

COURSES LEADING TO

A CAREER IN HOLISTIC NUTRITION

PROSPECTUS

Choose a career that brings life and health to others

DIPLOMA IN HOLISTIC DIETETICS & NUTRITION

ACCREDITED AWARD IN COACHING
(Holistic Health Coach)

www.holisticmedicine.ie

66 Eccles Street, Dublin D07 N5YP

Tel: 01-8600263
Email: ihca@holisticmedicine.ie

IRISH HEALTH CULTURE ASSOCIATION
IRISH ASSOCIATION OF HOLISTIC MEDICINE



COLLEGE DIRECTORS

President

Martin Forde BA, ND, DO, MRN, MIAHM



Martin Forde is President of the Irish Association of Holistic Medicine. He is a graduate of the British College of Osteopathic Medicine. Martin is a member of the British Naturopathic Association, and a Registered Naturopath. With extensive experience in full-time naturopathic medicine, Martin specialises in nutrition, the design of nutritional supplements, and Ki Massage Therapy

He has been very active in promoting the cause of holistic medicine at both national and European levels. In 1991 and again in 2005 as I.A.H.M. President he addressed Joint Committees of the Dail and Seanad on the issue of food supplements licensing. He is a past chairman of the Irish Council for Complementary and Alternative Medicine and has represented the Irish complementary medicine industry in Brussels. He has actively contributed to the framing of EU medicines and food legislation.

Martin is a practitioner, both personally and professionally, of natural anti-aging medicine. He is a consultant and speaker to the health and fitness industry in nutrition, exercise and Ki energy. He practices weight training and is training and nutrition consultant to Educogym internationally.

COURSE LECTURER

Caroline Mc Donagh DHN, DHPM, MIHCA, MIAHM, LCSi



Caroline is an experienced Holistic and Clinical Nutritionist, Psychotherapist and Life Coach. She designs personally tailored healthy eating plans for clients in the Holistic Medicine clinic in Eccles

St. Dublin. She also teaches Nutrition and Well-Being classes, is an advisor to a leading chain of health stores and coaches and mentors personal trainers among others.

Caroline has been on TV as both a Nutritionist and Life Coach including doing a series of TV shows with Dr. Patrick Holford. She promotes the holistic and motivational approach to nutrition frequently in the print media. She is an inspirational speaker and has spoken alongside other internationally acclaimed speakers such as Sir Bob Geldof and Jason Vale. Her work as a nutritionist has also included working in Harley Street in London.

Caroline loves seeing the difference nutrition can make to quality of life for the average person, and is passionate about the role our mind plays in our health and well-being .

Caroline brings her many years of clinical experience to her role on the Nutrition course: e.g. case history taking, assessing the diet, tailoring the diet towards clients needs and lifestyle in detail. In this way she ensures students are ready to start working with clients once they graduate.

Director of Training

Margaret Forde BA, H.Dip. Ed., DipAppPsych, Dip.Yoga, eRYT500



Margaret is a Chartered Psychologist with the Psychological Society of Ireland both in the the areas of Counselling Psychology and Work and Organisational Psychology. She is an Accredited Psychotherapist with the Irish Association of Holistic Psychotherapy (IAHP) of which she is a founding member. She is also a member of IPPA, the International Positive

Psychology Association.

Margaret devised our coach training program, based on her extensive experience as a holistic psychotherapist, coach, coaching supervisor and trainer and her corporate experience as a trainer in effective communication , leadership development, and stress management. She brings her passion for helping people release more of their potential and manage their minds and emotions effectively to her role as facilitator on the coach training program, personal holistic development and holistic philosophy modules.

Margaret has devised the popular "Take the Steps" program for Mindfulness and Wellbeing and has delivered public courses and workshops (see www.mindfuleveryday.org/ Facebook Positive Psychology Ireland)) over the last ten years . She is in high demand as a facilitator and motivational speaker at meetings of national organisations and international conferences.

She is a qualified physical culture instructor (N.C.E.F.I. University of Limerick) and has won numerous contests in the physical culture field. She is also a Registered Yoga Teacher (500-hour level) with our accreditation partners Yoga Alliance. She devised and has taught our Yoga Diploma course.

Margaret is a qualified Internal and External Verifier (City and Guilds of London) and works to ensure the quality of program delivery and the validity of our assessment procedures.

AWARDING BODIES

IRISH HEALTH CULTURE ASSOCIATION



Founded in 1969 to promote the practice of natural and holistic health in Ireland. In 1975 the Association started its first training course, training massage therapists. The IAHM awards the Holistic Health Coach certification which in turn is accredited with the Association for Coaching.

