

Herbal and Traditional Medicine

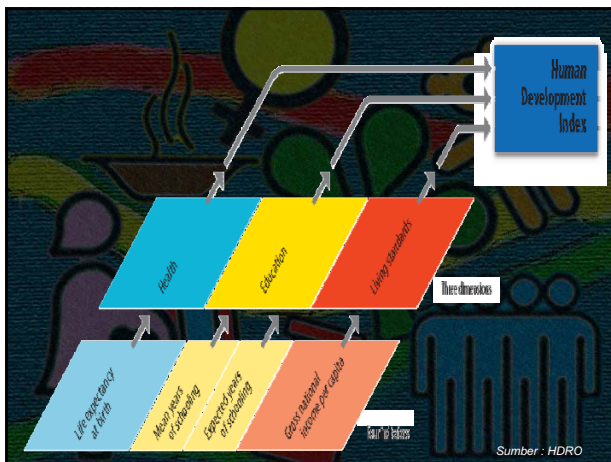
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Special Envoy of the President of the Republic of Indonesia on MDGs

Jakarta, 20-21 July 2011

- Herbal medicine has now become an important part of human **health care**, not only in the developing countries but also in many developed countries.

- As well as global tendency to *'Back to Nature'*



The Waves of Human Civilization (The Third Wave, Alvin Toffler, 1980)

Stone Age and Nomadic Age were changed by **AGRICULTURAL REVOLUTION**

Followed by **THE WAVE OF INDUSTRY** with the inventions of steam engine and electricity

We are still experiencing **THE WAVE OF TELECOMMUNICATION** and Telecommunication

And we are currently entering **THE WAVE OF LIFE SCIENCE**, and will be reaching

THE WAVE OF CREATIVITY

The Waves of Development in Pharmacotherapy

1. Traditional/Empirical Treatment

2. Paul Ehrlich (1854-1915) Father of Chemotherapy. For each disease there is a **MAGIC BULLET**. Various antibiotics and synthetic medications were invented

