

CANADIAN JOURNAL OF  
**REFLEXOLOGY**

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**NEW RCRT**

**Designation!!**



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A Happy New Year to all of you. We hope that your holiday season has been a good one and that the year ahead will be everything you want for you and yours.

For RAC, 2008 promises to be a very special one leading up to the AGM and Conference in November. This will be the biggest and best ever and, as the year progresses, we will be giving you more and more information about the conference programme and the excellent speakers we have lined up.

RAC is a team made up of members, Board, and staff. Each and every one of us has a part to play in both the present and the future – and never more so than in 2008. We are the only National Association for reflexologists in Canada and every practicing reflexologist should be a member of RAC. One of the most useful and productive things that existing members like you can do is to encourage fellow therapists to either come back to membership of RAC or join for the first time. RAC offers more and more value with the RCRT (Registered Canadian Reflexology Therapist) designation, the bi-monthly Canadian Journal of Reflexology, automatic membership in the RAC Chapter closest to you, and so much more. RAC is the Association that is setting the standards for the profession in Canada. 2008 will see those standards continue to improve and become mandated so that the credibility of the profession, and of RAC members, will increase even further. One key objective we have for 2008 is to work with insurance companies so that reflexology treatment will be covered by health insurance policies from coast to coast to coast.

RAC is YOUR Association and it is you who directs and guides it. As you consider your New Year resolutions, consider adding one that involves becoming a more active participant in RAC and in everything that it does. 2008 will be a year to remember so why not get your name actively involved in the legacy that we are creating together?

Here's to success! ❖

Bonne année à chacun et chacune d'entre vous. Nous espérons que vous avez passé une belle saison des fêtes et que l'année à venir sera des plus joyeuses.

Pour la RCA, l'année 2008 s'annonce très prometteuse. L'assemblée générale annuelle en novembre sera la plus grande assemblée de notre histoire et tout au cours de l'année vous recevrez plus de détails sur le programme et les magnifiques conférenciers qui y assisteront.

La RCA rassemble les membres, le conseil administratif et le personnel, et nous avons tous des rôles importants à jouer aujourd'hui comme demain. L'année 2008 ne fera pas exception. Nous sommes la seule association nationale de réflexologues au Canada et tout réflexologue exerçant devrait être membre de la RCA. Une des choses les plus importantes que vous pouvez faire en tant que membre est d'encourager vos collègues à renouveler leurs abonnements expirés ou bien se joindre à nous pour la première fois. Notre association offre des bienfaits de plus en plus nombreux, par exemple, l'accréditation de réflexologue canadien autorisé (RCRT : *Registered Canadian Reflexology Therapist*), le Journal canadien de la réflexologie bimestriel, un abonnement automatique à la section locale de la RCA, et bien plus encore. C'est bien notre association qui est en train d'établir les normes relatives à cette profession au Canada. En 2008 la barre sera encore montée et les normes rendues obligatoires afin de développer davantage la crédibilité de la profession ainsi que des membres de la RCA. Un des grands objectifs pour 2008 est de travailler avec les sociétés d'assurances dans le but d'ajouter la réflexologie à la liste de traitements couverts par les polices d'assurance à travers le pays.

La RCA est VOTRE association est c'est vous qui la dirigez. En réfléchissant sur vos résolutions pour le nouvel an, pensez à vous impliquer davantage dans la RCA et ses activités. L'année 2008 sera une année mémorable, alors pourquoi pas participer encore plus dans la création de notre futur héritage?

À notre succès! ❖

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- DR MARTINE FAURE ALDERSON – CRANIO-SACRAL REFLEXOLOGY
- LONE SORENSEN – FACIAL REFLEXOLOGY
- CHRIS STORMER
- FARIDA IRANI - Ayurvedic specialist, aromatherapist, and Bowen teacher



- ADDITIONAL SPEAKERS TO BE ANNOUNCED COVERING

- WORKING WITH PREGNANT WOMEN
- WORKING WITH INDIGENOUS OILS OF QUEBEC AS HEALING TOOLS
- FELINE REFLEXOLOGY

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- LONE SORENSEN – RÉFLEXOLOGIE FACIALE
- CHRIS STORMER
- FARIDA IRANI – Spécialiste Ayurvédique, Aromathérapeute, Enseignante de la Technique Bowen

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# Pilot Study

## PILOT STUDY INDICATES THAT REFLEXOLOGY HAS EFFECT ON WOMEN SUFFERING FROM POLYCYSTIC OVARIES (PCO) AND POLYCYSTIC OVARY SYNDROME (PCOS)

**Author:** Lone Victoria Schumann, Project Manager, Reflexologist

*This Research Project was presented at the 2007 Reflexology in Europe Network (RiEN) Conference and is reprinted with permission of the author and FDZ ([www.FDZ.dk](http://www.FDZ.dk)), © L.V. Schumann.*

