



HYPNOPATTER

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Bruni Brewin

Feel free to forward this e-journal to your associates and friends interested in hypnosis.

President's Notes

LIST OF CONTENTS

	Page
President's Report	1
RESEARCH- Stress & Periodontal Disease	2
Macquarie Uni – Trash the Habit Event	3
From the National Executive	3
AAH Hypnotherapy & Counselling Course	4
The Placebo Effect: Triumph of Mind Over Body	4
Note from the President	5
Would you like to Advertise in Hypnopatter?	6
RESEARCH: Smokers Suffer More Back Pain	8
Anyone Like to Become a Member?	8
On-Going Professional Development	8
Hypno-birthing Training – Adv.	9
NSW Meeting & Workshop Dates	9
Letter To The Editor	10
AHA Discussion Group Forum	10
Is It a Goal or Just a Desire? – Adv.	11
Vic Half Day Seminar	12
DVD & Book Review	13
Members News	14
First Aid Course - Adv.	14
Learn Self Hypnosis – Adv.	15
60 th Anniversary Conference -Flyer	16
Look & Learn	17
ACH Counselling Course	17
NSW One Day Workshop – 6th Sept.	18
Are You an Educated Derelict?	19
Associate Members	19
Are You A Smart Net Worker?	20
State Reports	20
Committee Members	23

SEPTEMBER 2009 A 3-DAY INTERNATIONAL CONFERENCE

The Australian Hypnotherapists' Association

60th Anniversary Conference

Australia's 1st International Hypnotherapy Conference



"The young physician starts life with 20 drugs for each disease, and the old physician ends life with one drug for 20 diseases."~ Canadian Physician, 1849-1919

NSW Health Department Code of Conduct –

All members in NSW should have received notification of the requirement of all Unregistered Health Practitioners to adhere to the Code of Conduct that has now been passed in the NSW parliament, and commences on 1 August 2008. Section 17 of the Regulation advises that both the Code of Conduct and the HCCC (Health Care Complaints Commission) notice needs to be clearly displayed in the reception/waiting area of your practice. The links for downloading or viewing these are displayed on our website in the members area.

Private Health Insurance (Accreditation) Rules -

The Department of Health and Ageing did advise us that the Private Health Insurance (Accreditation) Rules 2008 have now been registered. The registered rules have been forwarded to all State Executive Officers who you are able to contact to view these. The implementation of Rule 10 (which is the rule that hypnotherapists practices come under) has been deferred till the 1st July 2009. The reason for this is that some insurers indicated to the department that they would need a little more time to implement the proper checks on complementary health care type providers. This would also allow associations more time to get their members ready to meet any requirements set by the Private Health Insurance providers.

Government inquiry into obesity -

The National Executive responded to the Governments inquiry into obesity. You are able to view our response (submission No. 63), on the following link; <http://www.aph.gov.au/house/committee/haa/obesity/subs.htm>

South Australian Dept. of Health report – Social Development Committee inquiry -

A report was compiled by the South Australian Dept. of Health regarding possible harms associated with hypnosis and the possibility of developing a code of conduct (such as in NSW). This was an interim report that the Health Minister, the Hon. J Hill promised to bring back to Parliament in answers to the concerns by Parliament members about deregulating hypnotherapy from

the Psychologists Bill. The final analysis is that Parliamentary members are satisfied to allow deregulation to take place. This is not to be confused with The Social Development Committee's 'Bogus, Unregistered, Deregistered Health Practitioners inquiry'. The Development Committee did advise us that although they will address this report as part of the larger inquiry, their anticipated tabling date for this inquiry remains as per their previous advice to us, the end of 2008. As mentioned in the June 2008 Hypnopatter Presidents report, the AHA was invited and has responded to this inquiry.

[UK Hypnotherapy Working Group News -](#)

The Working Group for Hypnotherapy Regulation in the United Kingdom are now consulting on the entry level to the hypnotherapy profession (after having in March 2008 adopted a national Code of Ethics). It will be interesting to see how this develops or whether the Health Department in the UK will accept those entry levels, or indeed if the route through avoiding training standards in favour of minimum entry knowledge of certain requirements will be accepted. This could result in the possibility that a move in this direction will take the form of the USA where new terminology restating the client's issues and problems will be undertaken in a way that avoids the use of the language of medicine or psychopathology, or dealing with any type of mental health issue. UK Hypnotherapists have been asked to come up with their thoughts by August and a draft report will be available by December.

[AHA response to SA Newspaper Article -](#)

The Executive would like to thank Lennie Soo in South Australia who sent us an article written in the South Australian Sunday Mail where a member of the South Australian APS was endeavouring to 'scare monger' the paper's readers with claims that deregulating hypnotherapy from their domain will lead to "backyard hypnotists with 'Mickey Mouse' inferior training, preying on members of the public who may be gullible." By knowing about this article we were able to respond to it. (You are able to see our response on our website – under "Press releases").

We ask members in other States to be watchful of their local news media and forward these types of claims to the National Executive. They are being made to undermine our credibility, so by knowing about them we are able to respond to such false claims and innuendos and highlight the integrity of the hypnosis profession.

[Smoking – Macquarie University –](#)

We would like to thank the members that took part in the Smoking campaign at Macquarie University. Thanks also to Lydia Deukmedjian for organizing things. You will see a write up by Lydia below.

[Good Health & Medicine Magazine –](#)

The AHA has supplied an article on Self-Hypnosis for the Good Health & Medicine Magazine. We will also put the article on the AHA website once it has gone to print. In the interim you might like to look out for it. The article was written by freelance writer, Angela Barrett.

Best wishes to everyone. Bruni

RESEARCH: Stress May Play A Role In The Development Of Periodontal Diseases

ScienceDaily (Aug. 11, 2007) — CA literature review published in the August issue of the Journal of Periodontology (JOP) saw a strong relationship between stress and periodontal diseases; 57% of the studies included in the review showed a positive relationship between periodontal diseases and psychological factors such as stress, distress, anxiety, depression, and loneliness.

"More research is needed to determine the definitive relationship between stress and periodontal diseases," said study author Daiane Peruzzo, PhD. "However, patients who minimize stress may be at less risk for periodontal diseases."

Researchers speculate that the hormone cortisol may play a role in the possible connection between stress and periodontal diseases. A study in the July issue of the JOP found that increased levels of cortisol can lead to increased destruction of the gums and jaw bone due to periodontal diseases. It is well known that periodontal diseases, left untreated, can ultimately lead to bone loss or tooth loss.

"Individuals with high stress levels tend to increase their bad habits, which can be harmful to periodontal health. They are less attentive to their oral hygiene and may increase their use of nicotine, alcohol or drugs," explained Preston D. Miller, Jr., DDS, and President of the American Academy of Periodontology. "Patients should seek healthy ways to relieve stress through exercise, balanced eating, plenty of sleep, and maintaining a positive mental attitude."

Patients should also keep in mind their "pocket size guide" to periodontal health; periodontal probing depths of one to two millimeters with no bleeding are not a concern but probing depths of three and four millimeters may need a more in depth cleaning called scaling and root planing. Probing depths in excess of 5mm may require more advanced treatment and patients should talk to their dental specialist. Related articles from the JOP: "Stress and Psychological Factors as a Risk for Periodontal Disease: A Systemic Review" and "Hydrocortisone Affects the Expression of Matrix Metalloproteinases (MMP-1, MMP-2, MMP-3, MMP-7 and MMP-11) and Tissue Inhibitor of Matrix Metalloproteinases (TIMP-1) in Human Gingival Fibroblasts"

'Trash the Habit' at Macquarie University in conjunction with World No Tobacco Day'

by Lydia h Deukmedjian National Director, NSW Workshops and Continuing Education Coordinator



From left to right: AHA President, Bruni Brewin, NSW Members, Enas Saad, Trish Miller, Ria Manolias

In April, Lauren Hargreaves Health Promotion Coordinator of Macquarie University invited the AHA to participate in their 'Trash the Habit @MQ' on the 27th, 28th and 29th May 2008. This three day quit smoking event was designed to coincide with World No Tobacco Day. The event is part of their aim to achieve the "Healthiest Campus in Australia by 2015". The AHA was the only Association invited to represent Hypnotherapy as a process for smoking cessation. We were thrilled to be a part of the event. We saw this as a wonderful opportunity for the following reasons:

- to promote our profession
- to promote our members, and their business
- to build a relationship with Macquarie University which will be the start of building relationships with other Universities
- to be invited to other events Macquarie University (and other Universities), hold in the future
- to promote the AHA

We contacted our members to invite them to represent the AHA as well as giving them the opportunity to promote their own businesses. We had a good response. A total of 8 Members attended at various times over the course of the 3 days function, including Bruni Brewin our President. The volunteers were: Cherie Richie-Lowe, Ria Manolias, Enas Saad, Werner Meyer, Michael Redmond, Nurit Ruber, Trish Miller.

