

FALL 2021

# PATHWAYS

*Hope ■ Healing ■ Recovery*



**BROOK  
LANE**



## WHAT'S INSIDE

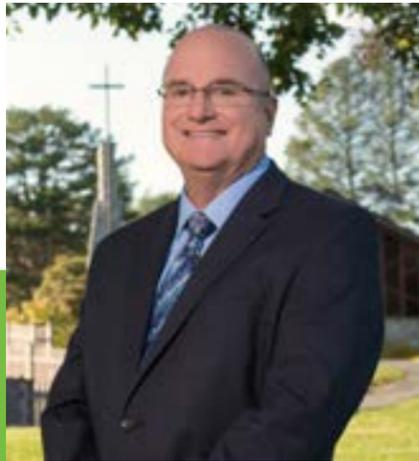
The Season of Change

Jeffery O'Neal Appointed  
New CEO

Caring for the Caregiver  
Events Planned



**Caregiver Stress and Burnout**  
Pages 4-5



**Jeffery O'Neal**  
Appointed New  
Brook Lane CEO  
Page 6



**Brook Lane & Potomac Case Management**  
Host  
Caregiver Events  
Page 8

CHAPLAIN'S CORNER From Pastor Ron Shank

# The Season of Change



As we once again observe the change in our seasons, I am reminded that we serve a God of seasons. God created the four seasons that are based upon the rotation of the Earth as it orbits the sun. The seasons change as the earth moves, but the sun in our planetary system remains constant, and everything revolves around it.

In many ways, we see the signature of the same artist in our lives. Much like the earth, our lives should revolve around the Son, Jesus Christ. Our lives will change, and we will enter and exit many seasons, but the Son remains constant yesterday, today and forever.

The reality for each of us is that we face new seasons regularly in our lives and this is not something that is new or unique to any of us.

In fact, the author of Ecclesiastes, Solomon, wrote the following words nearly 3000 years ago: "There is a time for everything and a season for every activity under heaven." Ecclesiastes 3:1

The hard part about entering a new season of life is accepting change. Many of us have a love/hate relationship with change. We don't like monotony, but change can be scary. Even though change can be scary, we have to realize that changes will happen and we have to accept them. Sticking your head in the sand is not going to help, nor is wishing that things hadn't changed.

However, it is through my relationship with the Lord that I am strengthened and steadied during these times of change because I have a God who is unchanging. Hebrews 13:8 tells us that "Jesus Christ is the same yesterday and today and forever." When we are dealing with changing circumstances and new seasons of life, it is vital to have a rock to cling to - that Rock is the Lord and it is vital that we know Him and grow in our relationship with Him.

If you are going to be able to accept the changes that life brings your way and be steadied and strong in the Lord, then you have to spend time in the word of God so you can know and walk in His ways.

When we are praying and growing in our relationship with the Lord, and relying on Him and His ways, He will give wisdom and strength to act in wisdom, along with the peace that surpasses all understanding, knowing that God is supremely able to work things out for His glory and our good.

Change is inevitable. It's going to happen. We look outside at the world around us and notice things are different today than they were ten years ago, last year or even yesterday. Remember that we serve a God of seasons. As scripture says, to everything there is a season. There is a reason for the season. There is a purpose for the process. There is a lesson to be learned.

So, who is your rock during the ever-changing seasons of life?

**PATHWAYS** is the triannual newsletter of Brook Lane: a non-profit mental health facility with more than 500 employees in four locations throughout Washington and Frederick Counties in Maryland. Our programs and services include: hospitalization, day treatment, outpatient therapy, substance use treatment, a special education school and continuing educational opportunities.

**OUR MISSION** To help individuals improve their emotional and behavioral well-being through education and treatment.

**OUR VISION** A healthier community strengthened by comprehensive behavioral health services.

**OUR GUIDING PRINCIPLES** Drawn from the life and ministry of Jesus Christ: integrity, compassion, service, stewardship, excellence, and respect.