*NB: The clinical trial began with 8 participants but final results reflect those of 7 participants (results of the 8<sup>th</sup> were unavailable as she became pregnant before being able to complete the trial and provide final bloodwork).*

### SUMMARY

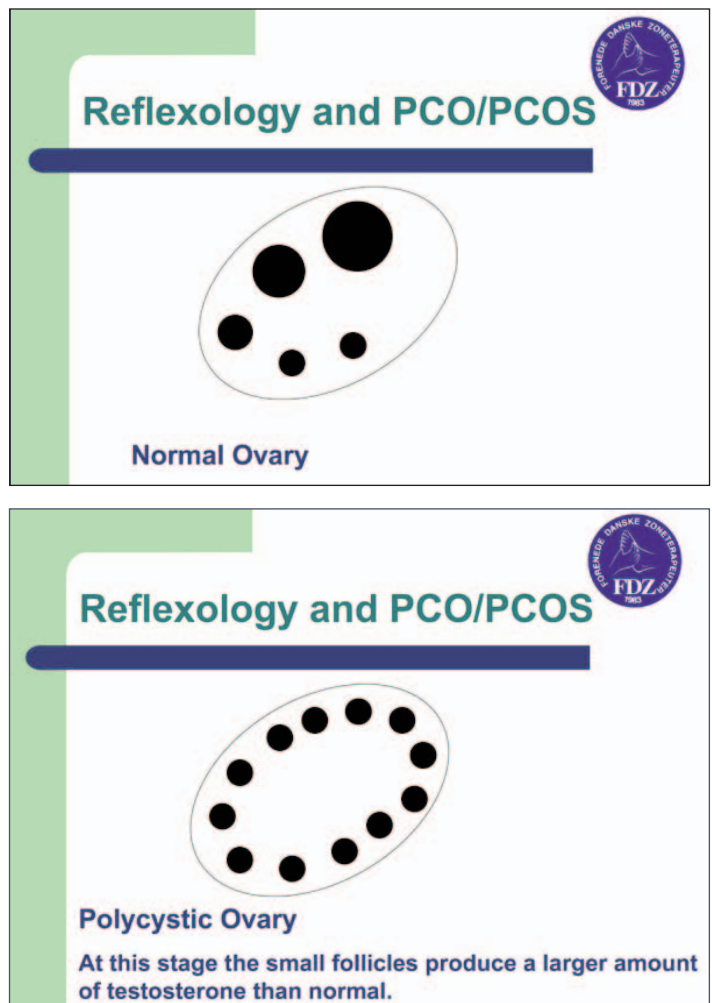
#### Introduction:

Between 20 and 25 per cent of all women in the reproductive years suffer from Polycystic Ovaries (PCO) (see Figure 1). If these women experience symptoms such as menstrual irregularities, suspension or cessation of ovulation (anovulation), infertility, acne and excess of facial and body hair (hirsutism), then they would be diagnosed with Polycystic Ovary Syndrome (PCOS). One out of seven women, in the fertile years, is suffering from PCOS.

Reports have been submitted about the clinical results using reflexology as a treatment of PCOS. This pilot study, however, took the findings one step further by conducting studies within the parameters of scientific methodology.

The project was established, in 2004, in cooperation with the Triangle Fertility Clinic in Hellerup, Denmark; Mr. Jørgen Grinsted, Gynaecologist, MD DM Sci, founder of the clinic; the Danish Reflexologists Association, FDZ; and Ms. Lone Victoria Schumann, Project Manager and reflexologist, Frederiksberg, Denmark. The project was financially supported, with Danske Kroner (DKK) 100,000 (1 € = 7,58 DKK), by ViFAB, The Knowledge & Research Center for Alternative Medicine, in Aarhus, Denmark, and with DKK 30,000 by the E. Danielsen and Wife's Foundation. Furthermore, the Danish Reflexologists Association (FDZ) has financially supported the project, through DKK 30,000 in funding toward the creation of the project's description.

Figure 1



## Pilot Study (cont.)

### Data and methods:

Eight women, between 24 to 34 years of age, with PCO/PCOS and long cycles (33-90 days) participated in the Clinical Trial pilot study in 2004-2005. The Triangle Fertility Clinic was responsible for medical histories, gynaecological examinations, ultrasound scans, blood tests and medical observations. Blood test analysis was conducted by an external laboratory and the statistics were compiled by the University of Odense, DK. The reflexological part of the project consisted of 19 treatments, per patient, over 5-6 months, that were carried out by three reflexologists.

### RESULTS:

Results were measured in four primary outcome areas.

#### Menstrual Patterns:

The length of the participants menstrual cycles reduced significantly by an average of 14.81 days ( $p = 0,0379$ ), (53.38 – 38.57 days) when comparing the length of cycles prior to treatment to the length of cycles after the completion of the reflexology treatments (See Figure 2).

