Spirit of NADA Comes to Cornwall

Nic Constable first came to visit Lincoln Recovery Center in 2007. He was wandering the halls looking for the lead trainer, Carlos Alvarez, or the medical director, Michael Smith – neither of whom were there that day. Since that plan wasn’t working, he was asked to speak to the group of acudetox trainees. It was surprising at how readily he agreed, because Nic seemed to be a very shy man. It turns out that he is very shy, but works to overcome that if it’s for the good of people who are struggling – with drugs or alcohol, with depression, with everyday issues of stress and coping.

Nic introduced himself to the trainees, telling them a little about where he came from – Cornwall – a peninsula with the longest coastline in England, known for its beautiful scenery. Its main industry is tourism, but that is only for about seven months in the year. This means that despite its beauty, Cornwall is one of the poorest counties in Europe. There is little industry and low employment, which leads to high drug and alcohol abuse and domestic violence, among other issues.

Nic had worked there as a co-facilitator, running relapse awareness groups. Some of his clients were telling him about the benefits of ear acupuncture which they had received while in prison. There was nowhere in Cornwall that offered this, so Nic visited the Core Trust in London. Core Trust is a drug and alcohol rehab program which offers a range of psychotherapeutic care and complementary therapies – including the NADA protocol. Seeing the protocol being used there with clients and their families and friends, Nic said that he knew right away that he wanted to become an acudetox specialist.

CORNWALL continues on p. 7

Background Issues Regarding the Beads’ Effectiveness

NADA founder Michael Smith recently sent us clarification on why he uses a certain type of magnetic bead. He told us Kevin Liu of ACP Medical Supplies (Carbo needles) – kevin@carbo.ca – helped him find the best kind of magnet. The following is his explanation of why he prefers these magnets.

First off, the magnets are real and the tape is of good quality. These magnets use the south pole of the magnet facing the skin. Most contact magnets use the north pole because that is supposed to have a sedating effect – the intent being to reduce local pain. But the NADA effect is intended as a tonifying process, as a slow energy increase.

BEADS AND SEEDS continues on p. 8
EXPANDING INTEGRATIVE HEALTH – 
BRINGING THE SPIRIT OF NADA TO OHIO

26th Annual Conference
October 1-3
Pre-conference
Acu Detox Specialist Training  Sep 27 – Oct 3

Conference Keynote: Robert Whitaker

With his new book, Psychiatry Under the Influence: Institutional Corruption, Social Injury, and Prescriptions for Reform, Robert Whitaker continues to expand his investigation of the impact of American psychiatry on our society. His first appearance as a keynote speaker for NADA was in Kansas City in 2011, when he discussed Anatomy of an Epidemic, a book which won the best investigative journalism book award of 2010, given by the nonprofit, Investigative Reporters and Editors. He was also a finalist for the 1999 Pulitzer Prize for Public Service for a series of articles on psychiatric research published in the Boston Globe.

Both of his books will be available for sale at the conference.

3rd Annual Video Contest

On Friday we will screen short films submitted for the video contest. See ad on p. 8 for more information about how to enter your film in the contest. The person with a winning submission will receive a free conference registration, $300 toward travel expenses, and two free nights at the InterContinental Hotel Cleveland.

Expanding Integrative Health – 
Bringing the Spirit of NADA to Ohio

In the last 13 years Ohio has seen an increase of almost 1,000% in prescribed opiate doses per capita and heroin deaths are on the rise. The NADA protocol is a well-established, cost-effective and non-pharmaceutical intervention ideally poised to be implemented widely in hospital and community settings in Ohio and beyond.

Conference Highlights:
Budging State Laws: Mobilizing our Voices for Change
Acupressure Beads and Seeds: Research Findings
Reaching Out to the Underserved: The Rise of Free NADA Clinics
From British Columbia to New Brunswick: The Spirit of NADA thrives in Canada
Integrative Health in Hospitals: NADA Ear Needling an Ideal Adjunct to Care

Conference Accomodations

InterContinental Hotel Cleveland: $139/night.
Single and double room rate available until August 27, 2015.
Call to make a reservation: (216) 707-4100.
Parking: $18/day per car for valet, $10/day per car for self-park.
Pre-conference Training

30 CEUs applied for – nurses, social workers, acupuncturists (including California and Florida) and certified addictions counselors

Earn an Acu Detox Specialist (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 a certificate of completion in 7 days. This cost-effective and time-efficient ADS training and conference combination comes only once a year. 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, New York, Ohio, 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.

