



Suggestions for Celebrating Clinical Hypnosis Day

This designated day allows us to plan a campaign to increase public awareness of the benefit of our work in Clinical Hypnosis for disciplines across medicine, surgery, dentistry, and psychology. This allows us to educate the public as to how hypnosis can be used as a complementary healing strategy to conventional treatment to speed and deepen the healing process, providing increased positive outcomes.

With attention focused on this yearly special day of May 23th, therapists can use this CHD spotlight their personal clinical work by use of the tool kit provided on the ASCH Website under the tab of Clinical Hypnosis Day Programs. It also underscores value of being connected with a large well respected National Professional Organization such as ASCH. This is an ideal time to plan an event, advocate for the profession, reach out to public venues to teach and promote understanding of the merits of Clinical Hypnosis.

Of course this education and marketing could be done any other time of the year, but having a spotlight on the Clinical Hypnosis Day will have a collective advantage as we enhance the efforts of each other's work with our own.

Promotions

- Have pamphlets/flyers in your office a month prior to the date that explains the work and the celebration of Clinical Hypnosis day. Flyers are available on the ASCH website. Staff may want to wear a tee shirt with the logo with the date of the event or have maps containing the location of therapists/practitioners nationwide and worldwide to enhance understanding of the sheer number of professionals successfully using hypnosis.
- Work cooperatively with hospitals, schools, and libraries to set up a special display for Clinical Hypnosis Day using promotional materials such as banners, posters, and white sheets (See Clinical Hypnosis Day Tool kit on the ASCH website).

Advocacy

- Call a reporter at your local newspaper and offer to set up a monthly column on health benefits of hypnosis, relaxation therapy, and clinical outcomes that result from the therapy.
- Invite a politician—local, state, or federal—to discuss cases and positive outcomes achieved with the addition of hypnosis. Health care remains an important issue to voters. Politicians should be visible and accountable for their positions on health care. This offers good media coverage potential.

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- Request a hearing before local government, or arrange a “town hall” meeting on insurance coverage of hypnosis, and the benefits that could occur if this was better reimbursed and made a standard part of medical care.
- Request a proclamation from your mayor/governor declaring May 23 as National Clinical Hypnosis Day. (A sample proclamation is available in the Toolkit.)
- Recognize all professionals trained in hypnosis who are in your state legislature, and hold an event at the state capitol. Take the opportunity to educate state legislators about the role and value of hypnosis in the health care system.

Events

- Hold a special introductory workshop on the benefits of clinical hypnosis. Distribute and discuss the handout from the toolkit that illuminates what hypnosis is dispelling myths about the practice.
- Attend Health Fairs locally and promote the practice of hypnosis, maybe even teach relaxation and self-hypnosis there to individuals or groups.
- Call the American Cancer Society, or your hospitals Cancer Support System to provide educational tutorials and demonstrations on the benefits of hypnosis for symptom control during cancer treatment. Promote a positive, realistic vision of hypnosis by sponsoring a health fair or booth at your hospital, school, or church, conducting or organizing a walk-a-thon or event to teach relaxation therapy and self-hypnosis.
- Consider outreach to The Multiple Sclerosis Organization, The American Heart Society, The Kidney Foundation etc. to promote the use of hypnosis for symptom relief and wellness practice.
- Offer to do grand rounds on hypnosis and the benefits, using clinical cases to illustrate the positive outcomes. May also talk to the departments of Medicine/Surgery/Pediatrics/OB-GYN to educate and offer to set up a clinical hypnosis service.
- Contact schools to give a lecture at their general assembly for the students or teach after school electives/seminars on stress reduction and problem solving using clinical hypnosis. Sponsor a school-wide event, such as one for students.
- Contact a local celebrity who has spoken about health care, has been a patient, or has a family member who has been a patient, and request a sponsorship of Clinical Hypnosis Day. Hold an event where the celebrity can speak about a personal experience involving hypnosis.
- Host a fund-raiser, such as a walk-a-thon, and donate the money to a local charity. Emphasize the importance of hypnosis in the nation’s health care

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system, pay tribute to a local therapist/practitioner, or recognize all who provide care all day, year-round.

- Obtain support from other professions such as nursing and health care organizations in your area by asking them to sponsor Clinical Hypnosis Day and to hold a joint event with your organization.

Media Outreach

- Call a local TV station and offer to be interviewed by their local talk show host on use of hypnosis/relaxation therapy etc.
- Call a local radio station and offer to do an informative talk show on hypnosis.
- Write and distribute a news release announcing Clinical Hypnosis Day (A sample news release is available in the Toolkit.)
- Place an article in your state or local newspaper(s) or in a community blog about Clinical Hypnosis day and the contributions of the therapy to healing outcomes.
- Host a press conference. Discuss an important health care issue in your community, and how hypnosis benefitted outcomes of traditional medical/surgical/dental therapy or made a difference in the healing of a patient/s, such as using hypnosis for Depression, behavioral issues in children, pre-operative or post-operative therapy.
- Call your local newspaper to contribute to their health section by doing a column on hypnosis, relaxation/stress reduction. Solicit stories from readers who would like to pay tribute to a practitioner/therapist who provided exemplary care through the addition of hypnosis.
- Consider starting a health and wellness Twitter with advice on stress reduction/self-hypnosis.