

Dr Elizabeth Norton PhD MA BA(hons)

Freelance Copywriter and Journalist

About me:

I am a qualified and experienced researcher, editor, copywriter and proof reader in the dental/medical field as well as within the humanities (I have a PhD in Classical and Archaeological studies). I have worked with both B2B and consumer press, online (including SEO) and print media, and have covered a wide range of topics from office supplies and cosmetic solutions to accounting and high tech medical equipment. I have an affinity for tackling the technical copy such as working with dental pharmaceutical companies on academic articles and can write varied and accessible copy on any subject.

I have previously worked as a lecturer at Kent University, where I first developed my editing skills through marking papers and tutoring students. At this time I was also completing my postgraduate studies and honing my research and literary proficiency.

During my time working as a freelance writer I have had articles and copy published in lifestyle magazines and The Guardian newspaper, as well as working to promote local musicians and charities. I am a proficient IT user and have considerable experience of interviewing people for articles as well as account handling and managing junior team members. I have a background in graphic design and illustration for small companies, as well as some web authoring experience.

Above all I have an unwavering dedication to my work. I am flexible, extremely motivated and pride myself on never having missed a deadline!

Below is a small selection of my previous work including:

- Medical/Dental
- Miscellaneous PR work including IT, Legal, Motor trade, Recruitment etc
- Charity Articles
- Newspaper/Magazine work including Music journalism, History pieces, Lifestyle and Editorial work
- Academic research

I am always happy to discuss your individual requirements, so if you are interested in my work or would like me to write a sample article on a subject of your choosing, please do not hesitate to contact me by phone or email



Dental/Medical

The Dental Directory - Advertorial

This is an advertisement

The Dental Directory: Going The Extra Mile

With a team of highly trained staff that work tirelessly for their clients, The Dental Directory is a business that truly understands customer care. Sarah Mitchell has been the Practice Manager of Forestmead Dental Practice in Horsham for seven years and has always used The Dental Directory for all her surgery needs. Here she tells us how The Dental Directory has helped her streamline her ordering with its efficient and friendly service.

"At Forestmead we have 6 dentists, 2 hygienists, a large team of nurses and reception staff and myself. We've been established for over 30 years and have built up a good reputation in the area, therefore we are very busy. Because of our hectic workload we are always looking for ways to make the surgery run

more efficiently and cost effectively."

When it comes to procuring practice equipment and products however, the Forestmead staff never has to worry about time management, because they use The Dental Directory. With The Dental Directory, any orders made are dealt with quickly and easily, leaving the Forestmead team to administer to their patients. The Dental Directory is a company with over 40 year's experience in the dental industry and a team of dedicated consultants whose job is to make things go as smoothly as possible within the practice, so Sarah knows that her ordering is in safe hands.

"One of our nurses collates information on the products we need for the

surgeries and then passes on that information to me. It's my job to find the best deals and the best suppliers and, for us, the best supplier is always The Dental Directory. The practice has used the company for over ten years and I've been working with them during my seven years here so we've built up an excellent relationship with them and have learnt to trust them implicitly."

The Dental Directory works closely with manufacturers and dentists to ensure that it always has the best products and information available, and the team has amassed an unrivalled knowledge of every aspect of the dental industry. With over 26,000 items in stock, they will either have what you need, or be able to source the item.



Louise Bartlett greets Sarah Mitchell outside Forestmead Dental

"If ever an item is out of stock we are immediately notified with a phone call and given an ETA or

offered an alternative. Having said that those instances truly are in the minority: The Dental Directory is extremely efficient and, provided you order before 4pm, products are delivered the next day."

With outstanding service and excellent prices, The Dental Directory offers a full and professional service. As the UK market leader with over a 50% share of the market, it really knows the industry and ensures that its staff, some of whom have worked for the company for over 30 years, know just as much. The Dental Directory staff are routinely given training, particularly when new products are launched, and are able to pass this information on to their clients.



Louise and Sarah discuss the latest promotions with John Pascoe, Partner at Forestmead

Dental/Medical

The Dental Directory – Advertorial Continued

This is an advertisement



Louise shows Sarah the latest offers on desktop directory

“The Dental Directory is extremely efficient and, provided you order before 4pm, products are delivered the next day.”

“In the past we have looked around at other dental dealers and were approached by a company a few years ago who suggested we move our account to them. However, even though some dealers seem to be able to offer prices comparable to The Dental Directory, none of them offer the same level of service so in the end we simply stopped looking around! A big part of what makes The Dental Directory so good for our company is our Business Consultant Louise, who is brilliant. She pops by

when she’s in the area for a chat or if we have any returns to take and comes by for a working lunch every few months. Louise often brings manufacturer reps with her to discuss new products in which we might be interested and researches everything thoroughly. I understand that The Dental Directory representatives are salaried rather than paid on commission and it really shows, as Louise never tries to give us the ‘hard sell’ or pressure us in any way. She’s always at the end of the phone

(or email) when I need her and really puts in the effort to help us with whatever we need.”

As a company truly focussed on customer care, The Dental Directory works hard to provide excellent products at great prices and with unrivalled customer service and it is this attitude and dedication, says Sarah,

that really makes them stand out from the crowd:

“The Dental Directory are friendly and caring yet manage to be professional and efficient at the same time. They work hard to make sure our stock is always in and that it’s delivered the next day and always manage to go that extra mile.”

The Dental Directory is not a large corporate concentrating on making vast profits for shareholders, but a family owned company who makes customer care its number one priority. With 40 years of excellent service already under its belt, The Dental Directory will continue to do what it does best, putting their customers first.



Louise, with the team and Gary Crosswell, Partner at Forestmead

Dental/Medical

Purple Media – Core CPD Module

Using vasoconstrictors in local dental anaesthetics

To reduce the risk of a medical emergency during invasive dental procedures, which require local anaesthetic, it is important, as a GDP, that you understand whether the anaesthetic being used contains a vasoconstrictor or is vasoconstrictor-free. **DR ELIZABETH NORTON** explains the difference between the two, as well as a third option...

AS caring professionals, GDPs have a duty to their patients, which necessitates the minimising of any potential discomfort. Naturally, the first line of defence against the pain associated with invasive dental procedures is anaesthetic.

All GDPs are aware of the risks associated with the administration of anaesthetic to a patient, and should take all due care and attention when doing so.

However, it is important for dentists to understand the differences between the various types of drug available, and this applies to local and general anaesthetics. As well as different anaesthetic agents and concentrations, practitioners need to consider whether the anaesthetic used is vasoconstrictor-containing or vasoconstrictor-free. The majority of local anaesthetic solutions contain vasoconstrictors, because many of these are vasodilators, and require something to contradict their negative effects.

Dental vasoconstrictors

Anaesthetics containing vasoconstrictors are suitable for the majority of patients. They can be extremely advantageous

as they produce a more profound and longer lasting anaesthesia. The onset of anaesthesia is also faster with vasoconstrictor-containing solutions and can reduce operative haemorrhage.

