

Establish the charge What can the Fed gov
to encourage wellness
Jim on call HP 2010 - of all American people

Visionary Approach
? John Robbins
Jeremy Rifkin
Economic Issue

Day 2 - Wellness

Format:

5 panels of 4 people each

Each panel member has 7.5 minutes to provide testimony (30 minutes total)

30 minutes of discussion following the testimony

How can CAR
approaches

8:00 a.m. - 8:15 a.m. - Welcome and Introductory Remarks

8:15 a.m. - 9:15 a.m. - Panel #1 - Mind - Body Practices and Wellness for Caregivers

Yoga/Meditation/Guided Imagery - John Kabat-Zinn

Tai'Chi/Qigong -

Wellness for Providers -

Wellness for Families - Respite or Hospice Care

9:15 a.m. - 10:15 a.m. - Panel #2 - Nutrition and Environmental Health

Nutritional Guidelines and National School Lunch Program - USDA

Nutritional Approaches - Neil Barnard or John LaPuma

EPA or US Fish & Wildlife or Nat. Inst. of Environmental Health Sciences

National Environmental Health Association

Citizens for a Better Environment or Environmental Health Coalition

10:15 a.m. - 10:30 a.m. - Break

10:30 a.m. - 11:30 p.m. - Panel #3 - Federal Role in Wellness

Health Promotion/Disease Prevention - SG David Satcher

President's Office on Physical Fitness - Sandy Perlmeier

~~HRSA/MCHB~~ School Health

CDC - Prevention Information - Bill Dietz

Int'l Approaches
Wellness

11:30 a.m. - 12:30 p.m. - Panel #4 - Corporate Approaches to Wellness

Marriot

AT&T Communications

McDonalds

- Wellness for Providers
- Wellness Ed for
children

12:30 p.m. - 1:45 p.m. - Lunch

1:45 p.m. - 2:45 p.m. - Panel #5 - Private Sector Approaches to Wellness

Breast Cancer Prevention - Susan B. Koman

Heart Disease Prevention - American Heart Association

Diabetes Prevention - American Diabetes Association

HLI & B inst. +

2:45 p.m. - 3:45 p.m. - Public Comment

Mentoring
Providers
Quest
Robbi

Whole lot of Health

? Nancy Brinker
here in research

Join
Tauf
Same place

3:45 p.m. - 4:00 p.m. - Break

4:00 p.m. - 5:30 pm - Commission Discussion

Jackie Wootton

Herb Wed

- Information development / dissemination

- Set up meeting to discuss

neutral / important / useful

Panel - Info Development

Popular Press

Literary - Harvard
- Commercial

Allyen's Orgs

Health Education

For Profits

NCCAM - Clearinghouse
- NCI

What do Consumers Want

Personal Stories

Newsletter Julian Whitaker

Benton Goldberg - why do they do any what they are
doing
- what else needs to be done

March 26-27 Meeting:

Workgroup Day One:

The provision to health care professionals of reliable and useful information about complementary and alternative medicine that can be made readily accessible and understandable to the general public.

Jim Gordon
George DeVries
Effie Chow

George Bernier
Julia Scott
David Bresler

Conchita Paz
Tieraona Low Dog
Ming Tian

Veronica Gutierrez

Workgroup Day Two:

Wellness, with topics including mind-body practices, caregivers, nutritional and environmental health, the federal role in wellness and corporate and private sector approaches to wellness.

Jim Gordon
David Bresler
Wayne Jonas

Linnea Larson

=====

Not Yet Reporting: (due date is Friday, Feb 9)

Tom Chappell
Effie Chow
George DeVries
Bill Fair
Joe Fins
Charlotte Kerr

Conchita Paz
Joe Pizzorno
Buford Rolin
Julia Scott
Donald Warren

①

Eggleston (Staff) / Contact group / Liaison

Budget / Expanded / Today

Ancestral Protection

9-9

9-4

Nancy Brinkley / Susan B. Komen / Great CA Fund / Janet Brill / Grouse Anderson / Women's Health / Special

Strategic Planning

Different Interventions / to manage other / members of community

J.G. L.L. D.B. W.J. / J.S. D.O. G.D. T.A. / D.O.

