NADA Norway founder Rita Nilsen (left) sits with Norway’s new prime minister, Erna Solberg (center) and the new Minister of Health, Bent Høie (right) during their October visit to Retretten with program staff and clients. Retretten, a treatment program which offers daily NADA ear acupuncture, was Solberg’s first visit as the new Prime Minister. It was founded by Rita Nilsen in 2002. Congratulations to Retretten, Rita, and NADA Norway — what an amazing recognition of your hard work and impact!

NADA Norway will host the NADA World conference in the spring of 2015. For more info on Retretten, visit retretten.no.

Rising Opiate Addiction Rates Call for More NADA Training in Tennessee

Shortly after NADA decided to hold its 25th anniversary conference in Nashville, we learned of the staggering increase in Tennessee of neonatal abstinence syndrome (NAS) — the condition of an infant born addicted to drugs.

According to an NBC News story that aired October 11, on an average day two dozen babies are born with NAS (mostly due to opiates) at the East Tennessee Children’s Hospital in Knoxville. The commissioner for the TN Department of Health, John Dreyzehner, states that this situation is entirely preventable, although the report offers no specific solutions.

NADA practitioners, however, have known that ear acupuncture and acupressure offers a safe, gentle, and effective solution for addiction, even in babies. Ralph Raben, a NADA trainer and ob/gyn in Germany, has presented data showing that repeated use of magnetic beads helped prevent the side-effects of NAS in 66% of drug-dependent babies, while the rate of improvement was only 19% for infants who received none or one treatment.

NADA plans to showcase these kinds of findings at the conference on May 29-31, 2014. The program’s theme is a 25-year retrospective of the opiate epidemic, from NADA’s beginnings in the South Bronx in the 1970s as a response to heroin addiction to today’s over-prescription of pain medication, both in Tennessee and nationwide.

In the spirit of outreach for this conference, NADA founder, Michael Smith, traveled to Johnson City in east Tennessee to provide demo treatments at a fundraising event.

Would you like to donate needles to the NADA Philippines’ disaster relief efforts? See how on p. 5.
What began as a humble, once-a-week NADA clinic in the basement of Durango, Colorado’s Veterans of Foreign Wars—where veterans themselves arrived early to help set up—has expanded to three veterans’ clinics, including one in Pagosa Springs, an hour east of Durango, and one at a local acupuncturist’s private practice.

The Durango Acupuncture Alliance (DAA), a volunteer, donation-based community group began its coordination of clinics for veterans in September 2012. “A year later [since treating our first veteran], not only are we still standing, we’re kicking butt!” said founder and acupuncturist Vanessa Morgan who helped form the Alliance with 14 local acupuncturists. Since its first project—a clinic in Durango for veterans and their families—the Alliance has given over 700 treatments, won the favor of veterans and the local community, and established itself as a model program featured at the 2012 annual NADA conference in Denver.

“Everybody that goes [to the clinic] thinks it’s wonderful,” said Charlie Parnell, treasurer and veteran’s service officer for the Durango chapter of Disabled American Veterans. “I encourage everyone I can talk to [to get the treatment].” He has heard from many Durango veterans that the treatments have helped their tinnitus, although they report the relief is temporary. To which he replies, “Keep going back!” Parnell said he’s “a great believer in acupuncture” since he received treatments for a back problem that threatened his Air Force career in the 1970s.

Morgan also noted changes in the people she has treated. “The ones who’ve been coming regularly, they’re so different [than when they started],” she said. According to a clinic survey of 87 participants, 49% reported a “noticeable” reduction in their stress levels. The most common ways the NADA treatment helped them is with sleep (22%), being calmer (17%), coping with day-to-day life (17%), and anxiety (14%). Out of 87 total participants, 85 would recommend this to someone else, and 2 didn’t answer the question.