Typically, the disadvantages of using vasoconstrictors lie in the risk of an increase in side-effects, such as adverse drug interactions and alterations in cardiovascular response.

There are two types of dental vasoconstrictors available in the UK: Adrenaline (available as the brand names Xylocaine, Lignospan special, Lignocaine, Scandonest special, Septanest), and Felypressin also known as Octapressin (available as Citanest with Octapressin).

The most widely used of these is adrenaline, which has been the industry standard for many years. Adrenaline-containing local anaesthetics are largely reliable, lasting for an appropriate duration and aiding haemostasis, making them ideal for surgical procedures in which haemorrhaging is a risk.

Adrenaline

However, adrenaline is a natural substance and can have some systemic effects on patients. These effects are generally cardiovascular and

are not clinically significant in healthy patients, but can have an effect on medically compromised patients.

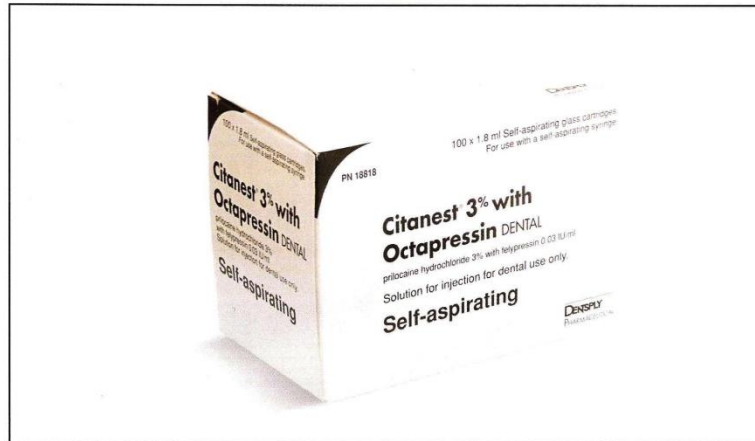
In some instances, cardiac transplant patients may experience severe tachycardia after receiving adrenaline-containing local anaesthetic. Some patients report idiosyncratic reactions, such as palpitations and a feeling of tiredness some time after the drugs are administered.

Possible adverse interactions with other drugs include increased hypokalaemia in patients taking non-potassium sparing diuretics; and a theoretical interaction with some Parkinson's drugs, as these can interfere with the first stage in the metabolism of catecholamine hormones.

As adrenaline is often administered in fairly low doses, side-effects are minimal and they are the better alternative to vasoconstrictor-free or "plain" solutions because of a superior anaesthetic profile. However, during intraligamentary or periodontal ligament anaesthesia, a higher dose of adrenaline is required in order to ensure the efficacy of the procedure. In cases where sensitivity to adrenaline is suspected, or if the practitioner simply wishes

Dental/Medical

Purple Media – Core CPD Module Continued



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to “play it safe”, Felypressin is a viable alternative.

Felypressin

Felypressin is chemically related to the posterior pituitary hormone, vasopressin, and does not contain “fight or flight” catecholamine hormones.

Whilst, at very high doses, it may cause coronary artery vasoconstriction, it has none of the cardiovascular effects of adrenaline and is therefore recommended for patients who are medically compromised, and particularly those with significant cardiovascular disease.

Felypressin is only available in combination with 3 per cent prilocaine, as Citanest with Octapressin, and is the ideal solution for GDPs wishing to use a vasoconstrictor on patients with significant cardiovascular disease or sensitivity to adrenaline.

Plain solutions

The other alternative for medically compromised patients is to avoid

vasoconstrictors altogether and use a plain solution.

Plain solutions, as in Scandonest 3 per cent plain, are helpful in cases where the patient has severe cardiovascular problems, but they are also of particular use when the local blood supply is compromised. As such, plain solutions are recommended for patients who have been treated for malignant diseases, by means of therapeutic irradiation to the jaw and particularly the mandible.

They are ideal for short procedures, but do not have as long a duration as vasoconstrictors and so may not be suitable for longer treatments.

Understanding anaesthetics

It can be difficult to negotiate the minefield of local anaesthetics in order to decide what is best for your patients.

But, given the relative merits of each one, it is suggested that you use adrenaline solutions for:

• Conventional techniques in healthy patients.

• Surgical procedures in healthy patients.

• Periodontal ligament anaesthesia in healthy patients.

Felypressin containing solutions, meanwhile, should be used for:

- Conventional techniques in people with significant cardiovascular conditions.

• Any treatment for patients with a known sensitivity to adrenaline.

Plain solutions should be used in cases of jaw irradiation and where vasoconstrictor-containing solutions are deemed unsuitable.

It is down to the individual GDP to use his/her judgement when choosing an anaesthetic for a patient, and decisions should be made only after consultation of a full and complete patient medical history.

Dental/Medical

CODE Consultancy – Ghostwritten Article

Legionella Management In Dental Practices

In 1985, 175 people were admitted to Stafford Hospital with symptoms similar to that of a severe chest infection. Of those admitted, 28 died. The cause was found to be Legionnaire's disease and the infection was traced to an air conditioning cooling tower on the hospital roof. On close examination it was discovered that the sufferers were almost exclusively outpatients, as the hospital workers themselves displayed evidence of having developed antibodies to the disease.

Legionnaire's disease is caused by Legionella Pneumophila, a variant of the pathogenic gram-negative bacterium Legionella, which thrives in temperatures of 25 - 45° Centigrade. The bacterium is particularly common in warm, damp environments such as hot tubs and swimming pools, but is most frequently found in cooling towers and air conditioning systems. Legionella has been found to be capable of travelling over 6km airborne, thus explaining the magnitude of some outbreaks (the largest recorded Legionella outbreak was in Spain in 2001 where more than 800 suspected cases were recorded).

Presenting as flu-like symptoms, which develop 2-10 days after exposure, Legionnaire's disease has a fatality rate of between 5% and 30%, although the incidence of death is considerably lowered by the prompt administration of the appropriate antibiotics.

Because of the fatality rates and potential magnitude of outbreaks, anybody who owns a business, particularly one with a large volume of transient visitors, is required by law to establish a series of protocols in order to protect against the disease, and then undergo a 'Legionella risk assessment' to prove the instigation of said protocols.

In 2002, Barrow-in-Furness suffered an outbreak that resulted in seven deaths centered on the town's art centre, after which Barrow Borough Council was sued for corporate manslaughter. The council was cleared of the charges but the case served to highlight the fact that the onus of responsibility rests firmly on the shoulders of those in charge of building representing the epicentre of the outbreak.

Dentists are particularly at risk here, with a constant stream of patients through the practice and the daily use of air conditioning systems, dental unit waterlines, tap water and compressed air. Although, like the staff at Stafford hospital, your employees may possess the antibodies to fight off the infection, your patients certainly will not and so are at seriously increased risk of illness.

Because of this risk, HTM 01-05's section on Dental Unit Water Lines states:

"In view of the expertise required in this specialized field, practices (through the Registered Manager) should engage with an external specialist to assist in meeting the recommendations given in...this guidance. This may be a locally-based engineering consultant with specialist knowledge of *Legionella* and other water-borne organisms."