**BROOK LANE** For more information, or to make a referral, contact our Intake/Admissions Office:  
13121 Brook Lane ■ Hagerstown, MD 21742  
301-733-0330 or 1-800-342-2992 ■ [www.brooklane.org](http://www.brooklane.org)

**MHS** Brook Lane is affiliated with Mennonite Health Services

**Pastor Ron Shank** is the Director of Pastoral Care at Brook Lane. He provides spiritual counseling for patients, clients, students and staff. He is the author of numerous articles on faith and mental health and provides community outreach by preaching to local congregations to educate on issues of mental health. Pastor Ron leads Sunday morning services in Brook Lane's chapel. He earned a Bachelor of Science degree in pastoral counseling from Liberty Baptist College.

# Caregiver Stress and Burnout

by: Emily Collingham, LCPC, NCC

**N**ovember is National Family Caregiver Month. Being a primary caregiver for a family member in need is one of the most honorable, yet challenging and stressful roles a person can undertake. Whether caring for an elderly loved one, or someone of any age with a disability, or a chronic medical or mental health condition, being a caregiver is often a physically and emotionally draining responsibility. The good news is that there are resources and coping strategies that can help.

## Recognizing Caregiver Burnout

Balancing the needs of the loved one and that of the caregiver can present many challenges. Often, caregivers find themselves neglecting their own needs, family life, self-care routines, etc. simply because there doesn't seem to be enough time in the day. If caregiver burnout is not addressed, it can take a toll on your health, relationships and emotional well-being. Signs and symptoms of burnout include:

- Physical, emotional, mental exhaustion
- Excessive worry and anxiety
- Depression/Sadness/Grief
- Guilt
- Feelings of hopelessness and helplessness
- Changes in appetite and/or sleep patterns
- Loss of interest in normal activities
- Isolating
- Irritability
- Self-harming and/or suicidal ideation
- Chronic illness or other physical ailments
- Substance or alcohol abuse

## How to Manage Stress and Avoid Caregiver Burnout

There are many coping skills and strategies that can help caregivers minimize stress and regain a sense of balance. Here are some recommendations:

**Ask for help.** There is no shame in asking others for help. Everyone has their limits. Inform other family members or friends that you need some assistance and/or hire outside help to give you some respite. Make it a team effort so no one caregiver is working in isolation.

**Seek guidance and support.** Online and community peer support groups for caregivers can be helpful. Being a part of a group with similar experiences provides emotional support and helps to alleviate the feeling of being alone. Support groups share information, insights, caregiving strategies and resources that can help to combat caregiver stress and burnout.

**Improve self-care.** Prioritizing self-care is the key to establishing wellness and regaining balance. Some self-care strategies include:

- Get adequate sleep
- Eat a healthy diet
- Stay hydrated
- Exercise regularly
- Engage in meaningful and relaxing activities
- Socialize with loved ones
- Address medical concerns as soon as possible
- Journal or engage in mental health therapy to process thoughts/feelings
- Set healthy boundaries to unnecessary stressors
- Practice self-compassion and love
- Be realistic about your capabilities/limitations to avoid overextending yourself
- Take breaks/vacations
- Humor can balance out negativity - watch or listen to comedy, uplifting music and any other stress reducing activities that work for you.

**Educate yourself.** Learn as much as you can from trusted sources about your loved one's condition so that you are setting realistic expectations for yourself as a caregiver and for them. If they need a higher level of care than what you can reasonably provide, you may need to explore other care options. Understand that if you are in a healthy emotional, physical and mental state

“Maintaining a healthy sense of balance is the key to providing care to others without compromising your own personal well-being.”

because you are taking care of yourself, you will inevitably be a better caregiver to your loved one. Your loved one does not want you to sacrifice your own health and well-being to care for them. Love them more by loving yourself first.

## When to Seek Professional Help for Caregiver Burnout

Stress and burnout symptoms are quite common among caregivers and can usually be managed by the strategies mentioned in this article. However, if the symptoms are ignored, or endured for too long, they can develop into more serious medical or mental health conditions. If you are experiencing any of the following symptoms, you should seek medical attention as soon as possible:

**Moderate to severe chronic depression symptoms.** Fatigue, loss of interest in normal activities, sleep disturbances, appetite changes, difficulty concentrating, suicidal ideation, sadness, hopelessness, etc.

**Moderate to severe chronic anxiety symptoms.** Racing thoughts, irritability, restlessness, excessive worry, trembling, feelings of impending doom, intrusive thoughts, fear, etc.

