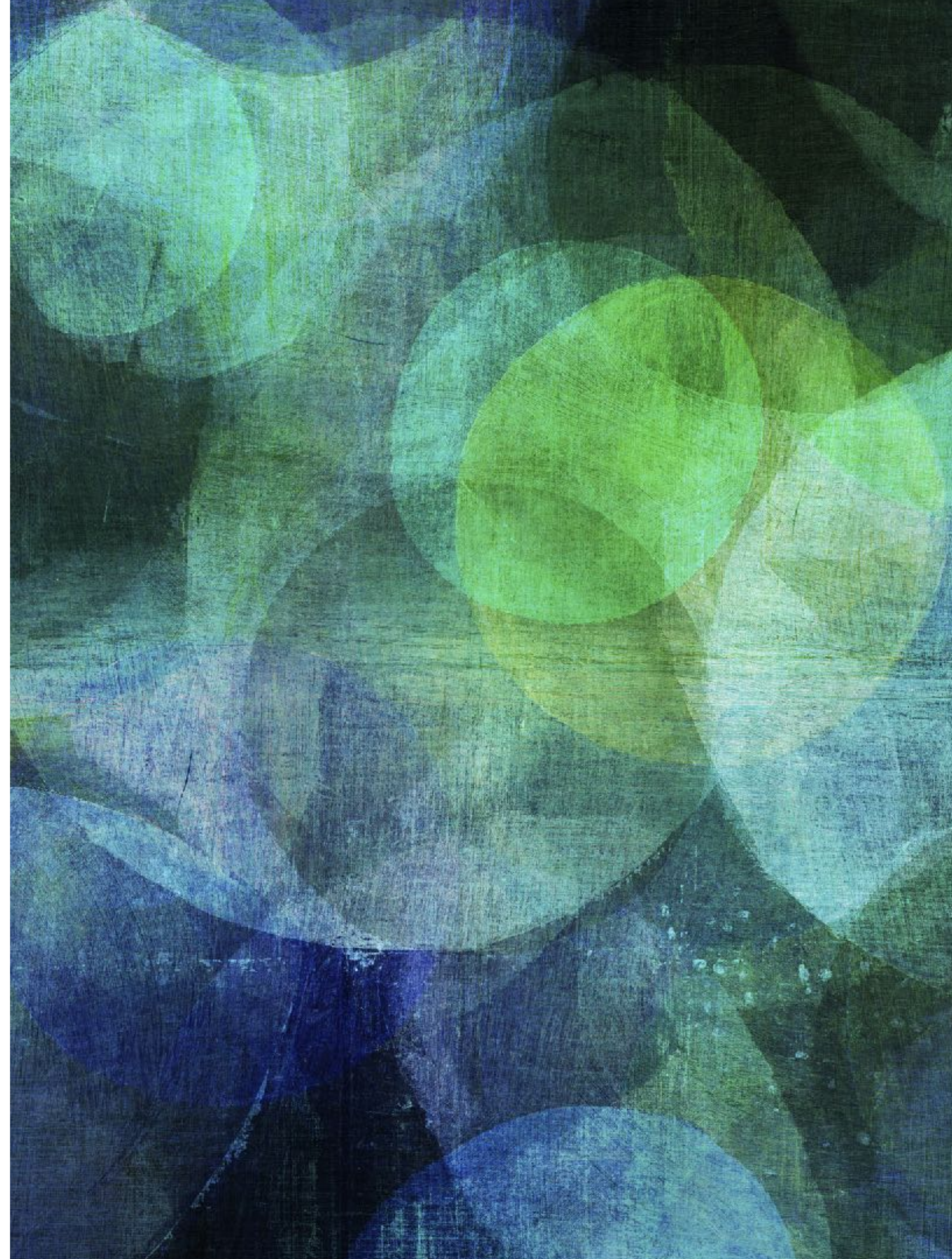


**TREATMENT OF
CANCER
ADVERTISEMENTS
BILL 2018**

CAMIreland.org



CAM IRELAND

CAM Ireland is an online resource created by a group of natural healing therapists in Ireland. It is not a professional association but rather a free resource created to update the general public and practitioners of complementary and alternative medicine on regulatory developments at Irish, European and world level. We also hope to share news and events which may be of interest to the sector.

