

UNIVERSITY OF SCIENCE & TECHNOLOGY
KUMASI

Department of Economics & industrial
Management
[Faculty of Social Science]

**PROMOTION OF TRADITIONAL PHARMACEUTICAL
PRODUCT. A CASE STUDY OF HERBAL PREPARATION**

DEPARTMENT OF ECONOMICS &
INDUSTRIAL MANAGEMENT

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PRODUCT. A CASE STUDY OF HERBAL PREPARATION**

ISAAC CARL AMPAH

DISSERTATION SUBMITTED TO THE DEPARTMENT
OF ECONOMICS & INDUSTRIAL MANAGEMENT IN
PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF POST GRADUATE DIPLOMA IN
INDUSTRIAL MANAGEMENT.

AUGUST, 1997

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This dissertation is dedicated to all Ghanaians hoping that they will have better health.

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CHAPTER 1

INTRODUCTION

Promotion of Traditional Pharmaceutical Product (*emphasis* Herbal Preparation) is gaining attention from the Ghanaian populace, especially when it comes to the Health Delivery System. People have been asking whether it could be an alternative medium for treatment of diseases and ailments. Medical personnel and related bodies are seriously looking into it and centres for herbal treatment have been set up in several parts of the country.

Ghana abounds in plants that can be used for medicinal purposes. Those that have been used in medical preparations are not being promoted well enough for people to use. A number of reasons may be suggested:

1. Preparation techniques are shrouded in secrecy (traditional spiritual connotations have a part).
2. No standardization of the herbal preparations in terms of dosage. (This makes it unacceptable in the orthodox medical field)
3. An effective organisation to put across the need for people to use herbal preparations (effectively promote traditional preparations).

JUSTIFICATION

OBJECTIVE

The objective of this research is to find out to what extent people use traditional medical preparations. It is to find out cost of production for these traditional medical products (cost of packages and labels inclusive). Finally the study intends to find out if people will prefer herbal preparation to orthodox medicine.

The reasons for the objectives are that the cost of orthodox medicine is very high. However there is abundance of herbs with curative and healing potential in Ghana whereas herbs from foreign countries such as herb tea have value added and have become more expensive.

1.2 METHOD OF STUDY AND ORGANIZATION OF WORK.

Data collection will be in two main ways, primary and secondary. The primary data would consist of some personal interviews and some questionnaires to be able to get the required information. The secondary data would be got from already printed material related to the research.

Some form of a sampling technique would be used. The non-probabilistic or purposeful sampling technique would be employed as a result of limited time frame. This is also to cut down cost because the whole population can not be used considering time and cost.

The research will be limited to the Kumasi metropolis and will be organised according to the following chapters.

- Chapter One shall deal with the introductory aspects of the study, including literature review.
- Chapter Two shall deal with the main research work including Data Analysis
- The final chapter shall deal with Summary of findings and Recommendations.

1.3 LITERATURE REVIEW

1.3.1 BACKGROUND OF TRADITIONAL MEDICINE

Pharmacy is the activity or study of medicine preparation. Traditional pharmaceutical product is another name given to traditional preparation of medicine. It is lately becoming increasingly evident that traditional medicine should no longer be a maturing system of our hope for the future. There are some individuals whose upbringing make them strong believers in traditional medical preparation and some whose background influences them to disbelieve in this system of practice.

Since prehistoric times man has used plants for several purposes: eg food, shelter, clothing, etc. Extraction from them yields sweet juices to drink and potions and medicines to cure diseases. A plant whose leaves are used for flavouring food or medicinal purposes is called a herb. Funk and Wagnall's Standard Dictionary Comprehensive International edition defines a herb as "a herbaceous plant valued for its medicinal qualities or for its smell or taste" Examples of herbal plants are *Basil* , *Oregano*, *Thyme* *Rosemary* and *Vocanga* in Ghana used for treating senility – GTV News at 7pm, July 29 1997.

1.3.2 HISTORY OF HERBS

Historically, the most important uses of herbs were medicinal. Man for most of his existence has used magic and sorcery, prayer, crude operations (amputations, bleeding) psychotherapy, physical therapy and internal and external remedies prepared from plants, animals and minerals. (1) Plant remedies represent the most continuous and universal source of therapeutic products for professional and folk medicine. The household use of simple herbal remedies is based on word of mouth tradition that probably stretches in an unbroken line to prehistoric times.

1.3.3 PRE - HISTORIC TIMES

(2) Prehistoric man used herbs to treat physical complaints long before written history began. He must have learned by instinct and by generations of trial and error that some herbs were good for treating illness and that some were poisonous and could cause death. Nana Frimpong of Jehovah Jireh Natural and Herbal Medicine Centre in Kumasi gave a talk, which was titled "**The Place of Traditional Healers in Modern Society**" at the Advanced Technical Teachers College (ATTC) in Kumasi, on Thursday, the 29th of July 1993. In the talk he said the study of herbs has been dated as far back as 5000 years to the Summerians who described well established medicinal uses of plants like the **Caraway** and **Thyme**. According to the Talk the first known Chinese book on herbs is dated about 2700BC and list 365 medicinal plants and their uses. One is **Ma- Huang** - the shrub that introduced the drug Ephedrine to modern medicine. The Egyptians of 1000BC from the Talk were known to have experimented with **Garlic, Opium, Caster oil, Coriander, Mint** and other herbs for medicine, food dyes etc. The Old Testament of the Bible mentions herbs such as **Mandrake, Vetch, Wheat and Rye**. According to the Bible.. "The fruit will be for food and the leaves for medicine" (*Ezekiel 47:12*) reinforces the fact that knowledge of the medicinal properties of herbs was known long before modern times.

