



Needs and Attitudes of Citizens

Presentation

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Place

CAMbrella Workshop

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Attitudes and needs regarding CAM among EU citizens

Aims

- To identify stakeholders and indicators for needs for CAM
- To establish an overview of needs and attitudes towards CAM in Europe

Methods

- Stakeholder workshop
- Literature review



A workshop with stakeholders

Participating stakeholders

- Croatian Federation of Natural, Energy and Spiritual Medicine, Croatia
- Danish Consumer Council, Denmark
- Riga Stradins University, Latvia
- Tuscan General Directorate of Health, Tuscany, Italy

Aims of the workshop

- To identify how to explore citizens' attitudes and needs to CAM
- To facilitate the sharing of relevant sources of information about CAM across the EU
- To help identify how citizens' attitudes and needs to CAM can be measured and compared across the EU countries

A workshop with stakeholders

Decision on prioritized areas of enquiry

- Independent and easily accessible **information** about CAM, based on available evidence to support informed decision making
- **Quality of care**, comprising services, practitioners and products
- Equal **access** to services, including considerations of geographical distance to services, waiting times and costs/reimbursements

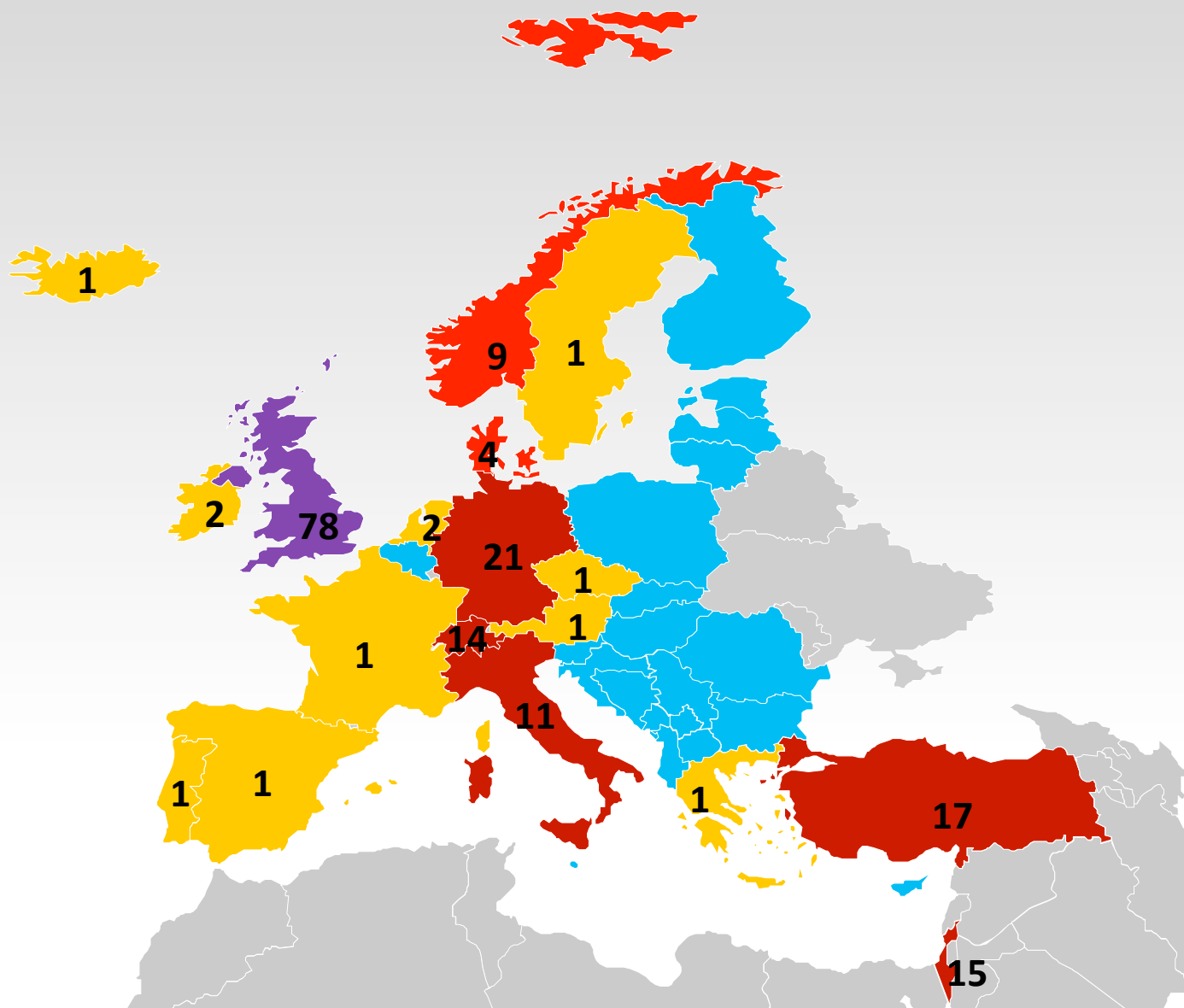
After the workshop: Collection of names and contact points for additional stakeholders; the list was later given to the WP8 (Communication)