Ohio: Only registered nurses, physicians and acupuncturists are eligible to be NADA-trained.

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.

Training Schedule

Trainees participate in a 5-day intensive training that begins on Sunday 9/27 and ends on Thursday 10/1, 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 to 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 (Saturday, October 3).

Travel and Accommodations

Accommodations will be available at the InterContinental Cleveland for $139/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. The NADA office can also assist in pairing up trainees for room sharing at the hotel. Please contact the office at (888) 765-6232 to request this service.
3rd Annual Video Contest !!

Enter to win a free conference registration, hotel accommodations and $300 toward travel expenses for the 2015 NADA Conference in Cleveland, Ohio.

How to enter: Create a short film (up to 3 minutes) sharing your story or perspective on the use of NADA in integrative health. We welcome films that include work with needles and/or acupressure beads and seeds. We hope to see many different populations and contexts that experience the NADA protocol featured in your submissions.

Upload your film to YouTube. The title should contain your name and the words “NADA 2015 Video Contest.” You are welcome to customize the rest of the title with the subject matter of your film. Submit your YouTube link with the subject line “NADA 2015 Video Contest” to nadaoffice@acudetox.com. The winning film will be featured at the conference luncheon and available for viewing on the NADA website thereafter.

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: The conference planning committee will select the winning film based on inspiration, creativity and demonstration of the conference theme.

The deadline to submit a film is Aug 28, 2015.
REGISTRATION FORM

26TH ANNUAL CONFERENCE IN CLEVELAND, OHIO

Oct 1-3, 2015

NADA Full ADS Training + 2-day conference
Sep 27–Oct 3, 2015

Directors’ and Administrators’ Workshop
Oct 1, 2015

Pre-registration (before 5 pm Aug 28, 2015)

2-day conference
Oct 1-3, 2015

Current Member* $265
Non-member $330
Student (must provide student ID) $200

NADA Annual Conference :: Oct 1-3

ADS Training + 2-day conference :: Sep 27–Oct 3
(includes the Directors’ and Administrators’ Workshop)

Directors’ and Administrators’ Workshop :: Oct 1
(included in cost of ADS Training)

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

Advertising/Exhibiting total (total on reverse side)

Donate to our pre-conference scholarship fund
We will publish your name in the program
as a conference patron

TOTAL DUE (in U.S. funds only)

$ __________

Please make your registration selections here:

International Registrant?

Register online and receive 20% off of your registration fee (does not include the advertising options on reverse side).

Cancellation Policy:

Cancellations received before 5pm on 8/28/2015 are eligible for a refund less a $50 processing fee. No refunds issued after 8/28/2015.

Mail form and payment to:

NADA, PO Box 1066, Laramie WY 82073
Fax: (573) 777-9956

Questions?

(888) 765-6232
nadaoffice@acudetox.com

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

Guidepoints News from NADA

March/April 2015
2015 Member Advertising Rates
October 2-3, 2015

At each year’s conference we create opportunities for exhibitors, advertisers and sponsors to support the mission of NADA by advertising their products, programs and services at the 2-day conference. Below are the discounted rates for NADA members for exhibiting and advertising. We have also listed the sponsorship opportunities which are the same price for members and non-members. The deadline to sign up as an exhibitor, advertiser or sponsor is August 28, 2015.

Make your selection below

**Exhibitors**: One unit of exhibit space (6’ table)
- Includes one 2-day conference registration and CEU credit eligibility
- $465

**Advertising in the Conference Program (all ads are printed b/w)**
- Inside full page ad: 7.25” x 9.75”
- $350
- Inside ½ page ad: horizontal 7.25” x 4.75”
- $180
- Inside ½ page ad: vertical 3.5” x 9.75”
- $180
- Inside ¼ page ad: 3.75” x 4.75”
- $100
- Business card size ad: 3.5” x 2”
- $65
- Literature/brochure insert in registration packet
- $150

**Sponsorship Opportunities**

**Banquet Dinner on Friday, Oct 2**
- $1,500
  This event usually draws 200 conference registrants. We will screen the finalists and winner of the 3rd annual video contest and give out our annual NADA awards. This will also provide an invaluable opportunity for networking and connecting. For the banquet sponsor, we prominently place the name of the sponsor on the speaker’s podium. We can include a brochure or lit insert into the registration packet.

**Refreshment Breaks**
- $500
  There are three breaks throughout the 2-day conference. We will prominently display the name of the break sponsor during the break. If you have promotional items like pens, bags or other merchandise, we can distribute it during the break. We can include a brochure or lit insert in the registration packet.

