

# Silver to Gold

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## World Reflexology Week

20th – 26th September

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Celebrate 25 years of the AoR

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ASSOCIATION of  
REFLEXOLOGISTS

# World Reflexology Week

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## Celebrate 25 years of the AoR

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Each year our members increase the number and variety of events for World Reflexology Week attracting a considerable amount of publicity. The range of events in 2008 demonstrates that our members are still as passionate about reflexology and the AoR as those pioneering members who started our Association 25 years ago.

This year presents us with a fantastic opportunity to raise our profile in a year that not only marks a successful 25 years but in a year when voluntary regulation comes into being, and exciting research results from a Northern Ireland Project gives us hope that patients could soon obtain complementary therapy on the NHS.

I hope that the research pack will prove useful and as usual I request that you keep us informed of what you are planning and in particular the outcome of your efforts.

I wish you well in your activities and if I can be of any help please contact me on 01823 351010.

Kind regards

Doreen Baker  
Chief Executive


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## Feet Facts and Figures

- On average, you take 8,000 to 10,000 steps a day
  - In your lifetime this adds up to over 100,000 miles - or walking round the world 4 times
  - When you walk, the pressure on your feet sometimes exceeds your body weight
  - When running, the pressure on your feet can be 3 to 4 times your body weight
  - A pair of feet has approximately 250,000 sweat glands
  - Every day your feet will excrete as much as half a pint of moisture
  - Feet increase in size during the day. It's best to try on new shoes in the afternoon, when feet are at their largest
  - 3 out of 4 people experience serious foot problems in their lifetime
  - The foot contains 26 bones, 33 joints, 107 ligaments and 19 muscles
  - 1/4 of all the bones in the human body are in your feet. When these bones are out of alignment, so is the rest of your body
  - There are 7,000 nerve endings on each foot
  - The ancient Greek philosopher Socrates once claimed "When our feet hurt, we hurt all over"
  - Walking is the best exercise for your feet. It also contributes to your general health by improving circulation, contributing to weight control, and promoting all round well being
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- Currently there are 160,000 Complementary Therapists in the UK  
- of these 36,000 are Reflexologists
  - The Association of Reflexologists has just under 8,000 members (some reside overseas)
  - 100 million people in the EU use some form of complementary therapy
  - 6 billion a year is spent on complementary therapy in the UK
  - Thailand tops the world in reflexology practice, with about 65% of its population using it using it in one form or another. (<http://www.ecademy.com/node.php?id+30200>)
  - Taiwan holds the record for the highest number of Reflexology treatments given time - **1,000!**

Thanks to Helen Fowler MAR for supplying some of the above information  
[www.reflexology.googlepages.com](http://www.reflexology.googlepages.com)



## Be Well Prepared!

The first step is to identify who you wish to target, (eg. the general public, other healthcare professionals etc), and what type of activity you wish to undertake. The event could be any size that suits you, your group and your resources. A low key activity aimed at a specific market can equally attract the interest of the media as a larger event.

### 1 Activities

- 1 Make a list of your potential target market in your area that you would like to promote to
- 2 Find out if anyone has knowledge of the the target market you wish to focus on
- 3 Undertake an internet search to obtain additional information if required

1. Draw up some ideas of what activities you could organise such as:

- A small presentation with a practical demonstration to a selected group
- A leaflet/letter to staff offering a discounted fee
- Hire a local venue and invite your 'market' to a 'fair'
- Display and provide taster sessions in public areas and promote to people in the area.

The Ideas are endless!

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## Be Well Prepared!

**2** Who/What do you need?

Once you have clearly identified your activity, its length etc make a list of all the resources you will need and develop an action plan. This could cover:

- People
- Equipment
- Display information
- Leaflets
- 'give aways'
- posters
- invitations
- budget

This exercise is most important. It will help focus your attention on what exactly is needed for your event. Timescales and what help you will need.




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## Be Well Prepared!

### 3 The pre-event meeting

#### Pre Event

Arrange meeting or several meeting dates of all those involved and constantly review and update your action plan.

Don't forget to plan your public relations activity. This could involve:

- Contacting your local media
- Sending out a press release
- Putting up posters
- Arranging an advertisement
- Sending out invitations

A list of AoR resources are at the end of this pack

### 4 The event

We are confident that if you have planned your event well everyone involved will be prepared and your event will be 'hitch' free.

Remember to enjoy your event and your enthusiasm will come across to those you are in contact with.

Don't forget to have a good supply of leaflets, a copy of your qualification and insurance and last but not least your business cards.

#### Post Event - the afterglows

I am sure that with your very thorough planning your event will have gone without a hitch!

