

Hypnoversity

the on-line journal for Hypnotherapy,
Coaching & NLP.

Issue 3 September 2009



NEWS

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Welcome to the September edition...

Well, the autumn is almost upon us, the start of the academic year is already here and many new students have started diploma courses. Now may be the time to think about your own ongoing professional development.

The Central England College CPD programme for 09/10 is listed below and offers some great options to extend your skills. A new and original Entrepreneurial Coaching course with Nick Cooke is now scheduled for Friday 20th November 2009 and extra events are being added all the time, so do keep checking the schedule for changes.

We also have a very exciting opportunity for developing your practice and expanding into a new area of hypnosis work – see the 'Stop Press' item for details.

Also in this issue is an introduction to evidence-based therapy as well as an article submitted by CEC graduate Hilary Thomas concerning her work with Post Traumatic Stress Disorder (PTSD) clients. There is information concerning the recent National Trauma Conference and an article which focuses upon the innovative inner child healing work of Steve Burgess, of Lionheart Training.

I hope you enjoy this, our third issue and please remember that this journal is for you, and your views, news and ideas are always welcome,

Best wishes

Lorraine McReight

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STOP PRESS.....

We are delighted to announce that we have agreed a discount for all Central England College graduates on a fantastic two-day Hypnosis for

Childbirth CPD course which is being held in Birmingham on 31st October and 1st November 2009.

The course is being run by Steve Burgess and Karen Duignan, European tutor for the National Childbirth Trust (NCT), who has many years of experience of teaching parents and midwives and offers a fantastic opportunity for qualified therapists to extend their practice into new areas.

Many courses of this type are franchised programmes that are not only much more expensive, but require franchisees to pay a big percentage of their income back to the franchise company and to adhere strictly to their rigid programme. Steve and Karen offer you the opportunity to learn the requisite skills, so that you can then adapt and apply them as appropriate for your client. The cost (to CEC graduates only) is £185 – a £25 saving.

Discounted places are limited, so please book now to avoid disappointment – this course is not scheduled to be run again in 2009/10. Please note that this course is being held at the Apollo Hotel in Hagley Road, Edgbaston and not at Central England College. For more information and to book please contact Lionheart Training on 01482 870874 or visit www.lionheart-training.co.uk.

The papers are full of good news!

It's not often that you hear that, but in the case of hypnotherapy, it's true. Whether they're celebrity weight-loss stories in the 'red tops' or reports on surgery done with hypno-anaesthesia in the broadsheets, it's pretty much all favourable. There's probably never been a time when so much has been written about hypnotherapy, and in such a positive way.

In the Daily Mail on May 25th 2009, a full-page article on hypnotherapy by Michael Hanlon, the science editor, featured the case of Marion Corns, an obese woman from Merseyside who travelled to Spain for help with weight-loss. Here she was hypnotised and 'talked through' the stages of a medical procedure. The operation described was the fitting of a gastric band. Although aware that no surgery had actually taken place, she nevertheless went on to lose four stone – the level of weight-loss that might be expected if such surgery had been done.

Two weeks later on the 7th June, the Daily Telegraph reported that Professor David Spiegel of the department of Psychiatry and Behavioural Sciences at Stanford University, would address the Royal Society of Medicine the next day, where he would call on NICE (National Institute for health and Clinical Excellence) to add hypnotherapy to its list of approved therapeutic techniques for a variety of medical conditions – it currently only recommends it for use with IBS (Irritable Bowel Syndrome).

The de-mystification of hypnosis through media interest can only be beneficial for existing practitioners and new graduates alike, and if you are lucky or astute enough to feature in such an article, you'd better make sure you aren't too far from your phone or your diary. One hypnotherapist found her telephone enquiries increased ten-fold after being interviewed by a national newspaper. Her subsequent utilisation of that article in her marketing material and on her website has meant that this one piece has continued to 'work' for her ever since.

As therapists it's good to keep up to date with what's in the press and media, as potential clients often mention such stories when phoning to make an enquiry about your services.

The NCH website www.hypnotherapists.org.uk is a pretty good source of such information and Paul Howard, the marketing director, often emails members with details or links to recent pieces.