Dental/Medical

CODE Consultancy – Ghostwritten Article Continued

This is in line with the Health and Safety at Work Act 1974 as well as COSHH regulations 2002, under which the majority of businesses and public use buildings are legally required to undergo a Legionella risk assessment. As the owner of your business, you are legally responsible for the maintenance of health and safety standards with regards to Legionella risk assessment, even after the assessment has been carried out, and you could be vulnerable to prosecution in the event of an outbreak.

You should therefore endeavour to determine several key factors in your Legionella management plan. A management assessment will be necessary to ascertain whether your on site employees are sufficiently well versed in the risks and management of Legionella exposure and you should put in a place a management and communication structure to control Legionella exposure within the practice. You will also need to collate the following:

- A detailed schematic of the water system
- A detailed assessment of the system's associated assets (tanks, heaters, sinks etc)
- An assessment of system usage
- Fully documented photographic evidence of any potential risk areas.

After you have assessed your current system you will need to create a priority-based list of remedial actions along with a detailed plan of how you will maintain your established procedures in the future.

Ensuring competent Legionella management is a time consuming and complex undertaking and, like so many areas of regulatory compliance, can be significantly helped by the employment of an outside agency.

Consultancy firm CODE offers a comprehensive Legionella risk assessment in conjunction with Water Hygiene Solutions, which is a certified member of the Legionella Control Association. With highly qualified staff, including a PhD qualified microbiologist, Water Hygiene Solutions and CODE offer to undertake a full risk assessment, including drawing up all necessary schematics. They will then provide your team with full guidelines on water safety procedures and all the necessary paperwork to help you maintain a complete log of your safety activities to prepare you for any inspections.

As business owners, it is vital that you maintain a high standard health and safety and be prepared for any eventuality. With the potential severity of Legionnaire's disease it is not only your legal responsibility but also your social responsibility, to ensure that every possible measure has been taken to guard against infection.

Miscellaneous PR Work

Carestream Dental – IT Article

Technological Solutions For Streamlining Your Practice

Over the past 50 years, technological breakthroughs have led to ever more sophisticated working practices and many dental teams now rely on computers for everything from appointment bookings to taking and storing X-Rays. Innovations have revolutionised the way we work, making the day-to-day running of a practice faster and more efficient than ever before, with a principal's biggest worry being the threat of a power cut.

By utilising the technology at their disposal, principals can streamline the workload of every staff member and make life easier for themselves, their team and their patients.

The Data Protection Act states that every business has an obligation to ensure all acquired data is stored in an appropriately secure manner in order to maintain confidentiality. Any business with access to NHS data is also required to comply with standards regarding the maintenance of Information Security Management Systems. In addition to this, the CQC requires proof of stringent clinical and patient data management to protect patients from receiving inadequate or erroneous treatment as a result of lost or flawed information.

However, the fact that legislation dictates compliance is only one aspect of the benefits afforded by data storage systems: the time and money spent on replacing missing information (including digital X-Rays and financial records) can be a considerable drain on a practice and so it is advisable to instigate a fail safe method of storing data.

The 'traditional' means of protecting data from loss is to use tapes, CDs or external hard drives to back up information. However, to ensure total reliability, data should be backed up every day and stored offsite; something for which very few people have time. If data retrieval is required it can be time consuming and difficult and it is important to bear in mind that hardware such as CDs can be easily damaged, lost or stolen. Backing up onto an external hard drive is a better option, as one hard drive can be used in place of multiple CDs. Unfortunately, whilst data retrieval is easier, it is still a long winded process and requires a certain level of IT expertise.

For busy practitioners, and those who would prefer to concentrate on their patients rather than their computer, the ideal option is to investigate offsite or remote data hosting. Remote hosting is an excellent option for ensuring the safety of practice data but can also be used to run applications such as Practice Management Software. With remote hosting, data is backed up automatically offsite where it is encrypted and held at a secure data centre. This means that practice information is kept safe from physical or technological failures within the practice and can be immediately retrieved in an emergency.

Miscellaneous PR Work

Carestream Dental – IT Article Continued

Once a practice's database is secure, the principal can consider how to get the most out of their Practice Management Software. The right software can increase productivity and save money by streamlining systems and taking the pressure off administrative staff.

One area in particular in which effective Practice Management Software can help is appointment booking. Electronic appointment booking can halve the time spent on the process by staff and can make things much easier for patients as well. Electronic reminders to patients reduce the likelihood of forgotten appointments and the instant reply system alerts the practice of cancelled appointments, enabling them to be reallocated. With facilities available to let patients book online and reminders sent by email or text, even busy professionals will be able to get the most out of the services the practice has to offer. Principals can capitalise on this further by sending out emails or texts advertising their latest special offers or providing patients with directions to the practice.

Once patients arrive for the appointment, an automated check-in process cuts the amount of time spent waiting or queuing at the front desk. With patients able to register on a discreet touch screen monitor, reception staff have more time answer the phones, speak to patients and complete administrative tasks.

Practice Management Software can be an invaluable business tool, facilitating everything from staff and patient records, to stock control and financial records. Detailed reports on every aspect of the business can be accessed at a moment's notice and can provide thorough evidence for compliance in the event of a CQC inspection.

The right Practice Management Software provides everything a practice needs to run as a successful business, all in one easy to use format. If this technology is maintained and automatically updated offsite, a principal can be sure that any problems are resolved quickly and without incident, leaving the dental team cool, calm and in control.

By embracing the digital age and choosing the right software, a practice can run smoothly and efficiently, leaving the dental team free to help patients, improve treatment and ensure the business is the best it can be.

Miscellaneous PR Work

Dental Gateway – HR Article

Tips On Writing Your Personal Statement

The personal statement on your CV, sometimes known as a profile or career summary, is one of the most important parts of any job application, as it allows a recruiter to quickly identify the value you can add to their practice and will act as a persuasive marketing tool that helps to secure you an interview.

A well-written statement will catch the attention of a potential employer and will make them want to read on, but you need to ensure that your personal statement is tailored to match the person specification of the job.

A personal statement often packs more ‘punch’ if written in the first person but you should be careful not to start each sentence with ‘I’ as this type of repetition sounds slightly stilted. Keep the reader interested in what you have to say by varying your sentence structure.

For example an opening statement without the opening ‘I’ could read:

“As a highly experience dental nurse working within the NHS, I have a proven track record of providing exemplary levels of care to patients in a busy environment.”

It is generally advisable to break down a personal statement into three main sections:

1) Who you are, for example: “As student from XXX College with an NVQ Level 3 in Dental Nursing, I have undertaken several internships within local dental practices. These placements have enabled me to develop not only specific industry experience, but also valuable, transferable skills such as good communication.”

2) What you can bring to the dental practice: “During my time spent at XXX dental practice, I assisted the dentists in the treatment of patients, scrupulously carrying out in house infection control procedures before, during and after surgery. I also undertook various administrative tasks, updating and filing patient records. Using excellent communication skills, I developed successful relationships with both staff and patients.”