**Physical symptoms.** Any physical symptom that may indicate an underlying medical condition (i.e. chronic fatigue, headaches, muscle aches, frequent illnesses from a vulnerable immune system, pain, gastrointestinal issues, etc.) as chronic stress can cause heart problems, stroke, diabetes and other serious health problems.

**Substance abuse.** If you find yourself relying on drugs or alcohol to help you cope with stress and burnout, it's time to seek some professional help from a mental health or substance abuse treatment provider.

**Suicidal or homicidal thoughts, feelings, urges or intentions.** If you are in imminent danger of hurting yourself or others, please call 911 or go to your local emergency room.

**Difficulty with day-to-day functioning.** If you find yourself having difficulty with day-to-day functioning



(unable to uphold necessary responsibilities/routines in any area of your life), you should seek medical or mental health attention as soon as possible.

Maintaining a healthy sense of balance is the key to providing care to others without compromising your own personal well-being. A clear understanding of the tasks and responsibilities involved in providing care, and setting realistic expectation for yourself and your loved one, will go a long way to help reduce stress and prevent burnout. Involve others so you have an opportunity to take a break and practice self-care. Most importantly, understand that you can't do it all. Know your limitations and recognize when your physical/mental health is compromised and reach out for help.

**Emily Collingham, LCPC, NCC,** is a licensed clinical professional counselor and national certified counselor providing therapy for all ages in Brook Lane's Outpatient office in Frederick, MD. She has 16 years of experience working with children, adolescents and adults, eight years of which were spent in the field of supported employment and case management for individuals with disabilities. Emily graduated from the University of Maryland University College and earned a Master's Degree in Community Counseling from Argosy University, Washington DC.



# BROOK LANE NEWS

## Jeffery O'Neal Appointed Chief Executive Officer



Jeffery D. O'Neal, MBA, LCPC, FACHE has been appointed Brook Lane's new Chief Executive Officer. Effective November 1, 2021, Jeff will be taking the reins from R. Lynn Rushing, who is retiring after 34 years of service with Brook Lane. "Lynn has positioned this organization well for continued success in the future," says Jeff. "I look forward to continuing his legacy of service and excellence, maintaining Brook Lane's rich history and traditions, while moving the organization forward by adapting to the changing landscape of behavioral healthcare delivery."

Jeff has dedicated his career to the field of mental and behavioral health care. He gained extensive experience in roles providing case management and crisis intervention, developing and supervising psychiatric residential programs, overseeing clinical staff for inpatient, partial hospitalization, outpatient and addictions programming. More recently, Jeff was the System Director, Behavioral Health and Occupational Health Services at UPMC Western Maryland (formerly Western Maryland Health System) before being promoted to Executive Director, Clinics/Practices/and Behavioral Health Services in 2015, a position he held until joining the Brook Lane staff.

Jeff received a Bachelor of Arts degree in sociology from West Virginia Wesleyan College, a Master of Arts degree in counseling psychology from Hood College and a Master of Business Administration degree in health care management from American Sentinel University. A Rotarian since 2006, Jeff was a commissioned officer in the US Army – Medical Service Corps from 2000-2011 and was also an adjunct faculty member in the Department of Psychology at Frostburg State University for over a decade, teaching both undergraduate and graduate classes. He is a Fellow of the American College of Healthcare Executives.

Jeff is an active member of the Saint James Brethren Church where he has served in various leadership roles and currently is vice moderator and head deacon. "The Christian-based mission, vision and values of Brook Lane provides a unique opportunity for me to serve my community by addressing the mental health and educational needs in a Christian-based setting," says Jeff.

Jeff and his wife, Tina, have lived in Washington County, Maryland for 34 years. In his spare time, Jeff enjoys playing tennis, kayaking and spending quality time with his family. Jeff and Tina have two grown children who live locally – a daughter Zoie who is a first grade teacher and a son Zac, a Maryland State Trooper, who is married to Miranda with a one year-old daughter, Blake.

## Michael Hann, MD Named Chief Medical Officer



Michael C. Hann, MD has joined the Brook Lane staff as Chief Medical Officer, effective September 20, 2021. "I was looking for an organization with a strong sense of service," says Dr. Hann. "Brook Lane has a long history in helping and serving others and I look forward to getting started in my new position."