#### Number of follicles:

The number of follicles in the participants' ovaries shows a marginally reduction by an average of 16.3 follicles ( $p = 0,0531$ ), (41.71 – 25.43 follicles)

#### Other Outcomes/Measures:

None of the variables of the other two outcome-measurements (*Hormone Values* and *Quality of Life*) showed a statistical significant change between the beginning of the trial and the end of the treatments.

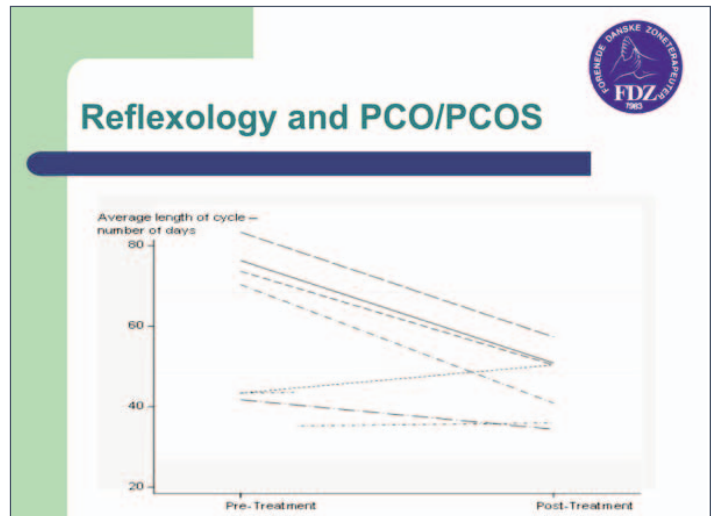
### CONCLUSION:

With eight participants one should not expect changes to be statistically significant, and more research is needed.

The trial has, however, shown that significant changes in two of the primary outcome measures. These two factors – length of

menstrual cycle and number of follicles – are used when doctors are making a diagnosis of PCO/PCOS. The decrease in the length of menstrual cycles and the reduction in the

Figure 2: Results – Length of Cycle



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## Pilot Study (cont.)

number of follicles are, therefore, marginally significant. These results demonstrate the basis for the creation of a larger clinical trial study of the effect of reflexology treatment on women who have been diagnosed with PCO/PCOS. ❖

### ÉTUDE DE PILOTE INDIQUE QUE LA REFLEXOLOGIE A UN EFFET SUR LES FEMMES QUI SOUFFRENT DU SYNDROME DES OVAIRES POLY KYSTIQUE

*Auteur : Lone Victoria Schuamm, directrice de projet, reflexologie.*

*Ce projet de recherche était présenté à la conférence de réflexologie 2007 en Europe, il est réimprimer avec la permission de l'auteur et FDZ ([www.fdz.dk](http://www.fdz.dk)), © L.V. Schumann.*

**Noter :** Le période d'essai du clinique à commencer avec 8 participants, mais les résultats finals reflet celui de 7 participants (les résultats de la huitième participants était pas disponible parce qu'elle a devenue enceinte avant le période d'essai était fini.)

#### SOMMAIRE :

##### **Introduction :**

Entre 20 et 25 pourcent de toutes les femmes dans leurs années reproductive, va souffrir du syndrome des ovaires poly kystique. Si ces femmes expériences des symptômes comme, des cycles menstruels irréguliers, la suspension de l'ovulation, l'infertilité, l'acné, et un excès de poils sur le corps ou visage, elles seraient diagnostiquées avec le syndrome des ovaires poly kystique. 1 en 7 femmes va souffrir du syndrome dans leur vie.

Les rapports étaient présentés au sujet des résultats de la clinique en relation avec la réflexologie et les femmes qui souffrent du syndrome. Ce pilote, cependant, avait pris les conclusions à un autre niveau en faisant des études à l'intérieur des paramètres de la méthodologie scientifique.

Ce projet était établi en 2004, en coopération avec 'The Triangle Fertility Clinic' en Hellrup, Danemark; M.Jorgen Grinsted, Gynécologue, MD DM Sci, fondateur de la clinique; L'association de réflexologie danois, FDZ; Mademoiselle Lone Victoria Schuamm, directrice de projet et réflexologie, Fredericksburg, Danemark. Le projet était financé par, Danske Kroner (DKK) 100 000 (1=7.58 DKK), par ViFAB, The Knowledge and Research Center for Alternative Medicine, en Aarhus, Danemark, et avec DKK 30 000 par E. Danielsen and Wife's Foundation. Aussi the Danish Reflexologists Association (FDZ) avait aidé à financé le projet par DKK 30 000 en finances pour la création de la description du projet.