As this was the first event of its kind for Macquarie University we were unsure of how the event would flow, but everyone was ready with their own business cards and flyers and capture sheet for anyone interested in more information on how Hypnotherapy can effectively help people to quite smoking. On the first day, the students were more interested in the sausage sizzle than 'trashing the habit'. However, by the second day, students were interested enough in what our members had to say to ask questions on a much wider range of issues. Bruni offered a free information presentation. She explained Hypnotherapy and carried out a demonstration. This proved to be very beneficial to students who were unsure of how it worked.

The event was an overall success and we look forward to being involved in future events with Macquarie University. The Executive would like to thank those members who participated and made the event worthwhile for everyone.

From the National Executive: by Katherine Ferris (National Secretary)

There is a lot of new and exciting planning and development taking place at the National Executive level. On May the 2nd we all met for a special Planning Day. The meeting was called to explore creative ideas, ways and strategies of taking AHA to new heights in the next 5 years. On behalf of all the members, we are especially striving for higher levels of recognition with the Government Legislators regarding Health Regulations as well as doubling our efforts at making continued approaches to the Health Funds. Above all else, we are striving to promote Hypnotherapy, so that it can continue to be recognised as a worthy profession in our community. We are moving into the future, filled with excitement and renewed energy as we plan for the approaching 60th Anniversary Celebration. Our aim is for this celebration to be even bigger and better than what we could envision at this moment. A heartfelt thank you to all of those Members who have offered to volunteer their valuable time and energy to help with the ongoing planning and organising of this huge event.



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The Placebo Effect: The Triumph of Mind over Body

A growing body of research reveals not just psychological and perceptual components to the placebo effect but also a biochemical substrate to the mechanism.

Note* References for the article below have been excluded for the sake of space. Whilst the article is somewhat longer than Hypnopatter would normally print, the contents and substantial research that have gone into this article are of interest to our readers. It further highlights the importance and opportunities we have as hypnotherapists who deal with the subconscious mind, to assist our clients to use their own inner healing abilities.

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A Neglected Phenomenon

One of the most commonly used terms in medical language is the word placebo. The placebo effect is used as a scale for evaluating the effectiveness of new drugs. But what exactly is the placebo effect and what are its consequences in the deterministic structure of Western medicine?

The placebo effect has been frequently abused by health professionals to denote and stigmatise a fraud or fallacy. Alternative therapies have often been characterised as merely placebos. But the placebo effect is not a fraudulent, useless or malevolent phenomenon. It occurs independently of the intentions of charlatans or health professionals. It is a spontaneous, authentic and very factual phenomenon that refers to well-observed but uninterpreted and contingent therapies or health improvements that occur in the absence of an active chemical/pharmacological substance. Make-believe drugs-drugs that carry no active chemical substances-often act as the real drugs and provoke therapeutic effects when administered to patients.

In many drug trials, the manufacturers of the drug sadly discover that their product is in no way superior to the effect of a placebo. But that does not mean that a placebo equates to a null response of the human organism. On the contrary, a placebo denotes non-chemical stimuli that strongly motivate the organism towards a therapeutic course. That is, the placebo effect is dependent not on the drug's effectiveness but solely on therapeutic intention and expectation.

Effects of positive and negative thinking

The placebo effect has been often misunderstood as a solely psychological and highly subjective phenomenon. The patient, convinced of the therapy's effectiveness, ignores his symptoms or perceives them faintly without any substantial improvement of his health; that is, the patient feels better but is not healthier. But can the subjective psychological aspect of the placebo effect account for all of its therapeutic properties? The answer is definite: the placebo effect refers to an alternative curative mechanism that is inherent in the human entity, is motivated by therapeutic intention or belief in the therapeutic potential of a treatment, and implies biochemical responses and reactions to the stimulus of therapeutic intention or belief.

But placebos are not always beneficial: they can also have adverse effects. For example, administering a pharmacologically inactive substance to some patients can sometimes bring about unexpected health deteriorations. A review of 109 double-blind studies estimated that 19 per cent of placebo recipients manifested the nocebo effect: unexpected deteriorations of health. In a

A note from the President...

Would State Executive Members please put the **10th of the month for the months; Jan., March, May, July, Sept. Nov.,** as cut-off dates into your diary for Ann Sheridan to receive any State Report and Workshop submission that you wish to include into Hypnopatter: Anything received after these dates will unfortunately have to miss that bi-monthly issue.

Thank you for your consideration.

related experiment, researchers falsely declared to the volunteers that a weak electrical current would pass through their head; although there was no electrical current, 70 per cent of the volunteers (who were medical students) complained of a headache after the experiment.

In a group of patients suffering from carotid atherosclerosis, prognosis and progression of the disease were burdened when their psychological health was bad (i.e., they were affected by hopelessness or depression). In another group of carotid atherosclerosis patients, prognosis and progression were burdened not only by hopelessness but also by hostility. In patients with coronary heart disease, hopelessness was a determinative risk factor. Social isolation, work stress and hostility comprised additional risk factors.

Positive or negative thinking seems to be a decisive risk factor for every treatment, perhaps even more important than medical intervention.

The nocebo effect appears to have a specific biological substrate. A group of 15 men whose wives suffered from terminal cancer participated in a small perspective study. After their wives' deaths, the men experienced

severe grief that caused immunodepression. The spouses' lymphocytes for a period of time after their wives' deaths responded poorly to mitogenes. Grief had assaulted their immune system. The study proposed that grief and grief-induced immunodepression resulted in high-level mortality of the specific group.

A short history of a small miracle

The term placebo (meaning "I shall please") was used in mediaeval prayer in the context of the phrase *Placebo Domino* ("I shall please the Lord") and originated from a biblical translation of the fifth century AD. During the 18th century, the term was adopted by medicine and was used to imply preparations of no therapeutic value that were administered to patients as "decoy drugs". The term began to transform in 1920 (Graves), and through various intermediate stages (Evans and Hoyle, 1933; Gold, Kwit and Otto, 1937; Jellinek, 1946) was fully transformed in 1955 when it finally claimed an important portion of the therapeutic effect in general. Henry K. Beecher, in his 1955 paper "The Powerful Placebo", attributed a rough percentage of 30 per cent of the overall therapeutic benefit to the placebo effect.

In certain later studies, the placebo effect was estimated at even higher, at 60 per cent of the overall therapeutic outcome. In a recent review of 39 studies regarding the effectiveness of antidepressant drugs, psychologist Guy Sapirstein concluded that 50 per cent of the therapeutic benefits came from the placebo effect, with a poor percentage of 27 per cent attributed to drug intervention (fluoxetine, sertraline and paroxetine). Three years later Sapirstein, along with a fellow psychologist Irving Kirsch, processed the data from 19 double-blind studies regarding depression and reached an even higher percentage of therapeutic results attributed to the placebo effect: 75 per cent of depression therapies or ameliorations were placebo induced

Hróbjartsson and Gotzsche (2001, 2004) doubted the effectiveness of the placebo phenomenon, attributing it solely to the subjective factors of human psychology. And indeed, there is a major aspect of the placebo effect related to psychology. In two studies where placebos were exclusively administered, the placebo effect seemed to be effected from the subject's perception of the applied therapy, i.e., two placebo pills were better than one, bigger pills were better than smaller, and injections were even better.

The placebo induced a reaction not only to the therapy but also to its form, suggesting that the placebo phenomenon is shaped according to the personal symbolic universe of the patient. Before the placebo response occurs, human perception has already interpreted the applied therapy and has prepared a certain response to it. It would appear that not only chemical but also non-chemical stimuli participate in the motivation of the human organism towards therapy.

But is the placebo reaction solely a psychological phenomenon or does it have additional tangible somatic effects?

