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5.5
GNC
CPD
Hours

5.5
BANT
CPD
Hours

RULES AND REGULATIONS AFFECTING CLINICAL PRACTICE

Developing Your Practice in Spite of the EU Regulatory Juggernaut

Saturday 21st May 2011

**Royal Society of Medicine,
1 Wimpole Street, London W1G 0AE**

The Alliance for Natural Health International (ANH-Intl), in association with the General Naturopathic Council (GNC), invites you to attend its inaugural day of essential professional training to bring you bang up to date on the key regulatory issues set to make or break your clinical practice in 2011/12 and beyond. We live in unprecedented times, where European regulatory control of our practices is soon to replace self-regulation and even national legislation. In one day our trainers will cut right down to the detail of how the complex new rules and regulations will affect your practice. We will educate you on how to communicate with your clients and what you can and can't say when advertising or promoting your services to stay within the law. There will be no dry accounts of EU red tape! This day is designed to help you understand, communicate accurately and keep you in practice. A Q&A session at the end of the day's training will ensure all burning questions are fully addressed.

**Don't miss out, book now.
Space is limited!**

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Why this event cannot be missed

Naturopathy, nutritional therapy, herbalism and related disciplines are all being scrutinised closely by government food and medicine regulators tasked with implementing both national and European Union (EU) laws. Their work is supplemented by that of local Trading Standards officers as well as the independent advertising watchdog, the Advertising Standards Agency (ASA) whose remit now extends to the Internet (as of 1st March 2011). The regulatory environment is changing rapidly as national laws are increasingly being replaced by EU laws. European general food law, the controversial Nutrition & Health Claims Regulation, EU food supplements, medicines and herbal medicines laws all work together to produce a complex regulatory framework that increasingly impinges on the way you practice. These laws are being implemented incrementally; most have either been newly implemented—but are yet to be fully policed or enforced—or will be implemented in the coming year or two.

The bottom line is this: for the vast majority of practitioners, it will be impossible to practice and promote yourself as you have done in the last 5 years. If you don't adjust to these new rules and regulations, your entire professional future is at risk. And that affects, not only you and your livelihood, it

also affects your clients, whose health is dependent on your services.

Why is the timing so crucial?

Compounding the impact of the rules and regulations on your practice, is the fact that policing of them is being ramped up dramatically by anti-natural health groups and sceptics—such as those in the Nightingale Collaboration—who are specifically targeting CAM practitioners. Make no mistake, these people believe that many claims made by practitioners—claims that have been used for years based primarily on clinical experience and even limited clinical trials or other experimental evidence—are misleading or unable to be substantiated. While government departments may lack the staff to go out and police the trade, these volunteer groups are making the 'dobbing in' of practitioners their personal hobby. The difficulty, for many practitioners, is that the rules and regulations are based on evidence standards that are almost impossible to meet for the majority of health relationships. Even reducing your salt intake to lower your risk of hypertension, or increasing intake of fruit and vegetables to reduce heart disease and cancer risk, fail these standards of evidence because proof by 'generally accepted evidence' taken from randomised clinical trials is now needed.

TRAINING DAY PROGRAMME

08.30 – 09.00h	Registration, Welcome Refreshments & Exhibition
09.00 – 10.00h	Session 1: Overview of challenges of European Laws Affecting the Practice of Nutrition and Herbalism
10.00 – 11.00h	Session 2: Inside the key EU Directives and Regulations Affecting Clinical Nutrition and Clinical Practice
11.00 – 11.30h	Refreshment Break & Exhibition
11.30 – 12.30h	Session 3: The Advertising Standards Authority Remit, the CAP Code and the Internet.
12.30 – 13.30h	Lunch & Exhibition
13.30 – 14.30h	Session 4: Inside the Clinic: What You Say, How You Say it and Avoiding Medicinal Claims
14.30 – 15.00h	Refreshment Break & Exhibition
15.00 – 16.00h	Session 5 Plenary: Putting into Practice the Day's Learning
16.30 – 17.00h	Q&A session and Close

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Our trainers will break down the mystique and awe of the key rules and regulations affecting your practice, informing you how to stay compliant, but at the same time still offer the best possible service to your clients.