3) Your career aim: “I am looking to secure a position in a practice where I can involve myself thoroughly in my work.”

Continued...

An example of a poorly written personal statement might read:

“Alice completed her NVQ in Dental Nursing at Wakefield College. I have undertaken several placements within dental practices. Alice is now looking to secure a position in a dental practice where I can develop my current skill set.”

The combination of using the first and third person is confusing for the reader. The text also includes few specific details about what makes the candidate different from the others and what exactly they can bring to the dental practice.

It is important to create a dynamic and readable personal statement. Do this by getting straight to the point and avoiding overly lengthy descriptions. Always match person and job specifications and proofread your statement thoroughly. Remember you are trying to sell yourself to an employer so don't be shy about your achievements. Make sure your potential new boss knows exactly what skills and attributes you can bring to a practice.

Miscellaneous PR Work

G Forces – PRs For Motoring Website (www.toomey.uk.com)

The latest addition to the Mitsubishi Shogun range is the quietest, safest and most powerful version yet. With an impressive 197bhp and an enormous 441Nm of torque, the new Shogun has increased towing capacity as well as a host of features designed for your comfort and convenience.

Bluetooth and satellite navigation systems make your trip run as smoothly as possible, while six airbags, ABS with EBD, cruise control and parking sensors give you the confidence that comes with knowing that you and your passengers are fully protected.

As well as innovative technology and a graceful yet powerful exterior, the Mitsubishi Shogun boasts an engine with best-in-class CO₂ emissions and efficiency, lowering the road tax and making it one of the most environmentally-friendly vehicles of its kind.

Whether you're braving the great outdoors or the daily school run, the Mitsubishi Shogun is your best choice for a smooth, comfortable ride.

Discover more about the new Mitsubishi Shogun at Toomey Mitsubishi in Basildon or Orsett today.

A convertible is many people's idea of the ultimate driving luxury and the Mégane Coupé Cabriolet combines that classic opulence with the practicality and performance of city car. With a spacious boot, Arkamys 3D sound system and innovative analogue and digital instrument cluster for ease of use, the Mégane Coupé Cabriolet offers all those extra touches you would expect from a top-class Renault vehicle, as well as amazing engine performance and economy built on decades of engineering experience.

Cruise control, speed limiter, and automatic parking brake and Efficient Dual Clutch (EDC) all add to the inherent safety of the vehicle, but never to the detriment of the car's aesthetics. With metallic, non-metallic and pearlescent colours available, the Mégane Coupé Cabriolet is extremely easy on the eye.

For the ultimate Coupé experience, the Mégane is fitted with a fixed wind deflector to minimise noise and air disruption. The 100% glass, electric folding panoramic roof even gives you that 'Riviera' feeling when closed.

Miscellaneous PR Work

Goodman Legal – Article

What Impact Do Employment Regulations Have On GDPs?

In 2006, the Transfer of Undertakings (Protection of Employment) regulations (TUPE) replaced the previous policies, dictated in 1981. In doing this, the government set new standards for the treatment of employees, making their position within their respective companies more secure. However, while employees can rely on the TUPE regulations to protect their jobs, employers find that these new rules can be a minefield of legal complications when it comes to buying or selling a business. In essence, TUPE protects the rights of employees when a business changes hands, ensuring that their contracts remain exactly the same as they were under the previous employer.

This article aims to guide you through the basics of TUPE, and explain how these regulations can affect dental practice owners.

In the first instance, you should be aware of when TUPE applies to the exchange of businesses. TUPE applies to what are known as 'relevant transfers', and are therefore pertinent, not just when a business or part of a business is sold, but also when work is outsourced to a contractor. Regulations also pertain to instances in which outsourced services are transferred to a new contractor and when those services come back 'in house'.

In any of these circumstances, the rights of employees are automatically transferred to contracts under the new employer. These rights include general employment rights, powers, duties, and liabilities but do not include old age, invalidity and survivors' benefits under occupational pension schemes. In this way all employee contracts remain 'intact', with the exception of those employees who object to the transfer, whose contracts are terminated on the transfer date.

All employers should therefore be aware of the following:

Any changes made to terms of employment will be deemed void if occasioned by the transfer itself or a reason connected with the transfer that is not due to ETO, that is economic, technical or organisational reasons. Similarly, the dismissal of an employee who has at least one years service may be deemed 'unfair' if it is due to the transfer itself or reasons not associated with ETO. This also applies, and can be taken to tribunal, in cases in which employees resign because of a serious breach of contract or a detrimental change to their working decisions occasioned by the transfer.

Miscellaneous PR Work

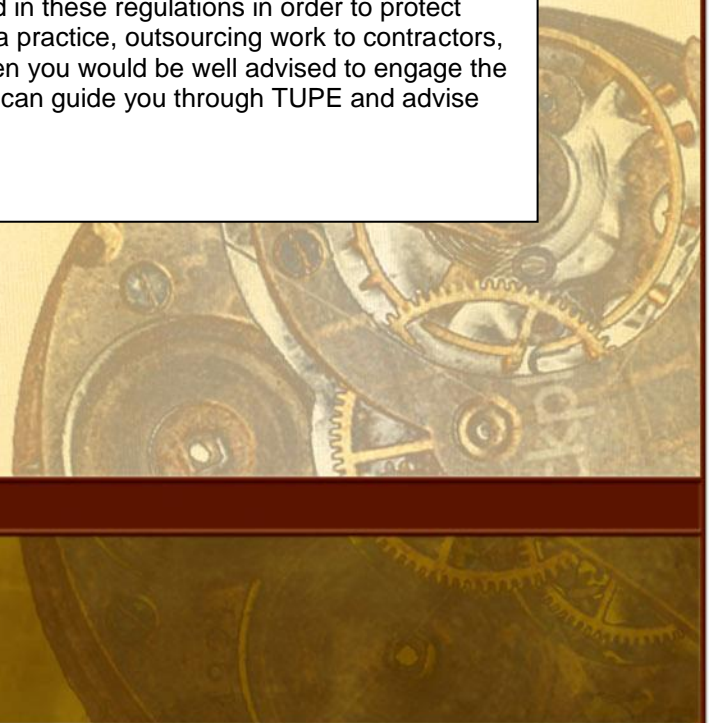
Goodman Legal – Article Continued

All these points can, of course, have far reaching consequences for the employer. When buying a business you need to be aware that any acts or omissions committed by the transferring employer will be deemed the responsibility of the new employer, making you accountable. However, sellers should note that it is the responsibility of the transferring employer to provide information on all employees (including disciplinary and grievance records) to the new employer no less than 14 days before completion of the transfer. Failure to do so can incur fees of £500 per employee in compensation to the new owner. Once in charge of your new business, complaints of unfair dismissal under TUPE regulations can be taken to tribunal and, if upheld, you may be ordered to re-engage, reinstate or compensate said employee.

