

Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF) held at the West Port Hotel, Linlithgow on Saturday 15th November 2014

Present:

John Lawrence	Chair
Susanne McMahon	Vice Chair
Rae Jenson	Marketing Director
Thomas Munro	Education Director
Dr Fiona McLeod	Medical Advisor/Research Director
Rachel Coleman	Fundraising Director
Alison Bruce	Conference Director
Jo Goss	Treasurer/Secretary

Apologies:

Mandy Gahan Deputy Conference Director

The meeting commenced at 10am.

Item 1. Appointment of Trustees and Extended Role, plus Related Items

a. New Appointments.

1. The Chair proposed the appointment of Alison Bruce as Conference Director. The proposal was seconded by the Education Director. The appointment was agreed unanimously.
2. The Chair further proposed that Rod Beaumont should be co-opted to the Board to take on the post of Deputy Conference Director. The proposal was seconded by the Marketing Director, and was agreed unanimously. The Secretary would write to Mr Beaumont to invite him to join the Trustees in this capacity.

b. Extended Role

The Chair proposed that the current Medical Advisor, Dr Fiona McLeod, should in addition be appointment as Research Director. The proposal was seconded by the Marketing Director, and was agreed unanimously.

c. Discipline

As all Professional Members of the SHF are registered with the Complementary and Natural Healthcare Council (CNHC) there is no requirement to appoint a Trustee to handle any complaints made against any one of our member therapists. However, CNHC has provided a leaflet outlining their system of dealing with complaints, and also any actions that should be taken (if appropriate) at the local level prior to forwarding complaints to CNHC. Copies of this document are held by both the Chair and the Secretary. The Chair advised that should any complaints be made against one of our members the therapist concerned should, in the

first instance, contact either himself or the Secretary for support and guidance on how to proceed. The Secretary would advise all SHF members of this.

d. Conferences

The Chair advised that the Chair of the Association for Professional Hypnosis and Psychotherapy (APHP), Terence Watts, has kindly agreed to offer discounts to members of the SHF wishing to attend that organisation's Annual Conferences. These are normally held in London towards the end of October. The Secretary would advise SHF members of this generous offer.

Actions:

1. The Secretary would write to Mr Beaumont to invite him to join the Board of Trustees in the role of Deputy Conference Director.
2. The Secretary would advise all SHF members of who to contact in the first instance for support and guidance in the event of any complaint being made against them.
3. The Secretary would advise all SHF members that they will be able to attend the APHP's Annual Conferences at a discounted rate.

Item 2. Peer Supervision and Training Days

The Chair advised that whilst the SHF would provide both CPD and peer supervision it would also be possible to make use of international resources, many of which are available on line from Confer (www.confer.uk.com). This organisation provides seminars, conferences and on-line resources designed mainly for psychotherapists. However, there is much of interest for hypnotherapists too. Training modules given by internationally renowned specialists were available, covering a wide range of topics. Each module lasts approximately 10 hours. They can be purchased for £180 per module and can be retained for a whole year. It was suggested that these could be used by the SHF for both CPD and for peer supervision. Discussions on the sessions could be incorporated into both CPD days and peer support meetings, facilitated by SHF members. It was agreed that this could be a very worthwhile investment. All Trustees were encouraged to visit the site before making a final decision to make use of this facility.

It was noted that, generally speaking, peer group sessions were more productive when participants shared their case studies. Such a focussed learning approach has proved to be highly effective.

Action: Trustees were requested to visit Confer's web site and to forward their views to the Chair for discussion at the next meeting.

Item 3. Minutes of Previous Meeting

The Minutes of the Meeting held on Saturday 23rd August 2014 were accepted as a true record.

Item 4. Ongoing Actions

a. Grant Funding.

The Fundraising Director requested that all Trustees provide her with an estimate of their annual expenditure for SHF business (e.g. motor mileage/fuel costs, stationery, postage etc.) as soon as possible. This would enable her to make realistic grant applications to cover our running costs.

b. Facebook.

The Marketing Director advised that she had now set up a Facebook page for the SHF, and that people were beginning to make use of it. She would forward the details of how to access the page to the Secretary for dissemination to all SHF Trustees and members.

It was agreed that Facebook provides an excellent means of publicising the SHF. Indeed, the Marketing Director has already been approached by the BBC to participate in a documentary covering the efficacy of hypnotherapy for weight management. The first recording session was to take place on Wednesday 19th November 2014. The documentary would be broadcast sometime in 2015.

c. Hypnotherapy in Schools.