Membership of the IHCA is renewable by subscription, and members are bound by a code of ethics, and are eligible to take part in the professional indemnity insurance scheme, vital for safe practise. The association supports new graduates in practice and maintains a program of continual professional development.

IRISH ASSOCIATION OF HOLISTIC MEDICINE



The Irish Association of Holistic Medicine (IAHM) was founded in 1986 to promote and oversee education in Holistic Medicine. The IAHM awards the Diploma in Yoga.

On our one year program, you obtain two qualifications:

DIPLOMA IN HOLISTIC DIETETICS
& NUTRITION



ACCREDITED AWARD IN COACHING



Our course, now running continuously for over 30 years, remains versatile, cutting edge, effective, unmatched in scope, and oriented to success in practice.

Science, naturopathy, anti-aging medicine, exercise and nutrition are combined in an exciting blend. Expect lots of study, but the reward is that you will gain clarity on the important concepts.

You will be able to make sense of what you read on the web - tell the facile and derivative and inaccurate from what's new and significant. It's certainly not the case that nutrition is cut, dried and established. There is much opinion and in fact room for many approaches which will be discussed on the course.

The course teaches the student how to make out diets for health, energy, weight loss, weight gain, figure / physique, beauty, good looks, sports performance, balanced family diets.

Holistic Approach

This course offers a holistic approach which undoubtedly is the most effective. Many of the people who avail of your services will need to be taught relaxation to enable them to obtain maximum absorption of nutrients. If this aspect is overlooked it may lead to very poor results. Therefore, with this in mind, the course includes thorough training in relaxation and some basic psychotherapy to help you understand the part the mind plays in the production of energy. You will find yourself as a Holistic Dietician often making use of this combination of relaxation and right diet for maximum results. This will greatly expand your scope.

Scope

This course is aimed at those who wish to be self-employed in private practice or who wish to obtain employment in a health store, sports complex, health studio, beauty salon or with food supplement companies. It will be the perfect complement for those who are already in personal training, yoga, physical education or sports training.

Public interest in diet has never been greater as can be judged from the media. You can hardly take up a magazine or a newspaper without finding the latest super-diet. Yet, all this information tends more to confuse than inform and this is where the holistic dietician comes into their own.



The course covers dietary systems based on:

The glycemic index (i.e., how quickly blood sugar is released by a particular dietary pattern), including consideration of the popular Dr. Atkins programme.

The acid-alkaline balance, an older concept that has been the subject of much new and valuable research in recent years

The pro- or anti-inflammatory properties of foods, which is becoming recognised as an important factor in the development of many of the "diseases of civilisation"

The life-force concept, including enzyme nutrition, which underlies the traditional dietary recommendations in yoga and naturopathic medicine, and on which several nutritional healing systems for serious illness are based.

Anti-aging /rejuvenation nutrition. This includes a study of the advantages and limitations of nutritional supplements, including vitamins, minerals, antioxidants and phytonutrients.

Macronutrient balance: how to get fast results by varying the amounts of protein, carbohydrate and fat in the diet.

How to influence your hormonal balance and how the hormones change with ageing.

DIPLOMA IN HOLISTIC DIETETICS AND NUTRITION SYLLABUS

Philosophy of Holistic Medicine

Anatomy & Physiology

Protein

Carbohydrates

Fats

Fats and Oils

Amino Acids

Vitamins

Minerals

Macro and micronutrients

Water

Nucleic Acids

Phytonutrients

Fibre

Metabolic Types

Cellular nutrition

Basic nutritional biochemistry

Detoxification processes

Fasting

Fruit diet

Dietary systems

High protein vs. low protein

Quality of protein

Influence of Fats in diet

Glycemic Index & load

Sequential Eating

Food Combining

AGE proteins and glycation

Free radicals and antioxidants

Acid and alkaline

Anti-aging nutrition

Rejuvenation - New bodies for old

Model diets

Model case histories

Use and limitations of supplements

Research resources

Vegetarian and vegan diet



Nutritional contents of foods

Hormonal regulation by nutrition

Properties of salads fruits and vegetables

Mind nutrition

Nutrition and behaviour

Psychonutrition

Athletic nutrition

Ergogenic aids

Fat loss diets

Weight gaining diets

Nutrition for men, women, children

Introduction to clinical nutrition

Regulating the immune system

Vitamin and mineral therapy

Allergies

Nutrition in cancer

Food supplements

Holders of the Holistic Dietetics & Nutrition Diploma are qualified for membership of the Irish Health Culture Association, and Association for Coaching.



