

July 2009

NFNLP's NLP Today E-zine

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Something to think about from Dr. Wil Horton

Intro to NLP Today E-Zine

NLP Today E-Zine is a monthly series of articles that will bring you the best information in the world of NLP and Hypnosis. We will bring you articles that have been proven in the real world. Heavy with techniques and information you can use in your daily life, whether it's as a therapist with clients, business or sales, or just for self-development. We will get you the information you want and can't get. We focus on proven applications, not theory. Our trainers all "do the work." This is the difference that makes the difference. We cut the fluff and bring the main course. Mental Food you can use. NFNLP is the leader in this type of technology.

This is a service of the National Federation of NeuroLinguistic Programming/Psychology and Dr. Wil Horton. We want people to achieve their highest potential, and NLP is the #1 tool for this. You can achieve your dreams.

Captains Log:

As summer is in full bloom I will keep this ezine short as we all try to enjoy the summer weather. (Of course living Florida, we have summer longer!) As I write this I am getting ready for the NGH Conference next week, it looks like a great year, a lot on NFNLP trainers will be teaching including Beryl Comar and her Emotional Intelligence Course, Georgina Cannon and her Past Lives course, Lee Pascoe, Faith Wood, Jeannette Laitner, Scott McFall, Stephanie Ho, Charles Curtis, Nancy Curtis, Kevin Linehan, Devin Hastings, Lee Pelletier, and Pearl Feeny Grater, Beth Campbell, Monica Santle, and Lucinda Flint will do a session based on the Witches Brew exercise! Looks like NFNLP keeps expanding.

For those who are unsure of just what is Beryl Comar's Emotional Intelligence Coach & Trainer's course is.. (Sounds fun! Don't miss it!)

This is an interactive course to introduce Emotional Intelligence and how

hypnotists can get into the EQ training business with their existing skills. Success requires more than IQ, which has tended to be the traditional measure of intelligence, ignoring essential behavioral and character elements. And we know that despite possessing a high IQ rating, success does not automatically follow. EQ embraces two aspects of intelligence; understanding yourself, your goals, intentions, responses, behavior and understanding others and their feelings. A person with high Emotional Intelligence, sorts out strengths and weaknesses of self fairly accurately, is aware of own feelings, is willing to admit ignorance, is willing to be challenged, to listen to ideas and values of others even though different from their own ideas, beliefs and feelings. What's more, be able to help clients to change.

A personal call to action, one of our member's, Fern Kwantes, and sister of NFNLP Trainer Faith Wood is facing extreme health challenges and a way has developed for us to help her..There is only a short time left (time frame for raising the money needed for a special medical procedure) that we can help her.PLEASE visit these website's for information and possibly help as we have. This is no internet scam, we have personally checked it out.
<http://www.faithforfern.com/> and
<http://www.airdrieecho.com/ArticleDisplay.aspx?e=1607256>
Please take the time to read this and pass on the website's to any other caring people you know.

I just returned from Malaysia and my first trip to China, it was an interesting experience, with a learning lesson for me; I will talk about that next time.

Just added NLP and NGH Train the Trainer - Certified Instructor Course / NLP Trainers Certification Course . October 7 to 11, 2009 in Venice Florida, call for details!

As a bonus for NFNLP members, I am adding a training in September.a Sports and Performance course (1 day) and a new Hypno~Addictionology course (2 days). These will be offered for \$99.00. These are the same courses I teach for \$600 to \$1000. I am doing this to re-film them for our video courses and a special offer for NFNLP members! The dates being considered are September 18, 19, 20 and September 26, 27, 28, 2009. Space is limited so CALL TODAY!

NEW BOOK ANNOUNCEMENT: my new Book "The Alcohol and Addiction Solution" has just been released and is available, the article below is related. The

book will be launched September 1, 2009 call for your pre-release signed copy! Here is a section of the forward:

"For over 25 years I ran a clinic that used hypnosis and Neuro Linguistic Programming to help people lose weight, stop smoking, lower stress, improve their sports games and, of course, overcome addictions. In treating over 20,000 clients, I've found ways to rapidly help my clients reprogram their minds. Now I've taken what works from psychotherapy, Alcoholics Anonymous, the medical community, and the best of the current alternative therapies. I've woven them into a new, unique way to, not just recover, but to become the person you always wanted to be.

I've written this book in easy-to-understand words and terms because my goal is to help people recover, not to impress the professional community. The important thing is for you to get a hold of these ideas so you can develop your own unique recovery program.

So, back to the question, why now? The answer is: I want to bring hope to the hopeless and a way out to those that see no way out. I want to help the family members of those same people. The techniques and ideas that I share with you here not only saved my life, but gave me a life worth living. That's what I want for you.

This book is not intended to replace traditional therapy, A.A., medical treatment, or spiritual advice. It is intended to help you recover from your addiction. The information in this book, and on the Apex Program, can be used by itself in the privacy of your home or with other treatment modalities under the care of a professional."

No conference calls this month due to travel and taking some much needed R&R!

