



Dear **ASK Member.**

We're delighted to send you this newsletter as part of your professional membership of ASK Ireland.

In our last issue (July 2011) Ted Mannion reported on the reversal of Type 2 Diabetes using extreme diet management. This month we've an article about the huge financial burden diabetes costs the world and some suggestions about how to help your clients with prevention.

With only 3 months left to this year, have a great Autumn and look forward to seeing you soon.

The ASK News Team

How long can I store foods before they lose their nutrients?

Green tea: 6 months

A 2009 study in the *Journal of Food Science* showed that green tea's catechins (antioxidants linked with a reduced risk of some cancers) decreased markedly over time. After six months, catechin levels were 32 percent lower. Make the most of the antioxidants by storing tea in a sealed container in a dark, cool place.

Olive oil: 6 months

Extra-virgin olive oil contains more than 45 heart-healthy antioxidants, but after six months of storage their potency decreases by about 40 percent, according to researchers at the University of Foggia in Italy. Why? Oxygen.

Diabetes: 366 million Cases worldwide

Worldwide, 366 million people have diabetes, the International Diabetes Federation says. That's 54 million more people than the entire population of the USA.

This year, an estimated 4.6 million people will die of diabetes – that's the entire population of Ireland.

The global annual health care cost of diabetes reached \$465 billion.

The new estimates were announced this week at the annual meeting of the European Association for the Study of Diabetes (EASD). The idea is to jump-start last week's UN meeting on non-communicable diseases. The world body discussed ramping up efforts to battle diseases such as diabetes, cancer, heart disease, and lung disease.

"In 2011, one person is dying from diabetes every seven seconds," International Diabetes Federation says in a news release. "The clock is ticking for the world's leaders. We expect action from their meeting ... that will halt diabetes' relentlessly upward trajectory."

In the US, diabetes is a growing issue. Estimates are that 25.8 million Americans have diabetes, although only 18.8 million have been diagnosed. Four out of five U.S. diabetes cases are type 2 diabetes, which sometimes may be preventable.

But prevention is not happening. If current trends continue, by 2050 an estimated one in three Americans will have diabetes.

The American Diabetes Association estimates that the U.S. cost of diabetes is \$174 billion a year. That figure balloons to more than \$218 billion when costs of prediabetes, gestational diabetes, and undiagnosed diabetes are included.

This issue!

- Diabetes Pandemic
- Case study success
- Members Day 2012
- Rude Health Show
- Practice Building
- Zinc study
- Corn Bread recipe
- Storing food

In your diploma manuals it contains a lot of information about how to test for the various stages of sugar handling. Chromium, avoiding sugar and stress, and sticking to a Low GL diet will all help your clients not only feel better, but will go a long way to helping them avoid serious health conditions.

RECIPE RAVE

Every so often you come across a recipe that is so simple, so tasty or so healthy that it's good to share with each other and with clients. If you've got one please forward to us for the "Recipe Rave" section:

Rich Corn Bread

(sent in from a 1st year, who got it from Kinesiologist Roisin Armstrong, who got it from someone else I think!)

- ¾ cup of cornmeal
- 1 cup of flour (ordinary flour, rice or gluten free depending on your needs)
- ¼ cup granulated sugar
- ¼ teaspoon salt
- 1 beaten egg
- 1 cup of milk
- ¼ cup of butter

Heat oven to 220°C/425°F
Mix all ingredients together
Oil tin and coat with a little flour
Put into an 8 inch square baking tin
Bake for 20-25 minutes.

CASE STUDY CORNER

SUCCESSES / CASE STUDIES / TESTIMONIALS

If you have a success story to share, please email Adrienne McAllister.

9 year old improves in School

By Mary Davies

Since starting the Foundation Course I have been doing some of the Brain Integration techniques on my 9 year old daughter,



I've used Cross crawl, Lazy eights and the reading brain integration techniques.

She has in a matter of months, moved up into the top maths group and her reading age has gone from

9 years 2 months to 13 years 3 months.

We are all delighted. Mary

ASSOCIATION NEWS

ASK Members Day

The 2012 ASK Members Day will take place on Saturday 21st April 2012, at the Hilton Hotel, Clarehall. A great day to get together. If you have ideas about a speaker or suggestions please contact the secretary.

FACEBOOK

Just so you know, we have a facebook page – please come along and “like”

www.Facebook.com/kinesiologyIE

ASK Website

If you are a new ASK member or haven't registered yet to access resources in the ASK Members Area, please go to:

www.kinesiology.ie/member-register

Practitioner Listing

A quick reminder to check the practitioner listing for accuracy. If you details need changing please let Niamh, the membership secretary know. www.Kinesiology.ie/practitioners

ACADEMY NEWS

2ND YEARS FINISH THEIR DIPLOMA. CONGRATULATIONS TO THE NEW TASK GRADUATES



Kieran, Tania, Frankie, Belen, Aisling, Cathal, Sinead, Siobhan (missing from pic: Denise)

DIPLOMA 2011-2012

The TACT Workshop took place in September in Westport and the two groups from Belfast and Dublin formed as one class for the first time. It was a great success and fun. Here's a picture of this year's Class.



FOUNDATION

Our next foundation courses start in October. Dublin: 15-16th; Galway: 22-23rd; Belfast: 29-30th

Dublin is full, Galway is 50% full and Belfast dates have just been announced but already 4 students have secured their place. If you know of anyone interested in training, please send them to this page on the website or call TASK.

www.kinesiology.ie/training

Zinc Works - and Gets You Back to Work!

