

**DR DAVID CODY
OCCASIONAL ADDRESS
4TH MAY, 2012**

CHANCELLOR, DEPUTY CHANCELLOR, VICE CHANCELLOR, DISTINGUISHED GUESTS, GRADUATES, LADIES AND GENTLEMAN

THIS AFTERNOON, I HAVE HAD THE GREAT HONOUR OF RECEIVING THE PRESTIGIOUS AWARD, DOCTOR OF THE UNIVERSITY.

DURING MY LONG ASSOCIATION WITH SOUTHERN CROSS UNIVERSITY I HAVE HAD THE PLEASURE AND THE PRIVILEGE OF WORKING WITH OUTSTANDING PEOPLE WHO HAVE DEMONSTRATED A BROAD SPECTRUM OF EXPERTISE IN FINANCIAL, COMMERCIAL, LEGAL AND ACADEMIC PURSUITS. THEY HAVE DEMONSTRATED AN IMMENSE ABILITY IN ASSOCIATION WITH HARD WORK AND HONESTY.

IT IS THESE PEOPLE THAT HAVE PROVIDED SOUTHERN CROSS UNIVERSITY WITH BALANCE AND DIRECTION WHICH HAS RESULTED IN THE CURRENT GROWTH AND POSITION OF SOUTHERN CROSS IN THE UNIVERSITY WORLD. TO THESE PEOPLE, AND TO THE UNIVERSITY STAFF IN GENERAL, I GIVE MY THANKS FOR TODAY'S AWARD.

FOR THE GRADUATES.....

TODAY IS YOUR DAY OF GRADUATION. A WONDERFUL DAY IN THE CYCLE OF YOUR LIFE.

IT GIVES ME GREAT PLEASURE TO OFFER YOU MY CONGRATULATION'S AND MY BEST WISHES TO ALL OF YOU ON THIS SPECIAL DAY AND ALSO FOR YOUR FUTURE LIFE.

I WOULD LIKE TO CONGRATULATE YOUR PARENTS AND FAMILIES WHO, WITH SIGH'S OF GREAT RELIEF AND THANKFULNESS, ARE ALSO GRADUATING WITH YOU TODAY.

I WOULD ALSO LIKE TO TAKE THIS OPPORTUNITY IN THANKING MY FAMILY TOO, ESPECIALLY MY WIFE JULIANNE WHOM, WITHOUT HER HELP, LOVE AND FRIENDSHIP, I WOULD NOT BE HERE RECEIVING THIS HONOUR TODAY.

RECENTLY, A GROUP OF MORE THAN 400 LEADING AUSTRALIAN AND INTERNATIONAL SCIENTIST'S, CLINICIAN'S AND CONSUMER ADVOCATE'S CALLED, "THE FRIENDS OF SCIENCE IN MEDICINE", PROMULGATED CONCERN OVER THE BETRAYAL OF SCIENCE AND A NEED TO, "REVERSE THE TREND", WHICH SEE'S GOVERNMENT FUNDED, TERTIARY INSTITUTION'S, OFFERING COURSE'S IN MEDICINE & HEALTH CARE SCIENCES, THAT ARE NOT UNDERPINNED BY CONVINCING SCIENTIFIC EVIDENCE.

*I FELT
I FEEL*

~~MY~~ FEELING ~~IS,~~ THAT THIS WARRANTED SOME DISCUSSION IN THE UNIVERSITY ENVIRONMENT AND THIS IS THE BASIS OF MY OCCASIONAL ADDRESS TODAY.

INFORMATION REGARDING TODAY'S ADDRESS HAS BEEN BASED UPON A PUBLICATION BY PROFESSOR IAN COULTER, PROFESSOR OF RESEARCH, SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCE AND, PROFESSOR EVAN WILLIS, SCHOOL OF PUBLIC HEALTH, LA TROBE UNIVERSITY VICTORIA. THIS SIGNIFICANT PAPER GIVES A WIDE PERSPECTIVE OF THE RISE OF COMPLEMENTARY AND ALTERNATIVE MEDICINE. Med Journal Aust. 2004 180 (11) 587.589.

