



Expectant Parents' Complementary Therapies Consultancy



Educational and Consultancy

Services for Professionals

Academic Year 2008-9

www.expectancy.co.uk / 08452 301 323

Welcome to Expectancy



Expectancy's Director, Denise Tiran

The use of complementary therapies in maternity care has become extremely popular, with up to 75% of expectant mothers using natural remedies or consulting complementary practitioners to relieve pregnancy discomforts, to facilitate progress and ease pain in labour, and to aid breastfeeding and adaptation to parenthood. Research has shown that using complementary therapies to facilitate wellbeing during pregnancy, so that women are healthy enough to tackle the demands of labour, leads to greater maternal satisfaction, a reduction in the incidence of both short- and long-term sequelae of childbearing and, consequently, safer and more cost effective maternity services. However, it is not always easy for women to access information on which therapies are safe to use in pregnancy. Maternity care professionals and alternative therapists, who are often asked for advice on the safety of complementary medicine in pregnancy, are sometimes unsure where to find accurate, comprehensive, evidence-based and unbiased information for the women in their care.

Many midwives wish to develop new skills in a range of complementary strategies to facilitate normality in childbirth, but the wide variation in availability and the academic and professional calibre of courses can be confusing, whilst many courses do not provide appropriate, applied theory and practice which is relevant to normal midwifery practice. Doctors, health visitors and other conventional healthcare professionals may have difficulty in resourcing adequate in-depth information to assist women to make informed choices about their use of complementary therapies at this time. Conversely, complementary therapists, who are increasingly keen to work with clients during the preconception, antepartum and postnatal periods, may feel inadequately prepared to treat pregnant women safely. In addition, the evolving nature of maternity care means that other professional and semi-professional individuals, such as antenatal educators, doulas and maternity support workers, may wish to learn aspects of complementary therapies to add to their repertoire of existing skills in supporting women through pregnancy, childbirth and the early puerperium.

Expectancy is the leading provider of professional education on the use of complementary therapies in pregnancy and childbirth. Safety, professional accountability and evidence-based practice are key concepts in all our courses and study days.

Expectancy's university- accredited and professionally-approved courses and study days aim to facilitate, midwives, health visitors, doctors, complementary therapists, doulas, maternity support workers and antenatal educators to acquire the relevant knowledge and skills to advise or treat pregnant and childbearing women safely with complementary therapies and natural remedies. Expectancy has established a high profile in this very specific educational field, due largely to the pioneering work of its Director, Denise Tiran, a midwife, university lecturer, author and practitioner of several complementary therapies, who is an internationally-renowned authority on maternity-related complementary medicine. See www.expectancy.co.uk for profiles of the full teaching team.

Educational and Consultancy Services for Midwives



**and other healthcare
professionals working in the
conventional maternity services**

Introduction: In recent years, professional concern has arisen over the escalating intervention rates in UK maternity care, together with women's general dissatisfaction with the maternity services. The King's Fund enquiry (2008) identifies the changing demands of contemporary maternity care, highlights rising rates of intervention as one of the contributing factors to the vast number of maternity "safety incidents" and stresses the profound and long-lasting impact of birth experiences on women. However, the advent of new midwife-led, low-risk birthing units has enthused midwives to explore different, more natural means of being "with woman". Increasingly, midwives are keen to offer aspects of complementary therapies including aromatherapy, reflexology, moxibustion, hypnosis and acupuncture to enable them to return to a more holistic, nurturing and natural form of care for pregnant women and their families and to facilitate improved outcomes for normal births. Although the evidence-base of complementary medicine is still emerging, there is a growing body of research on many commonly used therapies, and several studies on the safety and efficacy of complementary therapies for childbirth. The National Institute for Health and Clinical Excellence (2008), whilst recognising the relative paucity of randomised controlled trials in this field, nevertheless acknowledges that women may wish to use natural remedies to facilitate pregnancy and labour and identifies several studies on therapies such as massage and acupressure / acupuncture which have proved beneficial for childbearing women.

Expectancy Courses for midwives aim to equip participants to implement aspects of complementary therapies into their practice, in accordance with the requirements of the Nursing and Midwifery Council. All courses are academically accredited by the University of Greenwich, London, (15 credits at level 3) providing an option for those wishing to gain academic credit points towards a degree programme. Pre-planned educational activities are offered in various UK venues.

