

Caroline Beidler, MSW

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Highlighted Competencies

Communications – Writing – Editing – Creativity

Seeking opportunities to build recovery community and treatment provider capacity through communications, collaboration, research, and writing.

Managing Editor, [Recovery.com](https://www.recovery.com)

Recovery.com

March 2025–present

- Lead editorial strategy and oversee the creation of independent, evidence-based resources on addiction recovery and mental health treatment, ensuring all content aligns with Recovery.com’s style guide and editorial standards.
- Manage content planning, writing, editing, and publication workflows, including assigning topics, guiding contributors, and integrating expert and clinical reviews.
- Provide technical editing and feedback to writers to ensure accuracy, clarity, and patient-centered language that reduces stigma and supports diverse recovery pathways.
- Optimize articles for search visibility using SEO best practices and Clearscope, while maintaining an empathetic and trustworthy tone.
- Collaborate with subject matter experts, clinicians, and internal teams to develop educational resources, guides, and tools that help patients and families navigate treatment options.
- Ensure all published content is fact-checked, properly sourced from peer-reviewed and government references, and accessible to a wide audience.

Technical Expert Lead/Subject Matter Expert, Addiction Recovery

JBS International

July 2023 to

March 2025

- Provide technical assistance, resource creation, training, and consultation to states, tribes, and territories in the U.S. in support of effective and efficient use of the Mental Health Block Grant (MHBG) and the Substance Abuse Block Grant (SABG)

- Disseminate and support the adoption of evidence-based and promising practices in the field of addiction recovery and treatment and provide expert consultation to the team on matters related to recovery
- Lead technical writing projects for contractors like the Center for Substance Abuse Treatment (CSAT) and the Substance Abuse and Mental Health Services Administration (SAMHSA), including online courses, modules, trainings, guidance manuals, and issue briefs. Produce quality products by copywriting, editing, and working with subject matter experts and federal officials to create quality resources
- Conduct on-site and virtual training on best and promising practices in the field, including on how to build peer support structures and systems into traditional SUD treatment

Membership and Outreach Manager,

Association of Recovery in Higher Education
2023

October 2022 to July

- Manage outreach activities and communications for the non-profit association that serves Collegiate Recovery Program staff in the United States, Canada, and the United Kingdom
- Provide technical assistance to universities, colleges, trade schools, non-profit partners, community stakeholders and state agencies and health departments on collegiate recovery program development
- Lead accreditation process development and professional development opportunities for program staff like webinars, trainings and other technical assistance offerings with a focus on diversity, equity, inclusion, and social justice topics

Circle of Chairs, Founder and Editor
present

January 2021 to

- Manage a peer-based storytelling platform for individuals in or seeking co-occurring addiction and mental health recovery with an emphasis on multiple recovery pathways, and women's issues like motherhood, sexual violence, and trauma
- Lead planning activities and host the annual International Women's Day Event presented by the She Recovers Foundation in collaboration with national and global recovery community organizations like Faces and Voices of Recovery, Women's Only Wellness, Association of Recovery Schools, Mobilize Recovery and more

Creative Director/Consultant

Creative Consultation Services, LLC
2020

Sept 2015 to Jan

- Provide technical assistance and training on a number of recovery-related projects and initiatives with an emphasis on grant/proposal writing, copywriting, editing, program development, non-profit administration, and peer recovery support services development

- Conduct research and develop training on a wide range of topics including Employment and Recovery, Adolescent Recovery Support Services, Collegiate Recovery Programs, Trauma and Women's Recovery, Social Support, Recovery Messaging, and Stigma Reduction
- Provide legislation and policy consultation on recovery-related topics for state governments
- Contracts include: Wisconsin Department of Mental Health and Substance Abuse Services, Substance Abuse and Mental Health Services Administration (SAMHSA), University of Wisconsin, Madison; St. Vincent de Paul of Sauk Prairie/Roxbury; Dryhooch of America, WisHope, WKM Psychology Clinics
- Recent projects include program development for a Recovery Friendly Workplace Initiative in Wisconsin, the *WisHope Recovery Enterprise Association* and a toolkit for the University of Wisconsin-Madison Department of Family Medicine and Community Health on *Exploring Pathways of Sustainability for Peer Support Services in Wisconsin* and a *Peer-based Recovery Ministry* at the *First United Methodist Church in Oak Ridge, Tennessee*

Director, Wisconsin Voices for Recovery and Co-Investigator/Director, ED2Recovery

