

Complementary and alternative health care approaches

- complementary and alternative health care approaches
 - reasons for growth of complementary and alternative health products and services
 - range of products and services available
 - how to make informed consumer choices
- critically analyse complementary and alternative health care approaches by exploring questions such as:
 - how do you know who to believe?
 - what do you need to help you make informed decisions?

Reasons for growth of complementary and alternative care approaches

- Due to increased public health education and ease of access to information, Australians are now much more health conscious and aware of the different treatment options available.
- In a 2005 survey of over 1,000 Australian adults, 68.9% of those interviewed used at least one of the forms of CAM (Complementary and Alternative Medicine) and 44.1% visited a CAM practitioner.

Reasons for growth of complementary and alternative care approaches (cont)

- The estimated number of visits to CAM practitioners by adult Australians in the 12-month period was 69.2 million, which was almost identical to the estimated number of visits to medical practitioners (69.3 million).
- Australian research has revealed that females and those with higher levels of education are more likely to use CAM therapies.

Reasons for growth of complementary and alternative care approaches (cont)

- There has been a significant increase in the use of CAM treatments in recent decades in Australia which has been driven by increased globalisation, multi-cultural influences and social trends.
- The main reasons for increased popularity of these therapies include:
- CAM therapies are promoted as a 'holistic' treatment
- Increased choice of treatment options allows people feel more in control of their health

Reasons for growth of complementary and alternative care approaches (cont)

- High rates of migration to Australia has resulted in exposure to more traditional therapies
- WHO has endorsed the use of certain CAM treatments
- Conventional medicine has not proven effective for certain individuals or conditions
- More training and study options has led to a big increase in practitioners trained in these therapies

Reasons for growth of complementary and alternative care approaches (cont)

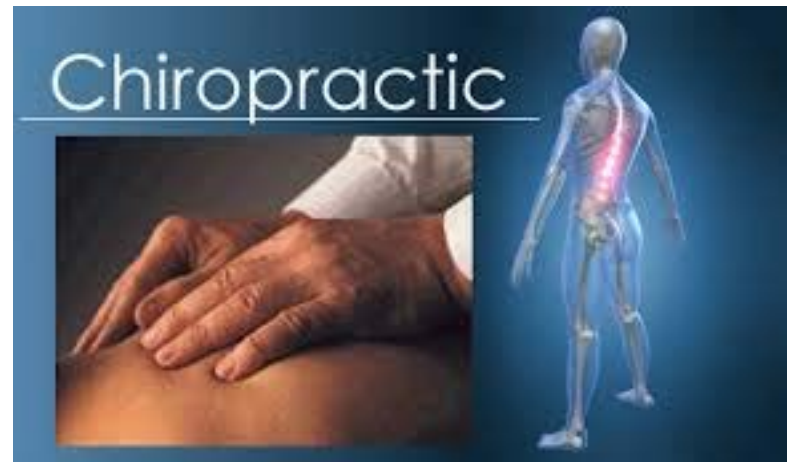
- Many of these treatment options are designed to prevent illness where conventional medicine is largely reactive and focused on treating illness.
- Improved access to information which allows consumers to make an informed choice
- Recognition of the widespread use of CAM by the rest of the world

Reasons for growth of complementary and alternative care approaches (cont)

