

expectancy[®]

Natural therapies for natural births

COMPLEMENTARY THERAPIES IN MATERNITY CARE COURSES

**COURSES DELIVERED ON
YOUR OWN PREMISES,
UK & OVERSEAS**

2020–2021 Academic year



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Welcome to Expectancy

- Expectancy offers a range of bespoke educational services, delivered on your own premises and individually tailored to suit your local needs and budgets. Courses can be provided in maternity units, universities, colleges or other organisations in the UK and worldwide.
- Our courses for midwives and student midwives include aromatherapy, massage, reflexology, acupuncture, moxibustion, complementary therapies for post-dates pregnancy and more. We also provide business training for UK midwives considering offering complementary therapies in private practice. Courses can be of any duration, from single introductory study days to our specialist Foundation Certificate in acupuncture or even our full ten-day Certificate in Midwifery Complementary Therapies. In the UK, all courses are accredited by the Royal College of Midwives, comply with Nursing and Midwifery Council (NMC) criteria for safe practice and can be used for NMC revalidation. The ten-day Certificate programme is suitable for midwives considering offering private services, with indemnity insurance from the Federation of Antenatal Educators (FEDANT).
- We can also provide individually tailored courses for doulas and antenatal teachers, and for complementary practitioners working with pregnant clients. These can be therapy specific or we can design a course covering conventional aspects of maternity care - reproductive anatomy and physiology, antenatal, labour and postnatal care provided by midwives, doctors and an introduction to working in collaboration with the maternity services. These courses can be used for continuing professional development and may also suit those considering midwifery as a career. Please contact us to discuss your specific requirements.
- Courses are also available overseas, worldwide. All overseas courses are taught by our Chief Executive Officer and Education Director, who has been regularly teaching in the Far East (Japan, China, Taiwan, Hong Kong) for almost twenty years and has also taught in other parts of the world (see Introduction to our Teaching Team). Please see the information at the end of this brochure for courses outside the UK
- To discuss your specific requirements for a course on your own premises, please contact us on info@expectancy.co.uk – we can arrange a complimentary telephone or Zoom discussion with Denise, who will be pleased to answer all your questions before booking.

Why choose Expectancy for your training needs?

- Expectancy provides a unique range of accredited complementary therapy courses for midwives, birth workers and therapists working with pregnant clients. We have a sixteen-year history of successfully helping many maternity units in the UK and overseas to incorporate complementary therapies into care.
- If you would like to explore ways in which complementary therapies can contribute to normalising birth, reducing intervention, improving maternal satisfaction, decreasing staff workload and saving money, we can help.

Expectancy's courses help midwives, doulas, therapists and other health professionals to: acquire the knowledge and skills to use complementary therapies safely and appropriately; defend complementary therapies scientifically based on available research evidence; and explore the subject at an academic level commensurate with university level education

Testimonials

- Midwives at *Hinchinbrooke Hospital, Cambridgeshire*, set up a complementary therapy clinic for women with post-dates pregnancy and reduced their induction rate by 15%.
“The course was fantastic, worth every penny! I've enhanced my career, adopted the use of complementary therapies safely in NHS midwifery practice, established a specialist post-dates pregnancy clinic and secured funding for research and training through an award grant. None of this would have been possible without Expectancy's course”. *Tara Pauley, research midwife*
- Midwives at *Wexham Park Hospital, Slough* developed a breech clinic offering both external cephalic version and moxibustion, greatly improving maternal satisfaction and compliance.
“Our unit has been working in partnership with Expectancy since 2006. Our midwives use aromatherapy during labour and we recently introduced moxibustion into our new Breech Clinic. We are also working to implement complementary therapies for women with post-dates pregnancy. I would highly recommend Expectancy to deliver midwifery complementary therapy training”. *Sarah Coxon, Consultant Midwife*

Introduction to our Teaching Team

Denise Tiran FRCM, Expectancy's Chief Executive Officer and Education Director

Denise Tiran is an internationally renowned authority on midwifery complementary therapies and a Fellow of the Royal College of Midwives. She pioneered the subject of "complementary therapies" as a specialism within midwifery in the early 1980s and has won wide acclaim for her work. Denise has an unrivalled reputation for focusing on safety, professional accountability and evidence-based care.

