

THE SCRIPT



President's Note

Sheldon Bilsker

Dear IACH members,

Thank you for your continued support. It is very much appreciated. Over the last year the IACH executive has been working on ways to increase our membership. Our IACH Facebook group has been quite active but I am hoping that more members who have Facebook accounts will join. Our membership is holding steady at 60 but with some recent developments that number could very well increase in the near future. As announced we are building a new web site.

The IACH has just approved a new school, "Art of Embracing Life" and teacher, Franka Fiala, in Puerto Rico. We are excited to have new international members coming into the IACH.

The IACH has been in existence for 12 years. I started this association in 2004 with the intent of creating high standards for members. Although our numbers might be few in comparison with other associations, we can say confidently that every member has or will

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reach some of the highest standards in this field.

Thank you to Diane Auld, VP, Angie Bain, Standards, Lisa Brown, Newsletter, Sandra Wall, Social Networking, for your amazing work this past year.

May 30, 2017 is our year end. IACH elections will occur between then and June 7, 2017. Once that they just confirmed we will announce it. All positions are open for nomination. The elections and AGM will be held on Skype. .

Dues

IACH dues have not changed. Dues are due as of May 30th, 2017 and can be paid at: <http://www.hypnotherapyassociation.org/OrderDesk.html> . Paying dues on time or informing us if you need to cease being a member saves the executive an enormous amount of work and is one way members can contribute. If you have any questions please do not hesitate to call or email and we will respond to you shortly.

Once again thank you to all of our members for your continued support. I hope everyone has a great year.

Sheldon Bilsker, RCC, HT

President, IACH



Vice President's Note

Diane Auld

Hello everyone

What an honour it is to write this note as the new Vice President. I want to thank Angie for her 2 years as our Vice President and the work she did. She is now the head of our Standards Committee. We have such talent in our executive.

It is the 13th year for the IACH a very auspicious year. This year we will have a new website and a new opportunity to inform hypnotherapists around the world that we are here.

As I sit and write I am struck by the honour it is to offer my clients counselling hypnotherapy. I would love to know how others work and offer hypnotherapy to their clients. When you realize we are an international association I can only imagine the unique and varied ways of working. If any of you would like to share I would love to hear of your unique way.

Our newsletter is one way you can share your skills and unique point of views. Please send along any articles and quotes you find that strike a hypnotic cord within you.

I want to thank Nikko, Lisa, and Sandra for their sharing this issue.

I love hypnotherapy and the unlimited opportunity to facilitate the inward journey it offers clients. Stories, journeys and deep inner explorations are among my favorite ways to work. I wish you many blessings for the spring and summer.

The picture below is a a bit of fun I had in Stonehenge in 2014.





Social Networking Director's Note



Sandra Wall

Social Media Update

The International Association of Counseling Hypnotherapists maintains two social media pages, one for IACH Members only, and one accessible to the public. First of all I would like to thank everyone who contributed to these pages over the last year. It is wonderful to share with fellow members. I have been struggling with ways to make these pages more dynamic and to ensure I am serving the needs and interests of members. You are invited to share by posting, sharing experiences, posing questions, suggesting topics of discussion and generally sharing your wisdom and insight. We are all involved in hypnotherapy at such an exciting time in history and the next five to ten years are going to be an amazing journey to share.





Editor's Note

Diane Auld - temporary assistant editor

Thought I might have a bit of fun with the editor's note this month.

The newsletter began to form, coming together word by word and dream by dream. As the dreams unfolded the editor sat in a warm snuggly well actually - even better .. a dark and mysterious cave beside the sea. As the waves crashed she listened to the stories and offerings their steady movement on shore brought..

"Help me she spoke to the waves. "Bring your stories so that I may share them with those who love to read. Inspire me", she called to her heart, "I would love to find the articles and sharings that inspire us to find our passion and excitement as professionals."

"Talk to me", she called to her muse, "you are my creativity and my source of inspiration so I may write the inspirational." She paced around the mysterious cave smiling and laughing at the fun she was having. As the dream changed she realized the cave was filled with all the articles, stories and quotes she would ever need for newsletters unlimited. "Ahh", her heart sang. "Let me dream a little longer."

"All the possibilities of your human destiny are asleep in your soul. You are here to realize and honor these possibilities. When love comes in to your life, unrecognized dimensions of your destiny awaken and blossom and grow. Possibility is the secret heart of time."

