



**Chinese Medicine – A Holistic Diagnosis**  
**ICNM Award Winners**



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**How doctors can close the gap:  
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through culture change, advocacy  
and education**

**Thursday 10 June 2010**

**Objectives:**

To increase knowledge and information sharing amongst clinicians and other health professionals about how the social determinants of health operate within the UK health system and beyond it.

To create a clear understanding of the leadership/advocacy role which doctors can play in addressing the social determinants of health both within their own environments and the wider healthcare and social systems.

To explore opportunities for the incorporation of training in the social determinants of health into existing

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# ICNM COMPLEMENTARY MEDICINE AWARDS - THE WINNERS

We are pleased to announce the winners of the first ever ICNM Complementary Medicine Awards.

The four categories were:

- Best Complementary Medicine Student
- Best Complementary Practitioner
- Outstanding Contribution to Complementary Medicine
- Best Complementary Medicine Company

The director of the Irish Institute of Naturopathic Medicine (IINM) **Maureen Mulligan** has been awarded the top prize of **ICNM Best Complementary Practitioner**.

Maureen was nominated by a number of people including patients and relatives who had seen members of their family transformed after treatment at the IINM. Trained in yoga, meditation and tai chi chuan, Maureen was an apprentice at the Cranial Osteopath Association and spent 12 years working in the prison service in Ireland before developing her own integrated complementary medicine regime for disturbed prisoners.

At the IINM, Maureen treats people suffering with many ailments including depression, eating disorders, drug addiction, alcoholism and autism.

**The Outstanding Contribution to Complementary Medicine** was awarded to **Denise Rankin-Box** who spent more than 27 years pushing back the frontiers of Complementary Medicine including designing the first university validated and integrated diploma for Complementary and Alternative Medicine (CAM) in the UK.

She was the first Chair of the Royal College of Nursing Complementary

Therapies in Nursing Special Interest group. She has also published books, academic papers and been an advisor to numerous organisations including the Government. Additionally, she has been the Editor-in-Chief for *Complementary Therapies in Clinical Practice* for 17 years.

The **ICNM Best Complementary Student** was awarded to **Geoffrey Bowen** who studied Reflexology at Anglia Ruskin University.

Nominated by his course tutor, Carol Ellis, who says, "Whenever the team needed help, Geoffrey was one of the first students to volunteer. He has also exceeded his clinical placements both within the University and at a local cancer care centre.

"Geoffrey worked with me on a research project on the evaluation of the effects of reflexology on blood pressure and heart rate in healthy individuals."

**The Best Complementary Medicine Company** was awarded to the **British Academy of Sound Therapy (BAST)**.

Nominations describe how BAST is working to promote the effects of sound therapy worldwide as well as uniting professional bodies involved in sound therapy in the UK to raise training and practice standards. Based in Chichester, BAST also provides training in the use of sound therapy.

Judging was a difficult task as we received so many excellent nominations. Apart from the Best Complementary Practitioner, the ICNM chose a number of regional winners in the Best Practitioner category. These winners will also receive a Gift Pack worth £55 from Yin Yang Skincare and an ICNM certificate.

## BEST PRACTITIONER OF THE YEAR REGIONAL WINNERS

### London winner - Paola Bassanese

Paola, a massage therapist, was nominated by a number of her clients for her commitment and passion for her work.

### South East winner - Gemma Grinter

Gemma, teacher at Friends of Yoga Society, is based in Petersfield, and was nominated for combining her life as a yoga teacher, trainer and assessor. Specifically praised for her work in introducing yoga to the younger generation, she runs a class for five-year-olds and offers an all-age after school club as well as teaching teenagers Yogic coping skills.

### South West winner - Alan Tinnion

Dorset-based Alan works as a Traditional Chinese Medicine Practitioner working to integrate his skills within the NHS and works voluntarily with MIND. Through his company, Qi China International, he is committed to maintaining best standards within complementary medicine.

### Wales winner - Leslaw Bidzinski

Leslaw has worked in north Wales in Herbal Medicine for 13 years and nominators mentioned his work within the local community, especially with cancer patients.

Chair of the ICNM Trustees Beverly Martin says, "The first year of these awards have been such a huge success and they are part of the ICNM's continuing efforts to raise the standards and profile of complementary medicine. ICNM is pleased to be able to give awards to such deserving candidates. The ICNM expects that, after such an encouraging start, the awards will grow in influence and stature."