1.3.4 THE MIDDLE AGE

The use of herbs for medicine and other purposes changed little in this era. The early Christian church discouraged formal practice of medicine and preferred faith healing. However many Greek and Roman writings on medicine were faithfully, copied by hand on manuscripts in monasteries. The monasteries then became local repositories of medical knowledge. They had herb gardens that provided raw materials for simple treatment of common disorders. Folk medicine continued uninterrupted in this era. "Wise women" who became targets of much of the witch-hunts of the late Middle Ages kept prescribing ancient herbal remedies coupled with spells and enchantments. Herbs in the Middle Ages became shrouded in Pagan and Christian superstition, which overshadowed their actual properties.

1.3.5 POST MIDDLE AGE

The importance of the herbs continued and is shown by the number of herbal journals published with the advent of printing in the 15th Century. (3) Theophrastus '**Historica Plantarum**' was one of the first books published and closely followed by (4) Dioscorides '**Materia Medica**'. The 15th - 17th Centuries were a great time for herbals, a lot of them still available in languages other than Greek or Latin for the first time. The first English journal of herbs was (5) '**Grete Herball**' or '**General Historie of Planties**' (1597) by John Gerard and (6) '**The English Physician Enlarged**' (1653) by Nicholas Culpeper.

In the 17th Century plants or herbs began losing their pre-eminence as a source of therapeutic effects because of modern and new found medical practices.

1.3.6 HOMEOPATHIC MEDICINE

In Europe and American professional medicine's change to large doses of Chemotherapy (chemical drugs) did not go unchallenged. (7) Samuel Hahnemann a German physician founded and practised Homeopathy in the 19th century in Europe. He believed that symptoms like boils and fever were means by which the body acts to eliminate the cause of disease. Homeopathic treatment of ailments is designed to reinforce symptoms instead of combating them using small doses of herbal drugs that when given to a healthy person would produce symptoms like those of the ailments themselves. Homeopathy is based on the Hippocratic idea of eliminating disease by helping the body's natural recuperative powers. This is similar to Naturopathy of European origin.

1.3.7 NATUROPATHY

This relies on simple herbal remedies in association with fasting, exercise fresh air, sunshine, water and diet to help the body regain health naturally. In 1896 Dr. Hurt set up the first health food store and called it the "**Kneipp Store**", named after a German physician and herbalist called Father Sebastian Kneipp.

1.3.8 THE 20TH CENTURY

This century has been unkind to old knowledge and traditions, including those of herbalism. In the rush for faster more efficient and convenient ways to do things, the old ways have seen relegated to the back unhesitantly. Progress in these times is mostly based on waste and obsolence – throwing away things when they have been used or made obsolete by something newer and therefore better. (9) Old herbal knowledge and ways have been largely replaced by “modern” ideas and techniques, natural remedies by synthetic drugs and natural foods by processed convenience products.

1.3.9 USES OF MEDICINAL HERBS

Herbs are not just used for minor illnesses. Chronic conditions such as arthritis or cardiac weakness and recurring functional disorders such as bladder infections or gastritis are successfully treated with herbs. In his book **“Black Indians – a hidden heritage”** William Loren Katz (1986) indicates that Indian women doctors served their people plant juices to cure fevers.

Disorders of old age found in our Ghanaian culture like rheumatoid arthritis or high blood pressure are actually better treated with natural remedies than with synthetic medications according to Nana Frempong of Jehovah Jireh Natural and Herbal Medicine Centre, a noted herbalist in Kumasi.

Medicinal herbs are excellent for counteracting disturbances of the autonomic nervous system which are on the rise in industrialised countries due to unnatural stressful ways of life. The harmonising effects of herbs are revealed, rarely are they habit forming and producing unwanted side effects unlike synthetic sleeping agents for example.

Medicinal herbs also serve as excellent secondary therapeutic agents that can be combined effectively with many primary forms of therapy. In certain cases it is extremely useful to combine treatment by a strong chemical drug with a blood purifying elixir or tea so that the body can be induced to excrete the foreign or heavily toxic substances as quickly as possible. Aside therapeutic possibilities they tend to be preventive in nature. Prevention means repeatedly clearing out, purifying and detoxifying on regular basis. Prevention also has been shown to be very effective by the latest clinical findings in connection with lasting cures and intestinal flushing. This is the secret of those rare individuals who stay healthy in body and spirit and active in old age.