Dr. Hann received a Bachelor of Science degree in biochemistry from the University of California. He also obtained a Master of Science degree in professional science with a concentration in biotechnology from Middle Tennessee State University and a Master of Business Administration in health care management from Florida International University. He earned his Doctor of Medicine degree from the Florida International University's Wertheim College of Medicine.

A former United States Naval Officer and physician leader, Dr. Hann has gained varied experience in health-care quality, patient safety, clinical programming and administrative leadership. He began a tour in Yokosuka,

Japan, where he served as the Senior Medical Officer, Mental Health Department at the US Naval Hospital (USNHY). In that position he expanded outpatient and inpatient clinical expertise through supervision, training and education, developed best practices and supported crisis management.

In 2018, Dr. Hann was promoted to Director, Health Care Business. In this capacity, he managed the finances, operations and strategic development at USNHY, provided guidance and direction to executive leadership, directed a multidisciplinary Medical Management Program Team, spearheaded the development of a telemedicine program and ensured full operational capabilities during the COVID-19 pandemic.

Dr. Hann and his wife, Jessica, recently relocated to Montgomery County, Maryland, where she is a pediatric naval nurse at Walter Reed National Military Medical Center. In their spare time, the Hanns love to travel and enjoyed their experience of living in Japan while serving there.

"Brook Lane has experienced much growth over the years," says Dr. Hann. "My goal is to work closely with my colleagues to contribute to continued growth in programs and services to meet the needs of this community."

## Gratitude for the Impact of Dr. David Gonzalez



Dr. David Gonzalez joined the Brook Lane staff in 1995 and became the Medical Director in 1999. He sees adult patients in both our inpatient and outpatient programs and also oversees the operation of the electro-convulsive therapy (ECT) program. Most notably under his direction, Brook Lane expanded the physician practice staff to include psychiatric mental health nurse practitioners and opened InSTEP - an integrated substance use treatment program.

Dr. Gonzalez has decided he would like to step back from the day-to-day responsibilities of providing oversight to the medical staff to afford him more time with direct patient/client care. We honor the contributions he has made to the organization and the countless lives of patients in which he has made a difference.

## Donations Make Graduation Ceremony Special

Thank you to the following organizations for donating items to make graduation at our Laurel Hall School in Frederick a memorable event:

Anonymous Donor  
Costco, Frederick  
Giant, Hyattsville  
McDonald's, Buckeystown Pike, Frederick  
Target, Frederick  
Thorpewood in Thurmont  
Tom's Creek United Methodist Church  
Walmart, Frederick  
Wegmans, Frederick

## Milestone Anniversaries

The following staff members have reached anniversary milestones. We recognize and thank each of them for their years of service and dedication in helping our clients on their road to hope, healing and recovery.

### 5 YEARS

Kathryn Imirie  
Amy Nicholson  
Crystal Burns  
Laura Likely  
Kristin McCarty  
Deborah Bisenieks  
Crystal Rayside  
Ashley Sixeas  
Heather Turner  
Anna Elwood  
Tyler Swope  
Jeanne Reed  
Amy Byers  
Alyson Long-Martin  
James Standridge  
Jared Durning  
Vanessa Jenkins  
Heather Thomas  
Jamie Berger  
Claire Granville  
Racquel Harris  
Creston Baker  
Kalyn Hauver  
Celesthe Montes  
Jennifer Baile  
Melissa Crigger  
Meghan Brooks  
Kelly Schilling  
Heather Bryan  
Keith Elliot  
Nasrene Nikpora  
Keith Jenkins  
Jamiur King

### 10 YEARS

Rhonda Myers  
Debra Scott  
Meghan Mann  
Bethany Shank  
Olga Demina  
Carol Nelson  
Pam Reed  
Janet Smith

### 15 YEARS

Kevin Coldsmith  
Tammy Vrooman  
Jennifer Foster  
Amy Burkner  
Candi Sharrah  
Chrissy Kitchen  
Ken Saad  
Arturo Castro  
Courtney Seiler

### 20 YEARS

Michael Jordan  
Suhair Ghanim  
Neena Russell  
Jenny McFarland

### 25 YEARS

Michelle Smith  
Jason Allen

### 30 YEARS

Rachel Klink

### 35 YEARS

Janetta Ostroff



# Caring for the Caregiver Events This Fall



Brook Lane received a generous donation from long-time friend and former employee, William “Bill” Hunsberger, in memory of his wife Sylvia. After serving as his wife’s sole caregiver for the last seven years of her life, Bill requested that the funds be directed to events or programs designed to educate and provide resources to others in this community who are also serving as caregivers.

