International Surf Therapy Organization

JANUARY 2020

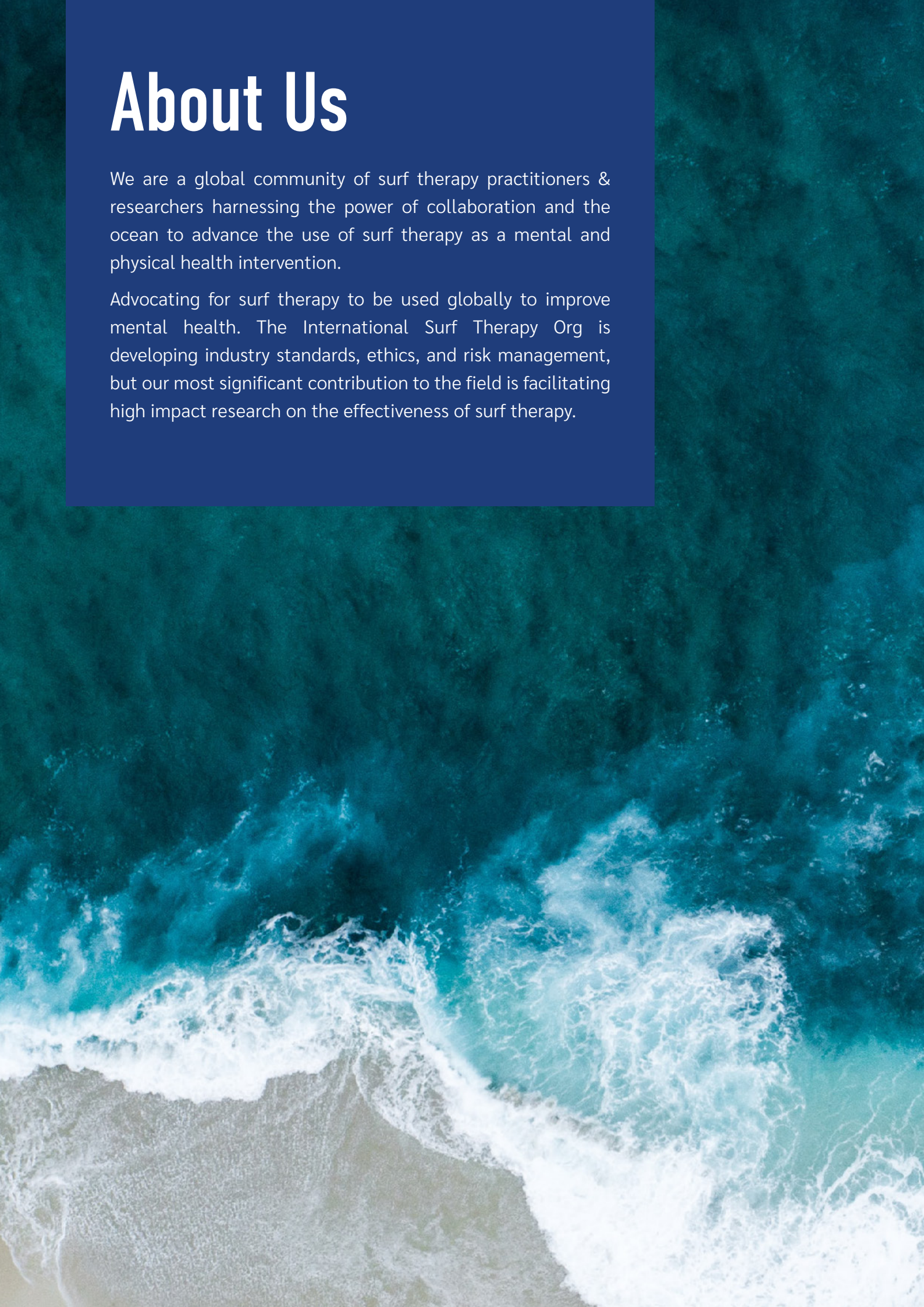
Impact Report 2019

Prepared by Kris Primacio CEO/ISTO

About Us

We are a global community of surf therapy practitioners & researchers harnessing the power of collaboration and the ocean to advance the use of surf therapy as a mental and physical health intervention.

Advocating for surf therapy to be used globally to improve mental health. The International Surf Therapy Org is developing industry standards, ethics, and risk management, but our most significant contribution to the field is facilitating high impact research on the effectiveness of surf therapy.



