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MARRIAGE OF ALTERNATIVE MEDICINE AND HEALTH PROMOTION

ICHINOHE, SHINKO

SAITAMA GAKUEN UNIVERSITY, JAPAN

DEPT. OF HEALTH MANAGEMENT & ADMINISTRATION

Dr. Shinko Ichinohe
Department of Health Management & Administration
Saitama Gakuen University, Japan.

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Synopsis:

Nutrition and exercise and rest (including sleeping) are main factors for keeping health. For example, about nutrition, although seriously taken about the total calorie and the nutrient, about the energy which the vegetables and fruit obtained from the ground have, it is hardly taken into consideration. In order to solve these problems, the secret science in Hawaii (alternative medicine) may give many suggestions.

Marriage of Alternative Medicine and Health Promotion

Shinko Ichinohe, Ph.D.

The medicine which has accomplished many progresses has needs of paradigm shift from the following reasons.

Lifestyle-related diseases came to occupy the higher rank of the cause of death by change of disease structure. In order to conquer lifestyle-related diseases, patient's feeling, decision-making skill, behavioral change, stress coping, etc. are very important.

And Hospital management has become one of the huge industry and big business. Therefore, although a big effect is mainly brought to acute period medical treatment reflecting of developing medical technology, but on the contrary, for chronic disease, it is a situation which cannot offer the optimal medical treatment for a patient. Research for the progressing of ability of patient self-care is needed for improving of quality of medicine.

I think that the research on the common feature or the difference of alternative medicine and health promotion is required for improvement in a patient's self-care ability. In Japan, the National Health Promotion Movement in the twenty-first Century ("Healthy Japan 21") has started since 2000. In "Healthy Japan 21" shows actions for the prevention of lifestyle diseases in nine areas: (1) nutrition and dietary habit *Shokuiku* -the development of dietary knowledge and behavior, (2) physical activities and exercise, (3) rest and mental health development, (4) countermeasures for tobacco, (5) countermeasures for alcohol, (6) dental health, (7) countermeasures for diabetes, (8) countermeasures for cardiovascular diseases, and (9) countermeasures for cancer. And in May 2003, the Health Promotion Law was enforced to prepare a legal foundation for the active promotion of health enhancement and disease prevention efforts by the citizens in accordance with "Healthy Japan 21".

Nutrition and exercise and rest (including sleeping) are main factors for keeping health. For example, about nutrition, although the total calorie and the nutrient is regarded as important, but about the energy which the vegetables and fruit obtained from the ground have, it is hardly taken into consideration. About exercise, it argues about the importance of time or quantity of activities. However it hardly argues about the importance to practice happily together with those who love in nature. An informed patient of terminal cancer cannot almost fully sleep by a depressed state. In order to solve these problems, the secret science in Hawaii (alternative medicine) may give many suggestions.

So I would like to discuss with the possibility of marriage of Alternative Medicine and Health Promotion. I especially would like to discuss with the health promotion in Japan and the traditional medicine in Hawaii.

Ancient Wisdom of Hawaiian Healing

We have to appreciate at first to Dr. Max ⁽¹⁾ who has rediscovered and arranged the wisdom of ancient Hawaii to the world. It is because the wisdom of Hawaii could not be returned to many today's people and I was not able to advance this study primarily without his distinguished contribution. He had the role of support of the “Secret” (*Huna: Hawaiian esoteric knowledge dating back to ancient times*) which would be preserved until the time of its return to the world.

Dr. Charlotte ⁽²⁾ is explaining three selves (Middle Self, Basic Self, High Self) plainly which Dr. Max has proposed. Dr. Max explained that a person can feel happy by joining three selves. If one Self is consistently ignored or suppressed, problems such as illness can result. The practice of *Huna* involves bringing three Selves into a working harmony through frequent dialogue.

Middle Self: “The mind that talks” is the conscious, waking, thinking mind that reasons, uses logic, and makes decisions. This talking Self is the most familiar of the three, the one that in most individuals feels like “I”. The Middle Self functions only during waking hours and conducts an ongoing inner monologue of thoughts and words. The Middle Self can feel love and other emotions to some extent, but tends to operate most often in the realm of logic.

