



# Standards and Accreditation for Alternative and Complementary Medicine

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# OVERVIEW

- Introduction
- Definitions (standardization, accreditation),
- Interaction of CAM and Tourism in the Caribbean - Opportunities
  - The practices
  - The products
- Challenges
  - Implications of non-action
  - Recommended Approach:
    - Short, Intermediate, Long Term
- Summary
- Conclusion

# Introduction: What is CAM ?

- **Complementary medicine**
  - The more accepted modalities - "any of the practices of alternative medicine accepted and utilized by mainstream medical practitioners".
  - The modalities that can be more easily integrated into the health system
- **Alternative medicines**
  - The less known, and less accepted modalities "any of various systems of healing or treating disease not included in the conventional medical curricula " (evidence-based medicine)
  - Practiced as an alternative to the conventional medicine
- **CAM includes practices that incorporate spiritual, metaphysical, or religious underpinnings; non-evidence based practices, or newly developed approaches to healing.**

## Introduction: Why is CAM growing in importance?

- Shift away from infectious disease toward non-communicable disease, especially in developed countries. Non-communicable disease now accounts for 60% of global mortality. (WHO)
- Conventional medicine is more reactive than proactive.
- Increase in resistance to antibiotics.
- Conventional medical drugs alone do not produce wellness.

# How does CAM interface with tourism?

## *The Practices*

- Health tourism
  - Tourists coming for: rest, nutritious food, smells (aromatherapy), phytopharmaceuticals, specif healing
    - Wellness Centres and activities
    - Spas etc
    - Aromatherapy
    - Other modalities
- Ecotourism
- Health Farms
- Telemedicine
- CAM practitioners
- Integrative Medicine practitioners

## Current Structure of the Caribbean Herbals Industry



**Information  
For  
Tourists etc**

[www.caribbeanherbs.org](http://www.caribbeanherbs.org)

# SUSTAINABLE TOURISM

- In the Caribbean, Sustainable Tourism is understood as the optimal use of natural, cultural, social and financial resources for national development on an equitable and self sustaining basis to provide a unique visitor experience and an improved quality of life through partnerships among government, the private sector and communities.



# Why Standardize and Accredite ?

- **What can they do?**
  - **Standardization**
    - Standards are agreed on to establish what constitutes a professional of a particular practice.
    - Also standards are used to regulate products
  - **Accreditation**
    - Accreditation body established that accredits practitioners of a CAM modality if they show competency to an agreed on set of standards (these will differ depending on modality).
    - Competency of an agreed set of standards usually achieved through training resulting in certification – so that professionals can be recognized.
    - CAM sub-sectors (such as spas) can also be accredited by adherence and achievement of an agreed level of standards.
- **What they cannot not do?**
  - Cannot ensure total safety.
  - Cannot prevent spiritual disaster.

# How should we do this?

- **Modality sets standards**
  - ADV: they best know what their modality is
  - DISADV: their standards might be too low or too high
- **Modality establishes accreditation body**
  - ADV: they best know who are charlatans
  - DISADV: it is hard to police yourself
- **Government (MOH, MOT, MOE) does it.**
  - ADV: Health is their portfolio
  - DISADV: they might be too stifling
- **Academic institution does it.**
  - ADV: They could help to establish standards by application of science
  - DIASDV: alone they might stifle dev as they have no vested interest
- **A Caribbean-wide organization (market) does it.**
  - ADV: One set of standards for the Caribbean is appealing
  - DISADV: Experts would have to be called on and training and Accrediting bodies set up.

# Specific Systems of Healing

- *Ethnomedicine or traditional medicine*
  - Ayurveda (Indian traditional)
  - Traditional Chinese Medicine (TCM)
  - Traditional European
  - Traditional African
  - Native-American
  - Caribbean
- Unconventional Western such as:
  - Homeopathy
  - Naturopathy
  - Chiropractic
  - Osteopathy

# Diagnostic Methods

- Primarily determines the absence or presence of disease using non-conventional methods.
  - 1. Kinesiology
  - 2. Iridology
  - 3. Aura diagnosis

# Therapeutic Modalities

- Techniques intended to alleviate or prevent illness.
  - *Manipulative and body-based methods*
    - Therapeutic Massage
    - Reflexology
  - *Aromatherapy*
  - *Spiritual healing and intercessory prayer*
  - *Therapeutic diets/Biologically-based treatments*
    - Special diet therapies (atkins, Ornish)
    - Macrobiotics (Pre- and probiotics)
    - Orthomolecular therapies
    - Megavitamins