One of the more dramatic events regarding placebo therapy was reported in 1957 when a new wonder drug, Krebiozen, held promise as the final solution to the cancer problem. A patient with metastatic tumours and with fluid collection in his lungs, who demanded the daily intake of oxygen and the use of an oxygen mask, heard of Krebiozen. His doctor was participating in Krebiozen research and the patient begged him to be given the revolutionary drug. Bent by the patient's hopelessness, the doctor did so and witnessed a miraculous recovery of the patient. His tumours melted and he returned to an almost normal lifestyle. The recovery didn't last long. The patient read articles about Krebiozen's not delivering what it promised in cancer therapy. The patient then had a relapse; his tumours were back. His doctor, deeply affected by the aggravation, resorted to a desperate trick. He told his patient that he had in his possession a new, improved version of Krebiozen. It was simply distilled water. The patient fully recovered after the placebo treatment and remained functional for two months. The final verdict on Krebiozen, published in the press, proved the drug to be totally ineffective. That was the coup de grace for the patient, who died a few days later.

In spite of the melodrama of the Krebiozen case, there is no single case or personal testimony that can denote or prove a therapy to be effective. Statistical studies, not personal testimonies, can verify a proposed therapy's effectiveness, and well-planned studies are able to concur that the placebo phenomenon has somatic properties.

One such study was implemented in 1997. The two study groups consisted of patients with benign prostatic hypertrophy. One group took actual medication while the control group received placebo treatment. The placebo recipients reported relief from their symptoms and even amelioration of their urinary function. A placebo has also been reported to act as a bronchodilator in asthmatic

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patients, or to have the exact opposite action-respiratory depression-depending on the description of the pharmacological effect the researchers gave to the patients and therefore the effect the patients anticipated.

A placebo proved highly efficient against food allergies and, subsequently, impressively effective in the sinking of biotechnologies on the stockmarket. How could that be? Peptide Therapeutics Group, a biotech company, was preparing to launch on the market a novel vaccine for food allergies. The first reports were encouraging. When the experimental vaccine reached the clinical trials stage, the company's spokesperson boasted that the vaccine proved effective in 75 per cent of the cases—a percentage that usually suffices to prove a drug's effectiveness. But the good news didn't last long. The control group, given a placebo, did almost as well: seven out of 10 patients reported getting rid of their food allergies. The stock value of the company plunged by 33 per cent. The placebo effect on food allergies created a nocebo effect on the stockmarket! In another case, a genetically designed heart drug that raised high hopes for Genentech was clobbered by a placebo.

As aptly put by science historian Anne Harrington, placebos are "ghosts that haunt our house of biomedical objectivity and expose the paradoxes and fissures in our own self-created definitions of the real and active factors in treatment". The placebo's pharmacomimetic behaviour can even imitate a drug's side effects. In a 1997 study of patients with benign prostate hypertrophy, some patients on a placebo complained of various side effects ranging from impotence and reduced sexual activity to nausea, diarrhoea and constipation. Another study reported placebo side effects as including headaches, vomiting, nausea and a variety of other symptoms.

The placebo effect in surgery

But how deep can the placebo effect trespass into the well-defined area of medicine? Surely it can't joust with medicine's strike force; it cannot challenge surgery. Or can it?

In 1939, an Italian surgeon named Davide Fieschi invented a new technique for treating angina pectoris (chest pain due to ischaemia or lack of blood/oxygen getting to the heart muscle, usually due to obstruction of the coronary arteries). Reasoning that increased blood flow to the heart would reduce his patients' pain, he performed tiny incisions in their chests and tied knots on the two internal mammary arteries. Three quarters of the patients showed improvement; one quarter of them was cured. The surgical intervention became standard procedure for the treatment of angina for the next 20 years. But in 1959, a young cardiologist, Leonard Cobb, put the Fieschi procedure to the test. He operated on 17 patients: on eight of them he followed the standard procedure; on the other nine he performed only the tiny incisions, letting the patients believe that they'd had the real thing. The result was a real upset: those who'd had the sham surgery did as well as those who'd had the Fieschi technique. That was the end of the Fieschi technique and the beginning of the documented surgical placebo effect.

In 1994, surgeon J. Bruce Moseley experimented with the surgical placebo. He split a small group of patients suffering from osteoarthritis of the knee into two equal groups. Both groups were told that they would undergo arthroscopic surgery, but only the first group got the real thing. The other group was left virtually untreated, with the doctor performing only tiny incisions to make the arthroscopic scenario credible. Similar results were reported in both groups.

Moseley, stunned by the outcome, decided to perform the trial with a larger statistical sample in order to reach safer conclusions. The results were replicated: arthroscopic surgery was equal therapeutically to the placebo effect. The placebo had found its way into surgical rooms.

Perhaps the most impressive aspect of surgical placebo arose in a groundbreaking 2004 study. In the innovative field of stem-cell research, a new approach was taken with Parkinson's disease. Human embryonic dopamine neurons were implanted through tiny holes in the patients' brains. Once again, the results were encouraging. And once again, the procedure failed to do better than a placebo. In this case, the placebo involved tiny holes incised in the skull without implantation of stem cells. As the researchers confessed, "The placebo effect was very strong in this study".

But how can it be that the therapeutic expectancy alone often produces results equal to those from actual surgery? It appears that the mind is exerting control over somatic processes, including diseases. The biochemical traces of this influence are only beginning to be outlined. Modern research indicates a biological, tangible substrate to the placebo effect.

Somatic pathways

In the mid-1990s, researcher Fabrizio Benedetti conducted a novel experiment whereby he induced ischaemic pain and soothed it by administering morphine. When morphine was replaced by a saline solution, the placebo presented analgesic properties. However, when naloxone (an opiate antagonist) was added to the saline solution, the analgesic properties of the water were blocked. Benedetti reached the conclusion that the placebo's analgesic properties were a result of specific biochemical paths. Naloxone blocked not only morphine but also endogenous opioids-the physical pain-relievers. The endogenous opioids, endorphins, were discovered in 1974 and act as pain antagonists. Benedetti's suggestion of a placebo-induced release of endorphins was supported by findings produced with MRI and PET scans. Placebo-induced endorphin release also affects heart rate and respiratory activity. As researcher Jon-Kar Zubieta described, "...this [finding] deals another serious blow to the idea that the placebo effect is a purely psychological, not physical, phenomenon". Further findings support the notion that the placebo effect presents a biochemical substrate in both depression and Parkinson's disease. Analysing the results of PET scans, researchers estimated the glucose metabolism in the brains of patients with depression. Glucose metabolism under placebo presented differentiations that were similar to those caused by antidepressants such as fluoxetine. In patients suffering from Parkinson's disease, a placebo injection promoted dopamine secretion in a similar way to that caused by amphetamine administration. Benedetti demonstrated that the placebo effect provoked decreased activity in single neurons of the subthalamic nucleus in patients with Parkinson's disease.

From numerous research findings, it is logical and rather safe to conclude that there is a biochemical substrate to the placebo effect. But what is more intriguing to it is its relation to perception. It would appear that perception and the codes and symbols that the animate computer, the brain, utilises in order to process internal and external information strongly determine the potency and form of placebo response.

In a recent study, patients were purposely misinformed that they had been infected by hazardous bacilli and they subsequently underwent treatment. However, there were no bacilli and the treatment administered was a placebo. Guess what? Some of the study subjects developed infection-like conditions that were not treatable by the placebo medication. The mind interpreted the fictional bacilli as hazardous and instructed the body to respond to them as if they were real.

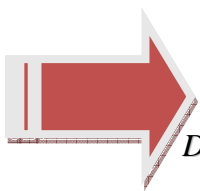
Despite the placebo's potency and its importance for a new perception of health where body and mind heavily interact, large numbers of scientists continue to regard the placebo as an insignificant systematic error, a troublesome nought. According to cancer researcher Gershom Zajicek: "There is nothing in the pharmacokinetic theory which accounts for the placebo effect. In order to keep the theory consistent, the placebo effect is regarded as random error or noise which can be ignored."

One of the most perceptive placebo researchers was Stewart Wolf, "the father of psychosomatic medicine", who as early as 1949 had given it a thorough description. Wolf not only defended the placebo as a non-fictional and very "real" phenomenon but also described the placebo's pharmacomimetic behaviour. He was perhaps the first researcher to correlate the placebo effect not only with psychology and predisposition but also with perception. More than half a century ago, he stated that "the mechanisms of the body are capable of reacting not only to direct physical and chemical stimulation but also to symbolic stimuli, words and events which have somehow acquired special meaning for the individual".

In this context, a pill is not merely an active substance but also a therapeutic symbol and thus the organism is able to respond not only to its chemical content but also to its symbolic content. Likewise a bacillus, beyond its physical properties, acquires symbolic properties that can cause an organism's reaction even in the absence of the bacillus.

The presence and extent of the nocebo effect should also be studied in regard to drug resistance. Perhaps drug resistance is a multifactorial phenomenon involving not only microbial evolutionary aptness but also human psyche mechanics. Placebo and nocebo phenomena might prove fundamental not only on the personal level but also in the public health arena. They might even provide the foundation stone for a new model of health, a new medicine that was envisioned by Wolf in the 1950s: "...in the future, drugs will be assessed not only with reference to their pharmacologic action but also to the other forces at play and to the circumstances surrounding their administration".

** Five centuries ago, Swiss alchemist and physician Paracelsus (1493-1541) wrote: "You must know that the will is a powerful adjuvant of medicine." It seems that our scientific arrogance has blinded us to the teachings of the past.



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RESEARCH - Smokers Suffer More Back Pain, Survey Shows

ScienceDaily (July 3, 2008) — Smokers suffer more chronic back pain. In 2003, the Robert Koch Institute interviewed more than 8000 private persons in the course of a telephone health survey (GsTel03). This included questions on social and demographic themes, as well as health and life style. On the basis of the collected data, the authors examined whether there was an association between smoking and chronic back pain.

Their evaluation showed that smokers or former smokers suffer chronic back pain much more often than do non-smokers. The number of years the subjects had been smoking or had smoked was decisive. Subjects who had consumed tobacco for more than 16 years had a two-fold greater probability of suffering chronic back pain than subjects who had smoked for less than 10 years.

The probability of back pain was further multiplied for subjects who had smoked for longer than 26 years. On the other hand, the frequency with which the subjects consumed tobacco and the quantities smoked did not play a role.

However, the authors pointed out that tobacco consumption does not necessarily cause chronic back pain. It is just as possible that people with chronic back pain smoke to alleviate the pain. The exact association between smoking and back pain will have to be clarified in appropriate studies. These could offer additional possibilities to prevent chronic back pain or smoking motivated by this.

This was the result of the analysis of a questionnaire performed by Monique Zimmermann-Stenzel and her colleagues and published in Deutsches Ärzteblatt International (Dtsch Arztebl Int, 2008; 105[24]: 441-8).

<http://www.aerzteblatt.de/v4/archiv/pdf.asp?id=60552>

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Venue: KING EDWARD MEMORIAL HOSPITAL, PERTH

Date: 10th - 13th October, 2008.

Cost: \$995 including GST

For Information Visit: www.hypnobirthing.com

For Info & registration: www.thealternativecentre.com

Tel: 0754934363 or mobile: 0415493778

NSW Meeting Dates for 2008

Saturday 06.09.2008 Workshop

Monday 24.11.2008 Executive Meeting

Sunday 30.11.2008 General Meeting

(+ Free Xmas Lunch and ½ Day Workshop)

SEPTEMBER 2009 A 3-DAY INTERNATIONAL CONFERENCE

The Australian Hypnotherapists' Association

60th Anniversary Conference

Australia's 1st International Hypnotherapy Conference



Members, Remember This Is Your Newsletter

The more members that contribute, the more important Hypnopatter will become.

The more interesting articles that appear in Hypnopatter the more important the AHA website will become to Search Engines such as Google. The more important the AHA website becomes the more people will visit and this should have a flow on effect to you, your website and your business.

Letter To The Editor

I thought Members might like to look at a company where you can make a website very easily. Tools are the same as using word. They have loads of pictures you can upload. You can also upload your own things.

It can be linked with paypal you can upload forms and links to any other website.

I used the basic site. Cost me \$16 a month to have it published first month free can cancel if you choose at any time.

This was for 3 pages doesn't matter what the length of the page. Can upgrade to bigger package at any time.

I did it through www.vistaprint.co.uk you can pay through the Australian site, though that doesn't have the website on its product list.

Just an idea as so easy to achieve I did mine in just over 2 hours. It maybe a good idea for other AHA members as there is no other cost involved. You also choose your own name as part of the package if it is available

Kind Regards

Bernadette Rizzo – QLD Workshop Coordinator

FOR AHA MEMBERS ONLY ...

HAVE YOU JOINED THE AHA DISCUSSION GROUP? Nothing could be simpler.

It seems every hypnotherapy association has a forum/discussion group. Why is this?

Well, because it gives members access to all the other members of the forum in times when you might need new or extra ideas, or you might just wish to discuss a particular subject, or even to just share information. And the beauty is that it doesn't matter which State you are in, whether you live in a CBD or Rural District – each of us are able to communicate and share ideas and knowledge with every other member. As there are now over 350 members, that is a huge resource that we should all take advantage of.

Once you are listed all you have to do is write an email, just like you do when writing an email to anyone, using your normal email client and address it to aha-Discussion@googlegroups.com. Your message then gets posted to all the other members on the discussion list, automatically.

When you are a member of the list, you receive postings from all other members. These posting include requests for help with clients, interesting articles, links and other discussion topics of interest to your hypnotherapy practice.

To reply to a message, just reply like you would to any email and click send. It couldn't be simpler. There is no website to visit, and everything is accessed via email.

Currently, we have 165 members on the list. Members are finding their participation in the discussion list a very useful and worthwhile source of information, sharing and help.

We would like to see ***All*** members being involved, where possible, so if you haven't joined up yet, send an email to my personal email address jeremyb@exemail.com.au, and I will verify that you are an AHA member and then add you on. ***You must do this before you can receive or post a message.***

Get more out of your AHA membership and join up now.

Jeremy Barbouttis
Discussion Group Coordinator

Is It A Goal Or Just A Desire? by Alistair Horscroft info@alistairhorscroft.com

One of the first books I ever read in the field of personal development was the Tony Robbins classic Unlimited Power. In it Tony made a key distinction that had a profound effect on my life and is something that I have witnessed to be true across the board in over a decade of therapy and coaching. The distinction was 'making a decision' vs 'having a preference'.

Pretty much everyone would prefer to be happier, prefer to have more money, prefer to be anxiety free, prefer to be in a great relationship, prefer to live in their dream house in a dream location, but how many people actually make the decision to accept nothing else. Not many in my experience.

I heard it once said that it's not that complete freedom is not wanted by people it just that other things are more important to them. Now these other things can be basic primitive drivers such as security or control or they can be more complex ego mechanisms such as the desire to be right rather than happy or the desire to be told what to do rather than have the courage to call ones own shots, or perhaps the attachment to jealousy rather than doing the inner work required to claim what you want for your self.

Either way most people live wishing life to be different rather than making the decision that it will be different and doing everything (and I do mean everything) to make it so. This approach to life goes by many names: game playing, bugging about or letting life pass you by just to name a few.

So in short rather than wondering why life is not how you want it to be ask yourself have I made the absolute decision that it will be how I want it to be. Once you have made a decision, then set a goal. The goal then becomes the stone of truth upon which all your contrary (to your goal) beliefs, emotional responses, thoughts and behaviours are broken / let go off.

This is important and most people do not truly get this. Goals are created so that you can bring up any internal conflicts to the goal and then deal with them. The reward of dealing with your inner conflicts to the goal is the goal itself. Goals are your tool for personal and spiritual growth, they challenge you to let go of what is preventing the goal from happening.

Follow this up with taking 100% responsibility for everything that happens in your life however great or awful and you are now in control. Any other way puts you out of control and in the place of being a victim. When you take 100% responsibility for everything that happens to you, you can change it.

So start becoming a decision maker, and relish the fact that the bigger the goals you set the more free you will become - but don't expect it to not bring up those deep fears and insecurities because a good goal always will, then it's just a matter of how willing you are to let them go, and the strength of your decision will let you know that.

