

GUIDEPOINTS:

News from NADA

July / August 2014

Social Service Workers' Union Advocates for NADA in Denmark

By Lars Wiinblad

“Normally 30 to 50 ADSes will show up at the meetings. We always start the meeting giving each other a NADA treatment.”

Denmark's biggest union for social workers and nursing assistants, Fag Og Arbejde (FOA – translates as Job and Work), has trained and certified 500 of its members in the NADA protocol since 2012. The union's member societies (equivalent to social support groups) have played an important role in spreading knowledge about NADA all over the country, and new trainings are already planned for 2015.

Since 1997, when a psychiatric hospital sent two of its staff to Sweden to learn the NADA protocol, 9,000 people have become Acu Detox Specialists (ADSes). Most ADSes in Denmark work as nurses, nurse assistants, teachers, social advisors, social workers, addiction counselors and psychotherapists, with training often paid by their employer.

NADA Denmark was founded in 2000, and today the protocol is implemented in a variety of settings – from hospitals, prisons and substance-abuse treatment programs to therapy sessions and various community settings. Århus is the largest city in Denmark next to Copenhagen with a population of 310,000. In 2012, the Nursing Assistant's Society in FOA Århus took a remarkable initiative and connected with NADA-Denmark to organize trainings for their members. Their initiative was a success.

The society has to date held nine training sessions with 24 trainees attending each time. In 2014 alone, 235 Århus members have become ADSes thanks to the Nursing

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Finally, a NEW Website for NADA!



We have heard your pleas, your frustrations, and your failed attempts at renewing your membership online or purchasing literature. It has been months in the making, and we are thrilled to go live with our new *acudetox.com* website this September.

This site not only has a face-lift, but the entire back-end database has been rebuilt and customized to meet our members' and office's needs. This is what has taken quite a bit of time.

Some new features for members include:

- A program directory where you can enter info on a program that offers NADA services. At this time this is a resource for members and the office only.
- Free download of all the NADA papers!
- Much easier access to your contact information, including the start and end of your membership, and your certificate number.
- Trainers can now enter their own training on the calendar which goes live after office approval.

We hope you will appreciate the new functionality. Contact our office with any questions at (888) 765-NADA. **We are happy to give you an online tour.** ☞

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Assistant's Society. The example from Århus is now spreading, and societies in five major towns have sponsored NADA trainings with more planned in the coming year.

Members of the union's societies work in many different sectors of health services, including hospitals, psychiatric units, homes for the elderly, in-home service and shelters. A large part of the success of the Århus initiative is that the NADA protocol has now spread to parts of the society and health system where it has never been known before.

It is one thing to pass the NADA protocol on to the members. But keeping ADSes interested in the protocol and securing the standard and stability of the NADA programs is quite another challenge. The society in Århus, therefore, decided to focus on structure and networking from the very start of the project.

One of the ways it did that was by creating a group of NADA networkers. Every member that has an ADS certification can be part of the network. They have been meeting since 2012 on a regular basis. Articles have been written to the union's journal describing how the NADA protocol is used. Society board members have been traveling around the country to meet and inspire colleagues in other societies in the union.

The chairperson of the society's board in Århus, Annie Schacht, has played a key role from the very beginning of the NADA initiative.

Annie Schacht:

"We are 235 members in our ADS networking group right now. We meet every second month and share our experiences and discuss results and methods in order to inspire each other. Normally 30 to 50 ADSes will show up at the meetings. We always start the meeting giving each other a NADA treatment. Many members want to receive treatments, and this is a good way of keeping the technique and the quality of the treatment."

ADSes bring experiences and feedback to the meetings. The treatment results have been very positive, and many clinical cases are shared and discussed during the meeting. Schacht tells us that most members report much better sleep and less anxiety. Good results are also seen with stopping smoking tobacco and cannabis.

The society has started to collect data and feedback from the members describing how the NADA protocol is applied. It hopes to document the results and show the effectiveness of the protocol.

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Workplace NADA Settings

Most of the members who use the NADA protocol in their job work with people who have psychosocial problems or psychiatric diagnoses. Good results on anxiety, stress and depression are reported frequently. Many patients ask for a NADA treatment during their stay at hospitals or shelters. Because of that, knowledge of the NADA protocol is spreading among psychiatric units. In Århus, for instance, the psychiatrists were generally not interested in the protocol at all. Their focus was on prescribing medicine.