**Scholarship for the Acu Detox Specialist Training**
- $715
  As a training scholarship sponsor, your support will be announced during the ceremony when NADA trainers confer the certificates of training completion on Saturday, Oct 3. You will be listed in the conference program, and we can include a brochure or lit insert into the registration packet.

**ENTER TOTAL ON REGISTRATION FORM**
(reverse side)

$ __________
Rachel Peckham, NADA UK trainer, remembers first meeting and speaking with Nic in the kitchen at the Core Trust during breaks in training, drinking tea together. She said, “I was struck by his gentle and compassionate nature as he spoke about his family and his work. And traveling 250 miles to London to do the training showed he was serious, and that together with his passion for making a difference, I knew he would succeed in his determination to deliver and set up acudetox programs in Cornwall.”

Nic completed his training to become a NADA practitioner in 2003, and three years later he and his wife, Joy, started the program Intentions. The following year he was at Lincoln talking to a group of students about “intentions.” Not just the program Intentions, but, more importantly, about what we as practitioners should be bringing to our work. As Nic told us that day, it is not just about putting needles in people’s ears. “It is about giving chaotic people a reason to just stop for a little while. It is about making ourselves feel good because we are helping people. It is about Compassion, Respect, Honesty.”

Nic says that he was amazed at the number of clients he saw at Lincoln, but what struck him most was the people: “So many kind, gentle and generous people, both staff and clients alike.” Being at Lincoln opened Nic’s eyes to the diverse areas that the NADA protocol can help with – from treating people with drug and alcohol problems, to treating people with hepatitis, people sent from the courts, people suffering from domestic violence, and people with mental health issues.

When Nic started to offer these treatments, most of the healthcare professionals in his area said that it would not work, because Cornwall was so rural with an area of some 82 miles and a public transportation system that in places only offered four buses a day. Nic slowly built up the number of clinics he worked out of until he had a clinic in most of the towns throughout Cornwall.

But in 2009, Intentions lost its funding and could no longer operate as a drug and alcohol program or get referrals from government agencies. Because of its reputation, though, people still found their way to the clinic. In addition to being a support for those in recovery, Intentions also provided NADA acupuncture to people with a variety of different health concerns and challenges. These include struggles with work-related stress, depression, PTSD, grief, emotional trauma, or simply a way to help with relaxation. And Nic is seeing that the NADA protocol helps people cope with the side effects of cancer medication.

Theirs is a unique clinic in Cornwall. Recently, Joy and Nic changed the name of the program to the Barefoot Clinic in order to emphasize their purpose in the community. In ancient China, Barefoot Doctors would travel around the countryside offering natural health treatments to the villagers in exchange for small amounts of money, food or somewhere to sleep.

Nic runs the clinic and his wife, Joy, is the manager of the practice. She is also an acudetox specialist as is their son, Samuel, who helps run the NADA training classes. Nic says theirs is a family-run organization, and they offer that little extra to ensure the client’s experience is a positive one. He adds, “I love this new episode of my NADA career.”

Now that Nic is a registered trainer, one of his goals is to teach people how to do the NADA protocol so that they can continue the Barefoot Tradition and help people from the cities, town and villages throughout England.

NADA founder Michael Smith has said that Nic is well-suited to this goal because: “You have a better temperament than most of us, and because you want to help people in a productive manner – you embody the NADA spirit.”

To learn more about the Barefoot Clinic, visit barefootcommunityproject.co.uk.

To contact Nic Constable: barefootnhc@gmail.com
You’ll love our new, fresh approach

Our needle brands set environmental and quality standards

Full information and online ordering is available via our secure website

www.acureausa.com

or by calling us on 1-408-440-1855

**Aculine ACD Series**

Detox Needles

- No more lost needles
- High visibility orange plastic handle

### Aculine ACD Series

- **D Series**
  - $21.50 per box of 500 needles

### Aculux AU5 Series

Classic Cluster Pack

- 5 needles enclosed per guide tube
- Extended medical sealing paper for easy peeling
- Non-tarnishing aluminium alloy spring handle
- Low cost per needle
- Easy-to-detach perforations
- 5 blister packs per flat
- 20 flats per box

### Aculux AU5 Series

- **AU5 Series** from $15.95 per box of 500 needles

All measurements are approximate
Carbo Ear Seeds

These processed Vaccaria Seeds are adhered to skin tone Hypoallergenic 3M surgical tape.
- Easy to peel and apply

Magnetic Ear Pellets

Gold-plated 100 gauss magnetic pellets with random magnetic pole orientation.
- 0.07” (1.7mm) in diameter with clear surgical tape.
- 10 pellets on a plastic carrier

Sakamura Ion Pellets

Available in 24k gold or silver plated 0.05” (1.2mm) alloy pellets. Each Sakamura ion pellet comes affixed to a clear, round 0.28” (7mm) hypo-allergenic band aid tape.