Dr Robert H J Verkerk BSc MSc DIC PhD, founder and executive and scientific director of ANH-Intl, has developed a unique expertise on the European regulatory framework affecting practitioners. This expertise has been gained in part from his leadership of what is universally acknowledged to be the world's most effective campaign to promote and protect natural health worldwide. Through Dr Verkerk's leadership, the ANH-Intl has become one of the most prominent organizations working to protect and promote natural healthcare worldwide. This work has included leading an international effort to challenge disproportionate elements of

European law affecting food supplements in Europe to help keep therapeutic natural health products on the market.

Dr Verkerk is an internationally acclaimed expert in agricultural, environmental and health sustainability. During the course of his work over the last 28 years, he has focused on a diverse array of issues ranging from environmental protection, to reducing synthetic chemical load among urban and rural communities, to the development of natural and sustainable approaches to healthcare.

He has authored some 60 papers in scientific journals and conference proceedings and contributes regularly to magazines and other popular media.



Meleni Aldridge BSc Nut Med Cert LTFHE, executive coordinator of ANH-Intl, brings a wealth of experience to bear derived from six years with ANH-Intl, 11 years' lecturing in higher education and over 20 years as a CAM practitioner. During the last six years Meleni has been instrumental in furthering the ANH Intl's communications with the global CAM community and industry stakeholders and has been actively involved in consultations with the European Commission, the European Food Safety Authority, the US Food and Drug Administration, the UK Food Standards Agency, as well as the Food and Drug Administration and World Health

Organisation of the United Nations. She regularly contributes to articles, columns and press releases in the field of sustainable healthcare and regulatory threats and maintains close collaboration with ANH-USA, based in Washington.

As a member of both the GNC and The British Association for Applied Nutrition & Nutritional Therapy (BANT), she will help to ensure you are provided with the tools required to keep your practice alive and well, despite the regulatory pressure being metered out by enforcers. Meleni Aldridge has been a practitioner of alternative and complementary medicine for 23 years.

How to Book Your Place:

Please find enclosed my payment of £75

Delegate Fee includes lunch, refreshments and a copy of the conference notes.

Premium Exhibitor Sponsors & General Sponsorship

Premium exhibitor and sponsorship packages are available. Please contact the organiser Inside Out Nutrition/Health4Life events for a full information pack to maximise your company's exposure at this critical training event for practitioners.

General Sponsorship

The GNC and BANT welcome all companies serving practitioner members to support this event and back the campaign being fought by ANH-Intl. Please contact the organiser for details of our sponsorship opportunities.

Travel & Accommodation

Travel and local hotels information is available from the organisers. It will also be included in the delegate final information email that will be sent to all attendees approximately three weeks prior to the event.

There are several ways to pay to guarantee your place:

Online by credit / debit card

You can book your place online by visiting the exclusive ANH-Intl online booking service (Eventbrite). Please visit <http://www.anh-europe.org/events> and click on the link to take you to the booking page.

By post

Please complete and detach this booking form and return, with your cheque made payable to ANH-Intl and post to:
Alliance for Natural Health International, The Atrium, Curtis Road, Dorking, Surrey, RH4 1XA

By BACS – If a BANT member please include your membership number and the reference “ANH May 21” when making electronic payment by Internet or telephone banking. Please arrange payment to the following account:

Account Name: ANH-Intl

Account Number: 12765309

Sort Code: 60-09-21

IBAN: GB57 NWBK 6009 2112 765309

Name: _____

Organisation: _____

Address: _____

Post Code: _____

Tel: _____

Mobile: _____

E-mail: _____

Organisation Membership No (if applicable) _____

FOR ALL BOOKING ENQUIRIES please contact
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tel: +44 (0)1306 646582

Organised by:

