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For immediate release

EFT Tapping message is ‘becoming mainstream’

Key figures involved with EFT welcome increasing acceptance of complementary technique as a mental health treatment

An alternative health therapy known as ‘tapping’, which has its roots in acupuncture, is gaining mainstream acceptance as a treatment for mental health issues, according to key figures involved in using and researching the technique. Also known as EFT (Emotional Freedom Techniques), tapping is supported by a growing body of academic research showing it can help conditions such as anxiety and Post Traumatic Stress Disorder. The treatment uses fingertip tapping on key acupuncture points on the face and body, which has been shown to lower the stress hormone cortisol. (EFT is often regarded as a ‘psychological therapy’ combining traditional acupuncture and modern psychology.)

‘I think the word tapping is becoming well-known now. It has taken longer than I expected, but it is now in the mainstream,’ says Paul Lynch, EFT Advanced Practitioner based in Tiverton, Devon. Paul is an EFT Founding Master who was among the first to bring EFT to Britain from the United States more than twenty years ago. He is a specialist in using EFT for Complex PTSD, working particularly with veterans.

‘I believe the timing is now right for EFT and other energy therapies,’ he says. ‘The message is spreading and EFT has pushed to the head of the pack. The fact that Prince Harry has used it has really helped to bring it to people’s attention. He has done a lot to highlight the issue of mental health. There are so many people needing help now, due to COVID and the stress in everyone’s lives. They say, ‘necessity is the mother of invention’, and I think EFT is gaining popularity now because we need it so much. It is reaching a critical mass. When people are desperate for help, they try new things.’

Paul Lynch’s comments follow a recent interview by Dr Peta Stapleton, one of the leading academics behind EFT research, who is based at Bond University in Robina, Queensland in Australia. Speaking on Kinda Sound Radio, she said she was confident tapping was now coming into its own. ‘There is a tide turning here. It takes about 17 years translation gap in medicine. We are at about the 15-16 year mark with EFT and the research. We have hard biological data now. I do think what we are going to see in the next couple of years will be quite profound. It is a shift that is happening.’

Both Dr Stapleton and Paul Lynch share the ambition that eventually tapping will be taught in schools. ‘I hold the hope that one day tapping just becomes something that every kid learns to do. It is not weird, it’s normal,’ says Dr Stapleton. She hopes that tapping ‘will become an everyday stress reduction tool that no one thinks about twice. A little kid of 4 – 5 can do this right up to a 90-year-old.’

The comments from Paul Lynch and Dr Stapleton have been welcomed by UK-based EFT International, the professional body for the practice of EFT. Chair, Jacqui Footman, who is based in South Molton, Devon, said, ‘EFT is certainly gaining a higher profile. More celebrities and people in the public eye are using tapping and talking about it, and we have anecdotal evidence of numerous cases where tapping has helped people struggling with anxiety and other mental health conditions linked to the COVID pandemic. Our EFT International accredited practitioners in the UK and around the world have seen an increased awareness of tapping during the last year or so, and we are delighted that the message is spreading. EFT is a simple technique that anyone can learn which can lead to profound improvements in people’s health and wellbeing. We recommend that anyone seeking to use EFT should get the support and guidance of a certified practitioner in order to get the maximum possible benefit. On our website (www.eftinternational.org) we have a directory of practitioners that makes it easy to find a specialist practitioner anywhere around the world.’

Editors’ notes

1. 2 pictures attached: Paul Lynch, Dr Peta Stapleton.
2. For more information see www.eftinternational.org or call Jacqui Footman on 07933 998118 or email: jacqui.footman@aamet.org. Anyone wanting to learn how to do EFT can see demonstration videos and find further information on the EFTi website. Users can also join online tapping groups, with particular resources available for COVID support.
3. EFT International is a UK-registered Charity, number 1176538.
4. EFT was originally developed in the US by Gary Craig, in the 1990s.
5. For more information about Paul Lynch, see www.eftpaullynch.co.uk
6. For more information about Dr Peta Stapleton see, www.petastapleton.com
7. Dr Stapleton was interviewed on Kinda Sound Radio on 27th June 2021 by Kathryn Temple, Founder of The Happiness Foundation, based in Suffolk. Kinda Sound is a global online community radio station, run partly by UK volunteers. It aims to have a positive influence on societal thinking and to promote kindness to People, the Planet and Animals. For more information see www.kindasound.org
8. In 2019, Dr Peta Stapleton was named Psychologist of the Year by the Australian Allied Health Awards.
9. EFT has been found to be useful in the treatment of war veterans with Post Traumatic Stress Disorder. In 2018, the UK medicines watchdog NICE recommended further investigation of the use of EFT for PTSD in adults.
10. For an example of research from Bond University showing that EFT can reduce cortisol levels, see: ‘Re-examining the Effect of Emotional Freedom Techniques on Stress Biochemistry: A Randomized Controlled Trial’, published 12 March 2020 by the American Psychological Association. This is available at the US National Library of Medicine, the National Center for Biotechnology Information.
11. Ends.



Paul Lynch
EFT Founding Master



Dr Peta Stapleton
Bond University