# Therapeutic Modalities

- *Therapeutic diets/Biologically-based treatments*
  - Shark cartilage and bee pollen therapy
  - Nutraceuticals and Functional Foods
  - Herbal medicine / Botanicals
- *Mind-body interventions*
  - Sound / music therapy
  - Light and colour therapy
  - Yoga ??
- *Energy therapies*
  - Reiki, Therapeutic Touch ??
  - Magnetic therapy ??
  - Bio-electromagnetic- (also diagnostic) ??
  - Acupuncture (is historically a part of traditional Chinese medicine) ??

# **Self Help Measures**

- Patients are encouraged to practice measures aimed at alleviating symptoms, preventing illness and promoting well-being.
- Self-help interventions
  - Meditation
  - Breathing and progressive muscular relaxation
  - Hypnosis
  - Visualization
  - Music, dance, art therapy
  - Prayer/mental healing
  - First-Aid Herbals and aromatherapy
  - Exercise

# Health Tourism in Cuba

- Marketing medical services and products has turned out to be a tourist sub-system in itself, operating in the following levels:
- *Primary care:* Skilled physicians available at hotels and international clinics in every tourist resort, to assist in minor emergencies mainly in an ambulatory fashion.
- *Secondary care:* Clinics and hospitals offering specialized medical care in every discipline, including surgery and dentistry to patients suffering from particular diseases.

# Health Tourism in Cuba

- BIOTOP ESTHETIC CENTER
  - Biotop is an aesthetics and beauty center with professional apparatus at its gymnasium, sauna, and jacuzzi; it also offers hairdressing, manicure and podiatry.
  
- *Main services:*
  - Aerobic mixed gymnastics, skin cleansing, facial treatments, nutritive and relaxing massages supported by digitopuncture, anti-cellulitis, reconstitute body treatments.
  
- *Application of the latest techniques:*
  - Mud therapy - Laser therapy - Nutritional assessment, dietary supplements to loose weight. - Acupuncture and digitopuncture - Modern anti-aging techniques -Aesthetic, antistress and iridiodiagnostic programs.

# How does CAM interface with tourism?

## *The Products*

### ➤ Whole plants

- ❖ Green herbs (freshly picked) eg john charles, mints, fever grass
- ❖ Dried – all 366 and more
- ❖ Teas – wide range: eg ginger, sorrel, cerrassee, cinnamon

### ➤ Simple products

- ❖ infusions, decoctions, tinctures, herbal wines and tonics
- ❖ nutraceuticals
- ❖ agricultural products eg neem oil
- ❖ essential oils - Aromatherapy eg pimento oil, orange oil
- ❖ Cosmeceuticals – soaps, lotions, creams

### ➤ Complex products

- ❖ Phytopharmaceuticals
- ❖ Natural products eg curcumin, capsaicin
- ❖ Plant derived prescription drugs eg cannasol