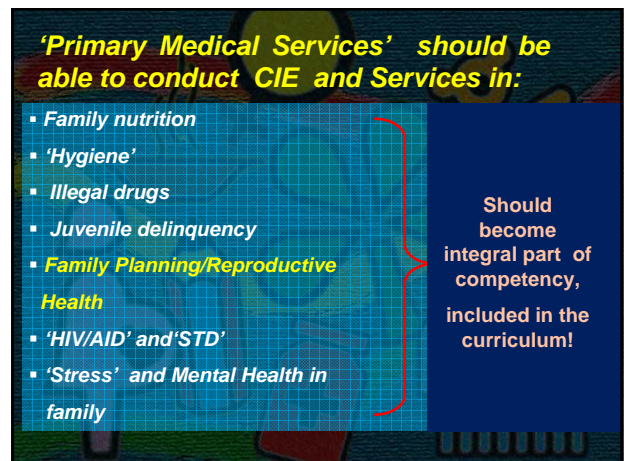
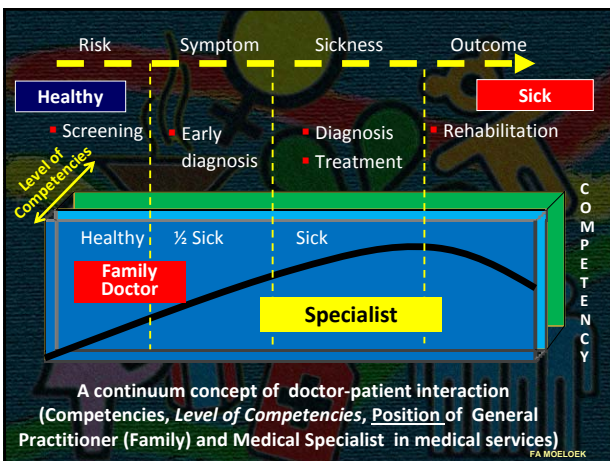
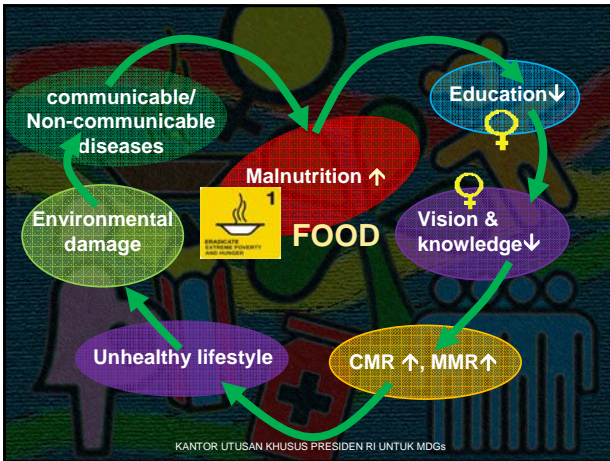
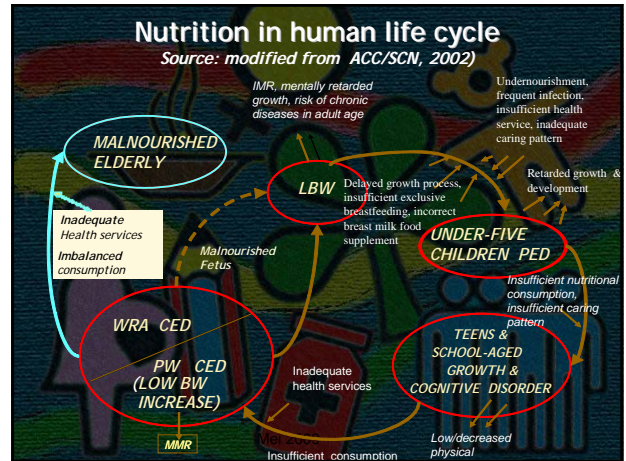
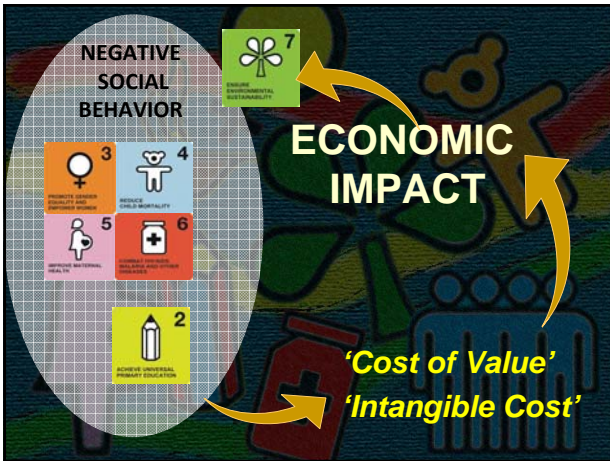
3. **Biopharmaceuticals** biotechnology-based medications: interferon, erythropoietin, etc

4. **Gene Therapy** makes use of biological products made from the patient's cells to treat himself/herself.

5. **Cell therapy – Regenerative medicine** makes use of own or another individual's **stem cell** to replace the damaged tissue/organ.

Pattern of thought in MDGs

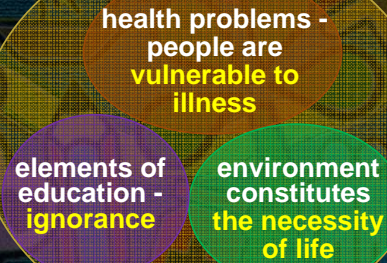




Traditional Medicine

- **Medicines** whose usages are based on empirical knowledge, beliefs and experiences indigenous to different ethnic cultures, **used in the maintenance of good health**, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illnesses

Poverty is a vicious circle:



6 GOAL 6: COMBAT HIV/AIDS, MALARIA & OTHER DISEASES (TB)

Indicator	Target	Current Status	Remarks
Target 6a: Halt and begin to reverse spread of HIV/AIDS by 2015			
Halt the spread of HIV/AIDS	Halt the spread of HIV/AIDS	0.2% (2009)	Off track, need special attention through the improved advocacy, CIE, and quality of healthcare services
Use of condom at high-risk sex	increase	W = 10.3% M = 18.4%	
Proportion of population aged 15-24 years with comprehensive correct knowledge of HIV/AIDS	increase	W = 9.5% M = 14.7% (SDKI, 2007)	

Global Health Problems and the Challenges

Communicable diseases

- Tuberculosis
- Malaria
- HIV/AIDS



Non-communicable diseases

- Cancer
- Diabetes Mellitus
- Cardiovascular
- Etc.



