

4th European ANME Symposium "CAM in Europe – quo vadis?"

The Role of CAM in the Public Health Sector

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OUTLINE

- EPHA revisited: An overview
- EPHA & CAM: mutual gains
- What future role for CAM? Seizing opportunities



WHO ARE WE?

The European Public Health Alliance (EPHA) is a **Brussels-based network** representing the public health community throughout Europe.

We cover EU Member States, applicant and candidate countries and beyond.

EPHA is a **change agent** – Europe's leading NGO advocating for better health.

A dynamic member-led organisation – our **diversity** is our strength



WHAT IS OUR VISION?

Strategic Plan 2011-2015

"Our vision is of a Europe with universal good health and well-being, where all have access to a sustainable and high quality health system: A Europe whose policies and practices contribute to health, both within and beyond its borders."

This implies:

- Good health and well-being regardless of socio-economic status
- EU institutions that are accountable and accessible
- Transparent policy making with real opportunities for stakeholder input
- Public health as a priority & addressed in all relevant policy areas and legislation



WHAT IS OUR MISSION?

Strategic Plan 2011-2015

“Our mission is to **bring together** the public health community to provide thought leadership and **facilitate change**; to **build public health capacity** to deliver equitable solutions to European public health challenges, to improve health and reduce health inequalities.”



WHAT ARE OUR VALUES?

Equity

Sustainability

Diversity

Solidarity

Universality

Good governance



WHY DOES EPHA DO IT?

Why advocacy?

Change is at the core of public health.

Policy is influenced by many different actors and interests:
inconsistent policy-making often leads to poor health outcomes.
Advocacy is a public health intervention, taken at government level.

Why EPHA?

It is an NGO – a *legitimate* and *credible* civil society partner – but with an evidence-based approach to influencing and advocacy

Policy-making is *emotional* and not *rational*, so needs specialised communication skills to influence decisions

We see advocacy as a *professional* public health *competency*!

WHO ARE OUR MEMBERS?



