

Invitation to Change (ITC)

Transforming Lives Through Compassion and Connection

The Invitation to Change Approach© (ITC) is a holistic helping framework based in science and kindness, designed for the families and loved ones of people struggling with substance use

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Volusia Recovery Alliance



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The Problem

46+ million
Americans

suffering from the most severe
level of substance use

100+ million
family members

suffering the consequences of
their loved one's disorders

Suffering/consequences are measurable

affecting families' finances

productivity

social life

relationships

psychiatric health

Most family members are
navigating this difficult journey alone





A Solution

helping starts with science + kindness

Invitation to Change (ITC)

A teachable framework useful to
family members and professionals

A loved one is more likely to enter and complete
treatment and improve their recovery outcomes long-
term if their family is trained in evidence-based
methods and involved in their continuum of care

Even if your loved one doesn't want to change,
there IS something you can do
to create connection and establish
the best possible conditions for change

Invitation To Change (ITC)

Science and Kindness

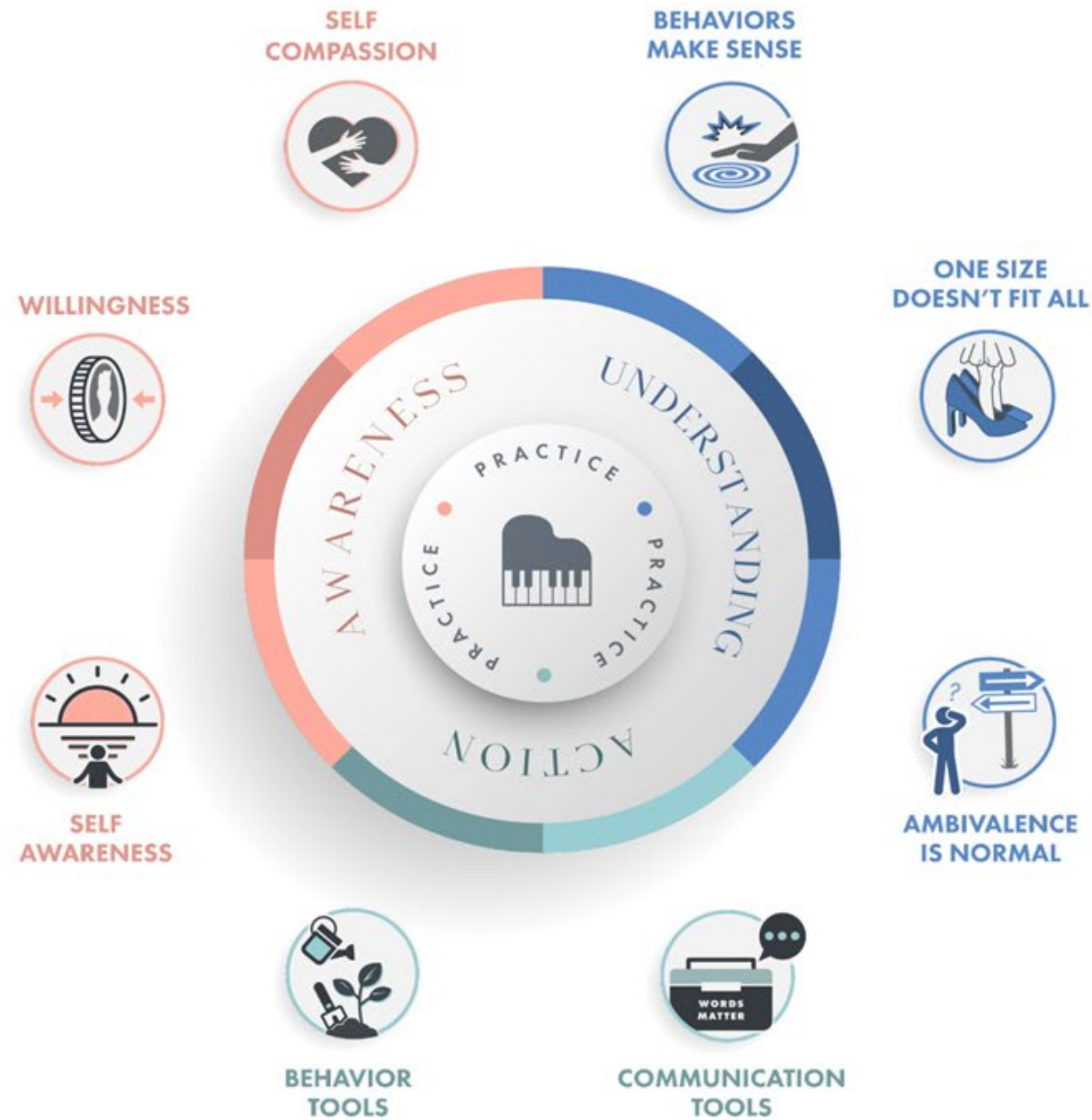
HOPES, HELP and HEALING for the entire family

Draws on 3 evidence-based principles
and practices of behavior change:

