



WA State Committee Event | 22 July 2018

Part A: Accessing research resources

Presented by China National Knowledge Infrastructure (CNKI)

This seminar will focus on the methods to access research resources, especially the Chinese academic publications in English and the original full-text in Chinese from a comprehensive database including journals, doctoral dissertations, masters' theses, proceedings, newspapers, yearbooks, statistical yearbooks, ebooks, patents, standards and so on.

Part B: Translating evidence: How to use evidence in advertising your practice

Presented by John McDonald

Please note this event will be delivered as a video watching seminar. The video will be followed by the quiz for CPD allocation. It is NOT a live webinar.

The 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 the presenter/s

China National Knowledge Infrastructure (CNKI) is the provider and search engine of research materials.

- The most comprehensive gateway of knowledge of China
- Over 1,300 institutional customers overseas in 43 countries and regions, 20,000 institutional customers from various industries in mainland China
- Core users ranging from top universities, research institutes, government think-tanks, enterprises, hospitals to public libraries
- End-users are over 50 million, website traffic over 2.1 billion and full-text downloads reached 1.2 billion in 2013
- Ten service centres located in Beijing, North America, Japan, Korea, Taiwan, Hong Kong and etc.

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	22 July 2018
Time	9.30am-15.00pm (Lunch break 11.00-11.30am)
Cost	Members: FREE Students Members: FREE Non-members: \$35 (\$45 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	Earth Point Energy Centre, 1st Floor, 87 Brown Street, East Perth 6004
CPD	5 CPD points (Professional Issues)
Registration Via Office	Via office - RSVP by 12:00 PM EST, Thursday 19 July 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.