One elderly man, thought to be a World War II veteran, initially presented with hearing difficulties. He once told Morgan, “Ever since I started [getting treatments], I have to tell my wife, ‘Don’t talk so loud!’ ”

The success of NADA ear acupuncture comes as no surprise to NADA members. The success of a program, however, can be a different story. Provider attrition, funding obstacles and other challenges can present insurmountable odds, and lead to the closing of many well-intentioned services. The strength of the grassroots effort and the commitment from the participating volunteer acupuncturists has kept DAA going strong. Since its inception, the Alliance has canceled only one clinic due to a lack of volunteers. “[Sharing the workload] hasn’t been a problem,” said Morgan. “We have a system set up . . . we love doing it.”

Of the critical components needed to run a successful program like the Alliance, Morgan considers good communication an important factor. In-person meetings twice-a-month and e-mails in between help keep the momentum going, she said.

While Morgan feels enthusiastic about others who want to start a similar program, she cautions against jumping in too deeply in the beginning. “Start small, don’t think small . . . be realistic about what’s possible in your community,” she said, and consider the space, donations and labor that will be needed. “Trust takes time to build,” especially, perhaps, with veterans. “Take it little by little. Don’t give up too soon; it ebbs and flows.” Most of all, she said: “Start.”

“The media is crucial,” Morgan notes, recalling people contacting the clinic after having seen an article in the paper. “That really helped us a lot.” Morgan also credits public-service announcements for much of the interest the Alliance receives. Providing an opportune time for free media coverage, Veterans Day and other holidays of interest to veterans can act as a springboard.

But the Alliance’s most effective outreach effort—its relationship with the local Veterans Administration—
comes with a caution. If you plan to work with veterans, Morgan advises, “Make an offer . . . Don’t come across as ‘We know what’s best for you’ or ‘We’re gonna save you.’” With a skeptical veteran population, she said, if you appear insincere or exploitative, you risk alienating them and derailing your program.

Approaching an organization from the “outside” can also pose a challenge, says acupuncturist and NADA trainer applicant, Danielle Hennes, who operates the Pagosa Springs clinic. “People get discouraged when faced with all the red tape.” To bypass the bureaucratic snarl, Hennes recommends connecting with people who are already a part of the organization. “Find the employees who have the passion to help . . . that’s how [NADA] can spread.” And then, she adds, talk with their supervisors.

Hennes hopes to complete her mentorship as a registered trainer early next year, and plans to target social workers for her first NADA training. “They work in unique places in town,” she said, like drug rehab facilities, probation offices, courthouses and inpatient health care facilities. “They’re integrated in so many places.”

Charlie Parnell offered his own bit of advice to those who feel inspired to start a veterans’ clinic: “Follow Vanessa’s program! She’s been so successful here . . . and it’s just getting started.”

For now, Morgan is seeing no slack in client numbers or interest. “We get five to ten calls per week asking whether the free treatments will help with pain” like sciatica. The numerous requests for relief have motivated Morgan and the Alliance to open a pain clinic by the beginning of 2014, offering full-body acupuncture to veterans free of charge.

And, leveraging a recent change in Colorado law, the Alliance looks to broaden its influence by enlisting the help of social workers, psychiatrists and other mental health practitioners who wish to provide the NADA protocol.

For more information or sample forms, Vanessa Morgan may be reached by e-mail at info@selfhealcenter.com or at the Durango Acupuncture Alliance website: www.durangoacupuncturealliance.org.

Sarah Meier is a NADA member and freelance writer from Texas who helps acupuncturists attract and retain clients through improved marketing. She may be reached at sarah@marketing-qi.net.

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For the last three decades, the American Acupuncture Council has been the leader in acupuncture malpractice insurance. We are proud to serve as a sponsor for the National Acupuncture Detoxification Association, and support the fine work of Detox Specialists around the country.

800-838-0383
www.acupuncturecouncil.com
How to enter:

- Create a short film (under 3 minutes) sharing your story or perspective on “NADA: A Simple Tool to Aid in the Opiate Epidemic.” Content of films can include work with needles and/or magnetic beads and seeds.

- Upload your film to YouTube. The title should contain your name and the words “NADA: A Simple Tool to Aid in the Opiate Epidemic.”

- Submit your YouTube link with the subject line “NADA 2014 Video Contest” to nadaoffice@acudetox.com.

- The winning film will be featured at the conference luncheon and available for viewing on the NADA website.

Guidelines:

- Original content, not copied in whole or part from another work. Do not submit a film that has been used elsewhere.

- Your film must contain no profanity, hate speech or other offensive material.

- Avoid violating copyright laws or using brand names other than NADA in your film.

Selection Criteria:

Staff will select the winning film based on inspiration, creativity and demonstration of the conference er 3 minutes) sharing your story or perspective on “NADA: A Simple Tool to Aid in the Opiate Epidemic.”

Deadline for Submissions:

The deadline to submit a film is April 18, 2014. The winner will be announced on April 25, 2014.

Letter from Belfast: Permission to Grow

It’s been a really busy few weeks for us in the community drugs program, running educational programs and an increase in client workload. I have also been doing a training in motivational interviewing, which I have found thought-provoking as well as something that I believe I can use within my work. Having read and re-read some of the articles [about NADA], it struck me how some of the comments and observations actually fit into what I am doing within that motivational training — as helpers we sometimes want to “fix” what we feel is wrong with someone, that we have all the answers.

As Dr. Smith said: “In health care, we have the illusion that we provide structure, peace, etc., when in reality only the person themselves has the answers — “that spiritual development” that he spoke about in the Spirituality and the Serenity Prayer essay. The person has survived without us in the past and only that person knows what it is like to walk in their own shoes. If we had the same life experiences as they have had, then we would be doing exactly the same as they are. Therefore that “acceptance of silence,” the need for privacy, is very important in relation to acupuncture. Allowing the person to grow, to develop at his/her own pace, to help themselves connect/reconnect to what is already within them.

I have seen the benefits of auricular acupuncture by experiencing it myself firsthand, those “balancing, normalizing and restorative” properties, the calmness, time to reflect and almost permission to give myself the space to grow. I have visibly seen the benefits, what can be described as a change, a stillness in people, an awareness in their own skin, in the here and now.

In the area in which I work within the community sector, people come to our organization for acupuncture for a wide range of “labeled reasons,” such as drugs and alcohol misuse, depression, stress, anxiety, suicide/self harm, etc. I believe that each and every one can benefit from this. I have used it with groups of young people 15+ years old. They have loved the experience, the trying something new, the time on their own, even as part of a group session, “a self-awareness.”

In recent months I have seen an influx of people looking to avail the auricular acupuncture, through word of mouth from those who have had that “wellness experience” as well as those returning for other sessions. It is something that works, part of that spiritual development in which
they can make an inner connection.

It is something that I feel quite passionate about. In many ways it is still a relatively new concept and alien to many people within our community. However I do believe, as Dr. Smith said, “that the spirit of NADA has to be simple because everything else is so complicated.”

This is very true in the people we meet every day and it’s important to remind ourselves of that once in a while!!

Sharon Nelson is a youth development worker at Falls Community Council in Belfast, Ireland. She was trained in the NADA protocol in 2011.

NADA has just printed the second edition of Michael Smith’s essay, Nature of Qi, which now includes three new essays, including Spirituality and the Serenity Prayer, mentioned in this letter. The second edition is available through the NADA office both in a special bilingual German/English printing, or English only.

Disaster response in the Philippines: A simple and direct way to help

Lhasa OMS (see ad on p. 11) will send a large shipment of acupuncture needles directly to a local group in the Phillipines that offer NADA treatments for displaced communities, and organize ear acupuncture trainings.

How to order:
- Call (800) 722-8775 and any rep can help you.
- Let them know the order is for the Philippines disaster relief efforts. The account is 228542.
- No shipping and no tax (unless purchasing from Mass.)
- We recommend you order DBC half inch needles 34 or 36 gauge box of 1000. These needles cost around $26 per 1000.
- You must order by phone.