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# After The Freeze - Growth

What a freezing start to 2010. It is impossible to know what the weather will be like by the time you get this, but at the time of writing this it does seem as if the worst is over (although that does depend on your perspective).

Unlike the freezing weather, we are keeping moving at the ICNM and, once again, there are new developments which will strengthen our offering as an Institute as well as ensure that our views continue to be heard within the world of CAM.

There is no doubt that CAM is growing in importance and stature. According to the latest research, the market has grown by 18 per cent since 2008 to £213million this year and is expected to be worth £282million in four years time. It is important that the ICNM remains at the forefront of this market.

As you will see on page 3, we have announced the winners of our inaugural ICNM Complementary Medicine Awards. It was gratifying to see Members (and non-Members) respond to the Awards and we are confident that, after a good start, the Awards will increase in influence and stature. The Awards reward people for the tremendous work they do.

Another first is the introduction of Fellows and Honorary Fellows (see story on page 8). For years, there has been so much time and effort put into the launch and progression of the ICNM/BRCP that, as an Institute, we thought it was time to recognise those individuals who have helped make the organisation, and CAM in general, what it is today.

We need to grow in order to remain dynamic and diverse. Within the Journal, you will find BRCP Application Forms. As a Member we are asking you to spread to the work about the BRCP and to encourage more practitioners to join and become part of a body with a strong heritage and a desire to see CAM flourish and increase in influence.

**Beverly Martin**  
Chair to the Trustees

## Something to say?

If you would like to be in touch contact us on: 0207 922 7980 and ask for Clive Teal

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# Traditional Chinese



## HOLISTIC APPROACH TO HEALING

By Jo-Anne Flack

Traditional Chinese Medicine (TCM) refers to a holistic approach to diagnosing and treating diseases and consists of a number of therapies, the most recognisable include acupuncture and Chinese herbal medicine.

TCM is one of the world's oldest medical systems, originating in China thousands of years ago and it directly and indirectly influenced the development of many herbal medicines around the globe. Modern TCM was systematised in the 1950s in the People's Republic of China.

Much of the philosophy of TCM derives from the same philosophy that informs Taoist and Buddhist thought and reflects the classical Chinese belief that the life and activity of human beings involves an intimate relationship with the environment. More specifically, the human body is seen as a small universe with a set of complete and sophisticated interconnected systems and that those systems usually work in balance to maintain the healthy function of the human body.

TCM has a unique model of the body called the meridian system. Unlike the Western anatomical model which divides the physical body into parts, the Chinese model is more concerned with function.

Thus, the TCM spleen is not a specific part of the body but an aspect of function related to transformation and transportation within the body and of the mental functions of thinking and studying.

### TCM encompasses various methods including:

**Acupuncture:** a technique in which the practitioner inserts fine needles into specific points on the patient's body. The intended effect is to increase circulation and balance energy (Qi) within the body.

**Chinese food therapy:** TCM's "five flavours" indicate what function various types of food play in the body. A balanced diet is when the five functional flavours are in balance. The five flavours include: pungent, sweet, sour, bitter and salty.

**Chinese herbal medicine:** this is considered the primary therapeutic modality of internal medicine. There are approximately 500 Chinese herbs in use today. A herbal formula can contain anywhere from three to 25 herbs. Unlike Western herbalism, Chinese herbal medicine uses many animal and mineral remedies and also uses more products from marine sources - all of which is the cause of much controversy because of the use of endangered animals.

**Cupping** – a type of Chinese massage, cupping consists of placing several glass cups or spheres on the body. By heating the cups before applying them to the body, and combined with massage oil, the cups can be slid around the back, offering what some practitioners think of as a reverse-pressure massage.

**Moxibustion:** often used in conjunction with acupuncture, consists of burning dried Chinese mugwort and applying directly onto the skin on various acupoints.

**Physical Qigong exercises:** this includes Tai chi chuan, Yoga and other Chinese martial arts.

**Tui na:** a form of massage similar to acupressure. Oriental massage is typically administered with the patient fully clothed without the application of grease or oils.

