

Annual Activities Report 2023



Mission Statement:

Teaching Self-Help Reflexology for Better Health Worldwide

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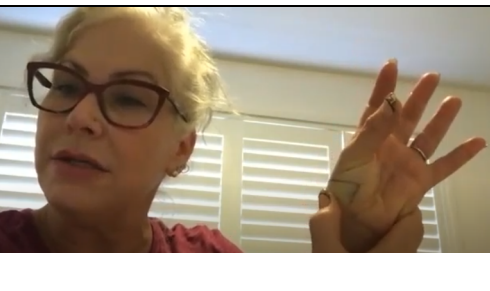



World Reflexology Foundation is a group of highly trained Reflexology leaders, educators and practitioners who have been inspired by our experiences with Reflexology and want to empower all the people around the world with the powerful health benefits of Reflexology by educating them and teaching them how to do Self-Help Reflexology for themselves, their families and their communities, towns, and villages.

1. WRF Zoom Self-Help Workshop: Lowerback & Sciatica 2.25.2023

80% of the population at some point in their lifetime have suffered from lower back pain! This free and non-vocational workshop was about using reflexology to relieve some or all pain and discomfort in that area. The participants were instructed where to work the 1st, 2nd, and 3rd priority reflex points on the ears, feet and hands for the most effective outcome.





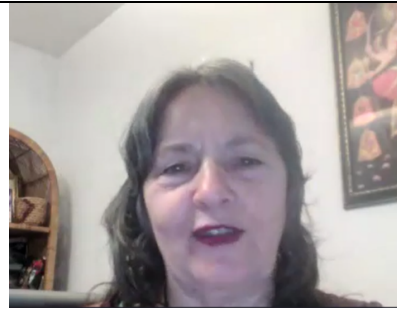

Included in this workshop was attention to Sciatica discomfort, as the two often go together. WRF Vice President Stefanie Sabouchian was the moderator and we had a WRF volunteer trainer. Annie Sanchez, showing us reflex points on the ears - the first priority area. WRF Board members involved included Mitta Wise showing us the 2nd priority - the feet, and then Sara Chameides showing us reflexology points on the 3rd priority area - the hands .

Contraindications, hydration and other general information were mentioned as always in these workshops. It was encouraged to visit the WRF website for further information and to support volunteer efforts.

		
<p>Stefanie Sabouchian Moderator described what Reflexology is.</p>	<p>Sara Chameides talked about the World Reflexology Foundation</p>	<p>Annie Sanchez showed where and how to hold Lower Back / Sciatic Reflex on ears.</p>
		
<p>Mitta Wise demonstrated where and how to work Lower Back Reflex on feet.</p>	<p>Mitta Wise demonstrated how to find and work Sciatic Reflex on feet</p>	<p>Sara Chameides Indicated where to work for Lower Back Reflex on the inner edge of the hands</p>
		
<p>Sara Chameides showed grasping for outer edge of hands</p>	<p>57 Participants from USA and Overseas</p>	<p>Practice session for lumbar sacral online workshop</p>

2. WRF Volunteer Trainer Gathering 4.22.2023

A milestone gathering of World Reflexology Foundation Volunteer Trainers gathered Saturday, April 22, 2023 to hear reports, discuss, give feedback and offer suggestions about the growing number of WRF education approaches and programs. Via Zoom, WRF Volunteer Trainers participated from locations as far away from each other, as Canada (British Columbia), California, Hawaii, Massachusetts, Michigan, New Mexico, and New York. Announcements and reports were made on WRF new workbook, color charts, workshop videos, workshop articles, new Youtube Chanel for videos, short, targeted videos, requested refresher review, forwarding ambassadors, and ways of volunteering to advance the worldwide vision and mission of the World Reflexology Foundation.