Information Council

Wellness

Program to Educate Kids in Schools (Herb Benson)

(Klein)

(David Latch)

Ed- Wellness

Necessary Program

Crossroads - Santa Monica, CA

Feeling Retired / Low Income

Fresh Fields / Whole Food / Wild Oats

Sanctuary / Hotel / First / Burton

HMO's

Small group discussion / Wellness - or Large Group

? What about teaching of wellness

Self-Care

Nutrition / Mike Jacob

Citizens Group

State or Local Gov't that have great programs on Wellness or Nutrition

Joanna Sawyer / Odonna Matthews



ALTERNATIVE MEDICINE FOUNDATION, INC.

Jackie Wootton, MEd, President

July 24, 2000

Sheila Moriber Katz, M.D., M.B.A.
6701 Rockledge Drive, Suite 10-10
Bethesda, MD 20817

Sheila
Dear Dr. Katz,

I am delighted to announce that HerbMed[®], our herbal database, has been highlighted as a "Hot Pick" by two different publications. In the June 23 issue of Science magazine, NetWatch section, HerbMed[®] was Hot Pick and on their website, <http://www.sciencemag.org/cgi/content/summary/288/5474/2091b>. On July 20, USA Today's web site chose HerbMed[®] as a hot site. You can view at: <http://www.usatoday.com/life/cyber/chd0720.htm>. It may also be mentioned in the print version in the coming weeks. Our hit rate has gone up to over 5,000 a week.

The HerbMed[®] reengineering project was completed about three weeks ago but now the main task is to transfer the data. It is a very slow and painstaking process and I have hired two summer students to move it along. This week I shall put a notice on the main AMFI site to announce the new site.

Sincerely,

Jackie

Jackie Wootton, MEd
President

If you would like to receive any of the information materials from the Alternative Medicine Foundation, please check the list below and return, using this form.

- ☐ General Resource Guide \$10
- ☐ Herb Resource Guide \$10
- ☐ Cancer Resource Guide \$10

(please see our website for further titles)

If you would like to be put on our mailing list for regular updated information:

Name _____

Address _____

Telephone _____

I would like to support the charitable work of the Alternative Medicine Foundation.

Please accept my contribution:

tax-deductible

☐ \$20

☐ \$50

☐ \$100

☐ Other contribution: \$ _____

(See address on front)



The Alternative Medicine Foundation is a nonprofit 501(c)(3) organization, formed to:

- * Respond to the public and professional need for responsible and reliable education, information, and dialogue about the integration of alternative & conventional medicine
- * Conserve and respect the knowledge and practice of indigenous therapies and systems of healthcare
- * Promote novel ways to blend ancient practice and modern science for the promotion of optimal health
- * Advance the ethical and sustainable development of adjuncts and complements to standard care

HerbMed®

A Web-based information resource
on Herbal Medicine
for scholars, doctors, researchers,
practitioners, and consumers

www.amfoundation.org/herbmed.htm



Developed, designed,
and maintained by:

Alternative Medicine Foundation, Inc.
5411 W. Cedar Lane, Suite 205-A
Bethesda, MD 20814

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HerbMed® is an interactive, electronic herbal database providing hyperlinked access to the scientific data underlying the use of herbs for health. It is an evidence-based information resource, designed and built by the Alternative Medicine Foundation to serve the needs of health care professionals, researchers, and consumers.