But now, two years later, ADSes have shown that the protocol is very helpful and suitable as a complementary method in the treatment of psychiatric symptoms, in outpatient as well as inpatient programs. And they were able to get support from their ADS networking group which connected with doctors in the psychiatric units to provide education and information. Now many doctors have accepted that the NADA protocol can play a part in the treatment process.



Annie Schacht

Annie Schacht:

"Our goal is to spread the knowledge about the NADA protocol so that as many people as possible can benefit from the method. We also hope to show evidence of the effectiveness of the protocol so more patients in the hospitals can receive NADA treatment in the future. We try to spread the knowledge about NADA through articles and lectures in other societies in our union. And we try to encourage our members to take NADA training and become ADSes."

A large number of the FOA members are employed in the public-health system. Due to Denmark's economic crisis and unemployment, there has been an increase in staff rotations and a cutting of budgets. As a result, many union members have suffered from stress and depression. The Nursing Assistant's Society in Århus has used the NADA protocol to help their members when they are under pressure and about to burn out, or when they suddenly experience anxiety. In cases like this, the NADA protocol is used to support the nursing assistant – typically before critical meetings with administrators, tests or other stressful situations.

Of particular interest is a special NADA team that helps student members who are preparing to take their licensing exams and are experiencing stress and anxiety. The team was formed in the fall of 2012 and was a success from the

start. The team visits schools several times during the two weeks before the scheduled exam. Most members receive 2 to 3 NADA treatments. Sometimes the last treatment is offered just a few hours before the test.

Feedback from the students is that they get less nervous, are more focused, and they get a better grade than they normally might. In their minds there is no doubt: the NADA protocol makes a difference. They report feeling more strength and courage, more relaxed and secure. Helle Kurup (ADS and member of the board in the society in Århus) has been part of this special NADA team for two years. She has offered NADA treatments to many students.

Helle Kurup:

“The NADA protocol has an immediate effect. Often students have so much anxiety that they are trembling. After a few minutes, we can clearly observe that the student relaxes and blood pressure is stabilized. Ten minutes after the treatment they are ready to pass the exam or test. The students are now more focused which has an impact on their grade.”

Community NADA Settings

Some ADSes are not able to use the NADA protocol in their steady jobs. Instead most of them treat friends and family. In that way, many private NADA treatment groups are created and different kinds of “not for profit” treatment community settings are appearing. Members get together in their own network and offer treatment twice a week in rooms that they reserve. Yet others volunteer in organizations such as the YMCA where NADA treatment has been available for some time.

Ålborg is the fourth biggest city in Denmark with a population of approximately 190,000. In 2013, the local FOA society – inspired by the success in Århus – started to offer NADA training to their members. Within the first year, 120 of them were trained in the NADA protocol. Ålborg is situated in the northern part of Jutland, an area known for unemployment. The local society offers NADA training to help its members become more employable – and to help its members who need new qualifications to keep their jobs or to fit staff rotations. Some employers advertise or ask for NADA-certified candidates. NADA certification can even be found on the internet in job applications within health services. The Society of Ålborg just announced their next NADA training this fall for 24 nursing assistants who are slated to lose their jobs at the end of 2014.

Despite the discussion of whether or not the NADA protocol is a medical treatment – and the difficulty among some administrators in grasping how an acupuncture

program can be a recovery method – the NADA protocol is used more and more in public mental-health settings and as a tool for social support. Perhaps NADA will one day be a common part of the public service for not only people in crisis, but for those in all walks of life to help before a crisis situation develops.

For the last three years, job training centers have offered a free six-week education program of a citizen’s own choice. NADA training has often been the choice. And in the past year a special fund was established to help pay for NADA training as an option in this program.

The societies in FOA are not the only ones that promote



Lars Wiinblad

the NADA protocol. But their initiative will without a doubt have a lasting impact on NADA in Denmark for years to come.

Lars Wiinblad is a NADA trainer, licensed acupuncturist and registered nurse. He is the head of NADA Denmark.

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SPIRIT OF NADA: Hungary Inspires Hope for a Better Tomorrow in Croatia

by Sara Bursac

As the first NADA organization in Europe, NADA Hungary continues to pioneer the practice of ear acupuncture. It serves not only the most vulnerable segments of the population, but anyone else who requests treatment. In July of 2014, Ajándok Eöry, a physician, acupuncturist and director of NADA Hungary, received an award from the Minister of Human Resources for his 20-year commitment to healing suffering caused by alcoholism and drug addiction using ear acupuncture.