Until the 19th century 90% of all medicaments were of herbal origin, however in the 20th century the chemical industry has grown into a mega power. It is offering about 60,000 plastics, over 50,000 artificial pesticides, herbicides, industrial chemicals and about 30,000 synthetic drug medications which are all produced entirely in laboratories the world over. The direct damage and side effects

including risks produced by these chemical substances to human lives and health have only recently started to become realities since the 1960's and 1970's.

The basic disadvantage of synthetic drugs is their negative side effects. This literally means, "to put aside" – this is how the unwanted "results" become rationalised or trivialised. They are anything but harmless.

1.3.10 RESURGENCE OF MEDICINAL HERBS

The resurgence is generally due to the fact that herbs offer solutions without offering stumbling blocks for everyday disorders. Recent opinion studies according to a CNN report in Europe showed that people had a strong preference for natural medications. No more than 20% of those surveyed said they preferred synthetic chemical preparations because they expect those to be superior in their effect.

(10) Recently the World Health Organisation has adopted a deliberate policy of encouraging the development and use of traditional medicine in the primary Health Care delivery system particularly in Third World countries. (11) The WHO believes that about 60-90% of the populations of these developing countries rely on medicinal plants either totally or partially for health care needs. (12) This is believed to be particularly true of Ghana where there is 1 traditional doctor to

approximately 400 people as opposed to 1 allopathic or orthodox doctor to 12,000 people.

(13) Regional disparities are even more glaring, in the Volta Region for example the ratio is 1:185 for traditional doctors and 1:36,000 for allopaths.

(14) UNCTAD and GATT two UN agencies have shown in various reports that 33% of drugs produced in the developed world came directly from more developed plants, 25% of these came from tropical plants, and another, 27% of these came from lesser developed plants and microbes.

(15) According to the UNCTAD and GATT reports it is estimated that 80% of all known drugs in use owe their origins either directly or indirectly to medicinal plants and that plant based pharmaceuticals account for US\$ 43 billion of the total world wide drug market of over US\$ 150 billion. They also stated that from 1959-1974 American consumers paid US\$ 3 billion for herbal drugs done.

The developed countries' approach to medicinal plant research is based on the ethno-medicinal or ethno-pharmacological use of a particular plant, to isolate, characterise and develop the active principle from a medicinal plant into a suitable dosage for a specific disease. In principle it conforms to modern chemotherapy's objective – delivering safe and efficacious drugs with minimum side effects. This tends to produce very expensive drugs beyond the affordable range of people in

developing countries. An example is Catharanthus roseus, which for many years in Africa had been used as an anti-cancer and anti-diabetic agent. Vincristine and Virblastine, two of the active anti-leukaemic and anti-diabetic principles now developed, as unicomponent drugs from this plant are very expensive. (16) A 5mg ampoule of vincristine sulphate injection costs over 50 pounds sterling (175,000 cedis)

1.3.11 PROMOTION

From what has been said in the preceding pages there is really the need to promote "traditional pharmaceutical product" or traditional herbal preparation. The dictionary definition of promotion is the act of of encouraging the sale, popularity, development or existence of something (a product, service). Every product needs to be promoted, it needs to be drawn to the attention of the market place and its benefits identified. Promotion, according to Management – Theory and Practice, by G.A. Cole, is actually a part of the marketing mix, which includes Product, Price and Place/ Distribution; these are vital elements in every marketing strategy. This concept was first expounded by Professor Neil Borden of Harvard University in the 1940's.

The principal methods of **Promotion** are Advertising, Personal \ Selling, Sales Promotion and Publicity. The aim of an organisation's promotional strategy is to

bring existing or potential customers from a state of relative unawareness of the organization's products, to a state of actively adopting them. A number of different stages of customer behaviour have been identified. These are a summary of them.

(17) **Stage 1** – Unawareness of product

Stage 2 – Awareness of product

Stage 3 – Interest in product

Stage 4 – Desire for product

Stage 5 – Conviction about value of product

Stage 6 – Adoption / Purchase of product

1.3.12 ADVERTISING

This is the process of communicating persuasive information about a product to target markets by means of written and spoken word and by visual material. There are 5 main media for advertising. These are:

(18) **1.** The Press- newspapers, magazines, journals

2. Commercial television

3. Direct mail

4. Commercial radio

5. Outdoor – transport advertisements bill boards / hoarding. Etc.

Whatever medium is used will require answering these questions well.

1. How much should be spent on advertising?

2. What message has to be sent across?
3. What is/are the best media for our purpose(s)?
4. When should we time the advertisements?
5. How can we monitor how effective the advertising has been.

1.3.13 SALES PROMOTION

Sales promotion activities take the form of indirect advertising designed to stimulate sales mainly by using incentives. Sales promotion is sometimes referred to as "*below-the-line advertising*." Sales promotions activities are organised and funded by the organisation's own resources. They come in a number of forms:

(19) PROMOTIONS directed at CONSUMERS

1. Free samples
2. Twin pack bargains(two for the price of one)
3. Temporary price reductions
4. Point of sales demonstrations

PROMOTIONS directed at TRADE CONSUMERS.

1. Special discounts
2. Co-operative advertising
3. Bonus / prizes for sales representatives
4. Provision of display material

The *aim* of sales promotion is to push sales and some of the aims are to:

- (20) 1. Draw attention to new products.

