

2009:
POLITICAL
UPDATE
VOLUNTARY
SELF-
REGULATION

SOCIETY OF AURICULAR ACUPUNCTURISTS



POLITICAL UPDATE Voluntary Self-Regulation

Following the unanimous ballot taken at the Society's Annual Conference in November 2008, to follow a path to voluntary self-regulation, The Microsystems Acupuncture Regulatory Working GROUP (MACRWG) met recently to discuss this further and look at the National Occupational Standards we would be expected to set as a profession to gain membership of The Complementary and Natural Healthcare Council (CNHC).

"In order for practitioners to successfully register with the CNHC and receive the quality mark, they must have undertaken a programme of education and training which meets, as a minimum, the National Occupational Standards for that profession/discipline or achieved competency to the same level by means of relevant experience and assessment." (CNHC web page).

This now requires work from the MACRWG members to set the standards for our profession to allow membership to the CNHC. The MACRWG has set up a web site www.macrwg.org.uk which will have information about the process.

CNHC the National Voluntary Regulator for Complementary Healthcare Practitioners

Our key function is to enhance public protection, by setting standards for registration with CNHC. We anticipate that obtaining the CNHC "quality mark" will swiftly be recognised as the hallmark of quality for the sector. Over time, the general public and those who commission the services of complementary healthcare practitioners will be able to choose with confidence, by looking for the CNHC quality mark.

The CNHC has been developed with the help of Complementary Healthcare Practitioners and with support from the Prince's Foundation for Integrated Health. The Department of Health has consistently supported the CNHC throughout its start-up period and is committed to establishing the CNHC as the National Voluntary Regulator in the Complementary Healthcare field.

Should you have any questions or comments about the process or should you have a skill that would be helpful to the process please be in communication with us here at The College of Auricular Acupuncture



Ben Bradshaw the Health Minister's message from the CNHC website

"I welcome the opening of the Complementary and Natural Healthcare Council (CNHC) register. Now that the Council is open for business, there will be a single voluntary registration body encompassing a wide range of complementary and alternative therapies, to which the public can turn for help. Members of the public who use these therapies will be able to check whether the practitioner they're seeing is registered with the CNHC. If they are, they have the reassurance of knowing that they have had to meet minimum standards of qualification and that they have signed up to a rigorous code of conduct. Practitioners too will benefit by increased public confidence.

Public safety is paramount. Registration, whether voluntary or statutory, is about protecting patients, and I am pleased to see this important milestone in voluntary registration. People should always seek their GP's advice to ensure that any other therapy they use does not conflict with orthodox treatment."

THE SOCIETY OF AURICULAR ACUPUNCTURISTS

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Beat The Credit Crunch and Kick Start your business for 2009!!

Experience has shown that businesses that invest in marketing in periods of economic downturn are those that have the most chance of surviving or even thriving at these times. Do you want to be one of them? Whether you are just starting your business or well established, we can help you to succeed in these difficult times

Why not start immediately? For as little as £50 a month you can have ongoing marketing support to help you plan and execute successful marketing campaigns that will not only ensure that you survive the credit crunch but grow your business.

Julie has worked in marketing for more years than she cares to remember, she is a

marketing consultant, visiting lecturer and examiner for the Chartered Institute of Marketing and she is also a Complementary Therapist. All of this experience and training gives her a unique insight into the issues that therapists face and proven ways of getting business – even in the media driven credit crunch that we face today.

As well as running courses Julie helps clients on a one-to-one basis, mentoring small companies in most aspects of business, helping them to grow revenues and profits. Many therapists are uncomfortable with this part of their business and Julie can show you how to give the greatest benefit possible so that your clients are happy to pay for their treatments.

“Whether you are just starting your business or well established, we can help you to succeed in these difficult times”

Julie McKeown

If you want to know more about Julie and her work visit www.sorathmarketing.co.uk.

Call Julie on **01597 840456** or **07967 970123** and make sure that it is your business that survives the credit crunch and grows!!

Research, Research, Research,

Whether it be about how you are using Auricular Acupuncture, books you think may be beneficial for others to reference, ideas for Continuous Professional development, research projects you are involved with and interesting case studies. Please let us know what you are up to!



Something for the waiting room table?

Did you know that the college has its own **Basic Introduction** to Auricular Acupuncture in Book form?

Written by Pauline Ronson, and contributed to by the

lecturing staff of the college, the book is a great way to let clients and friends or colleagues find out about how Auricular Acupuncture works.

The cost of the book is £1.99.

To order please go to the weblink below: www.auricularacupuncturecollege.com/book.php

College sets up regional support groups

Our Experience in our industry tells us that you sometimes feel like you are out there on your own, disconnected from each other and unaware of who is dealing with issues that affect you.

In order to address this and also to provide a more efficient way of providing reassessments in the future we have begun to set up regional support groups headed by a Regional Support Representative. These groups will meet on a regular basis, to share information support one other and maybe even swap the occasional needling session.

Cindy Willcocks and Sian Husson are the latest of our representatives. Cindy has already supported the college at reassessments in the South-

West and sees this role as a natural progression towards developing a career within auricular acupuncture.

If you think this role might interest you please contact us via the website.

“A natural progression towards developing a career in auricular acupuncture”

Cindy Willcocks

Talk to Us Your Mail

We are planning to have a section of each newsletter which gives you space to have your say about any and all things auricular.

If you prefer to put pen to paper rather than email, as long as your letter is not too long we will try to publish the best selection of correspondence we receive.

Whether it be about how you are using Auricular Acupuncture, books you think may be beneficial for others to reference, ideas for Continuous Professional development, research projects you are involved with and interesting case studies. Please let us know what you are up to!

Email: info@auricularacupuncturecollege.com.

Regulatory Working Group

Pauline Ronson and Jonathan Tarr sit on The Microsystems Acupuncture Regulatory Working Group. This includes most of the Auricular Acupuncture trainers as well as those from the world of SUJOK (Korean Hand and Foot Acupuncture), Scalp Acupuncture, Wrist and Ankle Acupuncture.

The majority of people practicing Microsystem Acupuncture in the UK are trained in Auricular Acupuncture.

The College and Society are represented at the table, where the decisions are being made. We represent you.

To make your views heard email us: info@auricularacupuncturecollege.com

The 2009 Conference

December 2009 marked one of our most exciting conferences. Two lectures especially stood out 'Research Methods' by Amanda Shayle and 'How Auricular Acupuncture Works : One Possible Theory' by Kirsten Dhar. There was a good mix of theory, practice, networking, annual reassessments, delicious food and meeting up with old friends and colleagues.



Information from the frontline in the use of Auricular Acupuncture as well as the latest research, served to make the conference an enormous success.

2008 Annual Conference

"BALANCE OF THEORY AND PRACTICAL, LECTURES AND REASSESSMENT"

DATE FOR YOUR DIARY

7th Annual Conference
Thursday 27th November 2009
Check the website for further details.

COMPREHENSIVE DIPLOMA IN AURICULAR ACUPUNCTURE

Make the most of your training and gain a 'Skill For Life' by taking the opportunity to complete your Diploma in Auricular Acupuncture.

Check the website for Dates.

REASSESSMENTS

Module I and Module II certificates are like the MOT for your car!

MAKE SURE YOU KNOW WHEN YOUR ANNUAL REASSESSMENT IS DUE.

CHECK THE WEBSITE FOR REASSESSMENT DATES.

You come to learn what to do. It's what you do with what you what you learn that has you make a difference in the world.

