

Addiction by Prescription

ONE WOMAN'S TRIUMPH AND FIGHT FOR CHANGE

In 1966, Joan Gadsby's four-year-old son died of a brain tumour. In response, her trusted family physician prescribed a "chemical cocktail" of tranquillizers, sleeping pills and anti-depressants – an act that initiated Gadsby's slow descent into an abyss of unrecognized addiction.

Over the next 20 years, Gadsby's career, her family relationships, her financial security and her health were all threatened by her "addiction by prescription". She was on various occasions arrested, restrained, and sedated as a result of the paradoxical side effects of the drugs. It was only after she unintentionally overdosed in 1990 and almost lost her life that she found out the insidious effects of the drugs, stopped taking them and went through the "hell" of withdrawal – alone.

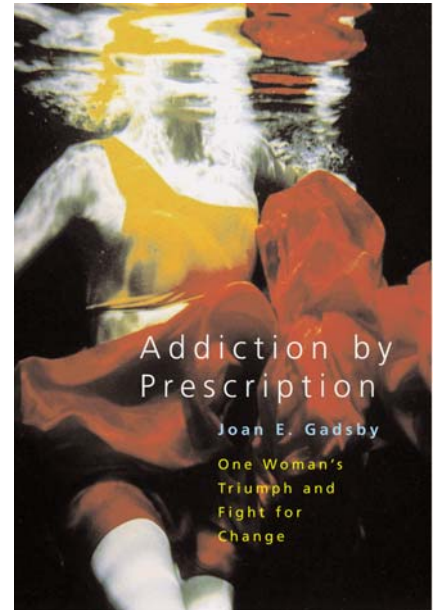
Gadsby emerged from her addiction to become a health promotion and wellness consultant to corporations, governments, healthcare organizations and for medical legal issues. She continues to be a tireless advocate for systemic change and accountability of prescribed sedative/hypnotic drugs. She interviewed thousands – from consumers to doctors to pharmaceutical representatives and government officials as she conducted **extensive international research** – in her quest to expose the **shocking truth of the depth and breadth of addiction by prescription which affects hundreds of thousands of men and women worldwide who become "accidental addicts"**.

Not since *I'm Dancing as Fast as I Can* which became an international bestseller in 1979, has a book so powerfully addressed prescription drug addiction and its devastation of people's lives. In addition, this book offers a powerful **"call to action"** with concrete proposals for resolving these complex issues.



"This is a harrowing and brutally frank story of one woman's struggle to free herself from mind-numbing and soul-destroying tranquilizing drugs... But she did triumph and has produced a powerful call to action..."

- **Dr. David Cohen, Professor, School of Social Work, Florida International University and co-author with Dr. Peter Breggin of "Your Drug May Be Your Problem: How and Why to Stop Taking Psychiatric Drugs"**



INTERNATIONALLY ENDORSED BY EXPERTS

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"It is over 20 years since I, with others, first drew attention to the extent and severity of dependence on therapeutic doses of benzodiazepines. The suffering goes on, but Joan Gadsby's well-researched story should help focus attention on this appalling problem and its solution".

- **Dr. Malcolm Lader, Professor of Clinical Psychopharmacology, Institute of Psychiatry, London, England**

"This book is a masterful, lucid and cogent account of the causes and horrific consequences of benzodiazepine dependency."

- **Dr. Reg Peart, President, Victims of Tranquillizers, and International Benzodiazepine Awareness Network, London, England.**

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About the Author

JOAN E. GADSBY is President/Owner of Market-Media International Corp. and lives in North Vancouver, BC, Canada. A former marketing executive with four of Canada's largest companies, she was an elected poll-topping Councillor for 13 years.

Joan is also President of Seaview Villa Estates Ltd. – a multi family development of oceanview townhomes and garden apartments on the Sunshine Coast, West Sechelt, in British Columbia, Canada, website: www.seaviewvillaestates.com

Drug-free for over 18 years, Gadsby's quality of life has improved tenfold. In 1994, she was selected as one of Canada's notable women by the Canadian University Women's Club. In 2002, she received an Honorary PhD in Prescription Drug Addiction, Medical Research, Public Health and Promotion. With Jack McGaw, award winning tv documentary producer, Gadsby co-produced the television documentary "**Our Pill Epidemic**", **the Shocking Story of a Society Hooked on Drugs**, which aired nationally and is available in video and in international formats through www.addictionbyprescription.com

Joan has in development a feature film/movie of the week based on her book and an international television documentary on the issue of addictive prescription drugs.

An internationally recognized expert, public speaker and consultant on the responsible and informed use of tranquilizers, sleeping pills and anti-depressants, Joan Gadsby is vice-president of the International Benzodiazepine Awareness Network (BAN which can be found at www.benzo.org.uk) She has also been Project Leader/Consultant for a multi-stakeholder strategic action plan and awareness campaign to address the issue.

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“Joan Gadsby's feisty outlook, energetic approach, and organizational abilities will add significantly to the mounting pressure on the medical profession world-wide to rethink their prescribing practices with regard to benzodiazepines...”

- Dr. C. Heather Ashton, Emeritus Professor of Clinical Psychopharmacology, University of Newcastle upon Tyne, England



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- By Joan Gadsby
- \$19.95 pb 1-55263-334-9
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**BOOK and VIDEO AVAILABLE
THROUGH**

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