



## State Committee EVENT NEWS

### 19 November 2017 | Translating evidence: How to use evidence in advertising your practice | 3 Professional Issues CPD points | Video watching

Dear member,

Please see below for information regarding an upcoming AACMA TAS State Committee Event.

**Please note this event will be delivered as a video watching seminar. A quiz will be followed by the video for CPD allocation. It is NOT a live webinar. Sorry for any confusion caused.**

### Translating evidence: How to use evidence in advertising your practice | 3 Professional Issues CPD points | Video watching

#### *Presented by John McDonald*

The recent publication of the Acupuncture Evidence Project brings into sharp focus the need for acupuncturists to be well-informed about how to use evidence in advertising. The advertising guidelines of AHPRA are very specific about what can and cannot be said in advertising a regulated service such as acupuncture. The purpose of this presentation is to clarify for AACMA members how they can best use evidence in promotion without breaching AHPRA guidelines.

Evidence supporting the effectiveness, safety and cost-effectiveness of acupuncture is graded according to the risk of bias and quality of evidence in published research. The Acupuncture Evidence Project provides a detailed guide to evidence levels in current acupuncture research to assist practitioners in communicating accurately and effectively about their scope of practice.

The outcomes from the Acupuncture Evidence Project will be outlined and the AHPRA advertising guidelines will be examined to assist members in framing advertising which is both accurate and AHPRA compliant.

#### About Presenter

John McDonald began studying acupuncture in 1971, practice in 1975 and teaching acupuncture in 1977. Since then John has been actively engaged in education, practice and more recently research, completing his PhD at Griffith University in 2015.

John is currently a practitioner, and lecturer at Endeavour College of Natural Health. John is also an Adjunct Senior-Lecturer in the School of Medicine at Griffith University and Vice-President for Research of the Acupuncture Now Foundation.

## Event Details

**Date** 19 November 2017  
**Time** 10:00 am - 1:00 pm (Tasmania local time)  
**Cost**

- **No prepayment required. Video cost will be shared among actual attendees.**
- **The completed quiz and the individual payment will be collected by AACMA office after the event for CPD allocation.**

**Venue** Lotus Centre, 45 Victoria St, Hobart TAS 7000

**CPD** **3 AACMA CPD Points (Professional Issues)**

### Registration

**Via Office** Via office - RSVP by 12:00 PM EST, Thursday 16 November 2017.  
Contact AACMA national office on 07 3457 1800 or email [aacma@acupuncture.org.au](mailto:aacma@acupuncture.org.au)

**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.**

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### 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.

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### 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.

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