Basic Self: “The mind that never sleeps” is the focus of a great deal of attention in *Huna* practice. This Self is experienced in the solar plexus, but permeates the entire body. The Basic Self, in fact, controls the body: the musculature, the internal organs, the five senses, and the autonomic nervous system. It is the seat of the emotions memory, instinct, and survival. It governs the immune system and sexual functions. It also provides information about the body itself through energy level, heart rate, temperature, pleasure, and pain. It utilizes vital life force or *Mana* (spiritual power, vital life force, supernatural or divine power, miraculous power, authority power which one finds within oneself) to perform all of these functions. The Basic Self generally seeks to serve the Middle Self, but sometimes disagrees and refuses to act in accordance with the Middle Self’s wishes. Establishing a loving relationship with the Basic Self and eliminating blocks, faulty basic assumptions, and fears is an extremely important part of the work that one will do.

High Self: It is “Utterly trustworthy parental spirit pair”. It is sometimes referred to as Father-Mother-God. The High Self is the source of insight, inspiration, and absolute love. It can be called upon for healing, for understanding of a situation, for reconciling differences with others, and for connecting joyously with the cosmic realm. For all its powerful nature, the High Self does not interfere with the individual’s free will. It is not judgmental and only helps when asked and when it is given sufficient *Mana* to act. It sometimes comes and through when one is very relaxed to give him hunches and premonitions. In day-to-day life, the High Self is always available for help and guidance,

as long as communication is not being blocked by harmful assumptions or fears in the Basic Self area.

And also, according to Dr. Sarge ⁽³⁾, the teaching of *Huna* is summarized into 7 basic principles.

The First Principle (IKE): The world is what you think it is.

The Second Principle (KALA): There are no limits.

The Third Principle (MAKIA): Energy flows where attention goes.

The Fourth Principle (MANAWA): Now is the moment of power.

The Fifth Principle (ALOHA): To love is to be happy with.

The Sixth Principle (MANA): All power comes from within.

The Seventh Principle (PONO): Effectiveness is the Measure of truth.

Furthermore he has pointed out that there are four main factors operating in our lives that reduce our happiness by causing resistance to increase in motivation, concentration, and confidence—the key factors of success. He said that the resistance factors are Fear, Unhappiness, Doubt, and Stress (he called “FUDS”).

Fear including anxiety, panic, and terror reduces motivation by directing our energies away from something rather than toward it.

Unhappiness including anger, resentment, guilt, sadness, sorrow, and grief is the worst plague that besets the modern world.

Doubt including negative judgment, criticism, and skepticism is said to be our best friend and worst enemy all in one.

Stress including any form of tension caused by physical, emotional, and mental stress has become more familiar to us through studies linking it to health, social, and learning problems.

He is explaining stress as follows, too.

The reality is that all of our stress comes from ourselves. If someone gets angry at me and I do not care, I will not be stressed. But if I am upset or reactive to the anger, I will tense up physically, mentally, and emotionally. Stress comes from and reduces effectiveness when it becomes excessive.

The viewpoint which considers stress to be in oneself seems very important.

Thinking way of medicine by *Kahuna*

Kahuna (recognized experts in a certain field related to Hawaiian culture) have a distinctly unorthodox view of the effects of medicine, based on his idea that illness is not caused by bacteria, viruses or carcinogenic agents, but by tension resulting from conflicts of thought and emotional energy ⁽⁴⁾. Since putting it in the present-day medicine, it's clear this view is not right in everything. But as for lifestyle-related diseases or health promotion, it is possible to welcome. The *Kahuna* belief that illness results from tension is borne out in the roots of the *Huna* term for medicine and medical

treatment, *la'au lapa'au* (herbal healing). This term clearly indicates the *Kahuna* stand that the function of medicine is to stimulate an excitement of energy flow in the body which will aid in breaking up the tension-induces illness. For this reason, the *Kahuna* define medicine more broadly than in the West. In addition to chemicals and herbs, they include parts of fish, animals and plants whose names, nature or appearance signify healing characteristics. I think this view is very important. Now to conquer many modern chronic diseases or NCD (non communicable diseases), or as defensive medicine, the wisdom of ancient Hawaiian should be restudied.

