

## **IDEAS TO PROMOTE THE CONNECTION CURE**

1. When/if you've read it, **leave a review on [Amazon](#) or [GoodReads](#)**
2. Spread [the word about the book](#) to **journalists and podcasters**, who can email [SSPublicity@simonandschuster.com](mailto:SSPublicity@simonandschuster.com) to arrange an interview
3. Connect me with someone you know at **a hospital, a medical school, a university, a library, or a healthcare organization who may be interested**
4. Arrange **a bulk order -- up to 40% discount -- for you/ your organization** by emailing me and CCing my Simon & Schuster colleague, Norma Lippincott ([Norma.Lippincott@simonandschuster.com](mailto:Norma.Lippincott@simonandschuster.com)).
5. Recommend it for your **organization/ workplace book club**
6. **Share the link to order the book ([here](#)) on social media and your newsletters --** tagging @hotzthoughts and #TheConnectionCure where appropriate!. You could:
  - a. Share a graphic of [the book cover and/or a review from the back cover](#)
  - b. Share a pic of yourself with the book if you have received a copy
  - c. Share a pic of yourself with your people pill bottle if you have one
  - d. Share a line about the book, i.e. *"#TheConnectionCure -- a book by exploring the science, the stories, and the spread of social prescribing -- is out now! [Personal connection to social prescribing]"*
  - e. Share existing posts about the book on [Instagram](#) and [LinkedIn](#) and/or tag someone who should read this book in the comments
  - f. Share existing posts about the book website on [Instagram](#), [X](#) and [LinkedIn](#) and/or tag someone who should be featured on the website in the comments

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## **LINK TO PURCHASE BOOK FROM DIFFERENT RETAILERS /OR JOIN BOOK TOUR:**

<https://linktr.ee/theconnectioncure>

## **BOOK DESCRIPTION (SHORT):**

*"In this combination of diligent science reporting, moving patient success stories, and surprising self-discovery, journalist Julia Hotz helps us discover lasting and life-changing medicine in our own communities."*

*Praised as "provocative," "hopeful," and "filled with humor, integrity, and great storytelling... sure to change lives and the world", this book is the first to chronicle the science, the stories, and the spread of social prescribing, and brings a long-known theory to life: if we can change our environment, we can change our health.*

## **BOOK DESCRIPTION (LONG):**

In this combination of diligent science reporting, moving patient success stories, and surprising self-discovery, journalist Julia Hotz helps us discover lasting and life-changing medicine in our own communities.

Traditionally, when we get sick, health care professionals ask, “What’s the matter with you?” But around the world, teams of doctors, nurses, therapists, and social workers have started to flip the script, asking “What matters *to* you?” Instead of solely pharmaceutical prescriptions, they offer ‘social prescriptions’—referrals to community activities and resources, like photography classes, gardening groups, and volunteering gigs.

The results speak for themselves. Science shows that social prescribing is effective for treating symptoms of the modern world’s most common ailments—depression, ADHD, addiction, trauma, anxiety, chronic pain, dementia, diabetes, and loneliness. As health care’s de facto cycle of “diagnose-treat-repeat” reaches a breaking point, social prescribing has also proven to reduce patient wait times, lower hospitalization rates, save money, and reverse health worker burnout.

As Hotz tours the globe to investigate the spread of social prescribing to over thirty countries, she meets people personifying its revolutionary potential: an aspiring novelist whose art workshop helps her cope with trauma symptoms and rediscover her joy; a policy researcher whose swimming course helps her taper off antidepressants and feel excited to wake up in the morning; an army vet whose phone conversations help him form his only true friendship; and dozens more. The success stories she finds bring a long-known theory to life: if we can change our environment, we can change our health. By reconnecting to what matters to us, we can all start to feel better.