		
<p>Stefanie Sabouchian explained WRF Workbook Improvements from cover to back page.</p>	<p>Paul Harvey reported about several small and large WRF Color Chart Formats.</p>	<p>Tina Meyer announced WRF YouTube Chanel & First WRF Workshop Video.</p>
		
<p>Bill Flocco explained WRF Workshop Articles for people who learn better with the written word.</p>	<p>Tina Meyer reported plans for WRF Short Targetter Videos in many languages.</p>	<p>Kathy Reynolds reported about some of the WRF Outreach Communications she facilitates throughout the year.</p>
		
<p>Bill Invited WRF Volunteer Trainers to indicate preferred refresher review subjects.</p>	<p>Mitta Wise showed ways to forward WRF Workshop Notices to friends & family.</p>	<p>Stefanie described a list and requested support for a variety of exciting WRF Educational Projects</p>

3. Beginning of Short Self-Help Educational Video Project Progress 5.7.2023



Paul, Tina, and Sara worked on filming a short Self-Help on the neck and cervical spine, to use it as a template for fifty (50) short WRF Self-Help Videos for World Reflexology Foundation YouTube Page.

4. WRF Zoom Self-Help Workshop: Arms, Elbows, Wrists, Hands, Fingers 6.25.2023

One might not realize the importance of the arms and surrounding areas, however over 100 viewers from all over the world participated in this free, non-vocational workshop! They explored where and how to perform focused Self-Help Reflexology aiding in bringing relief to this specific region.

The subjects of this workshop included the elbow, forearm, wrist, hand and fingers. Specific reflex points and priority reflex areas were demonstrated on the Hands, Feet, and outer Ears.

With the World Reflexology Foundation (WRF) President Bill Flocco leading the workshop... a brief history of WRF was given. Then WRF Volunteer Trainer Jan Weal Grubb demonstrated points on the feet - the first priority reflex area. After that Board member & WRF Volunteer Trainer - Mitta Wise - demonstrated the 2nd priority area - the feet. Sara Chameides, another Board member & WRF Volunteer Trainer - went over the 3rd priority reflex area - the ears.

Contraindications, hydration and other general information were mentioned as always in these workshops. The workshop concluded with a group photo and a review done by Board Member & WRF Volunteer Trainer Kathy Reynolds. As usual we opened up the meeting to Q & A, and reminded participants to go to the WRF website for more information and to support WRF's non-profit work.

<p>Bill Facilitator</p>	<p>Jan demonstrated Forearm Reflex on her hand</p>	<p>Mitta Wise showed Elbow Reflex a plastic foot.</p>



Sara showed Forearm Reflex near top of the Long Valley (Outer Valley) on her ear.



Kathy reviewed Arm, Elbow, Wrist, Hand Reflexes on hands, feet, and ears.



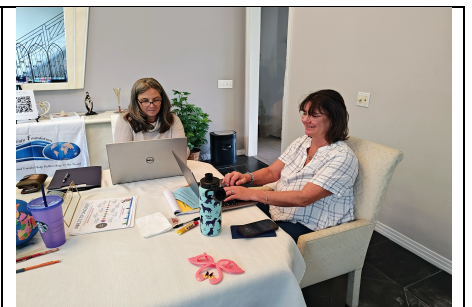
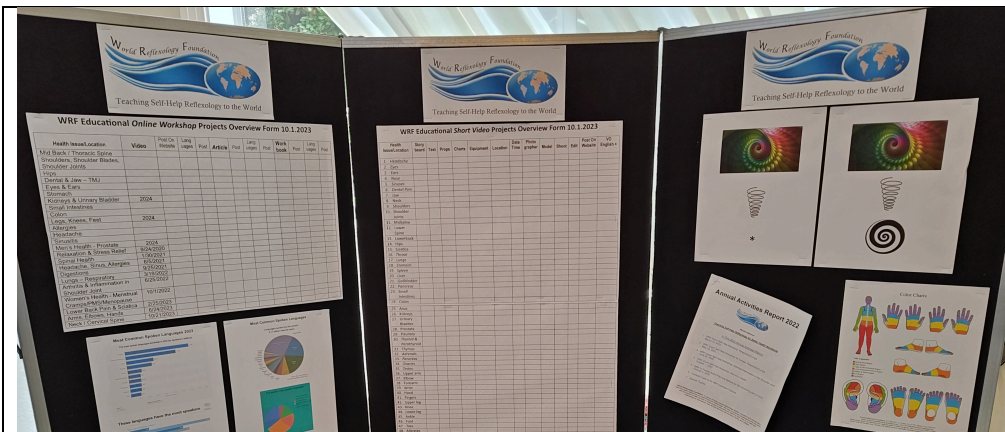
Participants were encouraged to practice on themselves during workshop.

