



action mental health

Action Mental Health and Colour Breathing:

Why Colour Breathing?

AMH Action Mental Health is Northern Ireland's leading mental health charity providing vocational and rehabilitation services to the enduring mentally ill.

In May of 2006 AMH made the strategic decision to purchase the **Colour Breathing Franchise** for Northern Ireland. This gave AMH the sole rights to run the Colour Breathing Practitioners Training Programmes in Northern Ireland. As a result AMH has not only **strengthened its service provision**, but it now has a **new source of income** which it can now use to fund its ongoing work of providing services to the enduring mentally ill.

What impact has Colour Breathing had?

AMH and Colour Breathing have gone from strength to strength. Attracting **wide media coverage** and **raising the profile** of the charity, AMH has already run a number of highly successful Colour Breathing Practitioners Training Programmes in Northern Ireland. Plans are well underway to achieve a target of 50 new licensed practitioners by the end of 2007.

Future Plans for Colour Breathing

As part of the license agreement, AMH also **own the rights** to the new One Day Colour Breathing Training programmes for the Healthcare, Education and Corporate sectors which from this autumn, will provide AMH with **additional income streams**.

AMH are also delighted to have become the **first mental health charity** to share the Colour Breathing vision of **creating the very first national network of Relaxation Classes in the UK**. It is hoped that trained Colour Breathing Practitioners across the UK will be inspired to organise and run the effective yet fun relaxation classes in their local communities.

Ongoing Success

As well as licensing practitioners AMH have also introduced Colour Breathing into the corporate sector, with **several of its main customers now offering regular Colour Breathing relaxation classes to its employees**. Colour Breathing is now also extensively used within AMH with its own client group who are particularly suited to Colour Breathing and the therapeutic relaxation benefit that it affords.

As an organisation dedicated to promoting positive mental health as well as challenging the stigma associated with poor mental health, **AMH highly recommend and commend Alison Bourne and The Worldwide Colour Breathing Company for having developed the Colour Breathing system and Practitioners Training Programme.** This easy to use system is highly effective with all age groups when used as one to one therapeutic intervention or as a group relaxation technique. Over 50 new products are being designed to help with specific mental health issues and challenges, providing valuable tools and new resources for mental health professionals and self -help products for individuals undergoing treatment.

Why AMH Endorse Colour Breathing

AMH are proud to be associated with The Worldwide Colour Breathing Company Limited and look forward to their continued future success with Colour Breathing in Northern Ireland.

“Colour Breathing has made a significant change to the services offered by AMH. Being able to offer such innovative products which produce such excellent therapeutic benefits has resulted in making the job of tackling stress and improving mental health and well being so much easier.”

Donna Haughian, Northern Ireland Colour Breathing Regional Manager.

“Colour Breathing was new to Northern Ireland and AMH in May 2006. Its arrival was treated with some initial scepticism which quickly disappeared. Since then, Colour Breathing has proved to be an effective therapy which is being adopted by a wide range of individuals and organisations”

A handwritten signature in black ink that reads "Ian Walters". The signature is written in a cursive, flowing style.

Ian Walters, Chief Executive, AMH.