



COMPLEMENTARY
THERAPY AWARDS 2018

Winners' Guide

www.complementarytherapyawards.co.uk

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A new awards programme for all UK-based complementary therapists with the aim of recognising best practice and showing how complementary therapy can help people to retain or regain their health and well-being.

We're over the moon with our complementary therapy stars

“ We are proud to publish this Winners' Guide, summarising the entries of the finalists in our new awards programme, the Complementary Therapy awards, launched in April this year. We are over the moon with the high calibre of all our finalists across the seven categories and feel that collectively they capture the spirit and the achievements of complementary therapy today.

It's very much a new venture for us. Chamberlain Dunn is steeped in mainstream health and social care with our links to nurses, midwives, doctors, allied health professionals, healthcare scientists and those interesting people -- human resource managers.

We wanted to find out more about the part complementary therapy is playing in healthcare. We talked to you, listened to you, got to grips (or possibly not) with your acronyms and created a programme of awards designed to show how complementary therapy can enhance health and well being, help people to make positive lifestyle changes and to better manage their own symptoms and treatment.

We are delighted at the achievements our awards programme has unleashed. Thanks to the input and support from the Federation of Holistic Therapists, our platinum sponsor, we chose themes that made sense to you and asked questions that elicited many insights and practical ideas. Our media partners UK Health Radio gave us great coverage on air and through their magazine Health Triangle. Many membership organisations came in as supporters and promoted it to their members.

From over 80 entries we selected 3 or 4 in each category to go forward to the judging day where our judges (many, many thanks) made difficult choices about the winners. At Chamberlain Dunn we strongly believe that an awards programme doesn't end with the ceremony and the trophies but that we all have a responsibility to spread the word about the winning projects and the inspirational messages from all the finalists.

So welcome to our Winners' Guide which tells you where to get further information if a project catches your eye and you want to find out more.

Next time? We'll be assessing how it all worked this year and whether there's an appetite for an annual event across the whole complementary therapy world. Tell us what you think.

”

Alison Dunn and the Chamberlain Dunn team

October 2018

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The overall winner is...

Angie Buxton-King

Sam Buxton Sunflower Healing Trust

Integrating healing into hospitals and hospices



The Sam Buxton Sunflower Healing Trust supports cancer patients and their families by providing funds to employ Complementary Therapists (healers) in the NHS and Hospices. Angie Buxton-King along with her husband Graham King founded the charity in memory of her son Sam, who passed away in 1998, aged 10 from Leukaemia. Backed by patrons with backgrounds in both conventional and complementary medicine, including consultant oncologists at University College London Hospital, the Trust has been highly successful in providing for aspects of care that the NHS can struggle to fund. The Trust emerged as the overall winner as it set out such a clear model of how to do it: how to introduce complementary therapy into mainstream healthcare and keep it there. Several other finalists made mention of the charity as an important step on their road to integration.

“Be prepared to work to change things from the inside – ground floor up rather than top down.”

The award for prevention and self-care

Winner Roberta Meldrum

Director, The Letchworth Centre for Healthy Living

Positive Movement - a wellbeing programme for older people

Positive Movement (PM) is the brainchild of the Letchworth Centre for Healthy Living, a 34-year-old registered charity established originally to raise awareness of the benefits of homeopathy and to provide affordable homeopathic treatment.

PM is a wellbeing programme for older people with mobility problems or who are living with long-term conditions. The centre began a programme of weekly classes which today numbers more than 80. It combines methods drawn from adaptive yoga, the Alexander technique and mindfulness into an hour of gentle exercise and relaxation – techniques which participants can use for themselves in their daily lives.

Achievements

After 20 weeks, a survey of 140 people was conducted – nearly a third of whom were over 80 years old, and six were over 90. The following results were achieved:

- 89% reported they could move more easily
- 90% said that their energy had improved
- 84% stated that they were more confident
- 79% said that they were less anxious
- 70% wrote that they were better able to look after themselves at home
- 47% said that they visited their GP less frequently

Case studies, too, showed that people's lives had been changed for the better as a result of attendance: they were more active, positive and involved with others.