##### **Méthodes et données :**

Huit femmes, entre l'âge de 24 à 34, avec le syndrome des ovaires poly kystique et les longs cycles (33-90 jours) avaient participé dans le période d'essai de la clinique en 2004-2005. 'The Triangle Fertility Clinic' était responsable pour les histoires médicales, les examens du gynécologue, scanographie, testes du sang et les observations médicales. Les analyses de sang était conduit par un laboratoire externe et les statistiques était complies par la Université de Odense, DK. La partie réflexologie du projet consisté de 19 traitements, par patient, durant 5-6 mois, qui étaient fait par 3 réflexologues.

##### **RESULTATS :**

Les résultats étaient mesurés en quatre parties primaires.

##### **Cycles Menstruels :**

La longueur des cycles menstruels des participants était réduite drastiquement par une moyenne de 14.81 jours ( $p=0.0379$ ), (58.38-38.57 jours) en comparant à les cycles avant la complétion des traitements de réflexologies. (Voir figure 2)

##### **Montant de follicules :**

Le montant des follicules dans les ovaires des participants étaient réduite par une moyenne de 16.3 follicules ( $p=0.0531$ ), (41.71-25.43 follicules)

##### **Autres résultats/mesures :**

Aucun des variables des deux autres résultats-mesures (Hormones Values and Quality of Life)

## Something to say? We're listening!

*Canadian Journal of Reflexology* publishes articles relating to all areas of reflexology practice, the business of reflexology, and related or complementary treatments. If you have information to share with Canadian reflexologists we'd like to hear from you.

Articles written by RAC members may also be eligible for the RAC Writing Award of \$500 and a one-year RAC membership. Award details are available at [www.reflexologycanada.ca](http://www.reflexologycanada.ca).

For submission guidelines contact  
[editor@CanadianJournalOfReflexology.com](mailto:editor@CanadianJournalOfReflexology.com) or 902.442.3882.

## Parlez svp....nous écoutons!

*La revue canadienne de réflexologie* publie des articles qui se rapportent à la pratique de la réflexologie, les affaires et les médecines douces connexes. Nous sommes intéressés à partager avec nos lecteurs vos idées et vos témoignages.

Les soumissions d'articles provenant de membres risquent de gagner un prix de 500,00\$ ainsi que la cotisation annuelle des frais de membres. Les détails de ce prix d'écriture se trouvent à la page web : [www.reflexologycanada.ca](http://www.reflexologycanada.ca)

Un guide au sujet des soumissions est disponible.  
Contactez 902.442.3882 ou [editor@CanadianJournalOfReflexology.com](mailto:editor@CanadianJournalOfReflexology.com).

## REGISTER NOW FOR YOUR RCRT DESIGNATION



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## Pilot Study (cont.)

à montrer un changement entre le départ de l'étude et la fin des traitements.

### CONCLUSION :

Avec huit participants, les changements sont pas statistiquement significatif et plus de recherches soit nécessaire.

Cette étude à, cependant, montrer les changements significatifs dans deux des résultats primaire. Ces deux facteurs – longueur des cycles menstruels et le montant des follicules sont utilisé quand les docteurs déterminent si un patient a le syndrome des ovaires poly kystique. La diminution dans la longueur des cycles menstruels et la réduction dans le montant des follicules sont, par conséquent, significatif. Ces résultats démontrent les fondements pour la création d'une étude de la clinique plus large au sujet de les effets de réflexologies sur les femmes avec le syndrome des ovaires poly kystiques. ❖

### CONFERENCE LAYAWAY PLAN

In recognition of the financial pressures that can sometimes make Conference attendance more difficult, RAC is introducing a *Conference Layaway Plan*.

RAC members can make monthly deposits, in amounts of \$10 or more, in to a layaway account from now until 2008 registration closes. The total amount saved will then be applied to the registration fee with any balance being returned to the member in order to help cover hotel and travel costs.

*Start saving now and take the pressure off!*

Contact **Alana Friesen** at 1-877-722-3338 or [alana.rheanne@reflexolog.org](mailto:alana.rheanne@reflexolog.org) for details and a sign up form. The sign up form is also available at [www.reflexologycanada.ca](http://www.reflexologycanada.ca).

See you in Montreal,  
November 7 to 11, 2008!

## DISCLAIMER

This journal is the official publication of the Reflexology Association of Canada (RAC). The views and opinions expressed in this journal are the authors' and do not necessarily reflect those of the association or its Board of Directors. The articles are not intended to replace the advice of a doctor. Readers should consult a health care professional.

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Cette revue est la publication officielle de l'Association canadienne de Réflexologie (ACR). Les opinions présentées n'engagent que leurs auteurs et ne sont pas nécessairement celles de l'ACR ou les membres de direction. Les articles ne remplacent pas les conseils d'un professionnel de la santé.

Les annonces classées sont à titre d'information seulement et ne sont pas endossées par l'ACR. Toute reproduction de ce journal doit être autorisée par l'ACR.

# How Reflexology Helps My Loved Ones

*Author: Elizabeth Banfalvi, of Mississauga, Ontario, has been RAC Certified since 1996. She is currently an at-home practitioner and a Continuing Education teacher.*

## HOW REFLEXOLOGY HELPS MY LOVED ONES

In January 1996, I began my reflexology course and had completed half of the classes when my daughter gave birth to her first child and my first grandchild. After more than 12 hours in labour she still was not ready to deliver. She began to be feverish and the baby's heartbeat was erratic. As a result, my daughter had a caesarian and was put on intra venous fluids and antibiotics for three days for the infection that resulted from the delayed delivery. Her baby boy was also having antibiotics injected into his little thighs. By the time my daughter was ready to come home her legs were so swollen, from the additional fluids that she could not get her shoes on and could only wear slippers. Her doctor told her that it would be a month before the swelling would subside.

Upon her return home, and once she settled the baby, I began to work on her feet while she lay on the couch. The swelling was so bad that she couldn't even move her toes. I gently worked on her lymphatic system for about 15 minutes and the relief was immediate — she was able to easily move her toes. Over the course of the next three days, I worked on her feet three times a day. By the end of the third day the swelling had almost completely subsided. As she was also nursing, I had done some work on the area of the feet linked to the chest area and her milk came in beautifully and quickly.

Meanwhile, a nurse was visiting once a day to give my newborn grandson his antibiotic injection. I also began to work on his feet, starting with his lymphatic system to help ensure there was a good flow through his little body. At the time of each injection I would rub his little thighs and, because he knew my touch, he would stop crying immediately and just let

his little body go limp. It was so amazing to see his reaction and to know that he trusted my touch.

It was amazing to see the power of reflexology and the effect it had on both my daughter and my grandson – as a student this process added to my learning experience, and as a mother and grandmother it gave me great comfort to be able to help them be more comfortable.

To this day my daughter still loves it when I do reflexology on her and she swears by its effect. She is always pleased to report back on how each treatment has helped her. My ten-year-old grandson still loves to have his feet done and my new two-year-old grandson is already learning to sit in front of me and stick out his little foot in order to signal me to start his treatment.

If nothing else, reflexology has given me joy, and the ability and tools to help the people I love. ❖

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# Member-Ratified Mandate Fulfilled!

*Author: Linda Hughan (RCRT) is the RAC Director of Education & Program Development, a RAC teacher and a practicing reflexology therapist. She is based in Wolfville, NS, and is proud to be a dedicated part of the head office of TEAM RAC.*

## MEMBER-RATIFIED MANDATE FULFILLED! NEW PROGRAMS STARTING JANUARY 1, 2008

The new programs are here! At the 2007 AGM, the much anticipated Canadian Reflexology designation & Continuing Education program, Accreditation Program, Lapsed Member & Re-Certification program all commenced on January 1, 2008. RAC believes that continuing to learn, after certification with RAC, by gaining a broader knowledge and understanding of the profession, is an essential part of being a successful Reflexologist. Demonstrating a commitment to maintaining professional membership status is also essential. The new RAC programs acknowledges the membership's commitment to the profession and the wish to increase the credibility, and professional stature, of the Reflexology Therapist. The program is designed for the membership's goal of achieving greater acceptance by health insurance companies, governments and the general public with the result of increased business opportunities.

### How did it all come about? Some History:

In 2002 and 2003, RAC responded to a mandate from its membership (at the 2002 AGM) and conducted interviews with members and with several organizations across Canada, regarding the subject of the registration of reflexologists who meet national standards of practice. During the discussions RAC was able to find a common ground regarding what standards of practice should be adopted across Canada. The Director of Education incorporated these into a document which was ratified by both the membership and the board and is currently in use as the RAC *Standards and Scope of Practice*.

Other information was gathered for this document from the American Certification Board and the Association of Reflexologists (AOR) in the UK. Meetings were held, in 2003, with the AOR to establish a directive and procedure for a RAC continuing education units (CEU) program and for a professional membership program.

At Winnipeg AGM 2003, the membership ratified a CEU and professional development proposal for both full time and part time practicing professional members.

At the 2005 AGM **Resolution Five** – dealing with re-certification and continuing education credits – and **Resolution Six** – focusing on a lapsed member policy – were both ratified by the membership. Both were designed to increase the credibility of our *Education Program* and professional *Standards of Practice*.

Starting in 2002, the RAC Board of Directors gave the Director of Education and Program Development, Linda Hughan, the mandate to develop and implement the CEU program along with a lapsed member program and re-certification program. The Accreditation Program was also developed to complement the other programs. All three have been completed and became available on January 1, 2008.