NATURAL HEALING IN IRELAND

Ireland has enjoyed a long tradition of natural healing and many members of the public visit natural healing practitioners on a regular basis. Ireland is a country where people are still within one or two generations of family connection to rural life and the idea of working with nature in healing is widely accepted.

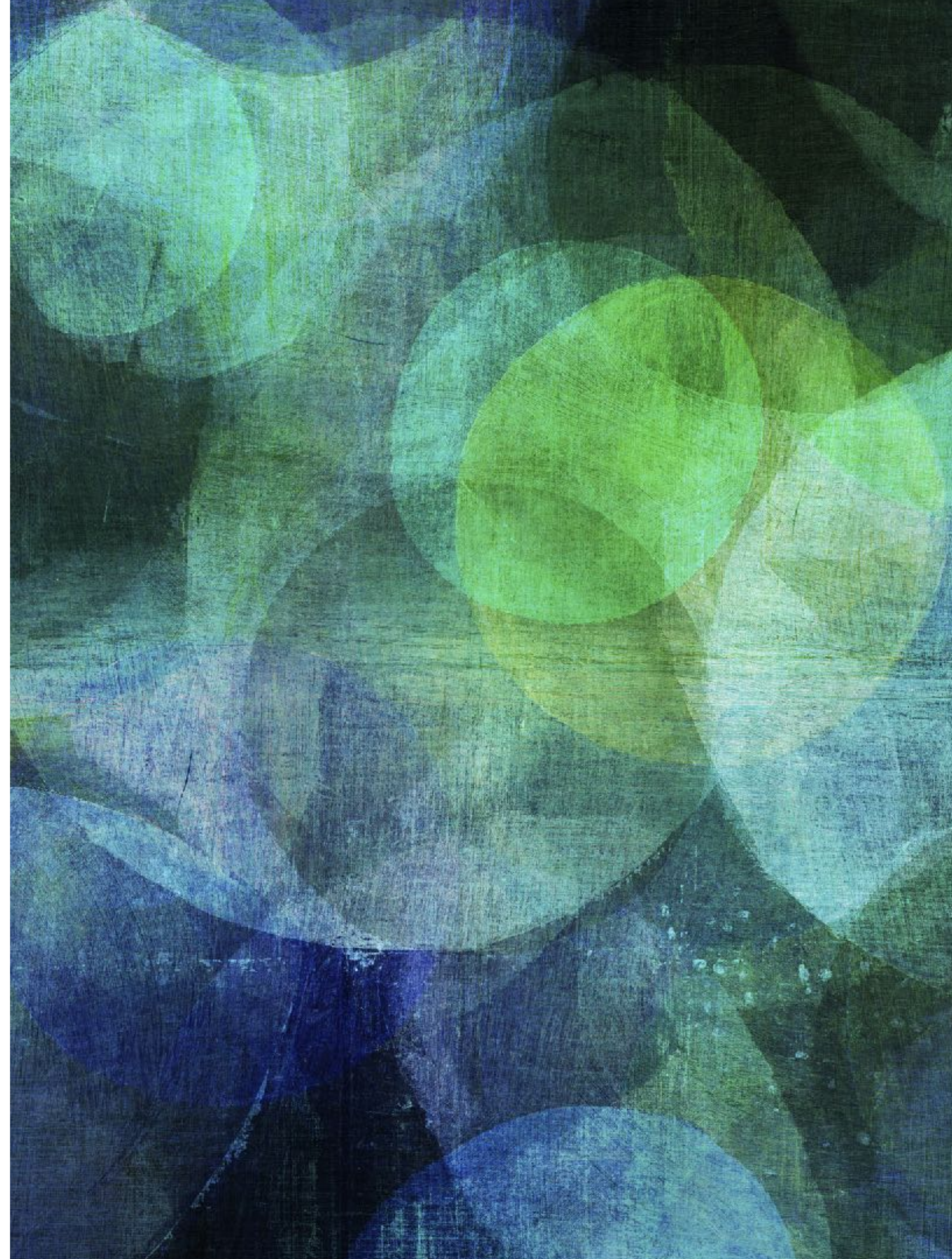
FREEDOM TO CHOOSE HEALTHCARE

CAM Ireland aims to protect and preserve the rights of the public to access a range of choices in healthcare.

CAM Ireland also aims to encourage high standards of education and practice within the sector.

COLLABORATIVE WORK UNDERTAKEN TO DATE

CAM Ireland



THE NATIONAL WORKING GROUP 2005

The National Working Group on the Regulation of Complementary Therapists was established by the Minister for Health and Children in 2002. The group featured representatives of the CAM professions and therapies and worked together for three years.

THE NATIONAL WORKING GROUP 2005

In December 2005 the report was published. The report suggested detailed guidelines for setting standards for CAM professional associations to ensure rigorous self regulation.

The sector was heavily involved at the time and most professional associations upgraded their standards to include codes of ethics and practice and continuing professional development.

WORLD HEALTH ORGANISATION REPORT

The WHO Global Report on Traditional and Complementary Medicine 2019 strongly supports Member States in providing safe, qualified and effective traditional and complementary medicine services.

The graphic features a stylized globe with a green horizontal band across the middle. The text 'WHO GLOBAL REPORT ON TRADITIONAL AND COMPLEMENTARY MEDICINE 2019' is centered on the green band. Below the globe, there is a small icon of a green plant next to a blue bar chart with an upward-pointing green arrow.

WHO GLOBAL REPORT ON
TRADITIONAL AND COMPLEMENTARY
MEDICINE 2019



The terms “complementary medicine” and “alternative medicine” refer to a broad set of health care practices that are not part of that country’s own traditional or conventional medicine and are not fully integrated into the dominant health care system. They are used interchangeably with traditional medicine in some countries

-WHO Global Report on Traditional and Complementary Medicine 2019



Practices, providers, education and health insurance
Indigenous TM and other T&CM practices are used by the population in Ireland, but the percentages of use are not available. T&CM providers of acupuncture, Ayurvedic medicine, chiropractic, herbal medicines, homeopathy, naturopathy, osteopathy, traditional Chinese medicine, aromatherapy, reiki and reflexology practice in Ireland

