

# Russell's mind games help Joan to focus on a better life

A Fylde-based hypnotherapist has helped a Lytham woman in her quest to lose weight – with startling results already

Weight loss

By GARETH VICKERS

gareth.vickers@lsaexpress.co.uk

Twitter: @gareth\_vickers

As the age old saying goes, it's never too late in life to try something new.

And for Lytham resident Joan Bennett, 60, the adage has proved to be true.

For while Joan loves living in the beautiful surroundings of the Fylde coast, she has realised she needs to help herself to move towards better health and longer life.

After more than 40 years of marriage, she decided to give up smoking, but along the way picked up bad habits of swapping cigarettes for snacking, a little at first and then regularly thereafter.

But in recent months her life has been transformed thanks to the help of Lytham-based hypnotherapist Russell Hoyles, who specialises in clinical hypnotherapy – including his own adaptation of the hypno-band programme for weight loss – cognitive behaviour therapy and person centred counselling.

Joan said his techniques have helped turn her bad habits around: "When I first met Russell I had tried a number of weight loss programmes, each with little success as



Joan Bennett has benefited from Russell Hoyles' hypnotherapy weight loss treatment, which has helped give her a new-found attitude to healthy eating

on every occasion I reverted back to the bad habits that were causing me so many problems.

"To me it was not about short term weight loss, but long term attitude to weight loss, the understanding that to achieve my aims I had to change my way of thinking, my way of experiencing the pleasures I once found in food and smoking in dif-

How does the plan work?

IT'S ALL ABOUT RE-EDUCATION

Russell uses a combination of relaxation techniques and mind management to allow the client to see what they should be thinking and how positive they should be.

ferent ways. It is not really about the dieting any more as I know now that I am 100 per cent confident I can achieve that.

"It is now about the overall positivity that has crept back into my life, I feel positive energy bursting out of me.

"My life is more joyful and now comes before work, my energy and attitude is starting to reflect in my relation-

ships and most importantly my family can see the upward change in me."

With portion control and understanding of her needs and wants Joan has created a brand new life for herself and at the age of 60 is ready to live, smile, enjoy and embrace her life as she did once so many years before.

For more information visit [www.russellhoyles.com](http://www.russellhoyles.com)



## NEW HEALTH CHIEF NAMED FOR COUNTY COUNCIL

Lancashire County Council has announced the appointment of Steve Gross as executive director of adult services and public health.

The new role combines the leadership of adult services and the new public health responsibilities transferred from the NHS in April.

Steve is looking forward to the challenge of his new role: "I am delighted to have been offered this post and excited about the opportunities and challenges that lie ahead."



## CARDIAC NURSING AWARD – CAST YOUR VOTE TODAY

Have you met a cardiac nurse who has made a significant impact on you or your loved one's life?

Blackpool Teaching Hospitals want to hear from Fylde residents for this year's Cardiac Nurse of the Year Award.

The award was established by Ramesh Gandhi, retired cardiothoracic surgeon: "I thought it would be a good idea to do this award to recognise the cardiac nurses' dedication to their jobs."

Pictured are May Gandhi, winner Bernie McAlea, Ramesh Gandhi and runner up Sara Fisher at the 2012 awards ceremony.

To nominate someone, go to [www.lancashirecardiaccentre.nhs.uk](http://www.lancashirecardiaccentre.nhs.uk) or call (01253) 306875.

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Hospital Scheme shows mixed results

Vic is above average in survey of wards

Blackpool Victoria Hospital is better than average – but is among 36 in the country with a ward patients said they would not recommend in the Government's new "friends and family" test.

The Vic's surgical assessment unit was in a list of wards which came out with a negative score in June, in the NHS England survey. But overall, 75 per cent of patients said they would be "extremely likely" and 17 per cent 'likely' to recommend The Vic. Just 0.7 per cent would be 'unlikely'. The trust scored above the national average for A&E.

Marie Thompson, director of nursing and quality, said: "Friends and Family provides individual areas with honest, quick feedback from patients so best practice can be spread."

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