



Complementary Therapy Courses for Midwives

Prospectus: 2022-2023

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Full academic programmes of study commencing September 2022:

- Diploma in Midwifery Complementary Therapies
- Certificate in Midwifery Acupuncture
- Certificate in Midwifery Aromatherapy
- Certificate in Midwifery Clinical Hypnosis - option to continue to hypnotherapy qualification
- Certificate in Midwifery Reflex Zone Therapy (reflexology)
- Certificate in Midwifery Complementary Therapies (online /distance learning)

Licensed Consultancy scheme for midwives wanting to start their own business

Short course and study days throughout the academic year:

- Introduction to Aromatherapy in midwifery - in London or online, 2 days
- Aromatherapy and acupressure for postdates pregnancy - in London or online, 3 days
- Moxibustion for breech presentation study day online
- Natural remedies in pregnancy study day online, optional day 2 on homeopathy
- Working Therapeutically Online equivalent to 2 days, online
- Business training day, online – for midwives wanting to work in private practice
- Refresher days for alumni, in London, including practical work
- Clinical hypnosis for pregnancy course in London 6 days
- Reflex zone therapy (reflexology) in midwifery in London 6 days

- **Courses for groups - on your own premises / online, UK and overseas**

- **Dates of academic programmes and short courses for 2022-2023**

- **Applying for a long programme / booking a short course or study day**

- **Frequently asked questions**

Expectancy's unique range of accredited courses for midwives and student midwives aims to equip you with the knowledge and skills to provide safe, effective and cost-effective options to relieve stress, ease pregnancy discomforts, aid physiological birth and facilitate lactation and recovery.

We offer innovative, trail-blazing courses on complementary therapies to facilitate pregnancy and birth and to reduce interventions. We focus on safety and professional accountability and set the use of complementary therapies in the context of your midwifery registration and the environment and culture in which you work (NHS / private / overseas).

All our courses can be used towards UK Nursing and Midwifery Council revalidation and for continuing professional development. Accreditation of our long programmes (Diploma/ Certificate programmes) with the Federation of Antenatal Educators also means that midwives wishing to work in private practice can obtain indemnity insurance. In addition, the Certificate in Midwifery Clinical Hypnosis can be used towards full clinical hypnotherapy training which provides registration with the General Hypnotherapy Register and membership of the Complementary and Natural Healthcare Council.

All our scheduled courses involving practical skills are held in London at weekends, from 0900 to 1630 hours. Theory-only days are delivered online (0900-1600 hours). We also offer a Certificate in Midwifery Complementary Therapies delivered entirely online for colleagues overseas (UK time). This can also be delivered for larger groups overseas, on your local time. We can provide many of our courses in your own maternity unit, university of college, in the UK and overseas.

Studying with Expectancy will enable you to acquire the skills and knowledge to introduce and use complementary therapies appropriately and safely in your practice, and to defend the use of complementary therapies scientifically if challenged, based on an understanding of research evidence.

Academic and professional quality assurance: All our courses are directly applied to midwifery practice and comply with national and international midwifery regulatory requirements for safe practice. Expectancy's philosophy focuses on *safe, accountable, evidence-based practice* to ensure appropriate, contemporary care for expectant and birthing parents and protection for midwives' registration. Our academic and professional programmes are taught and assessed at academic level 6, equivalent to the third year of an undergraduate degree. Expectancy appoints an external examiner, a university lecturer who acts as our Academic Conduct Officer, to ensure maintenance of our high academic and professional standards and robust assessment processes and to ensure equity and fairness for all students.

Our Academic Team

Dr Denise Tiran HonDUniv FRCM MSc RM PGCEA Chief Executive Officer and Education Director

Dr Denise Tiran is a freelance midwifery educator and an internationally renowned authority on maternity complementary therapies (CTs), having pioneered the subject as a specialism within midwifery since the early 1980s. Previously, at the University of Greenwich, London, she developed one of the UK's first CTs degrees and set up an NHS antenatal CTs teaching clinic, which was highly commended in the 2001 Prince of Wales's Awards for Healthcare in London.

Denise has undertaken several research studies, including Acupressure for Postdates Pregnancy; Using reflex points to predict stages of the menstrual cycle; Natural remedies for sickness in pregnancy; and a Department of Health-funded study on continuing professional development amongst complementary therapy practitioners.

She has written numerous books and papers and is well-known to students for *Bailliere's Midwives' Dictionary* (14th edition 2022). Recent books include *Aromatherapy in Midwifery Practice* (2016), *Complementary Therapies in Maternity Care, an evidence-based approach* (2018), *The Business of Midwifery* (2019) and *Using Natural Remedies Safely in Pregnancy and Birth* (2021). Her latest book, *Complementary Therapies for Postdates Pregnancy* will be published in late 2022.

Denise regularly teaches overseas; she has been teaching in Japan for over 20 years and in China and Hong Kong for the past five years. She is Visiting Professor at Qingdao Huikang School of Nursing, Shanghai, China.

Denise has been in business for almost nineteen years and was runner-up in the 2015 Kent Women in Business awards. She now mentors midwives wanting to set up in business, and established Expectancy's Licensed Consultancy scheme to help them develop and grow their own private practices.

Denise was awarded an Honorary Doctorate from the University of Greenwich in 2020 and a Fellowship of the Royal College of Midwives in 2018 for almost 40 years' work in this specialist field of midwifery. She provides much of the teaching in London and for on-site NHS courses and all overseas education provision.