All this is valuable information for those dentists considering buying or selling a practice, but how does this impact on principals with no plans for change? The key to TUPE is, as mentioned earlier, that it applies to all 'relevant transfers'. Any work outsourced is subject to these regulations, not just a practice's core staff.

For example: say you employ a marketing company to handle your advertising. If, at some point you decide to outsource your marketing to a different company, you are actually legally obliged to employ the staff from the previous company, under the same contracts as they had before. Failure to do so could lead to legal action. It is this 'loophole' that has led the regulations to be criticised, in particular by lawyers themselves. A report in the *Law Gazette* noted that TUPE regulations could prove particularly unfair to legal clients wishing to change representation and that measures needed to be taken to protect employers as well as employees. It has also been pointed out that, in the case of one business buying out another, anomalies within the regulations may lead to unjust working conditions for existing employees of the new business owner. For example, if a principal gives his existing receptionist two weeks holiday a year and then takes over the contract of a receptionist who is given three weeks a year, inequalities arise and the principal is forced to rectify the problem in favour of the new employee.

Although there are some holes in the system, TUPE exists primarily to protect the rights of employees and it is essential that GDPs be well versed in these regulations in order to protect themselves and their staff. If you are buying or selling a practice, outsourcing work to contractors, or simply desire clarification on any of these points, then you would be well advised to engage the services of a reputable and experienced law firm, who can guide you through TUPE and advise you on its effects on business owners.



Charity PR Work

Canterbury Pilgrim's Hospice – Article

We all work hard throughout our lives to ensure our financial security and comfort and we all look forward to retirement as a time when we can relax and really reap the rewards of a lifetime's efforts.

What happens then when those 'Golden' years are blighted by the ill health of a loved one or partner? When our time to relax becomes a time to work harder than ever...to be a carer? This is exactly what happened to Marion from Canterbury:

Three years ago Marion's husband was diagnosed with Parkinson's disease. The progression of the disease was quick and within two years she became a full time carer. The pressure of caring for another person is always intense, especially when the carer themselves is older, and Marion soon found that simple tasks like going to the shops became stressful, as more time away from her husband meant more time worrying about how he was coping without her.

Realising that she needed help, not just for her husband, but for herself, Marion spoke to her GP who referred her to the Pilgrim's Hospice in Canterbury. One year ago Marion's husband started attending the Hospice on Wednesdays to give her a few hours in which to attend to errands, do her weekly shop and spend time relaxing with her daughter. At the same time, Marion started attending 'carer's meetings' and even went on a six week *Caring with confidence* course an experience which, she believes, has proved invaluable.

Not only does the Pilgrim's Hospice provide her husband with a social outlet and the chance to get out of the house in a safe and comfortable environment, it also gives Marion the chance to meet people in a similar situation. One of the biggest problems facing carers is the feeling of isolation and helplessness. This isolation can lead to anxiety and even depression and having a support system in place is therefore just as important for the carer as it is for the patient, as Marion said:

"Being invited to the Pilgrim's Hospice has made a big difference in my life. Knowing that I can pick up the phone at any time for advice and support gives me a feeling of security. I go to carer's day and meet other people in the same situation...the staff are wonderful and have great empathy and understanding."

There will always be people, young and old; struggling with long term illness, but for the UK's 6 million carers, help and support can be life changing. Carers are the glue who hold together families, they are a lifeline for the people for whom they care and their wellbeing should always be a priority in order for them to continue to provide love, support and life saving care.

If you are a carer struggling to cope, if you feel that you are alone, or if you just want someone to talk to, then please make the call. You can call any of the three Pilgrim's Hospices at any time.

We are there for you.

Charity PR Work

Bridge2Aid – PR

Dental news

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Dentist couple get trekking for charity

4th May 2011



Two dentists plan to swap life at their busy London practice to climb the heights of Mount Kilimanjaro for charity.

Zaki and Dominique Kanaan will leave K2Dental in Fulham, London, for the snowy heights of Mount Kilimanjaro, 5,895 metres above sea level.

The trek is part of the Kanaans' bid to raise £6,000-plus for Bridge2Aid, a charity that provides vital free dental care, education and training in Northwest Tanzania as well as a community development programme to help the poor and disabled in Mwanza.

On top of this initial goal, the Kanaans have pledged 5% of the money they raise to help the victims of the Japanese tsunami and nuclear crisis.

Having reached the £1,000 mark by April, fundraising is already in full swing, but Zaki and Dominique still need help to reach their £6,000 goal.

Founded in the mid 1990s, Bridge2Aid has brought life changing dental care to thousands of people in Tanzania so please, give whatever you can to this incredibly worthwhile cause, and help the Kanaan's fundraising total reach new heights for Bridge2Aid.

To make a donation, please visit www.justgiving.com/zaki-dominique.



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Newspaper/Magazine Work

The Guardian Newspaper – Opinion Piece

I'll be the first to admit that I am, when it comes right down to it, a little vain. I never leave the house without first applying a liberal coating of make up and making sure I look at least presentable. The truth is that I care about what people think of me, not out of a desire to look 'glamorous' or to make men fall at my feet, but rather to let people know that I am a confident, strong and, above all, healthy 30 year old woman.

Unfortunately I suffer from Cystic Fibrosis, a genetically inherited condition that affects my pancreas and, more seriously, my lungs. Now I have no desire to use this space to bemoan my fate, I understand that the average life expectancy of someone with CF is somewhere around the 40 mark but I have every intention of bucking that particular trend. In fact I am extremely lucky; I have been relatively healthy all my life and only started to experience problems with my lungs fairly recently. Even when I'm ill I don't look ill and that, I have found, is the problem. You see I have apparently joined the ranks of the 'invisible ill' - those people who suffer from a chronic condition but who do not show many (or any) outwards signs of suffering. There are a lot of us: ME sufferers, depressives, some asthmatics and diabetics. There is even a wonderful website called www.butyoudontlooksick.com, which is dedicated to and run by people with invisible illnesses. And we are made to feel like frauds.

This situation arises, I believe, partly from those who abuse the system (the real benefit frauds) and partly from the media, but mostly from the pressure placed on the whole benefits system by recent and proposed cuts. The *individuals* in charge of distributing disability benefits are (understandably) so wary of their limited funding that they are terrified of wasting precious finances on 'false alarms' and so they pass this paranoia onto the rest of us. We are now so awash with adverts asking us to 'shop' benefit cheats and news stories about people laid off work with back problems who are spotted out dancing, that we forget why disability benefits are really there. Disability benefits are there to help improve people's quality of life. They should never be considered palliative care and yet for most of us they remain a last resort, lest we accidentally enjoy life and be labeled benefit cheats.

I recently considered applying for mobility benefits. I couldn't afford a car as I was working part time, but with my lung function at an all time low was unable to make it to my local bus stop on foot. I desperately wanted to remain gainfully employed, for both financial and emotional reasons, but was relying on lifts to get to and from the office. With all this in mind I did what I hoped I would never have to do and asked about benefits. Imagine my horror when I was advised that I would be unlikely to be successful if I could walk more than 50 feet unaided. Cystic Fibrosis, like many chronic conditions, is very much swings and roundabouts. Certainly when I considered applying for benefits I was unable to walk the requisite distance, but at present I am feeling well and can easily walk for half an hour on a good day. The form however, asked that this level of disability be the norm 'most of the time' and so it remains forlorn in my filing cabinet, waiting for the day when I no longer hold out hope for better days.

