



EUROCAM Statement
75th Session of the WHO Regional Committee for Europe
Provisional Agenda item 10: “Ageing is living: a strategy for promoting a lifetime of
health and well-being in the WHO European
Region 2026–2030”

Chair,

I speak on behalf of EUROCAM, representing Traditional, Complementary and Integrative Healthcare (or TCIH) patients, practitioners and veterinarians from across Europe.

EUROCAM supports the WHO approach that healthy ageing is best achieved by fostering resilience, physical and mental health and social well-being across the life course.

TCIH can make an important contribution, with its long tradition of promoting health, preventing disease and supporting patients beyond the treatment of illness. It can reduce frailty, strengthen self-care, and support mental health and social well-being in ageing.

Research shows that between 30% and 70% of the European population already uses TCIH, despite significant barriers and restrictions. A WHO survey confirmed that Europe has considerable TCIH expertise but lags behind other regions in integration and regulation. In addition, we witness mainstream initiatives and policies in many countries misinforming about TCIH and discouraging research, education, practice, and access to TCIH.

Despite these challenges, some regions provide good examples of successful integration. The regions of Tuscany, Italy, and Baden-Wuerttemberg, Germany, are examples of successful integration with clear benefits for their populations.

EUROCAM calls on health policies to enable everyone to benefit from the valuable contributions TCIH can bring to healthy ageing throughout life. We welcome the WHO Traditional Medicine Strategy 2025–2034, which emphasizes research, regulation and integration, and call on WHO and its Member States to implement it and ensure that TCIH is included in the forthcoming *Ageing is living: a strategy for promoting a lifetime of health and well-being in the WHO European Region 2026–2030*.

EUROCAM and its network of researchers and experts stand ready to support countries in the implementation of both strategies, so that TCIH can fully contribute to resilient and sustainable health systems, and healthy ageing for all.

Thank you.