Item 8a of the Minutes of the Meeting held on Saturday 23rd August 2014 refers. The Education Director had contacted the Director of the Hypnotherapy in Schools Programme (HISP), Caroline Dyson, concerning her offer to run a training course in Scotland for qualified hypnotherapists wishing to work with children and young people. She offers three courses as follows:

- i. A one-day course for hypnotherapists with little or no experience of using hypnotherapy with children/young people in private practice. Fee - £120 per person.
- ii. An intensive two-day course for hypnotherapists with little or no experience of using hypnotherapy with children/young people. Fee - £220 per person.
- iii. An intensive one-day HISP Practitioner Training course for those wishing to work in schools. The fee for this course, which includes a year's free membership of HISP and a handbook containing all the materials necessary to be able to use the HISP model, is £250 per person. Participants must:
 - a. Be qualified hypnotherapists.
 - b. Have some experience of using hypnotherapy with children and/or have attended training in this area (preferably the HISP course 'Using hypnotherapy with children and young people').
 - c. Be eligible for registration with CNHC.
 - d. Participants do not need any knowledge of education or experience within a school setting.

Whilst it was agreed that although these courses all sound excellent there were some considerations to be taken into account before proceeding with the HISP Practitioner model:

- i. Legislation regarding providing hypnotherapy in schools in Scotland is different from those in England.

- ii. After the initial free year of HISP membership for those completing the HISP Practitioner Training individuals wishing to remain listed on the HISP web site would be required to pay an annual membership fee of £45.
- iii. How effective would the English-based web site be for those working in Scotland?
- iv. Availability of funding.

There were various options available to the SHF as follows:

- i. Arrange for a HISP course to be held in Scotland, either as a stand-alone CPD event of incorporated into a conference.
- ii. The Education Director could travel down to England to train with Ms Dyson and then take on the role of Scottish Representative. The HISP package could then be tailored to take Scottish legislation into consideration, and should include information relevant to pupils, parents and school staff.
- iii. Support would be available in Scotland for hypnotherapists working in Scotland.
- iv. The Scottish package could be presented to councils in support of requests for funding. Requests for funding could also be made to those sponsors who offer grants related to 'Health and Wellbeing'.

It was noted that Scottish schools each have complete autonomy, and therefore could incorporate hypnotherapy into their system should they wish to do so. The Education Director already uses hypnotherapy in schools, and has several case studies that prove its effectiveness.

It would be helpful to know how many other hypnotherapists in Scotland were working in schools, and whether any of these were HISP-trained and were working with the HISP model. The Education Director requested that all Trustees forward the email addresses of those hypnotherapists in their area to him. He would then contact them to ask whether any of them were currently working in schools.

It was agreed that the Education Director would contact Ms Dyson, thanking her for her time and advising her that before proceeding further we would need to determine whether the HISP model would be applicable in Scotland. Subject to a satisfactory outcome he would travel down to England to train with her.

The Chair Thanked the Education Director for his hard work and for the very useful information.

Actions:

1. All Trustees are to provide an estimate of their annual expenditure for SHF business as soon as possible.
2. The Marketing Director would forward the Facebook access details to the Secretary.
3. The Secretary would forward the Facebook details to all Trustees and SHF members.
4. All Trustees were to forward details of hypnotherapists in their area to the Education Director.
5. The Education Director would contact those therapists listed to determine whether any of them were currently using hypnotherapy in schools, and whether any of them were using the HISP model.

6. The Education Director would contact Ms. Dyson advising her that, subject to the HISP model being considered suitable for Scotland he would travel down to England to train with her.

Item 5. Treasurer's Report

The Treasurer presented the Financial Report for the period 1st July-30th September 2014 to the Meeting. A copy is attached at Annex A.

It was noted that no donations had yet been raised through BT MyDonate. However, Easy Fundraising was proving more successful. There were now 8 separate individuals shopping through this site, and donations from suppliers as a result currently stood at £14-99.

Item 6. Meeting at Scottish Parliament.

The Chair reported that he had held a meeting at the Scottish Parliament Building with John Finnie, an MSP in the Scottish Green Party, to encourage support for hypnotherapy. Once Mr Finnie had accepted that there was considerable research evidence to demonstrate the efficacy of hypnotherapy he proved sympathetic to our cause and agreed to table some questions on the subject in the Scottish Parliament, for example, 'Is Parliament aware that the initial referral route for gastro-intestinal problems in Scandinavia is via hypnosis?', and 'What is the total drugs expenditure for dealing with IBS in Scotland?'. Following this, in approximately three months' time, the SHF would be given the opportunity to present their case to an interested group of MSPs. It was agreed that this should be done at a reception to be held at the Scottish Parliament Building. Parliament would provide the room for the event and the publicity, and the SHF would provide a cheese and wine reception.

