

# International Recognition For The Irish Health Culture association

Ireland's largest Professional Holistic Therapy Association

The Irish Health Culture Association has progressed in just a few years from small beginnings to become Ireland's largest professional body in holistic medicine. Irish Health Culture Association practitioners are today working at a better level than ever before - and that applies in terms of qualifications, skills, financial success and pure quality of understanding offered by them. The typical IHCA practitioner is now more and more likely to have several years' formal education in holistic therapy and to have broadened and deepened his/her approach to therapy. For instance a person whose practice is in the very lucrative and easy-to-start Yoga instruction field often chooses to expand into complementary therapies such as nutrition or psycho-therapy or ki-exercises or indeed combine several areas.

## A VEHICLE FOR UNDERSTANDING

Such practitioners I am glad to say are an excellent example to those who wish to step out into a new career - a career uniquely based on an essentially simple yet deep, coherent, humane, and above all incredibly effective understanding of what a human person is and how that person works. It was with a view

to promoting and teaching that understanding that the Irish Health Culture Association was founded by Tony Quinn, and I personally am proud to have participated in it from the beginning, through major steps such as the founding of the Irish Association of Holistic Medicine to advance education in the field, and the broadening of the membership since 1988. Both associations

provide various services for members including leading Professional Insurance scheme, Continuing Education, conferences, Inspection Scheme, the Council, etc., but also extends into other areas where Association members play a leading role - teaching for instance.

## INTERNATIONAL LINKS

In 1992/3 we consulted with other experts in the assessment/certification area with the result that the Ki Massage course has been greatly lengthened and now provides the student with full practical experience in a real-life clinic setting as part of the course. We believe that this sets the scene for a yet greater public acceptance of massage in general and Ki Massage Therapy in particular. Irish Health Culture Association massage



Tony Kelly and Carol Cooney, both now graduates of the Irish Health Culture Association.

students also cover all the course requirements for, and are eligible to sit for the specially developed I.H.C.A. / City and Guilds

of London Institute Certificate in the Practical Aspects of Massage Therapy.

## THE FUTURE

Despite the rapid growth to date, the potential of Holistic Medicine in Ireland has scarcely been tapped. The employment potential is very large, and these are jobs that people actually like!

## OFFICIAL RECOGNITION OF HOLISTIC MEDICINE

The first ever legal recognition for a holistic therapy in the UK came in July 1993 with the Osteopath's Bill which establishes Osteopaths as members of a separate profession on the lines of doctors or dentists. This step forward has been taken with the encouragement and agreement of many members of the medical profession, who have radically changed their outlook on many holistic therapies. The British Medical Association in a landmark publication (June 1993) has now accepted the idea that complementary and alternative medicine has much to offer. It recommends that every complementary therapy should have a definite standard of training and that practitioners should be regulated in professional associations.

# HOLISTIC APPROACH IS THE PERFECT COMPLEMENT TO EXISTING BUSINESS

Kate Flanagan runs a very successful Hair and Beauty Clinic in the Irish Life Mall, Talbot Street in Dublin. Qualifying with a Diploma in Holistic Dietetics has opened up a whole new market for Kate's business which is now going from strength to strength. Kate tells us her story.

Kate is a member of the Irish Health Culture Association and graduated in Holistic Dietetics in 1993.

"I am the proprietor of the Hair and Beauty Clinic, Irish Life Mall, Talbot St., Dublin. Being in the City Centre business area our salon is quite busy and we see people from all walks of life. The one thing I really noticed is that an awful lot of people seem to be constantly struggling with their weight. As a result of this, their self-image and confidence can be rather low.

Over the years I have been on all sorts of diets myself - and the only diet I saw lasting results with was the holistic dietary approach. So I studied

with the Irish Health Culture Association for a year to gain my Diploma in Holistic Dietetics. As a Holistic Dietitian I make out an eating plan

tailored to suit your dietary needs and your lifestyle. The dietary consultation is quite detailed and takes about an hour, with follow-up



Kate Flanagan at her clinic in the Irish Life Centre. Tel: 874-5106.

weekly visits. With the holistic approach to diet you not only get to your proper weight, you become healthier and more energetic, therefore more confident.

Nowadays people are more aware that each individual has their own particular dietary needs, and group classes with the same diet regime for all is not necessarily the answer for everyone.

It is my opinion also that the best possible approach to skin care incorporates dietary and nutritional advice, and to ensure that I can give the best possible dietary service to people regarding vitamins and minerals, I now stock the Tony Quinn Health Store range of supplements. What possible good can the most expensive of creams do if the diet is deficient in the necessary vitamin and mineral nutrition for the skin? Since I introduced Holistic Dietetics as an additional service to our salon I have been very busy with it, so much so that two more of our beauty therapists are doing the Holistic Dietetics Diploma this year to keep up the growing demand."

# The Essence of Holistic Medicine

In a nutshell, the purpose of Holistic Medicine is to join together the person's body, mind and spirit making them whole, healthy - holistic. The spirit is viewed as the person's source of life from which comes their energy, i.e. life-force. In turn the spirit is seen as connected with life itself and ultimately God. Holistic Medicine maintains that the truly holistic person emanates a higher level of life which benefits all humanity. It is this expression of pure life into the world that brings about healing and life-improvement. Above all, to become holistic is seen as the way to health, success and man's purpose of life.

Various modalities/approaches can be used - diet, relaxation, massage, even where necessary

drugs and operations, to balance the body and allow the life-force to flow through. But the holistic practitioner who has gone through the process and become healed/whole themselves has the greater ability to help than any form of therapy. On the basis that clean air, diet, a herb, a vitamin may contain a certain amount of life-force, a truly holistic human being contains the most. This too can be imparted.

This is what makes Holistic Medicine so exciting and puts it on the leading edge of the technological and scientific breakthroughs of the Space Age. For in Holistic Medicine, we are working with the most vital commodity of all - the potential of the human being, life itself, and the holistic Practitioner's ability to impart it.