-WHO Global Report on Traditional and Complementary Medicine 2019

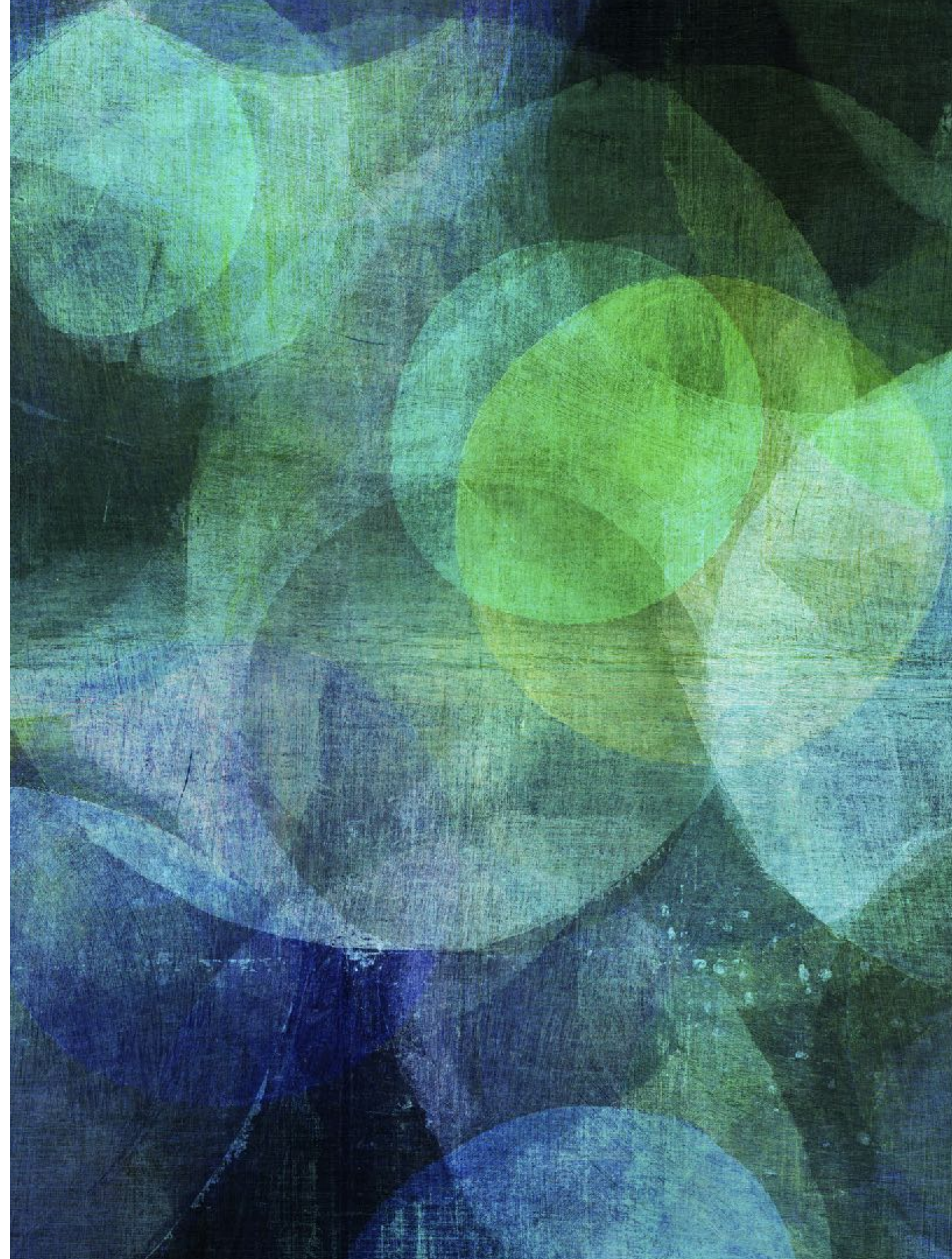


Europe

“.....indicators such as national policies, offices, programmes and research institutes for T&CM lag significantly behind the global averages.”

-WHO Global Report on Traditional and Complementary Medicine 2019

THE CANCER ACT UK 1939



THE UK CANCER ACT 1939

The Cancer Act of 1939 in the UK was designed to prohibit advertisements relating to the treatment of cancer and to facilitate the lending of money to the National Radium Trust by the then Minister of Health. Northern Ireland is exempt from this act.



Excerpts from the UK 1939 Cancer Act:

“4 – (1) No person shall take any part in the publication of any advertisement –

containing an offer to treat any person for cancer, or to prescribe any remedy therefor, or to give any advice in connection with the treatment thereof; or



Excerpts from the UK 1939 Cancer Act:

(b) referring to any article, or articles of any description, in terms which are calculated to lead to the use of that article, or articles of that description, in the treatment of cancer.



Touted as a protection for the people against “charlatans and quacks,” the law made it illegal to promote, write about, or even speak about cancer therapies other than radiation. The freedom of speech so prized in Britain fell under the premise of protection from fraud

[-internallydisplacedpeople.org](http://internallydisplacedpeople.org) | Royce Christyn, 2015



Within the Act, only a select list of groups receive access to information about alternative treatments.