Additional steps were taken in 2007 whereby RAC trademarked the name Reflexology Association of Canada, the title *Canadian Journal of Reflexology*, and the designation *Registered Canadian Reflexology Therapist (RCRT)*. To encourage important member involvement and provide easy access at a local level, RAC removed all additional fees that were previously associated with membership in a local Chapter. Chapter membership fees are now covered by the RAC annual membership fee.

### Maintaining RCRT Designation:

All certified and active members of RAC immediately qualify to receive the new designation of Registered Canadian Reflexology Therapist (RCRT). To register for the RCRT program contact RAC Head Office at [memberservices@reflexolog.org](mailto:memberservices@reflexolog.org) or 1.877.722.



## Continuing Education (cont.)

3338. There is a nominal charge of \$25, plus tax, that is intended to cover the cost of administering the program over 3 years, the provision of the RCRT designation pin, and the folders and documentation provided to members for record keeping.

In order to maintain the RCRT designation RAC members must earn professional development program credits through the CEU program.

The CEU program recognizes members who earn 30 credits over a 3 year cycle (an average of 20 hours per year). During the program's initial year (2008) members may elect to have certain credits – for attendance at past RAC Conferences and Workshops from 2003 to 2007 – applied towards their first 3 year cycle. This allows the member a jump start into the program. In addition, any credits gained in 2008, 2009, and 2010, that are over and above the requirements, can be carried forward into the next 3 year cycle.

There are three categories in which a member may earn these CEU credits. They are:

- **RAC accredited or approved activities of all kinds** including volunteerism, attendance at RAC Conferences or Workshops, Chapter activities, personal development, publishing a clinical article in the Canadian Journal of Reflexology, and more. No less than 50% of the total credits must come from this category.
- **All non-RAC professional accredited or approved activities directly related to, and within the scope of, the reflexology profession.** In the interest of inclusiveness this category recognizes courses and activities conducted through, or for, other RAC approved reflexology associations, schools and organizations. These associations, schools or organizations must have made separate application for course/activity accreditation with RAC. Interested groups should contact RAC for information on how to become RAC approved. A maximum 25% of credits can be earned in this category.
- **Professional activities within the healthcare field that support reflexology and**

**reflexologists but are not necessarily approved or accredited by RAC.** RAC recognizes that many members are skillfully trained and qualified in other areas of health care. As these skills are often interchangeable between professions, on many different levels, this third category provides the flexibility to allow for the recognition of this training and/or qualifications. A maximum of 25% of credits can be earned in this category.

### The RCRT Designation & CEU Program:

RAC is committed to the belief that all Members must develop in their own direction with respect to continuing education and professional development. As a result, it was pleased to create the RCRT Designation and accompanying CEU Program in a way that provides the member with the flexibility to choose how, when and where this development can take place and what approach would be most beneficial to and cost-

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## Continuing Education (cont.)

effective for their practice.

The RAC continuing education and professional development process is now required to maintain membership as a RAC Professional Reflexologist — whether practicing or non-practicing, part-time or full-time — and to maintain the RCRT designation.

The major goal and mandate of this program is to address the memberships' directives for RAC which are to:

- Provide organizations across Canada with guidelines to advance the standards of education and practice of professional reflexology across Canada;
- Reflect a growing recognition and need by RAC, and other reflexology associations, to develop similar programmes for the regulation of the profession;
- Establish and maintain common standards for the profession of reflexology as a whole and to regularly monitor these standards;
- Protect the public by requiring its professional reflexology members to meet national competency standards;
- Meet future regulatory requirements for both government and insurance bodies; and
- Provide members with a process by which they can take responsibility for their own professional development.

RAC's goal was to ensure the process was easy enough to allow members to participate but challenging enough to ensure that standards are maintained and improved in the coming years. This is the first step towards three levels of designation and to establishing RAC as the nationally recognized standard setter, and standard bearer, for reflexology practice across Canada.

### What are the benefits?

*The benefits of maintaining the RCRT designation and participating in the CEU program include:*

- It elevates the profession, and the therapist's image, in the eyes of the public and among other health care professionals;
- It ensures a full spectrum of broad based professional training experience for enhanced

professional development;

- The broad based professional training ground creates an equal standard and level of recognition without the focus on one particular organization;
- It is cost effective for both full-time and part-time professional members and can be done easily and quickly. Many of the activities involve little or no cost and can be done locally. Most members are already involved in several of the recognized activities for which they can receive credits. Activities can be undertaken in a variety of venues including at home, over the internet, through educational establishments, through CEU programs of other organizations, by mail, at conferences, at chapter meetings and events, and many more.

For more information about registering for the RCRT designation or maintaining the designation through the RAC CEU credits program, visit [www.reflexologycanada.ca](http://www.reflexologycanada.ca).

### Lapsed Member & Re-Certification Program:

Many members believe that in order for reflexology to be publicly recognized as a profession, and to gain credibility among its peers, RAC professional members should be required to participate in ongoing education throughout their careers and to maintain certain educational criteria in order to qualify for membership in the association.

