



NSW State Committee Event | 5 August 2018

Part A: The Acupuncture Evidence Project: How Practitioners Can Use Evidence in Advertising

Presented by John McDonald

The Acupuncture Evidence Project was commissioned by AACMA in 2016 to provide a robust analysis of the current state of acupuncture research to support lobbying efforts for inclusion of acupuncturists in Medicare and Veterans Affairs schemes. The project was managed by co-author Stephen Janz and edited by Judy James. The comparative literature review was based on two earlier reviews of acupuncture research by the Australian and US Departments of Veterans Affairs published in 2010 and 2014 respectively. All systematic reviews of acupuncture research published between March 2013 (the cut-off date for the US Veterans Affairs Evidence Map of Acupuncture) and September 2016 were included, as well as some network meta-analyses and other reviews and three systematic reviews published after September 2016. With the need for all acupuncturists to comply with AHPRA advertising guidelines being brought into sharp focus by recent events, the Acupuncture Evidence Project provides a valuable resource for practitioners to rapidly and easily identify “acceptable evidence” to support therapeutic claims in their advertising. The Acupuncture Evidence Project has also been used by many acupuncture organisations around the world in lobbying legislators and insurance providers and has been translated into French, Portuguese and Norwegian. The World Federation of Acupuncture-Moxibustion Societies (WFAS) is planning to reprint the Acupuncture Evidence Project with permission from AACMA and the authors.

Every acupuncturist must comply with AHPRA advertising guidelines. This seminar provides an overview of an AACMA initiative called the Acupuncture Evidence Project. The project provides a valuable resource that enables practitioners to quickly – and easily – find acceptable evidence to support therapeutic claims when advertising their services and/or clinic. If you want to stay compliant and project a professional image, this is one seminar that no acupuncturist can afford to miss.

Part B: Evidence-Based Methods of Point Selection: Using Historical Literature and Modern Research to Inform Point Selection

Presented by John McDonald

One of the tremendous advantages acupuncture has over many other therapies is its rich literary tradition stretching back over two millennia, which records the ideas and clinical experiences of countless practitioners. Although the theories and practices of acupuncture are constantly evolving - as with any living medical tradition - a sound knowledge of the historical literature allows innovation to be guided in directions that are more likely to lead to effective treatment. For contemporary acupuncturists, this information is extremely valuable, and thanks to the work of numerous skilful translators, access to this literature in English is expanding rapidly. This paper reviews the main schools of thought on acupuncture point selection, as well as the extant literature regarding the uses of different point categories and point groupings. A distinction is drawn between using theoretical frameworks as a basis for point selection versus recorded clinical experience. That is, practitioners have documented their successful treatment outcomes over millennia, which have been critiqued and commented upon by successive generations of other practitioners based on their clinical experience. This has generated a trail of literary evidence that, although including many diverse views, distils down to a broad consensus regarding which points are clinically effective to treat which symptoms/diseases. This work is based on a project initiated by

the author in 1980 to compare 'broad consensus' point indications from a range of different sources against other methods of point selection for clinical consistency. This is evidence-based point selection.

This seminar is a must for all TCM practitioners. It provides essential insights and knowledge that will enhance your professional capability and standing in the eyes of your clients and the wider community.

About the presenter/s

Dr John McDonald, PhD commenced acupuncture studies in Australia in 1971, clinical practice in 1975 and teaching acupuncture in 1977. John has been a pioneer in developing acupuncture education in Australia in curriculum development and as a Dean, Department Head, senior lecturer and course coordinator in a number of colleges and universities. Recently John has, with Stephen Janz, co-authored a comparative literature review, The Acupuncture Evidence Project, sponsored and published by the Australian Acupuncture and Chinese Medicine Association of Australia Ltd (AACMA).

Currently John is an Adjunct Senior-Lecturer in the School of Medicine at Griffith University (where he conducted his PhD research into the immunological mechanisms underpinning the effects of acupuncture in allergic rhinitis). John is also Vice-President and Head of Research of the Acupuncture Now Foundation, a lecturer and member of the Curriculum Advisory Committee at the Endeavour College of Natural Health and a reviewer for several peer-reviewed journals.

Event Details

Date	5 August 2018
Time	Part A: 9.00am - 1.15pm; Part B: 2.00-6.15pm (Tea break: 11.30-11.45am and 4.00-4.15pm)
Cost	Part A or Part B: Members: \$50 (\$60 if paying at door); Student Members: FREE; Non-members: \$70 (\$80 if paying at door) Both Parts: Members: \$100 (\$120 if paying at door); Student Members: FREE; Non-members: \$140 (\$160 if paying at door) <ul style="list-style-type: none">• <i>Please register with AACMA prior to the event. NO walk-ins will be accepted on the day if the number limit has already been reached.</i>• <i>No fees for AACMA student members whether pre-registered or walk-in if venue limit has not been reached.</i>• <i>Non AACMA student members pay the same price as non AACMA member registrants.</i>• <i>Students need to show their current student card on attendance at the event.</i>
Venue	Endeavour College, 815-825 George St, Haymarket NSW 2000
CPD	8 CPD points (Part A: 4 professional issue pts; Part B: 4 pts)
Registration Via Office	Via office - RSVP by 12:00 PM EST, Thursday 2 August 2018. Contact AACMA national office on 07 3457 1800 or email aacma@acupuncture.org.au

Please bring your AACMA Tax Invoice as proof of your seminar registration and payment

***Registrations and payments are to be done either via BPAY or over the phone via credit card.
Please contact AACMA national office on 07 3457 1800.***

**This is an AACMA-organised seminar.
All enquiries should be directed to AACMA.**

Who can attend AACMA State Committee events?

Attendance at AACMA State Committee events is open to AACMA members and non-members who are either CMBA-registered Chinese medicine practitioners or students enrolled in an AACMA/CMBA-approved acupuncture or Chinese medicine program.

Preference will be given to AACMA members where numbers are limited.

Cancellation policy for paid events

Cancellations received one week or more before the event date will incur a \$20 administration fee. There are no refunds for cancellations received less than one week before the event or for failure to attend the event; however, a credit, minus the \$20 administration fee, can be retained for future events.

Any changes to event date, time, location, content or speaker(s) will be advised by the AACMA office before close of business on the Friday prior to the event.

Cancellation of registration due to event change(s) received before the Friday prior to the event can be arranged as a refund or credit for future events. Cancellation due to event change(s) received after the event date will be arranged as credits only if the registrant did not attend the event.

Please note that the AACMA office is not able to notify registrants of any event changes that may happen after the close of business of the Friday prior to the event.

If you are travelling interstate for the event, please plan your itinerary after confirming with us.