Bespoke in - house courses and study days can be provided on your own premises and adapted to local requirements. They are particularly aimed at trusts considering the implementation of complementary therapies into midwifery care. Universities requiring introductory sessions for student midwives or complete modules for those undertaking postgraduate programmes can also be accommodated, as can courses for medical students. Although focused primarily towards practising and student midwives, these courses and study days are also open to health visitors, gynaecology nurses, obstetricians and general practitioners, antenatal teachers and doulas with an interest in the safe use of complementary therapies in pregnancy and childbirth. Courses can be delivered in the UK and overseas, subject to negotiation.

Assessment: Certificates of Attendance are awarded to all participants, which comply with the requirements of the Nursing and Midwifery Council as evidence of adequate and appropriate learning for practice. Competency-based assessment of midwives, either through observational practical assessment or via reflective case studies, can be undertaken where trusts require specific evidence of learning and application to midwifery practice. Theoretical assessment is available for midwives wishing to obtain academic credit towards a degree programme. Courses are academically-accredited by the University of Greenwich, London, UK (15 credits at level 3). Students submit a 2500-word essay debating the advantages and disadvantages of a specific element of complementary therapies in pregnancy and childbirth. A period of three calendar months of structured home study follows the taught component, during which students have online access to a designated tutor who provides support in preparation for the summative assessment.

Consultancy services are negotiable for trusts / maternity units requiring assistance to implement complementary therapies, including initial training, implementation, provision of draft policies for local adaptation, staff mentoring and supervision and continuing education and audit once the service is established. Midwifery managers should also see *Educational Services for maternity support workers and doulas* for details of our Maternity Support Therapist training programme, aimed at extending the role of maternity support workers.

Courses and study days for midwives, health visitors and doctors include:

- **Implementing aromatherapy in maternity care (online version also available)**
- **Reflexology techniques for pregnancy and childbirth**
- **Moxibustion and other alternatives for women with breech presentation**
- **Complementary therapies to facilitate normal birth**
- **Safety of natural remedies in pregnancy and childbirth (herbal, homeopathy, Bach Flower Remedies)**
- **Introduction to homeopathy in maternity care**
- **Bach flower remedies for pregnancy, childbirth and the puerperium**
- **Stress in pregnancy**
- **Introduction to complementary therapies: issues for supervisors and managers**
- **Adaptation course: application of generic complementary therapy principles specifically to midwifery practice (for midwives already qualified in a therapy)**
- **Other subjects available by negotiation**

Educational Services for Complementary Therapy Practitioners and Colleges



Introduction: Practitioners of many complementary therapies enjoy treating pregnant women and some may wish to accompany them in labour. However there is much controversy surrounding the safety of complementary therapies in pregnancy and childbirth and some practitioners decline to treat expectant mothers until they have undertaken specialist education to equip them to do so. Those who are keen to extend their skills and knowledge have difficulty in accessing courses of an appropriate academic standard, or with a particular focus on the safe and effective incorporation of complementary therapies into conventional maternity care.

Expectancy believes that “advanced practice” is not necessarily about acquiring new manual skills, but involves the deepening of knowledge and understanding and the ability to reflect on and adapt existing practice in order to enhance care. Therefore, all therapists are strongly encouraged to undertake Expectancy’s unique theoretical **Caring for Pregnant Clients** course, either as a two-day taught module or via a distance learning option. This can be studied as a stand-alone course or as the first module of Expectancy’s innovative *Maternity Support Therapist* programme (see below).