Angled, Straight & Dual Head Probes

Made of stainless steel.
- 6” long octagonal shaped handle with 0.12” (3mm) diameter ball shaped tip for inducing sensation and pressuring treatment points.

Magnetic Needle Pickup

If you have ever dropped needles in awkward dark places this may be for you. It is a telescopic portable device with a magnetic tip. Detox organizations now use them routinely for collecting needles from inaccessible places.

Jing Traditional Medicine Chart

This chart is specifically designed for use when treating or training with auricular acupuncture.
- A4 size – 8¼” x 11¾” (21 x 29.7cms)

Auricular Points Chart

This chart folds into a 12”x15” jacket. Included on the chart is a reference table detailing the points.
- Poster opens to 24” x 28”

Acurrea Ear Model

Ideal for acudetox ear training, this large ACUREA ear model is made of high-quality silicone.

Place your order by phone, email or on our website.
tel: 1-408-440-1855 or 1-800-937-9614  email: monika@acureausa.com  web: www.acureausa.com

Orders will be processed and shipped on the same day if order is placed before 3pm Pacific Standard Time.
These beads were widely tested in SE China on children, hence the south pole, gold bead was validated.

This process explains why electroacupuncture is so much less effective than simple needling. To use a comparison: strong local pressure is “sedating” and good for local pain. Tickling is “tonifying” and leads to arousal of general vitality – as such it is uncomfortable to a spastic leg. Early on I was tempted to use beads for their obvious practical value, but we had such poor results that the use was stopped. Years later I tried a new batch of beads on a bizarre group of siblings (and mother) just as a token effort. The results were rapidly popular and led to real social change, so I took a deeper look at their method and even bought a gadget to measure magnetic poles.

Gold beads work better than silver beads. Note that when ear piercing is first done, gold earrings are initially used “to keep the hole open,” even if the intention is to eventually use silver ones. Gold is tonifying and hence keeps the local tissue intact. Silver is sedating and hence disperses or drains the local tissue while it is vulnerable. Most needles and beads are made of stainless steel which has a neutral effect, but the surface covering of gold or silver seems to make a difference. The old-fashioned use of gold or silver needles certainly made a recognized difference.

Seeds (such as vaccaria or mustard seeds) have an energy of life, and they presumably have a bi-directional effect based on the need of the living tissue in the clients’ skin. Seeds last only a couple of days, whereas beads can last much longer. We usually put on new ones weekly.

Children are generally more responsive in learning to use the beads and in accepting the benefits of the beads. Their response is both quicker and easier than adults – and they don’t need to continue wearing them.

The bead treatment initiates a healing process that does not necessarily need prolonged stimulation to be effective. It’s as though a blockage has been removed – or a veil has been lifted. The beads start the process of the kids making themselves better – they may still be in trouble but they can now learn how to help themselves.

If anyone has questions or wants to pursue this further, I would be glad to help. This topic can be confusing – but then so is autism.

To contact: michael.smith@acudetox.com.

---

**Herdrich Named New Training Co-Chair**

In February 2015, Virginia NADA trainer, Floyd Herdrich, came into the role of training co-chair after Claudia Voyles stepped down. Herdrich now shares this position with David Eisen, who also serves on the board of directors.

A governor-appointed member of the Acupuncture Advisory Board of the Virginia Board of Medicine, Herdrich began using NADA acupuncture for addictions and recovery support 24 years ago. Throughout his tenure as trainer, he has strived to create greater connection among Acu Detox Specialists in Virginia.

“Fifteen years ago I worked with Mark Farrington [another Virginia trainer] to launch ‘VA-NADA-NET.’ We organized and carried out regional ADS half-day seminars (supervision). These seminars moved around the state and were well attended.”