European Level

Associations

Organisations



National level



Voluntary groups



Regional Level



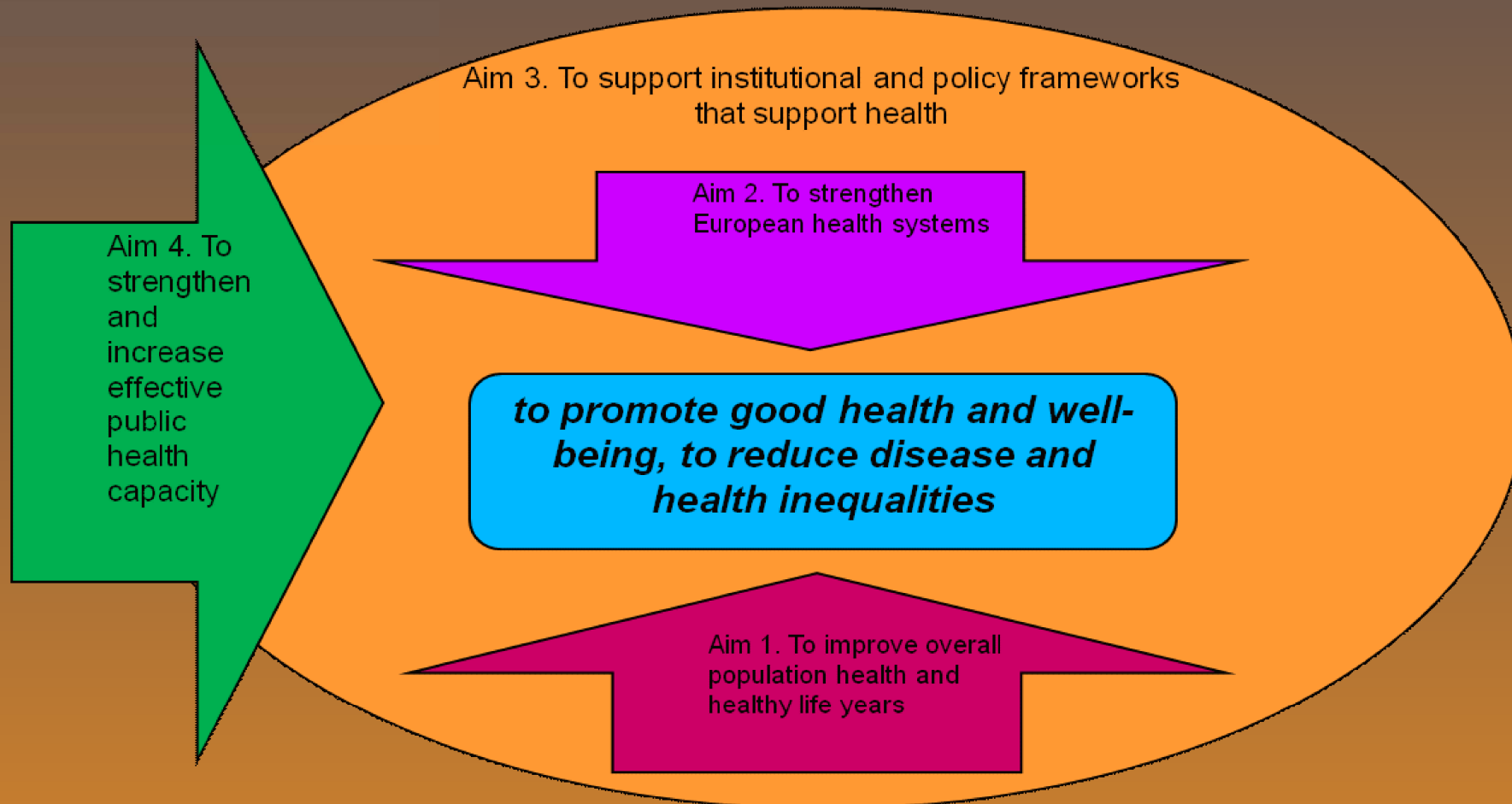
EPHA & CAM

- CAM organisations currently represent about 15% of EPHA's membership. CAM members are represented on EPHA's Board (Executive Committee) and Governance Working Group.
- EPHA works towards compromise: we strive to create a "sensible middle ground" to influence policy. EPHA filters out issues of common concern to the public health community, including CAM & traditional practitioners
- We encourage a "united voice" so that CAM-related policy issues can be effectively promoted at European level & a mentality change can be brought about
- CAM's values and its focus on prevention, self-responsibility, and flexibility (amongst others) mirror EPHA's priorities



CORE ACTIVITIES

- Professional health advocates / lobbyists
- Advocacy – bringing evidence to policy makers and influencing decision-making for good public health outcomes
- Political context – EU and increasingly national
- Public health "rep" in official political processes
- Relationships with WHO (and UN) – OECD – World Bank – Council of Europe – Think Tanks – Foundations





WHAT DO WE WORK ON?

Target groups (population health)

- Children (neonatal & pre-school – 80% of interventions effective at that age!)
- Older people
- Gender
- Excluded groups (LGBT, race/ethnicity, socio-economic, migrants, etc.)



WHAT DO WE WORK ON?

(Strategic Aim 1)

Health determinants & inequalities

- Improve conditions for neonatal & pre-school children's health
- Improve conditions for good diets & healthy food
- Reduce harm from addictive and harmful substances and behaviours
- Improve conditions for good mental health & well-being
- Foster a health-promoting physical environment, including climate change



HEALTH SYSTEMS

Managing the Patient Journey

- Healthcare
- Health professionals
- Health tools





WHAT DO WE WORK ON?

(Strategic Aim 2)

Health Systems

- Improve conditions for neonatal & pre-school children's health
- Support a well-trained and skilled health workforce, with appropriate tools to deliver better health outcomes and promote health
- Support the delivery of patient-centred care, including high quality healthcare & health-promoting services
- Tackle health threats from communicable diseases, including well-prepared health services



EU SYSTEMS

Creating a health-friendly EU environment

- EU Institutions
- EU Legislation and Policy making
- EU Processes





WHAT DO WE WORK ON?

(Strategic Aim 3)

EPHA's added value!