At this stage you will be celebrating a successful event. It is important to evaluate how it went. This will help identify strengths and weaknesses, things that went well and not so well and follow up publicity.



  
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## Be Well Prepared!

Hold a post event meeting to undertake an honest appraisal. Remember to identify the success you have had. Areas that required more attention will help you to plan for future events. All activities are a learning curve and very valuable.

### Publicity

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You may have been fortunate to have had local coverage of your event. If not, it's not too late.

#### Tips

- Send a post event press release and photograph to the local media, preferably with a quote from the organiser/'client'
- Write and thank everyone involved
- Send your information in to the Taunton Office for inclusion on the website, Reflexions and the AoR WRW 2009 Activities publicity material.

### Follow Up

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You have established a relationship with your locals so keep in touch. If you are a practising reflexologist or Area Group, send the business or potential clients your newsletter.

If one of the objectives was for members to obtain 'clients,' ensure those involved feedback their success.

# Reflexology Event

Celebrate 25 years of the AoR



Date

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Time

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Venue

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For further information

Tel.

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email

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ASSOCIATION of REFLEXOLOGISTS

# Invitation to a World Reflexology Week event



World Reflexology Week  
21st - 28th September



World Reflexology Week  
21st - 28th September



World Reflexology Week  
21st - 28th September

Date

Time

Venue

For further information

Tel.

email



ASSOCIATION of REFLEXOLOGISTS

Date

Time

Venue

For further information

Tel.

email



ASSOCIATION of REFLEXOLOGISTS

Date

Time

Venue

For further information

Tel.

email



ASSOCIATION of REFLEXOLOGISTS

Invitation to a

# Reflexology Presentation



Invitation to a

# Reflexology Presentation



Invitation to a

# Reflexology Presentation



Date

Time

Venue

For further  
information

Tel.

email

## R.S.V.P.



ASSOCIATION of  
REFLEXOLOGISTS

Date

Time

Venue

For further  
information

Tel.

email

## R.S.V.P.



ASSOCIATION of  
REFLEXOLOGISTS

Date

Time

Venue

For further  
information

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email

## R.S.V.P.



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## Press Release

## **(insert first name of reflexologist/area group) puts best foot forward for World Reflexology Week.**

**(insert name/area group)** is/are urging local people to help beat the 'Credit Crunch' stress by taking part in World Reflexology Week.

**(insert full name/area group)** from **(insert locality)** is offering free taster courses to local individuals during the worldwide awareness week, which takes place in September.

**(insert first name/area group leader)**, who has been practicing reflexology for the past **(insert years)**, says that **(insert own quotes), or use these suggested ones:**

"Stress is preventable, but in these difficult times people may not be doing enough to help minimise our economic situation's impact," **(insert name)** explains. Many of us have faced or could be facing redundancy and hardship.

"Reflexology is one of a range of alternative therapies, which may help alleviate the symptoms of stress. Although reflexology is used to treat a range of conditions, stress and work-related anxiety are some of the most common complaints amongst clients," **(he/she)** adds.

According to the Health and Safety Executive last year there was been a sharp increase in employees reporting symptoms of work-related stress, depression, and anxiety.

"Recent studies reveal that the total number of people affected by work related stress and anxiety has risen by more than 25 per cent over the past year, with almost half of employees saying they were suffering from stress," **(insert name)** explains.

"It is the biggest problem facing UK workplaces, with excessive workloads, redundancies, and rapid change sited as the most common triggers for rising stress levels. In the most extreme cases it can trigger depression and even suicide", **he/she** warns.

Doreen Baker, Chief Executive of the Association of Reflexology (AoR), said: "We have chosen World Reflexology Week to help raise awareness of the ways in which individuals can take positive steps to help combat stress and anxiety.

"**(insert name/area group members)** are one of 7,500 AoR's qualified practitioners, who are hosting special taster sessions to demonstrate the positive benefits reflexology can have.


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 Press Release *continued*

As part of World Reflexology week *(insert name/area group)* will be visiting *(insert venue)* to offer free *(insert length of time)* demonstrations and discounted reflexology sessions if relevant.

"Promoting good wellbeing is essential in this current environment at a time when people need to feel healthy and positive," she adds.

World Reflexology Week takes place between September 21 and 28, inclusive. For more information on how to take part in World Reflexology Week, or to book a free taster session, contact *(insert name)* on *(insert telephone number)*, or e-mail *(insert address)*.

ENDS *(insert date)*

For more information contact *(insert name)* on *(insert mobile number)*, or e-mail *(insert e-mail address)*.

### Editor's notes

A study by the Health and Safety Executive (HSE) in November 2007 showed a significant increase in the number of work-related cases of stress, depression, or anxiety, with the total affected up from 420,000 (2005/6) to 530,000 (2006/7). For more information, visit [www.hse.gov.uk](http://www.hse.gov.uk).