5. WRF 2024 Planning - Board Retreat 10.1.2023

The World Reflexology Foundation has a working Board retreat annually where intensive work is done by our 7 Board members. In the retreats we go over current projects and status, how we can improve, and ...which new projects we can allocate for the following year.

During this October 2023 working retreat, Board members discussed and made plans with these below:

- 1) Four New WRF Educational Programs. Multiyear plans were made to continue and advance these educational programs.
- 2) Languages: How to make WRF sites & materials more available worldwide by converting via interpretation, translation, and voiceover of all materials into primary languages worldwide.
- 3) Outreach Worldwide How to get the message out worldwide to attract people from around the world to each of the new educational programs, articles, fliers, internet, social media.
- 4) Printed Materials Plans were made to upgrade Website, enhance search engine optimization SEO. brochure, workbook, color chart, and develop more visually inviting workshop announcements and fliers.
- 5) Increase Access to WRF Educational Programs
Board of directors will continue the campaign of contacting and supporting WRF Volunteer Trainers to become Forwarding Ambassadors.
- 6) WRF YouTube Channel Announced A WRF YouTube Channel has been set up, and shortly the first edited WRF Workshop Video would be posted.
- 7) Donations & Fundraising Donation page on WRF Website to be upgrade with increasing number of ways in which people with different circumstances can donate.
- 8) Attract the world to WRF Educational Programs A major focus the planning retreat was to improve health worldwide, by finding world class advisors to help attract hundreds, thousands, millions, eventually even more people to the educational programs



Committees worked through the weekend. Stefanie (left) and Tina discussed website.

Project Progress Board for educational Self-Help Workshops, Workshop Videos, and Workshop Articles.



WRF Banner for Display Booths at Conferences



Possible Foot Reflexology Teaching Aid along with T-Towels and scarves (not shown).



Kathy Reynolds demonstrated flip chart teaching aid.



A bit of playfulness with small and large Foot, Hand, and Ear Reflexology Teaching Aids

6. WRF Zoom Self-Help Workshop: Neck 10.21.2023

“What a pain in the neck!” A common saying, however, is very true for many people of all ages. Neck pain isn’t always localized and can cause a myriad of other ailments. If you could find a way to help relieve this type of pain yourself, without medication, wouldn’t you want to try? That was the focus of the October 23rd World Reflexology Foundation’s online workshop. This non-vocational free online workshop focused on where and how to work on oneself for neck issues with Self-Help Reflexology. Showcasing Priority Reflexing, WRF Volunteer Trainers guided participants with demonstrations, and visual cues of where, how, and in what order, to work on the ears, the feet and the hands.

The workshop led by World Reflexology Foundation President Bill Flocco began with an introduction into what is called Priority Reflexology. Bill posed the notion that if, for decades, it has been shown that the order in which we work the feet or the hands or the ears can have a big impact on getting the quickest results, especially when there is pain in the body, then it makes sense, and can be a powerful tool, to learn the order of Priority Reflexing when working for different areas of the body.

Before the hands on demonstrations began, board member and Volunteer Trainer Sara Chameides described the regions of the body using the WRF color charts, giving an overview of the corresponding areas to the human body.

Volunteer Trainer Victor Archuleta began the priority sequence, instructing participants where to work on the outer ear.