HEALTH PROMOTION: CHALLENGES

- **Double burden of diseases**
 - Non communicable diseases
 - Communicable diseases
- **New threats to health**
 - Avian influenza & possible threat of influenza pandemic, earthquakes
- **Re-emerging diseases**
 - TB, malaria, HIV/AIDS, dengue, kala-azar, yaws
- **Unfinished Agenda**
 - Maternal and Child Health



Determinants → Risk Factors → NCDs/CDs

Social Determinants

Common Risk Factors

- Unhealthy diet
- Physical Inactivity
- Tobacco
- Unhygienic Practices

Non-Modifiable

- Physical Inactivity
- Tobacco

Intermediate Risk Factors

- High lipids, sugar, blood pressure
- Overweight/Obesity
- Inadequate knowledge

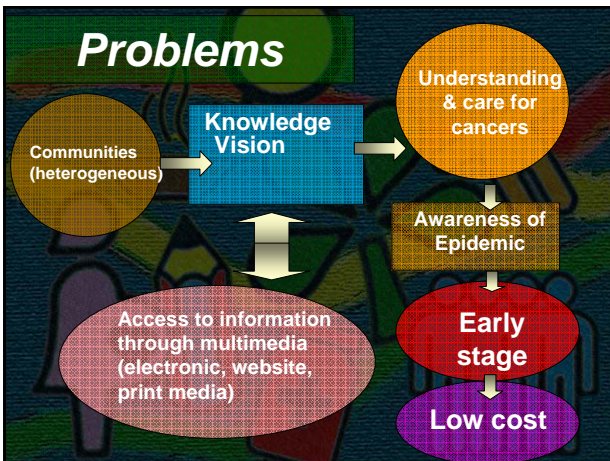
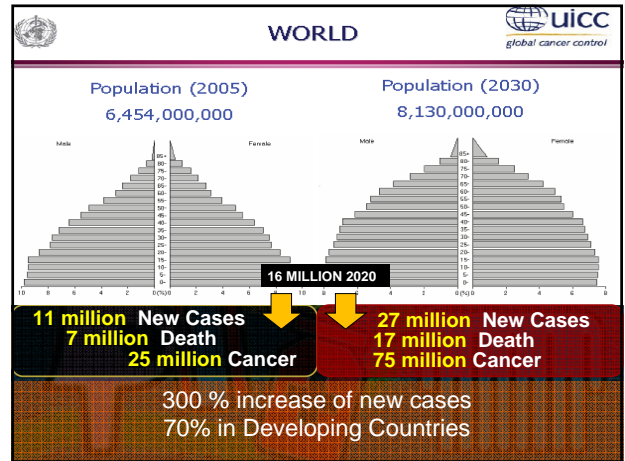
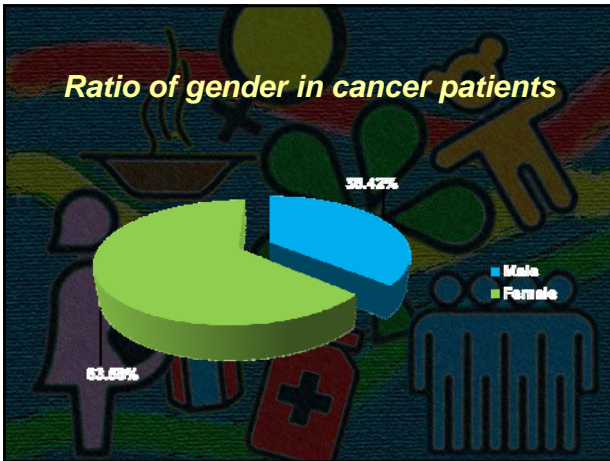
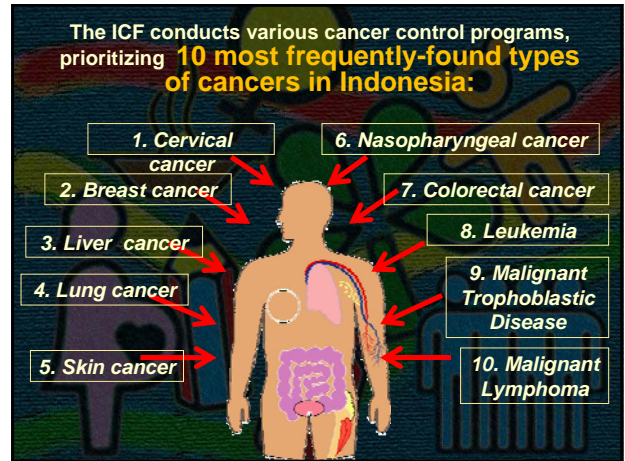
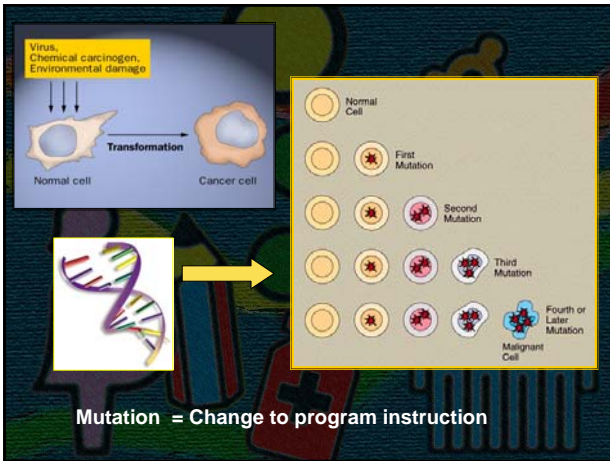
CD and NCD's

