

Lecture Outline: Alternative Medicine

Introduction

1. Chiropractic & Osteopathy
2. Homeopathy
3. Deepak Chopra
4. CAM – Profiles of Use
5. The Future of CAM

Introduction:

- 1960s on - shift to alternative health strategies in western world
- 1997- 42% Canadians use alternative therapies (CAM)
- 1996-7 \$1.8 billion spent in Canada on CAM

Introduction:

- 1999 – CAM in Canada: chiropractic, relaxation techniques, massage, prayer, herbal therapies, special diets, folk remedies, acupuncture, yoga, homeopathy
- expansion of CAM education
- approximately 12,000 Canadian CAM therapists + undocumented, unregulated therapists

CAM in Canada

Table 2

The use of health care providers in Canada, 1996–97^a

Health care provider	Population (%)
Conventional doctor	88.60
Chiropractor	8.10
Massage therapist	2.30
Acupuncturist	0.90
Homeopath/naturopath	1.10
Relaxation therapist	0.04
Herbalist	0.40
Reflexologist	0.20
Spiritual healer	0.04
All other alternative health care providers	0.05
Any alternative health care provider	4.80

^a *Source:* NPHS, 1996–97.

CAM: International Stats

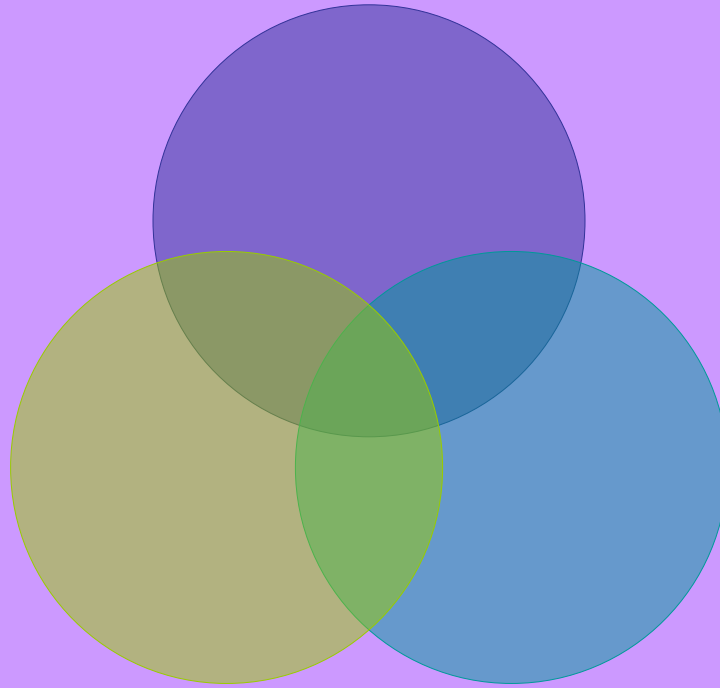
Table 1

A summary of studies of use of alternative medicine therapists

Country	Use of alternative therapy (%)
US	46.3
US	40
Denmark	10
Finland	33
Australia	49
Israel	6
Rural Alberta, Canada	32.3
Canada	15

- Acupressure
- Acupuncture
- Aromatherapy
- Astrological Healing
- Bagua
- Chinese Herbal Medicine
- Chiropratic
- Christian Science
Medicine
- Creative Visualization
- Crystal Healing
- Ear Candling
- Faith Healing
- Fasting
- Feldenkrais Method
- Herbal Medicine
- Homeopathy
- Hypnotherapy
- Iridology
- Massage
- Meditation
- Midwifery
- Naturopathy
- Osteopathy
- Psychic Healing
- Reflexology
- Reiki
- The Results System
- Therapeutic Touch
- Vitamin Therapy
- Yoga

Lay



Regulated

Unregulated

CAM & PLACE

“Chiropractic is the science which concerns itself with the relationship between structure, primarily the spine, and function, primarily the nervous system, of the human body as the relationship may affect the restoration and preservation of health.”

Ontario Chiropractic Association

Chiropractic

- disease due to skeletal maladjustments
- holistic
- 1960s-80s suppressed by AMA from the 1960s-1980s
- 5,000 chiropractors in Canada - 1/2 in Ontario

Homeopathy:

- Dr Samuel Hahnemann, German physician
- strong in Europe, Central & South America, India
- patient observation & principle of 'similars' to stimulate body's ability to heal itself
- material medica: 'provings' of 1,500 medicinal substances

Aconite

Allium

Aloe

Ambrosia

Apis

Arnica

Belladonna

Bellis

Bryonia

Calcarea

Calcarea phos.

Calendula

Cantharis

Carbo veg.

Chamomilla

China

Coffea

Cuprum

Euphrasia

Ferrum phos.

Gelsemium

Hepar sulph.

Hypericum

Ignatia

Kali bichrom.

Kali carb.

Lachesis

Ledum

Lycopodium

Natrum mur.

Nux (Vomica)

Phosphorus

Pollens Canada

Pulsatilla

Ranunculus

Rhus tox.

Ruta

Sepia

Silicea

Staphisagria

Sulphur

Urtica

Deepak Chopra:

- holistic new age guru – author of 25 books, 100+ video & CD titles
- Educational Director of Chopra Centre for Well Being, California
- Biomedicine ⇔ Ayurvedic medicine, ⇔ positive thinking & “quantum healing”

“I am dedicated to sharing laughter, joy, abundance, and freedom that comes from access to the infinite ocean of energy and creativity that we carry within.”

Deepak Chopra

CAM – Profiles of Use

- Age profile: 30-50 years
- Gender profile: female
- Racial profile: Caucasian
- Introduction
- remedy for specific problem ⇒ drawn into network
- alternative health ideologies; control; personal responsibility

“I started to use natural medicines like Echinacea and golden seal and mega-dosing on vitamin C. It was through friends of mine at school who just knew about stuff. Like they’d educated themselves or had known people and so forth. It was all through a network of friends that I got started.”

“Scott” in J. Low, *Using Alternative Therapies*, 2004

“Use should not be seen only as a resort for passive, victimized refugees from the biomedical system (women, chronically or terminally ill people), but also as a means of asserting an identity, of maintaining control & power over the self & decisions made about the body, or exploring out of curiosity.”

Wiles & Rosenberg

CAM & Personal Identity:

- **biomedical vs CAM discourses**
- **“therapy culture”**
- **health consumption/consumerism**

CAM & Biomedicine: Emerging Models?

Critiquing CAM:

- equity & commercialization
- limits to access
- “blame the victim”
- reductionist model of disease causality

The Future of CAM:

- CAM at Canadian medical & nursing schools - 38% offer CAM courses
- 1997 majority - CAM should be covered by provincial health care
- Canadian government funding studies in CAM, i.e. Calgary Research Centre for Alternative Medicine

The Future of CAM:

- **concern about costs**
- **efficacy testing by standard randomized control trial (RCT) problematic**
- **allopathic vs alternative paradigms**
- **biomedical resistance to CAM**