Further details

Contact

robertameldrum@lethworthcentre.org

Finalists



Wester Hailes community herbal clinic

Ally Hurcikova, community herbalist, Grass Roots Remedies Co-Operative

Contact ally@grassrootsremedies.co.uk



Holistic toolbox for self-management

Kelly De Souza, senior holistic therapist and **Jane Finnerty**, wellbeing services manager, Willowbrook Hospice

Contact KellyDS@willowbrookhospice.org.uk



“The model has already gone to scale and has substantial impact upon the mobility of the frail elderly in Hertfordshire.”

The award for cancer care

Winner **Angie Buxton-King**

Sam Buxton Sunflower Healing Trust

Integrating healing into hospitals and hospices

Created in 2006, the Sam Buxton Sunflower Healing Trust provides two years of funding for practitioners of reiki and healing to work in NHS cancer centres and hospices. The practitioners work in partnership with conventional cancer treatments. After the funding period, in most cases the hospital will use internal funds to retain the service.

Backed by patrons with backgrounds in both conventional and complementary medicine, including consultant oncologists at University College London Hospital, the Trust has been highly successful in providing for aspects of care that the NHS can struggle to fund.

Achievements

Since 2006, the charity has provided funds for complementary therapy posts to be created in 15 cancer centres and hospices and has funded 34 healer posts.

Patient and staff reports have shown that benefits are seen on many levels – perhaps because pain can often come from emotional and psychological distress. The therapies:

- Reduce and relieve the side effects of treatment
- Relax the patient – from which comes many other benefits
- Enhance compliance with conventional treatment
- Increase energy, improve appetite and aid sleep
- Help patients to cope with their disease
- Improve the quality of life (personal and work) of both the hospital staff and the patient's families.

Further details

Contact

info@cancertherapies.org.uk

Finalists



Harrogate Hospital NHS complementary therapies in cancer service

Gwyn Featonby, education lead, and **Julie Crossman**, complementary therapy lead NHS Natural Health School

Contact Julie.Crossman@hdfnhs.uk



Hypnotherapy for anticipatory nausea in chemotherapy

Dorothea Read, lead clinical hypnotherapist, haematology department and **Noreen Lewis**, lead nurse, haematology department, University Hospital of Wales Cardiff

Contact dmread@outlook.com

“The Trust has a very clear and overt purpose – to put a healer at the bedside of every cancer patient. The model has a clear set of replicable steps and therefore could be adopted by other therapies, ”



The award for palliative care

Winners Elaine Cooper, clinical lead specialist complementary therapies
Rachel Clark, lead complementary therapist palliative care, Walsall Healthcare NHS Trust
25 years - Complementary therapies in NHS palliative care

In 1993, a therapist with a passion for both the NHS and complementary therapies set about creating a therapy service in palliative care within the NHS which was free at the point of need. Starting small at a day hospice, the service then moved to domiciliary visits followed by clinics, hospital provision and then reaching into hospices, to become a fully integrated service.

Twenty five years later, through the use of innovation and with support from patients and health professionals, the service now provides core therapies such as aromatherapy, massage, reflexology relaxation and auriculat acupuncture as well as a range of other interventions.

Achievements

Thousands of treatments have been effectively delivered and much relief and comfort gained along the way.

The Care Quality Commission (CQC) recently rated the service as 'outstanding' which the team is very proud of.

The team is now embarking on pain research with a local network following effective audit results.