Look for them next month!

Theory into Practice:

Hypnosis and the Treatment of Addiction

William D. Horton, Psy.D. CAC

Hypnosis presents a unique method of treating addictions, most notably smoking, and positive results are continually reported. Small scale studies and case reports highlight the effectiveness of hypnosis over other methods, especially as a complementary therapy, in the treatment of nicotine,

alcohol, opiates and a whole host of other addictions. As a result of the classification of hypnosis as an 'alternative' therapy however, comparatively little research has been done on any sort of large scale and this will need to change for a world where addiction presents a major foe for public health. Greater publicity of the success of hypnosis in treating obesity could help the field progress over the next few years.

Addiction presents a serious health problem around the world and addiction to tobacco and alcohol are, respectively, 4th and 5th in the rankings of risk factors contributing to the global burden of disease. Together these two are thought to be associated with over 6.7 million deaths per year worldwide, and this estimate is added to when other examples of addictions are taken into account, such as opiate abuse (Davey and Halliday, 2007). While a vast quantity of resources are aimed at treating and curing the diseases and disorders that result from these addictions, rather less is directed towards prevention. More effective strategies for treating the addictions before they cause significant health problems could alleviate this burden on health systems around the world. A variety of such treatments for addictions exist and the focus of this review is the use of hypnosis.

Hypnosis techniques to treat addictions usually rely on one of three broad methods: strengthening the patient's will to quit, weakening the desire to pursue the subject of the addiction and helping the patient to concentrate on quitting (Abbot et al, 1998). Hypnosis itself as a tool extends to more than this though and can be used in a less direct manner which may focus on the underlying causes of an addiction rather than the addiction itself. This then allows the therapist to give the patient the tools they need to overcome their addiction themselves. As hypnosis deals with the mind, it is a very subjective topic and as such it is often difficult to reveal its true potential in a clinical trial as each patient's approach to it will be different and depend on their personality, their mental state as well as numerous other factors (Oster, 2005).

Some studies surrounding the treatment of alcoholism have shown that emotional issues play a vital role in how a patient approaches the recovery process and, as a result, how successful it is. Pekala et al have shown that any treatment plan needs to afford the patient the ability to overcome any anger and impulsivity and increase feelings of serenity (2009). They found that once this is done, the patient is much more able to commit to the treatment program and may perhaps be less likely to relapse. This follows an earlier study that found hypnosis to be effective in helping certain patients with these very issues (Pekala et al, 2004), and so it can be inferred that hypnosis is a useful technique for helping patients with the psychological aspect of addiction. This is particularly important if the

adaptive orientation for addiction is taken into account as it presents one method of breaking the 'vicious cycle' where by substance abuse allows the addict to effectively self-medicate for an emotional problem, which itself creates further psychological distress and leads to further drug use (Toates, 2007). One author does point out the need for firm clinical diagnosis and psychiatric assessment before any hypnotherapy is started (Jayasinghe, 2005) This is important in demonstrating that hypnosis as a technique in the treatment of addictions can go hand-in-hand with mainstream medical techniques and should not be sidelined as alternative medicine.

One study done on a small scale revealed intensive hypnotherapy had a 77 percent success rate for the treatment of alcoholism at 1 year (Potter, 2004). The study went on to describe how public perception has been the largest barrier to progress in the development of hypnotherapy, particularly due to the use of hypnosis in entertainment. This is confirmed by Modlin, 2004. Even so, the use of hypnotherapy is continually cited for both the initial treatment of alcoholism and the prevention of relapses (Daley, 1989). As the success of other hypnotherapies continues to be revealed, it is likely that its use in the treatment of alcohol dependence will be the subject of increased research.

A review in 1998 by Abbot et al looked at published work to attempt to determine whether or not hypnosis was an effective treatment for nicotine addiction. Unfortunately they found that there was insufficient evidence to draw any valid conclusions. This is likely contributable to the funding issues for hypnotherapy research, which are discussed later. In the intervening decade, there have been further small scale studies but more substantive progress was made in 2007 with a larger clinical trial conducted at the San Francisco VA Medical Center (Carmody et al, 2008). This trial involved 286 smokers and utilized different treatment methods, including hypnosis, to see how effective the treatment was. They found a statistically significant benefit from using hypnosis and found that 40% more smokers remained abstinent at 12 months in the hypnosis group over the behavioral therapy group. They went on to find that the difference was greater among smokers who had a history of depression. This suggests that the hypnosis technique used is particularly effective at targeting the underlying issues in the patient's personalities that are driving the addiction. Without the depression powering the addiction and contributing to their psychological state, those patients felt less of a need to smoke and so were more able to quit and stay abstinent.

These encouraging results have demonstrated that the use of hypnosis to treat nicotine addiction is an effective strategy when combined with the use

of nicotine patches. This follows from the dichotomy of addiction, which covers the body's dependency on a particular substance (in this case nicotine) and the mental aspect. From this study, it can be inferred that using chemical treatments and hypnosis together can allow for a patient to overcome both the mental and physical sides of their addiction and remain abstinent.