Become A Hypnosis Trainer - Your Country Needs You

It's no secret that the state of hypnotherapy in Australia is pretty darn poor. This is due to the very low level training being made available - most of you know the score as you have suffered at the hands of this nonsense yourselves. This is your opportunity to change all of this. You can be an active part in shaping Australia's hypnotherapy reputation and future and have a great time doing it. You can become a Hypnosis Trainer, able to guide and teach people to personally and professionally excel in this amazing field. Being a certified Hypnosis Trainer will do many things for you, not least:

Opens the door to many worlds such as corporate, sports teams, public speaking etc

Lets you create workshops with confidence:

Improves your personal ability and skill set ten fold

It will be held in Sydney, over 5 days and the dates are: October 6th - 10th

The fixed price is just \$2,500 which you can make back over 10 times with your first training, so it's a bargain

Sign up today by sending me an e-mail to info@alistairhorscroft.com



Australian Hypnotherapists' Association

Founded 1949 Registered 1956 ABN 20 004 388 872



A Member Association of the Psychotherapy and Counselling Federation of Australia (PACFA)
www.aiahypnotherapy.org.au

Psychotherapy & Counselling
Federation of Australia

Executive Officer Victoria

Tony Gilmour, Suite 2, 118-120 David Street, Dandenong, Vic. 3175

Phone: 03 9792 2242...e-mail: tony@wholemindstrategies.com.au...

AHA Seminar & Erickson Training Video 2

Date:	Saturday, 30 th August 2008
Venue:	The Quest on Doncaster Road (Merlot Room) 855 Doncaster Road, Doncaster, Vic 3109
Cost:	AHA Members and affiliates \$25.00. Non-members \$45.00
Payment:	Cash or cheque
RSVP:	Tuesday 26 th August 2008 kayegriffin@inet.net.au
Registration:	8.40 am
Seminar:	9.00 am to 12.45 pm

9:00am –10:30am – Working with Anxiety and Depression Seminar

Tony Gilmour Dip Health CH, Mas.CH, Cert IV Counselling, Cert IV Training & Assessment, MASCH, CMAHA, MCCH.

Resolving issues with anxiety and depression in around six sessions. Hypnotherapy is a quick and effective modality for change, but the counseling process prior to hypnosis is where you seed the expectation for success. Most people presenting with anxiety or depression are long-term sufferers, sometimes decades. They have tried many things that have all but extinguished that light at the end of the tunnel. Tony will present the basis of the program he uses to resolve these issues over a six's week period, using Choice Theory, Reality Therapy, Existential Therapy and other tools in the counseling process.

Tony Gilmour established Whole Mind Strategies five years ago. Tony was Australian Managing Director of an international engineering and sales company for five years before he began to study psychology, counseling and hypnotherapy to help in team building and staff management. This eventually led to a change in vocation. He has a wealth of life experience, working in China, Thailand, Denmark, Holland, the USA and UK, and approaches his client work with empathy. Tony practices across all areas and has worked extensively with clients who present with anxiety and depression issues. Tony has a clinic across from the Dandenong hospital and receives referrals for depression and anxiety from Local Psychiatrists, Psychologists, Doctors and the Victims of Crime Tribunal. Tony is also a supervisor for the AHA and CCH.

10:45am – 12:45pm - Milton Erickson Training Video 2 The Process of Hypnotic Induction

After all the positive feedback about the Erickson training video we presented at the last seminar, we are presenting a second Erickson training video with analysis again by Jeffery Zeig. The process of Hypnotic Inductions is a training video featuring Milton Erickson in 1964. Erickson is seen working with several different subjects. He demonstrates how to individualize the method of induction to fit the unique characteristics of the individual. Jeffery Zeig discusses the micro dynamics of the technique that Erickson uses in his inductions.

This is a great opportunity to meet with colleagues, exchange ideas and business cards. We look forward to seeing you for an enjoyable and informative morning and join us for a casual lunch at the pub afterward.

✂.....

AHA SEMINAR: Working with Anxiety and Depression & Milton Erickson Video 2.

Saturday 30th August 2008

To register please complete the slip and mail to PO Box 754, Bacchus Marsh, 3340 or email kayegriffin@inet.net.au before 26th Aug 2008.

I will be attending this seminar Yes No I am a member or affiliate of the AHA Yes No

Name..... Contact Telephone No.....

Email address.....

Payment Method & Amount



DVD & Book Reviews – Lyn Macintosh

Books reviewed are available from Footprint Books, 1/6a Prosperity Parade, Warriewood NSW 2102. Phone(02) 9997 397, Fax (02) 99973185 www.footprint.com.au. Check out their catalogue and remember, AHA members receive 15% discount.

My review this edition is slightly different. I want to share with you the titles of books that might be of interest to those entering the profession of hypnotherapy as well as those already well established. Some you will have heard of, others, perhaps not.

Also, if you devour books as I do, it is important in this economic climate to know where to purchase books at a good price. Again, some of the places you will be aware of, others, perhaps not.

“Hypnotherapy Scripts. A Neo-Ericksonian Approach to Persuasive Healing” Ronald A. Havens and Catherine Walters. Brunner-Routledge 2002 ISBN 1-583-91365-3 (reviewed Hypnopatter January 2007) A wealth of wisdom, some wonderful Ericksonian style scripts and good “wellness” modelling.

“The Deep Trance Training Manual. Vol. 1: Hypnotic Skills” Igor Ledochowski.

Crown House Publishing 2003 ISBN 1899836977 A fascinating little book, filled with suggestibility tests, rapid and standard inductions and deepening techniques. The “Principles” outlined in Part 1 are well worth revising.

“Hypnosis and Hypnotherapy. Basic to Advanced Techniques for the Professional. Calvin D. Banyan and Gerald F. Kein. Banyan Publishing 2001 ISBN 978-0-9712290-0-6. I bought my copy from Amazon and it is a book that covers everything from setting up a practice through to preparing the client and therapist for continued success using hypnosis. I wish I had owned such a copy when I started out all those years ago.

“Hypnosis for Change” 3rd edition Josie Hadley and Carol Staudacher. New Harbinger Publications 1996. One of my colleagues mentioned this book only recently and I found it at my local library and then purchased a copy. A valuable book and easily read. Scripts and information and worth a look.

“Scripts & Strategies in Hypnotherapy. The Complete Works.” Roger P. Allen. Crown House Publishing 2004. This user friendly book provides over 300 pages of scripts to be used as is or modified for clients. Useful for the newcomer and others searching for a word or phrase.

“Handbook of Hypnotic Suggestions and Metaphors” Ed. D. Corydon Hammond, Ph.D. The American Society of Clinical Hypnosis 1990 ISBN 0-393-70095-X. Most clinicians will own a copy of what is commonly called ‘the Bible’. It is a treasure trove of information and contains scripts from a vast array of hypnotherapists on a myriad of subjects. What more can I say. Expensive, so shop around for a good deal.

Now where to go to get the most for your dollar.

Footprint Books offers 15% discount for members of the AHA. Mail order. www.footprint.com.au. 1/6a Prosperity Parade, Warriewood. 2102. 02 9997 3973. They have a wide range of Hypnotherapy, Counselling and Psychotherapy books. Ask for a catalogue.

Amazon is widely known and especially good with the exchange rate. www.amazon.com Check out the used books on offer often at amazingly low prices. Also check on ebay.

Any Books is a mail order house in Melbourne. www.anybooks.com.au. 03 8361 5500. They offer 25% discount and charge a courier fee. Particularly good if a few people want to share the courier fee.

www.bookdepository.co.uk is a great site to explore with very well priced books and post free world wide.

Borders Bookstore has a weekly email that gives you general information about latest releases and a weekly free offer. I like it when the voucher offers 40% discount and you can print it out as many times as you like. www.borders.com.au and click on ‘Join the shortlist email’.

And don’t forget your local library. If you know of other great places for bargain hypnotherapy books, email me at lyn@sydneyhypnotherapy.com.au and I’ll pass the information on in another review.

Book Review - Jeremy Barboutis

"The Courage to Love" by Stephen Gilligan's. Recently I read the book, "The Courage to Love", and I found it to be an excellent read. This is Gilligan's book on Self Relations Psychotherapy. In it he describes, what I have found, to be a wonderful way for people to get in touch and relate to their inner self/somatic self. It teaches people to find self acceptance at a deep level. It teaches about the source of negative self talk, and that people can look at symptoms as a gift that when connected with will let them know what is needed, eg love. It also gives people a way to find a balance between their cognitive and somatic selves, which can be used in the practice of self hypnosis. I won't go on much more about it, as I am not sure I can do it justice, but I do recommend you at least consider it.