— John O'Donohue, Anam Cara: A Book of Celtic Wisdom

**"Our sorrows and wounds are healed only
when we
touch them with compassion."**

Every person's map of the world is as unique as their thumbprint. There are no two people alike. No two people who understand the same sentence the same way... So in dealing with people, you try not to fit them to your concept of what they should be.

Milton H. Erickson

Stories and Metaphors

Diane Auld H.T., R.T.C., M.T.C., R.C.S.

A Story of Love & Beauty

What do you love?

What are you passionate about?

This is a theme for me lately.

I've been doing a lot of writing and a lot of exploring what I want to do in my life and how I want to do it.

For those of us who know what we want to do, the next step is to find our courage and go out and do it. For those of us still looking for a way to bring our creativity to the world it is an exploration, a looking inward where we ask questions about what we do love do, want to do and how do we want to do it.

I love stories, hypnotherapy, stones and rocks, my work with clients and the work I do with "The Way of the Heart". Not necessarily in that order. I am looking for a way to use all my loves in my practice with my clients and my writing. If you would be so kind, I would love to share some of my loves with you.

I have been writing a book about some wonderful beings who use rocks and stones as messengers on their world. As a way of exploring metaphor and stories I would like to share the following.

For those who love stones

We all choose stones for different reasons. It is often the qualities we wish the stone would invoke from within us, bring to us, help us remember within ourselves.

Allow yourself to take these journeys with the stones you love and know, and ones you wish to form a new relationship with. These stones and their stories will take you deep into their heart of wisdom, and will invoke in you an opening and a way to get to know yourself through the qualities that stones offer as a beautiful feast for and to the heart, the soul, the one that remembers all within you.

***Our first journey is to a deep wisdom place.
Allow yourself to breath for a moment, attune to your
heart or If you love stones, to the place within
where that love lives.***

***When you feel centred and quiet - slowly
read the journey.***

The storm raged outside filling the air with the kinetic energy of life and change..... She breathed the coolness, drawing it deeply into her being..... The storm receded and she opened her eyes. Standing at the cave entrance her eyes took in the blackness. Black as midnight shadows on moonlit water..... She waited for the storm to surge again as her mind wondered at this moment. Alone and not alone..... The walls of the cave shimmered in the flickering light, iridescence touching aspects..... Aspects within she was seeking to more deeply live into..... Time to release the past, to allow movement. She was determined to do whatever inner work was necessary to heal into the wholeness the watery oracle had shown her..... They called her magician. Sought her out for her gifts. I only seek power over myself she thought as she walked to the back of the cave..... I only seek power over myself..... A table was covered with papers and old friends; rocks and stones who had chosen to be part of this journey. Journey with me now she softly whispered to a stone picking it up gently and holding it to her heart. Journey with me now..... Closing her eyes she entered the sacred breath as the vision began. The forest trail unfolded before her. I love the smell of forest life her breath sang as she felt solid ground under each step..... It called her..... the grove..... Stars shimmering through the tops of the trees as the branches open their hearts to her allowing her to move into the deepest part of forest. Breathe..... Breathe..... she heard herself say coming out of the clearing her rock circle waiting patiently.

My old friends Dear old friends waiting .

..... As she sat against the deep blue stone her face turned up and the stars bathed..... Bathed her soul..... And it flew outward as she dropped even more deeply into the grounding of this sacred place..... she walked the path of stars with the figure who joined her. Familiar and ancient the being smiled at her. It is time to see who you really are..... to step into the vastness of your soul name. Your courage and wisdom take that into the heart of this unfoldment..... let go what you no longer need. This is the place of done with that..... Done with that! The path lit up before her as she allowed..... Allowed the path to be her guide. No more she spoke to the old ways, old beliefs, no more..... How would those on earth see her, she wondered. As a comet with the old being burned up in the sun as they walked the star trail..... they visited the distant stars leaving the old on stars of volcanic fire..... Leaving the old.... Leaving the old Allowing herself to go deeper and deeper as the stars offered her opportunities to deeply unearth the walls. the holding back, the not good enough - no more her freeing heart cried, no more..... She felt a slowing..... as a star of crystal light offered her a resting place; a grounding into the newness of the space created within. Breathe she heard breathe into the space and see who you really are. Dancing light filled her being, red, orange, golden yellow, Golden green, rosy pink and blues of many hues and she breathed each one in, knowing their voice was offering the way.....

Offering her just what was needed in the moment..... Time to rest and allow the healing, the wholeness to inform you, the voice whispered. She opened her eyes to find herself back in the grove supported by the stone, the earth and her winged soul. A hand holding hers. Thank you she whispered. You are welcome. I am called Nu-ummite*. She looked down at her hand and the deep black of the stone caught the beauty of the starlight. You are welcome.

