

DR. Darria

ER DOCTOR. MEDIA EXPERT.

The ER doctor whose advice parents don't just trust — they act upon.



**LEADING VOICE IN
CHILD HEALTH
+ SAFETY**



**ER DOCTOR - HARVARD
AND YALE-TRAINED**



**NATIONAL TV -
NBC • CNN •
NETFLIX**



**C400K+ FOLLOWERS,
BEST--SELLING AUTHOR,
SPEAKER**



**FOUNDER,
NO-PANIC PARENTING**



MEDIA KIT 2026



No-Panic
PARENTING™
by DR. Darria



MEET DR. DARRIA LONG



Dr. Darria is a Harvard- and Yale-trained ER doctor and mom of three.

She's the go-to voice to help parents prevent accidents, illnesses, and emergencies - and know what to do when they happen.



HARVARD & YALE ER DOCTOR

Board-certified,
pediatric + adult
emergency
medicine



PROFESSOR & RESEARCHER

Clinical faculty, UT
School of Medicine ·
published child-
safety researcher



NATIONAL MEDIA REGULAR

NBC · CNN ·
Netflix · HLN



400K+ ENGAGED PARENTS

Top content
regularly
exceeds 2M
views



TRUSTED BRAND PARTNER

Pampers ·
Clorox · Johnson
& Johnson +
more

MEDICAL ADVISOR, BRAND SPOKESPERSON + PARTNER



Johnson & Johnson



A*True*expert

PHYSICIAN. RESEARCHER. TEACHER.
ADVOCATE FOR FAMILIES.



Dr. Darria is a Harvard and Yale-trained, board-certified Emergency Physician, working in both dedicated pediatric and adult emergency departments.



She served on the faculty of Harvard Medical School and now is a Clinical Assistant Professor at the University of Tennessee School of Medicine. She completed her residency at the Yale School of Medicine, and her MBA from Harvard Business School.



Dr. Darria conducts research in child health and safety and is a thought-leader in the space.



She is a CPR instructor for The American Heart Association, with which she regularly partners, and a national spokesperson for the American College of Emergency Physicians.



Dr. Darria is **unique** to be a **physician, researcher, teacher** - AND have a **large voice and platform** in social and TV.

TRUSTED BY THE INSTITUTIONS
THAT SET THE STANDARD

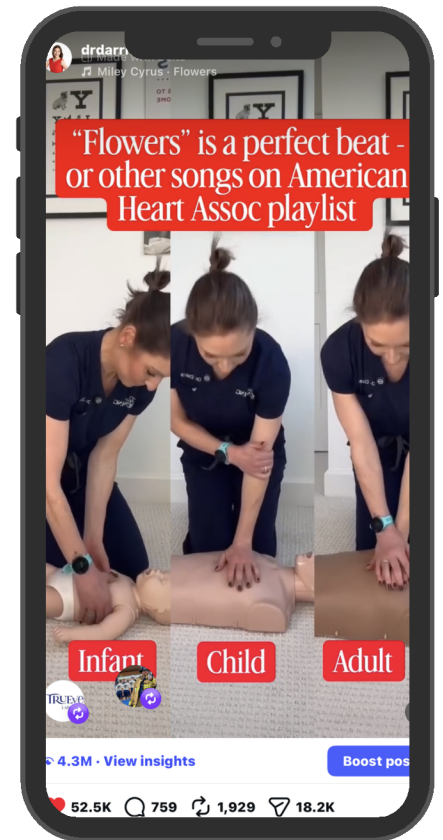


High-engagement CONTENT CREATOR



In a world where fear spreads faster than facts, Dr. Darria has built a loyal following of hundreds of thousands of moms.

Her content gets saved, shared - and acted upon.



AUDIENCE



383K+
total followers



225K+
Instagram



68K+
TikTok



90K+
Facebook



10,000+
Email list Subscribers

DEMOGRAPHICS



83%
women



74%
18-44 yrs old



58%
US + CAN



ENGAGEMENT THAT DRIVES ACTION



4M+ views on top-performing content



Top content regularly exceeds **2M views**.



35K+ shares on posts



26K+ saves on posts



100K+ interactions on top-performing content



Parents don't just consume this content; they use it every day.

