

MEDIA ALERT

WORLD ACUPUNCTURE AWARENESS WEEK

World Acupuncture Awareness week will be held from **16 to 22 November 2017**. The aim of this week is to raise public awareness around the globe of acupuncture's use and benefits.

The Australian Acupuncture & Chinese Medicine Association (AACMA) is supportive of this week, which was set aside by the World Federation of Acupuncture and Moxibustion Societies (WFAS) in 2013. The initiative was recognised by the World Health Organisation (WHO).

The origins of acupuncture can be traced back at least 2 000 years, making it one of the oldest health care systems in the world. Today, acupuncture is a proven, natural and increasingly popular form of health care that is being used by people from a wide range of cultural and social backgrounds. Acupuncture takes a holistic approach to understanding normal function and disease processes and focuses as much on the prevention of illness as on the treatment.

Recent changes to pain assessment and management standards in many US hospitals make it clear that there is a major shift away from pharmacologic approaches to chronic pain management to the inclusion of non-drug treatment such as acupuncture.

AACMA has been actively involved in promoting the research into the efficacy of acupuncture by publishing the Acupuncture Evidence Project earlier this year. The results of the review indicated that of the 122 conditions reviewed, evidence of effect was found at various levels for 117 conditions. The review can be viewed [here](#).

Areas of specific interest include the following:

- What happens at a typical acupuncture session?
- What is the difference between acupuncture and dry-needling?
- How are acupuncturists trained?
- Is there any scientific evidence that acupuncture actually works?
- Can I use acupuncture in conjunction with other treatments?
- Is acupuncture safe for children and pets?

FOR MORE INFORMATION AND INTERVIEW REQUESTS PLEASE CONTACT:

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