Amanda Redford BSc (Hons) RM LicAc - Programme Leader – Acupuncture; Senior Tutor

Amanda previously worked in the NHS as a senior research midwife. She is qualified in acupuncture, massage, reflexology, aromatherapy and nutrition and has a thriving private practice in the north of England offering complementary therapies for pregnancy and early parenthood. She has a particular interest in fertility and combines a range of therapies to help couples struggling to conceive.

Amanda is the Programme Leader for our Certificate in Midwifery Acupuncture. She also teaches our massage courses, moxibustion and postdates pregnancy study days and assists with the reflex zone therapy courses.



Laura Wallbank RM - Programmes Manager / Senior Tutor



Laura is a senior midwife with a particular interest in midwifery professional standards, frequently chairing professional conduct

hearings for the Nursing and Midwifery Council and acting as an Expert Witness. Laura is an experienced aromatherapist, which she combines in her private practice in Reading with maternity acupuncture and clinical hypnosis. She is the Programme Leader for Expectancy's Certificate in Midwifery Clinical Hypnosis and teaches our Advanced Aromatherapy courses.

Laura also manages all our programmes on a day-to-day basis and acts as our Finance Manager.

Professor Ursula James - Visiting Lecturer, Clinical Hypnosis

Ursula is the UK's only Professor of Clinical Hypnosis and has worked with Dr Denise Tiran for many years. Ursula and her team teach our Clinical Hypnosis and Working Therapeutically Online courses. She is a Visiting Lecturer in clinical hypnosis for Barts and the Royal London medical schools, Chair of the Medical School Hypnosis Association and is driving research into the medical applications of clinical hypnosis. Ursula is author of the *Clinical Hypnosis Textbook* (two editions). Ursula also

presented her own TV series for Channel 5 entitled, 'Sex, Lies and Hypnosis.'



Dr Harry Chummun FSB PhD BSc (Hons) NT RN Academic Conduct Officer



Harry is a Senior Lecturer in physiology at the University of Greenwich, London and an associate biology lecturer for the Open University. His specialist academic discipline is physiology, genetics and genomics; he

previously helped to formulate national genetics competencies for nurses and midwives. He also has a keen interest in the physiological basis of complementary therapies and has worked with Denise on several research studies at the University of Greenwich. Harry acts as Expectancy's Academic Conduct Officer, overseeing standards and equity of the assessment processes and advising on curriculum development.

Academic programmes: our unique Diploma and Certificates:

Our signature *Diploma in Midwifery Complementary Therapies* has been running for fifteen years; the *Certificate in Midwifery Acupuncture* is now in its eighth year. As a result of the pandemic and increased demand for online courses, we had a radical overhaul of our professional programmes in 2020 to enable more midwives to specialise in a therapy of their choice, including aromatherapy and massage, reflex zone therapy (reflexology) or clinical hypnosis. We also offer a new completely online (distance learning) programme for overseas midwives or those in the UK unable to travel to London.

The Diploma in Midwifery Complementary Therapies comprises 20 study days taken over one or two academic years. Certificate programmes comprise ten study days taken over one academic year. All programmes are open to qualified midwives; student midwives may join the Certificate programmes (except acupuncture) and any short courses or study days. All our programmes equip midwives for NHS practice and/or for private practice via our Licensed Consultancy scheme. For overseas midwives, our courses provide an introduction to the vast subject of complementary medicine in midwifery; practice will be dependent on local requirements and regulations.

There is no difference in the academic level between the Diploma and Certificate programmes (level 6, equivalent to the third year of an undergraduate degree) - just the number of study days and fees differ. Two Certificate programmes can be combined in the same year for the Diploma price (some restrictions apply).

All current students on our long programmes and all of our Licensed Consultants also have access to optional online weekly “open house” discussion groups, monthly webinars and our members’ resource library.

Diploma in Midwifery Complementary Therapies £3276

This programme comprises six compulsory days and 14 option days, enabling you to design a bespoke programme tailored to your own interests and professional needs.

Compulsory days:

- Introductory days (2)
- Introduction to aromatherapy in midwifery practice (2)
- Scientific basis of Complementary Therapies
- Integration of Complementary Therapies in maternity care (final day)
- plus 14 days of your choice from the full selection of short courses / study days, see page 11

Certificate in Midwifery Acupuncture: £2160

Five 2-day study blocks between September 2022 and January 2023, intended primarily for qualified midwives wanting to establish acupuncture services in the NHS or in private practice. Optional 2-day advanced course in February - acupuncture for preconception care and fertility - is available. Not available for overseas students.

- Introductory days (2)
- Acupuncture for pregnancy, birth and lactation
- Acupuncture for musculoskeletal & gastrointestinal issues
- Moxibustion for breech presentation ONLINE
- Scientific basis of complementary therapies ONLINE

Testimonial: The Certificate in Midwifery Acupuncture is exciting, challenging and thoroughly enjoyable. The teachers are experts in their field and have given me great confidence to bring acupuncture to my NHS work and my future private practice. I would encourage any midwife with an interest to go for it!

Carol Mc Girr, Ballygawley / Co.Tyrone

Certificate in Midwifery Aromatherapy £2160

This programme focuses on aromatherapy and massage applied to midwifery. You'll learn 24 essential oils and full body massage, as well as how to use specific massage techniques to treat various physiological discomforts in pregnancy, labour and postnatally. You'll later explore other methods of administration and consider the evidence-base for aromatherapy to support your practice.