Seasoned TELEVISION



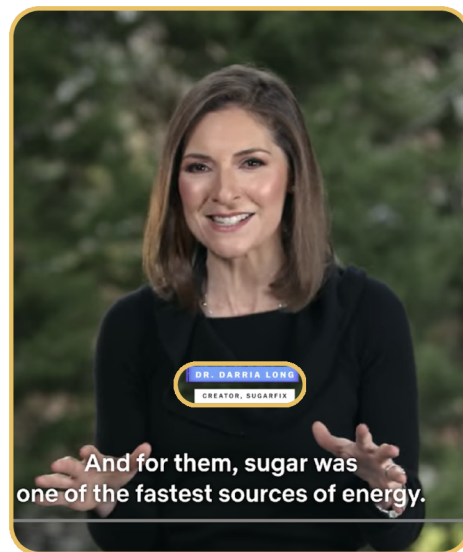
Dr. Darria doesn't just appear on camera — she can carry the segment. Brands regularly hire **Dr. Darria** for Satellite Media Tours, Amazon Lives, and other TV Press.

A trusted voice and regular contributor for national TV, Dr. Darria is known for turning complex medical information into clear, actionable guidance.

Calm authority with real warmth — the doctor who turns ER-level stakes into clear, do-this-now guidance, and makes parents feel handled instead of scared.



AS SEEN ON



Widely Popular SPEAKER



The ER doctor's playbook for chaos: how to decide, act, and lead when the pressure is highest and the information is incomplete — and turn your hardest moments into your greatest strength.

In her frequent corporate keynotes, Dr. Darria reveals how ER doctors stay calm and focused in chaos - and how employees, leaders, and families can use that in their everyday lives.



CLIENTS INCLUDE:



Boehringer
Ingelheim



Marsh McLennan



MOMCQ

One message, every room. The same framework that grips a corporate C-suite lands just as hard with frontline and operations teams, parents and mom groups, and to incorporate faith for faith-based communities.

Decide — and Act — With Speed (Boehringer Ingelheim) · No-Panic Parenting (UBT, to several thousand moms) · Becoming Unflappable (American Ambulance Association) · Staying Calm in Any Emergency (Newton Baby).



When an audience member said to everyone that her talk was “one of the best on health that I have heard”, I realized that she had exceeded all of our expectations.

Everyone on my team at IBM is eagerly awaiting her next presentation.

Judy Murphy, RN, FACMI, FHIMSS, FAAN, Chief Nursing Officer, IBM Global Healthcare

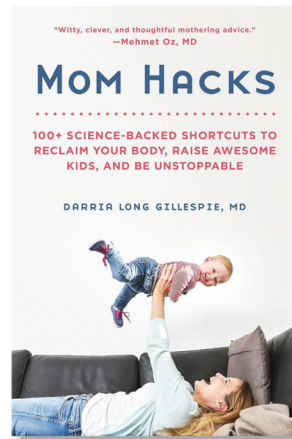
National BEST-SELLING AUTHOR



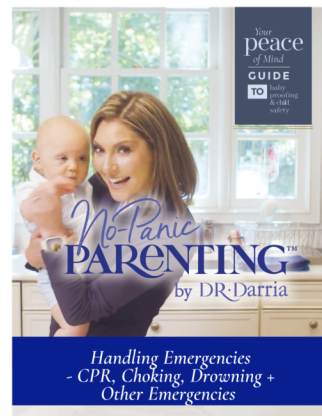
Evidence-based strategies to help parents raise
safer, healthier kids—without the overwhelm.



NATIONAL BESTSELLER: MOM HACKS



NO-PANIC PARENTING BOOK SERIES



Founder + No-Panic PARENTING™



The Baby Proofing, Safety, and CPR First Aid Courses Every Parent Needs

Peace of mind from an ER doctor and mom.

COURSES

Using her own unique blend of ER-doctor experience, evidence, and ability to relate as a mom of 3, Dr. Darria helps busy parents prevent illnesses, accidents, and emergencies — and know exactly how to react when they do.

Most importantly, they get the peace of mind that comes with that.



Too often in the ER I think: If I could have just talked to these parents two days earlier, we could have prevented this.

Now, I'm doing just that.

Parents today are the “try-hardest” generation of parents.

And yet - their attention is constantly pulled toward the dramatic 2%—while missing everyday risks that actually matter.

10,000+

Email list Subscribers



nopaniceparenting.com



NO-PANIC PARENTING COURSES



LEARN FROM THE ER DOCTORS WHO SAVE LIVES

in choking, drowning, and other
childhood emergencies.

Evidence-based parenting education
designed to help families prevent
emergencies, respond with confidence,
and know exactly what to do when every
second matters.



CREATED BY ER DOCTORS

Built by emergency
physicians with real-world
experience treating and
preventing childhood
emergencies.