Who is organizing the efforts in the Philippines?
Janet Paredes leads NADA Philippines. She writes: “We have stationed an ADS [acu detox specialist] team at Villamor Airbase, we have treated the pilots coming in and out of the base taking in evacuees, great work they are doing!”

Photos from a 12-member ADS team dispatched to Villamor Airbase:
The start of disaster response efforts by NADA Philippines in the aftermath of Typhoon Haiyan

From a report sent by NADA Philippines founder, Janet Paredes:
“First responders, the pilots, were treated first. They were flying in and out of the airbase bringing in evacuees from Tacloban Leyte. From the airbase the evacuees with relatives in Manila were driven by volunteers, while those without relatives stayed behind at the grandstand. They were also given ear acupuncture.”

Pilots with the Philippine Air Force (PAF) receive NADA treatments - 3d day after the typhoon.
25th Annual Conference
May 29-31

Pre-conference
Acu Detox Specialist
Training  May 25-31

Special Opening Reception on Thursday 5/29
We will enjoy some of Nashville’s best singer songwriters play “in the round.” This performance style was made famous at the legendary Bluebird Café, now part of the Nashville Songwriters Association International. The evening’s performers will share their stories of recovery and play their original music.

2nd Annual Video Contest
On Friday we will have the honor of watching short films submitted for the video contest, ending with the finalist. See ad on p. 4 for more information about how to enter your film in the contest and receive a free conference registration, $300 toward your travel expenses, and two free nights at the Scarritt Bennett Center.

NADA: A Simple Tool to Aid in the Opiate Epidemic
a 25-year retrospective
The 25th conference offers a unique opportunity to look at NADA’s beginnings in the mid 1980s with the opiate epidemic in New York City, and the current widespread misuse of opiate pain medication, in Tennessee and nationwide.

Other conference highlights:
Beads and seeds for infants with Neonatal Abstinence Syndrome
NADA as a tool for the treatment of chronic pain
Drug courts using NADA & their effect on treatment and recovery in Tennessee
The Tennessee Story: from an Acu Detox Specialist law 15 years ago to today

Conference Accommodations
Scarritt Bennett Center - a nonprofit education, conference and retreat center with a strong commitment to promoting racial equality, cross-cultural understanding, the empowerment of women and spiritual renewal.
Walking distance to Music Row, Vanderbilt University, area shops & restaurants
9 miles (about 15 minutes) to Nashville International Airport
scarrittbennett.org
$60.13/night (with tax) – Single rooms only (no room sharing available). Room rate available, based on availability, up until the start of the conference. Call to make a reservation: (615) 340-7500 or toll free (866) 420-5486.
Link for making a reservation online: http://www.scarrittbennett.org/meetings/guestrooms.aspx
Parking: complimentary (based on availability).
**Pre-conference Training**

30 CEUs

**Earn an ADS Certificate of Training**
Attend this pre-conference session as well as the 2-day conference (you must attend both to complete the training) and earn an Acupuncture Detoxification Specialist certificate of completion in 7 days*. This cost effective and time efficient ADS training and conference combination comes only once a year. From NADA’s top trainers, learn the simple ear needling technique and how to integrate it into addiction, behavioral health, and disaster response treatment settings. You will gain practical clinical experience at one or more local programs. **Register early – this event always sells out.**

**Who can be trained?**
Addiction and Behavioral Health Professionals: If you work in the addiction treatment, behavioral health, or disaster response fields as a counselor, social worker, nurse, corrections officer, psychologist, medical doctor, case manager, mentor, etc. you may be able to add acudetox to your skill base. Many states have specialized exemptions that allow non-acupuncture professionals to learn and utilize the ear acupuncture protocol. NADA has documented the following states and Canadian provinces as allowing some type of ADS practice: Arizona, Arkansas, Colorado, Connecticut, Delaware, Georgia, Indiana, Louisiana, Maryland, Michigan, Missouri, New Mexico, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, Native American reservations, Nova Scotia, Ontario, and Prince Edward Island. Check your state laws and regulations for more specific information as each state and province is different.

