



## PSB Elections - Get Ready To Vote!

As mentioned in our [July 2013](#) and [August 2013 newsupdates](#) the next round of elections for the Aromatherapy, Reflexology and Shiatsu Profession Specific Boards (PSBs) are due to begin. All CNHC registered Aromatherapists, Reflexologists and Shiatsu practitioners have been emailed with details of the process.

Practitioners from these disciplines will have the opportunity to stand for election during September, with the voting itself commencing on 1st October 2013.

For further details see our website: [CNHC News: The Election Process](#). For any enquiries about the elections please contact us at: [info@cnhc.org.uk](mailto:info@cnhc.org.uk)

## How to stick to the Advertising Rules

All CNHC registered practitioners have signed up to CNHC's Code of Conduct, Performance and Ethics which includes a clause about advertising, and everyone, CNHC registered or not, must abide by the Advertising Codes.

If you are a practitioner it is far simpler to make sure you are not breaching the Codes than to receive a complaint and we have put together this advertising check-list to help you:

### Advertising check-list:

- If you have any questions about advertising please check our [CNHC Advertising Guidance](#)
- Use the descriptor for your discipline(s) which can be found here: [CNHC therapy descriptors](#) or is available to download at [My CNHC](#).
- Check CAP's Advice online which you can find here for a number of CNHC registered disciplines: [CAP Advice Online](#)
- Contact the [CAP copy advice team](#) if you want to make statements in your advertising which are not included in the descriptor for your discipline.

You can also contact the CNHC office by emailing us at [info@cnhc.org.uk](mailto:info@cnhc.org.uk) but please note that we are not able to check the wording on individual websites – you will need to contact the CAP copy advice team for that. We will update practitioners whenever there is a change to the wording you are able to use.

## Check CAP Consistency

As part of its commitment to provide consistent advice and regulation, the Committee of Advertising Practice (CAP) wants to hear from businesses that feel that the requirements placed on them by CAP are in conflict with other legal or regulatory restrictions, or that the advice given by CAP differs from advice given by another regulatory body. For more information see the CAP website information on 'Our Commitment to Consistency' under 'Advertising Codes' or click here: [CAP Commitment to Consistency](#)

## Local Champions – thank you!

We would like to thank all of our CNHC Local Champions who have been raising awareness of CNHC during July and August. We will provide an update of this year's campaign an upcoming newsletter. Many Local Champions will be continuing their activity and we will be holding our first meeting of Local Champions at this year's camexpo when practitioners will be able to share ideas and best practice.

**THANK YOU**



## PSA accreditation

CNHC is currently going through the Professional Standards Authority (PSA) accreditation process and we will provide an update in future editions of *newsupdate*.

## Contact CNHC:

Email [info@cnhc.org.uk](mailto:info@cnhc.org.uk)  
or call on 020 3178 2199.

To view CNHC's website, [click here](#).

## CNHC Advertising Special

Advertising is a key issue for the complementary healthcare sector, especially since March 2011 when the Advertising Standards Authority (ASA) widened its remit to regulate websites.

As this is such a big area, this *newsupdate* focuses on describing CNHC's role in dealing with advertising as well as what you need to know as a practitioner.

### CNHC's role:

As a voluntary regulator we have a number of roles concerning advertising. You will have read about some of these in previous issues of *newsupdate* but some may be less familiar.

#### 1. Providing guidance

As a regulator we produce guidance for practitioners and we have produced our own Advertising Guidance. You can see this here: [CNHC's Advertising Guidance](#) and on our website under 'Publications' / 'Guidance Sheets'. We have also worked in consultation with CNHC's Profession Specific Boards (PSBs) and the Committee of Advertising Practice (CAP) to produce wording that practitioners can use to avoid the risk of a successful complaint. You can find the text for your own discipline on CNHC's website here: [CNHC therapy descriptors](#) or by logging into [My CNHC](#).

More recently we have produced guidance about the Cancer Act 1939 which you can find on our website here: [CNHC Guidance on the Cancer Act 1939](#) and you will have seen our articles about this in recent issues of *newsupdate* ([June 2013 newsupdate](#) and [August 2013 newsupdate](#))

#### 2. Making a difference to the Advertising Rules

A key part of our role is to influence the debate about advertising regulation to try to make sure that it is proportionate. For some time CNHC has challenged the basis upon which research evidence is assessed and accepted by the Committee of Advertising Practice (CAP) and the Advertising Standards Authority (ASA).