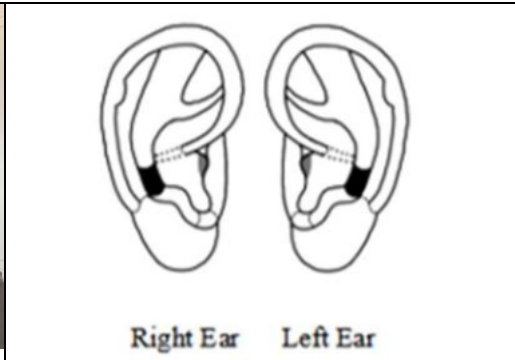

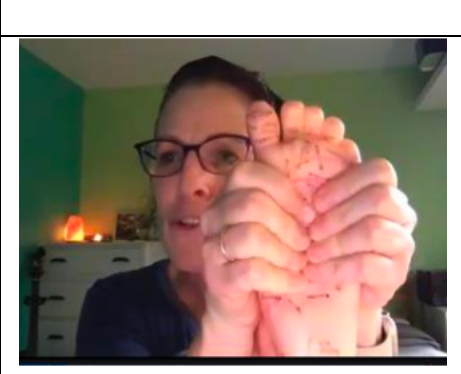
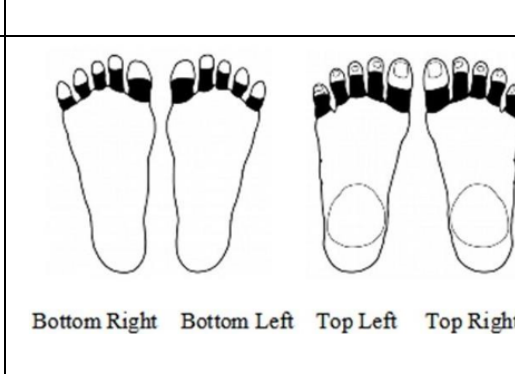
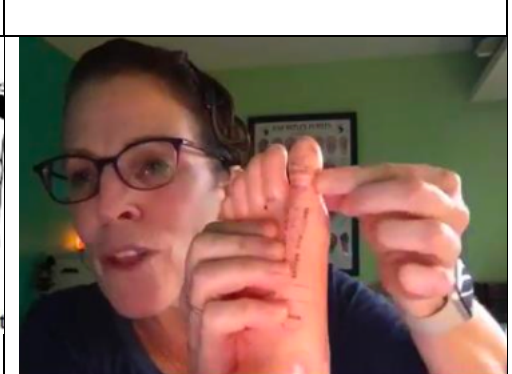

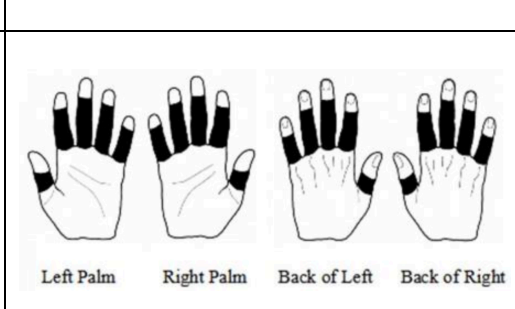

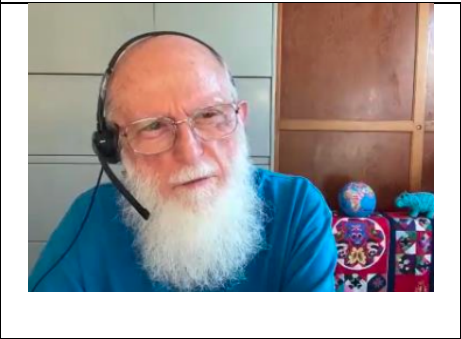


Yvonne Evans was the next Volunteer Trainer up, and she showcased the feet.

Board member and Volunteer Trainer Paul Harvey guided the last area to work with Priority Reflexing, the hands.

Before Questions and Answers, Board Member and Volunteer Trainer Kathy Reynolds did a quick review of the

previous demonstrations. Contraindications, hydration and other general information were mentioned as always in these workshops.

It was encouraged to visit the WRF website for further information, to spread the word... and to support volunteer efforts & the WRF non-profit mission.

	 <p style="text-align: center;">Right Ear Left Ear</p>	
<p>Victor showed how to locate Neck Reflex.</p>	<p>Neck Reflex location on the ears.</p>	<p>Holding both ears while resting elbows on desk or tabletop.</p>
	 <p style="text-align: center;">Bottom Right Bottom Left Top Left Top Right</p>	
<p>Yvonne relaxed foot before working on reflexes.</p>	<p>Neck Reflex locations on the feet.</p>	<p>Reflexed lower half of great toes for Neck Reflexes.</p>
	 <p style="text-align: center;">Left Palm Right Palm Back of Left Back of Right</p>	
<p>Paul with blue markings showing location of Neck Reflexes.</p>	<p>Neck Reflex locations on the hands.</p>	<p>Demonstration of various reflexing palpation techniques.</p>
		
<p>Bill workshop facilitator</p>	<p>Kathy reviewing how and where</p>	<p>Sara describing</p>

describing priority reflexing, and answering questions.	to reflex Neck Reflexes 1st Ears 2nd Feet 3rd Hands.	reflexology precautions.
		