- Introduction (2 days)
- Introduction to aromatherapy (2 days)
- Introduction to massage (2 days)
- Advanced aromatherapy (2)
- 2 option days from the full selection, see page 11

Certificate in Midwifery Clinical Hypnosis £2160 / £3276 with full hypnotherapy training

Learn the principles of clinical hypnosis for pregnancy and birth, including individualised hypnosis treatments in preparation for labour, hypnosis for anxiety, needle phobia and tokophobia, as well as smoking cessation in pregnancy. This programme is *not* "hypnobirthing" but involves specific therapeutic clinical hypnosis and hypnotherapy techniques. The programme is delivered in partnership with Professor Ursula James, the only professor of hypnosis in the UK. Midwives who successfully complete the programme can proceed to full clinical hypnotherapy training leading to registration with the General Hypnotherapy Register. This also gives you membership of the Complementary and Natural Healthcare Council (<https://www.general-hypnotherapy-register.com/>).

- Introduction (2 days)
- Introduction to complementary therapies and aromatherapy – the most popular therapy used by expectant parents (compulsory, half day)
- Working therapeutically online (equivalent to 1.5 days)
- Clinical hypnosis for pregnancy and birth (6 days)

If undertaking full hypnotherapy training, you will transfer to Professor Ursula James and her team at the end of your Certificate in Midwifery Clinical Hypnosis, to complete your studies.

Certificate in Midwifery Reflex Zone Therapy (reflexology) £2160

Reflex zone therapy (RZT) is a specific clinical style of reflexology, developed in Germany by the midwife, Hanne Marquardt, and used by many midwives in northern Europe. You'll learn the basics of generic reflexology so you can perform a standard relaxation treatment. You will also learn specialist reflex zone techniques for backache, sciatica, carpal tunnel syndrome, constipation, postdates pregnancy, pain relief in labour, retained placenta, lactation issues and more.

- Introduction (2 days)
- Introduction to complementary therapies and aromatherapy: compulsory (1 day)
- Reflex zone therapy (6 days)
- 1 option day from a selection, see page 11

Certificate in Midwifery Complementary Therapies (online)

FEES: £2160 – UK residents

£2400 – resident outside UK; 10% surcharge if paid from non-UK bank account

A new 10-day programme delivered entirely online on UK time. Also available for groups of midwives overseas (can be taught on your own time zone).

- Introduction to programme and to complementary therapies (2 days)
- Introduction to aromatherapy: compulsory (2 days)
- Six online days of your choice, see page 11 (can be combined with face-to-face study days in London if you are able to travel)
- Extra days available for a surcharge

Your options: Diploma and Certificate programmes

The number of option days varies according to your programme – see the specific entries on previous pages. You will be able to discuss your preferred options at interview with Dr Denise Tiran and your final choices will be confirmed on the introductory days.

- Introduction to reflex zone therapy (6 days, not available for online certificate)
- Clinical hypnosis for childbirth (6 days, not available for online certificate)
- Moxibustion for breech (1 day)
- Scientific basis of complementary therapies (1 day, compulsory for Diploma)
- Complementary therapies for postdates pregnancy (1 day)
- Introduction to natural remedies (1 or 2 days; day 2 focuses on homeopathy)
- Complementary therapies for nausea and vomiting (1 day)
- Business training (1 day; included in Licensed Consultancy)
- Introduction to massage (2 days, not available for online certificate)
- Advanced aromatherapy (2 days)
- Working therapeutically online (equivalent to 2 days)
- Advanced acupuncture (2 days, pre-requisite - Certificate in Midwifery Acupuncture)

Dates differ according to options selected – see Dates at the end of this prospectus

Licensed Consultancy scheme for midwives wanting to work in private practice

Make this *your* year: join Expectancy's team of midwives offering private services

- We have a growing network of Expectancy-trained midwives wanting to provide private maternity complementary therapy services across the UK ... and we'd love you to join us
- You'll be your own boss, able to plan when and how you work, in a way that suits you, your personal commitments and career plans
- We'll provide all the training you need, on complementary therapies and on how to establish, run and market your practice, with a follow-up service to help you along the way
- You'll be part of an established company with professional and business credibility and an international reputation for good quality education provision emphasising safe practice
- We're sure you'll enjoy networking with a community of like-minded midwives, sharing a common philosophy, aspirations and experiences
- You'll also benefit from a range of other professional, academic and business-related services to help you develop your practice, including discounts on further training

What is Licensing and how does it differ from franchising?

Licensing of a business is similar in principle to franchising but allows more flexibility.

Franchising enables a business owner to replicate and grow its business, with all franchisees (those who buy a franchise) being required to conduct their business in exactly the same way as the parent company. The best-known franchise is McDonald's, with every restaurant offering the same products and level of service, each being owned and managed by someone who has bought into the company. A franchise agreement gives the franchisor (owner) the ability to control precisely how the business is run. For example, a customer should expect a visit to any branch of McDonald's, worldwide, to be essentially the same. Buying a franchise can be *extremely* expensive. It costs between £400,000 and £1,000,000 to buy a McDonald's franchise, with at least 25% paid up front, plus a one-off franchise fee of around £30,000, plus training.

Licensing enables the owners to retain ownership of their intellectual property whilst granting others the right to use it. In a licensing arrangement, a business owner with a known brand name or reputation issues a licence to third parties to deliver related products, either under the direct name of the parent company or in association with it. The licensor provides training, systems and processes to help establish another business, whilst retaining its intellectual property rights and ownership of the brand. The licensee may be required to use the parent company name or may be given the option to use a business name of their choosing, with permission from the licensor. Licensing is generally much less expensive than franchising and allows greater flexibility for the licensor to run their business how they wish. A defined geographical trading area is not usually part of the agreement. There is a registration fee plus the cost of any necessary training and a monthly administration fee for a minimum term.