Any member whose membership lapses for 3 years or more will now be required to complete another RAC entry-level reflexology program in order to regain professional membership status with RAC.

In order to reinstate a lapsed membership, all Members must be able to show proof of previous membership in RAC. If not, they will need to obtain and complete an application for new professional membership from RAC Head Office.

RAC, and its Director of Education, are pleased to offer these innovative new programs to help increase the recognition of the reflexology profession and recognize the continuing

## Continuing Education (cont.)

education efforts of its members. RAC is dedicated to progressive educational development and TEAM RAC and the RAC Board will continue to work to develop national programs that all members will be proud of and inspired by. If you have any questions about any of the information outlined

above, please contact the RAC Head Office at [memberservices@reflexolog.org](mailto:memberservices@reflexolog.org) or 1.877.722.3338. ❖

### OBTAINING RAC ACCREDITATION FOR COURSES & WORKSHOPS:

Associations and Organizations wishing to have their foundation courses recognized by RAC (as an accredited criteria for professional membership), or to have their workshops and seminars accredited for RAC CEU credits (toward maintenance of the RCRT designation) must apply for RAC accreditation. This applies to all organizations, regardless of past status with RAC.

There are 3 streams under which an organization may now be eligible for RAC accreditation. They are:

- Stream I – Reflexology organizations who are providing professional reflexology foundation courses (Foot, Ear & Hand) and wish to have those courses recognized as meeting the standards for RAC Professional Membership can apply through this stream.
- Stream II – Reflexology organizations and individual educators who wish to have their continuing education programs, such as workshops and seminars, recognized for credits in the RAC CEU program (for maintenance of the RCRT designation) can apply through this stream.
- Stream III - Organizations that wish to offer the RAC Reflexology Foundation Programs (Foot, Ear & Hand) in addition to their current curriculum would apply through this stream. All programs would be RAC programs and taught by a RAC teacher.

RAC recommends that all professional reflexology therapists and organizations belong to a reputable national professional association that is dedicated to demonstrating a commitment to the profession and to the quality of services provided. Accreditation with RAC provides many benefits to organizations and educators, as well as to those completing their foundation courses, workshops, and seminars.

Membership in RAC ensures the therapists' and organizations' public credibility by ensuring that its members meet a high standard of competency through a professional training and certification process. It also guarantees that the therapist or organization is fully insured and is working within the framework of a professional Code of Conduct and Ethics. Accreditation also helps the recognition of courses and programs by allowing RAC members to earn CEU credits.

RAC members who are also members of other associations should encourage those associations to have their courses accredited with RAC for the CEU Program in order to ensure that these activities contribute to the members' CEU credits.

Any suggestions for types of RAC workshops and seminars are always of interest by Head Office, so please do not hesitate to contact RAC.

# The Language of Websites

## PARLEZ-VOUS LE WEB?

*Author: Madame Deborah Murphy (dmurphy@ClockworkCanada.com) est présidente de Clockwork Communications, une agence offrant des services consultatifs située à Halifax. Son expertise est dans le domaine du marketing stratégique, la planification et la production de sites web, le montage, la publication et les relations publiques. Avant la mise sur pied de son agence en 1999, Madame Murphy obtenait son baccalauréat en journalisme de Ryerson. Elle a de l'expérience en gestion des événements et les relations publiques pour les agences ainsi que pour la clientèle en affaire.*

Vous désirez en tant que réflexologue avoir une page web personnelle mais vous ne savez pas trop comment on s'y prend?

Naviguer dans le web peut sembler sorcier et peut vouloir dire que vous avez besoin les compétences d'un spécialiste. Créer vos propres pages webs ou embaucher un crac de l'informatique pour s'y faire est plus facile si vous appropriez les connaissances de bases en langage web.

Les informations au sujet du langage web qui suivront de façon régulière dans cette publication visent à démystifier le langage web pour mieux vous outiller. Bonne lecture!

## THE LANGUAGE OF WEBSITES:

*Author: Deborah Murphy is President of Clockwork Communications Inc., a Halifax-based agency providing consulting services for a wide range of clients. Her expertise includes strategic marketing, website planning and production, editing, specialty publishing, and Public Relations. Prior to establishing Clockwork, in 1999, Deborah earned a Journalism Degree from Ryerson and went on to work in PR and Event Management in agencies and on the client side of the business. She can be reached at dmurphy@ClockworkCanada.com or 902.442.3882.*

Many reflexologists feel that they should have a website but are not sure how to go about getting started. Delving in to the World Wide Web for the first time can make many feel like they need a translator. You're not imagining it – it really is a different language!

Whether you plan to create your own website or to hire someone to do it for you, it will be much simpler to complete your website plans if you understand the language.

