

The business of traditional and complementary medicine in KK

ABSTRACT

The objective of this study is to determine the prevalence of Traditional and Complementary and Alternative Medicine (CAM) Practice in the City of Kota Kinabalu (KK), and how that may translate to the extent of the business of CAM in KK. KK (excluding the districts of Penampang and Putatan), has a population of about 470,000. Traditionally, many CAM practices (also known as Traditional and Complementary Medicine or, simply Traditional Medicine) have emphasized health promotion; CAM practitioners has been seen as a public health resource to increase the population's access to certain "clinical preventive services". As part of the integration of CAM practices into the public health arena, as encouraged by the WHO, it is important to investigate first the availability of CAM practices in the local environment.