Why has Expectancy chosen to offer a Licensed Consultancy scheme?

Expectancy is the brainchild of Dr Denise Tiran, who pioneered the subject as a specialist field within midwifery education and practice in the early 1980s and who is acknowledged as one of the leading international authorities in the field. Denise has 18 years' experience of running her own business, has taught over 3500 midwives on complementary therapies around the world and treated almost 6000 women in her own clinical practice. Denise has won wide acclaim for her work including the Prince of Wales's Award for Healthcare in London 2001, the Complementary and Alternative Medicine award for services to complementary therapy education 2010 and the Kent Women in Business Awards 2015.

Expectancy is a limited company registered with Companies House. Denise's co-director is a successful businessman with expertise in franchising and licensing and provides business expertise and advice to Denise on the management of Expectancy. Denise has built her international reputation on a strong commitment to safety, professional accountability and evidence-based practice in relation to midwifery complementary therapies. She adheres to this philosophy tenaciously, sometimes at the expense of developing her own business further. Safety is fundamental to everything she teaches midwives, and this has added to her worldwide credibility in a specialism which still incurs scepticism and dissension amongst some colleagues. Safety is the basis of her personal and company unique selling point (USP) and the message she imparts to every one of her students and Licensed Consultants. She is strongly protective of her intellectual property built up over a lifetime's career, and the company name, logo and brand are internationally trademarked to prevent others from using them without permission.

The decision to offer other midwives the opportunity to set up their own businesses under a licensing arrangement coincided with a trend amongst midwives in the NHS wanting to work part-time offering services such as antenatal classes in a freelance capacity. Midwives may choose to leave mainstream practice but still want to work with expectant parents with the flexibility to do it in their own way so they can achieve a better work-life balance. However, the move from being in the somewhat protected environment of employment to being one's own boss is extremely daunting, and lack of knowledge and understanding of the commercial world can lead midwives to make costly financial, professional or even legal mistakes.

There were several reasons for deciding on a licensing system rather than franchising:

- It provides midwives with an opportunity to learn about both complementary therapies and about business matters to ensure the success of their businesses
- Expectancy's name and that of its owner, Dr Denise Tiran, are well known, enabling midwives to benefit from an authority in both the professional, academic and clinical discipline of complementary therapies and in maternity-related business know-how
- It offers licensees more flexibility to run their private practices how they wish and to include services that may be different from those offered by another licensee
- It offers a means for midwives to move from the NHS at considerably less cost than attempting to set up a business entirely by themselves or by purchasing a franchise
- It allows midwives to set up their business in any geographical area
- It permits licensees to use their own business name and logo in association with Expectancy, using a special "Endorsed by Expectancy" logo on their website
- When joining the Licensed Consultancy, you enter into a legal agreement to establish a maternity-related complementary therapies business in association with Expectancy. The terms of the agreement allow for a shorter period of licensing (minimum two years), although those who join are encouraged to continue with the Licensed Consultant scheme and can extend their contract for the duration of their private practice.

What's included in the Licensed Consultancy scheme?

- Academic / professional programme of your choice: Diploma in Midwifery CTs OR one of our Certificate programmes: Acupuncture, Aromatherapy, Clinical Hypnosis or Reflex zone therapy (not available for online Certificate programme)
- Business training and business planning days in addition to your academic programme
- Monthly online "LC Live" problem-solving forum
- Online monthly webinars on subjects of interest
- Annual networking day to meet others and share ideas and experiences
- Access to our members-only online resource library
- Professional starter pack
- Closed Facebook page for Licensed Consultants only

On successful completion of your academic programme:

- Ongoing business and clinical mentoring and support
- Use of special "endorsed by Expectancy" logo for use on your website
- Entry on the Expectancy website
- Membership of an elite community of midwives working in private practice
- 20% discount on Expectancy courses after completion of initial course
- Confirmer service for NMC revalidation; optional clinical supervision
- Special discounts for accountancy services (fees payable direct); we also have access to legal and other business services you may need

Why join the LC scheme at the start of your Diploma / Certificate programme?

We know it can seem like a lot of money to pay for the Licensed Consultancy (LC) when you already have the fees for your academic programme to pay. However, in our experience, midwives who commence the Diploma / Certificate programme with half-hearted ideas about setting up their own businesses often make mistakes and rarely achieve as much as those who commit right at the start. We feel so strongly that you will gain more by joining the LC scheme when you commence your complementary therapies programme that we have intentionally kept the fees manageable. If you join the scheme later, there's a considerably increased fee *in addition* to the fees you've already paid.

Registering for the Licensed Consultancy at the start of your professional programme is designed to:

- facilitate your commitment to private practice and the money you've invested in yourself
- enable you to immerse yourself in the planning of your intended business, with business training acquired alongside the complementary therapies programme
- help you avoid the professional, legal, ethical and practical pitfalls of moving from the NHS to being self-employed
- join our community of like-minded midwives working together to enhance maternity care provision through a range of private services not generally available on the NHS
- allow you to commence your business under the Expectancy name and logo immediately on successful completion of your educational programme
- avoid a costly registration fee if you decide to join the Licensed Consultancy at a later date!

So ... what will it cost to become an Expectancy Licensed Consultant?

- Expectancy charges a Registration Fee which *includes* your initial training ie the Diploma / Certificate programme *and* the business training *and* all benefits of the package.
- We ask for a £600 non-returnable deposit (£500 plus VAT); you pay the balance in instalments
- Once you complete your initial programme, there is a monthly £30 (£25 + VAT) Membership Fee, with a minimum registration period of two years (although we hope you will continue)
- You should be able to recoup your investment within the first two years of your business - and don't forget, most of your initial expenses and costs can be off-set against tax.