**Standardization**

# Caribbean

# SPICES

# Database

**Hot pepper**



**Ginger**



**Pimento**



# Rich biodiversity



**Nutmeg**



**Turmeric**



**Spearmint**

# MEDICINAL PLANTS

LEAF OF LIFE



SORREL



JOINTER



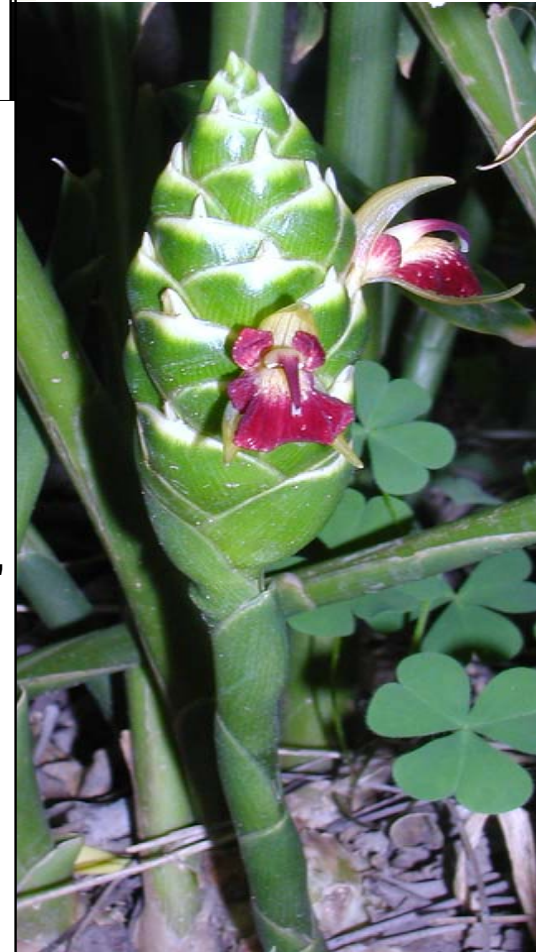
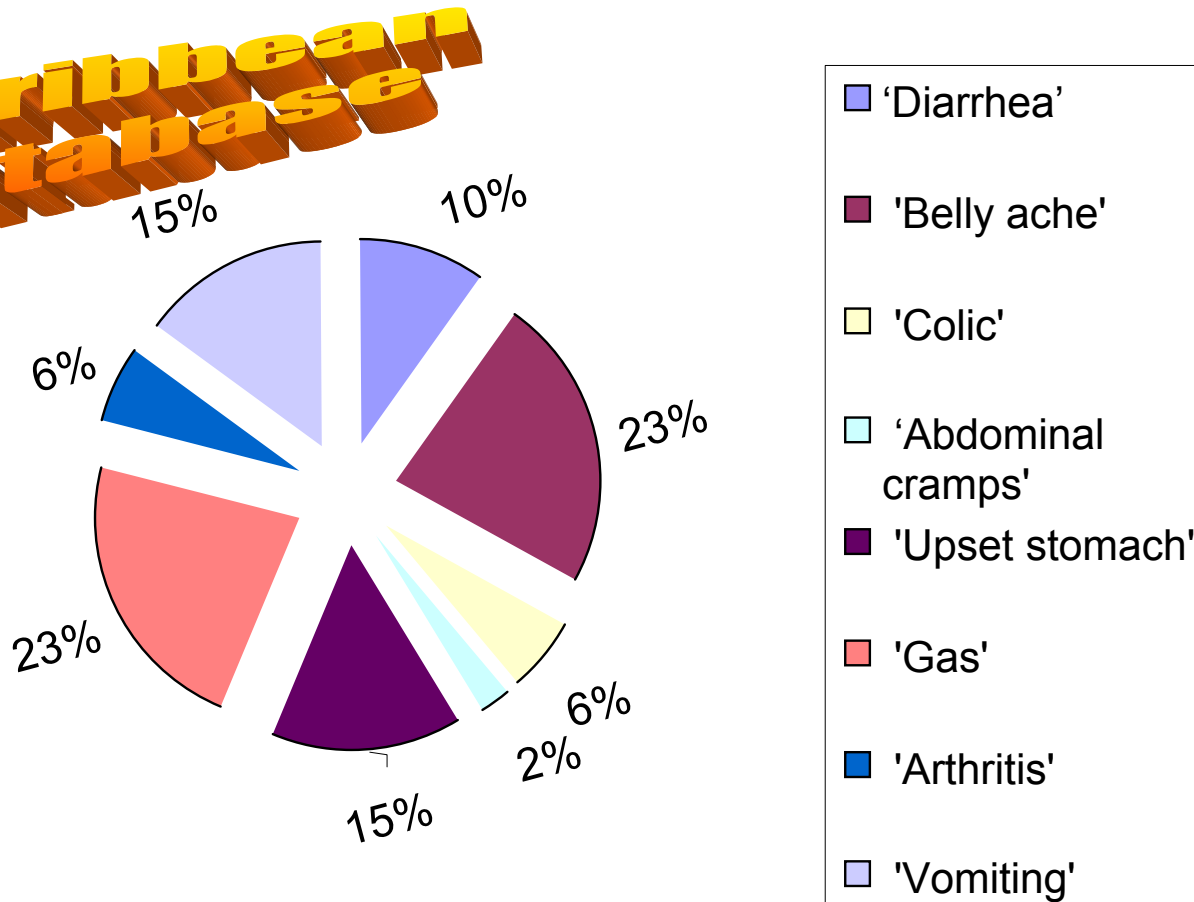
SEARCH MI HEART