It was agreed that we need to provide a strategy for the presentation that would reflect the strategies of the various political parties, and it was suggested that IBS would be an excellent area on which to focus, especially there was sufficient evidence-based literature on the efficacy of hypnosis for IBS to make the use of hypnotherapy for this condition acceptable to NICE. If he is available we would like Professor Peter Whorwell, an internationally renowned specialist in gastro-intestinal disorders, to give a presentation on IBS. We would also invite Margaret Coats, the Chief Executive and Registrar of the CNHC, to present at the event. Additionally we would be allowed to invite SHF members to attend the event should they wish to do so.

Another area we could consider presenting would be the use of hypnotherapy for oncology. The Research Director was requested to investigate any research information in this area, and the Chair would write to a contact in the USA requesting that she contact the Research Director concerning oncology research. Sports psychology was also an area of particular interest, and could be considered. However it was agreed that on this occasion we would make IBS the main focus for our presentation.

It was noted that the Scottish Parliament Building has a display area, and it was suggested that we could have a stand there, and provide a special brochure for the event. Such a high-profile event would naturally require high quality leaflets and/or brochures. The SHF would incur considerable expenses to provide this event, and it was suggested that a suitable sponsor could be sought who, in return, would be mentioned in all promotional literature. Finally, the Education Director offered to draft a standard letter, to be sent to all SHF members, asking them to send it to their local MSPs.

Actions:

1. The Chair would write to his contact in the USA requesting that she contact the Research Director with details of any oncology research.
2. The Research Director would investigate any research on the use of hypnotherapy with oncology.
3. The Education Director would draft a standard letter to be sent to all SHF members requesting that they send it to their local MSP.

Item 7. UKCHO Membership

The Chair recommended that the SHF should apply for Registered Membership of the UK Confederation of Hypnotherapy Organisations (UKCHO), the organisation that drove hypnotherapy into regulation. The SHF Chair was formerly the Chair of UKCHO, and he remains on the Executive Committee. The current annual fee for Registered Membership has been reduced to £100. The main commitment would be for one of the SHF Trustees to attend meetings in London twice a year, and this duty could be shared between Trustees. It was agreed unanimously that the SHF should apply for membership.

Action:

The Secretary would submit an application for Registered Membership to UKCHO

Item 8. Conference

The Conference Director gave a presentation outlining the progress towards holding the SHF's first Annual Conference, to be held in early October 2015. The precise date would be dependent on both the availability of guest speakers and a suitable venue. The conference would be a one-day event, from 10am -4.30pm, with registration starting at 9.30am. It was suggested that there should be a specific theme to the day, and that this could be connected with our Vision/Mission statement (see Item 9).

It was suggested that speakers should be drawn from both SHF members and from outside. For the latter, two speakers had indicated a willingness to participate:

- Dr Brian Roet.
- Dr Darryl Archibald.

Dr David Hamilton had also been approached, but no reply had yet been received.

The Conference Director had approached 22 different venues. Of these 10 were rejected as unsuitable after the initial enquiry. The Conference Director had then assessed the 12 remaining venues using a points system based on: distance from nearest station; parking facilities; equipment provided and included in the price; lunch and refreshments, and overall appearance. As a result she had come up with a shortlist of 5 venues. After some discussion a final shortlist of three hotels were selected as follows:

- Callander House, Falkirk
- Stirling Highland Hotel
- Carnegie Conference Centre

The ticket price for delegates would be dependent on the cost of the final venue selected and on the fees and expenses of the speakers.

The Chair thanked the Conference Director for all her hard work, and for her excellent presentation.

Item 9. Business Plan

Introduction: The Fundraising Director presented her outline for a Strategic Plan for the SHF. This resulted in a highly productive discussion, covering the various requirements to be included, for example:

- A Vision Statement providing a declaration of the SHF's goals for the mid-term or long-term future.
- A Mission Statement providing the raison d'etre of the SHF.
- Our values

There were several good suggestions put forward for the above, and the final statements for these areas could include an amalgamation of these, bearing in mind the need for brevity.

S.W.O.T Analysis. The Trustees then carried out a S.W.O.T analysis (Strengths, Weaknesses, Opportunities, Threats) of the SHF. This allowed us to consider a 'wish list' of all that would be required to help us achieve our final goal. Obtaining funding would play a significant part in this, both from the Government and other organisations/sponsors. The long term list was considerable, and it would therefore be essential to break it down into an order of priority. A major 'wish', once sufficient funds were available, was that 95% of our income would be spent on achieving our Vision and Mission.

Priorities. It was noted that some areas were easier to obtain funding for than others, and we would therefore need to consider our priorities, using the SMART procedure (Specific; Measurable; Achievable; Realistic; Timed). The main role of the SHF is concerned with the promotion of mental health and well-being, and suggested specific areas on which we could focus including Stress related conditions (IBS, depression, general anxiety, PTSD etc.).