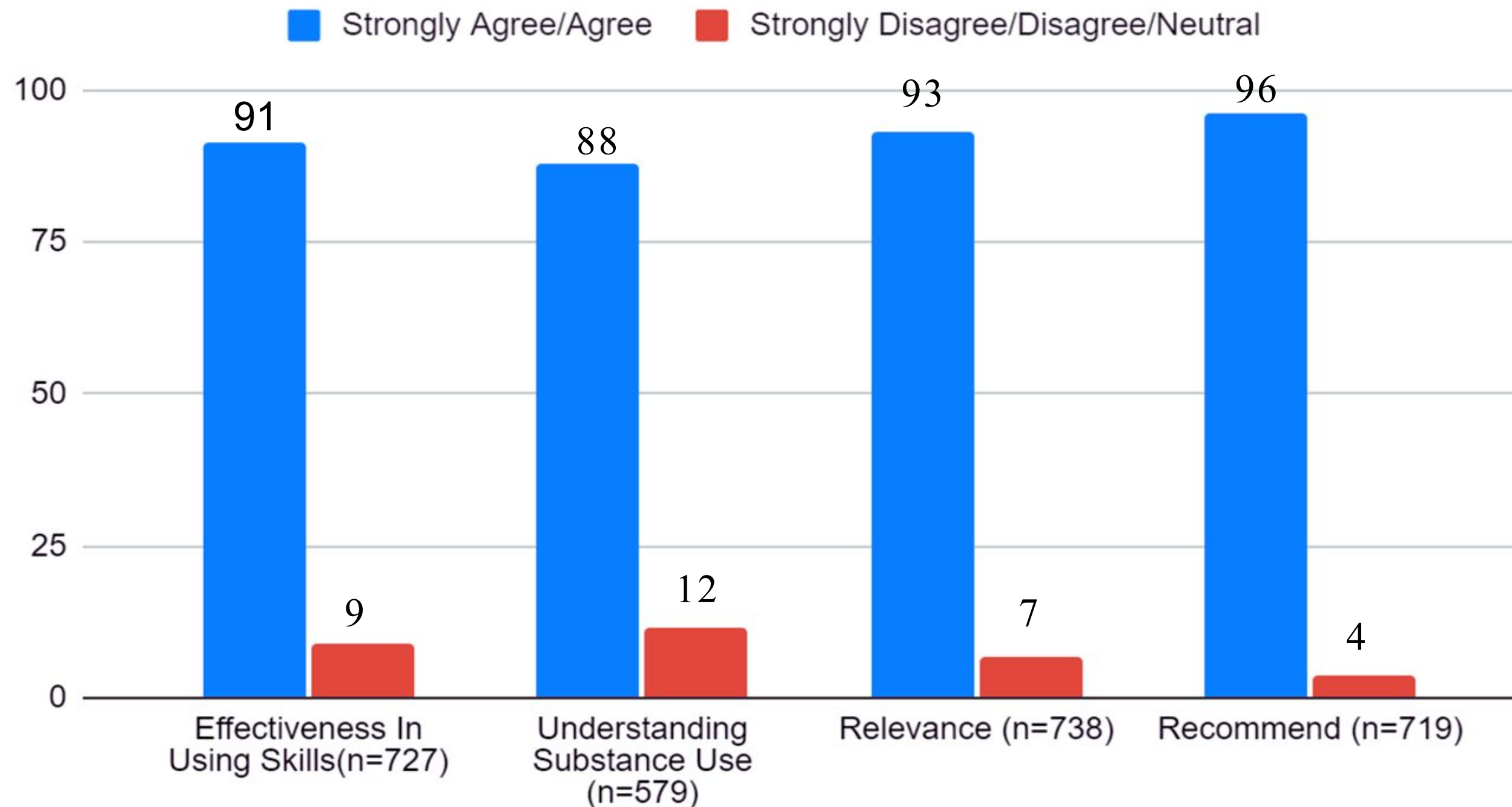


- Community Reinforcement and Family Training (CRAFT)
- Motivational Interviewing (MI)
- Acceptance and Commitment Therapy (ACT)

The Invitation to Change Wheel



How Participants Feel about ITC trainings



Effectiveness: I believe I will be more effective in my use of these skills

Understanding: The workshop enhanced my understanding of behavior supporting and behavior reducing strategies.