Diploma / Certificate fees – 2022-2023 academic year:

- Diploma in Midwifery Complementary Therapies £3276 (£2730 + VAT)
- Certificate in Midwifery Acupuncture £2160 (£1800 + VAT)
- Certificate in Midwifery Aromatherapy £2160 (£1800 + VAT)
- Certificate in Midwifery Clinical Hypnosis £2160 (£1800 + VAT)
- Cert in Midwifery Clinical Hypnosis with full hypnotherapy qualification £3276 (£2730 + VAT)
- Certificate in Midwifery Reflex Zone Therapy £2160 (£1800 + VAT)
- Certificate in Midwifery Complementary Therapies Online (UK only) £2160 (£1800 + VAT)
- Certificate in Midwifery Complementary Therapies Online £2400 (£2000 + VAT) overseas residents + 10% surcharge if paid from non-UK (sterling) bank account

Payments: For all long programmes (Diploma / Certificate) with or without the Licensed Consultancy, a £600 (£500 + VAT) non-returnable deposit is required to secure your place, payable immediately after interview, plus monthly instalments from the start of your studies.

Licensed Consultancy Fees 2022-2023

- *including* Diploma in Midwifery Complementary Therapies £4776
- *including* Certificate in acupuncture, aromatherapy, clinical hypnosis or reflexology £3960
- *including* Certificate in Midwifery Clinical Hypnosis and full hypnotherapy training £4776

If you're interested in joining one of our academic/professional programmes of study or the Licensed Consultancy, please contact us to arrange a Zoom or telephone discussion with our Chief Executive Officer, Dr Denise Tiran, to help you decide if working for yourself is for you. Should you choose to join us, this will count as an informal interview, which is part of the selection process, to ensure that you can commit the time, energy and academic rigour to the educational programme and that you understand the commitment you are making to the Licensed Consultancy scheme.

Short courses and study days

NB Midwives may carry forward up to four study days to one of the long academic programmes in the *next* academic year and receive a discount off programme fees (some restrictions)

Introduction to Aromatherapy in Midwifery two-day course: £180

- Suitable for midwives and student midwives
- Not suitable for private practice unless taken as part of the Diploma / Cert in Aromatherapy
- *This course is not appropriate for cascade training to colleagues*
- Available in London or online for individuals, NHS trusts, overseas (NB face-to-face courses in London subject to availability of places)
- Can be delivered in your own unit / university or online for groups, UK and overseas

Learning outcomes: by the end of this course, you will be able to:

- Apply knowledge and skills of aromatherapy safely and appropriately to help women cope with physiological and psycho-emotional discomforts in pregnancy, labour and puerperium
- Evaluate the risks, complications and side-effects of inappropriate use of aromatherapy, and rationalise aromatherapy treatment of pregnant, childbearing and postpartum mothers.
- Justify the use of aromatherapy in maternity care in light of contemporary research evidence and authoritative discourse on the subject, in order to act as the mother's advocate
- Work within parameters of safe clinical practice, through an understanding of the professional, legal and health and safety issues relating to aromatherapy in midwifery

Content:

- Principles, practice and safety of aromatherapy in pregnancy and birth
- Basic massage techniques for aromatherapy practice
- Other methods of administering essential oils
- Implementation of aromatherapy in midwifery practice
- Professional, ethico-legal, health and safety issues

Aromatherapy and acupressure for postdates pregnancy 3-day course £276

- Suitable for midwives and student midwives
- Not suitable for private practice unless taken as part of the Diploma / Cert in Aromatherapy
- *This course is not appropriate for cascade training to colleagues*
- Available in London or online for individuals, NHS trusts, overseas (NB face-to-face courses in London subject to availability of places)
- Can be delivered in your own unit / university or online for groups

Learning outcomes: by the end of this course, you will be able to:

- Apply knowledge and skills of aromatherapy and acupressure safely and appropriately for birth preparation and for expectant parents with a postdates pregnancy
- Rationalise the use of, and evaluate the risks, complications and side-effects of inappropriate use of aromatherapy, acupressure and other complementary therapies and natural remedies for postdates pregnancy
- Work within parameters of safe practice, through an understanding of the professional, legal and health and safety issues relating to aromatherapy and acupressure in midwifery

Content:

- Principles, practice and safety of aromatherapy in pregnancy and birth
- Basic massage techniques for aromatherapy practice
- Self-help strategies used by expectant parents who are approaching term or are postdates
- Acupressure for postdates pregnancy
- Setting up a postdates pregnancy service
- Professional, ethico-legal, health and safety issues

Clinical hypnosis for pregnancy six-day course £1500

- Suitable for midwives and student midwives
- This is not a “hypnobirthing” course but focuses on specific hypnotherapeutic techniques.
- Not suitable for private practice unless part of Diploma / Certificate in Clinical Hypnosis
- The course is not appropriate for cascade training to colleagues

HEALTH ISSUES: This course involves considerable practical hypnosis work in which you are expected to participate. It may not be appropriate to undergo clinical hypnosis if you have any serious mental health issues or have suffered major emotional upheaval eg bereavement, in the past year. If you are unsure if you should attend at this time, please request a confidential discussion with the course tutor.