THE INCREASING USE OF COMPLEMENTARY MEDICINE WITHIN INDUSTRIALISED "ADVANCED" WESTERN NATIONS PRESENTS ITSELF AS SOMETHING OF AN ENIGMA.

AS A SOCIAL PHENOMENON IT IS NOT WELL UNDERSTOOD OR RESEARCHED TO ANY GREAT DEGREE BUT, WE ARE WITNESSING THE RAPID EXPANSION OF A BRANCH OF HEALTH CARE, WHOSE CLAIM TO BE "SCIENTIFIC" (SO FAR AT LEAST) HAS BEEN WIDELY DEBATED.

THERE ARE MANY TERMS TO DESCRIBE MEDICINE OUTSIDE THE SCOPE OF WESTERN OR "ORTHODOX" MEDICINE.

TERMS INCLUDE:

COMPLEMENTARY & ALTERNATIVE MEDICINE (ALSO KNOWN AS CAM)

HOLISTIC MEDICINE

NATURAL MEDICINE

TRADITIONAL MEDICINE

NATURAL THERAPIES

UNORTHODOX MEDICINE

IT IS DIFFICULT TO CATEGORISE THE VARIED PRACTICES AND MODALITIES UNDER ANY PARTICULAR FORM BECAUSE THEY VARY GREATLY IN:-

EMPHASIS

PHILOSOPHY

ORIGIN &

THERAPEUTIC OUTLOOK

SO TODAY I WILL TALK ABOUT COMPLEMENTARY & ALTERNATIVE MEDICINE C. A. M., AND I HAVE SHORTENED THIS TO COMPLEMENTARY MEDICINE FOR TODAY'S ADDRESS.

COMPLEMENTARY MEDICINE IS USUALLY GROUPED INTO 5 DOMAINS.

1. ALTERNATIVE MEDICAL SYSTEMS

ACUPUNCTURE

HOMEOPATHY

NATUROPATHY

2. MIND-BODY INTERVENTIONS

MEDITATION

YOGA

3. BIOLOGICALLY BASED THERAPY

AROMATHERAPY

CHINESE HERBS

GENERAL WESTERN HERBAL MEDICINE

4. MANIPULATIVE/BODY BASED METHODS

CHINESE MEDICINE

CHIROPRACTIC

OSTEOPATHY

5. ENERGY THERAPIES

eg. REIKI

TAI CHI

ALL THE COMPLEMENTARY GROUPS SUBSCRIBE IN ONE WAY OR ANOTHER TO THE PRINCIPLE OF VITALISM.

ALL LIVING ORGANISMS ARE SUSTAINED BY A VITAL FORCE THAT IS DIFFERENT AND GREATER THAN PHYSICAL AND CHEMICAL FORCES.

WITHIN PARTICULAR COMPLEMENTARY GROUPS THERE ARE WEAKER OR STRONGER VERSIONS OF VITALISM.

IN THE EXTREME FORM FORCE IS SUPERNATURAL

IN THE MODERATE FORM..... CALLED..... "VIS MEDICATRIX NATURAE"

OR THE (HEALING POWER OF NATURE).

THE COMPLEMENTARY PRACTITIONER FACILITATES THIS FORCE IN THERAPY.

HOWEVER, IT SHOULD BE NOTED THAT COMPLEMENTARY PRACTITIONERS, IN RECENT YEARS, HAVE HAD A TENDENCY TO REDUCE OR NOT INCLUDE THESE VITALISTIC PRINCIPLES.

IS THERE A CAM CRAZE?

THERE IS NO DOUBT THAT COMPLEMENTARY MEDICINE IS A WIDELY USED FORM OF HEALTH CARE.

AUSTRALIAN GOVERNMENT SURVEYS HAVE REPORTED 42% OF AUSTRALIAN'S ARE USING COMPLEMENTARY MEDICINE THERAPIES OR TREATMENT.

IN THE YEAR 2000, A PROMINENT SOUTH AUSTRALIAN STUDY SHOWED:-

THAT CONSUMERS TOTAL EXPENDITURE ON COMPLEMENTARY MEDICINE

WAS 1.7 BILLION

PLUS AN EXTRA

\$616 MILLION ON COMPLEMENTARY PRACTITIONER'S.

A TOTAL OF 2.4 BILLION.

