

## **WHAW 10.-16.4.2009 in Finland**

WHAW 2009 was organised in Finland in the following way:

### ***Contacts towards newspapers:***

- SHRY (Finnish Homeopaths) informed about WHAW to its members in SHRY's magazine, and in a newsletter. Simultaneously SHRY asked its members' willingness to cooperate with local newspapers regarding WHAW.
- The contact information of each individual enthusiastic homeopath was sent to a local newspaper in that area, with a WHAW press release (prepared in cooperation with PHY, the other Finnish homeopathy association)

### ***Initiatives towards individual homeopaths:***

- SHRY translated WHAW material offered by WHAO
- The member homeopaths received the material, including WHAW-logo, by e-mail
- The magazine of SHRY had an advertisement concerning WHAW, and the newsletter also had an article

### ***Other:***

- WHAW-logo was on SHRY's and PHY's web pages
- WHAW was mentioned in SHRY's calendar informing about happenings

### ***Initiatives towards political parties & deputies of the European Parliament:***

- The magazine of SHRY (containing WHAW advertisement) and a contacting letter informing about homeopathy was sent to several political parties' offices and to several individual deputies

### ***Results:***

- different kind of local happenings in Finland, organised by individual homeopaths
  - o lectures in exhibitions and book stores
  - o spreading information in shops selling natural products, and in department store's health sections
  - o "open doors" happenings in practices
- several associations and communities were also contacted, and they were offered a free lecture about homeopathy
- the chairwoman of SHRY was interviewed on radio