**Rich biodiversity**

**Caribbean  
Database**

# GINGER – Folk use

Use of Ginger



# JAMAICAN ETHNOMEDICINE HERITAGE

<b>Ringworm</b>	Spanish needle, unopened ackee, mongoose weed	<b>Corn on toe</b>	Monkey fiddle
<b>Liver spot</b>	King of the Forest, cerasee, lime	<b>Boils</b>	Tamarind
<b>Skin problems</b>	Passion fruit, comfrey, soursop, leaf-of-life, fever grass, aloe	<b>Hair and scalp, scar remover</b>	Aloe
<b>Insect bite</b>	Guava, garlic	<b>Dermatitis</b>	Comfrey
<b>Bruise, cuts, wounds</b>	Fresh cut, castor oil, nutmeg, aloe, madam fate, quako, jack-in-the-bush, comfrey	<b>Itchy skin</b>	Cerasee, quaco, lime, tamarind, young ackee, white head, king-of-the-forest, aloe, senna
<b>Spots of skin</b>	tamarind	<b>Burns</b>	Aloe, pepper leaf, king-of-the-forest, ginger

Caribbean Database

# JAMAICAN ETHNOMEDICINE

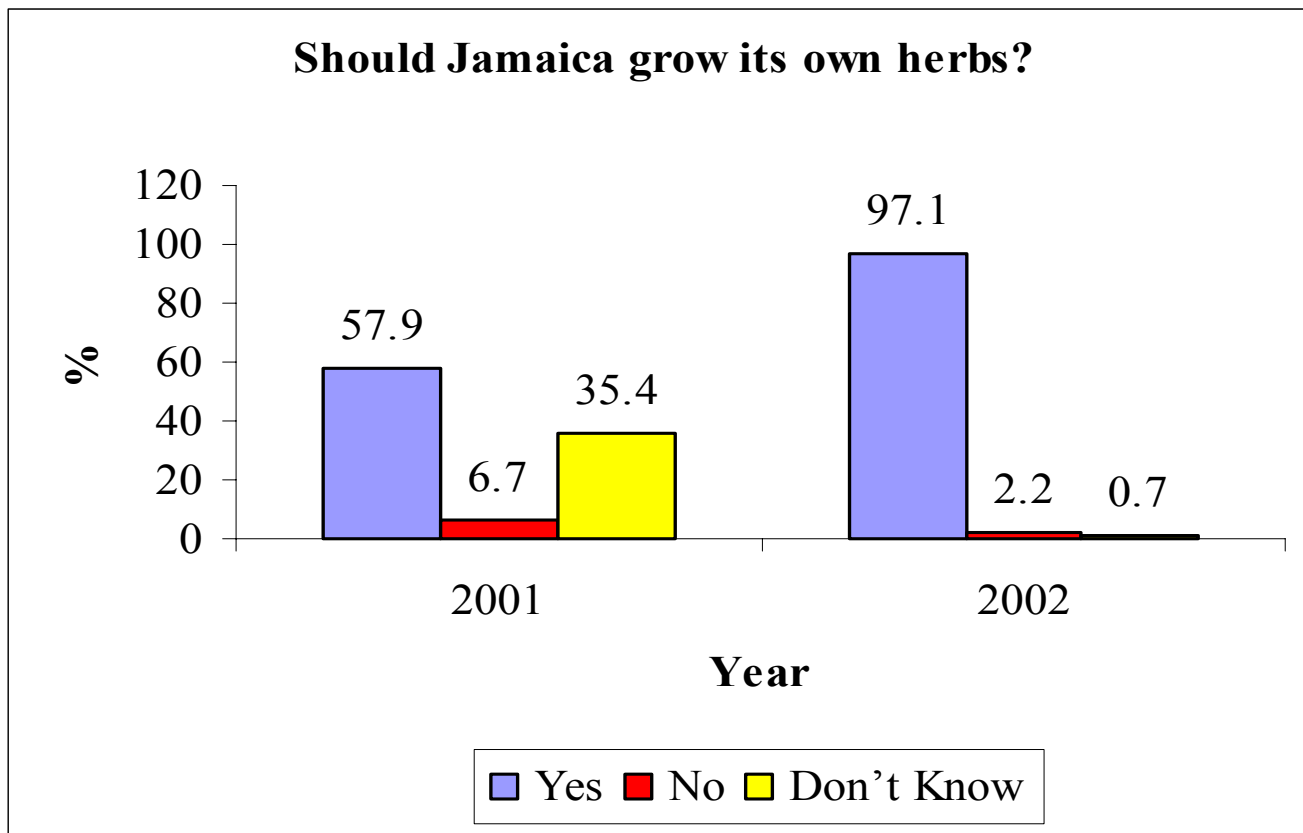
## HERITAGE

<b>Cold, cough, fever</b>	Aloe, briar wist, calypso, cerasee, comfrey, eucalyptus, fever grass, five fingers, fresh-cut, garlic, ginger, gross stake, jack-in-the-bush, john's hall, joseph coat, king-of-the-forest, leaf-of-life, lime, marigold, medina, neem, pimento, pink sage, pudding wist, quaco, rice and peas bush, rice bitters, semi-contract, soursop, spirit weed, st vincent plum, tamarind, vervine, water grass		
<b>Bad cold</b>	John Charles and fever grass	<b>Constipation</b>	Aloe, rice bitters, cerassee
<b>Nausea</b>	Ginger	<b>Asthma</b>	Ganja, spirit weed, bird pepper, John Charles, asthma weed, trumpet
<b>Bellyache, gas</b>	Cerassee, ginger, mints, bizzy, citrus, basil, love grass, rosemary, pepper elder, nutmeg, lime	<b>Vomiting</b>	Pimento, guava, peppermint, corn trash, cerasee, ginger, soursop, fever grass, garlic
<b>Bladder problem</b>	Sorrel	<b>Biliousness</b>	Aloe, pimento, breadfruit

**Database**

# Standardization by growing our own herbs and testing them for their constituents

Make This Information Available To tourists Locals And Oversea markets



# [ ON THE MARKET ]

- Chemicals from *Cannabis sativa*
  - Cannasol** : *being sold for the treatment of glaucoma – Certified as a Drug in Jamaica in 1983 by Jamaican scientists*
  - Asmasol**: *to treat coughs, colds and bronchial asthma – Certified as a Drug in Jamaica in 1990 by Jamaican scientists*