As a hypnotherapist, I have been playing with writing stories that speak to the unique individual sitting in front of me. I ask my clients the same questions I ask myself:

What do you love?

What supports you when you really need support?

Who or what do you turn to for care, kindness and wisdom?

The stories I write hopefully touch these aspects of my client so they can find within themselves what they long for and love to support themselves, empower my clients to be their own healer.

I mentioned "[The Way of the Heart™](#)". I have been using the wondrous tools and processes with my healing journey and the Integrations in my practice with clients for the last 8 years. The Way of the Heart has helped me find my passion and live into that passion. It is my go to work with I seek to understand myself, need to support myself and what to work through that which stands in the way of me moving forward. It supports me as a professional and me as a person with a heart's longing.

What do you love?

What would you be doing if you were living your Life Mission?

Would it be what you are doing now?

Would you like to change how you do what you do now?

Life is a journey and over the years I have come to realize I need to be doing what I love. When I work with clients in a way that we both can resonate with my heart sings and I do my best work.

What am I trying to say?

I long to work with people who want to explore new options, and ways of doing what they love.

Let the beauty of what you love be what you do.

Rumi

Will you indulge me one more story?

As story of a pilgrim working on courage.

The ancient temple had sat on top of Fangshi Mountain almost as long as the mountain has sat on the earth. At least it seemed so to the villagers who lived at the base of this sacred place. One villager had dreamed, explored and lived in the shadow of this legendary mountain and temple all her life. Stories and ancient myths were an everyday part of the lives of the villagers. She imagined mystical beings lived in the temple and had even seen them when she climbed to the top of Fangshi Mountain.

She longed to talk to them, to live in the temple and study. She did not know how to ask and each time the courage welled up in her heart and she began to take a step towards, something got in the way. Something stopped her. Most of what stopped her was the thought she needed to know the answers to all the questions before she asked them. So she worked and meditate and went inside to listen, thinking if she worked hard and did all the right things she would be able to go to the top of the mountain one day and ask. Now..... there is some wisdom in her plan and a slight flaw.

Doing the work and clearing the way for wisdom is an honorable and valuable endeavor.

The slight flaw is: what was she listening to inside?

What that voice telling her?

Was it helping or was it holding her back?

One night she had a dream:

She sat on the top of the mountain in a beautiful ginkgo grove watching the cloud patterns change as the sun heated up the morning air. Looking around she noticed an ancient Buddha sitting under one of the trees. She jumped when he blinked as she thought it was a statue. He gestured to her to come over and sit beside him. Hesitating at first, his smile and invitation helped her heart encourage as step towards, and another step and another. Pretty soon she was sitting under the tree with the kindest Buddha she had ever met.

(The only Buddha).

“You like our Mountain I see.” the ancient fellow smiled at her. “Yes, I like it too. What brings you here?” he asked. She could hear the warmth in his voice and feel the heart in his interest in her.

I want.....

I would like to

I have dreamed of

Do you think I could

She could not seem to finish the sentences and with each unfinished sentence it was as if he was fading and she felt her heart sink. “Don’t go please!” her heart cried. “Let your heart finish the sentence.” she heard in her mind.

“Do you think..... I could come study here? There is was she had said it. She closed her eyes and breathed. A gentle touch on her hand and she opened her eyes. The ancient Buddha was smiling and his eyes twinkled. “Yes, if you really want to come and study here, then you shall. All you had to do was ask.”

She woke with the wisdom repeating in her mind and heart. “All you have to do is

ask.”

That was the day she walked to the bottom of Fengshi Mountain and found the path to the temple and started to climb, knowing in her heart the Gingko grove and the wise Buddha were waiting for her.

*The End and the Beginning.
May you find your joy and live each day unfolding it.*

*Nuummite – a 3 Billion year + stone found only in Greenland.

Diane Auld H.T., R.T.C., M.T.C., R.C.S.

*Diane is a counsellor and hypnotherapist,
she has a private practice in Vancouver BC., Canada*

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*One of her passions is Life Mission Coaching
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*Diane is also a Registered Clinical Supervisor with the ACCT,
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Diane has recently started a [blog](#).