What baffles me about this approach is that it gives no provision for improvement, in fact it makes people wary of good health. Were I to be in receipt of benefits I would certainly be labeled a fraud on the basis of my appearance alone and indeed, to a lesser extent, I have been all my life thanks to my, evidently convincing, stiff upper lip.

So I remain the invisible ill. As long as I can work even part time I shall refuse benefits because I still firmly believe that there are better times ahead for me. The problem is that working 9-5 leaves me little time to take care of myself and fit in the hours of treatments necessary to keep me ticking over. Benefits should allow disabled people to live, not just survive, but this is simply not the case. In fact, from what I am able to discern from others in similar situations to myself, this is happening more and more to people with chronic illnesses such as Cystic Fibrosis.

It seems that disabled people are punished simply for being disabled and although, with the lipstick still fresh on my stiff upper lip, I am still reluctant to declare myself part of this group, I am becoming increasingly aware that there is a price to be paid for trying to live life to the full.

Newspaper/Magazine Work

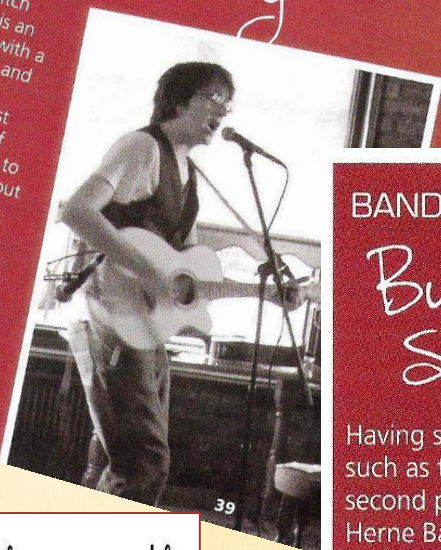
Music Journalism – Index Magazine

Band of the month: Mitch Emery

The Kent music scene is buzzing with talk of Mitch Emery who, at just 17, is an accomplished musician with a wicked sense of humour and amazing stage presence. Having just released his first EP, Emery shows no signs of slowing down and looks set to entertain audiences throughout 2012. See him at The Office Bar, Folkestone on the 1st December or watch out for the Battle of the Bands coming in January.

www.facebook.com/mitchemerymusic

Liz Norton



BAND OF THE MONTH

Burning Shapes

Having supported big names such as the Stranglers, taken second place in this year's Herne Bay Rocks competition and opened the main stage at the Herne Bay Festival, Burning Shapes are definitely a band that is going places. With their high octane indie/rock sound, they provide an energetic show that is sure to get you on your feet. Find out more at www.burningshapes.com or catch them at The Style and Winch in Maidstone on 11 November.

Liz Norton



Band of the month: SPYPLANE

Spyplane are an acoustic duo from East Kent who combine original tracks with a few carefully chosen covers to produce a sound that's both mellow and uplifting. Entertainers in the truest sense of the word, singer Sherrie Tappenden and guitarist Joe Inkpen provide audiences with a great night out and some of the best music the county has to offer. Catch them at Googies Cafe, Rendevous Street, Folkestone on 21 October 8pm-11pm and October 28, 9pm-11pm Divers Arms, Central Parade, Herne Bay. Find out more gigs at www.reverbNation.com/spyplane

Liz Norton



Acoustic duo Spyplane

Play for charity Liz Norton

Autumn is the perfect time to explore your local music scene and support the unsung (pardon the pun) heroes of the charity world. From opera to rock, this county really does have something for everybody and many of the music gigs taking place on a weekly basis are in aid of charity.

The Kent music scene is diverse and vibrant so people flock from all over the county to see bands and support their charities. The country may be facing economic crisis, but this county knows that just a few pennies from every person can make an amazing difference. We may be living in straitened times but we have the power to make change happen, no matter how small and we'll have a darn good time doing it!

Charity gigs this month, include:

Maidstone Wind Symphony in aid of Kent Wildlife Trust: 8 October 7.30 The Pilsdon at Malling Community, West Malling.

Oxjam: 24 October, 7pm) The Quarter House, Folkestone. A night of local bands coming together to raise money for the Folkestone homeless shelter. £6 entry.



Newspaper/Magazine Work

Lifestyle Features/Editorial – Verve Magazine

HOMES | VERVE



THE GREAT CHRISTMAS *cleanup* by Elizabeth Norton

A really thorough tidy up needn't be reserved for spring, and early December is the perfect time to go cleaning crazy in preparation for the festive season...

I have always felt that Christmas provides the ideal opportunity for a 'spring' clean, because moving furniture in order to accommodate the Christmas tree can afford rare access to places the duster might otherwise miss. Whilst most people will be used to the post Christmas cleanup, many will not realise how important it is to get a head start in preparation for a month in which tinsel and pine needles can make housework far more difficult.

I always try to spend a few days cleaning and straightening before even considering fishing out the decorations, so that I can keep things as organised as possible. When it comes to the festive frenzy, the best defence is a good offence and organisation is key. Don't be afraid to treat preparing for Christmas as a military operation and this includes calling in the cavalry!

A quick flick through your local phone book will give you a wealth of options for outside help including cleaning companies that cover everything from windows to upholstery. As well as enlisting the help of professionals, you can make Christmas easier by taking the opportunity to declutter. It helps to be able to clear away as much as pos-

sible to make room for seasonal necessities. Storing knick-knacks and even furniture over Christmas can make things far easier to keep clean than trying to fit Christmas decorations alongside your usual ornaments. Clearing a space in one room to act as a 'present' station can help you to wrap and store presents safely and away from prying eyes!

If you have an open fire, now is a good time to engage the services of a chimney sweep to make sure you stay safe over the winter. For those with little ones, this has the added bonus of appearing to get the house 'ready for Santa' and adds to the excitement. Finally, to give your home that festive feel, try ditching artificial air fresheners in favour of natural alternatives. A few spoons of baking soda in a bowl will absorb unwanted odours, whilst a festive room spray can be easily created by boiling water and white vinegar with cloves, cinnamon and vanilla extract.

Although it is impossible to stay completely on top of things over Christmas, having a good head start will make the New Year clean up far simpler. Join us next month to get more hints and tips on coping with the post Christmas chaos! ☑

Newspaper/Magazine Work

Beauty Features/Editorial – Verve Magazine

LIFESTYLE | VERVE

Time To SHINE

After months spent wrapping up warm and snuggling by the fire, baring all on the beach or even baring your legs on the high street can seem like a daunting prospect. However, with a few simple 'tweaks' you can get ready to step out this summer whatever your age and whatever your insecurities!