Diet is given importance by the *Kahuna* because it is felt that the kinds of foods we eat habitually reflect our state of mind. Changing our diet, therefore, helps to change our state of mind. This point is very important, too. Behavioral change is the most important thing for recovering from lifestyle-related diseases. For diabetes patients, food control is needed, but it sometimes fails because of weak will. So state of mind is significant point. And the *Kahuna* are likely to recommended plenty of “living” or fresh, raw fruits and vegetables because these are thought to contain more *Mana*. The lack of vitamins and minerals in a person’s body is not thought to be caused by an inadequate diet, but by certain types of thinking that result in an imbalance in the body’s metabolism.

Health Promotion in Japan

In Japan, other 2 laws (Cancer Control Act, Food and Nutrition Education Basic Act) as well as Health Promotion Act are established in relation to a health promotion⁽⁵⁾⁽⁶⁾. Table 1 shows the number of patients and death related to lifestyle diseases. The number of death and mortality rate of malignant neoplasm becomes most high. Table 2 shows the estimation related diabetes. The percentage of older people who are suspected diabetes becomes so high. According to these tendencies, policy about an approach to change in people's lifestyle is desired.

Table 1. Number of Patients and Deaths Related to Lifestyle Diseases

	Total number of patients (1,000 persons)	Number of deaths (Person)	Mortality rate (Per 100,000 persons)
Malignant neoplasm	1,526	360,790	286.4
Diabetes	2,700	14,452	11.5
Hypertensive diseases	9,067	7,254	5.8
Heart diseases	1,612	198,622	157.7
Cerebrovascular diseases	1,235	121,505	96.5

Source: <total number of patients> “Patient Survey 2011”, Statistics and information Department, Minister’s Secretariat, MHLW

<Number of death/mortality rate> “Summary of Monthly Report of Vital Statistics”, Statistics and information Department, Minister’s Secretariat, MHLW (2012 approximate figures)

Table 2. Estimation related to Diabetes

Age	Males (survey samples: 1,619)		Females (survey samples: 2,384)	
	Strongly suspected of having diabetes	With possibilities of having diabetes	Strongly suspected of having diabetes	With possibilities of having diabetes
20-29	1.1%	0%	0%	0.9%
30-39	3.0%	3.0%	0.5%	5.4%
40-49	7.6%	11.0%	2.9%	10.4%
50-59	12.1%	16.7%	5.6%	20.8%
60-69	22.1%	17.3%	14.1%	18.2%
70 or older	22.6%	18.4%	11.0%	23.8%

Source: “National Health and Nutrition Survey 2007” Health Service Bureau, MHLW

Health Promotion Act

The Health Promotion Act in Japan was established in 2002. The purpose is to provide basic matters regarding comprehensive promotion of people’s health and make the effort to improve public health through implementation of measures for health promotion. It is said that cooperation between the government, local governments, health promotion service providers, and other related entities is important. Responsibilities for people, the government and local governments, health promotion service providers (insurers, business operators, municipalities, schools, etc.) are written as follows.

People: improve interest and understanding of the importance of healthy lifestyle habits in being aware of one’s own health status and make the effort to stay healthy throughout life.

The government and local governments: Make efforts to disseminate the appropriate knowledge on health promotion, collect/organize/analyze/make available information, promote researches, develop and improve the quality of human resources, and provide the required technical support.

Health promotion service providers (insurers, business operators, municipalities, schools, etc.): Make an active effort to promote health promotion programs for people including health consultations.

Nationwide approach for health promotion has already begun in Japan.

Cancer Control Act

The Basic Plan to Promote Cancer Control Programs was formulated by the government in accordance with the Cancer Control Act of 2007. The Cancer Control

Act is aim to provide in controlling cancer control in a comprehensive and systematic manner. The act indicates three basic measures of the following.