Alternatively, a simple search on Google or Bing will result in pages of websites with interesting items in seconds. Some of these will be serious and original and may interest therapists and the public alike, whilst others will be frivolous, predictable or just re-cycled, but selecting a few of the most appropriate for your clientele and including them in waiting room portfolios or similar could be worthwhile.

LM



From the desk of the Principal

An overview of Evidence Based Therapy

Part One

I'd like to introduce you to the concept of evidence based practice and to make some suggestions as to how, for those of you who wish to, you could consider introducing it into your practice.

First of all let's knock a rather irritating myth smartly on the head. Don't let anyone try and persuade you that there is no scientific evidence for the effectiveness of hypnotherapy. The UK Government have twice, over the years approved hypnotherapy for general public use. This approval has never been rescinded and, as you can read in the article "The papers are full of good news", in this edition of Hypnoversity, the government's National Institute for health and Clinical Excellence (NICE) has actively endorsed hypnotherapy in certain specific situations.

In fact an on-line search of the leading global medical research publisher, PubMed, reveals 11740 items of medical research involving the [effectiveness of hypnotherapy.](#)

Evidence based practice has long been understood in the scientific world and medical profession and it is fair to say that many doctors regard hypnotherapy as non-evidence based. Therefore, if we adopt evidence based practice, we are more likely to establish ourselves as a credible practitioner and by promoting this fact to medical practitioners and commissioners, we may find that they are more likely to be receptive to us and our practice.

Evidence based practice is not just about published research however. It is also about us individually amassing as much evidence as possible of how effective our therapeutic work is, of having evidence that we are adequately supervised in our work and that we undertake regular professional development.

So how do we embrace evidence based practice? Well, there are a number of things that we can do, both individually and collectively, to be deemed evidence-based practitioners.:

- To base our therapeutic work, as much as possible around researched principles. Works such as Hartland's Medical and Dental Hypnosis. 4th Edition contains much that supports our assertions.

- To not make unsupported claims, over the possible effectiveness of what we do. This would include not guaranteeing results and not stating the number of sessions required to complete a treatment. Neither should we offer to treat a symptom that that is not indicated for hypnotherapy, or for which we have not been trained.
- To gather, as much as possible, our own evidence of successful treatment outcomes and client satisfaction. In order to achieve this we can endeavour to conduct, with our client's consent, follow up research, in a statistical manner, to provide evidence of the client's perceived effectiveness of their treatment, the level of care they have received and their general level of satisfaction with the therapy they have received.
- To inform clients, and with their consent, their GPs of our own outcome evidence in relation to their treatment.

If you already routinely include all of these elements, then congratulations, you are applying 'good practice' to your work.

I hope that you find this topic important and relevant. It's a theme that I intend to return to in future editions of Hypnoversity.

NC



Post Traumatic Stress Disorder (PTSD)

On July 3rd 2009 a one-day PTSD conference was held in Swindon hosted by the NRAH (National Register of Advanced Hypnotherapists) There were a variety of speakers including therapists, service personnel, charities and politicians and information on the speakers and their presentations is available on www.nrah.co.uk

Hilary Thomas, a midlands-based hypnotherapist with experience of working with servicemen suffering from PTSD (Post traumatic stress disorder) attended, as did Peter Sedgwick, Nick Cooke and I. Following the conference, Hilary, whose son had been stationed at R.A.F. Lincoln and whose nephew is now on his second tour in Afghanistan, wrote a version of the article shown below and sent it to Dr Andrew Murrison, MP, Conservative, front bench defence spokesman, who was one of the conference presenters.

As a consequence, she was invited to attend David Cameron's 'Combat Stress' summit on PTSD at Westminster two weeks later, which was attended by more than 100 people, including members of both the House of Commons and Lords, doctors, psychiatrists, heads of charities and senior officers from all the services. Hilary had the opportunity not only to hear the views of various experts, as well as the conservative party's policy on PTSD and the forces, but to give her personal recommendations for treatment options (e.g. types of therapy, frequency and duration of support, out-sourcing to appropriate organisations, confidentiality and anonymity).