2. Encourage sales of slow moving items.
3. Stimulate off-peak sales of selected items.
4. Achieve higher levels of customer acceptance / wage of a product.
5. Encourage retail /dealer co-operations to push particular products.
6. Develop good will of dealer/retailers.

1.3.14 PUBLICITY

Publicity is news about the organization or its products reported in the press and other media without charge to the organization. Publicity however is a promotional tool but can be put under Public Relations – mutual understanding between an organisation and its public. A company that is up to its social responsibility most of the time will have good publicity. Promotion goes further than getting good publicity, it involves encouraging the development of a product. The development seeks to bring about bettering a product all the time.

There may be minor costs here or there associated with publicity, these are comparatively lower than advertising. Sponsorship of events in arts and sports is a form of publicity. Sponsoring live musical concerts example “music for your dance feet” sponsored by Guinness Ghana Ltd. and shown on Ghana Television (GTV) on Saturday evenings. The publicity itself is free but not the costs of sponsorship. However the company will have its Name, Logo and Corporate Identity all over the sponsored program. A final method of

obtaining publicity and very costly as well is donating substantial sums of money to academic and research institutions and foundations. The company's name may appear in the project title or position.

1.3.15 PERSONAL SELLING

Advertising is no substitute for personal selling. This is because advertising generates the interest while personal selling clinches the deal. This is a face-to-face meeting between seller or his representative and the buyer. Personal Selling is the most expensive form of promotion. This is shown in marketing statistics according to Management – Theory and Practise, by G.A. Cole that in the U.S.A. in 1976 about US\$ 100 billion was spent on personal selling while US\$ 33 billion was spent on advertising.

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CHAPTER 2

DATA ANALYSIS AND FINDINGS

2.1 INTRODUCTION

The research work was limited to the Kumasi Metropolis because of the costs involved. There was the need to design a questionnaire that would solicit answers relevant to the research. This was mainly the collection of primary data which was done by some personal interviews and questionnaires administered.

A sample of the population numbering 60 was chosen. This was chosen not by simple random sampling but by a non-probabilistic sampling technique (purposeful sampling). To get a fair representation the sample size was Stratified according to sex, educational level, medical personnel (doctor/pharmacist) and finally herbal personnel.

The design of the questionnaire was to bring out if people really used herbal medicine, what people's preferences were when it came to orthodox and herbal medicines. It also sought to find out who has to be in charge of the institution of herbal medicine and also the views from the general public, doctors/pharmacists

and herbalists with regards to efficacy and curative powers of Ghanaian herbs. These all attempt to find out what must be done right before herbal medicines are well promoted and even exported.

2.2 FIELDWORK

After the design of the questions (60 questionnaires in all), they were divided into 20 for medical personnel, 5 for herbalists and the rest 35 for the general public. That of the herbalists and medical personnel had an extra sheet attached to solicit certain technical and professional information.

2.3 PROBLEMS

Designing of the questionnaire was not easy with reference to what to ask and how many questions in all. Some questions had to be taken out. Others had to be reworded to create the desired effect. Distribution of the questionnaires was not a problem but the collection was. Some people gave dates on which to collect. I would meet their absence or may not have been filled. That of the personal interviews was a lot easier. This consisted of 65% of the questionnaire administering while the 35% was given to be collected later. Of the total of 60 questionnaires made 13 were either misplaced by people or were simply not