Because TCM encompasses such a wide variety of disciplines, it puts it in a leading position in the world of CAM and probably serves the largest CAM patient population in the world. Today, Chinese Medicine refers not only to the Chinese Medicine practised inside China, therefore making it a world medicine.

# Medicine

## Keep Breathing

By *Graham Chandler*  
*ICNM Fellow and Advisor*  
[www.academyoforientalmedicine.co.uk](http://www.academyoforientalmedicine.co.uk)

Qi gong is a form of exercise and breathing that is practised all over the world to manage health and vitality. It has close links with Traditional Chinese Medicine (TCM) and is also associated with the world of martial arts. It includes the theories of yin and yang and the 12 meridian system and when an imbalance occurs, for example a lack of or too much Qi or even an interruption of the free flow of Qi, it will result in disease. The 12 meridians include: the lungs, the large intestine, the stomach/spleen/pancreas, the heart, the small intestine, the bladder, the kidneys, the heart, the triple heater, the gall bladder and the liver.

Qi is hard to define. We consider it to be universal energy that manifests in all things from the earth to our bones. It is light, heat and emotion. It is without structure yet has substance. It is somewhere between matter and energy and it can't be measured or quantified but we believe it is a vital force in all things.

The aim of a Qi gong practitioner is to maintain internal balance by building and storing Qi. There is a great deal to learn from a range of different systems which each hold different ideas and theories. There are many methods to choose from including the Taoist, the Buddhist, the Confucian, the martial arts and even the medical method.

There are two types of original Qi: pre-natal and post-natal. Pre-natal is acquired from our parents and is used gradually throughout our lifetime. This is called Yuan Qi. The post-natal Qi is created through nutrition ("you are what you eat") and the air we breathe and this mixes to join the bloodstream creating post-natal Qi.

A clear and focused mind is an important rule of practice to allow the free flow of Qi which means avoiding distractions and internal dialogue. With continuous practise, you can expect to feel strong, live longer and work with a peace of mind you may have struggled to achieve before. This doesn't mean you will never be ill, but you could expect a quicker recovery.

In his book called *The Root of Chinese Qi Gong*, Dr Yan Jwing Ming says: "Deep and calm breathing relaxes you, keeps your mind clear, and fills your lungs with plenty of air so that your brain and entire body have an adequate supply of oxygen. In addition, deep and complete breathing enables the diaphragm to move up and down, which massages and stimulates the internal organs. For this reason, deep breathing exercises are also called internal organ exercises."

Regular practise is like giving your internal organs a daily massage, keeping them supple and healthy and supplied with a wash of new and vital essence.

Besides using Qi gong to improve your own health, it can be used to heal others. By channelling energy (not your own) you can direct Qi to aid recovery. This can be felt as a tingling, or warmth, and is usually pleasant and comforting. Some acupuncturists who practice Qi gong send Qi through the acupuncture needle. This directs energy to a specific point and can increase the effect of the treatment. It is advised by some instructors to meditate after treatment to regenerate your Qi. However, if you don't use your own energy but utilise that which surrounds you, you are safe from depleting your Qi and to leaving yourself open to sick energy from someone else.



### Herbal Medicine Regulation

The House of Lords Report on Complementary Medicine published in 2000 stated that the more invasive complementary medicines such as Acupuncture and Herbalism should be statutorily regulated to safeguard the public. This would ensure that only properly qualified practitioners could practise and call themselves Herbalists. If they were not on a register and practised, it would be a criminal act.

In recent years, the government has become distracted with the regulation of psychotherapy and decided to put on hold any plans to regulate Herbal Medicine. In the meantime, the European Parliament passed a law, due to come in force in April 2011 so only statutory registered professionals like doctors would be able to prescribe manufactured or pre-prepared herbal medicines. This means that until the UK has a regulatory infrastructure in place, current practitioners will not be able to prescribe any herbal medicine.

There has been resistance to the idea of regulation from the allopathic sector who believe regulation gives credence to a treatment that is not scientifically proven. The discussions continue.

# First Fellowships of the ICNM

*The ICNM is proud to appoint its first Fellows. A limited number of ICNM Fellows and Honorary Fellows have been awarded to people who have worked as ambassadors for the ICNM and the British Register of Complementary Practitioners (BRCP) or who have made an outstanding contribution towards complementary medicine. These Fellowships have been awarded by the Trustees of the ICNM.*

## ICNM Fellows are:

### **Dr Eladevi Shah:**

An ICNM Advisor for Ayurveda Medicine for many years, she continuously promotes the ICNM and is passionate about the standards maintained by the Institute.