Report by Bridget Mannion

Zinc won't cure the common cold but it will reduce the length and severity of it, so says researchers Meenu Singh and Rashmi Das from the Institute of Medical Education and Research in Chandigarh, India in their milestone academic paper, recently published in the Cochrane Library and reported on widely across the World's media.

Previous research trials into zinc have provided mostly conflicting evidence, some supporting it and others rejecting it as an immune booster. This has obviously caused some concern over the last several decades. To resolve this dilemma Singh and Das conducted a massive review of previously conducted research trials, covering over 1,360 participants. After evaluating these 15 studies, all involving supplementation with zinc, in the form of lozenges, tablets or syrup, Singh and Das confirm that zinc reduces the length and severity of the common cold, if taken within 24 hours of the first symptoms appearing.

The news is particularly good for children. Two of the reviewed trials showed that children, after taking zinc supplements for over 5 months, caught less colds, were prescribed less antibiotics and took less time off school. Singh spoke encouragingly about the role of zinc in preventing illness in children when he wrote, *"It may be a useful adjunct in children who are at risk of exacerbations of other respiratory illnesses"*

Singh has commented though that *"A consensus still needs to be built about the form of zinc to be used and the most appropriate dose"*.

EVENT NEWS

Seminars, Talks and Shows

RUDE HEALTH SHOW

10-11 September 2011

Report by Lauren MacLennan

There were many visitors to the ASK stand at the Rude Health show and the amount of interest in kinesiology was very encouraging. The people who stopped for a mini treatment were astonished at the results, giving excellent feedback.

Many thanks to the ASK members who helped out on the stand – namely Adrienne McAllister, Des Richmond, Elma Murphy, Lauren MacLennan, Lena Axelsson, Liz Svensson, Peter Costelloe, Sinead Matthews and Tania Dunne.



In addition to a lot of talking to the public about kinesiology, the team gave 36 treatments over the two

days – which meant that the two plinths on the stand were in almost constant use. There were 270 entries to the draw for a free treatment, and there was a lot of interest in the training options available.

FREE DRAW ENTRIES

Included with this newsletter are free draw entries received from people in your area – we have tried to distribute these so that you get the entrants in your area. You are encouraged to offer a couple of free or discounted special offer treatments to these "winners" and "runners up" so that they can experience the benefits of kinesiology and hopefully become a word of mouth advertising avenue for you. It is worth at least contacting them to let them know that you are available in their area.



Practice Building Notes

By Lauren MacLennan

The Rude Health show is one of the biggest health shows in Ireland at the moment, but there are many other smaller shows around the country all the time, and it is well worth taking a stand at the events taking place in your area. Health, holistic, craft, and community shows are a great way of letting people in your area know who you are and what you offer.

Keep an eye out in the local media to find out what opportunities are coming up – and let us know who is organising events so we can generate a database of events suitable for promoting kinesiology.

Websites of some of these include:

- <http://www.holisticeventsireland.com>
- <http://holisticnetworkireland.com>
- <http://www.fingalmindbodyspirit.ie>
- <http://www.craftersireland.ie/events.html>
- <http://www.holisticfairsireland.com>
- <http://www.mindbodyspirit.ie>
- <http://www.psychicholisticfairs.com>

The local and regional shows are well worth participating in – to promote kinesiology in general, and your services in particular. They provide an opportunity for people to meet you, and find out more about how they can benefit from kinesiology. Some of these shows are better attended than others, but this is impossible to predict.

A tip for the times when the shows are slow or poorly attended is to remember that fellow stall holders are potential clients too – so offer them a taster treatment! This will keep you busy, create a bit of activity at your stand, and make you new friends – and they will tell others about their experience.

Teaming up with a fellow practitioner is a great idea, as one can talk to passers by while the other does a treatment. Also offer people the chance to enter a draw for a free treatment – this will help you create a database of people in your area who are interested in a treatment, but just need a bit of incentive to follow through. Always see these shows more as a promotional activity than a money-making exercise. This will pay off in the long term but don't worry if you don't make a profit on the day – sometimes you will, often you won't. But contacts made, impressions generated, business cards distributed all add up and help build your clientele. **Make sure you take advantage of the opportunity to maintain contact with those people you meet after the show.**

WHO TO CONTACT AND HOW **Executive Council**

If you have any suggestions or ideas you would like the Council to consider, discuss, and make decisions on, send to the ASK Secretary.



**Chair/Trustee/FICTA
/Roving Reporter
Bridget (Ted) Mannion**

bridget.mannion@kinesiology.ie



**Treasurer/Trustee/Research
Study Kieran Haughey**

kieran@kinesiology.ie



**Secretary
Deirdre Lucas**

Deirdre.Lucas@kinesiology.ie



**ASK Membership Secretary
Niamh Ashmore**

membership@kinesiology.ie



**ASK Council Officer
Case Study Corner
Adrienne McAllister**

Adrienne.McAllister@kinesiology.ie



**ASK Council Officer
Events Adviser
Lauren MacLennan**

Lauren.MacLennan@kinesiology.ie



**ASK's representative at
FICTA, Clive Lucas**

Clive.Lucas@kinesiology.ie



**Trustee/Newsletter Editor
Siobhan Guthrie**

siobhan@kinesiology.ie



**ASK Council Officer
Des Richmond**

Des.Richmond@kinesiology.ie