1. Promotion of prevention and early discovery of cancer: Implement required measures for promoting cancer prevention, and improved cancer screening and its promotion.
2. Promotion of equalization of cancer medical services: Implement required measures for training cancer specialists, establishing core hospitals/cooperation system, maintenance and improved quality of the recuperation life of cancer patients, and establishing a system to collect/provide information on cancer medical care.
3. Promotion of cancer research: Implement required measures for promoting cancer research and improving the environment for the early approval of drugs/medical devices that are highly needed in cancer treatment.

In the basic Plan to Promote Cancer Control Programs, it is said that there are various types of pain that cancer patients suffer. Cancer patient suffers from holistic pain (total pain). Holistic pain (total pain) includes physical pain (bodily pain, malaise, insomnia, etc.), social pain (financial issues, issues with work and family), psychological pain (anxiety, irritation, depression, etc.), and spiritual pain (fear of death, guilty conscience, etc.). From this, it seems that diversified approach is necessary for healing of a cancer patient pain.

Food and Nutrition Education Basic Act

To cope with the problems emerging from the Japanese people's change in eating habits, in 2005, *Shokuiku* Basic Act was promulgated to promote the measures relating to the “*Shokuiku*” in a comprehensive and systematic fashion, to create healthy and cultural life in an enriched and active society, from now throughout the future. According to the *Shokuiku* Basic Act, *Shokuiku* is the basic part for us to live and is treated as the base of three centerpieces of education, which are intellectual education, moral education and physical education. To have the knowledge about “*Shokuiku*” and have the ability to select proper food through a variety of experiences, and thus to nurture people to realize healthy food habits is the main aim of the *Shokuiku* Promotion Measures. Basic principles for policies related to *Shokuiku* Promotion include 7 aspects.

1. Improvement in citizens' healthy minds and bodies as well as cultivation of individuals' humanity.
2. Feeling of gratitude for and understanding of food
3. Development of *Shokuiku* Promotion campaign
4. Roles of caregivers and personnel involved in education regarding *Shokuiku* for children
5. Practices of hands-on activities and *Shokuiku* Promotion activities
6. Traditional food culture, consideration of food production harmonized with environments, and contribution to revitalization of agricultural, forest and fishing

villages as well as to an increase in food self-sufficiency rate

7. Roles of *Shokuiku* in guarantee of food safety

Through *Shokuiku* education, it is expected to increase the knowledge and promote the habits of healthy food and nutrition as a National Movement.

Marriage of Hawaiian Secret and Health Promotion

I would like to think of marriage of Hawaiian Secret and Health Promotion. I have already believed the idea of Chinese medicine and *Ayurveda* can be applied to health promotion ⁽⁷⁾. Halbert who was pioneer of wellness said that we must find ways of making man more aware of his own inner world through which he conceptualizes and interprets his perceptions of the outer world⁽⁸⁾. I think that to heal a cancer patient pain which is holistic pain (total pain), the teaching of *Huna* seems to be effective.

Recently, phytochemicals have a major impact on our body systems, helping to promote health and prevent disease ⁽⁹⁾. Phytochemicals are biologically active compounds in food. As they are not stored in the body it is to eat foods rich in phytochemicals on a regular basis. This point of view matches the ancient Hawaiian wisdom. Serge have described that certain foods thought to have particularly strong concentrations of *Mana* may be eaten, and special objects believed to have large amounts of *Mana* might be handles in various ways⁽¹⁰⁾. I suppose phytochemicals is so.

Cassie and others have defined the happiness as two types- feeling excited and feeling calm ⁽¹¹⁾. I hope by integrating with Hawaiian Secret and Health Promotion, every people will become to feel both of happiness even the end of life. In 1986, by WHO it was showed 8 prerequisites (peace, shelter, education, food, income, a stable eco-system, sustainable resources, social justice and equity) for health in the Ottawa Charter for Health Promotion. And in the Bangkok Charter for Health Promotion, it was said that Health Promotion is the process of enabling people to increase control over their health and its determinants, and thereby improve their health. And also, Health Promotion contributes to the work of tackling communicable and noncommunicable diseases and other threats to health ⁽¹²⁾. Practice of Health Promotion which made the wisdom in ancient Hawaii blended would contribute to people's health of all over the world from now on.

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