

# 3<sup>rd</sup> International Conference and Exhibition on Traditional & Alternative Medicine

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## Nick Pahl

British Acupuncture Council (BAC), UK

### The development of professional acupuncture in the UK

The founding of the BAC 20 years ago was a significant moment for professional acupuncture in the UK. Prior to the genesis of the British Acupuncture Council, there were five separate professional registers. The review looks at the development of acupuncture in the UK, where it is used by the UK public, honours efforts to ensure that the acupuncture profession maintains high standards, and how it was increasingly recognised as a result of PR and marketing activities. Areas to be highlighted:

- Applications for acupuncture in the UK
- Education-meeting World Health Organization standards of education and training. Together with the British Acupuncture Accreditation Board we have seen teaching institutions and their graduates become more professional as educators and as practitioners—not just in their knowledge and skill levels, but in their right conduct and processes enacted from the professional values we espouse.
- PR and marketing-the conference session will highlight activity such as the annual awareness week, animations and videos
- BAC conferences-which have continued to enhance the status and credentials of the BAC

### Biography

Nick Pahl is a CEO of The British Acupuncture Council (BAC), the leading self-regulatory body for the practice of traditional acupuncture in the UK. BAC is a member-led organisation, governed by an elected governing board and driven by a specialist staff team. The British Acupuncture Council was accredited by the Professional Standards Authority, which is accountable to Parliament, in 2013. He is graduated with an MSc in Public Health from the London School of Hygiene and Tropical Medicine in 1998.

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