Further details

Contact

elaine.cooper@walsall.nhs.uk

Finalists



Bridging the gap between hospice and hospital

Sue Williams, lead complementary therapist, **Dr Toria Stevens** (not pictured), consultant in palliative medicine, Severn Hospice and **Dr Emma Corbett**, consultant in palliative medicine, (Shrewsbury and Telford Hospitals)

Contact suew@severnospice.org.uk



Measuring our outcomes with MYCAW for our complementary therapy service in palliative

Linda Turner, complementary therapy coordinator **Lesley Maynerd**, Sue Ryder Care

Contact linda.turner@suerydercare.org

Special mention



Caterpillar to butterfly: The creation and expansion of the complementary therapy service in Cumbria's adult & children's hospices

Nicky Forbes, Complementary therapy coordinator, Eden Valley Hospice and Jigsaw Children's Hospice, Cumbria

Contact nicky.forbes@edenvalleyhospice.org

“ They built a system that has made complementary therapy mainstream. They are offering a fully flexible service that includes using multiple therapy disciplines to get the results needed. ”



The FHT award for complementary therapy research

Sponsored by FHT



Winners Nicola Brough, clinic director, Torus Wellbeing Clinic

Sarah Stewart-Brown, professor & Chair of Public Health, University of Warwick

Development and validation of the Warwick Holistic Health Questionnaire (WHHQ): assessing changes in health and wellbeing of Craniosacral Therapy/CAM users.

This project set out to create a way of measuring outcomes for people receiving craniosacral therapy (CST) and complementary and alternative medicine (CAM) to assess changes in their health and wellbeing. As no method currently existed, the team created a new patient reported outcome measure with 25 items called the Warwick Holistic Health Questionnaire (WHHQ). A detailed examination of patient perceived outcomes was undertaken and clients and practitioners were involved in all stages of the research process.

Achievements

The WHHQ can capture the full range of patient experiences, enabling individuals to reflect on change in aspects of their health and wellbeing they might not have thought would change. It also has widened the meaning of health and wellbeing, because items on self-awareness have been included such as 'my awareness about my health has helped me manage my life' and items on taking responsibility such as 'I've felt in control of my health and wellbeing'. CST/CAM practitioners now have a tool for evaluating clinical practice and to establish the effectiveness of CST/CAM interventions.

Further details

Contact info@toruswellbeingclinic.co.uk

Finalists



Rethinking Attention Deficit Hyperactivity Disorder (ADHD) intervention trials: the feasibility testing of two treatments and a methodology

Philippa Fibert, academic researcher/homeopath, University of Sheffield and **Clare Relton**, (not pictured) senior research fellow/ senior lecturer, University of Sheffield & Queen Mary's University of London

Contact p.fibert@sheffield.ac.uk



The CAM in pregnancy trial

Julie McCullough, research associate, Ulster University

Contact j.mccullough@ulster.ac.uk

“ They built a system that has made complementary therapy mainstream. They are offering a fully flexible service that includes using multiple therapy disciplines to get the results needed. ”



The award for mental health and well-being

Winner **Naji Malak**

Co-founder, CEO, Stand Easy Military Support

Stand Easy Military Support

The stark realisation that more serving and veteran military personnel were taking their own lives as a result of Post-Traumatic Stress Disorder (PTSD) than were dying in battle led to this project to develop a treatment to remove the trauma.

The treatment involves using an extremely focused acupuncture technique which alleviates many of the symptoms of PTSD. This is then followed up using further acupuncture treatments as required, which are designed to enhance feelings of wellbeing. This project has allowed the organisation to offer a non-talking treatment that helps release shock and trauma, improves mental health and allows patients to live fuller lives, potentially easing the burdens elsewhere in the welfare system.

Achievements

The trauma can be lifted in between one and three treatments, when patients report the feeling that a weight has been lifted. Post treatment, sufferers reported a significant reduction in symptoms such as nightmares, flashbacks, anxiety, hypervigilance and anger. They felt able to engage more readily with the people around them while being able to maintain more equilibrium. Where the condition has led to unemployment or long-term sick leave, patients have been able to return to work and lead productive lives. Families of sufferers also report a more relaxed home atmosphere, allowing a more peaceful and harmonious family life.

