KindRoot
WELLNESS

MEDIA KIT

Kay Starr

Author of *The Day My Arm Turned Blue*
Founder of KindRoot Wellness





A memoir of chronic illness, medical dismissal, motherhood, faith, and finding grace in the struggle. The Day My Arm Turned Blue shares Kay Starr's personal journey of learning to trust her body, fight to be heard, and turn pain into purpose. It is a story of survival, love, resilience, and hope for anyone who has ever felt unseen while searching for answers.

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About Kay Starr



Kay Starr is an author, speaker, media personality, mother, and founder of KindRoot Wellness. A community advocate, Kay has spent years using her voice to uplift others through media, storytelling, faith-based encouragement, and community-centered work.

Her memoir, The Day My Arm Turned Blue, was born from her personal journey through chronic illness, medical trauma, and the fight to be heard. Kay has lived with complex health challenges, including a rare form of Thoracic Outlet Syndrome, an undiagnosed blood clotting disorder, Graves' disease, Alport syndrome, the lasting effects of a stroke, and other debilitating conditions.

Her story reflects the emotional weight of navigating medical uncertainty, repeated hospital visits, unanswered questions, and moments of feeling dismissed while knowing something was wrong in her body.

Through it all, Kay's faith, motherhood, and love for her children became a source of strength and purpose. Her experiences opened her eyes to the reality of medical gaslighting and the need for patients, especially women, women of color, caregivers, and people living with chronic, rare, or invisible illness, to feel seen, heard, and prepared.

As the co-founder of KindRoot Wellness, Kay is committed to helping patients and caregivers navigate the healthcare journey with more confidence, compassion, and support. Through her book, speaking, and advocacy work, she encourages others to trust their bodies, document their symptoms, ask questions, seek support, and never give up on their own healing journey.

Kay's message is rooted in truth, faith, and resilience: your pain matters, your voice matters, and your story is worthy of being heard.

Fast Facts

Author	The Day My Arm Turned Blue
Co-Founder	KindRoot Wellness
Based In	Westchester, New York
Themes	Patient advocacy, medical gaslighting, faith, motherhood, chronic illness, resilience
Available At	Available At Amazon and Barnes & Noble

Signature Message

> ***"Your body matters. Your voice matters. Your story matters."***

About the Book

The Day My Arm Turned Blue: Fighting to Be Heard and Finding Grace in the Struggle



The Day My Arm Turned Blue is Kay Starr's memoir about the moment her body demanded to be heard and the longer journey of fear, faith, motherhood, chronic illness, and medical dismissal that surrounded it. The book speaks to anyone who has ever felt dismissed, doubted, or alone while searching for answers.

It is not only a story of what Kay survived. It is a story of purpose: helping others prepare for appointments, speak up with dignity, and remember that they do not have to navigate illness in silence.

Book Themes

- Medical dismissal and patient advocacy
- Faith and grace through uncertainty
- Motherhood and love as a source of strength
- Chronic illness, resilience, and rebuilding confidence
- Turning pain into purpose through KindRoot Wellness

Purchase Links

Amazon Book Link

KindRoot Website

Barnes & Nobles Link

About KindRoot Wellness

KindRoot Wellness is a patient-centered wellness brand co-founded by Kay Starr and her son, Chad. Created from their lived experience navigating chronic illness, caregiving, medical appointments, and the emotional weight of feeling unheard, KindRoot is rooted in compassion, preparation, advocacy, and community support.

As Kay's caregiver, Chad has walked closely beside her through some of the most difficult parts of her health journey. His role and perspective helped shape KindRoot's mission to support not only patients, but also the caregivers who stand in the gap, carry the weight, and help loved ones keep going.

Born from Kay's personal health journey and their shared commitment to helping others feel seen and supported, KindRoot Wellness offers encouragement and practical tools for patients and caregivers who are often overwhelmed by the healthcare system. The brand focuses on helping people prepare for appointments, document symptoms, ask better questions, communicate their needs, and build confidence after experiences of medical dismissal or uncertainty.

Through the book The Day My Arm Turned Blue, community events, patient advocacy talks, wellness workshops, and practical resources, Kay uses KindRoot Wellness to help people show up to healthcare spaces with more clarity, confidence, and support. At its heart, KindRoot Wellness is a reminder that no one should have to navigate illness, healing, or caregiving alone.

What KindRoot Offers

- Patient advocacy conversations and workshops
- Appointment preparation tools and symptom-journaling support
- Encouragement for caregivers and families
- Community conversations on medical gaslighting and chronic illness
- Faith-centered encouragement, healing, and hope

Signature Workshop / Segment

Seen, Heard & Prepared: How to Advocate for Yourself When You Feel Dismissed

A plain-language patient advocacy conversation that helps audiences recognize medical gaslighting, prepare for
doctor visits, ask stronger questions, bring support, and rebuild confidence after being dismissed.

Media Story Angles

Medical Gaslighting: What It Sounds Like and What Patients Can Do
Kay shares her lived experience and offers simple tools for people who feel dismissed or unheard.

My Arm Turned Blue, But the Bigger Fight Was Being Believed
A human-interest story that connects a personal health crisis to a larger patient advocacy conversation.

Faith, Motherhood, and Fighting to Be Heard
A hopeful conversation for women, caregivers, church communities, and families navigating hard seasons.

The Appointment Prep Sheet Every Patient Needs
A practical segment for viewers: what to write down, what to ask, and how to leave with a clear plan.

Turning Pain Into Purpose Through KindRoot Wellness
How Kay transformed her health journey into a support-centered wellness movement.

Suggested Interview Questions

- What happened when your arm turned blue, and why did that moment change your life?
- What does medical gaslighting look and feel like from the patient side?
- How did motherhood shape the way you fought for your health?
- How did faith help you through the most uncertain parts of your journey?
- What should someone do before a doctor visit if they feel nervous or dismissed?
- What is KindRoot Wellness, and how did it grow from your story?
- What do you hope readers take away from The Day My Arm Turned Blue?

Speaking Topics & Event Options

Author Talk & Book Signing	A personal reading, conversation about the story behind the book, audience Q&A;, and signing/photo opportunity.
Medical Gaslighting 101	A clear, compassionate session explaining how dismissal happens, why it matters, and how to respond.
Patient Advocacy Workshop	Practical tools for symptom tracking, appointment prep, asking questions, and bringing support.
Faith, Healing & Motherhood	An inspirational talk for churches, women's groups, and community audiences.
Caregiver Encouragement Conversation	Support for caregivers standing in the gap for loved ones navigating illness.

Upcoming Book Signing

Saturday, August 15th | 10:00 AM - 1:00 PM

Mount Vernon Public Library - Community Room

28 S 1st Ave, Mount Vernon, NY 10550

Suggested event elements: author reading, discussion on medical gaslighting, patient advocacy tips, Q&A;, autographed copies, photos, and community connection.



Contact & Booking

Kay Starr is available for interviews, book signings, author talks, community conversations, podcast appearances, church and women's group events, and patient advocacy workshops.

Media / Booking Email	Info@kindrootwellness.com
Website	https://kindrootwellness.com/
Book on Amazon	https://a.co/d/0csFgU66
Book on Barnes & Noble	https://www.barnesandnoble.com/w/the-day-my-arm-turned-blue-kay-starr/11502 19520?ean=9798234056603

Press Images Included





KindRoot WELLNESS

One-Sentence Media Description

Kay Starr is a Mount Vernon author, mother, chronic illness survivor, and KindRoot Wellness founder turning medical dismissal into a patient advocacy movement that helps people trust their bodies, use their voices, and fight to be heard.