[-internallydisplacedpeople.org](http://internallydisplacedpeople.org) | Royce Christyn, 2015



Members of the government

Heads of hospitals

Medical practitioners and practitioners in training

Nurses

Pharmacists

Salesmen for surgical supplies

[-internallydisplacedpeople.org](http://internallydisplacedpeople.org) | Royce Christyn, 2015

“

.....We found ourselves possibly contravening the archaic Cancer Act. We've had to be extremely careful in how we word any publications relating to the convention so that the Advertising Standards Agency doesn't come down on us like a ton of bricks and prevent us from holding it at all. Britain cherishes its long-held tradition of freedom of speech, but in recent years that seems questionable. However, we can still hold debates, and that is what we are doing

-orthomolecular.com | The UK Cancer Act 1939



We are aware that efforts will be made to stop us, from those who are not seekers of truth. If they were truly interested in the welfare of people, they would be advocating most of the alternative/complementary approaches instead of deriding them and trying to close down clinics and individuals who practise them, via the Advertising Standards Agency. This ridiculous Act affords them the guise of protecting the public and gives them ammunition that they can use against persons advocating alternatives.

*[-orthomolecular.com](http://orthomolecular.com) | *The UK Cancer Act 1939**

THE UK CANCER ACT 1939

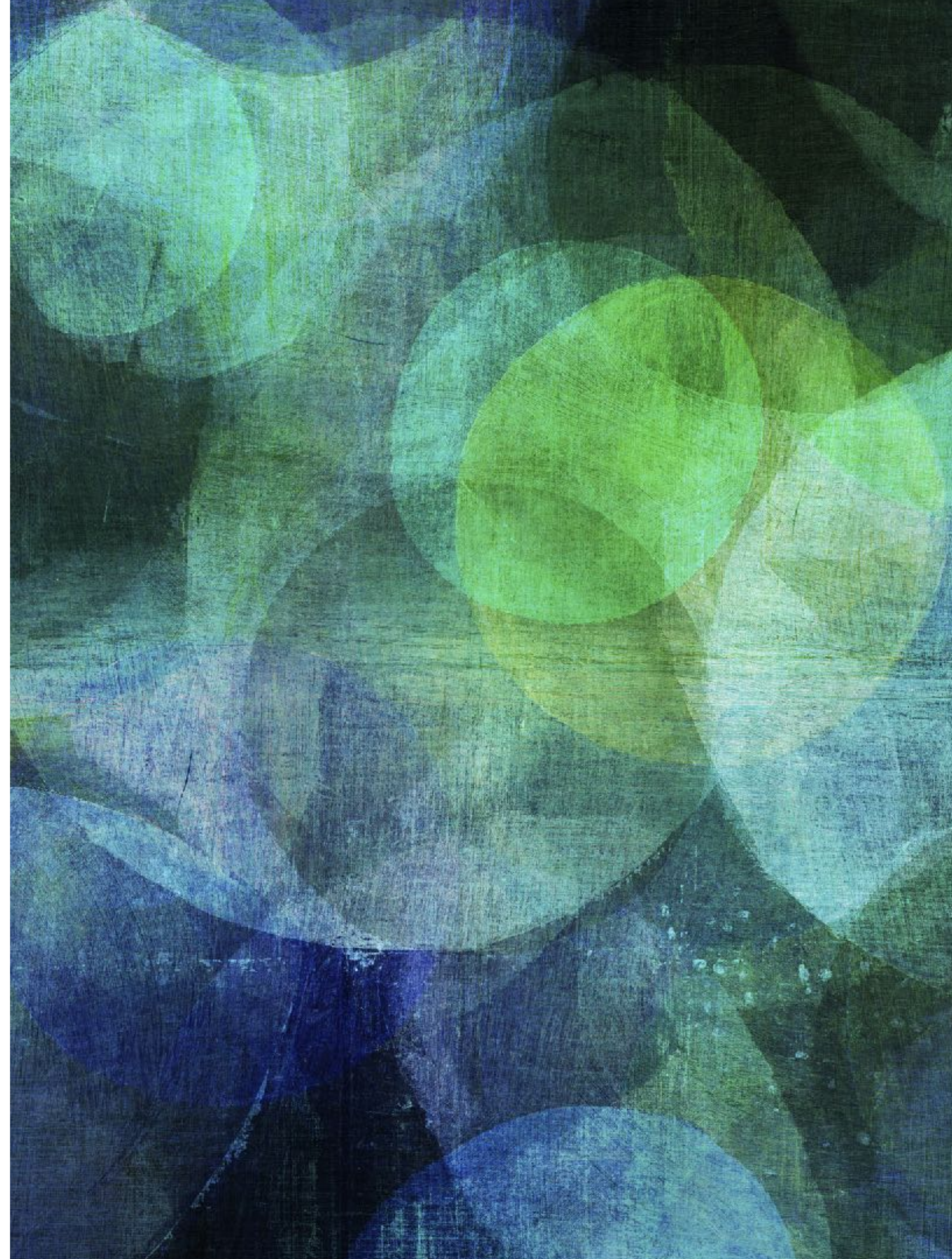
Prosecutions under the Act

According to an answer given in the House of Commons on 12 June 2014 there were 21 convictions under the Act between 1984 and 2013.

Since that date there have been another four.

**TREATMENT OF
CANCER
(ADVERTISEMENTS)
BILL 2018**

CAM Ireland



CANCER ADVERTISEMENTS BILL 2018

Fine Gael TD and Pharmacist Kate O'Connell is introducing a bill to ban claims that alternative treatments can cure things like cancer.

THE BILL

CANCER ADVERTISEMENTS BILL 2018

The Cancer Advertisement Bill proposed by Kate O'Connell TD, will return to the Dáil on the 4th December 2019. It is already at the Third stage and is currently undergoing pre-legislative scrutiny.