I asked her if she'd felt nervous addressing such an audience, but she replied that she simply believed so passionately in her 'cause' that she had felt quite confident. Well done Hilary. Thank you for allowing us to publish your story which we hope Hypnoversity readers will find inspiring:

PTSD - A soldier's paradox

A soldier came to therapy with me in an extremely delicate mental condition. Yet the word 'delicate' was incongruous with the see-saw of emotions he was experiencing. Anger, aggression, anxiety, guilt, feeling unloved, lonely, depressed, and with low self esteem and no confidence.

He had seen plenty of action in the military during the previous 12 years, having done tours in Kosovo, Iraq and Afghanistan. Now he was home, the military and war's futility wrapped up in it, had become the enemy, as he lost pride in the job he used to revere. How could he now, for instance, be a loving, caring husband and father when he felt all his basic good human instincts had been affronted? He couldn't come to terms with the paradigm shift of family life and mundane army life after the adrenalin hook of combat. His view now was that the army encompassed people who were unreasonable, hypocritical and lacking in understanding. Therefore he tried to suppress his 'self', his ideas, his feelings, thus making him edgy, anxious and no-bottle (his words), worried about all-sorts, guilty about his attitude change towards his wife and especially about certain events in Afghanistan.

Feeling confused, with low libido, poor sleep and with short-term memory loss, (except for frequent vivid and nightmarish flashbacks to Afghanistan) he felt defeated in life before he could even start the day. His words were, "I used to consider myself as a gentle confident action hero, now I'm a poor excuse for humanity. Where's 'me' gone?" He was a victim, yet was full of anger, which manifested itself in road rage and the smashing up objects. This in turn left him feeling upset, isolated and bewildered - stuck in the fast lane but out of sync in life: suicidal. It is the ambiguity of a combat soldier's life that contributes to PTSD and as such severely limits a recuperative return to 'normal'.

Another soldier suffering from PTSD who needed help was a dog handler, summoned to use the dog's fearful skills for interrogation. He should have given the dog commands to savage the prisoner to a specific level. His own sense of humanity and abhorrence that he should take part in torture became overwhelming. He treated his dog better. So, unbeknown to his fellow interrogator, he gave his dog lesser commands and eventually discharged himself and the dog with the excuse that the dog was young and not fully trained.

From this action however, arose guilt and shame for:

- (a) Deceiving his fellow soldier.
- (b) Abandoning his fellow soldier to do the job alone.
- (c) Abandoning another human to degradation.
- (d) Not being able to reach the full ambit of the job.

And anger and self-disgust for:

- (e) Being a coward
- (f) Taking part later (through peer pressure) in laughing and being self-congratulatory about this 'successful intervention of war' (A paradoxical crunch).

All these negative emotions attached to the impact of the visual atrocities and the apparent lack of basic humanity during this event embedded PTSD. Each unspeakably heinous experience was further stimuli in the fostering of PTSD. How can these people function and behave well in their society when their life is so contradictory, living the life of the paradoxical soldier?

These clients were helped with Hypnotherapy and EMDR (Eye Movement Desensitisation & Reprocessing) therapy. These therapies seek to disassociate the client from the event/emotion, to change their

associations, to reduce and to move to a safe distance the atrocities that they have been focusing on, thereby restoring confidence and a sense of 'normality' in the lives of 'paradoxical soldiers'.

Whilst I don't involve myself in the politics of war, I do endeavour to pick up the pieces of the shattered lives of soldiers. I do feel very strongly that these therapies should not only be available, but should be mandatory and unavoidable. This would eliminate the "blot on the career report" fear and the general angst that is universally associated with any psychological counseling. Receiving these therapies should and would then become just another aspect of soldiering.

Hilary Thomas MAPHP
(edited by LM)



Focus on Steve Burgess

I caught up with Steve Burgess on his recent return from Oslo, where he's been teaching regression and Inner Child Therapy techniques to a class of hypnotherapy students. "They're so enthusiastic" he says "and Norway's where the UK was 25 years ago in regard to hypnosis." A teacher and therapist for 17 years, Steve specialises in egressive modalities both in his practice and his teaching.

"I don't really use suggestion therapy" he says, and tells me his thoughts on treating symptomatically "Most therapy works on the symptoms and doesn't address the cause. Think of it like a plant" he continues, "where the symptoms are the leaves and flowers – you can cut them down, but if you don't deal with the roots, you don't get rid of the problem."