Advertisement



David Kennedy School of Hypnosis

David facilitates a mentoring session for professionals and graduates approximately every six weeks. Please contact the school if you wish more information regarding training or joining one of the mentoring sessions.

We offer hypnosis workshops and courses throughout the year,
510 South Pine Road, Everton Park, QLD, 4053
Telephone: (07) 3855 9365 Email: info@hypnostudies.com.au
Website: <http://www.hypnostudies.com.au>



Contributions welcomed, desired and hoped for. Send all contributions by e-mail to:
The Editor: ANN SHERIDAN:
annsheridan@bigpond.com

Member's News

We hear that Rhonda Stewart has recently had a visit to the hospital but are pleased to note that she will soon be on the mend and putting her best foot forward. All the very best wishes for a speedy recovery Rhonda.

Good news! Its now been 21 months since Joe Kee (a Life Member) has been free from dialysis. However the flu didn't pass him by, but fortunately, you can't keep a good man down - keep up the good work Joe.

Best wishes to John-Paul Granata who is having operations on his spine. We wish you a speedy recovery John-Paul. We hope that they will be very successful so that you will once again get the quality sleep you need for a strong body. We look forward to the time you are well enough to spend time with us again.

Vital First Aid - Senior First Aid Course – Less than \$100

The **Vital First Aid** course has full 3 year National Accreditation. To receive your discounted price you must inform **Vital First Aid** of your voucher when you book your place in the course. One voucher per person and it is only valid until the date shown. You can download the discount voucher for the **Vital First Aid** Training from www.aah.edu.au/latest_news.htm
Contact **Vital First Aid** for information on 1800 084 825 or email mail@vitalfirstaid.com.au

LEARN THE SKILL OF SELF-HYPNOSIS

WITH **MIND MECHANICS**

JUDI GURD-CHAPMAN

Director / Trainer / Clinical Hypnotherapist / NLP

**UPCOMING LIFE CHANGING
SELF-HYPNOSIS WORKSHOPS :**

Judi says that when you have control of **YOU**, then you have some consistent things happen:

- **You** know where to put your attention to make a difference in your life;
- **You** can accomplish positive results consistently;
- **You** can view situations from different points of view;
- **You** recognise why you are doing something and understand the big picture;
- **You** can sort out the relationships in any given event and determine how your state of emotion effects yourself and other people;
- **You** can develop rapport with another person or group and feel comfortable;
- **You** can follow a positive pattern and be flexible if needed;
- **You** can perform and articulate at any level without fear of judgment.

Please register me in the “Learn the Skill of Self-Hypnosis” Workshops :

SYDNEY: Boronia House Mosman:

2-day Workshop - on Sunday 14th September & Sunday 21st September:

Early Bird registration: \$360.00 Regular Registration: \$410.00 (includes morning & afternoon tea)

MELBOURNE: The Quest on Doncaster:

1-day Workshop – on Sunday 23rd November:

Early Bird registration: \$180.00 Regular Registration: \$210.00 (includes morning & afternoon tea)

NAME:..... **OK to email you?: Yes / No**

ADDRESS:..... **Postcode:**

PHONE: Home: **Mobile:**..... **Work:**.....

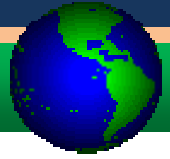
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Payment includes GST. Payment must be received by 3/9/08. Please make your cheque payable to:
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AUSTRALIAN HYPNOTHERAPISTS' ASSOCIATION



60th Anniversary Conference



Australia's First

INTERNATIONAL HYPNOTHERAPY CONFERENCE

2009

is going to be an especially exciting year for the Hypnotherapy profession
with the first ever
Australian International Hypnotherapy Conference
to be held in

Sydney

on the

3-DAY CONFERENCE SEPTEMBER 2009

WATCH THIS SPACE FOR MORE INFORMATION

The 60th Anniversary Conference
will consist of a number of different seminars and workshops
that will cover a wide range of topics that are sure to appeal
to both the professionals and the general public
As one of the purposes of the Conference as well as being educational
is to build awareness about the benefits of Hypnotherapy

In conjunction with the Conference there will also be an Exhibition area for Exhibitors to set up their stalls

Please Note: Potential exhibitors, speakers and workshop presenters
can send their Expressions of Interest or obtain further information
regarding the 60th Anniversary International Conference
by contacting Lydia Deukmedjian
Lydia@acceleratedhealing.com.au



Look & Learn Links to interesting Article

*Directed Thinking' Increases Time Spent Exercising

<http://www.sciencedaily.com/releases/2008/06/080624110909.htm>* (June 25, 2008) -- A new study shows how "directed thinking" led to an increase in exercise and fitness in sedentary college students. ...

*Brain's Gray Cells Appear To Be Changed By Trauma Of Major Events Like 9/11 Attack, Study Suggests

<http://www.sciencedaily.com/releases/2008/06/080603184256.htm>* (June 4, 2008) -- Healthy adults who were close to the World Trade Center during the terrorist attacks on Sept. 11, 2001, have less gray matter in key emotion centers of their brains compared with people who were more than 200 miles away, finds a new Cornell study. "This suggests that really bad experiences may have lasting effects on the brain, even in healthy people," said the study's lead researcher. ...

*Long-term Cannabis Users May Have Structural Brain Abnormalities

<http://www.sciencedaily.com/releases/2008/06/080602160845.htm>* (June 3, 2008) -- Long-term, heavy cannabis use may be associated with structural abnormalities in areas of the brain known as the hippocampus and amygdala, according to a new article in the Archives of General Psychiatry.



Advertisement

NEW COUNSELLING TRAINING OPTIONS NOW ON OFFER:

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Australian College of Hypnotherapy

Rhonda delivers nationally accredited training in Clinical Hypnotherapy and NLP
and has been training and developing training programs for over 20 years.

Rhonda is the author of "Dreams the Real Windows to Your Life" (Kangaroo Press) & "Dreams" (Lansdowne Press)

Rhonda received the prestigious Educator of the Year Award in 2004 from the
International Medical and Dental Hypnotherapy Association (IMDHA)

To find out more about this and other courses Contact the College Head Office on Telephone: (02) 9550 9673

Email: Rhonda@careerinhypnosis.com.au Website: www.careerinhypnosis.com.au

Australian Hypnotherapists' Association



NSW Branch One Day Workshop

Sat, 6th Sept 08
9 am—5 pm

Sign in required:
8.30 am—9.00 am

Doors Close at
9 am sharp in respect
to the presenter

Venue:

Ryde Eastwood Leagues Club
117 Rydale Road, West Ryde

Cost:

Members—\$120
Non Members—\$140
Refreshments & Lunch is included

EARLY BIRD

Members. \$110
Non Members \$130
(Paid in full
before 29 August)

Summary of Presentations

1. *Harnessing Public Relations to Publicise Your Business*
2. *The Conscious and The Unconscious Mind Connection*
3. *Boost your Business*
4. *Past Life Regression*

For more information call
Lydia on 0410 327 665
or email
lydia@acceleratedhealing.com.au

To enroll complete and return
your registration form
along with your payment to:
Lydia Deukmedjian
AHA Workshop Coordinator
P.O. Box 1673
Rozelle NSW 2039

HARNESSING PUBLIC RELATIONS TO PUBLICISE YOUR BUSINESS

by Carol Moore

9.00 — 10.30am

'Learn the secrets of generating media coverage'

If you'd like to publicise your business on a small budget, this session is for you! Award-winning public relations consultant, writer and corporate trainer Carol Moore will demystify PR and explain how you can identify and take advantage of publicity opportunities. Drawing on 20 years of experience, Carol will provide practical insights and guidelines into being your own publicist, focusing on generating media coverage through media releases and articles. Carol is the principal of consultancy Moore Public Relations and also runs one-day workshops on media release writing and how to target the media. You can find out more about Carol by visiting www.moorepr.com.au

THE CONSCIOUS AND UNCONSCIOUS MIND CONNECTION

by Chris Collingwood

11.00 — 12.30pm

'Managing the Relationship between Conscious Attention and the Cognitive Unconscious'

