

How the BHMA is trying to make a difference

The Journal of Holistic Healthcare, which members receive free of charge, is the BHMA's flagship. Edited by Professor David Peters, Director of the School of Integrated Health at the University of Westminster, and supported by an Advisory Board of leading healthcare professionals, it contains articles, interviews, controversy, research, plus regular reviews, news and events pages.

The BHMA produces materials for self-care:

a series of CDs/booklets packs covering: stress, breathing, persistent pain, sleep, meditation, and relaxation.

podcasts and downloads with information on stress, back pain, nutrition, exercise, positive psychology, and communication.

The Integrative Health Resource which can be accessed through the BHMA website www.bhma.org provides a wealth of information on health problems, mainstream and complementary treatments and self-care. It also provides a resource for GPs who will be able to access factsheets on common conditions for which complementary therapies and mind-body medicine may be of benefit. We are building in the supporting evidence base, and members of the IHR e-Community can participate in building the knowledge base for integrated healthcare

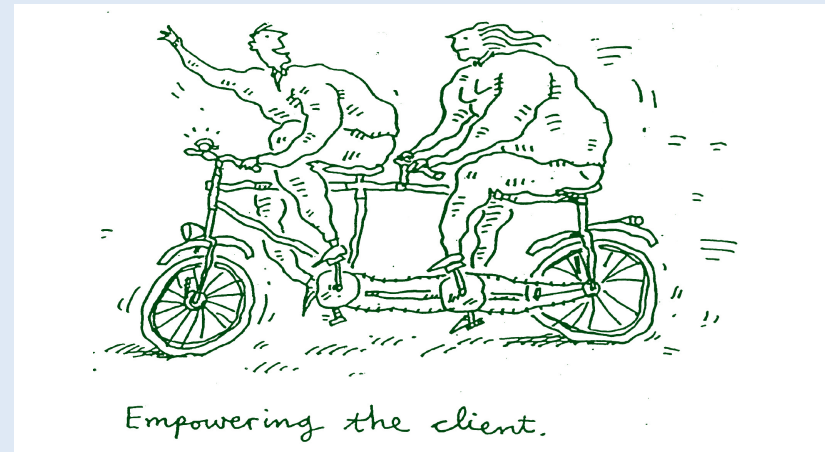
During the second half of 2009 the BHMA website will develop into a major resource for holistic healthcare. A key section on wellbeing will present downloadable audio and written materials to help people achieve and maintain well-being.

The BHMA also supports members who want to take a more active role. Local network groups are thriving in the Brighton and Bath/Bristol areas, and in the North West region. We also promote self-care to medical students groups and encourage them to take an interest in holistic ideas and practice.

Join the BHMA network
 Visit our website at www.bhma.org
 01278 722000
admin@bhma.org

BHMA[©]
 British Holistic Medical Association

Are you a mainstream healthcare worker, a psychotherapist or CM practitioner? Are you living with a long-term health condition or caring for someone who is? Do you want *Medicine As If People Matter?*



Mind, body and spirit:

a deeper understanding of human complexity

Art of medicine; arts in medicine,
 and the art of health and wellbeing

Integrating a wider range of approaches

Participation, partnership

and relationships that dignify, empower and support

Meaning and medicine: making sense of illness and healing

Support the BHMA – in partnership with The Prince's Foundation for Integrated Health – to create the voice for holistic healthcare

Why the BHMA?

The BHMA is a public-professional network of like-minded people committed to promoting holistic practice in healthcare, and holistic wellbeing in individuals and communities.

Holism is a term widely used but often ill-defined, and misunderstood to refer simply to *alternative therapies* or approaches that include *complementary medicine*. To us, holism is a way of being and doing that affects every aspect of sickness and health. The holistic way is about relatedness rather than separation – relationship with one another and with our wonderful but often cruel world. The holistic way is to understand not only by fragmentation and simplification, but also by embracing complexity and contradiction; to work with our mind and body, *with* our world and *with* nature. Because whenever we set out to mould the world to our own image or for our own convenience the world will push back.

Creative responses to our healthcare crisis

Healthcare faces three interconnected crises of cost, cure and care. Costs are soaring as chronic disease and longevity outstrip both the development of cures and our natural resources. The industrialisation of medicine happened at the expense of timeless principles, particularly caring and compassion – both aspects of relationship. Many individuals and organisations, including the BHMA and The Prince's Foundation for Integrated Health, have campaigned tirelessly for change. There are signs that the tide is turning.

Sustainability and wellbeing

The need to stay healthy and cope well with chronic disease has become a cornerstone of government health policy. The importance of staff health and wellbeing, and the need to build communities and live sustainably are finally entering NHS policy. The duty of a 'good society' to nurture health and wellbeing at every level is being rediscovered. However, we must not relax: there is a long way to go.

Healthcare leaders need our help to pilot the great ship away from the rocks.

Beyond Biomedicine

In the meantime, individuals need help to understand how to rely less on one-size-fits-all drug-oriented healthcare. We know that illness and disease are not simply the end-result of a breakdown in the *bio-machine*. Stress, absolute and relative poverty, poor diet, emotional

deprivation and lack of purpose make such a breakdown more likely. The BHMA aims to promote the idea of *holistic wellbeing through self-care* by helping people to find their way through the mass of health-related information towards what is right for them. This is not an easy task since much 'health' information is driven by vested interests and is neither holistic nor necessarily healthy.

Self-care and compassion

Practitioners who explore *self-care* for themselves, can better serve and support those who rely on their care and enthusiasm. Even though practitioners' capacity for caring and compassion, may be healthcare's most valuable resource, healthcare organisations may still not have the will or the vision to maintain it. Stress and burn-out remain all too common and practitioners who want to embrace holistic approaches would be wise to work with the BHMA to *cultivate their capacity for compassion*.



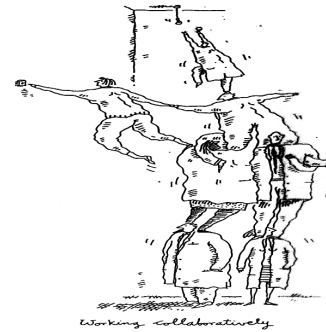
Sustaining the care-giver - avoiding burn-out.

New resources for 21st century healing

The BHMA is funded by its membership to create a *voice for holistic healthcare* and *resources for self-care*. As an association open to all who want to join, the BHMA is not a professional body and membership confers no commercial or direct professional benefits. The generosity of BHMA supporters and members means the association can *provide information and promote holistic medicine* as a sustainable way to deliver better healthcare. The larger the number of BHMA supporters, the better it can help develop a new sustainable vision for the 21st century.

Sustainable solutions

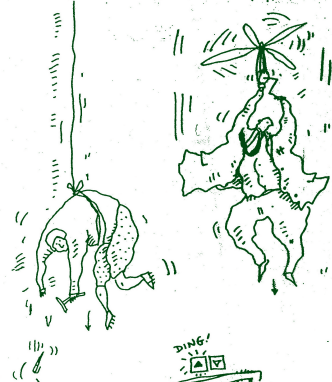
Holistic integrated healthcare will enhance biomedicine by harnessing the power of individuals and communities to create wellbeing at many levels. By supporting BHMA you will add your voice to the growing number of people who believe in developing a more compassionate, integrated healthcare system. It's time to replace over-reliance on pharmaceutical 'magic bullets', with diverse approaches for creating health. We need to support wellbeing, self-care in chronic disease and the wellbeing of health-workers. Above all we have to embrace effective and sustainable solutions for the millions who need more than biomedicine alone can offer.



Working collaboratively.



Caring in context.



Acknowledging limitations.