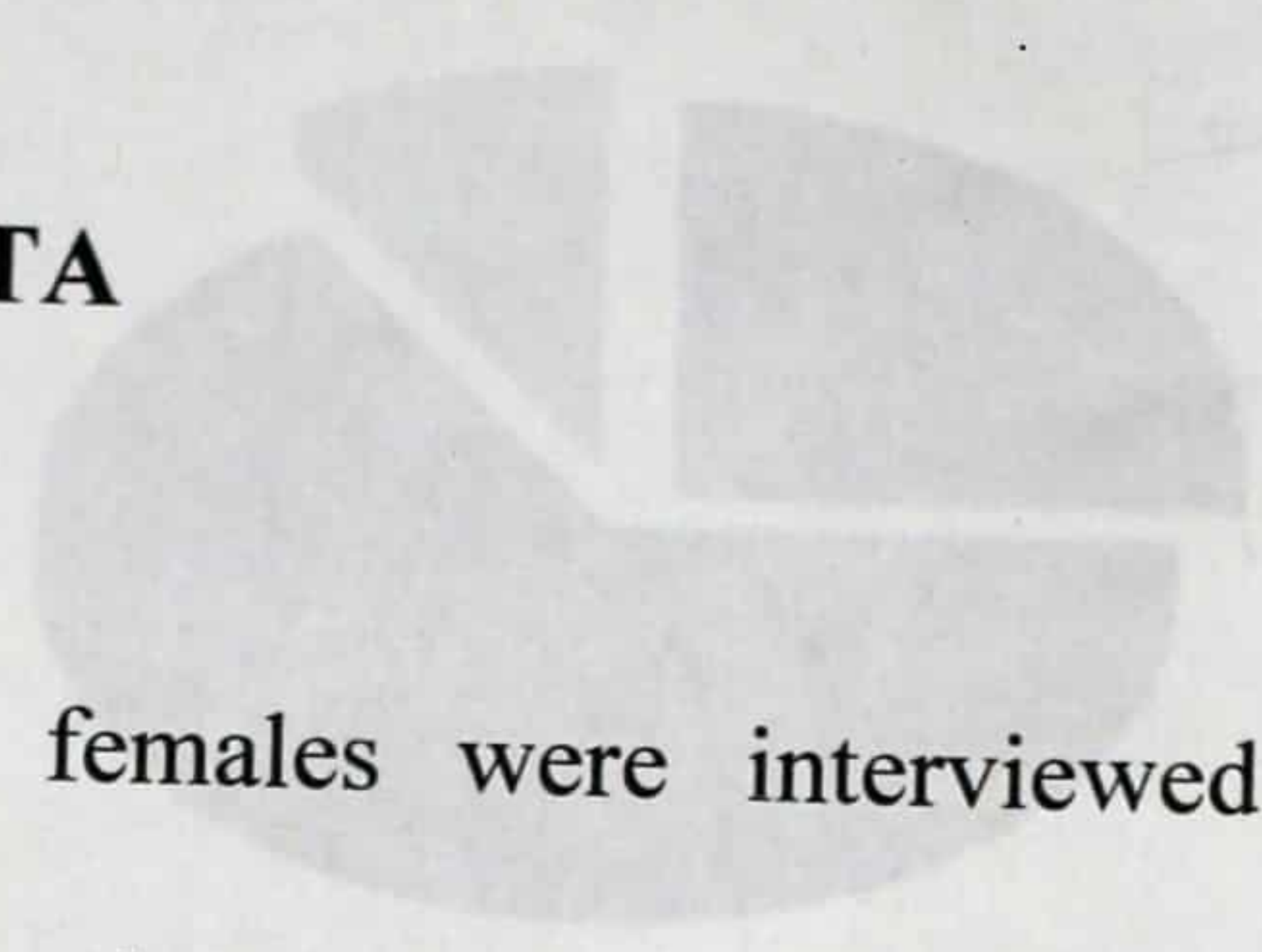
filled. The 13 made up 21.67% of the total questionnaires administered. The other 78.33% were filled to be used for the analysis.

2.4. ANALYSIS OF DATA

Another problem was the cost incurred during typesetting the questions on computer and printing a copy as the original, which I did myself and later photocopying the remaining 60 with the other attachments in the case of the doctors/pharmacists and herbalists.

The time spent conducting the personal interviews was another cost especially trying to explain certain questions to people being interviewed. Sometimes in the sun and in inconvenient places like a carpenter's workshop with the sawdust getting in my eyes. It was frustrating sometimes but it was a challenge to meet and overcome. At the end of it all a sense of accomplishment was felt. A sample questionnaire is included in this write up.

Some of the people interviewed were Ahmed K. Owusu, the Director of Akobalm Enterprise, Dr. Yusuf Ahmed Adusei, managing director of Tawheed Laboratories and Naturopathic clinic and a homeopathic doctor of the Ahmydia Mission, Dr. Muhammed Zafarullah. The others include Dr. J. Adotey the depot manager of Dannex and a lecturer of Pharmacy at U.S.T. , Professor Abaitey a lecturer of Pharmacy at U,S.T. and Dr. Ata Akunnor a medical officer at Komfo Anokye Teaching Hospital (KATH). Included also are some traders, teachers , hairdressers, carpenters, market women and students.



