

PRESS RELEASE

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Rhyl, 28 July 2016

HYPNOBIRTHING HAS ARRIVED IN NORTH WALES **Classes to be held at Ysbyty Glan Clwyd, Bodelwyddan**

One of the country's longest-established Hypnobirthing teachers, Rhyl hypnotherapist Alison Bird, is bringing antenatal classes to Glan Clwyd Hospital from July.

Now in its 25th year worldwide, Hypnobirthing combines deep relaxation, breathing exercises, massage, and easily learned self-hypnosis techniques to help couples have calmer, more comfortable, often shorter and drug-free births. It is also credited, anecdotally, with producing happier babies that sleep and feed better too!

Alison experienced first-hand the impressive benefits of self-hypnosis for childbirth when she gave birth to her son, Matthew, seventeen years ago.

"Although it wasn't Hypnobirthing, which wasn't available in the UK back then, I learned self-hypnosis for pain relief in labour. My labour was ten hours long, I only needed a little gas and air, and I can honestly say that I would not rate it particularly high on the pain scale", says Alison.

"In fact, my experience of birth with hypnosis was so positive that I left my City job to train as a hypnotherapist. I was then lucky enough to train with the creator of HypnoBirthing at St Thomas' Hospital in London to become one of the first teachers in the UK."

Alison's classes in Essex became so successful that the hospital there collated impressive statistics over 18 months, showing that women using HypnoBirthing experience significantly shorter labours (up to 6 hours shorter), need little if any pain relief (59% requiring no pain relief, compared to the national average of 6.6%), and experience higher percentages of natural births (79%, compared to the national average of 41%).

Hypnobirthing is a complete antenatal class, used by midwives and approved by the Federation of Antenatal Educators (FEDANT). It is ideal for every birth – from homebirth to caesarean – as it focuses on the creation and maintenance of calm and control, which allows the body to work better. Says Alison, "Fear creates tension, which creates excess pain. Finding ways to reduce fear, increase calm, and reduce pain isn't 'New Age', it's just common sense!"

Parents have given highly positive feedback, such as:

"Hypnobirthing did us proud. Thank you for all your help and support, a 12 hour active labour with no pain medication."
Beth T;

"The Hypnobirthing definitely helped a lot as I spent the majority of the labour happily pottering about at home in and out of the birthing pool and the midwife kept commenting on how calm I was (as did the midwife at the hospital). She is a very happy little baby and didn't even really cry when she was born! Thanks so much for all your help." C Heath

"High five to Alison and hypnobirthing." K Shearman

Each Hypnobirthing course consists of three classes of three hours' duration, with refreshments included. The course, which is for partners as well as pregnant women, is suitable for women who are at least 12 weeks pregnant. Partners are an integral part of the team, and learn massage, breathing and relaxation techniques along with the mums. There is a maximum of six couples per course.

*** Any parents-to-be wanting more information about Hypnobirthing classes should contact Alison Bird on 07947 817464; email: abird073@aol.com; or visit www.alisonbird.co.uk/hypnobirthingnorthwales.html.**

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Notes to Editors:

Hospital Statistics can be viewed on: www.alisonbird.co.uk/hypnobirthingnorthwales/impressivenhsstatistics.html

National birth statistics, source: Birth Choice UK

All testimonials are verifiable.