful that we've been able to meet so many amazing people throughout the years and hear such amazing feedback. It fills our heart with such joy to hear from people that we've profoundly changed their lives for the better, that we've saved their lives, that we saved a loved one of theirs. That is the most powerful work one can hope to do in their lifetime. So that for Jenny and I, I think if I may speak for you, I think that that right there is the overwhelming sense of absolute joy that we have every single day knowing that we're making a difference for this world.

Jenny Williamson – Absolutely.

Claudia Christian – And that is a great feeling. To get up in the morning and saying, you know, the work I do is helping people right now. It's helping save their lives, change their lives for the better and it's providing a better, more productive, more loving, more healthy citizen of the world. So yes, that feels great. But what I would say is that this is not some fantasy. This is not what we do for fun. This is a pressing need. This is, what we provide is needed all over the world. And what we're asking for in this \$100,000 ambitious fundraiser is just simply to just do what we need to grow a little bit and to get some help, because we can't continue on the way we are. Jenny is going to burn out again. I'm going to burn out again. Something will and it's the cycle that just keeps going and going around. We need help. We need another person, at least one person to join the organization and for that we need funding. So this is what my takeaway for you would be is how big of a deal would it be for you to commit to being a Hero or to donate to this cause no matter how small it is, it all adds up. You know whether it's to pay our rent or our phone bill or our internet bill, whatever, it helps, believe me it helps. And if I was on a high paying TV series, yes, I would help C Three foundations but I'm not so. So if I may leave you with the thought of just saying you know the price of a bottle of wine. Can you donate that every month? Can you maybe, you know, ask your relatives, your friends and your co workers that instead of getting me a gift this year, can you give \$100 to C Three Foundation? Can you give \$50? Can we give \$25. That's what I would ask of you.

Jenny Williamson – All right, well, thank you so much, Claudia. We always, I know everybody always loves having you on the show.

TSM Tip Voice over – This TSM quick tip is brought to you by the C Three Foundation with support from our sponsor, Alcure.

Claudia Christian – Let's talk about habits Sarah so it takes how long to form or make a new habit or to break bad habits?

Sara Michael Novia – So it takes about 30 days to form a new habit but 90 days to make it stick.

Claudia Christian – Oh Wow. Okay, so if you're on the Sinclair Method, and let's say you want to change some basic habits, how do we start? I would say for me, I would say let's change the time I take the tablet and the time I start drinking. So if I normally take it at six, I'm going to boost it up to 6.30. And I'm going to wait an hour and 15 minutes instead of just an hour.

Sara Michael Novia – That's a great idea. Another thing you can do is change the location in which you're drinking. So if you usually drink in your living room, try drinking in the dining room, just make it a little bit different, but it's not the same as the habit you used to have.

Claudia Christian – Exactly

Sara Michael Novia – And drink it out of a different glass.

Claudia Christian – Yes, drink it out of a different glass for sure. Because let's face it if you're doing the same exact thing every single day, the same alcohol, the same glass that you drink out of in the same room, watching the same things, nothing's gonna change really. You've got to change up those habits.

Sara Michael Novia – Exactly.