Currently any claims made in advertising about the benefits of a particular therapy must be backed up by randomised controlled trials (RCTs) which are expensive and quite rare in the complementary healthcare sector.

The wording we have had agreed with CAP has been put together on this basis where CAP accepts (or rejects) wording depending on the research ASA / CAP considers acceptable.

Rather than relying solely on RCTs, CNHC wishes the ASA and CAP to take a broader view of the hierarchy of evidence to include research which ranges from systematic reviews to case study reports. We have raised this on a number of occasions with the ASA and CAP, including at our joint seminar in December 2012 (see [January 2012 newsupdate](#)). We are delighted to have Professor George Lewith on the CNHC Board, as he brings his wealth of research expertise to bear on this issue.

We also support the work of the Research Council for Complementary Medicine (RCCM) which is holding a seminar in September with CAP and the ASA to discuss this very issue (see below) and we encourage any practitioner who wants to be involved with the debate to attend where possible. You may also want to get involved with or set up a research project and if this is the case it may be helpful for you to join the RCCM. You can find out more about the RCCM on their website here: <http://www.rccm.org.uk/>.

The more legitimate research exists to demonstrate the benefits of complementary therapies, the more you will be able to say in your advertising.

#### 3. What happens when we receive a complaint?

As a regulator we deal with complaints. We were set up in the public interest as an independent body for the public to turn to if need be. When CNHC receives a complaint about advertising we have to address it.

CNHC is committed to the principles of better regulation which means we take a proportionate, accountable, consistent, transparent and targeted approach to regulation. In the case of a complaint about advertising this normally means that we seek informal resolution of the complaint - provide an opportunity for the practitioners to amend the advertising wording - rather than immediate referral to the Investigating Committee.

We are aware that there are a number of groups that run campaigns to encourage complaints about practitioner advertising and CNHC has received such complaints. When this happens we do what we can to support practitioners with making amendments to their websites and in most cases this is simply a case of changing the wording. Where this does not take place we have no alternative but to implement our formal procedures.

If you are a practitioner it is far simpler to make sure you are not breaching the Codes than to receive a complaint and we strongly encourage you to make sure your advertising is acceptable.

## RCCM – 25th September 30 year celebratory Conference

A reminder that the Research Council for Complementary Medicine (RCCM) is holding a special event to discuss the nature of high quality research in complementary medicine. **From Hierarchy of Evidence to Good Practice** will include CNHC Board member, Professor George Lewith, Nick Hudson from the Committee of Advertising Practice, Professor Sarah Stewart-Brown from the University of Warwick, Dr Karen Pilkington from the University of Westminster and Roger Newman Turner (Founder member of the RCCM). The Conference, which marks 30 years for the RCCM, will be followed by an evening reception.

**Date:** 25th September 2013 2 – 7pm

**Venue:** The Royal Society, London.

**Fee:** £80 (RCCM and CAMRN members) / £110 non-members

**Contact:** [camrn@rccm.org.uk](mailto:camrn@rccm.org.uk) to register – LAST BOOKING DATE THURSDAY 19th SEPTEMBER

## New funding for voluntary organisations that improve health and social care

Health and Care Minister Norman Lamb has recently announced that new government funding is available to voluntary organisations in England that support health and social care.

The new Innovation, Excellence and Strategic Development (IESD) Fund will be awarded to voluntary groups that work towards improving the health and well-being of people across England. The money they are awarded goes towards testing and developing new ways of working in the health and social care system that will:

- Improve people's health and well-being
- Promote improved ways of working to achieve excellent outcomes in health and social care
- Support the health and social care sector to develop sustainable business models for the future

For further information and an application pack check the Department of Health website here: [IESD Fund](#)



A fresh look at natural, complementary and integrated healthcare

Reduced £6.50 entry offer to CNHC registrants

Seminar: Saturday 5th October 13.45-14.30 - Theatre 2

Come and see us on stand 2337!

Register online now! [Click here](#) and quote priority code **camx296** before 4th October