Please see the Bill here (concerning wording marked in yellow)

https://camireland.org/images/Documents/The_Bill_annotated.pdf

CANCER ADVERTISEMENTS BILL 2018

Our concern is that the wording of the bill is way too broad and may have unforeseen, unintended consequences for the public at large when writing, or researching about health and in particular for the professional life of practitioners of complementary and alternative medicine. We need to have input to this before it becomes law.

CANCER ADVERTISEMENTS BILL 2018

The sections which are concerning with especially worrying wording are outlined in red:

1.(2) “In this Act references to cancer shall include references to persons **suspected** to have cancer or to be **at risk of** getting cancer”

CANCER ADVERTISEMENTS BILL 2018

2.(1) No person shall take any part in the publication of any advertisement containing an offer to treat any person or provide any remedy for cancer, **or any advice in connection with the treatment of cancer**, or which suggests that a medical consultation, diagnosis, treatment or surgical operation is unnecessary for the treatment of cancer.

CANCER ADVERTISEMENTS BILL 2018

2.(7) In this section “advertisement” includes **any publication made orally or in writing** and includes any electronic means of publication including the Internet, social media **or other means of social communication.**

CANCER ADVERTISEMENTS BILL 2018

The punishment!!!

(3) A person who is guilty of an offence under this section shall be liable— 25

(a) on summary conviction to a class A fine, or

(b) on conviction on indictment, to a fine not exceeding €1,000,000 or to imprisonment for a term not exceeding 5 years or to both.

<https://camireland.org>

OUR REQUEST!

While the CAM broadly supports the intent of the Bill, it is our understanding that as currently worded, it will have unforeseen and unintended consequences for practitioners of complementary and alternative medicine and for freedom of speech and access to information for the public at large.

We therefore ask that our public representatives table appropriate amendments to ensure that the Bill, if needed, targets only rogue advertisers and does not impinge on the rights of citizens.

camireland.org