

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^{1,2}. 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.”³ 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.^{4,5}

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 1993,⁶ followed by PAHO’s Ethnicity and Health Policy (2017)⁷ and its Strategy and Plan of Action on Ethnicity and Health 2019–2025⁸ 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,⁹ 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.⁷

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.”¹⁰

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.¹¹ T&CM, of proven quality, safety, and efficacy, contributes to the goal of ensuring that all people have access to care.¹²

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

Time [EST]	Presenter/Institution	Topic/Questions
10:00 - 10:04	Moderator: Jonás Gonseth , Quality in Health Services and Systems Advisor, PAHO/WHO Co-Moderator: Sandra Del Pino , Cultural Diversity Advisor, PAHO/WHO	Opening
10:05-10:08	Video Greetings, Dr. Jarbas Barbosa , Director OPS/OMS (TBC)	Institutional video greeting and director's message
10:10-10:20	James Fitzgerald , Health Systems and Services Department (HSS) Director, PAHO/WHO (TBC) Gerry Eijkemans , Social and Environmental Determinants for Health Equity Department (DHE) Director, PAHO/WHO (video recorded)	Welcome remarks, and overview of PAHO/WHO institutional frameworks and mandates on T&CM
10:20-10:27	Geetha Gopalakrishna , Chief, Evidence Unit, WHO Global Center on Traditional Medicine	First WHO Traditional Medicine Global Summit's outcomes, and Gujarat Declaration
ROUND TABLE:		
10:28-10:52	Panel members: Dr. Kim Sungchol , Head, WHO Traditional, Complementary and Integrative Medicine (TCI) Unit.	Discussion Topic: contributions of intercultural health and Traditional and Complementary Medicine to people- and-community centered health systems and services.

	<p>-Dr. Vivian Camacho, General Director, Traditional Medicine, Ministry of Health and Sports, Bolivia (Plurinational State of)</p> <p>-Prof. Islândia Maria Carvalho de Sousa, Director, Observatório Nacional de Saberes e Práticas Tradicionais, Integrativas e Complementares em Saúde, Fundação Oswaldo Cruz, Brazil.</p> <p>-Dr. Scarlet Soriano, Executive Director, Duke Health and Well-Being. Board Member, Academy of Integrative Health and Medicine (AIHM)</p>	
Presentation of videos and live interventions		
10:53-10:55	<u>Video</u> : Knowledge Dialogs in Ecuador	(Message from Ecuador's PAHO/WHO Representative to the II UN Global Forum on Indigenous Youth)
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, Peru (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	<u>Video</u> : 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	<p>Ernesto Báscolo, Chief, Primary Health Care and Integrated Service Delivery Unit, PAHO/WHO</p> <p>Jessie Schutt-Aine, Chief, Equity, Gender, Cultural Diversity Unit, PAHO/WHO</p>	Closing remarks

References:

1. International Conference on Primary Health Care. Declaration of Alma-Ata. *WHO Chronicle* **32**, 428–30 (1978).
2. World Health Organization. *Primary Health Care; Report of the International Conference on Primary Health Care; Alma-Ata, USSR, 6-12 September 1978*. <http://apps.who.int/iris/bitstream/10665/39228/1/9241800011.pdf> (1978).
3. Sixty Second World Health Assembly. WHA62.13 Traditional medicine. in (2009).
4. World Health Organization. *WHO Traditional Medicine Global Summit 2023 meeting report: Gujarat Declaration*. <https://www.who.int/publications/m/item/who-traditional-medicine-summit-2023-meeting-report--gujarat-declaration> (2023).
5. Seventy-sixth World Health Assembly. The health of Indigenous Peoples. Preprint at <https://doi.org/10.5334/DSJ-2020-043> (2023).
6. Organización Panamericana de la Salud. Resolución CD37.R5: Salud de los Pueblos Indígenas. Preprint at <http://iris.paho.org/xmlui/bitstream/handle/123456789/1582/CD37.R5sp.pdf?sequence=2> (1993).
7. 29th Pan American Sanitary Conference; 69th Session of the Regional Committee of the WHO for the Americas. Policy on Ethnicity and Health (CSP29/7, Rev. 1). 1–5 Preprint at http://www.paho.org/hq/index.php?option=com_docman&task=doc_download&gid=42014&Itemid=270&lang=es (2017).
8. 57th Directing Council of the Pan American Health Organization. *Strategy and Plan of Action on Ethnicity and Health 2019–2025. Provisional Agenda Item vol. 4* <https://iris.paho.org/handle/10665.2/51745> (2019).
9. 53rd Directing Council 66th Session of the Regional Committee of World Health Organisation (WHO) for the Americas. Strategy for Universal Access to Health and Universal Health Coverage. 32 Preprint at <https://doi.org/10.1590/0104-1169.0000.2502> (2014).
10. *Universal Health in the 21st Century: 40 Years of Alma-Ata*.
11. World Health Organization. *National policy on traditional medicine and regulation of herbal medicines - report of a WHO global survey*. (2005).
12. World Health Organization. *WHO Traditional Medicine Strategy 2014-2023*. (WHO, 2013).