The need for help in the area of stress was considerable, for example:

- The work place (long hours, heavy work load, bullying etc.)
- Scottish Veterans
- Alzheimer's (for carers)

Another major role of the SHF was in the area of education, training and research. These could be achieved through:

- Annual conference
- CPD (with a specified number of hours per annum)
- The maintenance and updating of our web site (including the promotion of hypnotherapy and providing information to dispel the myths surrounding the therapy)
- Establishing a theme for Facebook (including the promotion of hypnotherapy and providing information to dispel the myths surrounding the therapy)

One useful aid in this field would be The Health Information Systems Programme (HISP), an organisation which aims to support the improvement of health care systems in the southern hemisphere by increasing the capacity of health care workers to make decisions based on accurate information. HISP provides training and support for users of the open source District Health Information System (DHIS 2) software, which is under continuous development. The global network of HISP is managed and coordinated by the Department of Informatics at the University of Oslo. Full details can be found at www.hisp.uio.no.

Another way of achieving the SHF's aim to encourage research into the efficacy of hypnotherapeutic techniques and practices would be to make use of client questionnaires to assess the outcomes of their therapy. The Chair has Outcome Questionnaires that are easy to complete (one for children and one for adults). It was agreed that he would review them and then forward them to the Secretary for distribution to all members. It was suggested that members should be requested to use these for a trial period of 6 weeks initially to determine their efficacy.

A further priority would be the implementation of a referral mechanism for clients, and to establish a system for subsidising the sessions. It was noted that therapists' fees vary considerably and that subsidies should vary accordingly. Various possibilities were discussed as follows:

- Provide a subsidy of a maximum of £40 depending on the therapist's fees, or
- Subsidise three sessions, up to a maximum of £100, or
- Subsidise sessions of up to £35. The client should be asked to contribute at least a small amount towards their therapy.

It was also suggested that the SHF should participate in health fairs and workshops, ideally manning a stand. However, stands at such events are very costly and we would need a considerable boost in our funds before we are in a position to consider this. In the meantime we could still attend events, often at no cost, and take a supply of leaflets with us to hand out to visitors.

This is a complex area, and would require regular discussion and action in order to achieve our aims.

The Chair expressed his thanks to the Fundraising Director for her excellent work, and for the highly informative and productive presentation.

Actions:

1. The Chair is to review the Client Outcome questionnaires and forward them to the Secretary.
2. The Secretary is to forward the Client Outcome Questionnaires to all SHF Professional Members, requesting that they use them initially for six weeks to determine their efficacy.

Item 10. Any Other Business

Collection Boxes.

At the SHF AGM on 27th September 2014 it was suggested that SHF members could place collection boxes in their therapy rooms or waiting rooms to raise further funds for the SHF (Item 2(4) of the Minutes refers). The Treasure had investigated, and found that although the majority of companies required a minimum order of 100 boxes, there was one who was prepared to sell even very small numbers. The charge for orders of between 1-25 boxes was £2.75 each. However, labels (either wrap-around or side panel and tamper-proof seals were not included in the price. Nor was art work, which they would only do for an order of 25 or more boxes.

Postage was not included either, and this would vary according to the size or the order. It was agreed that further discussion should be deferred until the next meeting.

Item 11. Date of Next Meeting.

The date of the next Meeting would be agreed once the date of the Conference had been decided

Chair's Closing Remarks.

The Chair thanked the presenters for their comprehensive and productive presentations, and thanked the Trustees for their enthusiastic participation in the discussions. Although there was a long way to go, great progress had been achieved at this session.

The Meeting closed at 5pm.

I certify that this is a true record of the Meeting

Signature:
Chair, SHF

Date:

THE SCOTTISH HYPNOTHERAPY FOUNDATION

Financial Report for the Period 1 July – 30 September 2014

<u>Opening Balance Fund</u>	<u>General Fund</u>	<u>Restricted</u>
2014.03	1914.03	100-00
 <u>Income</u>		
Membership Fees	535-00	Nil
Donations	130-00	Nil
Gift Aid	32-50	Nil
Untaxed Interest	0-30	Nil
<u>Total Income</u>	697-80	Nil
 <u>Expenditure</u>		
Web site	175-00	Nil
AGM	197-50	Nil
Insurance	290-00	Nil
Accountant's Fees	226-80	Nil
<u>Total Expenditure</u>	889-30	Nil
 <u>Closing Balance Fund</u>		
1822.53	1722-53	100-00

J P Goss

Jo Goss – Treasurer
1st July 2014