- Physicians, pharmacists, nurses, and other health care professionals need convenient access to the supporting data underlying the rational use of herbs
- Researchers also need convenient access to information on herb actions and mechanisms of action
- Health care consumers need impartial and reliable information about the herbal products they purchase for medicinal or preventive use

The database is fully searchable and freely available on the World Wide Web at: www.amfoundation/herbmed.htm

Categories of information provided for each herb include:

- ✿ Human Data
- ✿ Preclinical Data (mechanisms)
- ✿ Warnings and Contraindications
- ✿ Preparations and Mixtures
- ✿ Conservation/Environmental Issues
- ✿ Live Search Updates & Images



Project Director:	Jackie Wootton, M.Ed.
Scientific Coordinator:	Jerry Cott, Ph.D.
Research Pharmacologist:	Soaring Bear, Ph.D.
Technical support:	Henry Tran, M.S. Peter Oroszcz

Scientific Advisory Board	Herbal Advisory Board
Gerard Bodeker, Ed.D.	Mark Blumenthal
Carlo Calabrese, N.D.	Anthony Carter, MNIMH
Kim Jobst, D.M., MRCP	Ed Croom, Ph.D.
Sheila Katz, M.D.	Kevin Ergil, M.S., L.Ac.
Woodson Merrill, M.D.	Stephen Foster
Andrew Parfitt, Ph.D.	Tieraona Low Dog, M.D.
Stanley Pillemer, M.D.	Rob McCaleb
Andrew Sparber, R.N., M.S.	Robert Rountree, M.D.
	Mickey Weinstein, P.D.

HerbMed® is currently being re-engineered and includes the following enhancements:

- ✿ Ask Dr. Cott - expert advice on the use of herbs and supplements from a neuropsychopharmacologist
- ✿ Special collections for specific health conditions or health modalities
- ✿ Specialist information on the use of herbal mixtures



HerbMed® is available for licensing; it provides a range of services for industry

Find out how you can become a HerbMed® sponsor and support the enhanced features.

Contact info: info@herbmed.org
alkaloid@herbmed.org
askdoctorcott@herbmed.org

Quality of all media

DRAFT DRAFT DRAFT DRAFT DRAFT

Information Dissemination and Wellness Hearing

March 26 - 27, 2001

Day 1 - Information Dissemination

Questions:

- 1) What role does the media, consumer groups, and the government have in educating the public regarding CAM?
- 2) How do you/your organization/industry assure that the information provided is accurate and balanced?
- 3) What policy recommendations do you have for the Commission regarding the development and dissemination of information on CAM to the public?

Format:

5 panels of 4 people each

Each panel member has 7.5 minutes to provide testimony (30 minutes total)
30 minutes of discussion following the testimony

what should you do

what are the obstacles to getting info out to the pub

what are the limits on their repn

8:30 a.m. - 8:45 a.m. - Welcome and Introductory Remarks

8:45 a.m. - 9:45 a.m. - Panel #1 - Print Media

NY Times (Jane Brody) or Washington Post (Craig Stoltz) or USA Today
Time Magazine or US News and World Reports
Good Housekeeping or O *a leaders Digest*
Self or Prevention

9:45 a.m. - 10:45 a.m. - Panel #2 - Television and Radio

Morning Talk Shows (GMA or the Today Show)
Evening News Shows (CBS or NBC or ABC)
PBS or CNN
Radio (NPR - Kevin Close or Diane Rheem)

Katie Couric

10:45 a.m. - 11:00 a.m. - Break

11:00 a.m. - 12:00 p.m. - Panel #3 - Commercial Internet Sites

Peter Chowka - naturalhealthvillage.com

James Randi - jrandi.org

5 Pew Internet & American Life Project - pewinternet.org

4 Harvard Librarian - Suzy Something

→ mescap n webcam

12:00 p.m. - 1:15 p.m. - Lunch

live8 MO

*what works
what the gov should do*

Ophrah n her producers

1:15 p.m. - 2:15 p.m. - Panel #4 - Government Internet Sites

Agricola

NLM
NCI
CDC
FDA

Healthfinder

many of people

NCCAM (Call Anita Greene with Steve)

