easibirthing®
PARTNERING NATURE

Conceiving success: the application of hypno-psychotherapy for fertility

Sharon Mustard

Once a couple/woman decides to try for a baby, all too soon as the months pass it can become all encompassing, all consuming, obsessive. If month after month it continues not to happen-she can experience feeling detached and isolated from the world, a profound sense of sadness, scared of 'what this might mean'

A plethora of emotions can be commonly experienced by our fertility clients:
Isolation
Jealousy
Depressed
Anger
Hostility
Sadness
Confusion
Profound yearning
Loss
Grief
Denial

Our role as hypno-psychotherapists

The focus of our work with fertility clients is not just about them hopefully getting pregnant, but is about helping our male or female client to re-establish control over their lives. It may be dealing with the emotional toll of infertility treatments, or down the line accepting that they still have a life beyond not having children.
We cannot guarantee a pregnancy will occur from our work with this client group, but it can increase/maximise the chances following work in the therapeutic space by addressing the psycho-physiological barriers. There is a wealth of research showing that hormone levels, ovulation, spermatogenesis and other reproductive factors may well be affected by what is going on in a client's mind; both thoughts and emotions.

Hypnosis Increases Natural Conception by 50%

Infertile women utilizing mind/body techniques such as hypnosis have a 42 – 55% conception rate as compared to 20% with in vitro fertilization (IVF).
The Journal of the American Medical Women's Association 1999 and The Journal of Fertility and Sterility 2000. (Studies conducted by Alice Domar, PhD, director of the Beth Israel Deaconess Behavioural Medicine Program for Infertility in Boston)

Hypnosis and natural conception

Hypnosis based on imagery and a relaxation strategy was successful in facilitating pregnancy. The treatment was considered to have resulted in beneficial modification of attitude, optimism, and mind-body interaction. *The American Journal of Clinical Hypnosis. (Volume 38, Issue 1, 1995, 22-26): Hypnosis in the Treatment of Functional Infertility.*

Changing Habits & Lifestyle Choices
As hypno-psychotherapists, we can also help clients with lifestyle choices which are known to affect fertility such as alcohol, smoking or even caffeine consumption. Being overweight/obese and level of physical activity is also known to hinder the chances of conceiving.

- Alcohol
- Smoking
- Caffeine
- Body weight/Obesity
- Nutrition
- Exercise
- Stress

Hypnosis and IVF procedures
If a client is about to start an assisted fertility cycle, hypnotherapy can help them to feel mentally, emotionally and physically prepared. Hypnotherapy is a very powerful way to overcome any fears or phobias they may have which may be impacting on your treatment.
Relaxation techniques and visualisation for IVF help to increase the effectiveness of the treatment, and studies have shown that when hypnosis is used during embryo transfer it doubles the successful outcome of the treatment.

- According to a Israeli study presented to the European Society of Human Reproduction and Embryology conference in Berlin in July of 2004, hypnosis can effectively double the success of IVF treatments. The study was conducted by Professor Eliahu Levitas and his team at Soroka Hospital in Beersheva to determine if hypnosis could improve the success of the embryo transfers stage of IVF. The study of 185 woman found that 28% of the women who were hypnotized for the IVF treatment became pregnant, compared to 14% of the women in the control group.
  Professor Levitas studied the effects of hypnosis for the IVF treatment and embryo transfer only, because prior studies that demonstrated the stress of the procedure created small contractions of the uterus that prevented the successful implantation of the fertilized egg. The professor indicated that tranquilizers had been used in prior studies, but nothing worked as well as hypnosis.
- **Hypnosis beneficial to IVF procedures**
  Hypnosis as an adjunct to IVF procedures could be beneficial to those who are unable to conceive naturally. *Australian Journal of Clinical and Experimental Hypnosis. (Vol. 31, No. 2, 2003, 121-127): Recipe for a Miracle: Determination, Optimism, Medical Technology, and Hypnosis in IVF*

Unexplained infertility
There are many factors responsible for infertility, and our emotions can affect the delicately balanced hormonal system, which in turn controls ovulation, spermatogenesis and pregnancy.
As hypno-psychotherapists, we know the mind has enormous power over the body. Sometimes the root of the dis-ease is not available to conscious awareness and fertility problems can be the result of a subconscious block existing because of embedded fears, perceived secondary gain of not getting pregnant, anger and guilt stemming from the past.