Learning outcomes: by the end of this course, you will be able to:

- Apply appropriate hypnosis protocols (treatments) safely and effectively, rationalising the benefits and possible problems associated with the use of clinical hypnosis for expectant, labouring or newly birthed parents, within the context of your specific clinical setting
- Justify your use of clinical hypnosis for expectant and birthing parents, based on currently available research evidence and authoritative texts, where necessary applying general principles to the specific issues pertinent to maternity care
- Demonstrate an ability to work within the parameters of safe clinical practice, through an understanding of the professional, legal, ethical and health and safety issues pertaining to the use of clinical hypnosis within maternity care

Content:

- Indications, precautions, contraindications to hypnosis
- Teaching self-administration of hypnosis relaxation techniques
- Using clinical hypnotherapy techniques for birth
- Professional, practical, legal, ethical and health and safety issues
- Evidence-base for clinical hypnotherapy techniques in general & maternity care in particular
- Needle phobia, tocophobia
- Smoking cessation

This course includes an assessment – a written script (formative) plus 3 summative reflective case studies of relaxation sessions for friends, family or colleagues (not pregnant)

Massage for Pregnancy two-day course £492

- Suitable for midwives, student midwives, maternity support workers, doulas
- Not suitable for private practice unless taken as part of one of our longer programmes
- The course can be delivered in your own maternity unit or university (UK mainland only)

Learning outcomes: by the end of this course, you will be able to:

- Apply knowledge and skills of massage safely and appropriately to help women cope with physiological and psycho-emotional discomforts in pregnancy, labour and puerperium
- Evaluate the risks, complications and side-effects of inappropriate use of massage, and rationalise the use of massage for pregnant, childbearing and postpartum mothers.
- Work within parameters of safe clinical practice, through an understanding of the professional, legal and health and safety issues relating to massage in maternity care

Content:

- Principles and practice of massage
- Indications, contraindications and precautions to massage in pregnancy
- Full body massage
- Using massage techniques for specific conditions eg oedema, backache, labour pain, carpal tunnel syndrome, anxiety and stress – theory and practice
- Professional, ethico-legal, health and safety issues

Reflex zone therapy (reflexology) in midwifery 6-day course £1500

- Suitable for midwives and student midwives from year 2 of training
- Not suitable for private practice unless taken as part of Diploma / Certificate in RZT
- This course is not appropriate for cascade training to colleagues
- The course can be delivered in your own maternity unit or university (UK mainland only)

Learning outcomes: by the end of this course, you will be able to:

- Apply your knowledge and skills of reflexology safely and appropriately to offer women a complete reflexology relaxation treatment during pregnancy, labour or the puerperium
- Evaluate possible risks, complications and side-effects of inappropriate use of reflexology in pregnancy, birth or postnatally
- Work within the parameters of safe practice, through an understanding of the professional, legal, ethical and health and safety issues relating to use of reflexology in maternity care

Content:

- Introduction to reflexology / reflex zone therapy
- Indications, contraindications and precautions
- Reflex zone point location and practice
- Reflexology relaxation treatment
- Introduction to the application to pregnancy and childbirth
- Professional, legal and ethical considerations

This course includes an assessment – 3 summative reflective case studies of relaxation sessions for friends, family or colleagues (not pregnant)

Moxibustion for breech presentation study day online £54

- Suitable for midwives and student midwives, doulas, antenatal teachers and obstetricians
- Not appropriate for cascade training to colleagues
- Indemnity insurance for private practice: only when taken as part of Diploma / Certificate
- NB Participants learn how to *advise / teach* parents to *self-administer* moxibustion. Indemnity insurance to *perform* moxibustion is *only* available to fully qualified acupuncturists.
- This study day can be delivered in your own maternity unit or university, or online for groups

Learning outcomes: by the end of this study day, you will be able to:

- Educate and advise women on the suitability and practicalities of using moxibustion
- Rationalise the safe and appropriate use of moxibustion in light of available evidence
- Advise women on other possible means of converting a breech to cephalic presentation
- Consider the professional issues when incorporating moxibustion into midwifery care

Content:

- Mechanism of action, contraindications and precautions
- Evidence-base for moxibustion
- Implementation in midwifery practice
- Introduction to other complementary therapies for breech presentation

Natural remedies in pregnancy study days online £54 / £96

- Suitable for midwives, student midwives, doulas, antenatal teachers
- These days are not appropriate for cascade training to colleagues

Learning outcomes: by the end of this course, you will be able to:

- rationalise the advice you give to women through an understanding of the different mechanisms of action, the indications, precautions, contraindications and potential adverse effects of popularly used herbal and homeopathic remedies
- review critically the available contemporary research evidence on the safety and effectiveness of natural remedies in order to advise women appropriately
- act in accordance with the professional, legal, ethical and safety issues related to offering advice to pregnant, labouring and newly birthed mothers on the use of natural remedies
- advise women on safe use of herbal, homeopathic and Bach flower remedies for self-administration (you will not be legally qualified to prescribe and dispense the remedies)

Content:

- Introduction to herbs, homeopathy, Bach flower remedies
- Mechanisms of action, indications, contraindications and precautions, adverse reactions
- Popular remedies used by women in pregnancy and birth eg raspberry leaf, arnica, ginger
- Homeopathy in pregnancy and childbirth (day 2)

An additional day on **Homeopathy in Pregnancy** is available immediately following the introductory day, with more in-depth coverage of homeopathic principles and uses in pregnancy.

