



## COGNITIVE BEHAVIOR I N S T I T U T E

# Trauma Therapy And Treatment Provider In Cranberry Twp Launches \$1,500,000 Fundraising Campaign

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The Cognitive Behavior Institute (CBI), an out-patient private practice located in Cranberry Twp, PA, has announced the launch of their \$1.5 million fundraising campaign to help survivors of sexual assaults. Full details are available at <https://www.papsychotherapy.org/cbi-aims-raise-1-5m-help-survivors-sexual-assault/>.

Kevin Caridad from CBI says: "The recent acceptance speech for Oprah's Cecil B. DeMille Award highlighted what most of us already know but still don't discuss: sexual assault continues to be prevalent all around us. Women continue to be victimized on a daily basis and we want to do what we can to stop that. One of our focuses, specifically, is on having the right resources in place for that."

The #metoo campaign has created a platform for people to share what many already knew: the prevalence of sexual assault and harassment is alarmingly high. With the #metoo campaign shining a spotlight on sexual assault and harassment, CBI, immediately asked, "How can we help?" After all, one of their founding principles and guiding lights is identifying unmet resources in the community.

CBI pointed out that survivors of traumatic events deserve access to highly trained clinicians and currently

there is a shortage of clinicians who are trauma and EMDRIA certified. CBI believes that increasing the number of certified clinicians will give survivors greater access to the high-quality treatment they need and deserve.

CBI has set a goal to certify over 100 clinicians, both within and outside of CBI, in the leading methods of trauma treatment including prolonged exposure and EMDR. The cost for these types of specialized training can range up to \$11,000 per clinician. A GoFundMe Campaign has been established to raise \$1.5 million to drastically increase resources available to survivors of sexual assault. In addition to this training, funds raised will go towards Public Service Announcements to connect survivors, their families and friends to education and support about dealing with trauma, and to newly certified trauma clinicians available in their community.

Kevin Caridad explains: "Trauma is more than what has happened to a person, and it certainly isn't who they are. Cognitive Behavior Institute hopes that through this campaign we can bring increased access to those who need it most."

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For more information about Cognitive Behavior Institute, contact the company here: Cognitive Behavior Institute Kevin Caridad 724-609-5002 kevincaridad.cbi@gmail.com 125 Emeryville Drive, Suite 230 Cranberry Twp, PA 16066

## **Cognitive Behavior Institute**

*At Cognitive Behavior Institute, we use established treatment methods that have proven to be effective for a wide range of psychological issues.*

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