Over 80 participants from many states and numerous countries from around the world.		

7. Acknowledgements, etc.

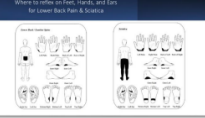
- The WRF Board meets for **monthly board meetings** via zoom as well as numerous **single subject calls** and **committee meetings** with WRF Volunteers.

- Informative articles** about the WRF online Self-Help Reflexology workshops are published by national and international Reflexology organizations.

LOWER BACK and SCIATIC PAIN

80% of the population at some point in their lifetime have suffered from lower back pain. That is an extraordinary percentage! How helpful it would be for sufferers to use Self-Help Reflexology techniques to relieve some or all of the pain and discomfort. The **WORLD REFLEXOLOGY FOUNDATION (WRF)** focused on this very topic for their latest online workshop. This free, non-vocational workshop instructed the participants where to work 1st, 2nd, and 3rd on the ears, feet and hands for the most effective outcome. This is called Priority Reflexing. Included in this workshop was attention to Sciatica discomfort, as the two often go hand in hand.

Where to reflex on ears, hands, and feet to relieve lower back & sciatic pain.




The WRF is a not for profit organization whose mission is to help empower people all around the world with the healthful benefits of Reflexology. By offering no cost workshops, both online and in person, it is the goal of the WRF to teach individuals and families the basics and the benefits of Reflexology. All workshops are led by Reflexologists that are Volunteer Trainers who have gone through additional training on how to instruct individuals with no prior knowledge of how to use Reflexology on themselves.

WRF Vice President **Stefanie Sabouchian** was the moderator for this workshop and began with an introduction and a synopsis of Reflexology maps and zones. **Sara Chameides**, WRF Recording Secretary, gave a short description of what the World Reflexology Foundation does and their mission. A handout with the corresponding maps of the areas of focus had been sent out a day previous to all participants for their reference. Participants were encouraged to work on their own feet, hands, and ears as they were guided through the techniques. It was mentioned that the demonstration portion would be shown in a quicker manner than it should be executed at home on oneself. Taking more time and doing it consistently would support maximum results.

In line with priority reflexing, the Ears were the first to be demonstrated. WRF Volunteer Trainer **Annie Sanchez** showed where the lower back reflex area could be found on the upper narrow ridge, just below the triangular fossa, and how to hold it with one's thumbs with gentle pressure. She demonstrated on a plastic ear and then on her own ear, explaining to work both ears unilaterally. To help keep the shoulders relaxed, it was suggested to rest the elbows on a table while holding this reflex area. This hold should be a minimum of five minutes but could be held much longer for maximum results.

Reflex Location on the Hand For Lower Back Pain





Mitta Wise, WRF Director, next showcased the foot. Here Mitta used a plastic foot to show how to work first the inner edge, to work for the lumbar spine, and then reflex across the foot between the soft sole and heel to address the lower back muscles. She showed how to reflex the soft triangle below the outer ankle bone for any sciatic pain that might affect the hip and leg. Mitta showed different reflexing movements that could be used on these areas. Whether it be a thumb roll, inch worm, hold and circle, or using thumb or fingers, these techniques are all very effective. Mitta also explained that the work

could be performed in a vertical manner, reflexing up and down the inner edge for spinal reflexes. One should always work the greater area.

The hand was the last area to be featured. The reflex areas on the hand are very similar to the ones on the foot. The lower back reflex area is located on the edge of the thumb side of the hand, around the large knuckle, just above the wrist. **Sara Chameides** showed how to cradle one hand in the other, if comfortable, and work the reflex area with either the thumb or index and middle finger, depending on one's comfort level. She also reiterated Mitta's techniques of thumb roll, inch worm, or press and circle on this reflex area.

