

Focusing Upon a Public Health Perspective for Complementary Medicine: The NORPHCAM Initiative

Associate Professor Jon Adams

Executive Director, NORPHCAM

Principal Research Fellow & Head, Discipline of Social Science,
School of Population Health, University of Queensland

Building Research Capacity

NORPHCAM

Overview

Context and funding

Motivations : Addressing gaps in CAM research

NORPHCAM research program

One stream: CAM and rural health

Looking forward

Building Research Capacity

NORPHCAM

Context and Funding

Growing network of international collaborators with representation from UK, US, Canada, NZ, Australia, China, India and elsewhere

Multi-disciplinary, multi-method expertise (e.g. qualitative methods, health social science, health geography, health economics, biostatistics)

Collaborators with backgrounds in research, CAM practice, general practice, nursing

NORPHCAM collaborators have to date authored/edited 14 international CAM research books, hundreds of peer-review journal articles and are currently directing 7 large-scale CAM projects

Attracted over AUD\$2M in external grant funding over last 2 years including major funds from NHMRC and PHCREd

Building Research Capacity

NORPHCAM

Motivations: Addressing Gaps in CAM research

Building Research Capacity

NORPHCAM

1. Widening focus and debate to include multi-disciplinary perspectives and methods

Health economics, health social science, qualitative methods, epidemiology and more

Crucial to contextualising and translating clinical research – practice and policy relevant

Building Research Capacity

NORPHCAM

2. Advancing a broad and sophisticated approach to CAM

CAM is a broad church – need to acknowledge issues both common and specific to different traditions

CAM is more than just products – it also includes knowledge systems, **practices** and **practitioners**

Building Research Capacity

NORPHCAM

3. Linking Researchers and Practitioners

Practitioners have not on the whole been consulted or included in CAM research activity

Essential to producing findings of relevance and sensitive to practice realities

Win-win scenario: sharing skills, knowledge and experience to improve the research process and outcomes

Building Research Capacity

NORPHCAM

4. Research Capacity Building (RCB)

Research capacity building has generally been ignored from within the CAM research community to date

RCB required on two fronts:

Researcher ranks and activities

Practitioner-focused RCB

Building Research Capacity

NORPHCAM

5. Addressing contemporary health care and health system challenges

Ageing population, increased burden of chronic illness

Prevention, cost-efficiency and patient choice

To ignore investigation of CAM from public health and health services research perspective is ultimately irresponsible and denies potential advances in improving health outcomes for patients

Building Research Capacity

NORPHCAM

NORPHCAM Research Program

CAM use and users

CAM practice and practitioners

Integration and CAM/conventional provider interface

Health Economics/Cost-Effectiveness Analysis

Research Capacity Building

Building Research Capacity

NORPHCAM

One Research Stream: CAM and Rural

Examining the role and practice of rural naturopaths in SE Queensland

Examining the relationship between rural general practice and CAM

Examining the details of CAM use amongst mid-age women across rural and urban Australia

Building Research Capacity

NORPHCAM

Looking forward

New partnerships and projects under discussion in India, Malaysia and Brazil

Developing attachment/internship program for researchers and practitioners

Looking to explore ways we can support CPD for CAM and other practitioners around CAM – professional organisations and associations

Founding 'practitioner' and 'student' stream to NORPHCAM membership

Forthcoming publications including first international Reader in TCIM

Rolling out this conference and our national/international program – we invite you to join us

Building Research Capacity

NORPHCAM

THANK YOU
www.norphcam.org

Building Research Capacity

NORPHCAM