

**4HOMEOPATHY** 

4Patients · 4Practitioners · 4Everyone

# 'This is Homeopathy'

Our exciting project for Homeopathy Awareness Week

4Homeopathy has commissioned a brand-new animation by leading design agency Mr B & Friends to celebrate this year's Homeopathy Awareness Week (HAW 10 – 16 April). The animation is entitled '*This is Homeopathy*', and it is based on the stories of patients who want to share their positive experiences of homeopathy. These are real and authentic stories, and they guide the narrative of this animation.

As each patient talks, their words come to life in the form of an illustration. As the animation develops, we hear about the extraordinary benefits of this amazing 'something', but we do not know what that 'something' is, until then end of the movie. At the very end, all is revealed - '**this is homeopathy**'! Short, powerful, potentised - a minimum dose punchline!

Keep an eye out for more information from your registering body.

### HOMEOPATHY AWARENESS WEEK SAVE THE DATE!

April 10th – April 16th

4 Homeopathy is creating a new animation, 'This is Homeopathy' for launch on HAW. Watch this space!



www.findahomeopath.org





What is 4H?

4Homeopathy is an alliance of 9 of the UK's largest homeopathic organisations working together to promote the benefits of homeopathy

HOMEOPATHY UK













# Upgraded Find a Homeopath website more effective for homeopaths and patients

4Homeopathy wants to make it easy for patients find a registered homeopath. Find a Homeopath is a collaboration between the three largest homeopathic registering bodies. It provides an easy way for the public to search for, and select a homeopath, and has been the central point for anyone wanting to consult a registered homeopath for many years.

Now it's even better than ever! 4H has invested a great deal of time and resources updating and modernising the Find a Homeopath website to ensure that it is the go-to website for anyone wanting to find a registered homeopath in their area, or information on



### **Enhanced listings**

You can also update to an enhanced listing, which features further information and photos. An enhanced listing will make your name stand out from the rest.

Enhanced profiles get the chance to feature on the home page. What better opportunity to tell visitors a bit more about yourself and raise your profile?

Log on and enhance your listing today.

If you would like to upgrade your listing, please follow the link below:

<u>https://</u> <u>www.findahomeopath.org/</u> <u>account/myaccount</u> homeopathy. It's easy to navigate, dynamic, and includes homeopaths from all the main registers. It is the perfect place for patients to find homeopaths, and for homeopaths to advertise their services. Users can also look for approved courses, find out more about all of the 4H organisations and what they do, and get information on all aspects of homeopathy and homeopathic practice, including answers to common questions about homeopathy and what to expect when consulting a homeopath. <u>https://</u> <u>www.findahomeopath.org</u>

# **Practitioner Survey**

4Homeopathy's 'Taking the case of the Profession' practitioner survey, which was conducted in November, aimed to find out what you think about the profession, the state of homeopathy in the UK, and what homeopathic medicine you would use to treat it! Thank you to everyone of the 655 people who completed the survey.

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The valued responses of your personal experiences highlighted the pride in the profession, the aspirations, and also concerns. The overview will be released for Homeopathy Awareness Week, and will help to guide 4H's work for the future. Keep an eye on your inbox. It is fascinating, and often inspiring reading.

## **New NHMRC Homeopathy Review**

The next 'Australian Report' by the National Health and Medical Research Council (NHMRC) is due for publication late 2021 or early 2022.

This will be considered the most comprehensive and authoritative evaluation of clinical evidence of homeopathy worldwide to date, officially superseding the inaccurate 2015 Australian Report in the scientific literature. Ongoing input to this process since August 2019 from the Homeopathy Research Institute (HRI) has helped to ensure that scientific flaws in the 2015 report will not be repeated. For example, it appears that this review will genuinely assess both efficacy and effectiveness, using an appropriate methodology.

Through active international collaboration with key researchers and other organisations, HRI also responded to NHMRC's Call for Evidence for their new homeopathy review, providing all relevant studies which meets their inclusion criteria, further increasing the chances of a fair, objective and accurate assessment of the evidence.

## Australian NHMRC Ombudsman Challenge

In autumn 2020, HRI collaborated with the Australian Homeopathic Association on a new submission to the Ombudsman, criticising the way in which the investigation against NHMRC for their inaccurate Homeopathy Review 2015 has been conducted.

This submission has resulted in the Ombudsman office committing to a full re-evaluation of the case by a new officer in early 2021.

# Monthly campaigns

As part of its ongoing work to promote the benefits of homeopathy for a wide range of conditions, 4H continues to provide a monthly focus on conditions and issues. In recent months we have raised mental illness, family health, men's health, and a range of other issues.

If you haven't already read the articles, go to the Find a Homeopath website and catch up.



https://www.findahomeopath.org/news

We'd also love to hear from you about any topics which you think we should cover in 2021 and beyond.

## Social media update

'4Homeopathy: Homeopathy Worked for Me' continues its leading presence on social media as a focus for homeopathic information, sharing of information, and discussion. With over 164K followers on Facebook, there is no better place to go for your regular homeopathy updates. Highlighting the latest research and studies, guidance on conditions and positive patients stories, '4Homeopathy: Homeopathy Worked for Me' should be your daily port of call.

#### Check out our YouTube Channel

The 4Homeopathy YouTube Channel has nearly 4K subscribers, featuring a range of videos on all aspects of homeopathy.

Our popular series of videos on animals, farming and pets has already received over 5K views, so during these days of lockdown restrictions, if you have a few spare minutes and haven't already, go and check them out for yourself.

#### https://www.youtube.com/user/ FindaHomeopath/videos



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1 year ago 358 views • 1 year ago 427 views



e @HomeopathyWFM



Please help us spread the word by getting involved:

**Get your patients to share their experiences** – with friends, family and the world at large. Hearing how people's lives have been changed for the better is the most compelling way to show the benefits of homeopathy. Patients can also share their experiences by writing a testimonial for the Find a Homeopath website at www.findahomeopath.org/Testimonials.

Ask colleagues, friends and family to engage with us – please share this newsletter with others and encourage them to subscribe. The more people are kept informed about homeopathy, the stronger homeopathy becomes.

**Support us on social media** – the digital world is increasingly important for debate and opinion forming. It is also the way in which we will capture the imaginations of the next generation of homeopaths and patients. Please support us by sharing, "liking" and joining 4Homeopathy's social media conversations.

Follow us on Twitter @4homeopathy.

Visit our Facebook page <a href="http://www.facebook.com/4Homeopathy">www.facebook.com/4Homeopathy</a>.

Watch our YouTube channel <u>www.youtube.com/user/</u> <u>FindaHomeopath</u>.

If you have any questions or suggestions for things that 4Homeopathy should be doing, please visit our website <u>www.findahomeopath.org</u>, where you will finds lots more information, or contact the organisation representing you.