A systematic review of research based literature

Transforming the prioritized areas into a systematic literature search strategy

- **Search terms** - Synonyms for *citizen*, *need*, and *attitude* + CAM + Europe
Additional keywords identified during the search
- **Major databases** - Pubmed, Web of Science, CINHALL, AMED, PsycINFO
- **189 papers** were included
 - 150 reporting on quantitative studies
 - 36 reporting on qualitative studies
 - 2 systematic reviews





Information about CAM: Needs and attitudes

Citizens' main sources of information

- Social networks, often based on personal experience
- Biomedical professionals
- Print and broadcast media

Spectrum of disclosure of CAM use to biomedical professionals

- A spectrum of disclosure from very low to high
- Depending on the MDs practice of and attitude to CAM

Citizens' comments:



*... you talk to people who you respect ...
and then you ask them. You talk to as
many people different people; well, I would
talk to as many different people as I
possibly could (Holt et al 2009: 227;
UK)*

*... oh well the bush telegraph I mean is
better than the internet really (Evans et al
2007: online publication; UK)*

Access to CAM: Needs and attitudes

Citizens express a need for

- Increased CAM provision
- Provision of CAM in in public health services
- Diversity of CAM provision and providers
- More research into CAM

Citizens experience barriers of

- Financial costs
- Biomedical professionals' attitudes to CAM
- Limited CAM provision, and provision of particular CAMs only in public health service



Citizens' comments:

It [acupuncture] was on my mind for some years, but it was too expensive when I was a student. But when the health insurance started covering the fees, I told myself: 'I'll give it a go!' because even if it doesn't help, I don't lose that much money. Then I grabbed the yellow pages and he (patient's acupuncturist) was the closest to where I live. (Frank and Stollberg 2004: 361; Germany)



Quality of Care: Needs and attitudes

Citizens value certain aspects of the practice of CAM

- The CAM provider-patient relationship
- The approach underpinning CAM practice, such as person-centred care, personal involvement in care
- CAM is perceived to be safer than biomedicine

Citizens ensure quality and safety of CAM provision and products through

- Use of diverse strategies: such as experiences from social network, professional registration and CAM qualification
- Reliance on regulatory systems and biomedical endorsement

Citizens' comments:



They look at a person, they do not look at a certain diagnosis that is only a small part of the whole body (la Cour 2008: 334; Denmark)

Conclusions from the literature review

Citizens' core attitudes and needs regarding CAM

- CAM is seen to consider 'the whole person' and to be safer than biomedicine
- Availability of impartial, reliable and trustworthy information about CAM
- Wider access to and choice of CAM provision and providers within public health care
- Clear regulatory and educational frameworks of CAM