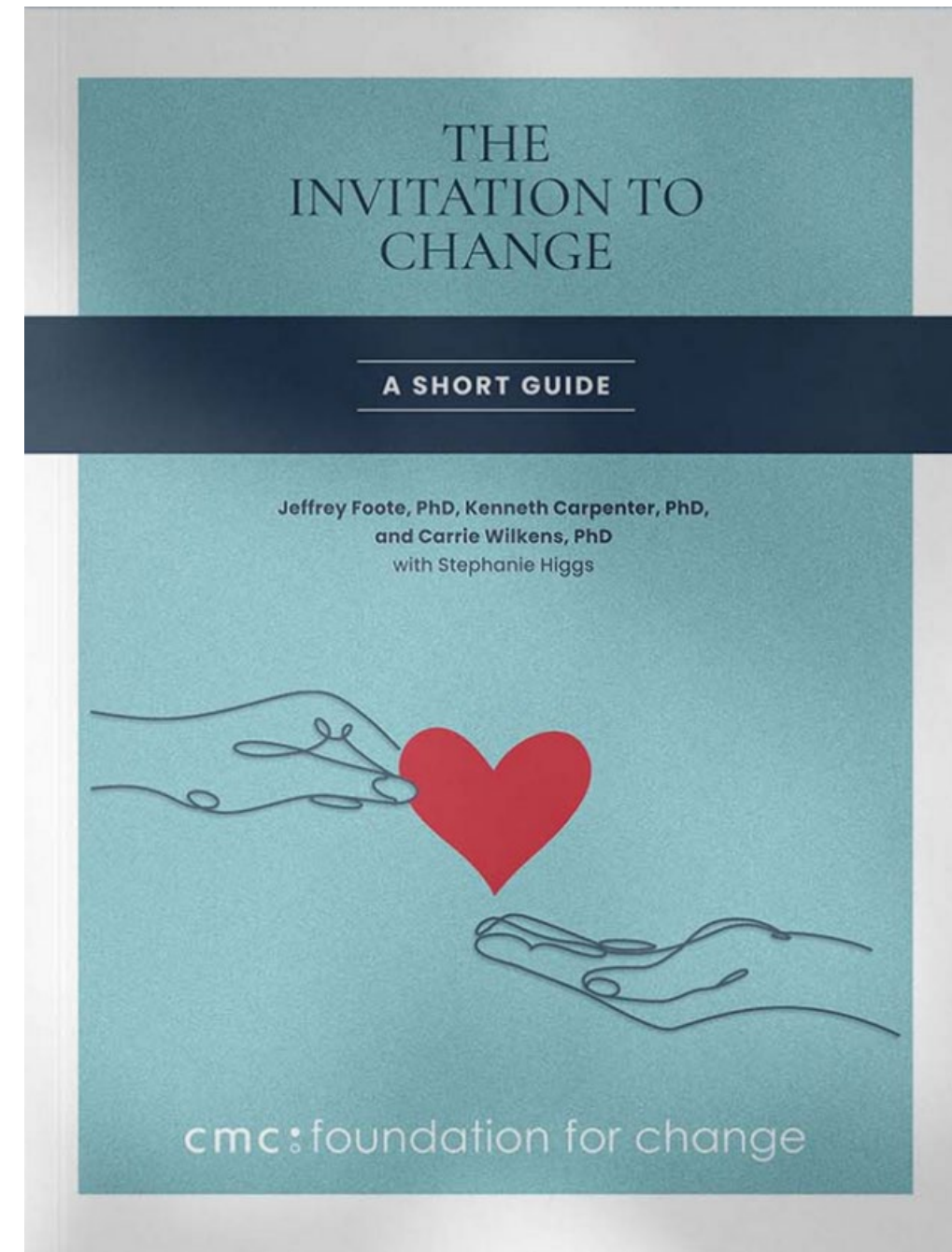
Relevance: The workshop was relevant to issues I faced either personally or professionally

Recommend: I would recommend this approach to others

How You Can Implement ITC



Zoom can be
as effective as
in-person meetings



Generational Conditioning
of Families

Impact of ITC/
Invitation to Change

Language / Labeling


Humanizing diminishes
stigma/emotional barriers
to getting help

Nothing you can do
Only one family pathway

Offers more robust evidence-
based services and support

“Co-dependent”
“Enabler”

Acknowledges love
Act with YOUR values
not ideology imposed by others



Heather & Helanna's
Healing
With ITC

— “

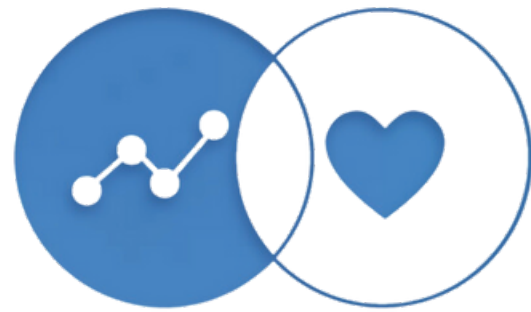
When I found the Invitation to Change
I felt HOPE for the first time in years

It was validating to learn that
the nagging feeling
I had all along was right

I COULD help my daughter and
my love for her was a powerful asset
NOT a weakness

” —

We Invite You To Lead The Way To A New Era Of Family Centered Support & Recovery



HELPING STARTS WITH
SCIENCE + KINDNESS

- Countless families are suffering without awareness of any evidence-based treatment options
- There ARE evidence-based tools that CAN help families - which are unknown even to most professionals
- These tools ARE helping loved ones seek treatment, improving family connection and increasing the likelihood of engaging in more meaningful and healthy behaviors
- The ITC program is easily replicable in many communities

Thank you!

For more information:

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Heather Ross Coaching

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Living With Your Child's

Addiction Podcast



CMC: foundation for change

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