Licensed Acupuncturists: Join in the exciting integration of Chinese medicine within a traditional Western addiction and behavioral health setting. Become an advocate for the NADA protocol in the treatment of addiction, mental health, and trauma. Enjoy the rich experience of opening doors for acupuncture to benefit those who may not otherwise seek out such a simple yet powerful healing treatment.

**Training Schedule**
Trainees participate in a 5-day intensive training that begins on Sunday 5/25 and ends on Thursday 5/29, followed by the 2-day conference. The training interweaves the theory and application of acudetox along with a clinical practicum. Hands-on experience is available by providing acudetox treatments to each other as well as clients served by local programs. Trainees are required to participate in both days of the conference to earn a certificate of completion at the end of the 2nd day of the conference.

**Travel and Accommodations**
Accommodations will be available at the Scarritt Bennett Center (dorm style) for $60.13/night, or at a hotel of your own choosing. Trainees are responsible for transportation, lodging and food throughout the training period, although there may be organized carpooling to and from the training site each day.

---

**Directors and Administrators Workshop**
Facilitated by Michael Smith

founding Chairperson of NADA and retired medical director of Lincoln Recovery Center

Thursday 5/29/2014 9am-3pm

**Workshop Purpose:** to learn how to integrate acudetox into an addictions or behavioral health treatment program and maximize its benefits with a variety of client populations.

Workshop discussion will focus on issues brought forth by group participants. Frequently asked questions include:

- How does acudetox help clients better engage and participate in treatment?
- What are the costs to running an acudetox program? Can it save our program money?
- What are common challenges programs face when introducing acudetox in their setting?
25TH ANNUAL CONFERENCE IN NASHVILLE, TN

May 29-31, 2014

REGISTRATION FORM

Early registration closes: 4/25/2014

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After 4/25/2014 and at-door prices

| Current Member                       | $300                             | Pre-register only                                              | $200 ($75 if Conf Registrant)                  |
| Non-Member                           | $365                             | Pre-register only                                              | $200 ($75 if Conf Registrant)                  |
| Student                              | $230                             | Pre-register only                                              | $200 ($75 if Conf Registrant)                  |

*Member rate available to persons who are current with their NADA dues or who renew their membership on this form.

PLEASE MAKE YOUR REGISTRATION SELECTIONS HERE

NADA Annual Conference: May 29-31

$________________________

ADS Training + 2-day conference: May 25-31
(includes the Directors and Administrators workshop)

$________________________

Directors and Administrators Workshop: May 29
(included in cost of ADS Training)

$________________________

Renewal member dues:
($65 or $40 with proof of student status)

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Ad in Conference Program (see table)

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Donate to our pre-conference scholarship fund

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We will publish your name in the program as a conference patron

TOTAL DUE (in U.S. funds) $________________________

Mail form and payment to:
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Fax: (307) 777-9956
nadaoffice@acudetox.com

Questions?
(888) 765-6232

SPECIAL conference program advertising rates for registrants!!

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Cancellation Policy:
Cancellations received before 5pm on 4/25/2014 are eligible for a refund less a $50 processing fee. No refunds issued after 4/25/2014.

First Name
M.I.
Last Name

Organization (If applicable)
Title / Job Position (If applicable)

Street Address or P. O. Box (please circle: Home / Work)

City
State/Province
Zip / Postal Code
Country

Day Phone
Cell Phone
Email

Credit Card (Visa, MC, Discover)
Exp. Date
3-digit security code

Name on card (If different)
Credit Card Billing Address (If different)

I confirm my registration as indicated above - Signature required
Follow-up on NADA in Iran: Physicians Learn about the Benefits of the Protocol

In the September 2013 issue of Guidepoints we reported on NADA work being done in Iran by Dr. Mohammad Movahedi, his wife Maryam Kyisati, and his staff of 15 who practice the NADA Protocol at the non-governmental organization, the Pasargad Center. Dr. Movahedi contacted us again saying how delighted he and his colleagues were with the September article because they appreciate having a connection with our organization and look to us for mutual support and exchange of information. “NADA is an inspiration,” he writes.