Individual case reports continue to show further positive evidence for the use of hypnosis in helping people to quit smoking (Bonshtein et al, 2005; Elkins et al, 2006). Other studies have focused, perhaps more importantly, on the mechanisms of hypnotherapy and how its effectiveness varies between different people. Several articles have looked at how men and women differ in their responsiveness to hypnotherapy and have shown how some techniques are more effective with men and vice versa (Green et al, 2008; Johnson and Karkut, 1994; Toll et al, 2008). This is a criterion that is often missed out in some of the general studies and this may be necessarily due to small sample sizes in these cases.

It is clear that there is increasing positive evidence for the use of hypnosis as a treatment tool for both nicotine and alcohol dependence. Other studies have however gone on to look at its efficacy in the treatment of opiate, sex and gambling addictions. Current research is lacking for the effectiveness of hypnosis in treating tranquilizer addiction (Dar and Kumar, 2008). Indeed, hypnosis is actually considered as an alternative to prescribing benzodiazepines in patients who demonstrate a greater likelihood of developing an addiction (Johnson et al, 2007). Hypnosis can therefore in these circumstances help patients with the prevention of addiction in addition to its treatment. Further to this is the use of hypnosis in helping patients with multiple drug dependencies through detoxification. Patients undergoing hypnotherapy reported much greater relief from withdrawal systems than those undergoing simple supportive counseling (Zimmerman et al, 2006). Hypnosis may therefore have multiple benefits beyond simply helping a person to overcome an addiction and it is clear in this case that hypnotherapy provided an easier route towards abstinence than traditional counseling.

Perhaps the greatest success for hypnosis in modern clinical practice (in the context of addiction) has been in the treatment of obesity. Overeating that leads to obesity is certainly considered by many psychologists to fulfill the criteria set out in the Diagnostic and Statistical Manual of Mental Disorders for an addiction, covering all of tolerance, withdrawal, loss of control, attempts to control, time spent on use, sacrifices made for use and use despite known suffering (American Psychiatric Association, 1994). Several studies, on a larger scale than other testing grounds for

hypnosis, have revealed its efficacy in this field (Lynn and Kirsch, 2006). Indeed, this wealth of positive evidence available for the usefulness of hypnosis as an adjunct therapy in the treatment of obesity led to it being validated by the American Psychological Association (Nash and Benham, 2005).

It was mentioned earlier how dangerous addictions to tobacco and alcohol are to human health around the world, but obesity ranks as 10th on the scale of risk factors and is particularly important in the developed world. Hypnosis may also have its uses in dealing with some of the effects of obesity, such as in the management of diabetes (Xu and Cardena, 2008) but more research will be needed to confirm this in the future.

Lack of funding for clinical trials is a continued problem for all non-pharmacological techniques for the treatment of addictions. Nevertheless it is likely that if small-scale trials continue to have the same success as with the use of hypnosis to treat nicotine addiction, then larger studies will follow. A further problem found when assessing the effectiveness of hypnosis as a treatment problem is that it relies heavily on the skill of the practitioner and so drawing parallels between studies can be very difficult. Similarly, the exact technique used in each case can drastically affect the outcome (Chiu, 2009) and depends heavily on the patient's own mental state, making the standardization of clinical trials hard to achieve. It was demonstrated above that gender is one of the factors that needs to be considered by the practitioner and these factors will need to be carefully outlined and taken into account in future studies. This then will allow for more decisive conclusions to be drawn from them as well as providing more useful data for the meta-analyses that follow.

Public perception is also important for the future development of the use of hypnosis as this can have a bearing on the amount of funding available for research. Making people aware of the facts of modern hypnosis could allow more interest to be generated as well as allowing some of the common myths to be dispelled. Articles, such as that by Nash and Benham (2005), are a step in the right direction in this regard. With the recent legislation clamping down on smoking, the use of hypnotherapy as a tool for quitting has resurged but the treatment of alcoholism has not had the same level of importance put on it and so its treatment using hypnosis is perhaps the most affected by the perception and funding issues.

In conclusion, research around the world continues to demonstrate the usefulness of hypnosis, especially as an adjunct therapy, in treating various addictions. This then is in addition to its numerous other

applications such as in pain management and as a treatment for anxiety and insomnia. Hypnosis as a therapy has an important role to play in improving people's health around the world as addictions contribute considerably to the global burden of disease. Until recently, the evidence of the effectiveness of hypnosis in treating nicotine addiction was inconclusive, but further studies have continued to show that it can be useful, especially as an adjunctive. The same is true for the treatment of alcoholism and opiate abuse. Continued research, increased funding and a greater fusion with clinical medicine will allow hypnotherapy to become a more mainstream tool and effort will need to be made to develop the public perception. Highlighting the success of hypnotherapy in the treatment of people with eating disorders, especially obesity, will aid in this and it is clear that hypnosis is a viable treatment option for curbing the current obesity epidemic.

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