As we're talking, I find myself doodling a daisy design on my pad and thinking of the dandelions in my lawn. Aware that a bit of Steve's gardening work probably wouldn't go amiss in my own garden, I ask him when he chooses to use each technique and how it's welcomed by clients.

"Inner child therapy heals the wounds of childhood" he says, "whether they are emotional, physical or sexual, and it's great for releasing trauma and neutralising pain. We all have an inner child, no matter what age we are and how our inner child is feeling, is how we live in the world – if our inner child is frightened, anxious or angry" he explains, "then that's how we live."

Steve, whose therapy sessions are approximately 90 minutes long, introduces inner child work once he has got to know his client. He finds they usually embrace the process, that might be based around scripts and have a structured approach, but is just as likely to include drawing or writing.

"Inner child therapy helps us to be free" says Steve, "and it enables clients to live wholly and joyously"

"But do some clients feel uncomfortable at the prospect of expressing themselves creatively?" I persist.

"Oh yes, sometimes" he grins "As human beings we always take the line of least resistance, but most people come round to it."

Clearly this intense therapy can be profound and emotional, but Steve tells me that it can also be very beautiful. "Clients become aware they have an inner process" he tells me "and once they're made aware of it, they can make changes. It's never too late to enjoy a happy childhood" he says cheerfully.

"I've heard that before" I said, "Is that your quote?"

"No", he laughs "but it's still true."

Steve Burgess is teaching a 2-day CPD Inner child practical workshop, suitable for all levels of therapist, at Central England College on the 14th & 15th November 2009. This class usually gets fully booked and is held just once a year. The cost of the course is only £160. Why not book now - you could learn some fantastic new skills and enjoy some positive healing too.

Continuing Professional Development (CPD) 2009/10

Hypnotherapists are required to maintain their Continuous Professional Learning (CPD) to uphold professional learning standards and to meet the requirements of whichever professional association they belong to. Normally a minimum is 15 hours, or two days of CPD during each 12 months period. The following list is of CPD programmes and other training events for hypnotherapists being presented at Central England College during 2009/10.

E-Coaching (entrepreneurial Coaching Skills) Nick Cooke

Please note change of date from 25th September to Friday 20th November 2009

Whether you are starting or expanding your own coaching/therapy practice or wish to coach others in entrepreneurial skills, this certificated, practical workshop is for you. A full training manual is provided and every participant will receive personal mentoring/coaching in the E-Coaching models, which draw upon NLP, Working in Logical Levels (Maslow and Dilts), Transactional Analysis (Berne) and the "ACHIEVE" business coaching model.

Inner Child Healing – Steve Burgess

Saturday and Sunday 14th and 15th November 2009

Healing the Inner Child is often a vital cornerstone in allowing our clients, within a state of deep hypnosis, to go back in time taking adult resourceful states, to achieve a profound healing/release of trauma. Although this practical two day course covers introductory and advanced levels, it is not necessary to have any prior training in this area.

An Intro to the "The Sedona Method" and "The Work" by Byron Katie – Debby Carter

Sunday 6th December 2009

The Sedona Method, discovered by Lester Levenson, is a simple and rapid method of emotional release. Byron Katie's "The Work" presents a highly empowering series of questions which can also help clients to free themselves from unwanted emotions. This one-day course will also teach how these techniques fit in with the "Thought Feedback Cycle" and how

they can be implemented in therapeutic/coaching practice.

**Working with Substance Misusers
– John Castleton**

Saturday 23rd January 2010

Gambling Addiction – Hilary Norris-Evans

Friday 5th March 2010

Hypnotherapy and Irritable Bowel Syndrome (IBS)

– Michael Mahoney

Sunday 25th April 2010

Unless otherwise stated courses are certificated and training notes are provided. All courses are open to practitioners of hypnotherapy, NLP, coaching, counselling and related fields. The fee is £80 per person, per day. Numbers are strictly limited and places can be booked by calling Central England College.

Telephone us on 0121 444 1110

for further information visit

www.centralenglandcollege.org

To come in the next issue:

- “Inspiration not motivation” – an insight into the work of Debby Carter and her inspirational coaching programme
- ASA – a new copy advice service to advertisers
- Overcoming fear of sickness - A new hypnotherapy script by Anne Widdup
- Provocative Therapy – are you brave enough?

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