



I am asking for support by connecting me to people who can help me achieve the goal of touching 1,000,000 lives with my Health Bell.

I apologize in advance for the length of this message.

As an introduction to what my vision is for the bell and how it came to be. I volunteer every year with the Michigan Men's Health Foundation when they take over Ford Field on a Saturday in October to provide free men's health screening for the disadvantaged of Detroit. The head of the Foundation and I

have had various conversations over the years on how to get men interested in taking a proactive approach toward their health care. I was never really fond of the way they branded themselves around the 'ribbon' - basically what they did was to copy the women's pink ribbon and make it blue. On May 31, 2017 I had this epiphany while working out about a universal health symbol that I thought everyone could get behind and support.

I had been noticing that there were overwhelming examples of coupling the words "FIGHT" with the various and numerous health conditions or issues, e.g. cancer, leukemia, diabetes, dementia, etc. This inspired me to take the 'ribbon' and hang a pair of boxing gloves off the talons. When you see a pair of boxing gloves the association is automatic to the word 'FIGHT'. Your picture as the 2017 Pittsburgher of the Year further confirms the association. I then surrounded the image with the words 'FIGHT FOR YOUR HEALTH' and had them manufactured onto a small pewter bell that the owner can carry around with her or him on car keys, purses, gym bags or whatever item you are in regular contact with on a daily basis. I like to remind people that

the only person responsible for fighting for your health is you!

As a psychologist, I introduce the bell as a hybrid between classical and operant conditioning. What I mean by that is first you won't hear the bell ring all the time but when you do - you are to state this positive affirmation - 'EVERY DAY IN EVERY WAY I AM GETTING BETTER AND BETTER'. This statement has a lot of research backing it up to how the mind absolutely helps the body heal and it is never the other way around. Second is the hybrid of classical conditioning - this was Pavlov's dog salivating when he heard the bell ringing and operant conditioning was changing a behavior - the hybrid comes into play when you hear the bell the carrier can decide what health related behavior they want to effect, e.g. eat a salad instead of fried food or make sure you do some form of exercise that day.

After I had the bells made, I couldn't believe how many people were not only interested in learning about them but wanted to purchase them. Some people bought them for themselves but most bought them for someone in their life that was battling a serious health condition. I soon discovered that as I shared my story about the bell that many people had

other ideas as to where it could be effectively given and applied. The opportunities seem limitless to help people fight for their health.

The bells I sell now, I take the proceeds and re-invest them to buy more of them as I have given many away to people I come in contact with who have cancer, lupus, leukemia, waiting for a heart transplant, and many more touching stories.

My initial vision for this bell is to get it into every cancer treatment center around the world to be given to the patient by the treating physician or treatment team member. In most major medical centers there is a tradition that when a person completes treatment that she or he will ring a wall mounted bell to signify the end of chemotherapy or radiation or some other treatment. This is a very important event for the patient and I want the patient to feel cared for by the treatment team and to be reminded that the 'FIGHT' for their health will continue long after they leave the medical facility.

To date, I have a partnership with the Michigan Leukemia Society. They are currently in a pilot program with the expectation to purchase 10,000 bells for the Light The Night event this Fall. They are selling the bells individually and

donating one to a cancer survivor and using the rest of the proceeds to raise money for research. I met with the Detroit Red Wings and they are interested in giving the bells to cancer survivors that get invited to the annual Hockey Fights Cancer game that the NHL has supported since 1998. I would love to get the bell into the Pittsburgh Penguins. A business developer colleague of mine is in discussions with a nationwide healthcare organization and she is proposing that the CEO of this 120,000 employee group give a bell to every employee that has cancer or some other serious health condition to let the employee know that she or he is cared about. A few organizations are looking to give it to the donors that make contributions to their Foundation as a way to say 'Thank You'. Other corporate organizations are looking at the bell as a give-away to help with their fund-raising efforts, thinking that it will help increase the amount of donations. Again, the possibilities are endless as to who can benefit from the bell.

I hope this gives you a good idea of where I am going and how you can help support my initiative. One last thing I wanted to mention and it is probably the most important - many people have a strong emotional reaction

[becoming very tearful and grateful] when they receive the bell as a gift as it was intended to be. It has been a very moving experience for me as well.

Thank you for your time and I look forward to your response...take care...John

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