The information below is part of a series of items, to appear over the course of several issues of *Canadian Journal of Reflexology*, designed to outline the more common terms you will run across and some key facts you may need to know.

**HTML:** Hyper text markup language (HTML) is the predominate programming language of websites. When the World Wide Web was born it would have been essential to have an understanding of HTML if you wanted to create a website. Today there are many software programs that offer user-friendly web-design for those who do not know how to work in HTML. But don't think that means it's not being used – all of your layout will be converted (published) in to HTML or a similar language before it is complete. You might not see it, but it's still there! A knowledge of HTML can be helpful if you want to make changes to a site that someone else built, or if you are experiencing technical difficulties with your web design software.

### **Domain Registry:**

In order to own a domain name (the address that every web site requires) you need to register the name and pay an annual fee. Fees range with different domain registrars so it doesn't hurt to shop around first. Most companies that offer domain registry also sell web hosting services – you do not need to purchase both services from the same company, but it can be simpler if you do. Domain names can be moved to a different hosting company at any time without you losing the name. You can also change who you buy your domain name with – you will be notified when it is time to renew and the company you want to switch to can (or can let you) transfer your registry over to them.

## The Language of Websites (cont.)

Registry is fairly straightforward – once you choose a registry company to do business with they will offer you the chance to do an online search to see if your name is available. Only one person/company can own a domain name at a time – once you find an available name that suits your purposes you can purchase it online. When you purchase the domain the company will ask you if you want to point the domain to a host or if you want to “park” it with them (i.e. is your website ready to go or are you just holding on to the name for now). Leaving a domain parked with the company you bought it from does not change your ownership and you can move it at any time, with a couple of days’ notice, when you are ready to choose a hosting company.

### Choosing a Domain:

Be careful when picking your name – make sure it is short enough to be memorable, not easy to mix up with the competition, and can’t be misread as anything else. If your name is available in a range of TLDs (.com, .net, .ca etc.) you might want to buy more than one to protect your future interests. Look it over a few times to make sure no other words are formed – imagine a website designed to help people locate a psychotherapist that is at [www.therapistfinder.com!!](http://www.therapistfinder.com!!)

Domain names are not cap sensitive so feel free to put in capital letters, when you need to break up words, if it makes it easier to read your name on business cards – such as [CanadianJournalofReflexology.com](http://CanadianJournalofReflexology.com).

The last few digits at the end of each domain name (such as .com) are called top-level domains (TLD) and for certain TLDs you need to prove right to ownership (see [www.cira.ca](http://www.cira.ca) for .ca requirements).

A domain name can be registered long before you have created, or even thought about creating, a website. And you can register more than one domain if there are various names that appeal to you (all names can eventually be directed to one website). The annual fee can be well worth it even if you are not thinking of a website just yet. If you wait your favourite domain might no longer be available. If you

change your mind later you can always just choose to not renew the domain.

### Domain Name System (DNS):

Domain Name System (DNS) is the phone book of the internet. DNS translates each Domain Name (i.e. [reflexologycanada.com](http://reflexologycanada.com)) in to series of numbers that identify the location of the website (identifying the server computer where the web files are located). The DNS information will change whenever you move a website to a different hosting company or server, but your domain will always remain the same. DNS is much busier than it would have been 10 years ago – as a result of the large number of websites in its system, it can take a couple of days for the DNS to recognize a new location if your site changes it’s server (host) location.

### URL:

Just as a business needs an address, so does a website. Your website’s address(es) will be “www.” followed by your domain name and TLD (such as .com). This is also known as your URL (Uniform Resource Locator). The URL is the information that allows anyone in the world to locate your web page – the information that is needed to be typed in is the same from every computer regardless of what software you have used to create the website or what type of software the visitor is using. The address will not change, regardless of which company is hosting it. As long as you own the domain name, your website address or URL can remain the same.

### FTP:

File Transfer Protocol (FTP) software enables you to upload your website files to your host server. You’re your website has been created and you are ready to go live you will need to copy the files on to the server in order to make the site “live”. If you are creating your own site you may want to find web design software that does this for you (some only publish the site – ie. Turn it in to HTML – while others publish and handle the upload). If you are going to be doing the upload yourself there are several programs that allow for the easy, password protected, transfer of files. ❖

# CANADIAN JOURNAL OF REFLEXOLOGY

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## UPCOMING EVENTS

### RAC Conference and AGM

Montreal, QC

November 7 - 11, 2008

[www.reflexologycanada.ca](http://www.reflexologycanada.ca)

### RAA Conference

Portland, Maine

May 1 - 4, 2008

[www.reflexology-usa.org](http://www.reflexology-usa.org)

### Reflexology Association of Australia

Sydney, Australia

October 24- 26, 2008

[www.reflexology.org.au](http://www.reflexology.org.au)



An Initiative of ICR

September 21-27 is  
World Reflexology Week!  
For information, and to find  
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