ENGAGING COMMUNITIES FOR HEALTH

EXTREME AFFORDABILITY CONFERENCE 2018

BY OBED OFORI NYARKO, OBEDNYARKO360@GMAIL.COM
THE CONTROVERSIAL EBOLA VACCINE TRIAL - A CASE OF FAILED COMMUNITY ENGAGEMENT
SOCIO-DEMOGRAPHIC PROFILE OF HERBAL MEDICINE USERS AND THEIR RISK PERCEPTION
BACKGROUND

HERBAL DRUG USE

- 56% of World
- 80% of Africa
- 70% of Ghana
- WHAT ARE THEY
- HAS IT STOOD THE TEST OF TIME?
- PUBLIC PERCEPTION
- WHY INVOLVE THE COMMUNITY
STUDY OBJECTIVES

To establish the proportion of persons living in Kumasi using herbal medicines

To describe the socio-cultural, economic and educational profile of persons using herbal medicine

To find out the risk perception of herbal medicine users
METHODOLOGY
Design and Study Areas

Descriptive Cross-sectional survey at the following locations:
Our Approach to Community Engagement

There is not a one fits all approach, depends on community preferences and characteristics.

Culturally sensitive to norms and values.

Identify and engage stakeholders- consultations with traditional and religious leaders using existing community based organisations.
APPROACH MODEL

Informing

Consulting

Involving

Collaborating

Empowering
Herbal medicines: The good, the bad and the ugly

Source: Nyarko Ofori Obed, Saabea Owusu Konadu & Gilda Opoku
School Of Medical Sciences, Kwame Nkrumah University Of Science And Technology (MS-KNUST)
Date: 01-05-2017 Time: 10:05:07 pm

Advertising of herbal medical services unethical

Source: Nyarko Ofori Obed, Saabea Owusu Konadu, Gilda Opoku
Date: 27-07-2017 Time: 12:07:05 am

Advertising moves people towards goods. The more informative your advertising, the more persuasive it will be. Advertisements are...
RESULTS - DEMOGRAPHIC DATA

Have you ever taken herbal medication

- Yes: 79%
- No: 19%
- Don't Know: 2%

The last time herbal medication was taken

- Within the last 3 months: 38.38%
- 6 months: 9.59%
- 1 year: 22.14%
- 5 years: 17.34%
- 10 years: 5.17%
- More than 10 years: 7.38%
RESULTS

SOURCE OF HERBAL MEDICATION

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homemade</td>
<td>24.54</td>
</tr>
<tr>
<td>Commercially Prepared</td>
<td>53.85</td>
</tr>
<tr>
<td>Both</td>
<td>21.61</td>
</tr>
</tbody>
</table>
RESULTS

Believe that herbal medicines can cure all disease

- Yes: 33%
- No: 56%
- DK: 11%

Herbal medical services should be advertised

- Yes: 80%
- No: 20%
RESULTS - RISK PERCEPTION

Perception of side effects:
- Yes: 36%
- No: 38%
- Don’t know: 26%

Experience a side effect from herbal medicine use:
- Yes: 16%
- No: 76%
- Don’t know: 8%
IMPLICATIONS ON THE COMMUNITY

A clearer understanding of the extent of herbal medicine use in the metropolis.
Understand the risk perception of the community.
Serve as a tool for changing policies and practices.
Build the knowledge base and capabilities of the community
To debunk myths.
Build successful partnerships, foster trust between us and the communities.
ACKNOWLEDGEMENT

PROF. DANIEL ANSONG
SAABEA OWUSU KONADU
GILDA OPOKU
EVANS XORSE AMUZU
OSEI ASIBEY OWUSU
Dr. Clara Nkyi
SMS-KNUST MEDICAL STUDENTS
REFERENCES

International agency for research on cancer: Some Traditional Herbal Medicines, Some Mycotoxins, Naphthalene and Styrene:
https://www.ncbi.nlm.nih.gov/books/NBK326625/

Bright Adjei: Utilization of traditional herbal medicine and its role in health care delivery in Ghana: page 4

Daniela Bagozzi: Traditional medicine:

THANK YOU FOR LISTENING