

Guidelines on Developing Consumer Information on Proper Use of Traditional, Complementary and Alternative Medicine

The use of traditional medicine (TM) and complementary and alternative medicine (CAM) has increased significantly over the past few years. However, as recent reports have shown, in addition to the many benefit there are also risks associated with the different types of TM/CAM. Although consumers today have widespread access to various TM/CAM treatments and therapies, they often do not have enough information on what to check when using TM/CAM in order to avoid unnecessary harm.

In this context, it is necessary to develop information to meet the needs of consumers. These Guidelines will provide governments and other stakeholders with an overview of the general principles and activities necessary for the development of reliable consumer information. The document will also be a useful reference to consumers in guiding them on the information they need to have in order to choose a TM/CAM therapy that is safe and effective.