Mission

We're leveraging the power of partnership and the ocean to advocate for surf therapy to be used globally to improve mental and physical health and making a collective effort to enable more access to safe evidence-based surf therapy.

Vision

ISTO envisions a society where surf therapy is universally accessible through prescription and supported financially by healthcare organizations.

Our Pillars

UNDERSTAND

Increase understanding of Surf Therapy

Conduct shared research projects, publish existing research annually and share on intlsurftherapy. org, execute an annual Surf Therapy conference to highlight the impact and best practice in the sector.

SHARE

Promote excellence in Surf Therapy

Connect leaders of surf therapy organizations worldwide, share knowledge and exchange program tools, evaluation tools and evaluations to help each other improve practice and evidence base.

ADVOCATE

Build awareness of Surf Therapy

Share research and impact data at conferences globally, grow social media accounts and recruit global ambassadors to push awareness of surf therapy. Increase the inclusion of surf therapy beneficiaries in the growth of surf therapy worldwide.

2019 Objectives

- Provide access to surf therapy for people who are mentally, physically or socially disadvantaged.
- Build a research and evidence base to showcase global innovations in surf therapy.
- Build a gold standard, high quality surf therapy interventions servicing various vulnerable populations, prioritizing marginalized communities.
- Mentor upcoming surf therapy program for inclusion into the ISTO network and provide resources.
- Highlight the benefits of being in Nature and it's therapeutic interventions.
- Promote surf therapy access to landlocked areas using new wave pool technology and expansion in lakes and rivers

ISTO Impact

2017
8 Programs
20-attendees over 5-days

2018
15 Programs
30-attendees over 5-days

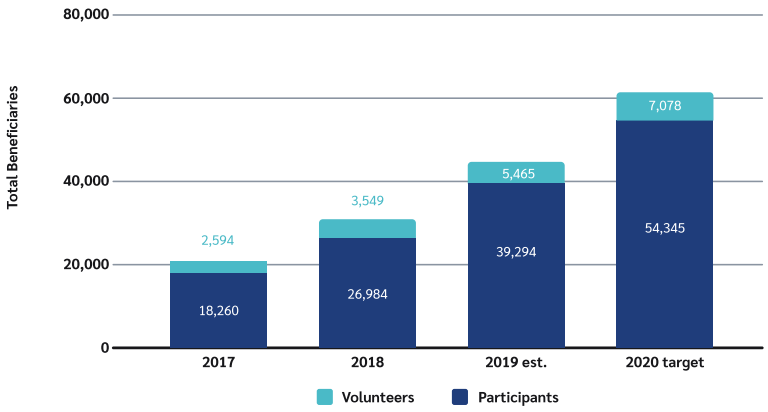
2019
35 Programs
250-attendees over 5-days

2019 Symposium

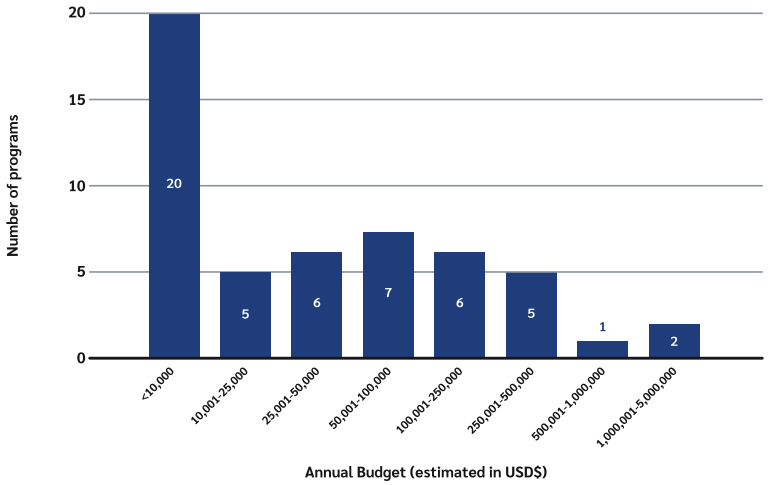
We hosted our 3rd annual conference in the South Bay of Los Angeles along with the first-ever public-facing Symposium dedicated to surf therapy, featuring 40-guest speakers with over 200-attendees. We finished the ISTO Symposium with a surf therapy session at El Porto, Manhattan Beach serving vulnerable youth, Veterans, Children with Autism Spectrum Disorder and first-responders.