Body & Skin

Stodgy dinners and desserts almost certainly formed a big part of your winter diet but may have left you feeling less than fabulous now that summer is on its way. However, although many people feel bad for 'letting themselves go' over winter it is in fact a perfectly natural way for the body to cope with cold weather. As the weather gets warmer this process is reversed making us eat less and prompting us to choose delicious salads over fatty puddings, a trend recognised and accommodated by many local bars, restaurants and cafes, who offer great deals on summer dining.

With so much fine dining available within walking distance, you can be sure of losing those extra pounds the old fashioned way. However, should you need a little extra help getting



Barnaby's Health Club - Ashford

toned, this is the perfect time to check out your local gym for special offers on membership as summer can be a quieter time for indoor exercise.

Many gyms incorporate, or work in tandem with, beauty salons and spas that offer solutions for skin that has been left pale and dull by heavy winter layers. Slough off dead skin with an exfoliator or body brush and shave, cream, wax or epilate your way to perfectly primed pins. Get a glorious glow with any of the excellent home tanning products available on the market, or opt for a salon tan to ensure a seamless result. Always be careful to choose the right shade to avoid the 'tangoed' look and remember that too little is better than too much!

Hands & Feet

The gloves are off (literally) and what's more, the sandals are on; that means your hands and feet will be up for inspection on a daily basis and making them look and feel fantastic can be a great confidence booster. The return of summer means that pastel coloured nail polish is big news once again, but watch out for neon brights, daring metallics and classic naturals later in the year.

Popping down to the salon for a full on mani-pedi is the ultimate pampering experience for many people and many places do amazing deals, group discounts and mini treatments to suit every budget. However, remember to exfoliate and moisturise your hands and feet regularly and wear in your summer shoes gradually so as not to undo all your manicurist's hard work! ▶



Newspaper/Magazine Work

Beauty Features/Editorial – Verve Magazine Continued

LIFESTYLE | VERVE

Hair & Makeup

While blustery winds and air conditioning may have frizzed your hair over the winter, summer brings its own problems as sweaty days and sultry nights can leave your locks feeling lank and unmanageable. Now's the time to head down to your local salon to get advice on the colours, cuts and products that will keep your hair in tip top condition no matter how hot it gets.

As far as what's trending this year, long haired lovelies should consider romantic up dos such as French plaits or chignons, whilst shorter hair is the perfect match for fashion's ongoing obsession with all things 1930s. Luckily for those with little time to spare, 'wearable' hairstyles are set to make a big comeback this summer with simple ponytails, side partings and 'wet look' tousled hair all making an appearance on the catwalks.

Makeup palettes this year are exceptionally varied and there really is something for everybody however, when the temperature rises and the days get longer, the easiest way to look bang on trend is to go natural. Barely there is all the rage and minimal makeup is perfect for summer so what's easiest for you may be best for your look!



If you are feeling daring, go for small amounts of vivid colour: a streak of green on the eyes or a red stain on the lips can have a big impact, whilst smoky eyes teamed with nude lips are a timelessly classic look.

There's no point going to town on your makeup if you don't have a decent base on which it can rest so remember to take extra care of your face over summer. Many people think that they don't need moisturiser in warmer weather but this simply isn't the case. Even for those prone to oily skin and break outs, it's not a case of ditching the moisturiser but rather swapping it for one that's right for your skin. Talk to an expert to get advice on what will work for you and consider a facial to get your skin primed and your body relaxed ready for your best summer ever.



So pamper your pins, treat your toes and lavish your locks, because looking good this summer isn't about being the perfect size 8 or having a flawless complexion, it's about having the confidence that comes from knowing that you look and feel your very best. ☺

Newspaper/Magazine Work

Advertorial – Verve Magazine

HOMES | VERVE



THE END OF AN ERA



Jill Powell outside the Oyster Box

After 23 years of trading the Oyster Box, one of Maidstone's best loved independent retailers, will be closing its doors for the final time. This month Verve says thank you to a shop that has successfully combined top quality products with excellent service and family values for nearly a quarter of a century.

The man behind the Oyster Box, Fred Insole, opened his doors in 1989, naming the shop after a five star hotel in South Africa, in order to reflect the quality of the fine china, crystal and collectables sold within.

The shop quickly built up a following of loyal customers and a team of dedicated staff who, between them, have made the Oyster Box an integral part of Maidstone's shopping experience over the years. In the wake of Fred's passing four years ago, the shop's success was maintained thanks to the efforts of his wife Thelma and daughter Jill Powell, who now runs the shop in tandem with their manager Carol Binsted.

"The Oyster Box is a wonderful, fun place to work. We wouldn't have been this successful without the dedication of Carol and the rest of our fantastic team and we really

can't thank them enough."

Sadly, the Oyster Box will cease trading sometime in the middle of March (although the website will continue to run for a while, whilst the remaining stock is cleared). Jill and her mother made the difficult decision to close in order to ensure that the business goes out 'on a high' and can be remembered at its best by all those involved. Jill feels strongly that this is what her father would have wanted:

"It's time for us to move on but, rather than risk somebody taking over and changing what my Dad built, we decided to end it now and preserve the memory of what was."

The response from the local community has been overwhelming and the shop is now busier than ever, partly thanks to the closing down sale, but mostly because of the reputation of the shop, and its staff, among local shoppers and fellow businessmen.

"The support that everybody has shown has been wonderful. People are very sad to see us leave but in a way, thanks to the legacy my Dad built and the memories we created, I believe that the Oyster Box will always 'be!' 🙏"

More of my editorial work is available to view online at:
<http://www.verve-magazine.co.uk>

Newspaper/Magazine Work

History, Short Pieces – Index Magazine

Theatrical History

Canterbury's love affair with the performing arts goes back a lot further than Christopher Marlowe, as Liz Norton explains.

In AD 70-80, the Roman civitas (provincial centre) Durovernum Cantiacorum was laid out upon the site we now know as Canterbury.

Building began on a theatre in about AD90 and the structure is believed to have been sited opposite the temple precinct, so that one could be seen directly from the other.

Between AD 210-20 the theatre, like the Marlowe, underwent reconstruction on a massive scale and was rebuilt in stone and brick, to a size rarely seen in Roman Britain. The extent of the construction and the importance of Canterbury as a Roman city suggest that funding for the rebuild came directly from Rome.

Archaeologists have studied small sections of the theatre since the 19th century,

when parts of it began to be exposed by service trenches, and have determined that it was 75m across at its widest point.

Although the theatre is largely buried, take a stroll along Castle Street, Watling Street and St Margaret's Street, and you will be walking across the basis of Canterbury's theatrical roots.

Visit Canterbury Archaeological Trust at www.canterburytrust.co.uk, or the Roman Museum, Butchery Lane, Canterbury.



© Canterbury Archaeological Trust Ltd.



Canterbury's Fight For Christmas

These days we may groan at the thought of the yearly Christmas chaos, but 350 years ago England came very close to not having a Christmas at all... Liz Norton explains.

Christmas in the 17th Century was very much like it is today: people exchanged gifts, ate lavish meals and decorated their houses, whilst businesses remained closed every December 25th. However, as is often the case now, people had a tendency to get 'out of hand'.