SKILLS

This course does not focus only on the theoretical aspects of nutrition, it also provide students with vital practical skills, such as:

- Case history taking
- Physical examination
- Assessing the diet
- Dietary prescription
- Clinical practice in our centre
- Becoming a Holistic Health Coach
- How to teach nutrition classes
- Devising personally tailored nutrition programmes
- Project work
- Internet research

ACCREDITED AWARD IN COACHING



On the one year program in addition to training in nutrition, you will receive training in communication and coaching skills and competencies. This aspect of the course is validated by the international Association for Coaching, which means that you have the pre-requisite entry level to apply for registration as a coach and opens up more career opportunities for our graduates.



At the IAHM we believe that the person and presence of the holistic practitioner is an important factor in obtaining the best results for your clients. The Personal Holistic Development on our Diploma brings our students to the point where they can connect with clients in authentic way, and make a real impact. Being a Nutritional Consultant or Holistic Health Coach is much more than making an assessment and handing a person a diet sheet. Working with a client to make sure they are motivated and have the strengths and resources to stay with their new lifestyle is key to obtaining the best results for your clients.

Topics covered include:

- Introduction to coaching and coaching competencies
- The importance of clear roles, confidentiality, establishing outcomes
- Effective communication
- Establishing and maintaining an effective trust-based relationship
- Raising awareness and facilitating insight into the connection between thought, emotions, words and action
- Structuring a coaching session
- Maintaining forward momentum and evaluation
- Designing strategies and actions
- Working within an ethical framework
- How to manage self and maintain presence in the coaching relationship
- The GROW model as applied to holistic health and wellbeing.

WHAT OUR GRADUATES SAY



Karl Deegan, Successful sports performance coach, gym owner, and nutritional consultant.

"Since 1993 I have done literally thousands of consultations. I never did any advertising but I could have worked every hour of every day if I wanted to. My concern was to put a limit on it so I didn't get swamped."

I realised from the holistic training that it was a waste of time trying to get people to stick to a diet, unless you helped them to unload the stress and change their way of thinking. Mental detoxification was even more important than physical detoxification in getting results with people. I loved the results I got with people even helping them cope with the side effects of debilitating conditions."



Michael and Helen McCarthy, Weight Management Consultants.

"From the second you go in there, before you open a book or listen to a lecture, you step into a holistic atmosphere. You really learn to relate to another human being in great depth and that's where the success lies. It is something you

can't get from books or on-line courses: it really helps that all the teachers are experienced practitioners themselves. And then, of course, with each course you get a fantastic, practical toolkit.

Between myself and my wife Helen we have done all the courses. I started with the Ki Massage and Helen with Yoga, and moved on to psychotherapy and nutrition. We just found each course so valuable and they have enabled us to totally switch direction into a much more fulfilling and successful line of work."



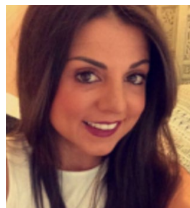
Taz Shah, Nutritional Consultant

"Recession? What recession!"

Within a few weeks into the holistic dietetics course at IHCA, our Adult Weight Management business expanded with two new revenue streams – supplement sales & 1 to 1 consultations. We have seen a surge in GP and self-referral under our NHS Northamptonshire funded scheme. With hundreds of patient reporting weight loss and improved health conditions ranging from reduction in blood pressure to lowered cholesterol levels, balanced blood sugar levels to increase in exercise levels and moods. I

have maximised my time and investment and have gained decades of clinical research knowledge, information and experience from the course leaders at IHCA. This course has exceeded my expectations and has been a Godsend. Thank you."

Jennifer Haughton



On Jen's Face book page, Jen's Nutty Nutrition, she posts recipes and tips. She has gained over 7,000 'likes' and continues to expand her private practice and update her skills.

I always had an interest in Nutrition so it was a natural step for me to take the Diploma course. I loved the practical side of the course, the way we had to test the programs out on ourselves, and got great feedback doing the case studies, which gave me the confidence to set up in practice. I never really intended to set up in practice, but from the time I completed the course, I had people ringing me up, looking for consultations. A friend invited me to give a talk at a bootcamp he was running, and I have since given talks in gyms. There is a great need out there for education - there is just so much confusion on the internet. I started the Facebook page to post recipes for healthy alternatives, and it seems to fill a gap for people. So far, most of my clients are weight-loss clients, so in order to get even better results, I completed a Personal Training course. As a primary school teacher, I am particularly interested in educating children and parents in a fun way about good food choices and how to cook.

<http://www.jensnuttynutrition.com/>

Erika Doolan (nutrition consultant / menu planner restaurant business)



"The nutrition course is a really enjoyable, well structured course for anyone passionate about food and nutrition. You learn how food intake really affects health. You may want to start your career in this area or you may be a parent and simply want to know just how important nutrition can be for your growing child. Either way I would highly recommend this course, it was a real eye-opener!"

