

Start Healing Now

JULY 2026

Volume 2
Edition 7

Healing in Focus: Stories of Hope, Recovery, and Resilience

Every story has the power to educate, inspire, and remind us that healing is possible.

Start Healing Now's *Healing in Focus* blog series began with "Remembering Travis James Busse," a tribute that shares the personal story behind our mission. Since then, we've been honored to feature voices from across the recovery community, including Chief Scott MacFarlan, Mack Park, Tom Farley, Aaron Kucharski, and most recently, Beth Kreitl.

Each story offers a unique perspective on recovery, resilience, prevention, and hope. Together, they highlight the many ways individuals, families, professionals, and community leaders are working to reduce stigma, save lives, and support those affected by substance use and mental health challenges.

If you haven't explored the series yet, we invite you to visit the Start Healing Now blog and discover the inspiring people behind *Healing in Focus*.

<https://starthealingnow.org/updates-and-insights/>



Featured Blog: Building Communities Where Healing Can Bloom

In our latest blog, we speak with Beth Kreitl, Executive Director of We Bloom, licensed mental health counselor, and peer recovery coach. Beth shares how connection, peer support, and community play a vital role in recovery and mental wellness.

Her message is simple but powerful: healing happens when people feel seen, supported, and empowered. Through We Bloom's innovative approach, individuals are encouraged to build meaningful relationships, discover their strengths, and create lasting change.

Read the full interview on the Start Healing Now blog and learn how compassion and community can help people recover—and truly bloom.

Workplace Spotlight: Bergstrom Automotive

Bergstrom Employees Complete Naloxone Overdose Response Training

Bergstrom Automotive partnered with the Clinton Foundation Overdose Response Network, Start Healing Now, Collaborative Wellness, and the Winnebago County Overdose Fatality Review Team to provide naloxone overdose response training to their employees across Wisconsin.



Others expressed appreciation that Bergstrom was taking a proactive role in employee and community safety. Many staff shared that they had lost a sibling, parent, relative, or friend. Some employees in recovery openly shared their lived experiences with colleagues, and several parents took Narcan home for their high school- or college-aged children.

Over 250 Bergstrom staff members at 30 locations completed naloxone training in May and June of this year. Training sessions were conducted at Bergstrom locations throughout Neenah, Appleton, Green Bay, Madison, Middleton, Oshkosh, and Manitowoc, reaching over 250 employees across 30 locations statewide.

The training equipped employees with the knowledge and confidence to recognize an opioid overdose, respond appropriately, administer naloxone, and connect individuals to emergency care.

Participants learned about opioids and fentanyl, overdose risk factors, warning signs of an overdose, Wisconsin's Good Samaritan Law, and the steps to take when someone is unresponsive. The training also addressed the realities of the overdose crisis and emphasized the importance of acting quickly when minutes matter.

Many participants shared deeply personal experiences during the sessions. Employees spoke about family members, friends, and loved ones affected by substance use & recovery.

The training initiative reflects a growing recognition that overdose emergencies can occur anywhere—including workplaces, parking lots, and vehicles—and that everyday people can play a critical role in saving a life.

By investing in education and preparedness, Bergstrom is helping ensure that employees are equipped to respond effectively during an emergency while fostering greater awareness and understanding of substance use disorder and recovery.

Start Healing Now is proud to have participated in this initiative and recognizes Bergstrom as a leader in ensuring employees are prepared to respond when minutes matter and lives are on the line.



Bergstrom Events

Training sessions were conducted at locations throughout Neenah, Appleton, Green Bay, Madison, Middleton, Oshkosh, and Manitowoc, reaching more than 250 Bergstrom employees.



START HEALING NOW

<https://starthealingnow.org/>



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**International Overdose
Awareness Day**

August 31 @
Olbrich Park
5-7:30pm

SAVE
THE
DATE



Monday, August 31, 2026

5:00 PM to 7:30 PM

Olbrich Park - 3537 Atwood Ave., Madison

WE ♥ YOU
**INTERNATIONAL
OVERDOSE
AWARENESS DAY**

Monday, August 31, 2026

8:15 AM to 10:00 AM

Solutions Recovery, Inc. - 621 Evans St., Oshkosh