According to the TUC, the percentage of employees citing stress has increased to 61 per cent (2006), compared to 58 per cent in the 2004 survey and 56 per cent in 2002. Overwork or stress is 23 per cent higher than the next most frequently cited hazard, repetitive strain injuries (38 per cent). For more information, visit [www.tuc.org.uk](http://www.tuc.org.uk).

The Association of Reflexologists (AoR) is a membership organisation offering a range of professional benefits to its members. The AoR was founded in 1984 and has expanded to more than 8000 qualified reflexologists. The AoR is the largest reflexology organisation of its kind in the UK and is an active participant of the Reflexology Forum and is a member of the Reflexology in Europe Network (RiEN). For more information, contact Doreen Baker on 01823 351010, or visit the website [www.aor.org.uk](http://www.aor.org.uk).

## Convert Taster Sessions

### How to Convert Taster Sessions into Bookings (i)

Taster sessions can be an excellent and cost effective means of promoting yourself and your business and of booking in new clients. How effective they are depends on your ability to convert these taster sessions into confirmed bookings. To help to guide you through this process a typical taster session is outlined below, with ideas on how to ensure that all-important booking at the end.

Your potential client sees your stand and naturally is interested and would like to give it a go. Make sure there is someone available to talk to them and if there is a wait, say how long it is or at what time they can book in. This means that there will need to be at least one more reflexologist than treatment couches so that there is always someone to deal with the interested parties. This person can give the client a preview of the taster session which should only take a minute and will let the client know what is going to happen whilst at the same time putting them at their ease.

Before you start the taster session ask the client to sign a disclaimer (as you won't be taking a case history). If at this point the client indicates that there are any health issues which you feel need to be resolved before continuing with the taster session, it is important that you discuss these with your client and quickly reach a point where you will be happy to continue. If you feel there are contraindications that prevent you from carrying out an appropriate taster session at that time, these must be discussed and your reasons explained. A suitable way forward for your client may need to be found.

## Convert Taster Sessions

### How to Convert Taster Sessions into Bookings (ii)

Once your client has signed the disclaimer then ask her/him to make themselves comfortable on the treatment couch. Once this is achieved you will have about 10-15 minutes in which to work on the feet bearing in mind that you will need some time afterwards to discuss the taster session, book them in and see them out. Keep your eye on the clock as 10-15 minutes of hands on just whizzes by. You may of course opt to provide longer taster sessions, but bear in mind that your preparation for the event may mean that you quickly build up a queue.

The taster session should involve some relaxation techniques on the feet and then you should try to devise a session that is appropriate for your client at that time. Let us suppose that your client has mentioned that they suffer from backache. Then you might choose to orientate your time towards the musculo-skeletal system. Alternatively you may feel that you would prefer to opt for a standard taster session which will be the same for all clients. It is up to you to devise an appropriate taster session.

During the taster session try to talk to your client about reflexology explaining a little of what it is, how it works and answer any questions that they have. As you go along you can endeavour to assess your clients' feet and give them an indication of how reflexology may benefit them. Briefly outline that you are a qualified reflexologist and a member of the Association of Reflexologists. At the end of the session you would then be able to give them an overview based on your findings and suggest an appropriate treatment plan for them. This is very important and often a key turning point allowing the client to feel that reflexology really may be beneficial for them. It also instils a feeling in the client that you know what you are doing and can work towards goals that are specific to them.


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## Convert Taster Sessions

### How to Convert Taster Sessions into Bookings (iii)

After you have finished the taster session allow a little time for them to get their shoes on, have a drink of water, ask any further questions, book a session and leave.

One of the keys to getting repeat bookings after taster sessions is to assume that they are going to book in. By the end of the session they will be so impressed with reflexology and with you, that when you suggest a treatment plan they will be only too pleased to book in there and then. You must provide them with the opportunity to book a session so have your diary with you and ask them if they are able to book in now. You may want to provide an incentive by offering a discount on their first session if they book on the day.

If you have not previously done taster sessions then practise beforehand. It is important that you come across in a professional and confident manner whilst at the same time covering everything that is required.

### Disclaimer Form Advice

A disclaimer form is required for taster sessions, as you do not have the opportunity to take a complete case history. A typical disclaimer form would include:

Name	
Address	
Tel No.	
Are you taking any medication? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please state the medication and what you are taking it for?	
Please state below if you are suffering from any medical conditions and what those conditions are. Your therapist will discuss the appropriate session plan for you based on this information. Please also state if you think you may be pregnant.	
I declare these statements to be true to the best of my knowledge.	
Client signature	
	Therapist signature
	To state that an appropriate taster session plan has been discussed with your client based on the information provided above
	Date
	The reflexology taster session does not represent a full reflexology session. For details of a full treatment plan please consult your Reflexologist.
	<b>Insert Name</b> MAR is a member of the Association of Reflexologists and is required to abide by the Association's Code of Practice and Ethics, a copy of which is available on request.

