



EFCAM

European Federation
for Complementary
& Alternative Medicine

EFCAM

European Representative Organisation for CAM Professionals

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WHAT IS CAM

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- CAM is **part of a global system** of traditional and indigenous health practices adapted across cultures and continents
- The primary focus of CAM is **HEALTH** not disease - salutogenesis rather than pathology and treatment
- It's most consistently sought applications are for wellbeing, prevention and more personally sustainable treatment of chronic illness
- CAM supports the **whole health** journey of the individual (diet, exercise, state of mind, psychological habits) in their distinct cultural context



Some Key Characteristics of CAM

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Health is individually owned - core responsibility for it is the individual

- The individual is the **Director** of their own health journey - the health provider/healthcare system is a **support** to this
- CAM **connects** the physical, emotional, mental and spiritual aspects of the person in its **individually integrated** approach – a “one stop shop” for wellbeing and health



CAM is Inherently Innovative

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- CAM offers **course of life care**, CAM modalities can contain the health development, history and care of the individual from pregnancy to death
- CAM modalities **include** health maintenance, health generation, health literacy, health promotion which includes prevention, and sustainable treatment of illness as an **integrated totality**
- Delivery is by a whole health approach orchestrated by a whole person evaluation



3 CAM Innovations for Health Promotion and Reduction of Health Inequalities.

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Health literacy – One key barrier to health equality is poor (health) education.

- Health education is delivered in CAM both as part of individual treatment and in distinct classes at low cost
- CAM teaches health maintenance and health generating tools for use at home, in schools, communities and hospitals as an integrated part of whole healthcare

Promotion/Prevention - CAM is highly effective in motivating healthy lifestyle change through its individualised therapeutic relationship

- Providing more sustained and cost effective prevention and treatment of chronic illness
- Adding to healthy life years for a more productive workforce and health ageing

New model for health and healthcare

Salutogenesis - education for primary prevention from pregnancy to palliative care

Use of new professionally skilled health workforce

Reorganisation of primary care with CAM at its heart



EFCAM Contact Details

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