Eöry has also received government funding to implement the NADA protocol in all homeless shelters in Hungary – the 30 to 40 shelters that are in the capital, Budapest, and the approximately 300 located in the rest of the country. This fall, Eöry plans to travel in the countryside to introduce NADA to the many homeless shelters and to build interest in having them incorporate ear acupuncture in their services.

NADA Hungary is mostly a family-run operation supported by several staff members. In addition to NADA trainings, there is also an ear acupuncture clinic which serves 15 to 30 people daily, and a mobile van which provides treatments to the homeless population in Budapest – in its public parks and other common spaces. (The mobile van concept has since been adopted by NADA France.)

At present there are approximately over 1,400 registered Acu Detox Specialists (ADSes) who have successfully completed the NADA training and passed the state exam, a requirement to practice the NADA protocol in Hungary. In fact, NADA training looks quite different in Hungary because of this examination requirement.

Students spend a good portion of the training learning about addiction, particularly the effects of alcohol both physically in the body and also socially in the culture, as that is the most significant addiction problem in Hungary. Needling practice is given attention on the second day of training, along with Chinese theory of addiction as it applies to the NADA protocol. Following the weekend training, participants spend time in the daily clinics putting into practice their newly learned skills.

Although this model of implementing the NADA protocol is germane to Hungary, Eöry hopes to support neighboring countries in setting up their own NADA services. Some of the countries that could benefit from



Lana Grubišić (left) and Sara Bursac, during their July 2014 visit to Budapest and NADA Hungary.

the mentorship include Bosnia, Croatia and Serbia, just to the south of Hungary – they are still struggling to establish social, economic and political stability after the war in the early 1990s.

My personal background has invested me in this project. I was born and grew up in Croatia where I lived until 1990, a year before the war broke out. Although I spent my high school years in the United States, my close and extended family in the former Yugoslavia was directly affected by the violence, and their reality was part of my daily life. Since my training as an ADS in 2008, I have always carried the hope of bringing NADA to Croatia.

At the 2013 NADA Euro conference in Graz, Austria, I connected with an outpatient addiction treatment program located in Rijeka, a port town in the northern part of the Croatian coast. Udruga Terra (Terra Association) sent their director and their psychiatrist to the NADA conference in Graz to learn more about the possibility of what ear acupuncture offers. I asked my very good friend and former neighbor, Lana Grubišić, to come along as a translator.

At the conference, Michael Smith, Jo Ann Lenney (Trainer, New York), Rita Nilsen (NADA Norway) and I used this unique opportunity to train the small Croatian group in the NADA protocol. Lana was particularly impacted by the training, and wrote shortly after returning to Croatia that she “was very happy to report that the first NADA treatment happened yesterday at Terra Rijeka with 10 drug addicts.”

She also began treating people in the apartment building in which I grew up. At the end of September 2013, she said, “I give treatments every day to my neighbors, friends

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Elige Vitam = *Elect Life*

A lifetime achievement award (right) given to Ajándok Eöry on June 26, 2014 by the Hungarian Minister of Human Resources, Zoltan Balog.

Text of the award:

“For his scientific work done over the course of four decades applying Traditional Chinese Medicine in the treatment of drug addiction as well as helping homeless people living with addiction. His work has received international notoriety.”

Read the *Spirit of NADA* story in this issue (pp. 4, 10) to learn about the impact NADA in Hungary is having on its neighbors.

Here History Began ...