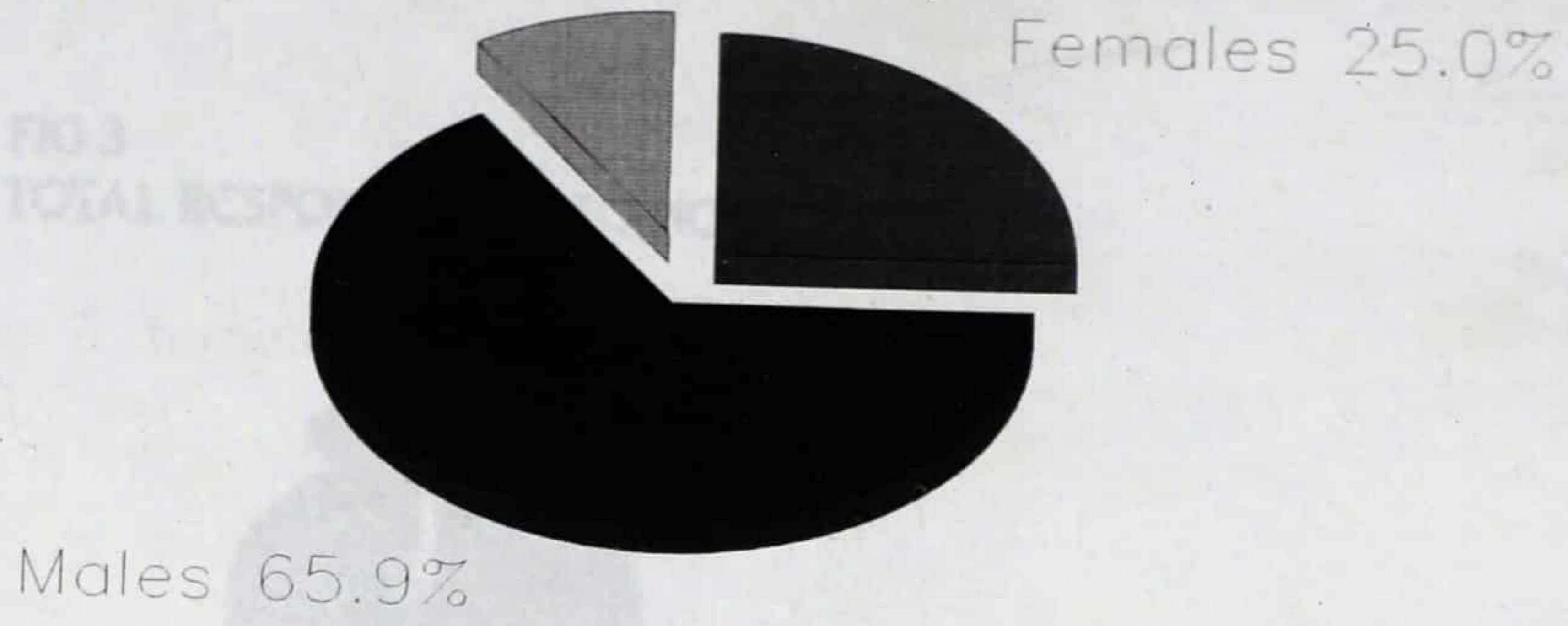
2.4 ANALYSIS OF DATA

In all 31 males and 14 females were interviewed or responded to the questionnaire including 2 people who did not declare their sex making a total of 47 people. Out of this there were 14 medical people (doctors/pharmacists) and 5 herbalists. From the 14 medical people 5 were females but 2 did not disclose their sex. In the case of the herbalists they were mainly males with two doctors, one in Homeopathy and the other in Botanic medicine. **Question 1** was about educational level and there were 28 people with tertiary education, 11 with secondary, 3 with primary and 5 with J.S.S. educational levels.

Question 2 was trying to find out whether people had heard of any promotional activities about herbal medicine. An overwhelming number of 43 answered, 40 in the affirmative while only 3-responded negative. From those that responded yes 29 were males and 11 females. The males happened to be more than 2 times the number of the women. The males answering yes were 65.9% of the total sample of 100%. The females made up 25.0%. See fig 1

