

2030 Research Strategy

Executive Summary

**Empowering Shiatsu
through Evidence**



Executive Summary

Our Vision

To achieve NHS and Advertising Standards Authority (ASA) recognition for Shiatsu as an evidence-based complementary therapy effective for physical, emotional, and mental health.

Evidence Base Development

- Compile existing scientific research on Shiatsu
- Generate robust new evidence targeting key NHS health challenges (e.g., chronic pain, stress, anxiety, cancer-related conditions, and long Covid)

Public and Professional Recognition

- Raise public awareness and understanding of Shiatsu's health benefits.
- Integrate Shiatsu into NHS healthcare pathways.
- Ensure Shiatsu practitioners meet the ASA's evidence-based advertising standards.

Member Empowerment

- Equip Shiatsu practitioners with research tools, training, and resources.
- Engage members actively in research and advocacy.

The Strategy in Action (2025–2029)



Year 1: Baseline Development and Research Capacity Building

- Establish a database of existing Shiatsu research.
- Conduct surveys to identify priority health issues and establish baseline data.
- Build academic and healthcare partnerships, and establish platforms for research collaboration.

Year 2: Launch Collaborative Research and Small-Scale Studies

- Launch small-scale case studies addressing NHS priority health conditions.
- Increase public engagement through participation in conferences and events.
- Identify funding opportunities for larger-scale research

Year 3: Analyse and Disseminate Initial Findings

- Publish initial findings in peer-reviewed journals and at national conferences.
- Prepare and submit funding proposals for more extensive research.

Year 4: Expand Research and Advocacy

- Conduct larger studies (cohort studies), including cost-effectiveness analyses
- Launch advocacy campaigns for NHS and ASA recognition
- Provide practitioners with evidence-based marketing tools.

Year 5: Consolidate Research and Promote Public Awareness

- Execute a nationwide public awareness campaign highlighting research outcomes
- Aim for NHS clinical guidelines inclusion and ASA approval for broader advertising claims.
- Plan strategically for future research sustainability and ongoing practitioner engagement.

Monitoring & Evaluation

Regular monitoring by the SSUK Research Committee will ensure strategy adaptability, relevance, and effectiveness throughout the five-year period.



Empowering Shiatsu through evidence.

Shiatsu Society UK

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**For detailed information or collaboration opportunities,
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