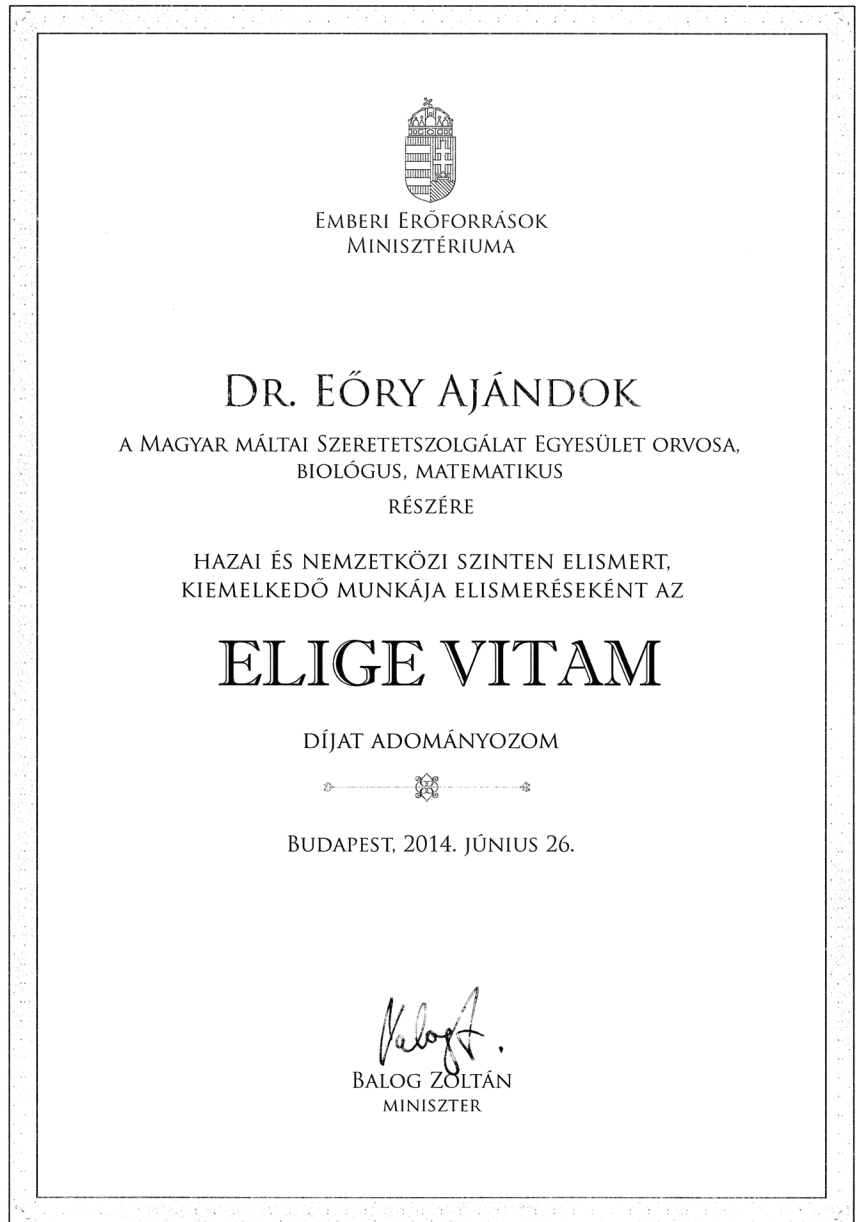
The historical synopsis of the development of NADA in Hungary was written by Ajándok Eöry in 2010 and presented to NADA's founder, Michael Smith, at the 25th anniversary celebration of NADA, held that year in New Orleans.

In 1984, a Hungarian doctor met Dr. Michael Smith in New York. Returning, she called me immediately, because at that time we had just formed a society for acupuncture doctors led by me. Hearing the news about the possibility to cure addicted patients by ear acupuncture organized by Dr. Smith, I became very curious. I invited Dr. Smith to visit us and he accepted my invitation.

We organized a visit for him into a prison-like institution, called Nagyfa, for alcohol-dependent patients, which was the biggest institution in the whole of central Europe at that time (it was situated more than 200 km from Budapest). It was surrounded by wired walls, and military staff served to make escape impossible. Several hundred patients were jailed for months in this institution. Our welcome was very friendly. Apart from the medical director, there were five or six MDs, who were young and showed a lot of interest.

First they had selected one patient who wanted to try ear acupuncture. The procedure was quite unusual; he showed intense emotion after the insertion of the needles. Later he calmed down and sat with the growing number of other patients. The patients were sitting in a circle, and the doctors and other staff members, members of the state police, and a special film crew were standing and watching. Most of the patients reported about the relaxing effect of acupuncture; some of them fell asleep.

After this experiment, Dr. Smith was willing to teach the five-point protocol to the staff of medical doctors. It was completed within 2 hours(!). It was successful anyway, because the ear acupuncture treatment was continued in this



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Share *your* idea, comment or feedback

“List of venues for practices: juvenile detention centers, homes for abandoned children, SRS, universities, head start, etc.”

“RT Day was a blast. SO much done!” “More use of social media (Facebook, Twitter) to keep us all connected”.

“Create easy-to-use research TOOLS for NADA community to implement into programs, surveys, how-to guides, etc.,
Gather data nationwide!”

“I would love to see NADA take a more positive role within the general community.”

“Would be helpful to have access to slides shown in (Nashville Conference) presentations.”

“NADA works with disaster relief abroad, which is awesome but what about working with refugees here in the US?”

“Help and hope for those who struggle.” “Self-Empowerment.”

“Consider charging less or nothing for the research collections. It will be easier to share!”

“Helping people realize that they are enough, they have what it takes and they are worth it.”

