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## **NATIONAL ACUPUNCTURE & ORIENTAL MEDICINE DAY AIMS TO EDUCATE CONSUMERS ABOUT BENEFITS OF USING CERTIFIED PRACTITIONERS**

*October 24 Designated to Educate and Raise Awareness of Acupuncture and Oriental Medicine*

**Jacksonville, FL. (October 15, 2007)** – Acupuncture and Oriental Medicine (AOM) Day, celebrated annually on October 24, was created to raise awareness of the benefits of acupuncture — a effective form of medicine with a 3,000 year history. This national day of observance which is recognized by the leadership organizations in the field of acupuncture and Oriental medicine, is spearheaded by the National Certification Commission of Acupuncture and Oriental Medicine (NCCAOM). This year's AOM Day celebrations coincide with the 25<sup>th</sup> Anniversary of the NCCAOM.

“In the United States, the use of acupuncture and Oriental medicine is at an all-time high,” said Kory Ward-Cook, Ph.D., Chief Executive Officer of the NCCAOM. “In fact, according to a recent study conducted by the National Institutes of Health’s National Center for Complementary & Alternative Medicine, an estimated 36 percent of U.S. adults use some form of complementary and alternative therapy. However, misconceptions about this respected form of medicine still exists, and our priority is to educate the public to take the mystery and apprehension out of making the decision to seek acupuncture and Oriental medicine therapies.”

### **Oriental Medicine Endorsed by the National Institutes of Health and the World Health Organization**

With an increasing number of health care organizations reimbursing patients who turn to acupuncture and Oriental medicine, the National Institutes of Health lists the following as approved uses for acupuncture: pain management, dental pain, headache, menstrual cramps, fibromyalgia, myofascial pain, osteoarthritis, postoperative or chemotherapy related nausea and vomiting, addiction, stroke rehabilitation, infertility and asthma. In addition, the World Health Organization (WHO) also lists acupuncture as proven to be effective in relieving nausea during pregnancy, anxiety, panic disorders and insomnia.

NCCAOM offers the following four reasons to try acupuncture now:

- ◆ **On Pins and Needles?** For thousands of years, acupuncture has offered its patients relaxation of muscle and mind, as well as relief from stress and tensions.
- ◆ **Feeling Queasy?** The World Health Organization and the National Institutes of Health agree: acupuncture has been proven effective in nausea relief.
- ◆ **Want to Kiss PMS Goodbye?** No longer will PMS stand for “Psychotic Mood Shifts,” “Potential Murder Suspect,” or “Pardon My Sobbing.” Acupuncture is known to relieve most common PMS symptoms.
- ◆ **Pining for a Baby?** Acupuncture provides a low-cost alternative or complement to costly fertility treatments. Acupuncture is a recognized treatment for infertility and used by many MDs and infertility specialists.

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“Acupuncture and other traditional Oriental medicine therapies are gaining popularity at a rapid pace, but it’s important not to rush off to a practitioner without the proper research,” says Ward-Cook. “Consumers should be responsible for ensuring that the practitioner they visit is properly trained and is NCCAOM-certified.” Ninety-seven percent of the states that regulate acupuncture require either NCCAOM certification or the successful passage of the NCCAOM examination(s). NCCAOM-certified practitioners have an average of more than 2,000 hours of training, and have passed multiple rigorous national examinations.

Knowledge is power when it comes to making informed healthcare decisions. NCCAOM has not only established a Web site in honor of AOM Day at [www.aomday.org](http://www.aomday.org), but the NCCAOM Web site at [www.nccaom.org](http://www.nccaom.org), is an excellent source for consumers to locate certified acupuncturists and practitioners of Oriental medicine (including practitioners of Chinese Herbology and Asian Bodywork Therapy) who are in good standing throughout the nation and worldwide.

AOM Day is supported by a consortium of international organizations in the U.S., Canada, Mexico and Pakistan; including the NCCAOM, American Association Acupuncture and Oriental Medicine, American Organization for Bodywork Therapies of Asia, and the Council of Colleges of Acupuncture & Oriental Medicine. The term “Oriental Medicine” encompasses acupuncture, Chinese herbology, Asian bodywork techniques, and the general study of traditional Chinese medicine.

**About the NCCAOM**

The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) is a non-profit organization established in 1982. Its mission is to establish, assess, and promote recognized standards of competence and safety in acupuncture and Oriental medicine for the protection and benefit of the public.

It is a considerable professional achievement to earn the designation of Diplomate of the NCCAOM. NCCAOM Certification indicates to employers, patients, and peers that one has met national standards for the safe and competent practice of acupuncture as defined by the profession. The first NCCAOM Comprehensive Written Examination (CWE) in Acupuncture was given in March 1985. Since its inception, the NCCAOM has certified more than 18,000 Diplomates in acupuncture, Chinese herbology, Asian bodywork therapy, and Oriental medicine. For more information about NCCAOM, visit [www.nccaom.org](http://www.nccaom.org).

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