



The World's Leading Professional EFT Association

For immediate release date 27.9.21

'Use tapping to help you Go Sober This October!'

EFT International launches campaign to support 'Sober October' challenge

UK-based charity EFT International is launching a month-long campaign to help people achieve their goal of 'Going Sober This October'. The Sober October challenge is run each year by Macmillan Cancer Support, with those taking part encouraged to gain sponsorship from friends and family, to raise funds for those living with cancer. EFT International wants to spread the message that EFT, or 'tapping' as it is commonly known, can help people struggling with addictions such as alcohol, and the organisation is offering targeted videos and online resources to help anyone trying to give up alcohol this October. EFT is a treatment using fingertip tapping on meridian points on the face and body, combining ancient techniques of acupuncture with modern psychology. Research has shown that tapping lowers the stress hormone Cortisol. EFT International is the main professional body in charge of the practice of EFT (Emotional Freedom Techniques) with a directory of accredited practitioners in the UK and worldwide.

'Since the pandemic, the issue of alcohol abuse has been hitting the headlines, with a significant rise in deaths,' said Kathryn Temple, Executive Board Director for EFT International. 'Our practitioners are getting increased referrals for alcohol addictions, particularly in young people, from their late teens and into their 20s and 30s. We are seeing more people drinking for social anxiety reasons, as a social disinhibitor. They are drinking more because they are stressed, anxious or distressed. It does not take long to set up habits, and the recent lockdowns have been long enough for unhealthy drinking habits to be established.'

Newly released figures for England and Wales show that deaths from alcohol rose by 20% in 2020 compared with 2019, and by 17% in Scotland during the same period. The World Health Organisation, which estimates that 3 million deaths a year can be attributed to alcohol, is working on a Global Action Plan for 2022 – 2030 as a 'public health priority', to reduce the harmful effects of alcohol.

Kathryn Temple, based in Suffolk, is a practicing psychologist. She is experienced in using conventional and complementary treatments for numerous mental health conditions including addictions. 'As Sober October comes round again, we know that for many people the idea of going sober for a month, or even a week, is an enormous challenge. We want to support anyone trying to reduce their alcohol intake. To let them know there is a simple and effective technique that can help everyone achieve their goal of cutting back on alcohol or giving up altogether. Tapping is a powerful tool for addictions because it can help people to emotionally self-regulate to shift their cravings, change their neurochemistry and take back

control of their lives. Tapping has been shown to activate the parasympathetic nervous system, which is the rest, digest and relax state. This can rejuvenate the system and allow you to break bad habits and install new better ones.'

2 of 2/...

Anyone wanting to explore how EFT can help them go sober this October can view videos online by subscribing to the EFT International YouTube channel or by joining the 'Facebook EFTi Tapping Community Group'. There will also be supportive material and resources on the website www.eftinternational.org.

EFT International Chair, Jacqui Footman, based in Devon, added, 'EFT International is taking this opportunity, at the time of the Sober October campaign, to highlight the fact that addictions can be successfully resolved through EFT. We feel there is a particular urgency now with regards to alcoholism, given the figures showing the big rise in deaths from alcohol during the pandemic. We would like to stress that anyone facing serious addiction problems can contact one of our many highly qualified practitioners (listed on our website) who can offer one-to-one support to ensure that maximum benefit is obtained from using EFT. Tapping is a technique that can produce profound improvements in people's health and wellbeing. It can be successfully used to treat everything from phobias and anxiety to depression and trauma. The evidence base for the use of EFT is growing all the time, and there is also plenty of anecdotal and practitioner-based testimony to support this. Please see our website for much more information.'

Editors' notes

1. Pictures attached: 1. Vodka bottle, please credit: 'Image by Klimkin from Pixabay'. 2. Kathryn Temple, Executive Board Director, EFT International.
2. For more information about the Sober October campaign, see www.gosober.org.uk The Sober October month is run by Macmillan Cancer Support and started in 2014.
3. For more information about EFT International, contact Jacqui Footman on 07933 998118 or email: jacqui.footman@aamet.org or visit www.eftinternational.org
4. For more information about the EFT campaign in support of Sober October, contact Kathryn Temple on 07771 605538. Kathryn has a master's degree in psychology, and experience working in education and business. She is also an EFT Master Trainer, Hypnotherapist, NLP Master, Psych-K Practitioner and Havening Practitioner.
5. For more information about the rise in deaths in England and Wales, see the report by Public Health England: <https://www.gov.uk/government/publications/alcohol-consumption-and-harm-during-the-covid-19-pandemic/monitoring-alcohol-consumption-and-harm-during-the-covid-19-pandemic-summary>
6. For more information about the rise in deaths due to alcohol in Scotland, see the report by the National Records of Scotland: <https://www.nrscotland.gov.uk/news/2021/alcohol-specific-deaths-in-scotland-increase>
7. For more information on the World Health Organisation Global Action Plan on harm caused by alcohol, visit: <https://www.who.int/news-room/articles-detail/online-consultation-on-the-global-alcohol-action-plan-first-draft>
8. EFT International is a UK registered charity, no. 1176538. (Previously called AAMET.)
9. EFT was developed in the US in the 1990s by Gary Craig. It now has a huge international following and is supported by a fast-growing body of scientific research.
10. For an example of research showing links between tapping and lower cortisol levels, see Bond University research: '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. ENDS

Image by Klimkin from Pixabay

