

The “Healing with Nature through Integrative Medicine” will be the KK! topic on March 11, 2009, Wednesday, 6:30 p.m. to 7:30 p.m. (Manila time), at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Channel 9 in Metro Manila, other cable TV channels nationwide), and Internet ( <http://dzh.rh.tripod.com> or <http://dzh.rh.prepys.com> ).

Have you heard about integrative medicine (IM)? It is a medical practice that can improve health care while reducing its cost. Hence, we must now understand and promote it to ensure that health care, especially for the poor, will not suffer while the financial crisis continues to affect the Philippines and the rest of the world.

IM is a healing-oriented medicine that “focuses on healing the whole person and addresses a person’s body (physical self), mind (mental and emotional state), spirit (personal connection to the transcendent), and community (the web of relationships and the environment).”

A free briefing on EARTH Institute Asia’s new program, the 4KNW, on March 12th, Saturday, Penthouse, The Professional Tower, corner EDSA and Boni, at 1:30 p.m.

IM “makes use of all appropriate therapies, both conventional and alternative.” It uses, whenever possible, “interventions that are natural and less invasive.” It emphasizes the healing power of a person and of nature. As such, it goes well with a sustainable lifestyle.

Written by EARTH Institute Asia Press Office

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Hear more about IM in Kalikasan, Kaunlaran! (KK!) on March 11, 2009, Wednesday, 6:30-7:30 PM, at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Ch. 9 in Metro Manila, other cable TV channels nationwide), and Internet ( <http://dzh.tripod.com> or <http://dzh.prepys.com> ).

Guests are Dr Paulita V. Baclig, president and founder of Clinica Blumea Center for Integrative Medicine and, chairperson, Organizing Committee for the 2009 UP Integrative Medicine Conference for Physicians and Medical Students, and Dr. Lyn Hanshaw, Medical Director, Costa Rica Research and Holistic Health Center and a specialist on environmental and other toxins. EARTH Institute Asia President Dr. Cora Claudio will moderate the discussion in conversational Tagalog-English.

Join the contests, campaigns and projects of EARTH/KK! To join all, register as a KK! listener by texting 2299: earth<space>your message.

KK! co-producers are EARTH Institute Asia and DZRH, with the support of Unilever, Unilab, Manila Water, Pilipinas Shell, FERN, Inc., Toby's Sports, Delbros Supply Chain Solutions, Yehey.Com, MAP, and Brahma Kumaris, and with the cooperation of GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, and various e-groups and environment-caring groups and individuals.

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**\* Join also the free briefing on EARTH Institute Asia's new program, the 4KNW, on March 12, 2009, Saturday, Penthouse, The Professional Tower, corner EDSA and Boni, at 1:30 p.m. to 4:30 p.m.**

This is open to current and potential producers, sellers, and consumers of eco-products for the wellness of people and the environment. Dr. Cora Claudio will conduct this last briefing before the official launch of the 4KNW at the Eco-Products International Fair 2009 (March 19-22, 2009, SMX Convention Center, Mall of Asia complex).

Pre-register for the briefing through

[earthinstitute@gmail.com](mailto:earthinstitute@gmail.com) . #

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