<https://365daystodreamblog.wordpress.com/2016/04/27/diane-what-makes-a-hero/>

“If you light a lamp for someone it will



BRAND

Nikko Ruffini, MA, MBA, CH

Brand” is one of the most important, yet least understood areas of business. When most people think of the word Brand, what comes to mind? A logo. Probably a recognizable one like McDonalds, Starbucks, Harley Davidson or Apple. But is that the extent of the term? A symbol which identifies your business or product? Looking a little deeper below the surface, we find that the logo is only the tip of the iceberg in the complex set of dynamics that make a brand; and that make it meaningful.

First of all, let’s define what we’re talking about; what is a brand? There’s a lot of academic speak and biz-babble floating around on this subject – most of which is just the result of professionals trying to sound smart. So let’s forget about all that and get real. *Brands are the personality and expectations understood about products, services, organizations or people.*

What am I talking about? Well, when you walk into Starbucks what happens? Your subconscious mind references previous experiences and you activate a pre-loaded set of implicit expectations about what this current experience should include. You subconsciously expect the store to conform to certain standards. The colors (green, brown, earth tones) are standard – if you walked in and saw everything made of shiny plastic in red and canary yellow it wouldn’t make sense. The layout, how you order your beverage, the price, the pastries in the display case, the menu... everything matches your pre-existing expectations. If this fails to happen for any reason, you experience a mild level of cognitive dissonance as your mind decides whether to update your beliefs about Starbucks, or maintain your view. THIS is a brand – The emotions, thoughts and beliefs that stem from the piece of psychological real-estate a business or product or service occupies in your mind.

If I show you even the smallest part of a McDonald’s logo you will know exactly what it is. Not only that, but you’ll be able to experience the pre-loading effects of all your beliefs about McDonalds. The impact of this on the success of a business cannot be overstated. From your favorite pizza place to the kind of car you want to buy, brands dominate consumer behavior. Even those among us who feel that we are above such things are not. No matter what you’re in to, there are brands in that niche that are desirable: if you’re photographer you might be very happy with your Canon Rebel, but would you really turn down a Leica or Hasselblad if you could afford one? At the end of the day, a brand is more desirable, valuable and meaningful to its market than a mere commodity. Even the most cursory investigation into a consumer market proves this.

Making it Work for You

Ok, great. So how is all of this brand stuff useful to you as a hypnotherapist? Well, people are brands too. There’s a reason that thought leaders emerge and are trusted, just as there are questions which every successful brand can answer, no matter what industry they serve. As you get started building your business, consider the following questions as they apply to you.

Success leaves evidence. Here’s the bread crumbs...

What do you do? No one goes to see a hypnotherapist because they want hypnotherapy.

They go to see you because they want help or support in facing a challenge. Hypnosis is merely the door way to that objective. Before you think about a logo, company name, what your website is going to look like, or anything else, think deeply about what you actually do. For example, Louis Vuitton sells luxury clothes and leather goods. But no one buys a \$5000 hand bag because they want a hand bag – they buy a LV bag because they want to feel elite, prestigious and be part of the culture. Louis V has been VERY adept at sculpting an iconic image of wealth, privilege and elite activities like yacht racing, equestrian, exotic destinations. They do this by careful selection of the images, relationships, styling, tone and events they use. By the look, feel and design of their stores. And so on. When you buy one of their products what you are really paying for is to be part of that narrative. So what are people really buying from you? What do they want, need or hope for? Do they want healing? Ok, WHY do they want that? Is it to enjoy a better quality of life, save a relationship, or improve their career? Thinking in this way kick-starts the process of understanding how people see you, what really matters to them, and therefore where to be looking for that “real estate” in their heads and hearts.

Who's it for? “If you try to be all things to all people you will end up being nothing to anyone”. Very true. Just as you as a person can't possibly please all people, neither should your services as a hypnotherapist. By its very nature hypnosis is not for everyone. But beyond that, you need to understand who you are focused on appealing to. Combined with your work above in Point #1 (What do you do), knowing who it's for will help you understand how to showcase your service in a manner which is meaningful to the people who might want it. Those of us who work in marketing use the term Target Audience or Target Market to describe the specific group(s) which you are most focused on promoting your services to. If I may use my own private practice as an example, that audience is the “alpha” crowd – executives, start-up founders, entrepreneurs, athletes, elite creatives, and ambitious professionals who want to use alternative techniques to improve their performance. I don't focus on people who are in need of grief counselling, who have PTSD, or who are coping with the aftermath sexual abuse. Now, although I will absolutely take on clients with such needs they are not my primary focus, and they “alpha” or high-performance market



forms the bulls eye of the target market I'm aiming at connecting with. The result is that 80% of my clients are the people I want to specialize in, which is better for them and for me. Just like Nike focuses on marketing to athletic people, they aren't going to turn away non-athletes. Understand? So, who is your service for?

