

{ Chronic Resilience }

Discussing chronic illness and stress is vitally important to your audience.

Chronic Disease

- In 2005, 133 million Americans, 45% of the population had at least one chronic disease. (RAND Health)
- It is projected that by 2023, that number will rise to 230 million Americans, an increase of 42%. (Milken Institute, 2008)
- In 2008, the number of working-age adults with a chronic condition had grown by 25 percent in ten years, to nearly 58 million Americans, nearly 29% of the American workforce. (RAND Health)
- 7 out of 10 deaths are due to chronic disease. (Partnership to Fight Chronic Disease, 2008)
- Chronic disease costs the U.S. economy \$1 trillion per year in lost productivity. (Partnership to Fight Chronic Disease, 2008)

Stress and Health

- Between 60% and 90% of all doctors visits are stress related. (Herbert Benson, MD, 1997)
- Stress is a cause and effect of illness.
- Over the past five years, 60% of adults have tried to reduce their stress. More than half (53%) are still trying to meet this goal. (American Psychological Association, 2012)
- 51% of Americans say personal health concerns are a top source of stress. (American Psychological Association, 2012)
- While 64% of Americans say stress management is important, only 32% are doing well at it.

Chronic Resilience: 10 Sanity-Saving Strategies for Women Coping with the Stress of Illness by Danae Horn

Chronic illness comes with stress, and *Chronic Resilience* provides a complete blueprint for managing the difficulties chronic illness presents. Certified life coach and speaker Danae Horn, who suffers from chronic kidney disease, infertility, and other demanding health challenges due to a birth disorder, offers techniques and ways to rebound from the pressures of having a body that's doing things you wish you could control.

Chronic Resilience shows how to:

- Stop pushing yourself so hard.
- Use research to empower - not frighten - yourself.
- Let yourself be pissed!
- Train your troops in how to care for you.
- Cultivate focus *and* flexibility.
- Find things to be grateful for.
- Focus on what you *can* do, not what you can't.

Each chapter also contains highlights of interviews with women dealing with chronic health issues ranging from cancer to organ transplant, Crohn's disease, rheumatoid arthritis (RA), MS, Cushing's disease, diabetes, and others.

Chapters

- Take Ownership of Your Wellness
- Identify and Live Your Values
- Set Attainable, Inspiring Goals
- Nourish Your Mind
- Reassess the Space You Keep
- Call in the Troops and Put Them Through Boot Camp
- Empower Yourself with Research
- Live What Needs to Be Lived Today
- Cultivate Discipline
- Find Gratitude

{ Danae Horn, CPC }

Chronic Resilience: 10 Sanity-Saving Strategies for Women Coping with the Stress of Illness
will be published by Conari Press in August 2013



Danae Horn was born with VACTERL Association, a rare birth disorder that caused malformations in six systems in the body and left her with chronic kidney disease and other demanding health challenges. Her diagnosis was described by Doctor Hardy Hendren of Boston Children's Hospital as one of "nature's worst malformations."

Through this intense journey of physical challenge and self-exploration, Danae's message of embracing our inherent humanity emerged. Her first website Creative Affirmations has inspired readers over one million times. Danae blogs weekly for Health Bistro at Lifescript. She has been featured on or written

articles for: RenaLife Magazine, Goodness Magazine, Mind Body Green, Crazy Sexy Life, KevinMD.com and Good Day Sacramento. Her presentation clients include the Portland Trail Blazers, the Entrepreneurs' Organization, Stanford Continuing Studies and Mary Kay.

Danae's book, ***Chronic Resilience: 10 Sanity-Saving Strategies for Women Coping with the Stress of Illness***, will be published this August by Conari Press.

"Danae Horn has put an honest and wise voice to the intimate journey of illness. She lights a fire for self-compassion and puts stress in its place, while providing empowering suggestions for living with grace and Chronic Resilience. I highly recommend this groundbreaking book."

- Kris Carr, New York Times Best Selling Author

Danae can speak to the following topics:

- Taking ownership of your life and health after diagnosis
- How to organize medical records and prepare for doctor's appointments
- Motivating patients toward health care plan adherence
- Stress Management while coping with illness
- Creating realistic life balance
- Authentic affirmations and healthy thinking techniques
- Coping with illness in relationships

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Potential Interview Questions:

- What defines a chronic disease?
- What are challenges of living with chronic illness?
- How do you personally cope with the stress of illness?
- We have heard a lot about the power of positive thinking in recent years. How does this apply when coping with illness?
- What has been the most challenging part of growing up with VACTERL Association?
- You talk a lot about self-compassion in the book, what makes that so important when you have an illness?
- What is chronic resilience?
- Where did your outlook on illness come from?
- *Chronic Resilience* includes interviews with 9 chronically resilient warriors. What did you learn from these women?