FIG 1
RESPONSE TO QUESTION 2

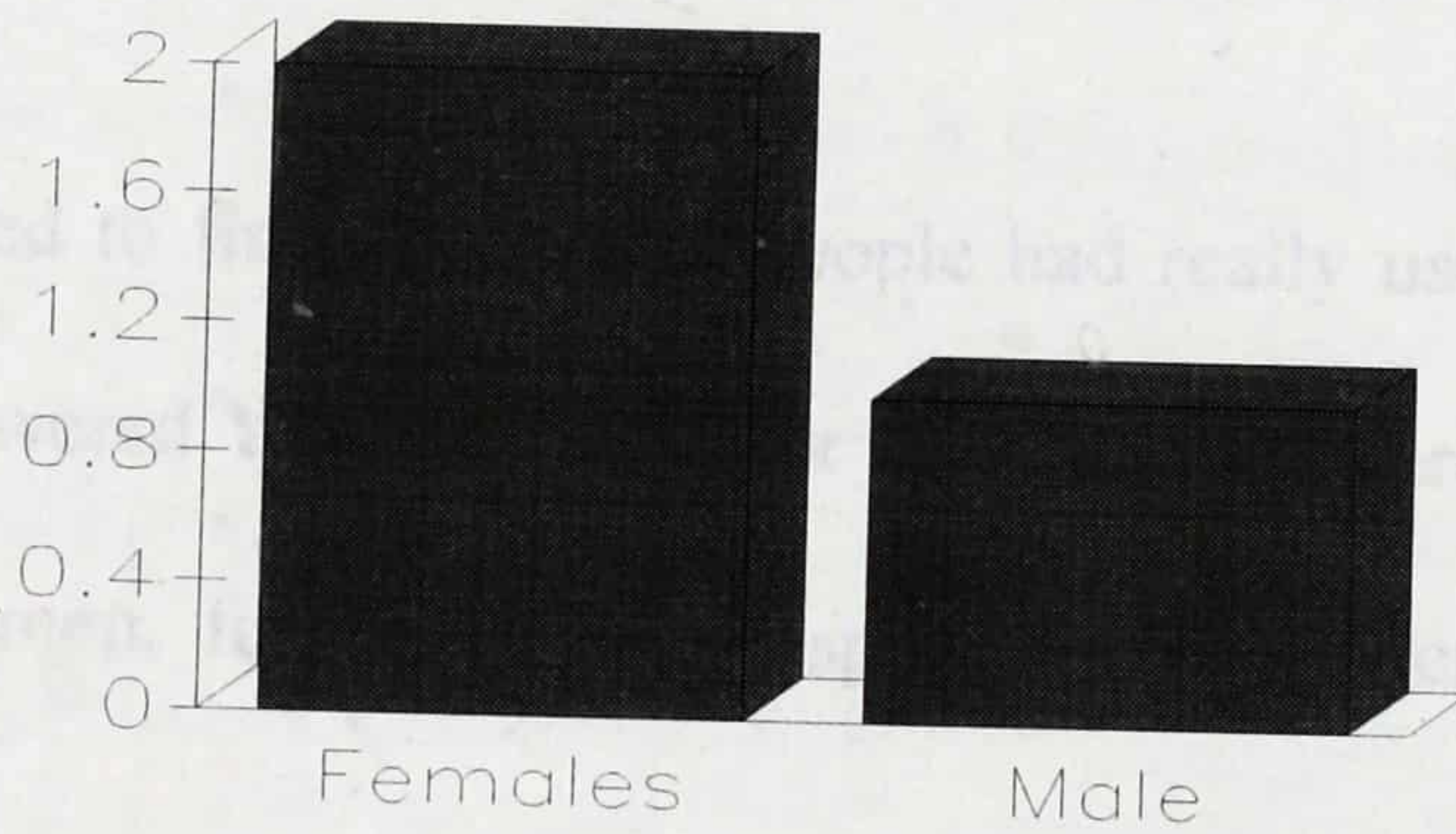
No(male & female) 9.1%



This shows percentage of males to females answering Yes to Question 2

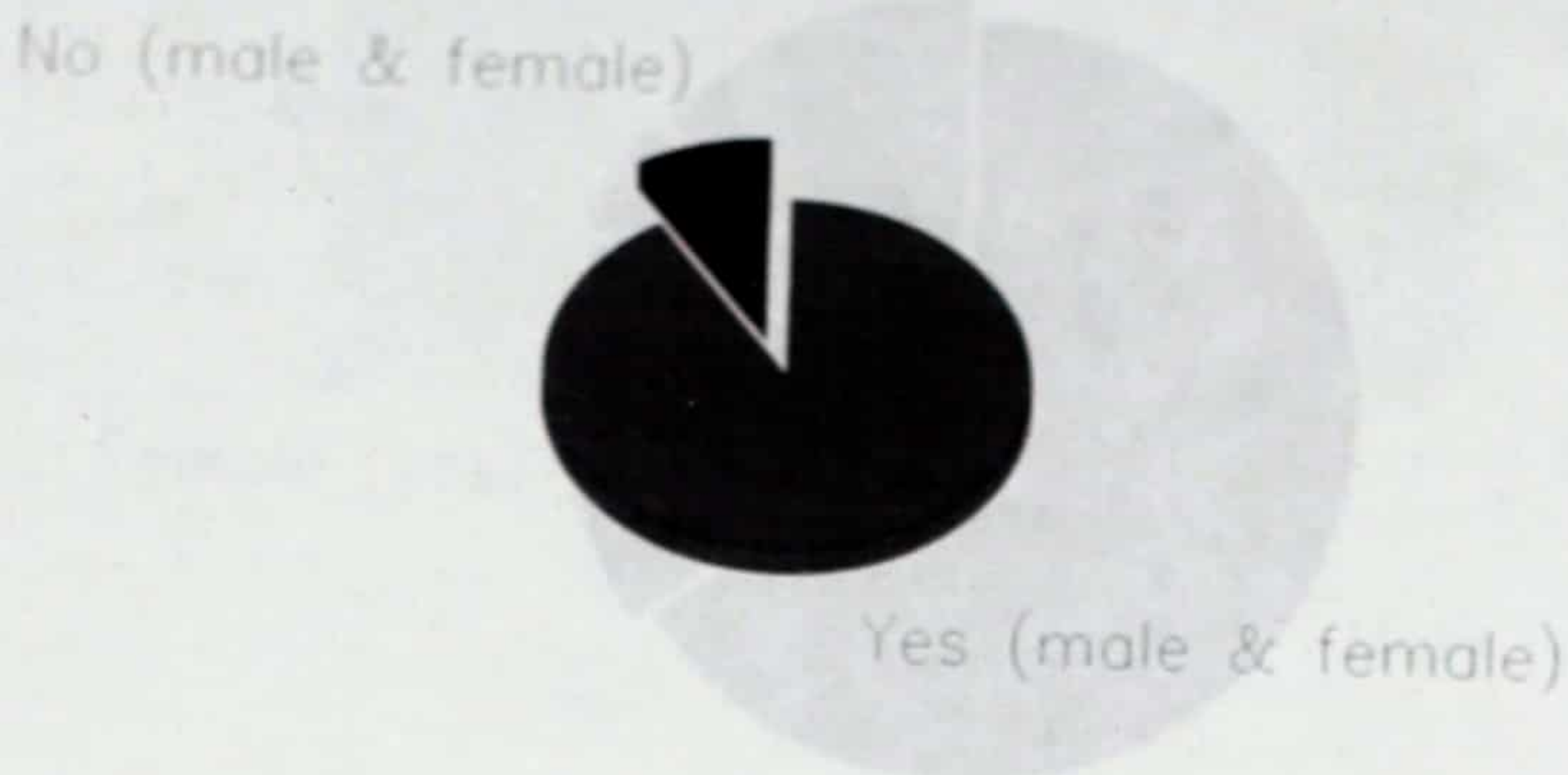
Those that answered **No** to **Question 2** were 3, 1 male and 2 females. Comparing

FIG 2
QUESTION 2 NEGATIVE RESPONSE



The total of **Yes** to **No** is shown in the diagram below.