In recognition of National Family Caregiver Month, Brook Lane and Potomac Case Management Services will be hosting a free Caring for the Caregiver Resource Fair and a series of virtual programs via Facebook Live.

The Caring for the Caregiver Resource Fair will be held on Saturday, October 30, 2021 from 10:00 am to 2:00 pm at the EM Tobias Family Center Atrium, 324 East Antietam Street in Hagerstown. The Fair will feature exhibitors who specialize in helping individuals providing care to loved ones due to physical or mental illness. The day will also include two informative presentations to kick off National Family Caregiver Month:

### When 24 Hours Isn’t Enough

10:45 am - 11:45 am

Featuring Melissa Linn-Canas, LCPC

Melissa will discuss caregiver stress, guilt, grief and loss, self-care, and coping mechanisms. This will be followed by time for exhibit visitation and a complimentary boxed lunch for attendees.

### Recognizing the Signs of Mental Health Issues in the Loved One or the Caregiver

1:00 pm - 1:45 pm

Featuring Brook Lane psychiatrist, Dr. Lynn Feldman. Dr. Feldman will focus on identifying the signs and symptoms of anxiety, depression and other mental health conditions, and when and how to reach out for help.

Throughout the month of November, Brook Lane and Potomac Case Management Services will offer five free virtual presentations via Facebook Live covering a range of topics to help better manage the caregiving journey. Programs include:

### Mindfulness Strategies for Managing Caregiver Stress

Tuesday, November 2, 2021 from 1:00 pm - 2:00 pm

Presenter: Melissa Linn-Canas, LCPC

### How Spirituality Can Help the Caregiver

Thursday, November 4, 2021 from 1:00 pm - 2:00 pm

Presenter: Pastor Ron Shank

### Navigating the Challenges of Caregiving: Sharing Personal Experiences

Tuesday, November 9, 2021 from 1:00 pm - 2:00 pm

Moderator: Dawn Johns

Panelists: Sue Graff, Jodi Ramsey & Cheryl Schnebly

### Navigating the Challenges of Caregiving: Legal and Financial Aspects

Thursday, November 11, 2021 from 1:00 pm - 2:00 pm

Moderator: Dawn Johns

Panelists: Jeanne Singer, JD and Cynthia Moore, CPA

### Handling Holiday Stress While Caregiving

Tuesday, November 16, 2021 from 1:00 pm - 2:00 pm

Presenter: Robin Morris, LCSW-C

Visit Brook Lane’s Facebook page on the dates/times above to watch live. All programs will be posted to Brook Lane’s YouTube channel for future reference. If attending the free Caring for the Caregiver Resource Fair on October 30, register at [www.brooklane.org](http://www.brooklane.org) so we have an accurate lunch count. If the fair would need to be rescheduled due to COVID, we will post these updates on our website. Questions? Contact Curt Miller at [curt.miller@brooklane.org](mailto:curt.miller@brooklane.org) or 301-733-0331 x1228.

# UPCOMING SEMINARS AND COMMUNITY PROGRAMS

## CONTINUING EDUCATION SEMINARS

### WORKING WITH COUPLES: THE RELATIONSHIP ENHANCEMENT® (RE) MODEL

Friday, November 12, 2021

8:30 am – 3:45 pm (6 hours)

Presenter: Robert Scuka, PhD, MSW, LCSW-C

The ARC at Market Street in Frederick

Fee: \$119.00

### KETAMINE THERAPY FOR TREATMENT-RESISTANT DEPRESSION (TRD)

Thursday, February 24, 2022

8:30 am – 11:45 am (3 hours)

Presenter: Adam Kaplin, MD, Johns Hopkins

Beaver Creek Country Club

Fee: \$79.00

### THE TEENAGE MIND: UNRAVELING THE MYSTERY

Wednesday, December 1, 2021

8:30 am - 11:45 am (3 hours)