### **Lord Kenneth Ward-Atherton, Lord of Little Witley:**

As well as being an ICNM Advisor in Traditional Chinese Medicine and Psychotherapy, he has also been closely involved in discussions on regulation for homeopathy, acupuncture, psychotherapy and counselling.

### **Phil Lawes and Graham Chandler:**

Together, these Advisors work closely with the ICNM to create standards for Tui Na, acupuncture and herbalism. They have been involved with the regulation working groups for acupuncture and herbal medicine. Their degree course at the Academy of Oriental Medicine in Traditional Chinese Medicine has been accredited by the ICNM and they have helped to increase the number of practitioners in oriental medicine within the BRCP.

### **Angela Bradbury:**

Angela has been and Advisor with the ICNM for many years in iridology and naturopathy. Members of her school, The Holistic Health College, have requested in the past that she be made a Fellow based on her work in these areas.

### **Beverly Martin:**

Beverly has been with the Institute for many years as an Advisor promoting psychotherapy and healing. She continued to work tirelessly for the maintenance and development of the ICNM and is currently Chair of the Trustees for the ICNM.

### **Ray Williams:**

Developed the Healer Counsellor practice of the BRCP by setting standards and developing a course that forms the basis of Healer Counsellor training. In his role as Advisor he has promoted the ICNM and has donated time and money to maintain the smooth running of the Institute.

### **Posthumous Fellowship - Professor Michael Kirkman:**

Professor Kirkman, who died in January last year, founded the European College of Nutrition in 1981 and also helped set up the Biomedic Foundation in 1996, later establishing the first course in Bioregulatory Medicine. As an Advisor to the Institute he helped develop standards for training in nutrition and homotoxicology.

## ICNM Honorary Fellows are:

### **John Ogden and Jane Hinchcliffe:**

As directors of the OATH clinic (Our Approach to Health), John and Jane have generated considerable, and much needed, research into complementary medicine.

### **Anthony Baird:**

Founding Trustee and Director of the Institute, he worked to unite complementary medicine to speak with one voice. With other Trustees, he developed the BRCP in 1989 and was also Director of the Institute for many years.

## STOP PRESS

### Member get Member

In this issue of the Journal you will find BRCP Application Forms. We are keen to increase our Membership and existing Members are the best people to bring new people on board. Spread the word about the BRCP and encourage more practitioners to join. Remember, every new Member you recruit, you will receive a £5 reduction on your next membership renewal plus whoever you recommend will also receive £5 off their joining fee.

### ICNM Approves CPD Course

As part of the ICNM/BRCP's commitment to raise standards within CAM, it has added another CPD course entitled Aesthetic Homeopathic Mesotherapy to its approved list. Run by In Vivo Health and Beauty, the three-day course covers Integrated Aesthetic Medicine that combines techniques of conventional Aesthetic medicine with a holistic approach of Natural medicine and traditional Beauty Therapy.



*The Village Well*  
A Centre for Life, Education and Healing

# The Village Well – The Next Stage

The on-going global credit crunch has put a halt to many good plans and unfortunately the ICNM has not been immune to the financial crisis.

Members may have wondered how our plans for The Village Well are progressing. It was almost three years ago that we laid out our vision for a flagship centre that would provide a centre of excellence for complementary health care and education. This will be run as a social enterprise and a resource for the local community and, as such, we hope to attract funding for it.

The vision for The Village Well is that it is the first port of call for anyone interested in complementary health, personal development, and education in its broadest sense. It will offer not only a wide range of therapies and information about qualified practitioners, but also an innovative educational programme for both the public and professionals with links to community groups, GPs' surgeries, schools and local resources. The centre will also house conference and training facilities and a central meeting-eating-shopping-information hub. As energy medicine/integrative healthcare research is a major interest for us, we expect to include this in the project as a dedicated area of innovative work which is much needed in the field.

In our initial planning, we estimated that we needed to raise approximately £10m to buy the building and convert it into our

vision of what The Village Well could be. However, on a brighter note, in today's economic climate we could possibly secure a building for The Village Well for the relatively cheaper price of £3m.