University of Wisconsin, Madison, Department of Family Medicine and Community Health

May 2017 to

Nov 2018

- Led communications and messaging, conducted research, managed budget and all implementation activities of the WI Voices for Recovery grant, with a focus on technical assistance provision and capacity building
- Created all peer programming, conducted research, oversaw budget, and managed all implementation activities of SAMHSA State-targeted Response to the Opioid Crisis grant, 2.8m over 2 years; led all research activities, along with content development, for Learning Management Systems, Community of Practice for Peer Support Services, including webinar and module content development, expertise contributor(s) recruitment, and related activities
- Developed toolkit for medical providers and peer support specialists, part of the Wisconsin State-targeted Response to the Opioid Crisis grant from SAMHSA **transitioned to full-time consulting due to out-of-state move*

Associations

Rise Together

National Advisory Board Member

Jan 2017 to December 2019

First United Methodist Church of Oak Ridge

Chair of First Recovery Ministry Committee

December 2021 to December 2023

Live Free – Student Wellness and Recovery

Founder of first collegiate recovery community and program in Wisconsin, 2014

State Council on Alcohol and Other Drug Abuse (SCAODA) Governor's Appointment and Chair of Prevention Committee Intervention and Treatment Committee

Feb 2016 to Nov 2018

Connections Counseling Youth Mentor

Connections Counseling - Madison, WI

May 2011 to Nov 2018

Professional Experience

Community Liaison/Outreach Specialist, Wisconsin Voices for Recovery

University of Wisconsin, Madison, Division of Continuing Studies

Feb 2014 to May 2017

Led capacity-building efforts within the recovery community and various state initiatives and grassroots organizations; provided consultation to the Division of Care and Treatment Services and Wisconsin State Legislature on various projects, including Certified Peer Support Specialist Curriculum, technical assistance provision, and peer recovery support services; planned events including Rally for Recovery, Wisconsin's statewide Recovery Month event, community forums, and listening sessions

William S. Middleton Memorial Veteran's Hospital, Addictive Disorders Treatment Program (ADTP)

Department of Veterans Affairs - Madison, WI
2015

Sept 2014 to May

Internship and Independent Research Project,

Created Peer Support and Mentorship Program for Veterans in Recovery

Founder and President of the Board of Directors

Connect House Sober Living Foundation, Inc. - Madison, WI
2015

Oct 2012 to Aug

Began the first collegiate recovery home for women in Wisconsin

Community Connector/Dane County Capacity Building Initiative
and Service Coordinator,

United Cerebral Palsy of Greater Dane County (UCP) - Madison, WI

May 2011 to Aug 2014

Created a program to enhance natural supports for young people with differing abilities in rural Wisconsin

Direct Care Provider

REM, WI./Mentor, Inc.
2011

April 2001-May 2006; Aug 2009-May

Provided direct support and program enhancement for people with differing abilities

Awards and Distinctions

John Cordts Slaack Memorial Scholarship, UW-Madison, 2016

Texas Research Society on Alcoholism, John T. and Patricia A. O'Neill Addiction Science Education Award, 2015

Women's Addiction Services Leadership Institute (WASLI), sponsored by SAMHSA and CSAT, 2015

P.E.O. Program for Continuing Education scholarship, 2014

University League Continuing Education scholarship, 2014

“You Make a Difference Award,” REM, WI., 2002

Education

M.S.W., Social Policy and Administration Concentration
University of Wisconsin, Madison - May 2016

Substance Abuse Certificate Program, UW-Madison Extension - Madison, WI, 2013

Bachelor of Arts – English, UW-Madison - Madison, WI, Graduated with Distinction, 2004

Brief Bio:

Caroline Beidler, MSW is an author, recovery advocate, trained mental health provider, and founder of the storytelling platform Circle of Chairs. With almost 20 years in leadership within recovery-related fields, she is currently the Managing Editor of [Recovery.com](https://www.recovery.com). She is also the founder and director of the Women’s Recovery Leadership Foundation. Caroline has been awarded the Texas Research Society on Alcoholism’s, John T. and Patricia A. O’Neill Addiction Science Education Award in 2015 and was selected by the Vital Voices Global Partnership to be a fellow in 2022. Her third book, *When the Light Comes Back: Understand Addiction Recovery and How to Support Your Loved One* is coming in 2026 with Nelson Books. Caroline lives in Eastern Tennessee with her husband and twins where she enjoys hiking in the mountains and building up her community’s local recovery community.