Presenter: Susan Corley, LCSW-C

Beaver Creek Country Club

Fee: \$79.00

### CREATIVE WAYS TO INCORPORATE MUSIC IN THE THERAPEUTIC PROCESS

Friday, March 25, 2022

8:00 am – 12:15 pm (4 hours)

Presenter: Bronwen Landless, MMT, MT-BC

Beaver Creek Country Club

Fee: \$89.00

### PSYCHOPHARMACOLOGY FOR THE NON-PRESCRIBER

Friday, January 28, 2022

8:00 am – 12:15 pm (4 hours)

Presenter: Angela Dumitrache, MD, CMHIMP

ZOOM Presentation

Fee: \$89.00

We follow the state of Maryland regarding COVID-19 restrictions. If required, seminars may be rescheduled or offered virtually. For updates, complete details or to register, visit: [www.brooklane.org](http://www.brooklane.org). Contact Deb Staley at [deb.staley@brooklane.org](mailto:deb.staley@brooklane.org) or 301-733-0331 x1189 with any questions.

## FREE COMMUNITY PROGRAMS

### CARING FOR THE CAREGIVER RESOURCE FAIR

Saturday, October 30, 2021

10:00 am - 2:00 pm

EM Tobias Family Center Atrium

324 East Antietam Street, Hagerstown, MD

**Event is FREE but please register at [www.brooklane.org](http://www.brooklane.org). If event would need to be post-poned due to COVID, we will update this information on our website.**

### CARING FOR THE CAREGIVER VIRTUAL PROGRAMS

In honor of National Caregiver Month, Brook Lane and Potomac Case Management will be hosting a series of five virtual programs throughout the month of November. Please see a complete list of topics, dates and times on page 8.

You will be able to watch the programs live on Facebook and they will also be accessible on Brook Lane’s YouTube channel within 24 hours of the program date.

### MANAGING HOLIDAY EXPECTATIONS

Friday, December 3, 2021

12:00 pm - 12:45 pm

Presenter: Christian Rock, LMSW

Facebook Live

Visit [www.brooklane.org](http://www.brooklane.org) for more details or contact Curt Miller at [curt.miller@brooklane.org](mailto:curt.miller@brooklane.org) or 301-733-0331 x1228.

# CHRIS STOCKSLAGER BRINGS FINANCIAL EXPERIENCE TO BOARD



Christopher Stockslager has been a member of Brook Lane's Board of Directors for two years. He currently chairs Brook Lane's Finance Committee as well. Former board member Tim Ritchey-Martin had approached Chris in the past to join the board but, because of other personal obligations, it was never the right time, that is until the fall of 2019.

Chris was born and raised in Hagerstown, MD. He received a bachelor of science degree in business administration with a major in accounting from Shippensburg University. He has spent his entire career in various financial roles including accountant, treasurer, controller and chief financial officer. He began his career at Smith Elliott Kearns & Company and also gained financial experience at Beachley Furniture Inc., Maryland Metals, Inc. and at two dairy farm cooperatives. Chris has been the Chief Financial Officer at Fahrney-Keedy Home & Village since December of 2019.

Chris is an integral member of the Hagerstown Church of the Brethren, where he serves as assistant treasurer and is a member of the Worship Ministry Team and the Leadership Team. He also sings in the HCOB Temple Choir and rings in the Brethren Bells Choir. Music is an important part of Chris's life. He has been playing the tuba since 1986. He played the tuba in the Shippensburg University marching and concert bands and has played in a brass quintet called Hub City Brass. He currently plays

in the Hagerstown Municipal Band and in two Civil War reenactor bands: the Band of the Shenandoah and the Federal City Brass Band.

Chris is very active in the community. In addition to Brook Lane, he also serves on the board for the Mid-Atlantic District of the Church of the Brethren, as president of the board for the Hagerstown Municipal Band and as treasurer for the Hagerstown Choral Arts Board.

"Mental health issues are so prevalent in our society today. It's great to be a part of an organization whose mission includes helping people on their journey to improve emotional and behavioral well-being," says Chris. "As we look to the future needs of our community, I'm happy to be a part of ensuring that Brook Lane will always be there to provide such important programs and services to those who need it."

Are you a member of a local Mennonite or Brethren church? Would you like to give back to your community and make sure that much-needed mental health services are always available? Consider serving on Brook Lane's Board of Directors. Contact Cheryl Schnebly at: [cheryl.schnebly@brooklane.org](mailto:cheryl.schnebly@brooklane.org) if interested.

