



PRESS RELEASE

For Immediate Release

Shay Beider Joins WholeHealthED Health Advisory Board

TUCSON, AZ, July 27, 2020—Shay Beider, MPH, founder and executive director for [Integrative Touch for Kids](#) (ITK), has joined the Health Advisory Board for [WholeHealthED](#), an organization focused on bringing whole health learning models into U.S. K-12 schools.

WholeHealthEd’s mission is to remake and drive effective K-12 health education programs, with a focus on integrative wellness modules such as nutrition, fitness, mindfulness and nature-based play and education. The curriculum is based within a context of developing Social-Emotional Learning (SEL). “We want kids to graduate high school with competency in self-care, developed through comprehensive wellness studies,” says Lawrence Rosen, chair of the WholeHealthED Health Advisory Board. The organization recently piloted a comprehensive program in Cumberland County, NJ, which reported that the program made a significant difference for the participants in areas such as health and wellness knowledge, positive behavior, and self-awareness. In May, *ScienceDirect* published [“Whole health learning: The revolutionary child of integrative health and education,”](#) a comprehensive look at the state of children’s health in the U.S., the impact of health issues on education, and the call for a national public wellness infrastructure.

Beider, who joined the medical advisory board in July, has worked with children with special health and medical needs for more than 20 years. In 2005, she launched ITK and began training practitioners and delivering her proprietary Integrative Touch Therapy™ to children hospitalized with chronic and debilitating health and medical needs. Today, ITK provides the ITK therapy to more than 3,000 pediatric patients each year in both hospital and community based programs. Unique to ITK’s model is their “Whole Child. Whole Family. Whole Community.” model, which

extends their treatments to the families and hospital teams that care for their pediatric patients.

In April, ITK launched their [ITK TeleHealth program](#), which provides virtual resources as well as virtual programming for isolated and medically fragile children and their caregivers, both in hospital and at home. The program provides social connection through their TeleFriend initiative as well as TeleWellness, a program that pairs a team of professional healers with hospitalized patients, healthcare workers, and families and offers customized wellness education and therapeutic techniques to help manage stress, pain, and anxiety.

Beider joins a distinguished panel of pediatric integrative medicine doctors from across the U.S. who serve on the Health Advisory Board. “It is such an honor to join the WholeHealthEd organization,” says Beider. “This board is comprised of many of the most well respected pediatric integrative medicine providers in the country, and I believe their initiatives have the potential to fundamentally transform wellness education for children in K-12 schools,” she adds.

[Integrative Touch for Kids \(ITK\)](#) delivers precision, integrative medicine therapies and wellness resources to children with special health and medical needs. ITK-certified therapists provide treatments through hospitals and community clinics, palliative care clinics, healing retreats and other community-based programs. ITK also extends their therapies and wellness education through their TeleHealth program, which provides virtually-based education, support, and healing therapies to children isolated either in hospital or at home. Headquartered in Tucson, Arizona, ITK is a 501(c)(3) nonprofit organization with 7 staff and 400+ volunteers who provide more than 10,000 hours of free services each year.

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