



World Homoeopathy Awareness Week 2008
29th April – 6th May 2008
Theme – Homoeopathy in Sports



NATIONAL CAMPAIGN

Cinema Ad: This year the AHA has created a classy 30 second cinema ad for Branches and Professional Members to use to promote homoeopathy. Set to a catchy African beat, the text scrolls over the big cinema screen, inviting people to find out more by visiting the AHA website, where Professional Members are listed as a practitioners! Cinema advertising is very effective – research shows retention rates are high and you can target specific audiences. It is surprisingly affordable and best of all, the AHA has made it easy for you to arrange. A fantastic advertising resource that would normally be beyond one person's scope is now available to you. An overview of the ad can be viewed on the AHA website under 'General Interest', 'WHAW Resources', and more details can be obtained from Branches. Listings of where your Branch, or members are screening the ad will be noted on the AHA website.

Promo Pack. All professional members will receive a pack of 100 homoeopathy promotional leaflets, along with a flyer outlining ideas on how to use these in your local community to promote homoeopathy and your practice. *Please let your Branch Secretary know if you do not want to receive these.*

WellBeing Insert on Homoeopathy. This year an 8 page A4-sized insert about homoeopathy will be featured in the *Well Being* magazine – April/May (No 114) edition. The insert will be similar to the one that was run in *Indus Age* during the 2007 WHAW campaign, and the *Living Now* magazine in the 2006 WHAW campaign. The feature is a very good source of information about homoeopathy. It provides varied articles about homoeopathy as well as a listing of the name, clinic suburb and phone details of all Professional Members across Australia, as listed on the AHA website. Additional copies of the 8 page insert will be available for promotional use from State Branches.. *Well Being* is a well known magazine with a wide distribution throughout Australia in both city and regional areas.

Promotion of Members through Owen Homoeopathics Outlets. Jan Owen has generously offered to distribute the *Well Being* 8 page feature through Owen Homoeopathics distributors around Australia. This provides another opportunity to increase the awareness of homoeopathy around Australia as well as promoting Professional Member practitioner details.

Promotion of Homoeopathy throughout Libraries. Caspersen's Homoeopathic Books are providing libraries with a flyer about homoeopathy, details of WHAW 2008, and some recommended titles. The aim of the initiative is to increase awareness about homoeopathy and the potential for more homoeopathic books to be made available to the public through libraries.
caspersn@star.brisnet.org.au

Listing in various Health Calendars

State and Local Initiatives. Member participation is a core component of WHAW. In addition to the national campaign, Branches coordinate State and local events and encourage members to run initiatives in their own areas.

**Working together in local areas increases individual practices,
raises the profile of homoeopathy at a grass roots level
and helps to generate a strong homoeopathic community.**

The *Well Being* insert, and other advertising will direct the general public to the AHA website for information about your WHAW events. Please ensure that your events are listed on the AHA website for national promotion.

To have your events displayed, please email details of these to our webmaster Peter Torokfalvy at: ibisz@alphalink.com.au



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RESOURCES

NEW: Homoeopathy in Sports Brochure. For Professional Members to download from the Professional Members only section of the new-look website. Designed by the World Homoeopathy Awareness Organisation, this brochure supports the theme of WHAW 2008. It is ideal for local promotions directed at Homoeopathy in Sports. Download and print these for promotional use. Distribute to your local gym; to team sports; at sports injury clinics...

Cinema Ad. Take a look at an overview of the ad on the AHA website and then contact your branch to find out details about how to organise a screening of the ad at a local cinema and promote homoeopathy and yourself during WHAW 2008. Work together with homoeopaths in your area to minimise costs. (more details on the flip side).

1st Aid Poster . This colourful A2 poster has proved extremely popular amongst members. The poster can be used in conjunction with 1st aid courses or for display purposes. These are available from NSW branch office. See AHA website for contact details.

Homoeopathic First Aid Course – (Hom Fact Pack) Teaching Package on disc. Would you like to run a 1st Aid course but don't know where to start? This is the answer. A full course is provided for a 4 week session course, 3 hours per session. Content includes: aims and objectives for each week; basic homoeopathic philosophy, concepts in health and disease to be covered each week; outlines 16 remedies; quick cases for each week to complement the remedies studies; homework questions; suggestions for class discussions/exercises. This is available for professional members from NSW branch office. See AHA website for contact details.

Arnica Montana 1st Aid Kit and CD Rom. Designed by Catherine Diamantopoulou, in conjunction with the College of Homeopathy, Helios Pharmacy and the Red Cross. This package is well researched, extremely easy to navigate, has nice graphics and directs you to first aid management and homoeopathic remedies for many 1st aid situations. This interactive program works on Apple Macs and PCs. To order info@arnica.com.au or www.arnica.com.au or Ph 0417 713 212.

Promotional Banner explaining Homoeopathy. Designed by Tim Eisemann, this poster is beautiful, colourful and educational, a must for any display or clinic. It is also a great teaching aid for 1st aid courses and information talks to the general public. See AHA website to view and for details for ordering.

Homeopathy Video. If you would like to hold an Awareness Event, but find the public speaking difficult, this could be for you. "*Homeopathy: The Mystery of Healing*" is a 40 minute professional and scientific documentary about homoeopathy. It discusses the science and art of homoeopathy, and shows interviews with both homoeopaths and impressed clients. It can be ordered from Teleduction, 305 A Street, Wilmington, Delaware 19801; info@teleduction.com

Brochures. AHA branches have a great range of products available for purchase for professional members: Children's Brochure; Asthma Brochure; Homoeopathy Explained; Privacy Brochure; and the Homoeopathy promotional leaflet. All of these are great tools in promoting homoeopathy to the general public.

A3 Event Promotion Poster. If you are running an event and would like a poster for promotion, this can be downloaded from the national website, emailed to a printer and printed to size. There is a large box to fill in the event details.

Additional Resources on the website:

- Presentation Tips – guidelines for giving public presentations
- WHAW promotion advice – ideal to assist members in promoting themselves and homoeopathy
- Power Point Presentation – very visual to support a presentation on homoeopathy

As additional resources become available they will be listed on the 'WHAW Resources' page of the AHA website, so keep up-to-date by visiting the website.