To help relieve sciatic pain, the pelvic line reflex was worked by reflexing across the palm side above the wrist. On the outer edge of the hand, close to the wrist, the hip, leg, and foot reflex points can be found. **Sara** explained that it is a small reflex area representing the leg reflexes, but this area is very helpful to bring relief for sciatic discomfort. **Sara** pointed out that some areas on the hands can be sensitive for people with arthritis, so working lighter in that area is recommended. **Bill Flores**, Founder and President of the WRF, and **Stefanie Sabouchian** answered any questions participants had about the World Reflexology Foundation and about Reflexology.





The participants were informed to work on these reflex points in the order of priority, if possible, but any attention to the reflex points and areas that were shown could be very beneficial. The most positive outcomes occur when working longer periods of time and multiple times a day. The importance of hydrating was suggested and some of the contraindications/precautions mentioned – don't work on open sores or anything contagious; if it is tender work lighter, and others. And, of course, always make sure you are in a comfortable position to work. It was encouraged to visit the WRF website for further information on WRF, Reflexology and future WRF Self-Help Reflexology Workshops.

The WRF relies entirely on donations from the public and the support of volunteer efforts. To donate to *WRF please visit www.worldreflexologyfoundation.org.

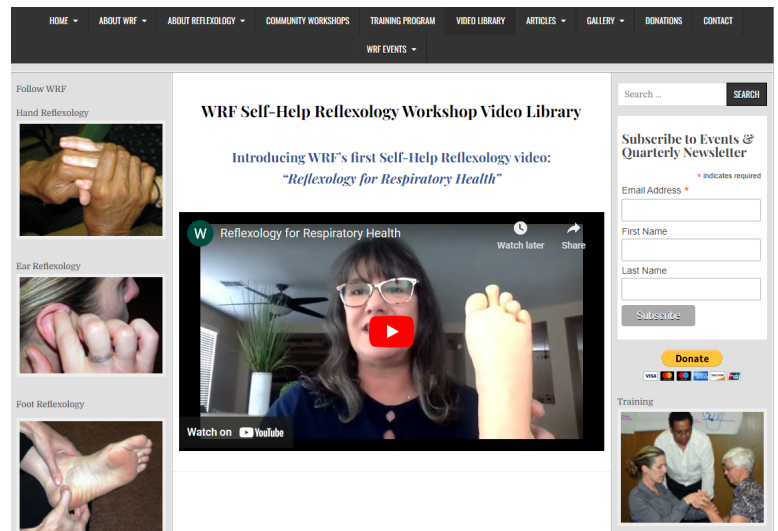
*The World Reflexology Foundation (WRF) is a not for profit foundation that does not promote the vocational aspect of the Reflexology profession. The WRF exists as a humanitarian project for the health betterment of humanity throughout the world as its stated mission.

- **Display ads** have been professionally updated and are being regularly published in national and international Reflexology magazines and newsletters to increase visibility.



- WRF Volunteers are participating in the **“Forwarding Ambassador Project”**, helping to increase attendance of the WRF live online Self-Help Reflexology workshops by forwarding the workshop invitations to their friends, families, neighbors, and colleagues.
- To ensure a highly professional workshops experience, participating WRF Board Members and Volunteer Trainers are holding **two practice sessions for each workshop**.

- The **WRF Website** is undergoing a ‘make over’. The **informative workshop articles** are being posted and a new **Video Library** has been implemented. New videos will be added periodically. A **website committee** is being formed to look into improving the WRF website and SEO.



8. WRF Letter From The Board 2023

It's been a wonderful whirlwind of a year in the World Reflexology Foundation! It feels like WRF is really taking flight and reinventing itself.

Our free online Self-Help Reflexology workshops have tripled in reach and attendance, with a mix of professionals and those completely new to reflexology. These interactive learning workshops are truly moving WRF forward in its mission to increase the number of people worldwide being exposed to, practicing, receiving benefits, and sharing the benefits in their communities

Another area that is taking off is our You Tube channel being up and running with some learning videos up. This is truly in our sights to greatly expand and in doing so , like the workshops... greatly move our mission forward.

We continue to network and give opportunities for our volunteer trainers to participate - in workshops, and especially with our forward ambassador program where volunteer trainers can help spread the word about our events, the newsletter, WRF website, how to donate, other volunteer opportunities and with WRF in general. This is done by forwarding WRF workshop and other announcements to their family, friends, neighbors, and colleagues.

World Reflexology Foundation

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