



## **PATRICIA POTTIE, STRONGEST FAMILIES INSTITUTE NAMED A 2016 RBC CANADIAN WOMEN ENTREPRENEUR AWARD FINALIST**

Lower Sackville, NS, October 5, 2016 – STRONGEST FAMILIES INSTITUTE is proud to announce that Patricia Pottie, President & CEO, has been named a Finalist for the 2016 RBC Canadian Women Entrepreneur Awards for the Social Change Award. The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. The program is an initiative of Women of Influence, an award-winning organization dedicated to advancing Canadian women.

Out of 5,000 nominees, 18 Finalists from coast to coast have been selected to represent 6 Award Categories. The Social Change Award is dedicated to a female entrepreneur that is an exceptional leader of a registered charity or not-for-profit that is dedicated to social change. Applicants have garnered extraordinary support from the community by being champions for philanthropy and volunteerism in Canada. Awarding an exceptional leader of a registered charity or not-for-profit that is dedicated to social change. Applicants have garnered extraordinary support from the community by being champions for philanthropy and volunteerism in Canada. Social Change Award awarding an exceptional leader of a registered charity or not-for-profit that is dedicated to social change. Patricia Pottie is one of 3 Regional Finalists being recognized in this category, representing the Eastern Region of Canada.

Strongest Families Institute, a not for profit company, leverages research, technology and highly-skilled staff who deliver evidence-based programs to children and families dealing with mild to moderate mental health and other issues impacting health and well-being.

We exist to provide families timely access to quality services, when and where they need it. Accessing mental health help is not easy. Strongest Families Institute (SFI) exists to change that. Our innovative, proven distance education services offer families flexibility to receive timely care. We remove barriers that others can't. We are open when others are not.

The SFI programs were tested and proven in trials at the IWK Health Centre in Halifax, Nova Scotia. Families receive skill-based information (handbooks or online), skill-demonstration media and weekly telephone coaching. The psychologically informed programs include:

- Parenting the Active Child (3-12 year olds with disruptive behaviour problems)
- Chase Worries Away (6-17 year olds with anxiety problems)
- Dry Nights Ahead (5-12 year olds with nighttime bedwetting)

Dedicated to consistent outcome measurement and reporting, results are very strong.

SFI uses proprietary technology—the Intelligent Research Intervention Software (IRIS) platform (Co-founded and lead by Dr. Lingley-Pottie)—and highly trained and monitored paraprofessional coaches to deliver its programs from a call-centre in Nova Scotia, to families in the comfort and privacy of their own homes. Dr. Pottie's research has shown that coaches and clients develop a strong therapeutic bond from a distance and that the telephone provides anonymity that makes it easier for participants to open up than in face-to-face settings.

*"It is my life's passion and career vision to improve the lives of children and families. Without the strong support and mentorship of a number of people, I would not of course be in this position. This nomination is such an honour as it places me in a group of outstanding women entrepreneurs in Canada. It is with all of those whom are in my corner I celebrate with today."* Patricia Pottie, President & CEO, Strongest Families Institute.



The winners will be announced and celebrated at the 24<sup>th</sup> Annual Awards Gala, hosted by Diane Francis, editor-at-large for the Financial Post, on Wednesday, November 16, 2016 at the Fairmont Royal York in Toronto.

The RBC Canadian Women Entrepreneur Awards recognizes female business owners from across Canada who make impressive and substantial contributions to the local, Canadian or global economy. Candidates share a strong entrepreneurial vision and a relentless passion in pursuing their dreams. These awards recognize business women from three major regions across Canada: East, Central and West. All nominees were required to submit thorough applications, which are reviewed and judged by a panel of prominent business leaders and subject to a due diligence performed by Deloitte Private Client Services.

“Canadian female entrepreneurs are an economic force, and as a community, their impact is growing,” said Alicia Skalin, Co-CEO, Women of Influence Worldwide Inc. “We’re honoured to be contributing to their future success by recognizing the achievements of this stellar group, not only offering increased exposure and a new source of credibility, but the opportunity to become an inspiring role model for future leaders.”

#### **About the RBC Canadian Women Entrepreneur Awards**

The 2016 RBC Canadian Women Entrepreneur Awards are presented by RBC and sponsors ADP, Deloitte, TELUS, and PROFIT Magazine and are the pre-eminent national business awards recognizing the country’s leading female entrepreneurs.

#### **About Women of Influence**

Women of Influence, now in its 22nd year, is one of North America’s leading organization offering solutions to further women’s career advancement. With courses in executive leadership, global events, and print and digital content, Women of Influence annually reaches over 200,000 professional women and men across Canada and internationally. Signature events include the Women of Influence Luncheon Series and the RBC Canadian Women Entrepreneur Awards. For more information, please visit [www.womenofinfluence.com](http://www.womenofinfluence.com).

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#### **For interview requests or further information please contact:**

Terri-Ann Welsh, Executive Assistant to Dr. Patricia Lingley-Pottie, Strongest Families Institute, 902.442.9520, [admin@strongestfamilies.com](mailto:admin@strongestfamilies.com)

Madelaine Dean, Women of Influence, 416.629.9144, [mdean@womenofinfluence.ca](mailto:mdean@womenofinfluence.ca)