Business training study day in preparation for private practice online £54

This online day is suitable for midwives intending to establish a private practice offering maternity-related services such as complementary therapies and antenatal classes (please note it does not cover independent midwifery). It is taught by Dr Denise Tiran, author of *The Business of Maternity Care, a guide for midwives and doulas setting up in private practice* (2019) Content: reasons for working in private practice; legal formation of your business; models of delivering your services; insurances; dealing with HMRC; professional midwifery issues, conflicts of interest; choosing a name for your business – professional and legal restrictions: financial issues; pricing your services; introduction to marketing. NB *this study day is included* in our Licensed Consultancy together with the business planning workshop.

Refresher days for alumni £120 (20% discount for Licensed Consultants)

The Nursing and Midwifery Council requires you to keep up to date in *all* aspects of your practice. We recommend updating on all aspects of complementary therapies at least every two years. Not only can it be useful to remind yourself of the principles of the therapies you use in your practice, it is also essential to keep up to date in the therapies. This can be difficult if you are not regularly in touch with organisations relating specifically to the therapies you use, but it may mean that your practice can become out of date and sometimes even illegal if the laws pertaining to practice have changed.

From September 2022 we will be offering a refresher day for our alumni and Licensed Consultants to come together for a dynamic and fun day. The day will be mainly practical, focusing on aromatherapy, massage and reflex zone therapy, but there will also be time for any necessary theoretical updating. A pre-event test is emailed to you to test your current knowledge and we provide an update on the evidence-base for the three therapies. The refresher day is scheduled immediately after the Postdates Pregnancy study day, so that those wishing to refresh on this aspect of midwifery complementary therapies can join both days (subject to availability and additional fee).

Courses for groups - on your own premises / online, UK and overseas

We can provide many of our courses on your own premises, in the UK or overseas, including:

- Introduction to aromatherapy in midwifery practice (2 days, in-house or online)
- Aromatherapy and acupressure for postdates pregnancy (3 days, in-house or online)
- Moxibustion for breech presentation (1 day, in-house or online)
- Introduction to complementary therapies day for student midwives (in-house or online)
- Certificate in Midwifery Complementary Therapies (part online, part face-to-face)
- Bespoke courses to meet your specific needs and interests

For NHS trust contracts for groups of 20 or more, all our *Introduction to Aromatherapy in Midwifery* (2 days) and *Aromatherapy and Acupressure for Postdates Pregnancy* (3 days) courses and our *Certificate in Midwifery Complementary Therapies* programme (10 days) now include:

- Tutorial time, teaching materials
- Tutor travel, accommodation, expenses
- Signed copy of *Aromatherapy in Midwifery Practice* book by Denise Tiran
- One year's online consultancy / advice to help with implementation of complementary therapies in your unit / trust / answer clinical queries related to complementary therapies
- One year's membership of our online resource library for all midwives who attend – includes draft clinical guidelines, consultations forms, published and original articles, videos and more

NB Fees apply to UK mainland; surcharges for Scotland, Northern Ireland, Channel Islands.

For international courses: please enquire - fees based on number of days.

UK universities: 10% reduction in fees for bookings via a university Midwifery Society.

For more information on courses in your own maternity unit, university or overseas, please contact Dr Denise Tiran on info@expectancy.co.uk

Applying for a long programme / booking a short course or study day

We will be accepting applications for the 2022-2023 academic year from January 2022. Please contact info@expectancy.co.uk for more information and an application form.

If you are applying for one of the long programmes and/or for the Licensed Consultancy, there is a selection interview by Zoom – places are allocated to midwives who can demonstrate that they will be able to cope with the rigours of a professional and academic programme alongside existing clinical and personal commitments. Once you have been accepted, we require immediate payment of the non-returnable deposit to secure your place. The balance of fees is payable in instalments.

To book a short course or single study day: places are allocated subject to availability. You will be invoiced for payment in full in advance. If you wish to progress to one of our long programmes in the next academic year, you may carry forward a maximum of four days.

To book an -in-house course/study day for a group, either on your own premises or online, both in the UK and overseas, please contact Dr Denise Tiran on info@expectancy.co.uk to discuss your requirements. Early booking is recommended to enable you to choose your preferred dates.

Dates from January 2022 – July 2023

Course / study day	Dates 2022-2023
Diploma in Midwifery Complementary Therapies – 6 compulsory days; other dates depend on options (14 days) £3276	<ul style="list-style-type: none">• 17th and 18th September 2022 in London, introduction• 22nd and 23rd October 2022 in London, aromatherapy• 14th December 2022 online, science of CTs• 9th July 2023 in London, final day

<p>Certificate in Midwifery Acupuncture – all days are compulsory £2160</p>	<ul style="list-style-type: none"> • 17th and 18th September 2022 in London • 15th and 16th October 2022 in London • 12th and 13th November 2022 in London • 1st and 14th December online • 7th and 8th January 2023 in London <p>Optional advanced course 11th and 12th February in London</p>
<p>Certificate in Midwifery Aromatherapy – 8 compulsory days; other dates depend on options (2 days) £2160</p>	<ul style="list-style-type: none"> • 17th and 18th September 2022 in London - introduction • 22nd and 23rd October 2022 in London – introduction to CTs and aromatherapy • 19th and 20th November 2022 in London OR • 10th and 11th December 2022 in London – massage • 4th and 5th March 2023 in London – advanced aromatherapy
<p>Certificate in Midwifery Clinical Hypnosis – all days are compulsory £2160</p>	<ul style="list-style-type: none"> • 17th and 18th September 2022 in London – introduction • Half day 9th November 2022 online – intro to complementary therapies • 1st and 2nd April 2023 in London – hypnosis • 6th and 7th May 2023 in London – hypnosis • 3rd and 4th June 2023 in London – hypnosis • Working Therapeutically Online, dates TBC
<p>Certificate in Midwifery Reflex Zone Therapy – 9 compulsory days plus 1 option day, date dependent on choice £2160</p>	<ul style="list-style-type: none"> • 17th and 18th September 2022 in London – introduction • 22nd October 2022 in London – introduction to CTs & aromatherapy (optional day 2 - 23rd October) • 14th and 15th January 2023 in London – reflex zone therapy • 18th and 19th February 2023 in London – reflex zone therapy • 18th and 19th March 2023 in London – reflex zone therapy

