



GLOBAL AWARENESS

License

Creative Commons: CC BY-SA 4.0

Title: Global Awareness

Attribute To: International Institute of Bowen Studies

Permissions: www.bowenstudies.org

Free to Share and Remix (adapt)

Under the following conditions – Attribution and Share Alike



VISION

Advance awareness, understanding and credibility of the Bowen Technique and it's broad application to improved health-care outcomes.

The Bowen Technique is reasonably well represented in **thirty one (31) countries**.

By that we mean the '*majority*' of the population lives within **250 miles or 4 hours** of a Bowen Practitioner. Obviously, in geographically large countries (USA – CAN – AUS) there will be exceptions to this premise.

The population of these 31 countries totals '*almost*' a **BILLION** people.
[This does not include five (5) other countries (population 2.0 Billion) where there are a small number of Bowen Practitioners.]

How many of these people have been exposed to the Bowen Technique?

While it's impossible to accurately answer that question, a couple of calculations may be made:

Say 10,000 active practitioners (approx. 20% of those taught)
with say 500 clients each = 5.0 million people (0.50% of a Billion)

The Institute has seen 2,000 clients (predominantly USA-CAN) of which approx. 2% had previously heard of or experienced Bowen = 20.0 million people (2.0% of a Billion)

The inference being that between **5-20 million**, of a potential pool of a Billion people, have been exposed to the Bowen Technique.

Therefore approximately **980+ million** people, having reasonable access to a Bowen Practitioner, have ***neither heard of nor experienced*** the Bowen Technique.

It is the intent of the Institute to make the Bowen Technique more widely available to those populations with existing access to Bowen Practitioners.