NOTE: TOTAL EXPENDITURE FOR TRADITIONAL PHARMACEUTICALS, FOR THAT SAME YEAR WAS \$688 MILLION. THIS WAS LESS THAN HALF THE COST OF COMPLEMENTARY MEDICINE.

COMPLEMENTARY MEDICINE HAS PROGRESSED SIGNIFICANTLY IN AUSTRALIA AND OVERSEAS.

IN THE UNITED STATES:-

THE PRESTIGIOUS RESEARCH INSTITUTION, THE NATIONAL INSTITUTE OF HEALTH (N.I.H), ESTABLISHED A NATIONAL CENTRE FOR COMPLEMENTARY AND ALTERNATIVE MEDICINE (NCCAM) WITH A CURRENT BUDGET OF \$100 MILLION.

THEY HAVE FUNDED 20 UNIVERSITY BASED CENTRES FOR RESEARCH IN COMPLEMENTARY MEDICINE INCLUDING THE R.A.N.D. CORPORATION "THINK TANK" IN CALIFORNIA WHICH IS PART OF THE LARGE ORTHODOX MEDICAL EVIDENCE BASED PRACTICE CENTRES AT THE UNIVERSITY OF SOUTHERN CALIFORNIA.

THERE APPEARS TO BE A SOCIAL MOVEMENT FEATURING THE INCREASING LEGITIMACY OF COMPLEMENTARY MEDICINE IN AUSTRALIA AND IN OTHER NATIONS.

BEFORE DISCUSSING THIS, IT MUST BE REMEMBERED THAT IN POORER COMMUNITIES AND NATIONS, THERE HAS ALWAYS BEEN THE USE OF

"FOLK REMEDIES". THIS IS BECAUSE OF THE NON-EXISTENCE OF CONVENTIONAL, OR THE HIGH COST OF TREATMENT ^{THIS HAS OCCURRED} FOR HUNDREDS OF YEARS. THE INFLUENCE OF THIS IS UNKNOWN.

WHAT ARE THE CAUSES OF THIS INCREASE IN COMPLEMENTARY MEDICINE?

GENERALLY UNKNOWN AND NOT OVERLY RESEARCHED.

SPECULATIVE EXPLANATION:-

- 1. AGEING POPULATION**
 - 2. GROWING EMPHASIS ON CHRONIC ILLNESS**
 - 3. LIFESTYLE RELATED MORBIDITY**
- (RATHER THAN ACUTE MEDICINE)**

WE HAVE A NEW STAGE OF HUMAN HISTORY IN A SOCIOLOGICAL SENSE KNOWN AS THE POST MODERN ERA.

THIS SUGGESTS A SOCIAL CHANGE INVOLVING GLOBALISATION AND THIS HAS ACCELERATED.

- **A DECLINE IN THE FAITH IN THE ABILITY OF SCIENCE AND TECHNOLOGY, INCLUDING MEDICINE, TO SOLVE THE PROBLEMS OF LIVING.**
- **SOCIAL “GREEN” MOVEMENTS WITH A RISE IN THE PREFERENCE FOR ORGANIC AND NON-CHEMICAL SOLUTIONS TO PROBLEMS.**
- **SOCIETAL TRENDS TOWARDS INDIVIDUALISM HAVE INDIVIDUALS LESS PREPARED TO ACCEPT TRADITIONAL AUTHORITY (SUCH AS DOCTORS) AND SEEK GREATER LEVELS OF CONTROL AND EMPOWERMENT OVER THEIR LIVES (A TREND FUELLED BY THE INTERNET).**

THIS POST MODERN THESIS HOWEVER, HAS NOT CERTAINLY BEEN TRANSLATED TO CONCRETE EMPIRICAL EVIDENCE.

CROSS SECTIONAL SURVEY DATA HAS SHOWN THAT THOSE USING COMPLEMENTARY MEDICINE CAN HOLD POST MODERNISTIC BELIEFS, BUT DRAWING CAUSAL INFERENCES IS DIFFICULT AND HAS NOT BEEN DEMONSTRATED.

THERE ARE TWO BROAD SOCIAL CHANGES THAT ARE ALSO IMPLICATED IN THE INCREASE USE IN COMPLEMENTARY MEDICINE.