BUILT CHILD- FIRST

Focused on the real situations
parents face every day—from
choking and drowning to
illness, injuries, and home
safety.



TAUGHT SO YOU NEVER FORGET

Simple frameworks and
memorable lessons
designed to help parents
stay calm and act quickly
under pressure.

[VIEW COURSE DETAILS →](#)

BRAND PARTNERSHIPS

FOR BRANDS WHO WANT MORE THAN CONTENT—THEY WANT
TRUST, CLARITY, AND REAL INFLUENCE WITH PARENTS.



Content

- IG / FB Reel or static post (+ stories)
- TikTok / YouTube cross-posting
- Additional story sequences
- Whitelisting (paid amplification)



Video + Brand Content

- Custom video content for brand channels
- Educational product integration



Events

- Keynote speaking
- Panels / moderating
- Live + virtual events



Media + Spokesperson

- Podcast guesting
- Press + media interviews
- National TV, Amazon Lives, and satellite media tours
- On-call spokesperson availability



Platform Integration

- No-Panic Parenting newsletter feature
- “Favorites” page inclusion
- Discount codes + shopping lists



Written + Educational

- Articles / blog posts
- Expert quotations (PR, web, packaging)
- Webinar or virtual training



Strategic + Expert Integration

- Messaging + content input
- Strategic direction and advisory



Retainer Partnership Structure

- Retainer partnerships can be structured with any of the above on a recurring schedule, plus as-needed. Retainer clients receive priority access for media and campaign needs.
- Category exclusivity

Offerings available as retainer partnerships or standalone campaigns.

Successful Brand PARTNERSHIP TESTIMONIALS

BRANDS PARTNER WITH DR. DARRIA TO BRING CLARITY, TRUST,
AND REAL BEHAVIOR CHANGE TO PARENTS.

“

Creates both connection and calm — and consistently drives strong engagement and conversion.

— **Sara Stefanik**, Head of Influencer Partnerships, BabyCenter (Everyday Health)

“

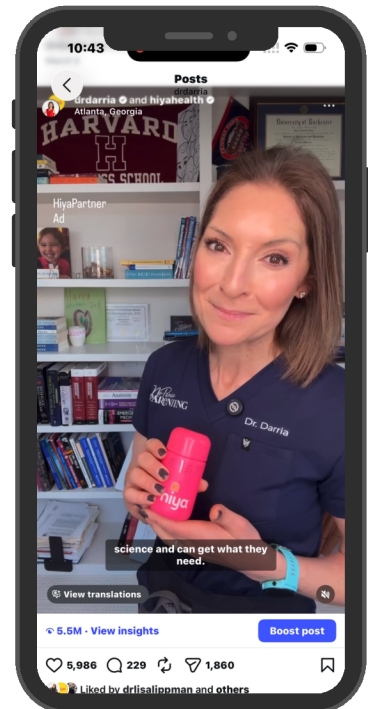
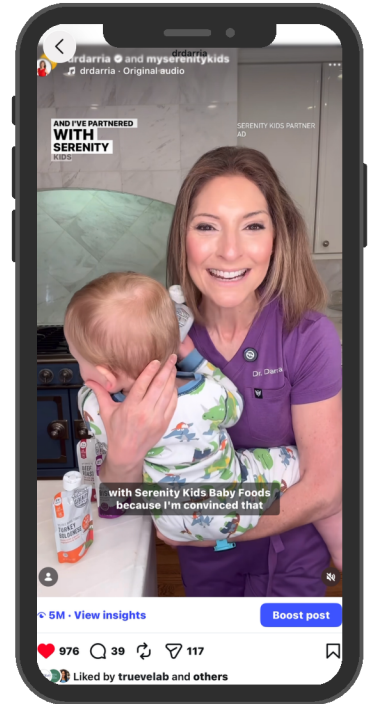
Her community is highly attentive, responsive, and genuinely values her perspective. She's a true extension of our brand.

— **Ana Gerst**, VP Marketing & Communications, Hiya Health

“

She improved the segment... great on camera and with the team — a perfectionist in the best way.

— **Life Extension**



BRANDS PARENTS ALREADY TRUST



Let's create something
parents don't just see, but
save, share — and act upon.



Get in Touch



FOR BOOKING & PARTNERSHIPS:
team@nopicparenting.com



FOR MEDIA & PRESS:
admin@nopicparenting.com



WEBSITE
nopicparenting.com

Represented by William Morris Endeavor

Download Press One-Sheet →