## BROOK LANE BOARD OF DIRECTORS

Larry Bayer, *Chair*  
Ray Miller, *Vice Chair*

Joyce Burkholder  
Geoff Coleman  
Heather Hinkle  
Lauren Huguenin  
Sharon Kuhns  
Ernesto Lopez

Twyla Rowe  
Tod Salisbury  
Lisa Smith  
Christopher Stockslager  
Kelly Weaver

## EXCITING CHANGES ON THE HORIZON:

# Brook Lane To Launch New Branding

For more than 70 years, Brook Lane has served this region as a leading provider of mental and behavioral health care. A tree has been our symbol for much of that time. As we continually strive to make certain our current programs meet the increasing needs of this community, we felt it was time to make some changes to better reflect our vision and represent all of the various services we provide in 2021 and beyond.

There should be a strong and powerful meaning behind an effective logo. When we began the process of creating a new logo for Brook Lane—an organization that has been a stalwart in this area for so long—it was important that our branding would be something familiar and comfortable. The imagery would need to connect with our rich history and beautiful main campus, but also provide next level meaning to encompass the incredible growth and expansion we have experienced over the past seven decades. We wanted something that would bring about feelings of safety, something earthy and tranquil that suggests healing, health, a positive journey and have an uplifting effect. We believe we have found all that and more in these bright and hopeful leaves that are engaged in upward movement. They are not single leaves alone, but are overlapping, symbolizing community and support. The first leaf is at the bottom, void of color—much like many of our clients and patients when they first arrive. They may be void of happiness or feeling at all. As they begin to heal, they move out of the darkness and begin to lift and fill with strength and

confidence, as the blue leaf suggests. The green leaf is at the top of the box and filled with life and renewal. The gray box adds a solid foundation for the leaves to be able to go through this life-changing journey.

Leaves symbolize: beginnings, victory, transformation, strength, determination, and change. The color blue symbolizes: strength, trust, loyalty, wisdom, confidence, faith and truth and has been shown to slow human metabolism and produce a calming effect. The color green symbolizes: life, nature, renewal, growth, freshness and safety.

When selecting our new tag line, we consulted a database of more than 600 taglines of health care organizations across the country. Three individual words **HOPE, HEALING and RECOVERY** stood out to us more than any other words or phrases to perfectly describe what we strive to do and what our patients and clients are searching for when they come to us. The word hope, in particular, is especially powerful, as no matter which program you may be in, no matter what you've been through to bring you to us, hope is the one thing that resonates with everyone.



The new logo will start to be seen on signage in all four locations, and in marketing material, this fall. We are excited about these bright, meaningful changes. In a time that has been uncertain for so many over the last 18 months, we invite this community to join together on a journey of hope, healing and recovery.

# BROOK LANE

*Hope • Healing • Recovery*

13121 Brook Lane  
Hagerstown, MD 21742  
[www.brooklane.org](http://www.brooklane.org)



NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
HAGERSTOWN, MD  
21740  
PERMIT NO. 548

RETURN SERVICE  
REQUESTED

Contact Curt Miller at:  
[curt.miller@brooklane.org](mailto:curt.miller@brooklane.org) to  
correct your address.

## OUR LOCATIONS & SERVICES

### MAIN CAMPUS

13121 Brook Lane, Hagerstown, MD 21742

Inpatient Hospital  
Outpatient Therapy  
PHP/Day Treatment (for children and adults)  
Laurel Hall Special Education School  
Continuing Education Seminars  
Free Community Programs

### NORTH VILLAGE OUTPATIENT

18714 North Village Plaza, Hagerstown, MD 21742

Outpatient Therapy  
THRIVE (for children)  
InSTEP Substance Use Treatment

### FREDERICK OUTPATIENT

5301 Buckeystown Pike, Suite 170, Frederick, MD 21703

Outpatient Therapy  
THRIVE (for children)

### LAUREL HALL SCHOOL FREDERICK

4540 Mack Avenue, Frederick, MD 21703

Laurel Hall Special Education School  
Child & Adolescent PHP/Day Treatment

**301-733-0330**  
**[www.brooklane.org](http://www.brooklane.org)**