

017-1981
Richard K. Taylor
Feb. 17, 1981

For immediate release

Pronunciation note: Elkind
rhymes with kind (as in
relatives).

Hypnosis and aging topic

for WLU public lecture March 2

Dr. Leonard Elkind of San Francisco, a pioneer in the use of hypnosis on the human aging process, will give a public lecture on hypnosis and aging at Wilfrid Laurier University March 2.

He will speak at 7:30 p.m. in Room 1E1, the main lecture hall in the arts building, University Avenue. Earlier in the day he will speak in several university lecture sessions.

Nearly a decade ago Dr. Elkind made the first formal demonstration of the effect of group hypnosis on the human aging process. He is considered a leader in what many consider the first generation of applied gerontologists. Gerontology is the study of aging.

He has led workshops on the enhancement of learning, weight loss, smoking, addiction, and self-hypnosis.

His more recent posts include director of the American Clinic of Hypnosis in San Jose, Cal., and workshop coordination for professional in-service training in San Francisco.

Dr. Robert Morgan, chairman of psychology at Laurier, said Dr. Elkind's lecture is the final in a series on gerontology, sponsored jointly by the university's committee on applied gerontology and the continuing education division, with support from the arts and science faculty and Waterloo Lutheran Seminary.

Dr. Morgan pointed out that Wilfrid Laurier University's longstanding concern with the practical application of research to human problems, as exemplified by strong graduate programs in business, social work, and social-community psychology, is helpful in supporting the development of practical applications of aging research (applied gerontology) on campus.

This series is one way of sharing important information with the community.