Information Development
+ Diss. and Oversight
diff betw public + profess. ed. Public Information

2:15 p.m. - 3:15 p.m. - Panel #3 - Consumer Information

*needs
- standard
concerns*

Federal Trade Commission
Better Business Bureau
Giant Food
Consumer Reports
Center for Science in the Public Interest - Mike Jacobson

3:15 p.m. - 3:30 p.m. - Break

3:30 p.m. - 4:30 pm - Public Comment

4:30 p.m. - 5:30 p.m. - Commission Discussion

FDA - concerns re: info
sources + labels

Parveyas of info

Reactor Panel
- Industry
- NLM

Newsletters
Berkeley
Whitaker

mainstream
+ CAM

Medscape
on Web MD

hard to develop
resources

Information Development and Dissemination

March 26, 2001

8:15 a.m. - 8:30 a.m. - Welcome and Introductory Remarks

8:30 a.m. - 9:20 a.m. - CAM Information on the Internet: Government, Academia, and Private

1. National Library of Medicine - Sheldon Kotzin, NLM

2. National Center for Complementary and Alternative Medicine - Irene Liu, NCCAM

For NLM and NCCAM,: As government agencies, what are your responsibilities to provide CAM information to the public; what sources are available and how are they selected; what process is used to determine accuracy of the information; what are the barriers people have to accessing CAM information and how can they be overcome; what types of information is being requested; what types of people and organizations are requesting CAM information; what are your future plans for providing CAM related information; what suggestions do you have for the Commission; etc.

3. Berkeley Wellness Letter - William Pereira, M.D., UC Berkeley Wellness Letter

As part of a large academic institution, what is UC Berkeley doing to provide CAM information to the public and university community; what sources are used for the information and how are they selected; what process is used to determine accuracy of the information; what are the barriers people have to accessing CAM information and how can they be overcome; what types of information is being requested; what types of people and organizations are requesting CAM information; what are your future plans for providing CAM related information; what recommendations should the Commission consider in their report to the President and Congress, etc.

4. Natural Health Village - Peter Chowka

5. Ask Dr. Weil - Andy Weil, M.D.

For Pete Chowka and Andy Weil: As private internet sites, how do you assure that the information you provide is accurate; what types of information is being requested; what types of people and organizations are requesting CAM information; what are your future plans for providing CAM related information; what recommendations should the Commission consider in their report to the President and Congress, etc.

9:20 a.m. - 9:50 a.m. - Discussion

9:50 a.m. - 10:05 a.m. - Break

10:05 a.m. - 11:05 a.m. - CAM in the Media: Newspapers, Magazines, Television, & Radio

- 1. Washington Post** - Craig Stoltz, Health Editor
- 2. Prevention Magazine** - Sara Altshul, Alternative Medicine Editor
- 3. Newsweek** - Jeffrey Cowley, Senior Health Editor (Invited)
- 4. CBS Evening News** - Susan Schiller
- 5. NPR** - Kevin Close (Invited)
- 6. Univision** - Elmer Huertas, M.D.(Invited)

How much CAM-related information are you providing and why; what topics are covered and how are they selected; how is accuracy of the information is determined; whom do you rely on for expert advice; how does corporate sponsorship influence the information provided; what would help provide more accurate, balanced, and useful information; who is your target audience; do you target information to people of different educational and literacy levels and people of different cultural, ethnic, and racial groups; do you what changes do you see over the next several years in your programming; what recommendations should the Commission consider in their report to the President and Congress, etc.