People often refer to the 'wisdom' or 'intelligence of the Unconscious mind'. However in doing so they are simply focusing on one type of mind. Wisdom is with neither the Conscious, nor Unconscious mind acting in isolation from the other. It is through the relationship between the two that true wisdom, intelligence and creativity is generated. In this presentation Chris will show you how we can use our conscious attention to frame suitable contexts for engaging our unconscious resources and offer a new model for working with yourself and your clients. This work is the subject of a forthcoming book. You can find out more about Chris by visiting www.inspiritive.com.au

BOOST YOUR BUSINESS by Ben Fewtrell

1.30 — 3.00pm

'Discover what steps you need to take to your business to the next level'

Discover the keys to growing a profitable business. During this powerful session Ben will share with you what works, and what doesn't... imagine being able to walk away with dozens of profit yielding ideas! As a professional business coach and entrepreneur Ben has personally coached over 100 businesses in 38 different industries and has bought, built and sold many of his own businesses, Ben was recently featured in 'The Secrets of Top Business Builders Exposed' book. During Ben's presentation you will discover what steps you need to take to build an effective marketing campaign, how to make yourself stand out from the competition and the key areas to creating consistent cash flow and profits! You can find out more about Ben by visiting www.benfewtrell.com

PAST LIFE REGRESSION by Peter Smith

3.30 — 5.00pm

'Learn More About The Therapeutic Benefits of Past Life Regression'

Hypnotic regression, a journey in time to recover memories and explore events from the past is profoundly transformative work. Going back in time brings new perspectives and healing for individuals in a powerfully unique way. Learn about the therapeutic benefits of Past Life Regression, what it is and how it differs from other Regression Therapies. Peter is an accredited Hypnotherapy Instructor with the International Association of Counsellors and Therapists and practises Life Between Lives (LBL) Hypnotherapy in Melbourne. Peter will present a number of case studies and explain the techniques used. Linda Taylor, CHt will provide a demonstration. You can find out more about Peter by visiting www.lblaustralia.com.au

NAME: _____

ADDRESS: _____

PHONE: _____ Email: _____

Early Bird Registration (payment received before 29 August, 08)

I am a AHA Member (\$110) ASCH Member (\$110) PCHA Member (\$110) Non Member (\$130)

Standard Registration (payment received after 29 August, 08)

I am a AHA Member (\$120) ASCH Member (\$120) PCHA Member (\$120) Non Member (\$140)

Please make cheques and money orders payable to AHA

**HURRY! Register & PAY before the 29 August, 2008 to be in the running to win a
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Email: info@academyhypnoticscience.net

Are You An Educated Derelict? Summary of an article by Lorraine Pirihi www.office-organiser.com.au

Are you one of those people who regularly attend workshops and seminars to learn more, get all hyped up and excited on the actual day, and write lots of notes? Do you return home still excited, promising yourself that you will implement what you've learned? Do you then 'get busy' and do nothing? Or do you return home and actually do it?

Here are some useful tips you can use so that you do something with the knowledge. Because if you do nothing with what you learn, the time, money and energy that you have invested to attend workshops and seminars will have been a total waste.

1. TAKING ACTION

- Read your notes immediately after the event or within 24 hours.
- Summarise the ideas to take action on.
- Number each idea with No. 1 next to the highest priority and continue until each idea has a number next to it.
- Get your diary and plan time to action idea No. 1.
- Do the same with the rest.
- Then just do it!

2. PLANNING

- The key to implementing this knowledge is all in the planning.
- When working out when you will take action on each idea, be realistic with timeframes.
- Be realistic about time frames. The majority of people do not follow through because they underestimate the amount of time it takes to get things done and end up being overwhelmed.
- They then put all their intentions into the "too hard, can't be bothered, I'm too busy" category and move on to another seminar for further motivation and new found knowledge.
- Unfortunately, the cycle continues and they become educated derelicts.
- Attending the event is the easy part. Taking the action is much harder.

SUMMARY

Always allow time after attending a workshop or seminar to assimilate the ideas and plan in your diary the actions you will take to incorporate them into your life. It's the small steps that you take consistently which will make the difference. It's the one percent improvements which will make a huge impact overall in your business and your personal life.

Remember *"inch by inch, it's a cinch, yard by yard is too hard".*

ASSOCIATE MEMBERS

How long have you been an Associate member? Is it time to upgrade to "CLINICAL"? If "Yes"

In **ACT; NSW; QLD; SA; NT & TAS** contact Megan Davenport (02) 9873 3837 daven04@optusnet.com.au

In **Victoria** contact Sandra Williams sw_hypno@bigpond.net.au

In **Queensland** contact Maria Element 0421 396 994 marie@marieelement.com.au

In **Western Australia** contact Linda Milburn (08) 9380 8862 milburns@4u.com.au

For your AHA booklet outlining the requirements and process application contact your State Members above or Maya Lak on the Free Advisory Line 1800 067 557

Are You a Smart networker?

By Anne Baber & Lynne Waymon www.ContactsCount.com.

Networking is good for business. Are you a smart networker? If you answer all 10 questions "Yes," you're a networking whiz. If not, use the tips to make your networking at the next AHA function pay off.

1. Do you look for ways that your resources and information can help others fulfil their personal and professional goals?
TIP: When your conversational partner mentions an interest, enthusiasm, or challenge, listen generously by suggesting a resource, book, or website that will interest her/him, or by introducing her/him to someone you know who shares that interest or concern.
2. Do you know at least 100 people well enough (professionally or in the community) to call and say, "Hi, this is _____" and they know who you are and what your skills and talents are?
TIP: Think of networking as TEACHING who you are and what you're good at.
3. Do you belong to at least two professional or community organizations and are you visibly active in at least one?
TIP: Take an active role so that you can show your character and competence and showcase your talents.
4. At social and business events, are you comfortable with introductions, can you remember names, do you introduce people to one another, and do you greet the leaders, hosts, and speaker?
TIP: Make your own name memorable. Remember other people's names. (For lots of tips, see our book "Make Your Contacts Count", available through Amazon.com.) Up your visibility by greeting the movers and shakers.
5. When people ask, "What do you do?" do you avoid labels and titles and explain what you do in a way that starts a conversation?
TIP: Tell people what you want them to remember about you.
6. Do you make people aware of the kinds of problems you can solve, so they refer the right contacts and resources to you?
TIP: When somebody says, "What's new?" tell them a short story, with you as hero, saving the day, serving the customer, or solving the problem. Share your excitement in and pleasure at what you do.
7. Do you use conversations as a way to find a reason to exchange business cards?
TIP: Use cards to verify contact information so you can set up another meeting or provide some kind of information. Make notes and follow up quickly.
8. Do you know how to end conversations comfortably?
TIP: Say, "It was great to hear about your marketing plans. I'll look forward to seeing you next month, Jean." Shake hands and leave. Or listen for challenges or interests and introduce her to someone who shares them.
9. Before you go to an event, do you create a mental list of what is on your agenda?
TIP: Talk to people about upcoming challenges, what or who you want to find, what you want to know more about. Don't waste your time on the ball scores or the weather. Instead get to topics that make great connections!
10. Do you find ingenious ways to re-connect, follow up, and stay in touch?
TIP: Share rides to meetings; call and make plans to sit together at an event; or invite a networking contact to be your exercise buddy etc.

The ACT STATE REPORT

ACT members have been holding monthly supervision meetings which have been very enriching. It's good to have access to colleagues' knowledge and experience to help us gain a deeper understanding and refine our practice. The next supervision will be held Saturday 2nd August as always at 2pm. Canberra Pier Support/Supervision Group meeting Dates 2nd Aug; 6th Sept; 4th Oct; 1st Nov; and 6th December. Even if you are not an AHA member but would like to join a Supervision/support group please contact Amanda on (02) 6287 7917 to register your interest in attending one of these sessions.

We are very excited to advise that in October to plan to hold our first ACT professional development day with presentations from our members. All welcome. Details will be advertised in the September Hypnopatter.

Go to the AHA – ACT website for further updates: http://www.ahahypnotherapy.org.au/act_workshops.htm

The NSW STATE REPORT

by Lydia H Deukmedjian, Executive Director, NSW Workshops Coordinator

Megan Davenport, the Membership Secretary, tells me that we have had a number of membership enquiries and 5 Associate Members join us this month. So we would like to give a Big AHA Welcome to: He Jian Wen; Jenny Dong Zou; Lucy Lu Diao; Rebecca Bib Qin Shu and Vincent Po-Tsang Chen.