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## Frequently asked Questions

During this week reflexology practitioners will join together to work to make more people aware of this unique method of healthcare. The Association of Reflexologists was founded in 1984. It arose from a need to regulate standards and to provide a network of qualified practitioners within a responsible organisation to which the public can refer with confidence.

### **Some frequently asked Questions with Answers:**

#### What is Reflexology?

Reflexology is a complementary therapy. Complementary because it works alongside orthodox medicine and a therapy, as it is a form of specific pressure massage. It may be carried out on the feet or the hands.

#### How does reflexology work?

There are 7,000 plus nerve endings on the feet which feedback information to the spinal cord and the brain. This stimulation brings about the relaxation response via the parasympathetic nervous system, providing the right environment for change to take place for the client or patient. During a reflexology treatment points on the feet (or hands) are stimulated using a specific pressure massage technique.

#### Can reflexology cure?

No. Reflexology does not claim to cure, diagnose or treat specific conditions. As a holistic therapy reflexology treats the whole person rather than symptoms they are experiencing at that moment in time. If, for example, they are suffering with lower back pain they may get relief from this whilst at the same time noticing that their overall health improves, they may feel more energetic and sleep more soundly. The responses to treatment are as individual as the person being treated.

## Frequently asked Questions

continued (i)

### What is involved in a reflexology treatment?

To ensure there are no contra-indications (reasons against treatment) and to gain an individual appreciation of the client's health, past and present, a short discussion takes place covering medical history, lifestyle, diet, stress levels, etc. This is followed by a relaxation sequence and the treatment routine carried out on either the feet or the hands. Following treatment the reflexology practitioner may offer an interpretation of the findings and suggest aftercare advice.

### How many treatments are recommended?

This will depend on the individual however a course of four to six treatments on a weekly basis are suggested to gain an appreciation of how reflexology works for that particular person in their specific circumstances. In some cases more treatments may be necessary but for many the space between treatments is increased, leading to a three monthly or six monthly treatment for health maintenance.

### Will it hurt?

Areas of slight sensitivity may be felt during the treatment. This usually passes very quickly. On the whole the client/patient should find it soothing and relaxing.

### Will any reactions be experienced?

Occasionally during treatment some people feel like talking or humming, or they may feel tearful; these feelings will often pass quickly. After treatment a short-term increase in urination or a runny nose may be experienced and possibly a feeling of being tired or sleepy.

### How may one benefit from a reflexology treatment?

Reflexology is a safe, natural therapy and may aid in the relief of a wide range of acute or chronic conditions. It brings about the relaxation response providing the right environment for change to take place within the body.

## Frequently asked Questions

continued (ii)

### Experiential observations on reflexology treatment outcomes: -

- Reflexology may also improve proprioception leading to improved balance and posture. "At first the benefit only lasted over the weekend, but now reflexology helps me get through the week and often longer" Mrs Jackson from Buckinghamshire finds it helps her mobility and balance and her energy levels have increased.
- Mrs Palmer, from Norfolk, used to suffer from severe migraines. She would take to her bed for a couple of days each month, often taking so many painkillers she would feel constant nausea. "I have been having regular reflexology treatments for over a year now and I no longer need to take painkillers. I find reflexology to be a relaxing, enjoyable and most beneficial therapy," she wrote.
- Mrs Anderson, who also lives in Buckinghamshire, had had surgery for sinus problems and suffered severe discomfort whenever she caught a cold. But she found reflexology relieved the problem. "Since I have been attending sessions my sinus problems have dwindled away to virtually nothing. I now have six-monthly treatments and it has become an important part of my well being. I look forward to them as a form of relaxation as well as prevention. They give me a real "feel-good" factor," she says.

(The names of experiential observation patients have been changed)

### What is the history of reflexology?

It is an ancient healing art believed to have been practised by the Ancient Egyptians, Chinese, Indians and the American Indians. Eunice Ingham is called 'The Mother of Reflexology' as she pioneered the mapping of the feet and wrote several books on the subject. Doreen Bayly, one of her students, brought reflexology to the UK in the 1960's.

You can find out more about World Reflexology Week, and any events or demonstrations that may be taking place in your area, by contacting **the Association of Reflexologists on 01823 351010 or visit the website [www.aor.org.uk](http://www.aor.org.uk).**

**For further details please contact your local reflexology practitioner or Administration Office on 01823 351010**