Previously, as Principal Lecturer at the University of Greenwich, London, Denise developed one of the UK's first complementary medicine degrees and established an NHS antenatal complementary therapies clinic, which was highly commended in the 2001 Prince of Wales' Awards for Healthcare in London.

In 2004, Denise left the University to set up Expectancy in response to increasing demand from midwives to learn more about complementary therapies. In 2010, she was rewarded with the Complementary and Alternative Medicine award for her contribution to education. Denise is very much an academic as well as a clinician and has undertaken several research studies. She is also a prolific author of numerous books, including *Aromatherapy in Midwifery Practice* (2016), *Complementary Therapies for Pregnancy and Birth, an evidence-based approach* (2018) and *The Business of Midwifery* (2019), and is well-known to

student midwives for several editions of *Bailliere's Midwives' Dictionary*. Denise has revised several versions of the Royal College of Midwives' *Position Statement on complementary therapies*. She is an Associate Editor for the *Complementary Therapies in Clinical Practice* journal and a consultant to various national and international bodies. She is a frequent international conference speaker and regularly teaches in Europe, Japan, China, Hong Kong and elsewhere

Denise is also a successful business consultant and was highly commended in the Kent Women in Business Awards 2015. She now supports midwives wanting to set up their own businesses. She is also an elected Borough Councillor in Gravesham, north Kent.

Denise provides most of the teaching for UK on-site courses and all overseas education provision.



Amanda Redford BSc (Hons) RM LicAc

Amanda is an experienced research midwife, having conducted research on acupuncture for back pain in pregnancy and more. She is an acupuncturist, reflexologist, massage and aromatherapist and has a thriving private practice. Amanda acts as Denise's Deputy and

contributes to many of the courses delivered for the NHS in the UK.



Laura Wallbank RM



Laura is a senior midwife with a particular interest in maintenance of professional standards, frequently chairing disciplinary conduct hearings for the Nursing and Midwifery Council and acting as an Expert Witness. Laura is a qualified aromatherapist and maternity acupuncturist.

Courses for NHS trusts, universities and other UK organisations

Aromatherapy in Midwifery course – 2 days

This comprehensive introduction to the principles of aromatherapy and basic massage for pregnancy, birth and postnatally focuses strongly on safety, including application of chemistry, pharmacology and physiopathology to pregnancy and birth, and an exploration of the boundaries of practice when essential oils and massage techniques are used by midwives. We also consider the implementation of aromatherapy in NHS practice. It is a very *intensive course* that aims to dispel the myth that aromatherapy is merely massage with pleasant-smelling oils. You will be surprised at the depth of information and the issues which need to be considered when using essential oils in pregnancy and birth, including protection of yourself and others exposed to the aromas. We set aromatherapy firmly in the context of NMC boundaries, Medicines Management, Health and safety

at Work, Control of Substances Hazardous to Health and international law on herbal medicines. The course is normally taught by Denise Tiran, author of *Aromatherapy in Midwifery Practice* (2016) who has almost 40 years' experience of practising, researching, writing about and teaching aromatherapy to midwives. It is suitable for qualified and student midwives and is accredited by the Royal College of Midwives for continuing professional development, providing 15 hours of participatory learning towards revalidation. *Please note:* Aromatherapy and massage are two discrete professional disciplines that take considerable time and practice to learn. We combine enjoyable practical work with serious professional and academic debate to ensure safe practice. *The course is not, in any event, suitable for cascade training to colleagues.*

Fees 2020	£1900 + VAT (£2280) for up to 24 participants (equivalent to £95 pp) inclusive 10% discount - book and pay for two courses together £ 1710 per course + VAT (£2052) = £3420 + VAT = £4104 (equivalent to £85.50 pp)
Supplements	<ul style="list-style-type: none"> • £250 travel surcharge for Scotland, N. Ireland, Eire, Channel Islands, Isle of Man for each course. Please contact us for fees for courses overseas. • Additional participants up to maximum of 30 - £150 per person (£900).