JUNE Workshop

We held our second workshop for 2008 on 1st June and it was a wonderful line up. There were four noteworthy speakers who shared their knowledge and experience with us. We had over 55 people in attendance. There were long standing members along

with new members and some Hypnotherapists from other associations. In a nut shell the workshop was a success! Unfortunately due to a prior commitment I was sadly unable to attend for the whole day, but I was able to get there by the afternoon. I caught up with a number of people all of whom told me that they really enjoy the morning presentations.

A new member shared with me her appreciation of the information delivered by Barry Shirley, who is a Clinical Hypnotherapist in addition to being a Counsellor. He discussed the 'Importance of Counselling within Hypnotherapy'. Barry explained from his many years of experience the basic counselling and communication skills necessary to elicit the right information from your client. She went on to say that she appreciated Barry's refreshing view and in-depth understanding of the subject and the information was a reminder that when employing those skills you can be an even more effective Hypnotherapist.



As I mingled around the afternoon tea break, I got chatting to another colleague who had, some time ago, mentioned that he had intended on doing some presentations through his business. I asked him about his thoughts on the second presentation he replied by saying that Deborah Edwards was very knowledgeable and offered some wonderful points on how to prepare and deliver a workshop, course or any type of presentation. The insights she offered gave him the confidence to begin designing the workshop he had been yearning to do now for some time. He also felt empowered by what Deborah offered; feeling he now had the tools to present his material in a fun and informative way so that his participants got the most out of his workshops.

Judi Gurd-Chapman was our third speaker. She reminded us of the importance of ensuring that by working on ourselves through Self Hypnosis we are able to be our best and in turn, give our clients the best outcomes. Self Hypnosis is something that we can also teach to ALL of our clients. Teaching our clients Self Hypnosis increases their success and ultimately our own! Everyone enjoyed the practical exercises – even our cameraman! He couldn't help but slip in and out of trance with the exercises. (He recently mentioned that he continues to use one of the techniques, and has been feeling so much more relaxed and confident). This is a testament to the effectiveness of Self Hypnosis.



Our last speaker was Bill Wheeler, a very professional Stage Hypnotist. His energy and humour was infectious and his skills in Rapid Induction were sheer mastery. He showed us how to effectively use rapid inductions with our clients. His demonstration made it look so easy! So when we applied his methods in a practical exercise, many of the participants were amazed with how easy the techniques actually were to use. I overheard someone saying that even though she had learnt these techniques many years ago as part of her training, she now feels confident in using them with her clients. Bill affirmed that the key to the effectiveness of Rapid Inductions is having the self-confidence in using them. He also mentioned that Rapid Inductions are a great tool to have in your toolbox and can save so much time, that it allows you to do so much more with your client.

The workshop presentations were filmed and will be made available for sale in the very near future.

They will be sold separately and as packages. Pricing is yet to be confirmed, so keep your eye on the next Hypnopatter for more details. However, we do hope to have them available for sale at the next workshop. Note: Not all presentations will be available.

We will also be filming the next workshop on Set 6 Sept. and we hope to continue filming each workshop in the future. Our purpose in filming the workshops is to make the presentations available to all of our members. We have many members who are located in regional and country areas, those who work on weekends, and those we have family or other commitments. They have expressed interest in the many of the presentations we have offered in the past and their concerns in being unable to attend. We hope that by filming the presentations that our members can attribute these hours to their CPE. They would also be a great addition to your professional library! We will keep you posted.

As mentioned, our next workshop is on Saturday, 6th September. This workshop will provide tools to enhance your business skills as well as your therapy skills. The presentations and presenters are:

- * Harnessing Public Relations to Publicise Your Business with Carol Moore of Moore PR
- * Managing the Relationship between Conscious Attention and Cognitive Unconscious - Chris Collingwood of Inspiritive
- * Boost Your Business with Ben Fewtrell of Action Coach
- * Past Life Regression with Peter Smith of Ultimate Trance Itions Pty Ltd

Please see the flyer included in this edition of Hypnopatter for all the details. We look forward to seeing you there!

2009 Keep these dates free - 19th & 20th & 21st June 2009

The AHA's 60th Anniversary Conference
Australia's First International Hypnotherapy Conference

Go to the AHA – NSW website for further updates: http://www.ahahypnotherapy.org.au/nsw_workshops.htm

The QUEENSLAND STATE REPORT

The Qld branch continues to grow. This month we welcome new Clinical Member, Helen Bryan. We also have an application for another Clinical Member, with a further 4 requests for application forms.

The new committee has settled in very well, and it's great to see so many members attending workshops and getting involved. We had a successful day at our last workshop on March 2nd, with a fantastic attendance of 34. On Sunday, 20th July we will hold our next workshop, at which guest speakers will talk about a diverse range of topics, including, Developing Rapport with Clients using a simple Tree Diagram, Erectile Dysfunction, Communicating with the Immortal Soul and Pragmalinguistics. So far the number of people that have registered for our workshop looks very promising.

Our Vice President Antoine Matarasso's mother has had a stroke so our thoughts are with him.

Best regards, Marie Element QLD State Secretary & Membership Secretary

Go to the AHA - Queensland website for further updates: http://www.ahahypnotherapy.org.au/qld_workshops.htm

The SA STATE REPORT

We have several new memberships in the pipeline and look forward to welcoming them onboard. It has been very helpful to have the peer support/supervision group up and running this year – I can't describe the difference from working in isolation and now having a peer support/supervision group. The Adelaide Peer Support/Supervision group meets on the first Saturday of each month, rotating between members as to where they are held. Even if you are not an AHA member but would like to join a Supervision /support group please contact Russell Marling on 0418 462 514 to register your interest in attending one of these sessions.

Go to the AHA – SA website for further updates: http://www.ahahypnotherapy.org.au/sa_workshops.htm

TASMANIA STATE REPORT

No Report received at time of printing

Go to the AHA – Tasmania website for further updates: http://www.ahahypnotherapy.org.au/tas_workshops.htm

The VICTORIAN STATE REPORT

Tony Ahearne presented a very thorough and informative approach to hypnotherapy for Smoking and Marijuana cessation in the June Seminar. Tony shared his expertise and knowledge drawing on work by Emile Coué in induction techniques and suggestion work to extinguish this addiction. Tony stressed the need to get the client to see them put out the very first cigarette or joint as part of the program of dissociating the attachment to the addiction.

A Milton Erickson Training DVD showing Erickson's early work with difficult clients was also shown at the seminar. There will be a further DVD shown at the August seminar and hopefully we can have time to discuss the processes used by Erickson for those interested in his work. These DVDs are presented by Jeffery Sweiz who is presenting a seminar in August for Psychoz in Melbourne. Details can be found on Psychoz website.

Victoria Seminars are open to members at any level of membership and from any hypnotherapy association. We also welcome practitioners from other modalities who may have an interest in Hypnotherapy. Our workshops include a wonderful Free Lunch that also offers members the opportunity to mingle with old friends or just network and connect with like minded colleagues. So if you know anyone who might be interested please be sure to forward future workshop details to them and invite them along.

The Victoria State Management Committee is now looking for a State Secretary. If you are interested in giving something back to the profession and the Association please contact Tony Gilmour

Dandenong Peer Support is to be held on the first Saturday of the month at Whole Mind Strategies, 112 David Street Dandenong, Opposite the Hospital. Contact Tony Gilmour on 0400 146 140 for further details and let Tony know if you would like to attend.

Ringwood Peer Support contact Wayne Edwards on 9893 2099 for dates on peer support in the Northern areas.

The next seminar is to be held on Saturday 30th August in Doncaster

Go to the AHA – Victoria website for further updates: http://www.ahahypnotherapy.org.au/vic_workshops.htm

The WESTERN AUSTRALIA STATE REPORT

We had a very successful weekend course on "How to be a Supervisor" presented by Maya Lak.

All the members that attended were very impressed with Maya and the way she presented the course. Not only did we come away with an amazing amount of info we had fun as well. We have 3 members that are applying to be a Clinical member Martyne Keeley; Jenifer Macdonald and Emma Stewart

STATE COMMITTEE: The WA State Management Committee is now looking for a State Secretary. If you are interested in giving something back to the profession and the Association please contact Linda Milburn ph: (08) 9380 8862;

Go to the AHA – WA website for further updates: http://www.ahahypnotherapy.org.au/wa_workshops.htm

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