

# CRISIS-TO-OWNERSHIP INITIATIVE

## MEDIA KIT — FIRST FIELD EDITION

From Back Porch Media Holdings LLC

Office of Walter Adkins Jr.

CEO • Author • Systems Builder

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### 1. EXECUTIVE SUMMARY

The Crisis-to-Ownership Initiative is a first-contact handoff system designed to support individuals in the vulnerable hours and days immediately following crisis. Built around the Crock Pots & Common Sense — First Field Edition field guide, the initiative provides a simple, repeatable, human-centered bridge between crisis and stability.

This initiative fills the most dangerous gap in the recovery ecosystem:

the space where people fall through the cracks.

When crisis ends, paperwork closes, and systems transition, individuals are often left alone with no structure, no direction, and no stabilizing tool. This initiative solves that problem with a 20-second handoff, a free coaching track, and a training system for professionals.

Learn more at:

[walteradkinsjr.com/crisis-to-stability-initiative](http://walteradkinsjr.com/crisis-to-stability-initiative)

(Visit the initiative)

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## 2. THE PROBLEM: THE GAP NO ONE OWNS

Every year, thousands of individuals experience:

- overdose reversals
- domestic crises
- mental-health emergencies
- court-ordered transitions
- detox discharges
- probation/parole resets
- faith-based recovery restarts

And yet, the most dangerous moment is not the crisis itself — it's the 48–72 hours after.

This is where people:

- drift
- disappear
- relapse
- return to unsafe environments
- lose momentum
- lose hope
- fall through the cracks

Not because they don't care.

Not because they don't want help.

But because no one has ever given them a simple tool to stay engaged long enough to rebuild.

The Crisis-to-Ownership Initiative exists to close that gap.

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### 3. THE SOLUTION: A THREE-LANE SYSTEM

#### Lane 1 — Public Landing Page

A clear, accessible explanation of the initiative, the mission, and the data behind it.

(Landing page)

#### Lane 2 — Free Self-Guided Coaching Track

Short, under-3-minute videos walking chapter-by-chapter through the field edition of *Crock Pots & Common Sense*.

This gives individuals a daily anchor, even without a program or support system.

#### Lane 3 — First-Contact Professional Training

A training page teaching officers, QRT teams, judges, pastors, counselors, and volunteers how to deliver the 20-second handoff that puts the book in the right hands at the right moment.

This system does not replace treatment, therapy, or legal requirements.

It reinforces them.

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#### 4. ABOUT THE FIELD EDITION

Crock Pots & Common Sense — First Field Edition is a 90-day stability tool designed for:

- crisis response
- drug court
- probation/parole
- detox discharge
- recovery ministries
- transitional environments

It is written in plain language, free of jargon, and built around:

- personal responsibility
- daily rhythm
- slow, steady change
- small, repeatable actions
- identity rebuilding
- ownership over outcomes

It is not a program.

It is a bridge.

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#### 5. ABOUT THE CREATOR

Walter Adkins Jr.  
CEO • Author • Systems Builder  
Back Porch Media Holdings LLC

Walter is the creator of the Crock Pots & Common Sense framework and the architect behind the Crisis-to-Ownership Initiative. His work focuses on building simple, scalable systems that stabilize individuals during the most vulnerable moments of transition.

His approach blends:

- lived experience
- systems thinking
- community-based recovery principles
- faith-aligned values
- evidence-informed behavioral models

Walter's mission is simple:  
Help people stay long enough to rebuild.

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## 6. WHO THIS INITIATIVE SERVES

Individuals in Transition

Anyone moving from crisis to stability who needs structure, direction, and a daily anchor.

First-Contact Professionals

Officers, QRT teams, judges, counselors, pastors, clinicians, and volunteers who need a simple, responsible handoff tool.

## Communities & Agencies

Organizations seeking a scalable, low-cost, high-impact stabilizer that complements existing systems.

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## 7. HOW TO CONNECT

For distribution, partnerships, training, or media inquiries:

Email: [info@walteradkinsjr.com](mailto:info@walteradkinsjr.com)  
(Email the team)

Website: [walteradkinsjr.com/crisis-to-stability-initiative](http://walteradkinsjr.com/crisis-to-stability-initiative)  
(Visit the initiative)

Facebook: [facebook.com/share/1Lp3GXpxuf/?mibextid=wwXlfr](https://facebook.com/share/1Lp3GXpxuf/?mibextid=wwXlfr)  
(Follow on Facebook)

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## 8. OFFICIAL STATEMENT FROM WALTER ADKINS JR.

“We lose more people in the quiet hours after crisis than we do in the crisis itself.

Not because they don’t care — but because no one has ever given them a simple tool to stay.

This initiative fills that gap.

We're just getting started.”

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## 9. MEDIA CONTACT

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