# Ethnobotanicals From Jamaican grown plants



# What is needed?

- Caribbean-wide standards and accrediting bodies
  - A good example is the Caribbean herbal industry
    - Caribbean herbal business association – country chapters ([www.caribbeanherbs.org](http://www.caribbeanherbs.org))
    - Another example is TRAMIL – produced the Caribbean Herbal Pharmacopeia
    - NEEDS TO BE STRENGTHENED AND SUPPORTED
  - What is missing is training and accreditation of practitioners of CAM

# Present Status

- Dominant healthcare culture is conventional medicine
- Mushrooming of CAM is evident
- Practices largely unregulated in Jamaica
  - Absence of registers
  - Legislation not in place
  - Numerous modalities and practitioners with varying levels of credibility
- Trained practitioners from authentic institutions seeking registration to practice legitimately- no recourse
- Economical potential of Jamaica's indigenous medicinal herbs untapped, threat of extinction

# Implication for non-action

- **Untrained, incompetent & unscrupulous persons offering services unrestrained.**
- **Limited availability for training of conventional health professionals in CAM locally/regionally. Absence of competently trained conventional medical practitioners with working knowledge of CAM. Ignorance leads to mistrust and resistance. Therefore difficult for two disciplines to interface which would lead to collaboration and integration.**
- **Increasing unfounded, unrealistic public expectation of specific CAM modalities.**
- **Absence of readily available credible information of Caribbean CAM (to media, to the general public, to practitioners or to tourists).**
- **Alternative Medicine is legally unprepared to capitalize on benefits of Health tourism despite being a major attraction.**

# Implication for non-action

- Missed opportunities
  - Potential investors in Health Tourism, Herbal industry reluctant to participate in unregulated environment
  - Failure to utilize human resource potential – expertise in lifestyle diseases
  - Institutional ( foreign) collaboration and funding for training and research remains unexploited

# RECOMMENDATIONS by priority

- **SHORT TERM** - immediate to one year
- **MEDIUM TERM**- immediate to three
- **LONG TERM** - up to five years

