

Put smoking desire out of mind

By JACKIE KLEIN

For Barry Beder, hypnosis is not a parlor game or a stage trick. Beder, 30, is a Southfield psychotherapist who says he has practiced his hypnotic techniques on more than 100,000 persons. His treatment, he will tell you, relieves symptoms which cause persons to smoke, gain weight, bite their nails, grind their teeth or suffer insomnia, fear or pain.

Beder consults with physicians on the surgical use of hypnosis while treating his own patients for hypertension, insomnia, stuttering and phobias.

Three evenings a week, Beder conducts group sessions for persons who want to lose weight or quit smoking. These are the most frequent requests for his services.

"I usually takes three one-hour sessions to relieve patients of stress which is one reason they smoke or overeat," Beder said. "Most people have certain fears about hypnosis when they first come to see me."

"But I assure them they're actually practicing self-hypnosis since it's the subject who determines whether and to what degree he or she will be hypnotized."

"They're not, really asleep. Their minds are awake and their bodies are relaxed."

NO ONE can be hypnotized against his or her will or be forced to do anything out of the ordinary as a result of hypnotic suggestions, Beder maintained. He emphasizes that hypnosis won't make anyone quit smoking because that's the individual's responsibility.

Hypnosis can make it easier to stop, but only if the smoker really wants to, he said. Most get quick relief, he contends.

Beder instituted the use of hypnosis as a stress reduction method for air traffic controllers at Chicago's O'Hare International Airport. A pilot himself, Beder said he hopes that nationwide stress clinics for controllers will be the eventual result of the Chicago clinic.

The psychotherapist will use hypnotic techniques to convince participants of Jan. 6 "Great New Year's Cigarette Send-Off" to make this year's stop smoking resolution their last.

The event, sponsored by the American Lung Association for smokers who really want to kick the habit, is 1-4 and 6-9 p.m. in Cobo Hall.

BEDER SAID he will also demonstrate how hypnosis has helped thousands of smokers throw their cigarettes away for good. A special cassette tape recording will be provided for follow-up self-hypnosis at home.

"I was a smoker for 12 years and I know how tough it is to stop," he said. "By joining the American Lung Association in this event, I'll be able to help many people lead healthier, less stressful lives."

For his group sessions, Beder said, he uses soothing background music to reinforce his verbal message. "Imagine yourself in a sunlit meadow," he suggests. "Feel your body melting as you become more relaxed."

During the second period, he recites a litany against smoking — "Cigarettes are your enemy. They're out to destroy you. You'll be proud to be a non-smoker. Kissing a cigarette smoker is like licking an ashtray."

Beder said he uses these and other emotional appeals to combat what he considers the emotional appeal of cigarette advertising. People, as he sees it, never start or stop smoking for intellectual reasons.

He always supplies his patients with 30-minute cassette tape recordings to use at home twice daily for two weeks to reinforce the hypnotic suggestion. Beder claims a 60 to 90 percent success rate among the 10,000 persons who have used hypnosis to kick the cigarette habit.

ONE OF the problems of hypnotherapy, Beder said, is that some psychiatrists and psychologists still consider it a clown act. But more and more professionals are coming over to his side, he maintained.

"There are some common elements of hypnosis for therapy and entertainment," he said. "I talk to my clients with a repetitious sound. I tell them to watch their fingertips or another fixation point. I keep saying their eyes feel strained and are getting heavy and their bodies are relaxed. Their minds begin to shift."

"Many smokers who have failed in other methods, try hypnosis as a last resort in their effort to quit. Smoking decreases the ability to function, decreases oxygen, causes a 20 percent reduction in productivity and a 30 percent reduction of memory. Smokers are conditioned and emotionally hooked."

"In trying to effect a change, intellect and logic are bypassed. You have

'Cigarettes are your enemy. They're out to destroy you. You'll be proud to be a non-smoker. Kissing a cigarette smoker is like licking an ashtray.'

— Barry Beder

to teach the unconscious to change in an increased state of suggestibility."

Surprisingly, Beder said, there are more overeaters than smokers and 98 percent of them are women who have tried many diets and gain back every pound they may have lost.

"Overeating may be a symptom of anger and frustration," he contended. "The trouble is that people fight with the wrong weapons. Emotions may change from one minute to the next, but it can take a year to develop good attitudes."

"WORKAHOLICS and persons who are bored, lonely and frustrated have real problems and need help to figure

out ways to change.

"Many don't need long-term therapy to get through these blocks. Hypnosis is the quickest way to make aggressive changes. The patient learns dramatic control over his or her own life."

"You have to be willing and prepared to take responsibilities. Either you want to be thrown into the pool or take one step at a time up the ladder."

Certified by the State of Michigan as a psychiatric social worker, Beder has devoted his practice to hypnotherapy for the last four years.

Beder holds a masters in psychiatric social work from the University of Michigan and a B.A. in psychology from Northeastern University in Boston.

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Area girds for winter

(Continued from page 1A)

Farmington Hills DPW crews also depend on the police department to report road conditions.

"They're on the road 24 hours a day," Karolak said. "They know when driving becomes difficult."

Of 230 miles of roadway in Farmington Hills, 90 miles are gravel streets which aren't treated with salt.

Instead, the DPW spreads a slag-chloride mix.

"We've experimented with it the past couple of years and it's great," Karolak said. "We can't use it continually with curb and gutter streets because it's dusty and will plug storm lines."

The mild, chloride mix, at \$6.98 a ton, is quick, efficient and has no killing agents like salt, Karolak said.

Major roads are a top priority in both cities. Spot salting is done on sharp curves and icy hills. Oakland County maintains care of Eight Mile, Twelve Mile, Farmington, Orchard Lake, Middlebelt, and the freeways which run through both towns.

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