FIRST CHANGE:

THE IMPACT OF THE CONSUMER MOVEMENT ON HEALTH CARE.

WHILE POST MODERNISTIC VALUES CAN BE PREDICTABLE IN THE USE OF ALTERNATE MEDICAL CARE, OTHER FACTORS THAT AFFECT THE INDIVIDUAL SUCH AS:-

HIGHER EDUCATION

POORER HEALTH

COMMITMENT TO THE ENVIRONMENT

FEMINISM

SPIRITUALITY AND PERSONAL GROWTH

HAVE ALSO BEEN PREDICTIVE IN THE GROWTH OF COMPLEMENTARY MEDICINE

SECOND CHANGE:

POLITICISATION OF HEALTH. THE CLEAREST EXAMPLE HERE IS FEMINISM.

BUT, IT HAS ALSO BEEN SEEN IN THE GAY MOVEMENT, PARTICULARLY AROUND H.I.V. AND ALSO THE GREEN MOVEMENT.

POLITICISATION OF HEALTH (SEEMS TO, OR APPEARS TO, OR TRIES TO, RETURN CONTROL OF HEALTH TO THE INDIVIDUAL AND THE CONTROL OF THE HEALTH CARE SYSTEM TO THE COMMUNITY.

COMPLEMENTARY & ALTERNATIVE MEDICINE – IS UNLIKELY TO BE A PASSING FASHION OR CRAZE.

COMPLEMENTARY & ALTERNATIVE MEDICINE GROUPS, UNDER UNIVERSITY CONTROL, ARE EMBRACING EVIDENCE BASED SCIENCE WITH AN EMPHASIS ON OUTCOMES AND EFFECTIVENESS OF TREATMENT COMPARED WITH OTHER TREATMENT OR PLACEBO GROUPS.

IT BECOMES OBVIOUS, AND APPROPRIATE, THAT THE TEACHING AND RESEARCH, IN COMPLEMENTARY MEDICINE, SHOULD BE SITED IN TERTIARY EDUCATIONAL INSTITUTIONS.

HOWEVER, UNIVERSITY EDUCATION WOULD RESULT IN A STRONG CALL, FOR ALL DOMAINS OF COMPLEMENTARY MEDICINE, TO BE SUBJECTED TO THE SAME RULES OF EVIDENCE THAT ARE ASSUMED WITH ORTHODOX MEDICINE AND THE SAME METHODS OF EVALUATION FOR CLINICAL COMPETENCE AND THE MAINTENANCE OF PROFESSIONAL STANDARDS FOR PRACTITIONERS.

IT IS IMPORTANT TO NOTE THAT THE AUSTRALIAN MEDICAL ASSOCIATION DOES NOT SUPPORT THE "FRIENDS OF SCIENCE IN MEDICINE" LOBBY GROUP.

WE LIVE IN THE MOST SCIENTIFIC OF AGES BUT MOST PEOPLE ARE NOT AWARE OF THIS AND THEY ARE ALSO NOT AWARE OF WHAT'S AVAILABLE IN ALL AREAS OF SCIENCE, MEDICINE AND TECHNOLOGY.

SURGERY WAS ONCE THE PRESERVE OF THE BARBER SURGEON. TREATMENT WAS ANYTHING BUT EVIDENCE BASED. BLOOD LETTING WAS FASHIONABLE. BUT, AS GEORGE BERNARD SHAW PROPOSED IN THE "DOCTORS DILEMMA",.....IF YOU SURVIVED INFECTION AND COULD "STIMULATE THE PHAGOCYTES", YOU MAY HAVE LIVED.

CENTURIES HAVE PASSED AND MEDICINE HAS HAD AN EXPLOSION OF KNOWLEDGE, AN OPENING OF GENOMIC MEDICINE WITH MASSIVE CHANGES IN INTERVENTION, SURGERY, EMERGENCY MEDICINEAND....TRAUMA.

PERHAPS, THE NEXT CENTURY MAY BE THE CENTURY OF COMPLEMENTARY AND ALTERNATIVE MEDICINE.

**BUT.....ONLY UNDER THE GUIDANCE, LEADERSHIP &
RESEARCH IN A UNIVERSITY ENVIRONMENT.**

Thankyou