Courses and study days for complementary practitioners include:

- **Caring for Pregnant Clients (online version also available)**
- **Implementing aromatherapy in maternity care * (online version also available)**
- **Reflexology techniques for pregnancy and childbirth ***
- **Safety of natural remedies in pregnancy and childbirth**
- **Complementary therapies for women’s health (infertility, premenstrual tension, menopause, hysterectomy, etc)**
- **Research issues in maternity complementary therapies**
- **Integrating complementary therapies into NHS maternity care***
- **Other subjects available by negotiation**

* These courses are shared with midwives and are subject to prior completion of either the Caring for Pregnant Clients course or Maternity Support Therapist programme

Bespoke in-house courses for complementary therapy colleges: The regulatory bodies for many complementary therapies have now developed core curricula, which require all students to have a basic understanding of reproductive health, including:

- Anatomy and physiology of the reproductive system and related endocrine system
- Physiology and care in pregnancy, childbirth and the postnatal period
- Pregnancy, childbirth and early parenthood - physical and emotional discomforts and complications, and emergency childbirth
- Fertility issues such as preconception preparation, sub-fertility and IVF
- Menstruation physiology, premenstrual syndrome and related problems
- Menopause and its medical management, including hormone replacement therapy
- Gynaecological conditions eg polycystic ovary syndrome, pelvic inflammatory disease, endometriosis, gynaecological cancers and related medical treatments including surgery

Whilst many colleges and schools of complementary therapies may have staff with the relevant expertise to cover the subjects highlighted in the core curricula, some will prefer to invite Visiting Lecturers working in the clinical field to provide educational sessions for their students. Expectancy can provide bespoke in-house courses for colleges and schools of complementary therapies, taught by university lecturers who are both experienced practising midwives and complementary therapists. Any of the courses above can also be offered in-house, adapted to specific requirements of the college and related to different therapies.

Assessment: Certificates of attendance are awarded to all participants and can be used as evidence of continuing professional development. The Caring for Pregnant Clients course is accredited by the Federation of Holistic Therapists; therapists who complete the 3 day Implementing Aromatherapy or Reflexology Techniques course may also undertake a written assessment if they require academic credits towards a degree, as these are accredited by the University of Greenwich, London.



Educational Services for Maternity support workers, Doulas and Antenatal teachers

Introduction

Studies have shown that the continued support of an appropriately prepared female companion during labour can improve the outcome for both mother and baby. It is more likely to result in a normal vaginal birth without intervention or complications, providing the mother and her partner with a safer and more satisfying birth experience and, indirectly, preventing ongoing complications such as postnatal depression. The use of complementary therapies in maternity care is extremely popular and it is estimated that the self-administration by expectant mothers of substances such as herbal and homeopathic remedies may be anything between 50% and 75%, primarily to relieve discomforts such as morning sickness and backache and, postnatally to help them adapt to motherhood and breastfeeding. In labour the use of complementary therapies helps to relieve pain, fear, tension and anxiety and can make the difference between a normal birth and a Caesarean section.

Some maternity units now offer aspects of complementary therapies including aromatherapy, reflexology and acupuncture. However, although it has been suggested that approximately a third of midwives use complementary therapies, the availability within the NHS of such services remains limited. Women are increasingly prepared to pay for services which provide them with a satisfying experience, especially since financial and staff reductions in conventional maternity services mean that they have little opportunity to discuss their worries with their midwives. The use of lay supporters – or *doulas* - to accompany mothers in labour has become very popular. However, there is no legal requirement for national regulation of these semi-professional advocates, no standardisation of training to prepare them to practice and no accepted codes of conduct or practice. Furthermore, whilst unqualified doulas wish to support mothers' wishes for natural childbirth, lack of understanding of physio-pathological developments during labour can potentially cause tensions with conventional maternity care professionals which may compromise maternal and fetal wellbeing if left unaddressed.

Expectancy's Maternity Support Therapist programme aims to prepare interested and enthusiastic lay women to provide nurturing and supportive care to mothers before, during and immediately after childbirth, using aspects of complementary therapies such as massage, aromatherapy, certain specific manual techniques (eg acupressure and reflex zone therapy) and Bach Flower remedies. Prospective students enroll for either the **Birth Support Therapist** or **Postnatal Support Therapist** route or may opt to complete both components. The modular part-time programme commences with the **Caring for Pregnant Clients** course, either as a 2 day taught course or via distance learning (module 1). This is followed by two 2 day taught modules and guided home study, plus a final assessment day, equating to 90 study hours in total. Students wishing to complete both the Birth and Postnatal Support Therapist routes of the programme undertake a further two 2-day modules and a second assessment day. University accreditation is planned for this programme and retrospective academic credit may be available for those who complete before 2010.