<http://www.erikadoolan.com>

DR. TONY QUINN, COURSE CONSULTANT



Dr. Tony Quinn is Director of Studies and Consultant to all our Diploma courses. In Ireland he has been the leading figure in holistic medicine for many years, having originated leading holistic therapies available in Ireland today. These include Ki Massage Therapy, and Successful Living Therapy. He was awarded a Master of Science degree in psychotherapy for his work in pain control.

He gained international recognition for helping the Irish boxer Steve Collins to win the world Super Middleweight boxing title, using his Educo new mind technology system. Educo, derived from the Latin *educare* meaning to draw out from within, maintains that inside each of us there is a basic

person whose potential needs to be drawn out and expressed.

In the best-selling book, "The Secret", Dr. Tony Quinn is noted for his vital role in the discovery of oil in Belize. The geologists who discovered the oil point out that they believe the reason they found oil, where 50 other large-scale operations had failed, was due to mind training received from Tony. Belize Natural Energy (BNE) went on to become the highest revenue producer in the country. Tony's Educo model has been embedded in the operation of the company which has won a global award from the International Oil and Gas Federation for its educational system which was judged to have the most beneficial effect on the local community.

Indeed, Tony has enjoyed remarkable success in the field of business. To date he has had an input into a few hundred successful businesses at different levels. Using over 100 of these businesses he conducted a study with East London University over 3 years. On average after 3 years the turnover of these businesses had increased by 360%. A further university study showed that 270 people tracked over 3 years after attending his seminars had increased their income by 264%. Conclusive proof indeed that his methods work.

Tony currently makes available two-week-long residential seminars in his system for those wishing to apply the Educo mind technology to use more of the mind in the areas of success, health, business, self and life improvement, education, and becoming holistic people - in short, every aspect of their lives.

Tony was awarded the Maxalding Gold medal for the performance of yoga exercises at the age of nineteen. In 1971 he introduced Yoga to Ireland and it immediately became very popular. In 1976 he set up his first health store in Eccles Street. Since then these have expanded throughout the country.

As a weight-training enthusiast he won twelve major bodybuilding titles in Ireland including Mr. Ireland, Ireland's Best Physique, All-Ireland Mr. Health and Strength and Mr. Health Culture. Based on his extensive knowledge of training, nutrition, motivation and mental focus he developed the Educogym machine and training system and set up the Educogym franchise worldwide. He also originated the Ki Exercise system, a form of exercise similar to Tai Chi or moving yoga. He founded the Irish Health Culture Association and the Irish Association of Holistic Medicine. Having lived and worked in Ireland for many years he now lives abroad and works for these organisations in Ireland on a consultancy basis.

Dr. Tony Quinn's Qualifications

Degrees:

- *Doctor of Clinical Hypnotherapy, Authorized by the State of California.*
- *Master of Science Degree in Psychotherapy, Neuro-Linguistic Programming, Clinical Hypnosis, University of East London.*

Diplomas:

- *Hypnotist*
- *Hypnotherapy*
- *Master Hypnotist*
- *Healing and Pain Control*
All four Approved by the State of California.
- *British Hypnosis Research Diploma in Ericksonian Hypnosis, Psychotherapy & Neuro-Linguistic Programming. Course and examination taken at St. Ann's Hospital, London.*

Other:

- *Practitioner of Neuro-Linguistic Programming, Sensory Systems at Regent's College, London.*
- *Honorary Certified Fitness Trainer, International Sports Science Association.*
- *Training in Massage, British College of Naturopathy and Osteopathy and Northern Institute of Massage, Blackpool.*
- *Certified Clinical Hypnotherapist, American Council of Hypnotism Examiners.*

EDUCO What Dr. Tony Quinn has to say about his Educo system.


"As far back as I can remember I was always interested in the power of the mind, always feeling that it held the key to us getting the most out of ourselves and from life.

The essence of Educo is that the basic person can be drawn out and experienced in its true form, thereby fulfilling the true purpose of education – Self-Realisation. This Self is the most sensitive and alive part of us – our life and energy source.

More than in any other field, this uncovering of the Self is

vital in Holistic Medicine, in that this spiritual dimension is the very essence of what makes holistic medicine truly holistic, regardless of what specific modality is used: massage, yoga, nutrition, etc.

Recent psychological research is showing more and more the vital importance of spirit and self-expression not only in the healing process but as one of the main factors in what keeps people whole and healthy, which of course is the domain of preventive medicine."



“Health is a state of complete physical
mental and social wellbeing and not
merely the absence of disease”

- World Health Organisation