Aromatherapy and Acupressure for Post-dates Pregnancy 2-day course

This intensive two-day RCM-accredited course explores how aromatherapy and acupressure can be used to facilitate the onset of labour for women who wish to avoid medical induction. It includes an introduction to aromatherapy (day 1 of Aromatherapy in Midwifery course), an exploration of the risks of many of the self-help strategies used by women to avoid labour induction and in-depth coverage of specific ways in which aromatherapy and acupressure can be used to initiate labour. The techniques taught can also be used for pain relief in labour, latent phase and retained placenta. We also debate issues relevant to setting up and running a post-dates pregnancy clinic. Units that have already completed the Expectancy Aromatherapy in Midwifery 2-day course within the last two years can book a single additional day to include the post-dates pregnancy aspects.

Fees 2020	£1900 + VAT (£2280) for up to 24 participants (equivalent to £95 pp) inclusive 10% discount - book and pay for two courses together £ 1710 per course + VAT (£2052) = £3420 + VAT = £4104 (equivalent to £85.50 pp)
Add-on day	If your unit has completed the Expectancy Aromatherapy in Midwifery course within the last year, a single day on Aromatherapy and Acupressure for Post-dates Pregnancy can be provided. £1500 + VAT (£1800) plus any supplements as below. Maximum group size 24 and all midwives must have been practising aromatherapy in the unit since completing the initial course.
Supplements	<ul style="list-style-type: none"> • £250 travel surcharge for Scotland, N. Ireland, Eire, Channel Islands, Isle of Man for each course. Please contact us for fees for courses overseas. • Additional participants up to maximum of 30 - £150 per person (£900).

Introduction to Complementary Therapies in Midwifery study day

This study day aims to introduce the vast subject of complementary therapies in midwifery practice. It is especially relevant to student midwives and can be delivered in universities. In the morning, we explore the complementary therapies most commonly used by pregnant and labouring women and focus especially on the safety of aromatherapy. The afternoon is flexible, depending on the number of participants. If there are 24 attendees or less, a practical session on massage, aromatherapy and reflexology can be included. If the group is larger, the afternoon includes group work on some of the issues which midwives face in relation to complementary therapies. Alternatively, a session on moxibustion for breech presentation can be included (see below).

FEES: £1250 + VAT (£1500) inclusive of teaching, handouts, travel, accommodation, expenses.
Supplements: £250 travel surcharge - Scotland, N. Ireland, Eire, Channel Islands, Isle of Man)

Moxibustion for Breech Presentation

Moxibustion is a Chinese medicine technique to turn a breech presentation to cephalic. There is now considerable interest in the technique amongst pregnant women, and some midwives offer moxibustion as an alternative to external cephalic version (ECV). There is an emerging body of research evidence to demonstrate its validity and increasing credibility, with success rates generally being around 66% (better than ECV). This RCM-accredited study day explores how moxibustion works, the contraindications, precautions and possible complications and discuss how you can implement moxibustion in midwifery practice.

FEES: £1250 + VAT (£1500) inclusive of teaching, handouts, travel, accommodation, expenses.

Supplements: £250 travel surcharge - Scotland, N. Ireland, Eire, Channel Islands, Isle of Man)

Reflexology (reflex zone therapy) for Midwifery Practice 4-day and 6-day courses

Expectancy provides the only UK-based courses on reflex zone therapy (RZT) specifically for midwives. RZT is a clinical style of reflexology devised by a German midwife, Hanne Marquardt, which fits well with midwifery practice. Courses are normally taught by Denise Tiran, who has treated over 6000 pregnant women with RZT. Denise is author of *Reflexology for Pregnancy and Childbirth* and co-editor of two editions of *Clinical Reflexology*. She has undertaken research on reflexology, teaches RZT to midwives around the UK and overseas and has served on committees and working parties for several national reflexology organisations. The 4-day introductory course covers the principles and practice of RZT applied to midwifery. On completion, midwives will be able to perform a basic reflexology relaxation treatment for women in their care. Midwives wishing to treat women with specific conditions such as physiological discomforts in pregnancy, acceleration or contractions, retained placenta or lactation issues will need to complete the 6-day course. The courses are suitable for qualified midwives and student midwives from their second year. The *maximum group size is twelve* and a suitable venue with appropriate facilities is required – please contact us for further details. Both the 4-day and the 6-day courses include assessment. They are not, on any account, suitable for cascade training to colleagues.