Why should we care? The old sales adage, "Features tell, benefits sell" rings true here. A feature is leather seats, granite countertops, or a better forward-facing camera on your new iPhone. Features are technical stuff you can see or touch. A benefit is how elegant and powerful you feel when wearing that \$3000 suit, the sense of life-style success that comes with a flawlessly landscaped yard, the rush you get from skydiving or the look on her face when you put that ring on her finger. Benefits are felt. As you know, emotions drive virtually everything humans do. So what is it about you and your service that contribute to that? Why should I as the potential client care about what you do? How will it help, why is it valuable? How will I feel? What's in it for me?

How is it different? Do you remember that guy who said and did the same thing as everyone else? Neither do I. The market will look for simple, easy to understand ways to quickly categorize and compare you. If you don't give them something meaningful, then we'll default to the only thing you've left us to compare you to your competition with – price. And if you compete on price alone that puts you in a race to the bottom. Besides, are you going to feel good about being the cheapest game in town? Establish and refine 1-5 core points of differentiation; meaningful ways that you are different than the next therapist along. Keep in mind this difference need not be explicitly stated – you don't need to tell us in words. It can shine through in your style, how your website looks and feels, in the written content you create there, and so forth. Just make sure that you aren't *another* hypnotherapist with Zen-like images of stacked stones and calm water on your web page, who talks about the same things as everyone else. A good example is Apple. No other company looks like them. The sophisticated minimalism. The upscale design. Then innovation. Even if you aren't a fan, no one can deny that they are different in a way that appeals to their target market, and have succeeded accordingly.

Does it match? The most important part of building a brand is CONSISTENCY! If your website or what you tell people paints a picture of a professional, modern, progressive, calming therapeutic experience, but your office and tonality delivers a shabby, slapped together and awkward vibe in a basement room with 20 year old carpet, you will fail. When I manage a brand development project for a client – be it for a specific product, a campaign, a solopreneur or a large organization – I make sure EVERYTHING lines up. Digital presence, social, colors, vehicles, the way staff are instructed to answer the phone, the layout of email signatures, store design, pricing, logo, letterhead all the way down to the texture of the business cards. A thousand tiny details all line up to make a consistent experience which the customer may not be consciously aware of, but that will work its way into minds and hearts and stay there. Everything you do MUST be consistent across all touch points with a lead or client. This is the heart and soul of long-term brand building. If you want to showcase an organic, natural brand with lots of crystal and a holistic feel that's great, but keep it consistent; don't attempt to mix and match too much or you end up a mess. Think about how great a show home looks like – everything matches and it conveys a presence of connectivity and resonance. Tend to your brand with the same kind of consideration that a designer tends to a home's interior. Aesthetics matter. Tone matters. Authenticity matters.

Putting it Together

Building a brand takes time. Often it is measured in years, not weeks or months. So be patient and steady. You want to focus on consistent, incremental improvement. Don't try doing too much at once, but don't get stagnant. Keep refining and adapting. Listen to your clients and get feedback. Ask for people's opinions - it can be difficult, as you know, to self-diagnose; and just as hard to self-diagnose your own brand and image.

Simple is better. Keep it clean, basic and easy to understand. Do NOT have a website, for example, with 2 pages of text on the home page explaining your life story and every detail of what you do. Brevity is golden. Your brand is the sum total of every interaction a person has with you and your business. Let this final thought really settle in. And let it guide your behavior in person, on line, on social media and in life.

Nikko Ruffini, MA, MBA, CH

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Become the best version of yourself

Weaving Hypnotherapy into our Healthcare System

What role can hypnotherapy weave into our healthcare system?
How can hypnotherapists enhance and increase holistic wellbeing?

To answer these questions let's examine the structure and dynamics of our current system. Our health care model is overwhelmed by the number of patients seeking treatment, resulting in long wait times. (sometimes too long) Contemporary healthcare professionals are highly specialized; trained extensively in a particular area. Our cardiologist may not have the time to be concerned with our mental health, and the government appointed psychiatrist that we see once a month may contribute our chest pains to anxiety without considering other possibilities. The amount of knowledge required to specialize is immense. It is a systemic problem; our parts are being treated while our wholeness is lost. Contemporary surgeons, doctors, nurses, psychiatrists, psychologists and even health care aids may not have the time, skills and/or inclination to ensure overall patient wellbeing.