## Thinking Laterally

Raising that kind of money in any climate is tough. We have had to think laterally and creatively about how to progress The Village Well vision. There is no thought of abandoning the project, in fact quite the opposite. It is a good idea and as a social enterprise we will reinvest part of our profits in activities and services which we feel will improve access to complementary health for all and will provide a sustainable and positive model for the future of complementary medicine, including working with the conventional medicine community towards an eventual model of integrative health.

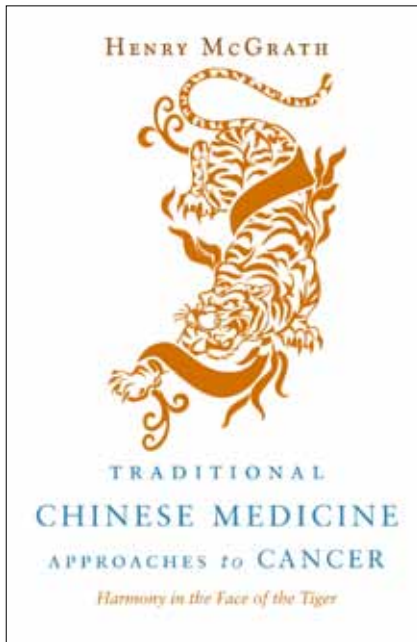
One of the ideas we have is to launch The Village Well on-line. In other words, we could provide some of the services we are planning in a web format. Initially, this will still be a resource for both the public and professionals seeking information about practitioners, educational programmes and research. We also expect to include a shopping mall facility where consumers could purchase complementary therapy products. All of this needs funding and an updated website which will accommodate these areas.

The planning phase for The Village Well has been completed. We are now moving into the development phase where we have to decide in which direction to take The Village Well for the short term. It will be difficult to raise funds for a property right now. However, if we develop a strong and thriving presence on the internet, this could well be our launch pad for The Village Well when the economic climate improves.

Serious fundraising will start at the end of the Development Stage and hopefully an anticipated brighter economic climate will make this a slightly easier task. We would welcome any fundraising ideas from events to information on organisations or individuals we could approach for help – either financially or strategically.

Contact Yvonne Wilcox on 0207 922 7980 or email [Yvonne.wilcox@icnm.org.uk](mailto:Yvonne.wilcox@icnm.org.uk) at the ICNM and she will be happy to discuss your ideas and suggestions.



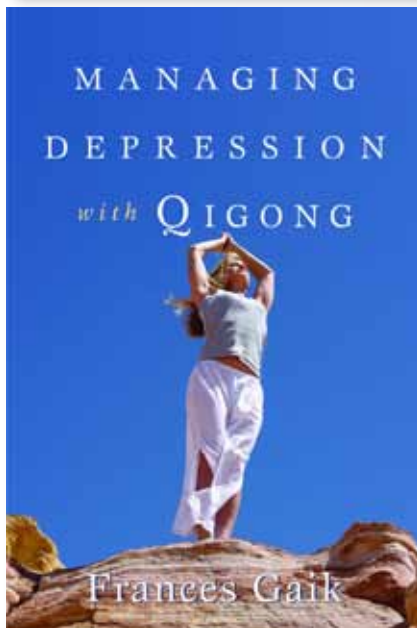


## Traditional Chinese Medicine Approaches To Cancer

In this book, Henry McGrath explains his view on how Chinese medicine can be effective in supporting the treatment of cancer by orthodox Western methods. He shows how it is particularly effective in alleviating many of the side effects of treatment. He presents the wide range of approaches including acupuncture and Qigong.

McGrath draws on his many years as a practitioner of Traditional Chinese Medicine to explain how Chinese medicine approaches cancer in terms of understanding and treatment.

