WEBINARS SERIES ON PRIMARY HEALTH CARE

Webinar 5:

Integrated, Equitable, and Inclusive Health Services: The Role of Traditional and Complementary Medicine in the Region of the Americas

Tuesday, November 21, 2023, 10:00 - 11:30 a.m. (EDT)

Background

The Alma-Ata Declaration recognized the importance of Traditional Medicine in Primary Health Care (PHC), which was reaffirmed by the Astana Declaration and the UN General Assembly political declaration on universal health coverage. The 62nd World Health Assembly recommended that the WHO continues guiding countries on integration of Traditional and Complementary Medicine (T&CM) into health systems, “especially to promote, where appropriate, the use of traditional/indigenous medicine for primary health care, including disease prevention and health promotion.” Most recently, the 2023 approval of the World Health Assembly resolution on the Health of the Indigenous Peoples and the Gujarat Declaration of the first WHO Traditional Medicine Global Summit in August highlighted the need for accelerating the harnessing of the potential contribution of T&CM to health, wellness, and people-centered health care.

PAHO has been a leader in the recognition of the rights of Indigenous Peoples to the protection of their health traditions and cultural identity. The launching of PAHO’s Health of Indigenous People’s initiative in 1993, followed by PAHO’s Ethnicity and Health Policy (2017) and its Strategy and Plan of Action on Ethnicity and Health 2019–2025 have advanced the institutional mandates for recognizing ancestral knowledge and T&CM. These instruments, along with PAHO’s Universal Health Strategy call on the need to respect traditional medicine to enhance access to and rational use of safe, effective, quality medicines and other health technologies, urge Member States to consider the connection between ethnicity and health and to promote an intercultural approach that will contribute to advance towards Universal Health.

Similarly, PAHO’s high-level commission Universal Health in the 21st Century: 40 years of Alma-Ata recommended “reorienting a biomedical care model toward a PHC-based model involves strategies that put people and communities at the center, and that incorporate ancestral traditional medicine, complementary medicine, and interculturalism.”

In the Americas Region and across the globe, Member States continue to recognize the need to develop a cohesive and integrative approach to health care that allows governments, health care practitioners, and, most importantly, those who use health care services to access T&CM in a safe,
respectful, cost-efficient and effective manner. T&CM, of proven quality, safety, and efficacy, contributes to the goal of ensuring that all people have access to care.

**Objectives**

1. To raise awareness of existing PAHO/WHO frameworks and mandates on T&CM and Intercultural health in the context of PHC, and their importance for integrated, people-centered health systems and services.
2. Communicate the outcomes of the first WHO Traditional Medicine Global Summit recently held in India and the ongoing development of the new WHO T&CM Strategy.
3. Engage policymakers, health care leaders, health and care workers, patient organizations, civil society, and other stakeholders in efforts to adequately understand T&CM’s role and potential within PHC for safe, quality health care.
4. Advocate for enhancing the visibility of existing evidence that supports the use of safe and effective T&CM interventions in PHC and the adoption of policy actions to harness the potential contribution of T&CM to health, wellness, and people-centered health care.

**Preliminary Agenda**

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<th>Topic/Questions</th>
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<td>10:00</td>
<td><strong>Moderator:</strong> Jonás Gonseth, Quality in Health Services and Systems Advisor, PAHO/WHO</td>
<td>Opening</td>
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<td><strong>Co-Moderator:</strong> Sandra Del Pino, Cultural Diversity Advisor, PAHO/WHO</td>
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<td>10:05</td>
<td>Video Greetings, Dr. Jarbas Barbosa, Director OPS/OMS (TBC)</td>
<td>Institutional video greeting and director’s message</td>
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<td>10:10</td>
<td>James Fitzgerald, Health Systems and Services Department (HSS) Director, PAHO/WHO (TBC)</td>
<td>Welcome remarks, and overview of PAHO/WHO institutional frameworks and mandates on T&amp;CM</td>
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<td>Gerry Eijkemans, Social and Environmental Determinants for Health Equity Department (DHE) Director, PAHO/WHO (video recorded)</td>
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<td>10:20</td>
<td>Geetha Gopalakrishna, Chief, Evidence Unit, WHO Global Center on Traditional Medicine</td>
<td>First WHO Traditional Medicine Global Summit’s outcomes, and Gujarat Declaration</td>
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<td><strong>ROUND TABLE:</strong></td>
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<td>10:53-10:55</td>
<td>Video: Knowledge Dialogs in Ecuador (Message from Ecuador’s PAHO/WHO Representative to the II UN Global Forum on Indigenous Youth)</td>
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| 10:56-11:00 | Dr. Johann Perdomo, Director, Traditional and Natural Medicine Department, Ministry of Public Health, Cuba (video address)  
Cuban model of integration of T&CM in primary health care          |
| 11:01-11:06 | Dr. Martha Villar, Director, PAHO/WHO Collaborating Centre on Traditional and Complementary Medicine, Seguro Social de Salud, EsSalud, Perú (video address)  
T&CM in primary health care at the Seguro Social de Salud, EsSalud, Perú (WHO Collaborating Centre on Traditional and Complementary Medicine) |
| 11:07-11:11 | Dr. Scarlet Soriano, Executive Director, Duke Health and Well-Being. Board Member, Academy of Integrative Health and Medicine (AIHM)  
National Academies report: Transforming Health Care to Create Whole Health: Strategies to Assess, Scale, and Spread the Whole Person Approach to Health |
| 11:12-11:15 | Video: Traditional midwives: Saving Lives by Combining the Knowledge of Ancestral and Western Medicines  
Interculturality in health        |
| 11:17-11:21 | Dr. João Paulo Souza, Center Director, Latin American and the Caribbean Center for Health Sciences Information (BIREME)  
T&CM-related Information technology services and products developed by BIREME, including the Virtual Health Library in TCIM |
| 11:22-11:26 | Space for questions & answers  
Questions from the public |
| 11:26-11:30 | Ernesto Báscolo, Chief, Primary Health Care and Integrated Service Delivery Unit, PAHO/WHO  
Jessie Schutt-Aine, Chief, Equity, Gender, Cultural Diversity Unit, PAHO/WHO  
Closing remarks |
References: