



The Hope Street Centre

10 Hope Street, Sandbach, Cheshire, CW11 1BA

Telephone 01270 764003

JUNE 2007 NEWSLETTER

Phobias

MAURICE TOMKINSON

Mild phobias are extremely common, as I discovered recently when talking to a group of friends - out of six people all of us had something we would go out of our way to avoid because of fear, including heights, trains, cats and cows! When phobias become more intense they can lead to strong fear reactions such as panic attacks, and become extremely limiting. For example, someone who is extremely fearful of spiders will start to avoid any situation where a spider might be encountered - since spiders can turn up almost anywhere this could mean avoiding going out, avoiding friends houses, shops, going in the garden, certain rooms in the house, and so on.

Left untreated phobias tend to get worse rather than improve. However they can be treated relatively easily and quickly by means of a technique called "graduated exposure". This is based on the principle that if we face the fear and stay with it long enough, the fear will automatically reduce of its own accord. The fear response is a natural biological mechanism that protects us from danger, but the effects only last for a relatively short time. If we can deliberately stay in the fear-provoking situation our bodies will naturally "habituate", and



Photo by Tad Denson/MyShatz.com

the fear will decline. If this is practised repeatedly, using the exposure technique, eventually our body learns not to fear the situation - the fear has been "extinguished".

Normally we do not do this - we use a "safety behaviour" such as avoiding the situation, or doing something else to make us feel better. The problem with the safety behaviour is that it prevents habituation occurring, so we never overcome the fear. Also the safety behaviour itself usually has some long-term drawback which reduces

our quality of life.

If you do suffer from a limiting fear or phobia I am not saying you have to confront your worst nightmare all at once - this is where the "graduated" part comes in. You start by dealing with something you can manage (strong enough to create the fear response, but not so strong that it overwhelms you), and having mastered that gradually work up to the more difficult situations

For more information contact Maurice on 01270 764003

The Hope Street Centre

The Hope Street Centre is an independent therapy centre dedicated to counselling, psychotherapy, holistic and complementary therapies. Over 20 therapists at the centre offer the following therapies:

Body Massage
Bowen Technique
Child Counselling
Cognitive Behavioural Therapy (CBT)
Counselling
Ear Candling
Emotional Freedom Technique (EFT)
Hypnotherapy

Nutrition
Psychotherapy
Psychosynthesis
Reflexology
Reiki
Relationship Counselling
Stop Smoking
Theta DNA Healing
Triple P Positive Parenting Programme
Weight Loss
Yoga

For further information or to make an appointment, please call Maurice Tomkinson on 01270 764003. You can also visit our web site at

www.hopestreetcentre.co.uk



You CAN Stop Smoking, using Emotional Freedom Technique

Stopping smoking is something that is perceived as hard to achieve. This is because there are *physical* and *psychological* factors that need to be addressed.

Emotional Freedom technique (EFT) works on both the physical cravings *and* the underlying psychological reasons as to why you smoke.

Many smokers do not see that there might be a reason why they smoke; they are just smokers, and that's that!

But if you were to think about the real reasons why you smoke, you would see that they are many and varied:

"I smoke to relax..."

"I smoke because it helps me to concentrate..."

"I smoke so I can have a break at work..."

"I smoke to be sociable..."

How Does EFT Work?

EFT is sometimes called

"acupuncture without needles". It generates results by balancing your body's energy meridians while you "tune in" to your "stopping smoking problem" in a gentle, conversational manner. In this way an important link is established between mind and body.

It parallels acupuncture, except that needles are not used. Instead, certain meridian points are stimulated by tapping with the fingertips while you focus on the issue you wish to resolve.

How Can EFT Help Me Give Up Smoking?

EFT works in several ways. It works by *eliminating the cravings* and *revealing the underlying emotions* present when you smoke. The therapist takes you through a series of statements designed to allow your subconscious mind to accept the situation as it is right now. You then tap on several acupressure points on your head and upper body.

Tapping on these points balances the energy in your body and severs the connection between the reasons why

you smoke and the continuing (unwanted) behaviour – smoking itself. As more aspects of your "stopping smoking problem" emerge, you simply tap them away.



An EFT therapist will *not* expect you to use your willpower! The EFT technique that you will learn – and EFT is portable, so you can use it anywhere – gets right to the bottom of why you smoke. It addresses the causes, not the symptoms. This means that EFT can help you quit...forever!

What Should I Do Now?

If you would like to stop smoking, and, more importantly, live your life as a successful non-smoker, or if you require further information about EFT, please contact Irene Pizzie on 01270 872963 or 07966 756449, or email freedom.foryou@yahoo.co.uk.

Find relief from back pain – and help others to do the same!

FIONA FORSTER

Back pain sufferers in South Cheshire will soon have a special chance to experience a therapy that's so effective that in a recent survey 95 per cent of people trying it showed significant improvement!

It's a gentle, drug free, non-invasive complementary therapy called the Bowen Technique. In June, local therapist, Fiona Forster, from Sandbach is taking part in a nationwide survey organised by BTER, the main registering body for Bowen practitioners. The survey follows a pilot research by a small group of therapists last year which showed that nearly every sufferer experienced either complete relief - or a marked improvement - after a series of no more than three treatments.

Fiona is looking for local people with back problems who have never experienced the Bowen Technique, to try it during the month of June. Fiona is offering the therapy at a special

rate of £80 (pay for two sessions and receive the third free). As well as experiencing the benefits of the therapy, participants will be invited to contribute to the nationwide project by helping therapists to record the nature and effects of their treatment.

"Nearly every Bowen therapist can point to examples of the relief that the technique has provided for people affected by back pain, sometimes with a significant effect on their lives," explained Fiona: "We believe that there are potentially thousands more people whom it could help, if only they knew about it. This project will be used to promote awareness nationally."

The Bowen Technique is a gentle, natural, non-invasive therapy. The therapist, using only thumbs and fingers, makes gentle rolling movements over muscles and tendons at precise points. The process releases energy, sending impulses to the brain to trigger the body's own healing systems. The Technique has a remarkable record of success in alleviating back pain – often when no other treatment has provided significant relief.

Bowen has helped many people to



lead more active lives and reduce their reliance on drugs – and even to return to work, sometimes after a lengthy absence. Apart from back pain, Bowen has a very broad spectrum of application, including chronic asthma, frozen shoulder, whiplash, migraine, IBS, fertility matters and a host of other health issues.

More information about Bowen can be found on the BTER (Bowen Therapists European Register) website www.bter.org.

To contact Fiona Forster ring 07833 950806 or 01270 760440. email: fiona.c.forster@btopenworld.com