



FROM THE PUBLISHER

For Such a Time as This...

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I believe every person experiencing the current crisis (as well as the crises that have come before and those that will likely come in the future) was deliberately born "for such a time as this." I also believe each of us is accountable for what we do and how we act during these trying times.

A Little Perspective

If you haven't done so already, find someone much older to talk to, preferably in their mid 80s or older. Ask them to share with you what it was like growing up in the wake of the Great Depression or at the beginning of World War II. I recently had such a conversation with my mom, who will be 87 this year. Here is what I learned:

What they had - Very little. Between the Great Depression, the dust bowl and the second World War, most food and supplies were unavailable or rationed. You could only buy what you were allowed to buy. Dinner was often something called "milk toast." The recipe is simple: toast bread in the oven, scrape on a bit of butter, sprinkle with cinnamon and sugar for flavor, and crumble into a bowl with milk. That was dinner.

What they did - They cared for each other. They took care of each other's children and shared what food they had. My grandmother would make sandwiches for the "hobos" (usually homeless men who wandered the area, living outdoors, looking for work) so they would have something to eat.

What they would say to you and I today - "You're spoiled. You don't appreciate all you have, but maybe this experience will help you to."

I believe you would hear a similar message from the acupuncturists who have come before you. They would tell you we have forgotten what it is to go through hardships, maintain your philosophy and be willing to fight for it. They would remind you of their struggles with daily public criticism and the uncertainty of the future of your profession.



They would also speak to you of service and of opportunity. I believe we are on the edge of a great opportunity. Still staggering from the mounting opioid death toll, we are faced with the very real experience of a worldwide pandemic that preys particularly on the aged and the unhealthy.

Maintaining optimal health will be the lesson most people will learn from this ordeal. The term *wellness* will likely be used by multitude marketing materials in its wake.

It is important to remind your patients and your community that acupuncturists have been wellness doctors for centuries, providing nondrug alternatives to optimize heal and facilitate healing. And while it would be irresponsible and even reckless to suggest that acupuncture can cure COVID-19 or any other virus, the public is developing a new appreciation for the value of good health.

A Season of Service

This is your time to reach out to your communities with love, compassion and service in whatever form you are able. Focus particularly on the [older members](#) of your community, as they are the most vulnerable and likely the most concerned.¹

This is not a time to isolate yourself. Even if you can't leave your house, much less run your clinic, you can still reach out through a myriad of electronic and digital means.

As you do, you will have ample opportunities to teach people about the power of health, wellness and the power of acupuncture. They are anxious to receive your care, your love and your service. They are also ready to hear your message ... perhaps now more than ever.

Publisher's Note: Please don't read into the absence of any discussion regarding the importance of performing all the necessary precautions when treating your patients, if and when you are able to do so. This article assumes all acupuncturists understand their responsibility to do so.

Reference

1. Livingston E, Bucher K. Coronavirus disease 2019 (COVID-19) in Italy. *J Amer Med Assoc*; published online March 17, 2020.

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