- Foster a health-promoting economic framework
- Foster a health-promoting social framework
- Support a health-friendly research and innovation agenda
- Support good governance and policy coherence to support health outcomes



POLICY ISSUES RELEVANT TO CAM

(1)

health determinants/health systems

- Disease Prevention (esp. chronic)
- Health Promotion (well-being agenda)
- Patient-centred, quality healthcare
- Patient rights & choice
- Economic gain & productivity
- Healthy ageing / demographic change
- Cross-border health services, patient mobility
- Health workforce: mutual recognition of qualifications, professional regulation, legal right to practice CAM
- Patient safety (vs. internet)
- CAM as 'new technology' & EU *eHealth* agenda
- Research & innovation
- Mental health
- Palliative care



(POLICY) ISSUES RELEVANT TO CAM (2)

health determinants/health systems

- Health inequalities: access to CAM for disadvantaged groups
- Patient – practitioner relationship
- Availability: not enough qualified practitioners
- Restricted access to CAM products
- Quality (standards, information, guidelines)

To resolve the CAM question at EU level requires a
PARADIGM SHIFT towards a holistic, integrated approach to
healthcare



HOW DO WE ACHIEVE IT?

(Strategic Aim 4)

Strengthen & increase effective Public Health Capacity

- Acting as an information broker
- Providing knowledge & support
- Developing cooperation & partnerships for action
- Strengthening EPHA's functioning & governance



HOW DO WE WORK?

Information filter & dissemination: acting as a relay

- Daily information help desk
- Website (including members' only section)
- Electronic newsletter
- E-Alerts
- News lists
- Meeting minutes
- Press releases
- Policy briefings
- EU reports
- Social media tools (Twitter, Facebook, RSS, etc.)



HOW DO WE WORK?

Coordinated actions: Working together for better health

- Internal consultations- formulation of common policy proposals and positions
- Advocacy strategies developed in various EPHA internal settings
- Coalition building – raising awareness amongst health and non-health partners
- Close work with European Parliament – expert voice
- Close work with European Commission – trusted partner
- Influencer – working with other institutions/partners to ensure a greater priority for public health



What role for CAM in Europe?

Opportunities

- Increased CAM uptake by patients across EU (70% of citizens), high satisfaction, variety of use
- "Consumers" & healthy lifestyles: CAM emphasizes physical activity, nutrition, stress reduction
- Demographic change: older people have high expectations, migrants
- Cost effectiveness in times of austerity & health cuts!
- Increase in research & training programmes at all levels
- Develop appropriate research methodologies for CAM (FP8, etc.)

Threats

- Health not an EU priority: see Lisbon Strategy, EU2020
- Changing priorities at decision-making level (?) - uncertainty over health funding in general
- Lack of regulation will maintain the status quo & delay change
- Structural dimensions & stereotypes hard to break
- Advocacy: high level allies are advantageous



What role for CAM in Europe?

- 1997: EP called on the EC to act on CAM but still no coherent strategy: subsidiarity principle prevails despite increased activity / interest at EU level
- Advancements: Directive on food supplements, EP interest group on CAM, EC stakeholder dialogue, EMA workshops, 7th EU Framework Programme research project funding
- 2010: €1.5 million EU funding for CAMbrella project: pan-European research network including 16 partner institutions from 12 EU countries (FP7)
"To enable meaningful reliable comparative research and communication within Europe and help to create a sustainable structure and policy for CAM in Europe" (Roadmap for future CAM research & consensus on terminology, practice etc.). EPHA is partner in the advisory committee.
- EU health programme calls to include CAM and conventional medicine – CAM fits well into health promotion and consumer protection agenda
- Demonstrating *similarity and complementarity* in treatments & methodologies
- Commissioner Dalli's commitment to patient-centred care & innovation (...)



What role for CAM in Europe?

- Achieving policy change:
Identifying health benefits not just in SANCO policy areas
- Representing individual choice, openness and diversity
- Filling a need: the expertise and legitimacy factor, the rise of interdisciplinary thinking
- Watchdog role – balancing big economic interest and the ‘stakeholder approach’





"Health in all Policies"

1/2

- **DG Health and Consumer Protection** (public health, food safety, animal health, monitoring of health, tobacco, nutrition and alcohol policies)
- **DG Environment** (chemicals, pesticides, soil, air and water pollution, bio-diversity, climate change, nature reserves)
- **DG Employment and Social Affairs** (health and safety at work, combating discrimination and poverty, maternity and parental leave).



"Health in all Policies"

(2/2)

- **DG Internal Market**, (Recognition of professional qualifications, Working Time Directive, Services Directive)
- **DG Competition**, (approving mergers eg; Pharma companies)
- **DG Agriculture**, (Common Agriculture Policy - CAP)
- **DG Development**, (EU is the largest source of overseas aid)
- **DG Education, Culture and Youth**, (sport, youth policies)



Thank you for listening – your
questions and comments please!

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