



Press Release

For Immediate Release

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EFFECTIVE FEAR OF FLYING TREATMENT

Cognitive Behavioral Therapy, the method most therapists are trained in to treat anxiety and phobias, may not be helpful for fear of flying. It can't help people who are not highly introspective. It doesn't work for people whose feelings arise too rapidly for cognitive tools to keep up.

Since we are not born with the ability to calm ourselves, we learn to memorize steps to soothe and calm us from caregivers. Even the most loving and caring parents or caregivers vary in the ability to effectively assure the child. As a result, few of us get an optimal ability to calm ourselves.

Past the "carefree" teenage years, when we tend to think bad things only happen to others, and as we mature, we realize something can happen to us. So, when dealing with uncertainty, we then turn to strategies to keep anxiety under control. The strategies typically involve control and escape.

Control:

We depend on control of situations to avoid anxiety. For example, when driving a car, we believe we can make everything work out alright. Though driving is not as safe as flying, we feel safer because the wheel is in our own, not someone else's, hands.

Conquer Fear of Flying

DVD. CD. MP4. MP3. Live Chat.

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Escape:

We feel that if we cannot control the environment or situation, we escape by avoiding it. Though backup systems provide greater safety in a plane than is available in a car, the systems are not as real to a passenger as a steering wheel is in the hands of a driver.

Since the backup systems are not concrete enough to make passengers feel safe, many try to escape psychologically by keeping their thoughts elsewhere throughout the flight. If, due to turbulence, the person cannot keep the flight out of mind, there is no way to keep feelings under control. When anxiety arises, the ability to think clearly enough to use cognitive tools disappears --- and terror results.

Fortunately, there is a way to control feelings that does not depend on cognitive techniques. This is done by linking the memory of a moment that produces oxytocin, the hormone produced during moments of attachment and touch, as with an infant and child, to the various things that happen on a flight. Oxytocin shuts down the amygdala, the part of the brain that triggers the release of the hormones that cause fear. Once the links are established between an oxytocin-producing moment and troublesome moments of flight, high anxiety and panic are automatically controlled. To establish the links, a person follows a step-by-step process of linking sequences shown on video available at www.fearofflying.com.

If you would like more information, or to schedule an interview, please contact us 800-332-7359 or email info@fearofflying.com

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