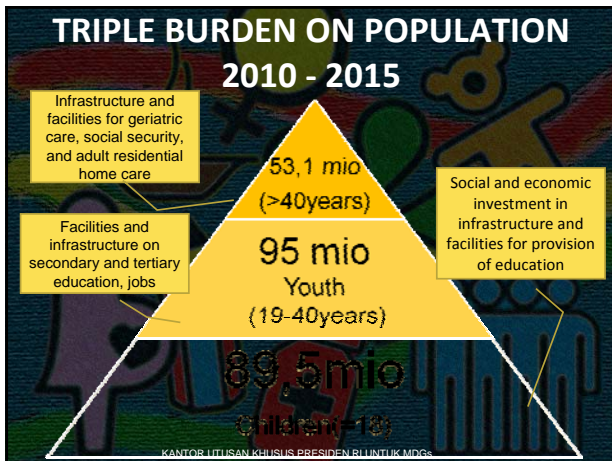
- CVD/Stroke, Cancer, Diabetes
- AVI, TB, Malaria, HIV / AIDS
- Diseases related to reproductive health

Promotion, Prevention, Surveillance

Early diagnosis and treatment







IS CANCER CURABLE?

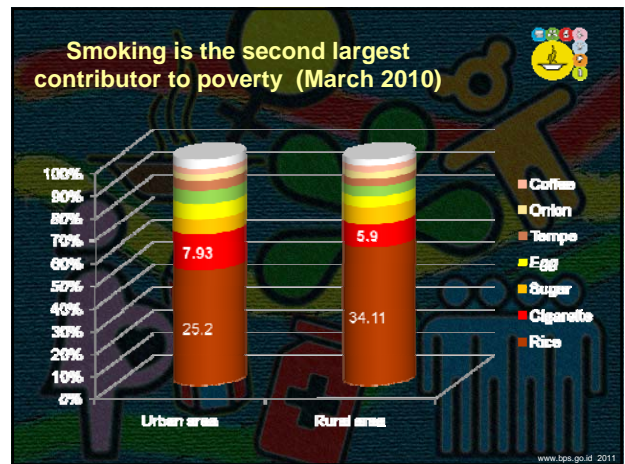
Yes

If detected at early stage
By providing **TIMELY** and **ACCURATE** treatment

HEALTHY LIFESTYLE
Practicing good behavior in creating healthy life.

CANCER RISK FACTORS - UICC

- Tobacco smoking
- Unhealthy diet
- Physical inactivity
- Exposure to infections and carcinogens



Non Government Organization MISSION:
To raise public awareness in dealing with cancers by providing promotional, preventive and supportive activities.