Visioning Circle:

What is our vision for NADA in the next 25 years?

A visioning circle was held at the 25th anniversary conference to help generate ideas about the future of NADA. Topic areas covered included: outreach, resource development, redefinition/expansion of the NADA office and maximizing existing outreach and program efforts. The circle keepers were Marilyn Miller from Michigan and Sheila Murphy from Illinois. Approximately 35 people were in attendance.

- Presence and support at national /regional conferences and/or interaction with agencies and organizations serving population groups where the NADA Protocol is useful including:
 - College students for depression and test anxiety (American College Health Association annual conference meets at same time as NADA. It was suggested that perhaps they could be in the same city to encourage collaboration)
 - Veterans and active duty personnel and family members, helping address PTSD on-base, off-site or at a VA facility
 - Victims of domestic violence, crime victim trauma, victims of natural disasters
 - Dementia and Alzheimer’s patients and caregivers
 - Clergy, actors and musicians, drug and sobriety courts
- Templates, talking points, and press releases for newspaper reporters, agency heads, and legislators;
- Helpful hints on how to be competitive for grants, how to locate and apply for grants, find local funding, seed money for local efforts, perhaps mini-grants from NADA of \$500 could go a long way;
- Database for locating others who are working in the same geographic area or population group or sharing and assisting each other re legislation, funding opportunities, research;
- Reinvigorate the drug court movement;
- Work to develop research opportunities between practitioners and universities/researchers;
- Assist and promote NADA-friendly laws in more states;
- Appear on radio, TV shows (local and public television and radio are great opportunities), national would be fantastic (Oprah, Dr. Oz);
- Develop seeds and beads training process
- Extend NADA to Caribbean
- Every member should have an article published in their community about NADA, the public must start reading about intent/benefits of NADA.

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and family members. They feel much less intense and [they] feel calmer. This is all completely new to me and I'm going to learn how to do it but I want you to know that I'll put my heart and soul into it. I have translated Dr. Smith's materials you gave me into Croatian so people in Terra can read them." And she added, "I'm not sure if you know, but NADA in Croatian means HOPE, so I'll try my best to share this hope for a better tomorrow with other people."

Another interesting note is that Lana's physician visited her and said that a few of her patients were getting NADA treatments and reported how great they felt. She wanted to know if she could receive the treatment also. Lana was "very surprised and happy."

This past July, Lana and I traveled from Croatia to Budapest to learn about how NADA Hungary operates and to observe a training. Based on our visit, the foundation is being laid for the first NADA training in Croatia, which will take place following the NADA World conference in Oslo, Norway, May 29-31, 2015. Ajándok Eöry's contribution to Hungarian society with the NADA protocol is immeasurable – we are humbled by his gift of mentorship to help bring NADA (*hope*) to other central and southeastern European countries.



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institution for at least one year. Namely in 1985, one year later, a lecture was held at an international conference on alcoholism in Budapest, where Dr. Smith and Dr. Banka of Nagyfa gave a joint presentation. This was the first prison-program of the NADA protocol in the world, as Mike used to remember it.

The real impulse reached us in the year of political change, in 1989. Dr. Smith visited us in that year and lectured about NADA at Semmelweis University in Budapest. At this time we asked for his help to spread NADA more effectively by teaching it at an international level. He sent Dr. Paul Zmiewski to us, who served NADA here until his sudden death in 1994. That year the EuroNADA conference was hosted for the first time in Budapest.

Michael Smith recalled visiting Hungary ten to fifteen times in the '80s and '90s to help establish NADA acupuncture. When Smith learned of the new government funding to bring NADA into homeless shelters nationwide, he recalled, "They used to have an acupuncture clinic in the subway system. And it was government funded!"

NADA's Mission

"The National Acupuncture Detoxification Association (NADA), a not-for-profit training and advocacy organization, encourages community wellness through the use of a standardized auricular acupuncture protocol for behavioral health, including addictions, mental health, and disaster and emotional trauma. We work to improve access and effectiveness of care through promoting policies and practices which integrate NADA-style treatment with (other) Western behavioral health modalities."

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We welcome letters to the editor in response to any story that we print. Please keep your response under 400 words and email it to nadaoffice@acudetox.com.



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SELF 
EMPOWERMENT

BEFORE I SURRENDERED

AFTER ...



NOW



THANKS ARTHUR!

Helping people realize
that they are enough,
they have what it takes
+ they are worth it.

Resource Bank
for grant projects
that have subsidized
NADA programs

Keep up the work!
NADA
Encourage community
sharing (Facebook, etc)