For the past 14 years Herdrich provided training and supervision for NADA services at Fairfax County Community Service Board and more recently with Volunteers of America’s Residential Detox program in Arlington, Virginia. At Fairfax County, his approach was pragmatic and non-hierarchical: “The contract was for monthly supervision. A year after the inaugural training of 12 staff they no longer needed so much supervision. But attrition set in and replacement ADSes were needed. And they made the Detox Clinic policy that all new hires were encouraged to get ADS qualifications.

“I proposed spreading the individual new staff hires’ NADA training each across the 7-8 monthly four-hour sessions, along with the supervision of the certificate holders. I tracked everyone’s progress, engaging the certificate holders in the training process. It worked well.” Herdrich adds, “The Spirit of NADA is key to the successful integration of the protocol into substance use disorder interventions and recovery support systems.”

He currently runs a Monday morning NADA clinic at the McShin Foundation, a recovery resource organization in Richmond which uses the method of peer to peer recovery support services. The group is also open to people who are not in the McShin community, in exchange for a donation to the foundation.

HERDRICH continues on p. 10

March/April 2015
We let the dogs out!

No one expects to be sued for malpractice. But when an attorney wrongfully attacks you with a spurious claim, you want a strong defense team that will take the offensive. Too often legal opportunists will try to extort money from qualified providers without any regard to your reputation or career. That’s when we let the dogs out. We fight back hard, not only to win on your behalf, but to send a message: Don’t mess with our detoxification specialists or you might be the one that gets bitten.

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

American Acupuncture Council®
The leader in acupuncture malpractice insurance since 1974
In addition to NADA training and supervision, Herdrich participates in community development for re-entry and community group support for ex-offenders/addicts and maintains a private practice in family medicine acupuncture.

To contact: fherdrich@verizon.net

**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: NADAOFFICE@acudetox.com.
Membership questions: membership@acudetox.com.
President: Elizabeth “Libby” Stuyt: libbystuyt@msn.com.
Editor: Sara Bursac, Contributing editor: Jo Ann Lenney.
ISSN-1070-8200.

**Article submission schedule:**
Dec 1 for January publication   Feb 1 for March publication
Apr 1 for May publication           Jun 1 for July publication
Aug 1 for Sept publication         Oct 1 for Nov publication

Member advertising for all 6 issues (discounted rates):
Business card size: $180
1/4 page: $300
1/2 page (horizontal and vertical): $750
Full page: $1,350

We welcome letters to the editor in response to any story that we print. Please keep your response under 400 words and email it to nadaoffice@acudetox.com.

---

**Herbal Sleepmix Detox Tea**

Prepared in collaboration with Michael O. Smith, MD, DAc and manufactured in strict accord with his formulas.

We produce the teabags in small quantities to assure freshness.

**PRE-PACKAGED**
Five teabags per polybag with label $136.00 per case of 200 packages.

**LOOSE Teabags**
$72.00 per case of 1000 loose teabags
$25.00 per case of 300 loose teabags
Add $7.50 per case for s/h. Shipped by UPS
to order: sleepmixorder@gmail.com
www.sleepmix.com

Nutracontrol
Box 1199 Old Chelsea Station, NY, NY 10011
DETOX5
5-Pack | Acupuncture Needles

DBC・HIGHEST QUALITY KOREAN NEEDLES • DBC・HIGHEST QUALITY KOREAN NEEDLES • DBC・HIGHEST QUALITY KOREAN NEEDLES

- Fluorescent Orange Handle
- 0.20 mm and 0.22 mm Gauge
- 13 mm Length
- 5 Needles per Blister
- 500 Needles per Box

The Next Evolution in Auricular Therapy

The Original and Most Trusted Korean Needle in the World.
Introductory Price $24.75

Special Offer for NADA Practitioners!
CLICK or CALL
www.LhasaOMS.com/NADA
1-800-722-8775

Great Products, Great Prices, Dependable Service.
1-800-722-8775 | www.LhasaOMS.com
PRICE GUARANTEE - Lhasa OMS will match all competitive pricing.

Lhasa OMS
everything acupuncture
Maine’s Rep. Deb Sanderson submitted this letter as part of testimony for a hearing held on Friday, April 24, 2015 in Augusta.

The proposed bill (LD 1090) would establish a two-year pilot project for NADA acupuncture within a statewide treatment program, to be reimbursed by Medicaid.

On May 4 the Joint Standing Committee on Health and Human Services held a work session ending in a Divided Report. According to the State of Maine Legislature Glossary of Terms, this outcome indicates that committee members disagree on a recommended action and multiple reports are submitted for the legislature to consider. This is the most current update at the time of publication.

For an update go to:
www.mainelegislature.org