Further details

Contact hinajimalak@gmail.com

Finalists



Therapies4Forces relaxation and wellbeing events

Zoe Warner, founder, Therapies4Forces

Special mention



Massage for Dementia

Nicolle Mitchell, holistic massage practitioner & trainer, Massage for Dementia

Contact nicolle@tlcinabottle.co.uk

“Through using a special acupuncture technique that has helped him to achieve a 100% success rate, Naji helps our veterans of war suffering with Post Traumatic Stress Disorder (PTSD).”



The award for pain management, injury prevention and rehabilitation

Winner Gina Reinge

Sports therapist, The Reinge Clinic

Adhesive arachnoiditis case study

An older female client, who had been diagnosed with arachnoiditis 20 years ago, was struggling to walk or sit without pain. She was told she was likely to be wheelchair bound very shortly as nothing could be done for her degenerative condition and few treatment options were available. Her condition was developing and her mood was very low due to constant pain and being isolated.

The initial intention was to remove the pain in her knee and coccyx to allow her to sit and walk without pain. Basic biomechanical tests and treatment realigned her pelvis and knee and allowed her to sit for the first time in 20 years with no pain. Since that time we have worked using hands on treatments, biomechanical assessments and exercise therapy

to continue to improve her physical wellbeing, which in turn, has helped her mental wellbeing. Myofascial release techniques also helped enormously with her exhaustion, which was unexpected.

Achievements

The client is now able to go for walks without pain, do her gardening and has even decorated her house. Her consultant remarked that it was remarkable that she hadn't deteriorated over the last ten years, something fully expected with this condition. Her mental wellbeing is improving as she now feels safe and able to leave the house to socialise.

Further details

Contact ginasportstherapy@yahoo.com

Finalists



Rehab My Patient

Tim Allardyce, clinical director, Rehab My Patient

Contact tim@rehabmypatient.com



Pain coping strategies - A case study

Dr. Carol Samuel, CAM therapist/educator, Reflexmaster

Contact carol@reflexmaster.co.uk

“ Patient outcomes are very positive and being tracked by careful note-taking by both therapist and patient. While the condition of arachnoiditis itself is rare this approach could be replicated in other complex conditions and by other therapists, it is highly transferable. ”



The award for furthering integrated healthcare

Winners Gwyn Featonby, education lead

Julie Crossman, complementary therapy lead, NHS Natural Health School

Harrogate Hospital NHS complementary therapies in cancer service

Many patients suffer severe anxiety during and after cancer treatment. Patients in remission may suffer symptoms related to long-term management such as hormone deprivation therapies or may have chemotherapy-induced nerve damage or pain from treatment related scarring that can have a long-term detrimental effect on quality of life. Such symptoms reduce compliance with maintenance therapy in some cases and this can mean that patients with a good chance of long-term survival will opt out of drug treatment because of side effects.

This service aims to facilitate long-term support to allow patients to return to a full and active life post cancer where possible. It provides a range of complementary therapies for

patients within a busy chemotherapy and cancer centre. Patients are referred through medical, nursing and allied professionals making this a truly integrated service.

Achievements

The service has been in operation for over four years. On average patients achieve 50% improvement in their symptoms such as pain, nausea, bowel problems, vasomotor disorders including hot flushes and sweats, chemotherapy-related neuropathy, anxiety and insomnia; all commonly related to the cancer or cancer treatment.

Further details

Contact Julie.Crossman@hdfn.nhs.uk

Finalists



Young Chef of the Year Award

Katharine Tate, director, The Food Teacher™ and **Mark Spencer**, GP, Fleetwood Health & Wellbeing Centre/Healthier Fleetwood

Contact thefoodteacheruk@gmail.com



The patient, the specialist nurse and the healer - a defining encounter!

Shuna Watkinson, complementary therapy co-ordinator and **Patricia Swann**, lung cancer specialist nurse, East and North Hertfordshire NHS Trust

Contact shuna_watkinson@hotmail.com

“They facilitate and sponsor a range of therapies thus improving transferability and also the outcomes possible for a greater diversity of patients.”