National College of Hypnosis and Psychotherapy
'Hypnosis for Fertility: easibirthing® method'
Specialist Practitioner Certification courses

19th & 20th July 2014, London (9-5pm, 2 days)

Would you like to teach effective, easy to use techniques which will help women and men increase their chances of fertility and dealing with the psychological and emotional challenges of difficulties in conceiving? The benefits of using hypnosis for fertility are renowned. There is an increasing demand for women wishing to use hypnosis to assist in conception, worldwide. The easibirthing® model had been specifically designed in conjunction with our work in childbirth.

- easibirthing® is a registered trademark (the only one in the UK hypnosis for fertility & birthing world!) and therefore any practitioner using this trademark has been fully trained and qualified-a reassurance for the general public.
- The CHFP qualification is the only hypnosis for fertility qualification in the UK which is independently accredited (ie. by the nchp).

The National College of Hypnosis and Psychotherapy (nchp) has been offering respected, evidenced based and independently accredited Hypnotherapy Training, Hypnosis Training and Psychotherapy Training since 1977. This makes the National College one of the longest established and most respected hypnotherapy/hypno-psychotherapy training institutes in the world. Their Hypnotherapy/Hypno-psychotherapy training is UKCP and European-accredited.
Visit them at www.hypnotherapyuk.net

You will receive:
A complete course manual including scripts and strategies. The course is designed to be adaptable to individual circumstances and presenting issues of the client so intervention can be tailored to their needs. This training will equip you to provide clients with a knowledgeable and professional service. You will receive a specialist qualification certification from the nchp as a testament to your achievement upon successful completion of your assessment following the course. Once qualified, you will become a 'Certified Hypnotic Fertility Practitioner' and be permitted to use the designated letters CHFP. You will also be entitled to an entry on our online Practitioners' Directory on www.easibirthing.co.uk

Facilitator:
Sharon Mustard has been training women and their partners for over 16 years in using Hypnosis for Childbirth and Fertility. In addition to her private group courses, since 2006 she has a large contract with Salisbury District Hospital nhs Trust maternity services whereby she is funded to teach women, partners, and teenage mums-to-be; but also midwives and health care support workers to support individuals using these methods. The easibirthing® model has been specifically designed, in partnership with midwives, to reflect birthing methods in the UK.
As well as being a specialist in hypno-psychotherapy for childbirth and fertility, she is a fully qualified Hypnotherapist, Psychotherapist, Counsellor and Life Coach and with a full-time practice in Salisbury, Wiltshire. Visit her practice at www.mustardhypnotherapy.co.uk. Prior to this time, she gained extensive experience in the field of mental health: working within Social Services, National Health Service & voluntary sector.

Entry requirements:
Applicants for this course would be required to be a practising Hypnotherapist or in training to be a Hypnotherapist.
**If you are a trainee you will be expected to have attained a Hypnotherapy qualification prior to your easibirthing® certification being finalised but can attend the course in the meantime.

Cost:
£280. This includes a lifetime specialty certification. Payment may be spread over a period of up to four months by arrangement.

Venue:
This programme will be held at:

- Arora Hotel Heathrow, The Grove, Bath Road, Sipson
  West Drayton, Middlesex, **London** UB7 0DG (19&20 July 2014)

Assessment:
The course will be accompanied by a short essay question assessment which maps to the learning outcomes (to be completed following attendance of two day course).

Booking on next course:
The training group is kept to a maximum of 18 students, so book early to avoid disappointment.

Contact: For more details or to book, please contact Sharon Mustard on 01980 623089 or email sharon@easibirthingtraining.co.uk

We would like to offer a special 10% discount for all members of 'The James Braid Society' if course booked prior to 31st May 2014.

PLEASE NOTE: We also run Hypnosis for Childbirth practitioners courses as part of our annual CPD programme