ISTO Global Impact

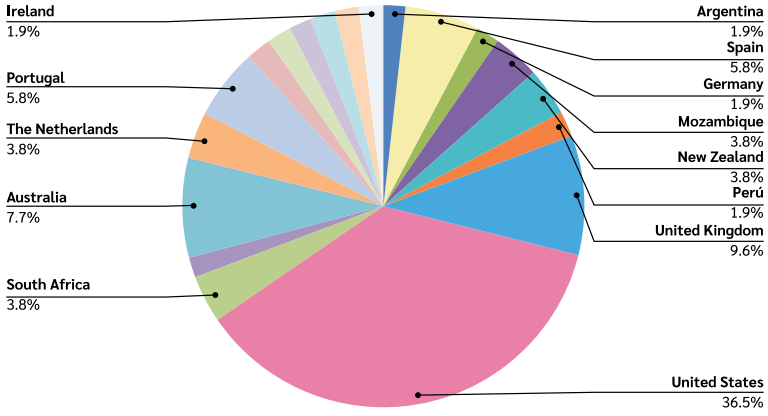
ISTO Programs' Annual Participation and Volunteer Reach



Number of programs by Annual Budget (estimated in USD$)



Share of Programs by Headquarter location



What we did

- Over 1100% growth in attendees at ISTO Conference.
- Engagement 750% growth.
- Over 300% growth in Contributors (Organizations).
- Hosted the world's first-ever public-facing symposium dedicated to surf therapy.
- Included global leading researchers in the surf therapy sector.
- ISTO hosted a Symposia at The Society for Mental Health & Research Conference in Noosa Australia (first-time inclusion of surf therapy).
- ISTO hosted a Symposium at the Society for Community Research and Action in Chicago, Illinois (USA) (firsttime inclusion of surf therapy).

The ocean has a way of putting everything in perspective, ready or not it forces you to focus, clearing your head and helping you relax. Lance Corporal Frank Schnitenbaumer.

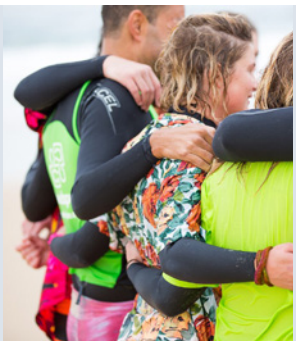
Feedback

All people should have safe access to salubrious, wild, biodiverse waters for well-being, healing, and therapy.

- WALLACE J. NICHOLS, BLUE MIND 2014

ISTO provides a sense of belonging. It is a group of like minded professionals that is willing to support each and every organisation within the Surf Therapy community.

- BEN, FOUNDER SURFIVOR



ISTO is a unique collaboration that the Surf Therapy sector can be proud of. Having so many orgs sharing with one another to improve practice and evidence is game changing.

- ANONYMOUS

It is not often that Clinicians stumble upon interventions that are beneficial for practically anyone who engages with them, such as with surf therapy. Go surf!

- OR HAREVEN, CLINICAL PSYCHOLOGIST (FOUNDER OF OUTREACH ISRAEL)

ISTO 2019 consisted of a gathering of researchers, advocates and practitioners with clear passion to develop the surf therapy sector for the benefit of all. I left the conference feeling that the goal of surf therapy on prescription was not only closer, but now feels inevitable.

- JAMIE MARSHALL, PHD RESEARCHER (EDINBURGH NAPIER UNIVERSITY)

2020 Goals

- A complete makeover of the ISTO website, including member login, utility navigation, donation buttons, sponsors, and videos.
- Providing easy to use online tools for surf therapy organizations to independently collect data and measure the success rate of their project will be made readily accessible.
- Produce and distribute Webinar content featuring researchers in the surf therapy field, beneficiaries, practitioners and stakeholders.
- Addition of new Board Members, including a web designer, lawyer, and accountant.
- Fundraising Goal increase in order to provide funding for smaller programs running in underdeveloped regions to be able to attend the annual ISTO Conference.
- Greater exposure to the sector overall through advocacy and research.

International
Surf Therapy
Organization
Thank you to all our contributors and we look forward to what 2020 will bring us.
intlsurftherapy.org
instagram.com/intlsurftherapyorg
facebook.com/intlsurftherapyorg
Go Far, Go Together...