With wine flowing and acceptable behaviour temporarily redefined, Christmas often descended into debauchery and even violence, with little thought given to religion once the morning church services had ended.

Keen to bring piety back to the festival, the protestant government of the 1640s set about establishing Christmas as a day of fasting and prayer and when Oliver Cromwell gained prominence in political circles, he became their perfect ally,

enforcing an act of Parliament that effectively 'banned' Christmas in 1644.

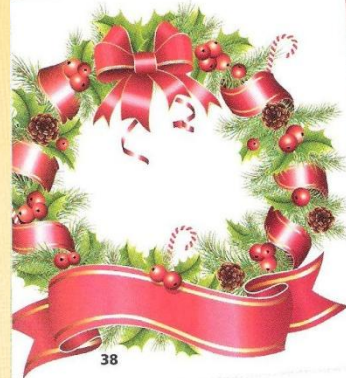
The ban was enforced from 1642 to 1660 and nowhere more so than in London, where Cromwell dispatched officials to ensure 'proper' behaviour.

However despite, or possibly because of, the extra attention paid to upholding the law in London, it was the people of Canterbury who chose to make a stand against Cromwell's Parliamentary 'Scrooges'.

On Christmas Day 1647 a large crowd gathered in Canterbury to demand the reinstatement of church services and the closure of shops and businesses for the day. In a situation that may now seem familiar the protests descended into violence and riots broke out. The rioters kept control of the city for several weeks although, rather than looting, they took to decorating the doorways of the city's businesses with holly in protest.

They were forced to abandon their cause in January 1648 but had paved the way for a surge of Royalist support throughout the county by adopting the slogan "For God, King Charles and Kent". By the following summer, large parts of the county were involved in the Second Civil War, which ultimately resulted in the Restoration of the monarchy, and of the celebration of Christmas.

Eventually, despite the associated 'festive carnage' of the Christmas period, it seems that the majority of English citizens were extremely glad to see its return.



Academic Work

Excerpt from *Doctoral Thesis* – Cambridge Scholars Publishing -
Publishing Date TBC

When it comes to *ecphrasis*, the temptation is perhaps to gloss over Ovid, after all there are only three major *ecphrases* in the *Metamorphoses* and those are all shorter than the shield of Achilles by some way – in fact: “In view of the prominence of art it is surprising that so few *ecphrases* are found: the *Aeneid* can show fully as many.”¹ I have therefore chosen Ovid as my subject because, whilst Ovidian scholarship has received a great deal of attention in recent years, there still seems to be room for a more detailed study of this particular topic. There has been a wealth of research into all aspects of Ovid’s work since the 1940s from Fraenkel’s *Ovid: a poet between two worlds*¹ and Wilkinson’s *Ovid recalled*¹ to Hardie and Boyd’s¹ companions, which cover all Ovid’s works and have illuminated the work of an author who, until fairly recently, had been discounted as a frivolous pretender to Virgil’s epic crown. More specifically: Vincent, Leach and Knox¹ have written innovative works on individual *ecphrases* from the *Metamorphoses* and Heffernan has included the poet in his extensive survey of the genre in his *Museum of Words*.¹ On *ecphrasis* and its place in antiquity, Jaś Elsner has led the way in advancing our knowledge, with his work culminating in an edition of *Ramus* dedicated solely to ancient *ecphrases*¹ and receiving renewed treatment in Webb’s recently published *Ecphrasis, imagination and persuasion in ancient rhetorical theory and practice*.¹ The study of allusion has also taken off since 1966 when Kristeva coined the term ‘intertextuality’ to denote a reader-focused approach to authorial allusion, and Ovid is a prime candidate for intertextual studies. As Myers notes, “The increasingly fat commentaries on his works reveal a greater awareness of and attentiveness to Ovid’s dense allusiveness.”¹ However, what is often neglected is the intersection between studies of Ovid’s *ecphrases* and his allusions. The tradition of *ecphrasis* as a notable topos in ancient literature stretches right back to Homer, and Ovid with his skill for parody, makes full use of the genre’s pedigree. Although little has been written on Ovid’s *ecphrases* from an allusive perspective, notable exceptions are Stephen Wheeler, whose *Imago Mundi* is ground breaking in its take on not only Ovid’s *ecphrases*, but on his *ecphrastic* approach to writing in the first half of the *Metamorphoses*, and Sophia Papaioannou, who uses an intertextual approach in her examination of the Crater of Aeneas; an episode rarely covered in detail. Ovid: “a poet utterly in love with poetry”¹ is a tantalising subject for any study of ancient literature and is well deserving of further study...

Academic Work

*Excerpt from The Blackwell Encyclopedia of Ancient History –
Publishing Date Autumn 2012*

Many Graeco-Roman goddesses are attributed some form of power over earth and fertility, and some have close connections with the earth (*see* DEMETER; CERES). However, the Earth as a deity is slightly harder to define in both myth and history. The Greek personification of the Earth is Gaia, also called Ge, and her Roman equivalent is Tellus, the Terra Mater.

Unlike that of goddesses such as Demeter, the worship and understanding of Earth deities is harder to identify due to varying opinions of their nature. Gaia is never as fully anthropomorphized as the Olympian deities and retains instead a sense of the intangible. Her worship is often more in keeping with animism than with 'traditional' Greek religious practice and references to her, particularly in the classical period, are often somewhat abstract, referring to the Earth not as a goddess per se, but rather as a natural organism and part of life.

The cult of the earth goddess is of prehistoric origin, and, as Burkert noted, "The worship of the earth...is often considered as a prototype for all piety" (1985: 175). Our earliest literary references to Gaia can be found in Homer, and from his work we may discern a mythological account of what can conceivably be called ritual practice: she is mentioned generally in conjunction with the Sun, and the pair are offered a sacrifice of a white ram and a black ewe (*Hom. Il.* 3.103). In the *Homeric Hymn to Earth* (*Hom. Hymn* 30), she is called the oldest of goddesses, and we may infer from the text that offerings were made to her to ensure a bountiful harvest. For Hesiod her role in the overthrow of Kronos is emphasized (*Theog.* 453-506), as is her function as a nurse to Zeus and all children (*Op.* 464). Historical and archaeological evidence for her worship, although scant, is widespread: examples of the worship of Gaia may be found all over the Greek world. The goddess appears to have a prophetic nature and her worship may be seen at Dodona where she is the 'Mother Goddess' associated with Zeus (*Paus.* 10.12.10). The most significant place of worship for Gaia, however, is Delphi, which was, according to myth, Gaia's oracle before Apollo usurped her position by killing the Python (a common representation of the feminine – *see* CHTHONIC DEITIES). Pausanias (7.25.13) also mentions the *Gaion* in Arcadia, a sanctuary of the Earth Goddess, whom he describes as being an ancient goddess and whose worship is presided over a priestess on whom a strict code of chastity is imposed, an idea also attested to by Pliny (*HN* 28.147)...