The course is suitable for women interested in maternity care, women with childbirth experience, NHS maternity support workers wishing to extend their role, antenatal teachers, complementary therapists and women with an interest in future midwifery training. Safety and professional accountability are key concepts in Expectancy's Maternity Support Therapist programme. This aims to ensure that women receive care, advocacy and support which is appropriate to their individual circumstances. Students are facilitated to appreciate the need for good communication with conventional maternity care professionals, to take account of the dynamic nature of birth and the early postnatal period, and to understand the need to adapt accordingly in order to minimize risk to mothers and babies.

Structure of the Maternity Support Therapist programme

- All students complete Module 1 - the Caring for Pregnant Clients course (taught or online version)
- Either - **Birth Support Therapist** module 2 – complementary therapies theory and practice related to care and support in labour (2 days)
- Plus - Birth Support Therapist module 3 – complementary therapies theory and practice (continued) plus assessment day (3 days)
- And / or – **Postnatal Support Therapist** module 2 – postnatal physiology and care; complementary therapies for the postnatal period (2 days)
- Plus – Postnatal Support Therapist module 3 – breast feeding and infant nutrition; complementary therapies to ease postnatal depression, plus assessment day (3days)

Bespoke in-house courses and study days for antenatal educators and doulas can also be provided on a range of subjects related to the safe use of complementary therapies in pregnancy and childbirth, including:

- Introduction to complementary therapies in pregnancy and childbirth
- Breastfeeding and infant nutrition
- Postnatal depression and complementary therapies
- Introducing complementary therapies into antenatal education

Expectancy Clinical Services: “Morning sickness” consultations



Expectancy does not generally provide clinical services direct to mothers, but aims to train other professionals to offer these facilities within their own sphere of practice. Expectancy is involved in assisting several NHS trusts to implement one or more complementary therapies into their existing conventional maternity services, through contracted clinical work, primarily within London and the southeast. However, Expectancy’s Director, Denise Tiran, specialises in using a range of complementary therapies to treat women suffering nausea and vomiting in pregnancy, and prospective purchasers of Expectancy’s educational services may wish to refer clients for more specific assistance than they feel able to provide themselves. Denise has conducted ten years’ research into her unique integrated system for treating women with “morning sickness” and has a 65-70% success rate in reducing the severity of symptoms.

Expectancy intends to trademark and franchise this system in the near future - expressions of interest are welcome from midwives or health visitors (only), who have completed the Expectancy™ Registered Practitioner training programme.

Telephone consultations for mothers: The £60 fee includes a 60 minute consultation by pre-arranged appointment, a complimentary copy of Expectancy’s CD ROM on *Coping with Sickness in Pregnancy* and ongoing telephone support as required.

Expectancy’s CD ROM on *Coping with Sickness in Pregnancy* is available to purchase separately, cost £19-99 including p&p (UK mainland; p&p extra for overseas orders). Bulk orders for resale to clients are charged at £80 for ten copies, including post and packing.

Enquiries from mothers on any issues related to the safe use of complementary therapies in pregnancy and childbirth: online single enquiries from mothers will be answered free of charge.

Expectancy maintains an online Register of appropriately qualified professionals who provide safe, accountable and evidence-based maternity complementary therapy services. This enables mothers to identify suitably trained practitioners in their local area.

There are three registration sections: **Midwives and Health visitors, Complementary therapists and Maternity support therapists.**

Registration for three years includes:

- full Expectancy training programme (must be completed within one academic year)
- online mentorship and supervision regarding specific clients and answers to general complementary therapy / maternity queries with one of Expectancy's tutorial team
- the quarterly online *Expectancy Review* of research abstracts and news
- promotion of your maternity-complementary therapies services on Expectancy's website, plus a link to your own website if you have one
- 10% off future attendance at any of Expectancy's courses and study days
- *Please note:* 1) It is a requirement of registration that you submit reflective case studies of three pregnant, labouring or newly-delivered mothers you have treated (3 per year) as evidence of appropriate and safe practice – these can be used for continuing professional development purposes. 2) Registration is subject to possession of current personal professional indemnity insurance cover enabling you to treat pregnant women.