11:05 a.m. - 11:45 a.m. - Discussion

11:45 a.m. - 12:45 p.m. - Lunch

12:45 p.m. - 1:45 p.m - Panel #3 - Evaluation of CAM Information

- 1. Pew Internet & Amer. Life Project** - Harrison "Lee" Raine, Director
- 2. Detweiler Group** - Susan Detwiler , President
- 3.U.S.Pharmacopeia** - V. Srini Srinivasan
- 4. American Pharmaceutical Association** - Lucinda Maine, Ph.D., Senior VP
- 5. Center for Science in the Public Interest** - David Schardt
- 6.Consumer Reports** - Ronni Sandroff, Health Editor

1:45 p.m. - 2:15 p.m. - Discussion

2:15 p.m. - 2:30 p.m. - Break

2:30 p.m. - 3:30 p.m. - Panel #4 - CAM Advertising and Marketing

1. Federal Trade Commission - Michelle Rusk, Esq.

What is the role of the FTC in the advertising and marketing of CAM information and products; what has FTC done to assure that the advertising and marketing of CAM information and products is accurate; how do they decide what claims to investigate; what is the process; what barriers do they have in their oversight responsibilities; what recommendations should the Commission consider in their report to the President and Congress, etc.

2. Food and Drug Administration - Christine Lewis, Ph.D

What is the role of the FDA in the advertising and marketing of CAM information and products; what has FDA done to assure that the advertising and marketing of CAM information and products is accurate; how do they decide what claims to investigate; what is the process; what barriers do they have in their oversight responsibilities; what recommendations should the Commission consider in their report to the President and Congress, etc.

3. Covington & Burling - Sarah E. Taylor, M.P.H., Esq.

How do corporations assure that their marketing and advertising is accurate; what responsibility do they have to provide information to the consumer; what barriers do they encounter in promoting their products; what recommendations should the Commission consider in their report to the President and Congress, etc.

4. AlternativeMedicine.com - Burton Goldberg, Chairman

How do consumers know that the information they are receiving is accurate; what are the risks consumers face in the way that CAM information and products are advertised and marketed; what recommendations should the Commission consider in their report to the President and Congress, etc.

5. Natural Products Sales Representative (contacting Whole Foods Market)

6. Arnold Rellman (Invited)

3:30 p.m. - 4:00 p.m. - Discussion

4:00 p.m. - 5:00 p.m. - Commission Workgroups

5:00 p.m. - 6:15 p.m. - Commission Discussion

6:15 p.m. - Conclude

CAM in Self-Care and Wellness - March 27, 2001

8:15 a.m. - 8:30 a.m. - Welcome and Introductory Remarks

8:30 a.m. - 8:45 a.m.- Overview of CAM in Wellness and Self-Care - John Astin, Ph.D., M.A., University of Maryland, Complementary Medicine Program

What is the link between CAM, wellness, and self-care; what are the similarities and differences in approaches to health, healing, and enhancing quality of life; what are areas of overlap and gaps; what is the historical perspective; what data and references are available; what are some opportunities for collaboration in preventive medicine; what are the emerging issues in self-care; what will CAM, wellness, and self care look like in the future; etc.

8:45 a.m. - 9:25 a.m. - Panel #1 - Integrative Approaches to Wellness

1. CAM and Spirituality - David Larson, M.D., National Institute for Health Care Research

What is the relationship between spirituality and health and between CAM and spirituality; what are some barriers and opportunities to incorporating spirituality in healing; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

2. CAM, Children, Families and Medical Care - Adrian Sandler, M.D., American Academy of Pediatrics

What is the role of CAM in pediatric and family health care; how can the medical community utilize CAM to enhance the health and wellness of children and families; what are some obstacles or opportunities to including CAM in the care of families and children; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

3. CAM, Children, Families, and Communities - Jon Kabat-Zinn, Ph.D. (Invited)

How can families and communities utilize CAM to teach wellness and promote healthy behaviors; how can CAM practices such as relaxation and stress management enhance family relationships and social interactions; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

4. CAM and the Environment -

How can CAM help cities and communities become healthier places; what effect can CAM have on the environment; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

9:25 a.m. - 10:15 a.m. - Discussion (Overview and panel presentors)

10:15 a.m. - 10:30 a.m. - Break

10:30 a.m. - 11:10 a.m. - Panel #2 - Integrative Approaches to Wellness: Nutrition

1. Overview of CAM and Nutrition in Wellness - Walter Willett, Harvard School of Public Health

What is the current state of nutrition in the U.S.; what are the trends; to what extent is nutrition part of CAM; what are the areas of overlap between CAM and nutrition; what are some current or emerging issues in the field of nutrition in CAM; and wellness; etc.