FEES:

There is a maximum group size of 12 midwives for all RZT courses delivered in-house

Should you require a larger group, an additional lecturer will be required, or we may advise having two courses – please enquire for supplements. You will need to provide a suitable room and (for courses off the UK mainland) adequate couches for practical work.

Four-day introductory course (relaxation treatments only) £5000 + VAT (£6000). The course is delivered as *two* two-day blocks, normally about four weeks apart. This equates to £500 pp.

Six-day course (including treatment of specific conditions) £7200 + VAT (£8640) - delivered as *three* two-day blocks, normally about four weeks apart. Equates to £720 pp.

Supplements: Scotland, N. Ireland, Eire, Channel Islands, Isle of Man - £250 travel surcharge *per study block*.



Foundation Certificate in Midwifery Complementary Therapies

This 5-day programme includes an introductory day, the 2-day Aromatherapy in Midwifery course (3 days, block 1); followed by a second block about a month later on Complementary Therapies for Post-dates Pregnancy and Moxibustion for Breech Presentation (2 days, block 2). There is one assignment (reflective diary). The programme covers the science and art behind the therapies, professional accountability and the process of implementation in the NHS, including development of clinical guidelines. Midwives who successfully complete this programme may be eligible to use it towards Expectancy's full Diploma in Midwifery Complementary Therapies programme in the following academic year. The course can also be offered as an elective course for student midwives.

Fees 2020	£5000 + VAT (£6000) for up to 24 participants (equivalent to £250 pp) inclusive
Supplements	<ul style="list-style-type: none">• £250 travel surcharge for Scotland, N. Ireland, Eire, Channel Islands, Isle of Man for each course. Please contact us for fees for courses overseas.



Foundation Certificate in Midwifery Acupuncture for NHS trusts

This programme is designed specifically for NHS maternity units wanting to introduce acupuncture into their care of pregnant and birthing women. Expectancy is pleased to offer the UK's only programme, accredited by the Federation of Antenatal Educators, to enable midwives to introduce acupuncture safely and effectively into NHS care, subject to the development of local clinical guidelines, so that you will be covered by the hospital's vicarious indemnity insurance. This academic and professional programme has six taught study days, usually delivered as three 2-day blocks of study about a month apart, plus considerable practice and guided home study throughout. NB The fees reflect the fact this is a *very intensive* programme requiring close supervision of practical work by three lecturers. There are also compulsory assessments of both practice and theory, requiring ongoing tutorial support and a rigorous assessment process.

Day 1 - introduction to programme; acupuncture in NHS midwifery practice, professional and change management issues; introduction to acupuncture; principles of needling; health and safety

Day 2 – acupuncture for stress relief and relaxation

Days 3 and 4 – forbidden points of pregnancy; acupuncture for pre-birth preparation; induction and acceleration of labour; pain relief in labour; retained placenta

Day 5 – Choose either: 1) acupuncture for antenatal backache, sciatica and lactation problems OR
2) moxibustion for breech presentation

Day 6 – review of all points; practical assessment; preparation for theoretical assignment; programme evaluation

FEES: £10000 plus VAT (£12,000) for the Foundation Certificate in Midwifery Acupuncture

This equates to £1000 per midwife including VAT for a maximum of 12 midwives.

Supplements: £2500 + VAT (£3000) per programme - travel supplement for Scotland, N. Ireland, Eire, Channel Islands, Isle of Man. We are sorry, but the programme is currently not available outside the UK.

10-day Certificate in Midwifery Complementary Therapies

For units considering the implementation of several complementary therapies into the care offered by midwives, the most cost-effective option is the ten-day *Certificate in Midwifery Complementary Therapies*. This is a full academic and professional programme taken over an academic year, with ten taught study days usually delivered in five two-day blocks about a month apart. As with all our courses, the programme is taught and assessed at academic level 6, equivalent to the third year of a degree. There are two module assessments and a reflective diary to complete. The group size is limited to 12 midwives or student midwives from their second year only. However, the aromatherapy course and the moxibustion and post-dates pregnancy days can be opened up to other attendees on a stand-alone basis (total group size 24). Conversely, the full cohort can be up to 24 midwives, but this will necessitate having two reflexology courses, for which the maximum group size is 12. Please contact us for more information or to discuss your specific needs. The programme is taught by Denise Tiran and Amanda Redford.