Our medical system was originally based on Newtonian mechanics, that has now been proven inadequate. Quantum mechanics can demonstrate that we are both particle like and wave like, and that the observer plays a role in this expression. Epigenetic research illustrates the interdependent relationship between our external environments and our internal environment which in turn affects which genes are switched on or off. We are learning how nature and nurture are deeply intertwined and the importance of a wholistic approach. It is not enough to set and cast a broken bone, we need to treat the trauma that accompanied the injury, and strive to prevent further trauma in our treatments while supporting continued healing. Hypnotherapy can assist in releasing trauma without re-experiencing the trauma; using story, metaphor, and somatic release techniques.

Imagine a child terrified of surgery working with a hypnotherapist to lessen his or her fear and anxiety. Calmer patients heal quicker and require less pain medications. Utilizing a child's own language and symptoms the child and hypnotherapist can, working together weave a story that empowers the child to reframe their own healing experience.

Hypnotherapy can be very helpful in pain management and result in the less need for possibly harmful medications. Hypnotherapy as a tool for pain management has been studied live by researchers with the use of modern imaging tools such as fMRI. The results of these experiments are giving researchers a deeper understanding of how the brain manages pain and clearly shows the benefits of hypnosis.

Immune response to hypnotherapy is also a deeply researched area. Many peer reviewed experiments clearly indicate that hypnosis and mediation can positively affect our immunity.

Hypnotherapy can assist a new mother in relaxing so her baby can nurse with ease and hypnobirthing is increasingly utilized by midwives. Teaching parents self-hypnosis can help them manage the stress associated with caring for their new bundle of joy. Calm parents equal a calm and content baby.

Changing habits is not all about will power, it is about building new habits, new healthy neural pathways focused on a healthier choices. Hypnosis allows the individual to practice these new habits and imagine a life with healthy vibrance. Hypnosis is increasingly utilized as a therapeutic tool by many psychiatrists, psychologists and mental health professionals, even though it may be re-labeled to avoid possible peer ridicule. Modern brain imaging is allowing researchers to witness the effects of hypnosis in process. Perhaps Neuroscience can provide a theatre of understanding in which the many theories of hypnosis can be observed.

Hypnotherapy utilized by a skilled, appropriately trained professional can be highly beneficial in the management of mental illness and in facilitating coping skills and releasing stored traumatic feelings.

Hypnotherapy, nutrition, exercise, and peer support can be invaluable tools when treating addictions. Hypnotherapy can assist with managing withdrawal symptoms, alleviating cravings, and learning new healthy behaviours.

Hypnotherapy and NLP have been utilized for years to increase athletic skills in sports. This same therapy can be applied to rehabilitation; for example learning to walk again after a stroke or spinal injury. The brain - body connection is symbiotic - movement builds neural pathways and neural pathways are the blueprint for movement. Imagining movement assists in the actual performance of movement.

Hypnotherapy has been recognized as an invaluable adjunct therapy in the treatment of cancer and the therapies used to treat cancer. Hypnotherapy can assist patients in alleviating pain, managing stress and navigating the emotional rollercoaster of the emotions within and around them. Hypnosis combined with chemical anesthetics can reduce the amount of chemical anesthetics required in surgery resulting in less side effects related to chemical anesthesia. Pre and post surgery hypnotherapy has been shown to decrease post operative use of narcotics, decrease hospital stay and promote the rate of recovery.

Hypnotherapy should be an essential component in palliative care; assisting the patient in managing pain and in journeying through grief from denial, anger, bargaining, depression and finally acceptance. Hypnotherapy can also assist the patient to focus inwardly and gain insight into their own personal death experience and calm fears.

There is very exciting research on neurogenesis in the areas of neuroscience, psychobiology, and epigenetic's in relation to hypnosis. As researchers gain a deeper and deeper understanding of the mind - body connection the applications for hypnotherapeutic interventions may increase substantially. Can hypnotherapy facilitate gene expression? Some researchers are seriously considering this.

In this article I have briefly mentioned some of the ways hypnotherapy is, and can be more deeply interwoven into our health care system to provide a holistic and dynamic approach to health and wellbeing. Our goal as hypnotherapists is to continue to focus on high training standards and work towards an organized association of professionals that can negotiate our acceptance into a healthcare system where we need to be.



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International Association of Counseling Hypnotherapists

Mission Statement

Our commitment is to create an international organization of professional hypnotherapists and those interested in this healing modality, to continue to increase public awareness, acceptance and support in the therapeutic and ethical use of hypnotherapy through education and promotion.