

FOR IMMEDIATE RELEASE



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Krista Martin Joins Project Sticker Board of Directors

To Champion Holistic Mental Health Support in Veterinary Medicine

PALATINE, IL, MAY 23, 2025 – Project Sticker, a nonprofit mental health initiative helping individuals, practices, and the profession stick together for a healthier future, proudly announces the appointment of Krista Martin, MSSW, LCSW, C-AAIS, to its Board of Directors.

Martin brings a powerful blend of clinical expertise, strategic insight, and deep compassion to the Project Sticker team. As a Clinical Social Worker at M3 Counseling, Consultant with Golden Hour Consultation, and Special Projects Director at Veterinary Hope Foundation, Martin is widely recognized for her commitment to helping veterinary and mental health professionals develop the practical skills necessary to prioritize their own well-being—and then leverage those skills to build healthier systems for all.

“Krista played a vital role in ensuring that Project Sticker remains focused on its mission—elevating mental health and encouraging professionals to stay in veterinary medicine,” said Catherine Haskins, Founder and Chair of Project Sticker. “Her voice, vision, and unwavering dedication to the well-being of this profession make her an essential addition to our leadership team.”

In her new role, Martin will also help lead the oversight and development of one of Project Sticker’s cornerstone initiatives: exploring the impact of daily veterinary tasks on mental health. This research-driven effort is at the heart of Project Sticker’s holistic approach to well-being—recognizing that true mental health support must consider the people, the practice, and the profession as interconnected forces.

“Project Sticker fills a critical void in veterinary medicine by aggregating all of the mental health resources from around the profession into one place,” said Martin. “But more than that, it’s creating meaningful solutions—starting with understanding how the daily demands of veterinary life affect our mental health and what we can do about it.”

Project Sticker’s current work includes building the first-ever centralized site—StickWithUs.vet—to connect veterinary professionals with mental health resources, career support tools, and actionable data insights. Martin’s guidance will be instrumental in ensuring these tools not only address systemic challenges but also reflect the day-to-day realities faced by veterinary teams.

To learn more about Project Sticker, visit www.stickwithus.vet.

ABOUT PROJECT STICKER

Project Sticker is a not-for-profit initiative dedicated to supporting all veterinary professionals—regardless of role or sector—before they reach a mental health crisis. By focusing on prevention, practical tools, and

industry-wide collaboration, Project Sticker is reshaping how the profession approaches mental wellness—one person, one practice, and one step at a time.

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