2. Nutrition, CAM, and Wellness from the ADA Perspective - American Dietetic Association

What is the American Dietetic Association's policy on CAM and nutrition; what are the issues for ADA's members regarding CAM; how can CAM be integrated into dietary practices to enhance wellness; what obstacles and opportunities are dietitians facing in integrating CAM into their work; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

3. Nutrition, CAM, and Wellness from a CAM Perspective - Larry Kushi, ScD., Columbia University (Invited)

What are some alternative approaches to using nutrition to enhance wellness; what are the barriers and opportunities to implementing alternative approaches; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

4. Role of Vitamins and Supplements in Wellness - Jeffrey Bland, PhD, Metagenics

What is the role of vitamins and supplements in wellness; what are the issues regarding the use of vitamins and supplements for wellness and self-care; what recommendations should the Commission consider in preparing its report to the President and Congress; etc.

11:10 a.m. - 11:55 p.m. - Discussion

11:55 p.m. - 1:00 p.m. - Lunch

1:00 p.m. - 2:00 p.m. - Panel #3 - Integrative Approaches to Wellness: Self-Care

1. CAM and Wellness in Underserved and Minority Communities- Francis Brisbane, Ph.D., School of Social Welfare, SUNY

How are underserved and minority communities using self-care; what are some examples of programs that provide CAM to underserved and minority populations to promote and enhance wellness; what are some of the difficulties (institutional, economic, conceptual, etc.) encountered; what recommendations the Commission should consider in preparing its report to Congress; etc.

2. CAM and Wellness in Schools - Saki Santorelli, Center for Mindfulness, Medicine, Health Care, and Society, Univ. of Mass.

How can CAM be utilized in schools to promote healthy lifestyles; what are some examples of programs that schools can utilize to promote wellness and self-care; what are some of the barriers to teaching wellness in school; what recommendations should the Commission consider in preparing its report to Congress; etc.

3. CAM, Wellness, and Self-Care in the Workplace -

What is being done to promote wellness and self-care in the workplace with CAM; why are these programs initiated and are they successful; what are the future trends for wellness activities in the workplace; what recommendations the Commission should consider in preparing its report to Congress; etc.

4. CAM, Wellness, and Self-Care for Caregivers - Saki Santorelli, Center for Mindfulness, Medicine, Health Care, and Society, Univ. of Mass.

How can caregivers maintain their own wellness; what are the obstacles and opportunities; what recommendations the Commission should consider in preparing its report to Congress; etc.

5. CAM, Wellness, and Self-Care and the Elderly - Karen Kaplan, RWJ Last Acts/Partnership for Caring (Invited)

What are the issues for the elderly in CAM and self-care; what can the medical community do to promote wellness among the elderly; what are the obstacles and opportunities; what recommendations the Commission should consider in preparing its report to Congress; etc.

6. CAM and Wellness at the End of Life-Christina Puchhalski, M.D., George

Washington University, School of Medicine

How can the concepts of CAM and wellness be used at the end of life; how is self-care used among terminally ill patients and their families; what recommendations should the Commission consider in preparing its report to Congress; etc.

2:00 p.m. - 2:45 p.m. - Discussion

2:45 p.m. - 3:45 p.m. - Public Testimony

3:45 p.m. - 5:00 p.m. - Workgroups

5:00 p.m. - 6:00 p.m. - Discussion

6:00 - Conclude