With thanks to our Platinum Sponsor:



FHT



The Federation of Holistic Therapists (FHT)

The Federation of Holistic Therapists is the UK and Ireland's leading professional association for complementary, holistic beauty and sports therapists. For more than 50 years, it has been helping to protect the public by developing and promoting high standards in therapy education and practice.

As well as supporting its members with a range of services and benefits, including tailor-made insurance and International Therapist magazine, the FHT holds the largest Accredited Register of complementary therapists to have been independently approved by the Professional Standards Authority for Health and Social Care, a body accountable to parliament. By choosing a practitioner who is part of this government-backed scheme, the public, health care commissioners and employers can be confident that they are choosing a complementary therapist they can trust.

Complementary therapists can help to support both the public and the medical workforce in a variety of ways – from helping patients to make positive lifestyle changes and manage their own health and symptoms, to addressing 'effectiveness gaps' and creating cost and time efficiencies within the NHS.

Therapies currently listed on the FHT's Accredited Register include: Alexander technique, aromatherapy, body massage, Bowen technique, craniosacral therapy, healing, homeopathy, hypnotherapy, kinesiology, microsystems acupuncture, naturopathy, nutritional therapy, reflexology, reiki, shiatsu, sports massage, sports therapy, yoga therapy.

For more information visit www.fht.org.uk



“...We are absolutely thrilled to be involved in the new Complementary Therapy Awards. ”

Christopher Byrne, FHT

With thanks to our Media Partner:



UK Health Radio

'We are delighted to be the official media partner for the Complementary Therapy Awards 2018. We believe it will not only bring the different professional bodies and membership organisations within the complementary therapy sector closer together, but also accelerate the further integration into our healthcare system.'

Johann Ilgenfritz, Founder and CEO, UK Health Radio

UK Health Radio has a very clear purpose, this is to inform and animate people to take responsibility for their own health. This does not mean taking your health into your own hands, but to be part of the process of attaining and/or keeping your health freedom. It is all about being informed, being empowered and being healthy!

UK Health Radio has the most in-depth information on the widest range of health and wellness topics – available anywhere today. All aspects of health and wellness, fitness, diet and nutrition, illness prevention and environment issues. UK Health Radio presents its information through 27 presenters, doing 32 shows that air 24/7, with over 300,000 and growing, very dedicated listeners. There is a Listen on Demand section, the enormously popular digital monthly health & wellness magazine called Health Triangle magazine. The latest edition to the UK Health Radio website is called Wiki Health which is exactly what the name says it is, a wikipedia for health.

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“...accelerate the further integration into our healthcare system.”

*Johann Ilgenfritz,
UK Health radio network*



You can listen on demand to interviews with leading lights from the world of complementary therapy. Just visit www.ukhealthradio.com <https://www.ukhealthradio.com/listen-on-demand/>

With special thanks to presenters Robin Daly, Duncan Ellison, Janey Lee Grace, Dr Vijay Murthy and LadyXsize (aka Nana Akua)

Supporters

The organisers

The Complementary Therapy Awards are organised by **Chamberlain Dunn**, following on from the success of their long-established Advancing Healthcare Awards, which brings together 60 specialisms across the allied health professions and healthcare science. Award winners themselves, Chamberlain Dunn also work with the HPMa organising their prestigious Excellence in HRM Awards celebrating the work of HR professionals in UK healthcare.

Chamberlain Dunn is a creative agency specialising in delivering memorable events, awards programmes and innovative design & branding solutions.



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COMPLEMENTARY THERAPY AWARDS 2018

Thank you to our judges



Johann Ilgenfritz | Angela Green | Nicola Hall | Philip Coulthurst
Mary Dalgleish | Beverley Turner | Paul Hitchcock | Tracey Smith
Leyla El Moudden | Dr Amit Bhargava | Brittany Spence