# Short Term

- Scientific identification of our medicinal plants
- Establish gene banks, farm and wild-craft plants.
- Establish GAP, GACP, GMP, HCCAP standards. Then certify.
- Establish monographs, field guides, certificates of analysis.
- FORMAL REGISTRY of CAM PRACTITIONERS - identify who is practicing, what is practiced, where the practices occur, who uses the services offered and why ?
- Caribbean needs to debate its philosophy on health care to conform to current epidemiological patterns & decide if/where CAM best fits
- Database of CAM experts (scientists and practitioners) and information (books, articles, courses)

# Short Term

- We need to decide the level of authority of those disseminating information on health-related matters to the public
- Identify institutions which include CAM in their training to conventional healthcare providers & what is being taught.
- Select those CAM practices it considers safe and prioritize them for accreditation
- Network and establish alliances with relevant institutions and experts (on-going)

# Intermediate

- Devise method for accreditation of CAM practitioners and Drs who practice CAM
- Select a culturally appropriate method of classification to include all known modalities.
- Establish standards for these modalities.
- Ensure that the public has easy access to information about the safety and efficacy of various categories of complementary therapies
- Put in place mechanism to expedite approvals - imports, exports – MOH stamp of approval/quality
- Review and revise existing legislation for the practice of medicine

# NEED – simple but effective standards

## *Trinidad and Tobago regulations*

Nutraceuticals?

Herbs/Botanicals – without medical claims, or for culinary purposes	Food legislation
Herbs/Botanicals used in cosmetic preparations	Cosmetic regulations
Herbs/Botanicals used in 'folk medicine' – tried and tested	Classified as Traditional Herbal Remedies and will not require registration as drugs
Herbs/Botanicals – as medicinal products	Classified as Herbal Medicines and will have to comply with legislation requirements for drugs

*Herbs only become drugs when chemicals are isolated and given as a form of medicine with a therapeutic claim.*

# Long - term

- Establish an effective Peer Review Board and a Council [Accreditation body] for CAM
- Develop cadre of accredited and registered CAM therapists
- Establish a Caribbean-wide Documentation Information /Centre (Database)
- Act as facilitator to access international funding for study and research
- Incorporate CAM education (esp. Herbal) in public media education campaign

# Long - term

- Mandatory training for anyone to be accredited to practice CAM
- Recommend strongly the education on CAM of all health professionals- benefits, risks
  - Eg herbal elective being compulsory
- Network and establish alliances with relevant institutions and experts.
- Take necessary steps to protect our indigenous plants

# CHALLENGES

- Scarce resources
- Racing against time
- While information is available it is fragmented and increasingly rare
- Resistance to change, time taken to change
- Prejudices
- Medico – Legal constraints
- Cultural – institutional, public expectations
- Negative publicity, suspicion
- Skepticism & criticism of the effectiveness of each others therapy (conventional, CAM)
- Political arena – standardization and accreditation of CAM is low on their agenda

# BENEFITS

- Socio-economic – Health tourism, phytomedicinal industry
- Augments conventional medicine – use of untapped skills & expertise
- Maximization of local health resources
- Standardized, integrated approach to practice
- Jamaica as a marketable centre of excellence and reference regionally, internationally e.g. for study, research, distance training

# Strengths

- Caribbean groups such as the CTO that links all Caribbean countries and therefore can provide CAM information to tourists and locals throughout the region.
- Many of the plants used in CAM are common throughout the Caribbean
- Pool of well trained, skilled enthusiastic CAM practitioners of good repute, who have gained public trust and admiration
- Tradition of successful scientific research in phytomedicine at UWI including a well-documented registry of indigenous medicinal plants
- Pool of scientists who have kept themselves current
- Tradition of agriculture and suitable climate to support industry
- Openness for dialogue exists with stakeholders
- Many modalities have successfully organized themselves into interest groups

# CONCLUSION

- Standardization and accreditation of CAM will benefit the tourism industry.
- While there are many challenges to be overcome before this happens, there is a lot that can be done for the tourist industry before full accreditation occurs
- The CTO can be proactive by
  - Identifying experts – scientists and practitioners
  - Link experts among its member countries
  - Make reputable information available
  - Provide links to reputable sites
  - Assist process by exposing charlatans
  - Establish a CTO CAM certification similar to Green Globe etc

# Thank you

- To Dr. Davidson who asked me to take her space when she was unable to come.
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