



Dr. Rogers Prize

— for excellence in —

COMPLEMENTARY AND ALTERNATIVE MEDICINE

Judging Begins in Competition to Reward Excellence in Complementary and Alternative Medicine in Canada

Recipient of \$250,000 prize to be announced November 1, 2007 in Vancouver

MEDIA RELEASE

Vancouver, BC (June 28, 2007): Nominations have closed and judging is about to begin in the first *Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine* competition.

An independent jury of international experts will select one recipient from the candidates who were nominated from across the country by the May 31st deadline. The winner will receive the \$250,000 *Dr. Rogers Prize* at a gala award ceremony and dinner in Vancouver on November 1. The Prize will go to a candidate who has demonstrated vision, leadership and integrity, and who has made a significant contribution to the field of Complementary and Alternative Medicine (CAM) in Canada.

"We have received 59 nominations from across the country," said Dr. Sherri Magee of the Dr. Rogers Prize Advisory Panel, who advocates both traditional medicine and CAM. "When you consider that the field is relatively new, and that the number of CAM practitioners and researchers in Canada is a fraction of the number of people who work in the traditional health system, this is an astonishing response for our first award.

"From the Atlantic provinces to the West Coast, Canadians are embracing CAM practices in growing numbers and demanding access to these treatments," Magee added. "The positive response and support we've been getting from the CAM community since we started the competition in February shows we're backing something that's becoming a big part of all our lives, and the Dr. Rogers Prize aims to further encourage that."

A new Fraser Institute study on trends in the use of CAM in Canada reports 54 per cent of Canadians surveyed had used CAM in the year prior to the study and 74 per cent have tried it at least once in their lifetimes. It also says Canadians spent more than \$5.6 billion in 2006 on providers of alternative therapy, and another \$2.2 billion on herbs, vitamins, special diet programs, books, classes and equipment. The most commonly used complementary and alternative medicines and therapies used were massage (19 per cent), prayer (16 per cent), chiropractic care (15 per cent), relaxation techniques (14 per cent), and herbal therapies (10 per cent).

The jury for the Dr. Rogers Prize includes:

- Simon Sutcliffe, MD (Canada) - President of the BC Cancer Agency and recently appointed Vice-Chair of the Canadian Partnership Against Cancer;

(more)

- James S. Gordon, MD (USA) – Past Chair of the White House Commission on Complementary and Alternative Medicine Policy, Founder of the Center for Mind-Body Medicine in Washington, DC;
- George Lewith, MD (UK) - President of the International Society of Complementary Medicine Research, and Professor, Westminster University;
- Andrew Weil, MD (USA) - Internationally recognized expert on medicinal herbs, mind-body interactions and integrative medicine, author of eight books and founder and director of the *Program in Integrative Medicine* at the University of Arizona's Health Sciences Center in Tucson;
- Mary Ann Richardson, DrPH (USA) - Director of Research for the National Foundation for Alternative Medicine in Washington, DC.

Juror Andrew Weil will also be featured as the guest speaker at the award ceremony. Dr. Weil is a wellness expert whose syndicated column appears weekly in *The Vancouver Sun*. An internationally-recognized expert on medicinal plants, alternative medicine, and the reform of medical education, Dr. Weil is the author of numerous books and articles and is a frequent lecturer and guest on talk shows. During his November 1 appearance at the Dr. Rogers Prize gala, Dr. Weil will speak on the future of medicine and health care.

About the Dr. Rogers Prize:

The prize is named for Dr. Roger Rogers, a UBC Clinical Associate Professor emeritus who is also a recognized Canadian leader in CAM. Dr. Rogers began offering alternative treatments in the mid-1970s. He eventually co-founded the *Centre for Integrated Healing* in Vancouver in 1992, now known as *InspireHealth*, to help cancer patients who have had limited or no success with traditional medical treatments.

Dr. Rogers maintains that “people have a right to try before they die” underlying his belief that mainstream or traditional medicine can be complemented by other treatments.

The \$250,000 prize will be awarded biennially starting this year to highlight the important contributions of CAM to health care and to honour the pioneering work in CAM carried out in Canada thus far. The Prize is funded by the Lotte and John Hecht Memorial Foundation, a Vancouver-based philanthropic organization.

More details about *Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine* and the upcoming gala award ceremony and dinner are available at www.drrogersprize.org.

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