Indonesian Cancer Foundations role in cancer control is to organize various promotional, preventive, and supportive activities emphasizing on the importance of early detection of cancer

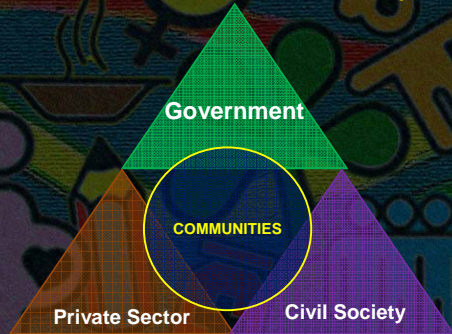
INDONESIAN CANCER FOUNDATION'S MOTTO IS:
"CANCER CAN BE CURED IF DETECTED AT AN EARLY STAGE"

Without the involvement of every individual and components of the society, the effort to control cancers cannot be successfully achieved

works in cooperation with

the government, professional organizations, non-governmental organizations (NGOs), business sectors and concerned individuals.

Sustainable Synergy & Harmonization of Public Private Partnership



KANTOR UTUSAN KHUSUS PRESIDEN REPUBLIK INDONESIA UNTUK MDGs

What should we do?

Practice a hygienic and healthy lifestyle

Preserve health by balanced nutrition and supplements

Why Herbal Medicine?

- Modern medications have side-effects that are difficult to avoid in a long period of use.
- Herbal medications are relatively safer to consume, inexpensive and readily available.
- There are certain diseases that cannot be treated using modern medications.

BACK TO NATURE

Global development of traditional medications

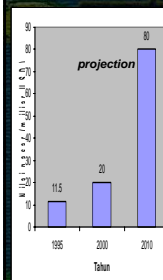
- In Africa \pm 80% of its population use traditional medications.
- In China, consumption of traditional medications reach 30-50% of the total consumption in the field of health.
- In Ghana, Mali, Nigeria and Zambia, around 60% of children affected by malaria are treated with traditional medications.
- In Europe and South Africa, \pm 75% of HIV/AIDS patients use traditional medications.

- In USA, around 158 million people use traditional medications and according to USA Commission for Alternative and Complementary Medicines, in 2000 roughly US\$ 17 million has been spent on traditional medications.

- In England, around US\$ 230 million is spent on traditional medications each year.

Market Potential of Herbal Medications

Global market



1995

EU : US\$ 6 billion, USA : US\$ 1.5 billion, Japan : US\$ 2.1 billion, and outside Japan (RRC, Korea, etc.): US\$ 2.3 billion.

1999

Market value of food supplements in Europe : US\$13.5 billion, 55% (US\$ 7.43 billion) of which is herbal products.

2000

Total world market of herbal medications : US\$ 20 million, distributed to Europe 34%, North America 22%, Asia 39%, and other regions 5%

Prospects of Herbal Medications in Indonesia

- Indonesian biodiversity : ± 30,000 types of plants , > 940 types of which are herbal plants.
- Indonesia is a vast agrarian country with enormous natural resources.
- Indonesia bequeaths a legacy of traditional medicine known since ancient times and preserved through generations.
- Population of more than 237 million is an immense and promising market.

PROSPECT OF NATURE-BASED MEDICATIONS

- Increasing number of scientific studies has not been utilized; some of them have been at clinical trial which prove the efficacy and safety of nature-based medications.
- The use of nature-based medications will continue to increase in both developing and developed countries.

WHO through WORLD HEALTH ASSEMBLY recommends the use of traditional medications, including nature-based medications in preserving community health, preventing, and treating diseases, particularly chronic, degenerative diseases and cancers.

The Indonesian culture has bequeathed a rich legacy of herbal drinks for preserving health and preventing diseases.

National Policy

- The government gives strong support for development and proper utilization of Indonesia traditional medicines
- Ministry of Health of Indonesia launched the movement of '*Back to Nature, Use Indonesian Traditional Medicine*' to support and propel the utilization and development of Indonesian traditional medicines for health-care services (Moeloe, 1998)

1 GOAL 1: ERADICATE EXTREME POVERTY AND HUNGER			
Indicator	Target	Current Status	Remarks
Target 1A: Halve the proportion of people living on less than \$1 a day			
Proportion of population below \$1 per day	10.3%	5.9%	Achieved
Target 1C: Halve the proportion of people who suffer from hunger			
Prevalence of severe malnutrition in children under five years	3.6%	5.4% (Rikesdas, 2007)	Need special attention through inter-sectoral cooperation and improved CIE.
Prevalence of malnutrition in children under five years	18.5%	18.4% (Rikesdas, 2007)	Achieved
Proportion of people under minimum standard of energy consumption.	5.0%	3.9% (BPS, 2007)	On track

