

## MARKETING TO SPECIALIZED POPULATIONS

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The following ideas are being presented in hopes that they will help TFH instructors market classes to specialized populations. I have been teaching for 15 months under a contract with the Maryland State Office of Education and Training for Addiction Services a division of the Department of Health and Mental Hygiene. The method I used to secure this contract can be applied to any group with a particular focus. This is not intended to be an absolute nor exclusive method toward an end, but merely one that has been successful for me personally in my home state of Maryland.

1. Be alert to special interests groups that class members may represent.
2. Let class members know of your interest and willingness to come to a meeting of their group and share TFH as it can apply to any special interest.
3. DO YOUR HOMEWORK quickly learn as much as possible about this special interest activity and make relevant connections to TFH in your own mind.
4. Again, offer to meet with a whole group or perhaps their chosen representatives to explore the relevance of a TFH presentation. Be ready at this time to dialogue with them in their language and with at least two or three concrete examples for their interest.
5. Think through in advance, and be prepared to offer a mini-series, class or whatever you want. Do not be hesitant about fees, but be willing to compromise if you want the job. Consider other compensations if the fees are not what you want i.e. publicity, travel, education, or whatever.
6. Design the course to meet the needs and goals of the specific group. BE FLEXIBLE, but teach only Touch for Health if that is what is agreed upon.
7. Have group develop situations and specific uses for TFH in their own particular setting or area of interest. This is very important once the group accepts the instructor.
8. Never be afraid or embarrassed to say "I don't know, but I'll do my best to find out ..." Sometimes a specific interest group wants to challenge the knowledge of an instructor about their special area.
9. ACCEPT and VALUE participants where they are. RECOGNIZE and ACKNOWLEDGE them as people who are doing their best, often under very difficult, stressful situations.

10. Realize that every effort may not have the desired outcome from your perspective. Know that no matter what, you have made an impression on someone regarding TFH. Keep in mind that we can all benefit if your impression is a positive one!

**TITLE:** Relationship of Thie's Touch for Health, Krieger's Therapeutic Touch and Bulbrook's Neurolymphatic Release

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**Abstract:**

The purpose of the presentation/paper is to demonstrate/document the relationship of Thie's Touch for Health, Krieger's Therapeutic Touch and Bulbrook's Neurolymphatic Release. The theoretical similarities will be described with discussion of their clinical applicabilities and "teachability" to both lay individuals and a variety of health professionals.

**Introduction:**

The purpose of this paper is to illustrate the relationship between Thie's Touch for Health, Krieger's Therapeutic Touch and Bulbrook's Neurolymphatic Release. Each technique is theoretically/-clinically powerful yet simple to learn, teach and apply. Research is needed however to scientifically document the power of each technique to clearly differentiate the technique of choice for the health/illness parameter and under what conditions it works.

The assumption operating in my work is that these three techniques are not "treating" diseases directly rather they "enhance" the body's attempt to heal and maintain itself in health. The phenomena that is activated is the TAO, the way to health enhancement through manipulation of energy which travels along meridians. Consequently, the techniques are labeled "self help" measures rather than a profession (such as nursing, medicine, etc.) aspect of care/treatment that "belongs" so to speak to the representative professional group. The techniques are like "brushing your teeth," "eating the right diet," they should be incorporated in one's daily routine of "taking care of self."

**Definitions:**

What is Thie's Touch for Health? Krieger's Therapeutic Touch? Bulbrook's Neurolymphatic Release?

Touch for Health (TFH) is a safe, simple, easy to use series of techniques for the general public to alter the body's energy balance to maintain an optimum well being. Developed by Thie in the early 1970's, it represents a synthesis of chiropractic, applied kinesiology combined with modern practice of ancient disciplines and knowledge in Oriental health management.