The Certificate in Midwifery Complementary Therapies includes:

- Day 1 – Introduction to the programme and to Expectancy
- Day 2 – Professional accountability of midwives and the implementation of CTs
- Days 3 and 4 – Aromatherapy in midwifery practice 2-day course (plus assessment)
- Day 5 – Moxibustion for breech presentation
- Day 6 - Acupressure for post-dates pregnancy
- Days 7 and 8 Reflexology in midwifery practice 4-day course (plus assessment)
- Days 9 and 10 continuation of Reflexology in midwifery practice. Evaluation of programme

FEES: £12,000 plus VAT (£14,400) for the full Certificate in Midwifery Complementary Therapies -

This equates to £1200 per midwife including VAT for 12 midwives (our normal fees for the Certificate programme in London are £1950 per person). If you wish to train more than twelve midwives, two groups will be required for the reflexology module

Supplements: £2000 + VAT (£2400) per programme travel supplement for Scotland, N. Ireland, Eire, Channel Islands, Isle of Man.

For groups of more than 12, second reflexology course: £4000 + VAT = £4800. This means that if 24 midwives enrol on the Certificate programme, the total cost is £19,200, equivalent to £800 pp.

Overseas courses

- Denise Tiran is available to teach for your organisation, anywhere in the world. Most of the courses in this brochure can be delivered worldwide, or we can design a bespoke course suitable for your needs. Denise can also join you as a conference speaker in your country.
- All courses are delivered in English. You must provide interpreters if some of your delegates do not speak sufficient English to understand the course.
- Overseas courses are charged at a daily rate, *including* travel days. If the visit involves travel days between courses or study days, these must be paid for in addition to the number of teaching days. Flights must be by British Airways (if available), business class (except UK).
- You can contact us on info@expectancy.co.uk to discuss your specific requirements and to book dates. Please note that at least six months' notice is required to ensure Denise is available for your chosen dates.

Book your in-house course or study day with Expectancy now

- If you would like to book a course or study day, contact us on info@expectancy.co.uk to discuss your requirements and mutual date availability. If the subject you would like is not included in this brochure, we are happy to negotiate a course that suits the needs and interests of your prospective student group – just ask us!
- Once you've agreed the dates with us, we send a booking form which you *must* return within one week to confirm booking. Failure to do so may mean that your preferred dates are no longer available. We then issue an invoice for *payment in full in advance* for short courses or a 25% non-returnable deposit for longer programmes.
- You are responsible for recruiting participants, booking rooms, arranging for our pre-course information to be sent to participants, providing a list of attendees and – where specified - distributing certificates of attendance after the event.
- You need to provide a room large enough to accommodate the anticipated group –suitable for practical work if you've chosen this option, with facilities for Powerpoint projection. For single study days without practical work you can have as many attendees as you wish; for courses and longer programmes with practical work the groups size is normally limited to 24, although for acupuncture and reflexology, the group size limit is 12. There will also need to be handwashing and refreshment facilities nearby. NB You *must* inform us if your local system does not accept external USBs.

Terms and Conditions:

- We require full payment at the time of booking by bank transfer within 30 days of invoice.
- A standard 15% surcharge on full fees will be charged for late payments of invoices. NO teaching will take place until payments are up to date. No compensation for time lost due to non-payment of fees. No certificates are issued to participants until full payment is received.
- Cancellations more than 60 days before event – full refund minus £250 + VAT (£300) administration fee plus any expenses already incurred by Expectancy. Cancellations between 31 and 59 days before the event – 50% of full fees payable. Cancellations within 30 days of the event – 100% fee payable, no refund of any fees already paid. Postponement to a later date in same academic year may be possible subject to availability and administration fee of £250 + VAT = £300.

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