<p>Certificate in Midwifery Complementary Therapies ONLINE / distance learning £2160 – UK only; £2400 – overseas</p>	<ul style="list-style-type: none"> • 5th and 6th October 2022 online – introduction • 9th and 10th November 2022 online – aromatherapy • plus six days, dates dependent on options
<p>Aromatherapy in midwifery FEES: £180 incl VAT</p>	<ul style="list-style-type: none"> • 5th and 6th January 2022 online • 9th and 10th March 2022 online • 10th and 11th May 2022 online • 5th and 6th July 2022 online • 22nd and 23rd October 2022 in London OR • 9th and 10th November 2022 online OR • 7th and 8th February 2023 online <p>Further dates scheduled subject to demand - please enquire</p>
<p>Aromatherapy and acupressure for postdates pregnancy 3 days £276</p>	<ul style="list-style-type: none"> • 5th, 6th and 7th January 2022 online • 9th, 10th and 11th March 2022 online • 5th, 6th and 7th July 2022 online • 7th, 8th and 9th February 2023 online <p>Further dates scheduled subject to demand – please enquire</p>
<p>Massage in pregnancy (2 days) FEES: £492 incl VAT limited places due to close supervision of practical work</p>	<ul style="list-style-type: none"> • 19th and 20th November 2022 in London OR • 10th and 11th December 2022 in London
<p>Moxibustion for breech online FEES: £54 incl VAT</p>	<ul style="list-style-type: none"> • 2nd December 2021 online • 1st December 2022 online
<p>Natural remedies online FEES: 1 day £54 / 2 days £96 incl VAT</p>	<ul style="list-style-type: none"> • 11th May 2023, day 1 intro to natural remedies online • 11th and 12th May 2023, day 2 homeopathy online

<p>Nausea and vomiting in pregnancy online FEES: £54 incl VAT</p>	<ul style="list-style-type: none"> • 9th June 2022 online • 27th June 2023 online
<p>Postdates Pregnancy (face-to-face London, very limited availability) FEES: £96 incl VAT if booked with aromatherapy / £120 incl VAT if booked after aromatherapy course</p>	<ul style="list-style-type: none"> • 25th March 2023 in London OR • 22nd April 2023 in London <p>(pre-requisite: you must have attended an Expectancy aromatherapy course within the last 12 months)</p>
<p>Reflex zone therapy (reflexology) (6 days) FEES: £1500 incl VAT</p>	<ul style="list-style-type: none"> • 9th and 10th April; 14th and 15th May AND 18th and 19th June 2022 – very limited availability • 14th and 15th January; 18th and 19th February AND 18th and 19th March 2023 in London OR • 15th and 16th April; 20th and 21st May AND • 17th and 18th June 2023 in London
<p>Clinical hypnosis (6 days) FEES: £1500 incl VAT</p>	<ul style="list-style-type: none"> • 23rd and 24th April; 21st and 22nd May and 25th and 26th June 2022 in London • 1st and 2nd April; 6th and 7th May 2023 and 3rd and 4th June 2023 in London
<p>Refresher day for alumni £120</p>	<ul style="list-style-type: none"> • 23rd April 2023 in London
<p>Working Therapeutically Online (equal to 2 days) FEES: £252 incl VAT</p>	<ul style="list-style-type: none"> • Dates TBC – please enquire

Frequently asked questions on studying with Expectancy

Do I have to be a currently practising midwife to attend the courses? Our long programmes are for midwives & student midwives; you must be a qualified midwife for our acupuncture course.

How do I apply for a course? Email info@expectancy.co.uk Our academic year runs from September to July. We process applications for our long programmes from January to commence in September of the same calendar year. You can apply at any time for a short course or single study day.

How do I pay for a course? We invoice you for payment in full in advance for study days/short courses. For our long programmes we invoice you for a £600 non-returnable deposit, the balance is payable in instalments. All payments must be made by bank transfer. We do not accept credit / debit cards / cash

Where are the courses held and what time do the study days start and finish? Our London face-to-face courses are held at 170 Pitfield Street, Shoreditch, London N1 6JH, near Old Street tube station. All scheduled face-to-face study days are held at weekends, starting at 0900 to 1630 hours.

Can I use the study days towards NMC revalidation and continuing professional development? Yes. All our courses can be used for NMC revalidation and are accredited by the Federation of Antenatal Educators for professional development.

Will I be able to “cascade train” my colleagues after completing the course? No. Our courses focus on helping you to use selected aspects of different therapies in the clinical setting of midwifery practice and the parameters set by the NMC Code (2018). You will not be fully qualified in the therapy, and certainly not approved - nor insured - by the therapy’s regulatory body to teach the subject.

Can I get indemnity insurance cover for private practice after the course? Midwives who complete the Diploma in Midwifery Complementary Therapies or one of our Certificate programmes can obtain professional indemnity insurance for private practice from the Federation of Antenatal Educators (FEDANT). It is not possible for those who complete a short course to obtain insurance from FEDANT.

Apply now: contact us on info@expectancy.co.uk

www.expectancy.co.uk / 08452 301 323 / info@expectancy.co.uk

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