They recently completed a research study within their program comparing different methods of helping patients reduce their methadone intake. They report that “acupuncture (especially the NADA Protocol) helps to reduce the physical and psychological symptoms” associated with methadone tapering and conclude that NADA is a “low-cost, efficient and effective protocol.”

In October Dr. Movahedi said he contacted a number of physicians and professors, sharing with them the results of his own research, as well as other research about the effectiveness of NADA. He thinks that education of physicians and others in this field is of paramount importance.

One such person that he reached out to is Dr. Ramin Kordi, associate professor in sports medicine at Tehran University of Medical Sciences. Dr. Kordi, who is trained in medical acupuncture, is also the Executive Director of Noorafshar Rehabilitation and Sports Medicine Hospital where acupuncture is available in the rehabilitation department.

Movahedi writes, “Dr. Kordi is very enthusiastic to hold a course in Iran by NADA. Even though we know this will be hard work, I hope it will be done.” We also hope that something like this would be possible, and look forward to continued communication with Dr. Movahedi and his team.

Correction: We would like to apologize for the incorrect identification of Dr. Movahedi in the photo printed in the September issue. Dr. Movahedi stands 3d from the right (not left).
NADA’s Mission
“The National Acupuncture Detoxification Association (NADA), a not-for-profit training and advocacy organization, encourages community wellness through the use of a standardized auricular acupuncture protocol for behavioral health, including addictions, mental health, and disaster and emotional trauma. We work to improve access and effectiveness of care through promoting policies and practices which integrate NADA-style treatment with (other) Western behavioral health modalities.”

Guidepoints: News From NADA is published six times per year for members. Annual dues of $65 (US funds) includes subscription and other benefits. Publication contents may be reproduced without permission (please give credit).

Contact:
NADA, PO Box 1066, Laramie, WY 82073.
Phone: (888) 765-NADA.
Office email: NADAOoffice@acudetox.com.
Membership questions: membership@acudetox.com.
President: Elizabeth “Libby” Stuyt: libbystuyt@msn.com.
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Dec 1 for Jan/Feb publication   Feb 1 for Mar/Apr publication
Apr 1 for May/Jun publication  Jun 1 for Jul/Aug publication
Aug 1 for Sep/Oct publication  Oct 1 for Nov/Dec publication

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Full page: $1,350

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Thank you, Robert Whitaker, for joining our NADA book club on 9/29/13!

In our conversation with Robert Whitaker about his book, Anatomy of an Epidemic, on Sunday, Sept 29th, we learned that the discourse on the use of psychiatric medication has changed in the last three years since its publication.

Whitaker mentioned attending a conference in Maine of the American Psychiatry Association, “where there was a consensus among those providers that it was a mistake to be putting kids on psychiatric medication, and that they should be working on how to get people off. You wouldn’t have seen that three years ago.”

When discussing the challenge for NADA of meeting the standards of evidence-based research, Whitaker noted: “If you’re using acupuncture in a clinic, and people are getting off the drugs, that tells you it’s effective. But the powers that be use RCTs [randomized controlled trials] to say, well, that evidence doesn’t count. It’s ridiculous!”

We wondered about the difference between studies he reported on in the book and ones coming out now about the long-term hazards of psychiatric medication. He responds, “That’s a great question. A really great question. And in essence the answer is, nothing. There are more studies confirming what we saw before.”

Check out Whitaker’s blog: madinamerica.com

Next NADA book club:
Sunday, January 26, 2014
at 2pm MT

The book: The Pastoral Clinic: Addiction and Dispossession along the Rio Grande by Angela Garcia

Contact nadaoffice@acudetox.com to get more info on joining the call