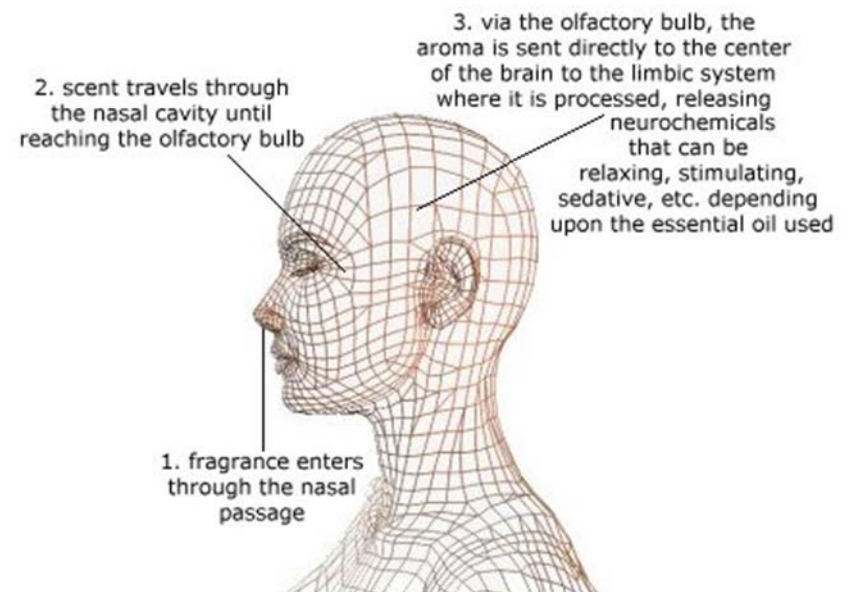
- Greater regulation from government
- Increased recognition of CAM from private health insurers

Range of products and services available

- <https://www.youtube.com/watch?v=-meEBKMm9Y8> (3mins alternative and complementary)
- Acupuncture
- Aromatherapy
- **Bowen Therapeutic Technique** (Bowen is a holistic remedial body technique that works on the soft connective tissue (fascia) of the body. Bowen therapy can be used to treat musculoskeletal or related neurological problems including acute sports injuries and chronic or organic conditions. It is gentle and relaxing and does not use forceful manipulation.)
- Chiropractic
- Herbalism
- **Homeopathy** (Homeopathy is a 200-year-old form of alternative medicine that claims to stimulate a healing response and strengthen the body's ability to heal itself. Those who practice it claim that it is a holistic system of medicine based on the theory of treating 'like with like'. It claims to stimulate the body's own healing response to disease, using specially prepared, highly diluted preparations.)
- **Naturopathy** (Naturopathy is a holistic approach to wellness. Naturopathy treats each person as an individual and supports the whole person to live a healthy lifestyle. The foundations of naturopathy are based on the importance of a healthy diet, clean fresh water, sunlight, exercise and stress management.)
- **Osteopathy** (Osteopathic philosophy gives a holistic approach to health and stresses the importance of the musculoskeletal system in a person's health and well-being. The aim of treatment is to support the body's self-healing capacity.)



How Aromatherapy Is Processed



How to make informed consumer choices

- Despite increased public awareness and acceptance of CAM treatments, many treatment options which are promoted as cures lack any quality evidence that they are effective.
- These services are often endorsed by people wanting financial gains and are promoted as special offers or money back guarantees.
- <https://www.youtube.com/watch?v=HMGIbOGu8q0> (Mitchell & Webb comedy 2mins)
- BEWARE! Watch out for a “QUACK”! (Common elements of general quackery include [questionable diagnoses](#) using [questionable diagnostic tests](#), as well as alternative or refuted treatments, especially for serious diseases such as [cancer](#). Quackery is often described as "health fraud" with the salient characteristic of aggressive promotion.)
- <http://scienceblogs.com/insolence/2011/02/08/another-teen-endangered-by-alternative-m/> Article: Another teen endangered by “alternative medicine”

How to make informed consumer choices (cont)

- Are they a member of the Australian Natural Therapies Association?
- What is the evidence that the treatment offered is effective?
- Can it be used to compliment conventional medicine?
- What is the cost of the treatment?
- Regulation and standardisation of the various CAM therapies has always been an issue and for many of these therapies there is still no regulatory body in place.

How to make informed consumer choices (cont)

- Certain forms of CAM have been identified by the WHO to be effective and valuable treatments and include acupuncture, chiropractic and osteopathy treatments – all of which have specific university courses dedicated to them.