Published by Singing Dragon

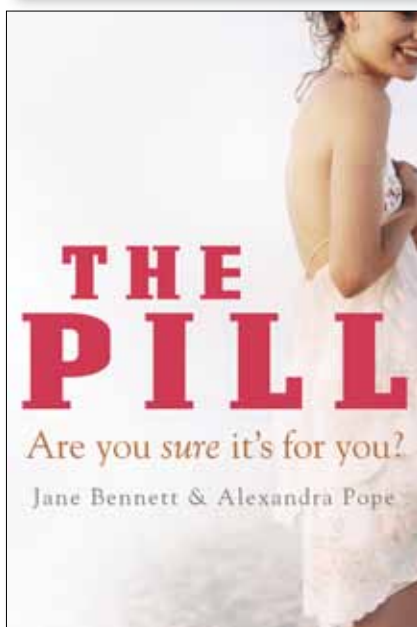


## Managing Depression With Qigong

Many people will suffer from depression at some time in their lives. New research shows that Qigong, a traditional Chinese practice, can be an effective treatment for depression or can supplement or be an alternative to medication in some cases. Author Frances Gaik explains the basics of what Qigong is and why it helps people with depression.

Based on the same principles as Traditional Chinese Medicine, Qigong works by promoting the movement of health-giving energy along the meridians of the body. The author believes the practical application of Qigong can radically improve health and wellbeing.

Published by Singing Dragon



## The Pill. Are you sure it's for you?

While the Pill is taken by most women and girls at some stage in their lives, few realise the side effects. According to this book, clear links have been made to depression, nausea, headaches and migraines, as well as a loss of libido.

Authors Alexandra Pope and Jane Bennett also point out that it is not a failsafe contraception. Around two in ten women conceive while taking the pill, and others experience difficulties conceiving after coming off the drug. There are also nutritional concerns, which can affect the health of subsequent chil-

dren long after you have stopped taking it.

The Pill. Are you sure it's for you? looks at how the Pill works and what it does to your body. It also considers alternate ways to control your fertility.

Published by Orion Books

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## NEW MEMBERS

Name: Yisheng Chen, Essex  
Division: Oriental Medicine, Massage

Name: Ammukutty Abraham,  
Surrey  
Division: Indian Medicine

Name: Priyamol Shibu, Surrey  
Division: Indian Medicine

Name: Jayan Parayidayil  
Ravindran, Surrey  
Division: Indian Medicine

Name: Abraham Chacko, Surrey  
Division: Indian Medicine

Name: Nina Thakrar, London  
Division: Nutritional Therapy

Name: Raghu Mattathil Hari,  
London  
Division: Indian Medicine

Name: Levite Man, Jordan  
Division: Naturopathy

Name: Patricia Ann Glasspool,  
Hampshire  
Division: Hypnotherapy

Name: Suzanne Jane Harris,  
Scottish Borders  
Division: Sound Therapy

Name: Aoife Maria Brown, East  
Sussex  
Division: Sound Therapy

Name: Lorraine Pountney,  
Lincolnshire  
Division: Massage

Name: Liane Ulbricht-Kazan,  
Somerset  
Division: Energy Medicine

Name: Chris Neanon, Hampshire  
Division: Sound Therapy

Name: Patricia Crawford, London  
Division: Psychotherapy and Healing

Name: Nicola Louise Drew, Essex  
Division: Massage, Reflexology

Name: Lynn Alexandra Park, Surrey  
Division: Healer Counsellor

Name: Robert Webb, Wiltshire  
Division: Oriental Medicine, Chinese  
Medicine

Name: Ramakrishnan Aishwarya  
Iyer, Surrey  
Division: Indian Medicine

Name: Michael Spiegler, London  
Division: Dermo-Trichology  
Aromatherapy (Biosthetics)

# Member Benefits

## *The Hallmark of Best Practice*

- Established in 1989, this is the longest running multi-disciplinary register of CAM practitioners in the UK
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- Programme of Continuing Professional Development (CPD)
- Excellent Professional Indemnity Insurance
- Access to Specialist Advisors by discipline and region
- Free referrals and website, with Member forum
- Regular updates sent to members
- Advertising opportunities on the ICNM website
- Events listing, added to and updated on website
- Developing programme of conference, events, bridge-building between CAM disciplines and conventional healthcare provision, networking, CPD
- Opportunities for Clinical and published Research
- Exemption from London Local Licensing / Registration fee
- BRCPP Annual Membership Card
- BRCPP Badge
- Free issue of online Caduceus Magazine
- Free copy of the ICNM Journal
- 33% off all YinYang Skin Care and Therapeutic products
- 50% off your first visit (services only) at any of the Gina Conway Aveda Salons in London and 10% off (services only) until the end of June. This is eligible from 9am – 5pm Monday – Friday.
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