Fees for those registering within the 2008 - 9 academic year (3 year registration; payment in three instalments is possible but incurs a 10% surcharge and can only be paid through online banking)

Expectancy™ registered practitioner programme for Midwives (£1100)

- Implementing Aromatherapy in maternity care 3 day course
- and Reflexology Techniques for pregnancy and childbirth 3 day course
- and one Expectancy study day of your choice

Expectancy™ registered practitioner programme for Complementary Therapists (£850)

- Caring for Pregnant Clients course – 2 day taught course or distance learning course
- and either Implementing Aromatherapy in maternity care 3 day course
- or Reflexology Techniques for pregnancy and childbirth 3 day course
- or three separate single Expectancy study days

Expectancy™ registered practitioner programme for Birth / Postnatal Support Therapist routes (£11000; combined Maternity Support Therapist programme £1750)

- Caring for Pregnant Clients course, either 2 day taught course or by distance learning
- followed by either two 2 day modules plus assessment day - Birth Support Therapist
- or two 2 day modules plus assessment day – Postnatal Support Therapist
- or four 2 day modules plus two assessment days – combined Birth / Postnatal support therapist

Registration only: midwives, health visitors, complementary practitioners, doulas, birth support therapists, antenatal educators who have completed the required Expectancy training programme within the previous two years are eligible to become Expectancy™ Registered Practitioners on the relevant part of the Register, for a fee of £300 (three year registration)

Courses and study days for the 2008-9 academic year

	Maidstone, Kent	Slough, Berkshire	Northwich, Cheshire	Other venues
Sep	11 th 12 th & 13 th Implementing aromatherapy			3 rd Women's health day OXFORD 4 th & 5 th Caring for Pregnant Clients OXFORD
Oct		10 th 11 th 12 th Reflexology techniques	16 th Issues for Supervisors re Comp. Therapies 17 th Moxibustion for Breech	25 TH , 26 TH Visit us at CAM Expo, Earl's Court, LONDON, Stand 1412
Nov			13 th Safety of Natural Remedies in Pregnancy 14 th Comp therapies for Preconception & early pregnancy	
Dec		5 th & 6 th Caring for Pregnant Clients course (Mat Supp Ther. module 1) TBC	3 rd & 4 th Bach flower remedies 1 and 2	2 nd Online Webinar with Denise Tiran - www.midirs.org 4 th OXFORD Women's Health day (therapists)

Jan		6 th & 7 th Birth support therapist module 2 TBC	14 th & 15 th Caring for Pregnant Clients 16 th , 17 th & 18 th Reflexology techniques	
Feb	14 th Moxibustion for Breech	6 th 7 th & 8 th Implementing aromatherapy	3 rd & 4 th Birth Support Therapist module 2	
March	2 nd , 9 th and 16 th Reflexology techniques	3 rd , 4 th & 5 th Birth support therapist module 3 TBC	5 th Recall day Aromatherapy 6 th Recall day Reflexology	Introduction to Comp. Therapies – apply to School of Health, University of East Anglia
April			8 th , 9 th & 10 th Birth Supp. Ther. module 3 plus assessment day	
May	9 th Issues for Midwifery Supervisors and Managers		5 th & 6 th Comp. therapies for postnatal care (and P/N Supp. Ther. module 2)	20 th 21 st Visit us at Primary Care Expo, NEC, Birmingham, Stand G167
June		5 th Moxibustion for breech	18 th 19 th 20 th Implementing aromatherapy	
July			2 nd , 3 rd & 4 th Breastfeeding and Comp. Therapies for Postnatal Depression (and P/N Supp. Ther. module 3 plus assessment day)	

Fees for the academic year commencing September 2008 – July 2009:

3 day courses £455 (assessment admin. fee £75) 2 days £300 Single study days £135
 Online courses: Caring for Pregnant Clients £275 Implementing Aromatherapy £375

Applications and further information about any of Expectancy's courses and services can be obtained from Denise Tiran, Director, on www.expectancy.co.uk/Contact or by telephoning **08452 301 323** (local rates, UK only). If there are any additional courses and/or services which you would like Expectancy to consider please also let us know.

www.expectancy.co.uk Expectancy's website contains more information about our courses and services, as well as research references and resources, free information leaflets for mothers and explains some of the commonly used complementary therapies and their safety in pregnancy and childbirth.