FIG 3
TOTAL RESPONSE, YES TO NO (Q2)

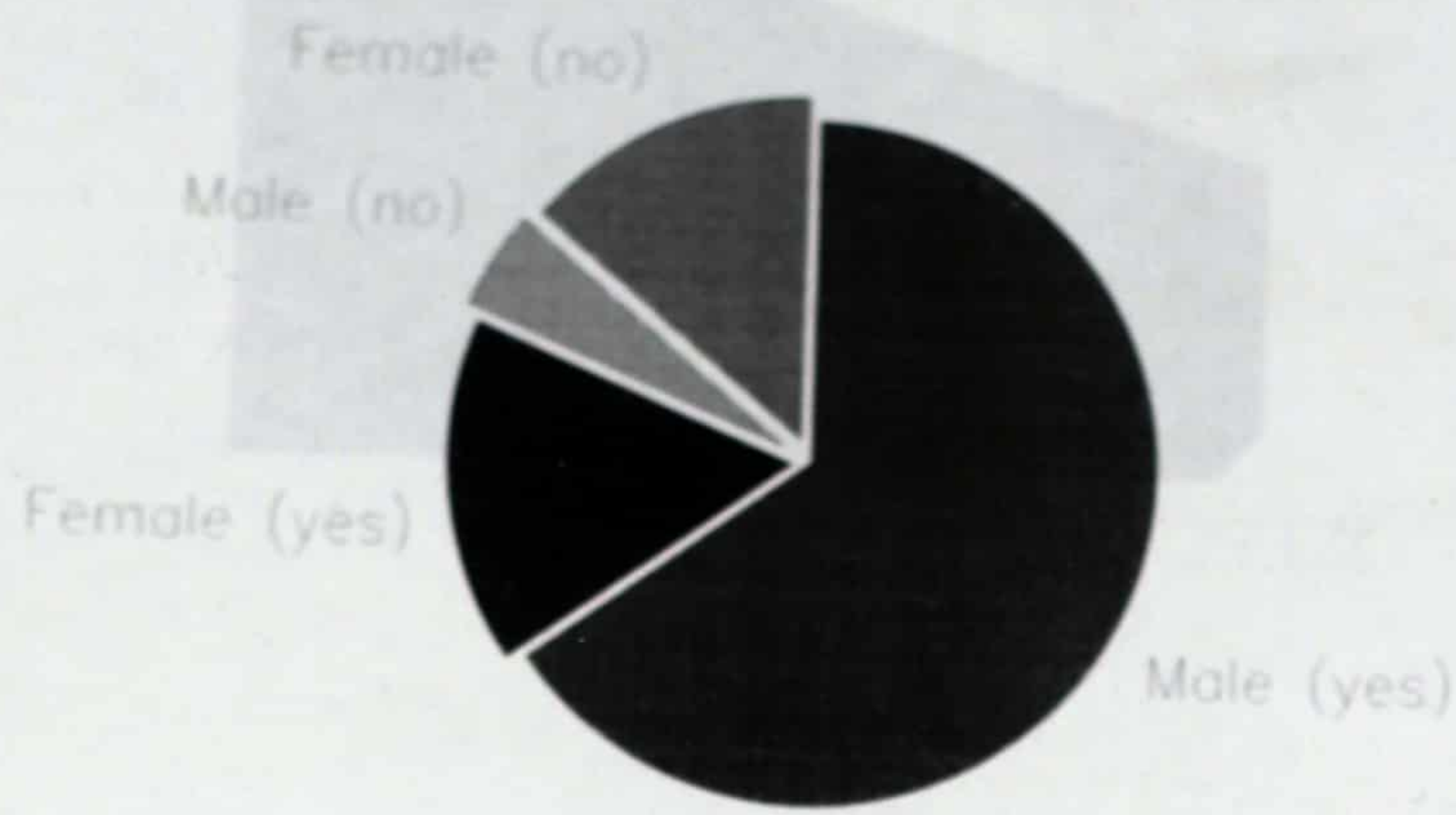


From this it can be seen that a lot of people have already heard something about promotional activities concerning herbal medicine, by way of TV, radio, newspapers, noisy peddlers, cars, word of mouth etc.

Question 3 showed no one having seen any promotional activity of herbal medicine on standard size billboards.

Question 4 wanted to find how many people had really used herbal medicine at least once. 35 answered **Yes** and 8 **No**. For those that answered **Yes** 28 were males while 7 were women, for those who responded **No** 2 were males and 6 were females. See fig 4

FIG 4
RESPONSE TO QUESTION 4

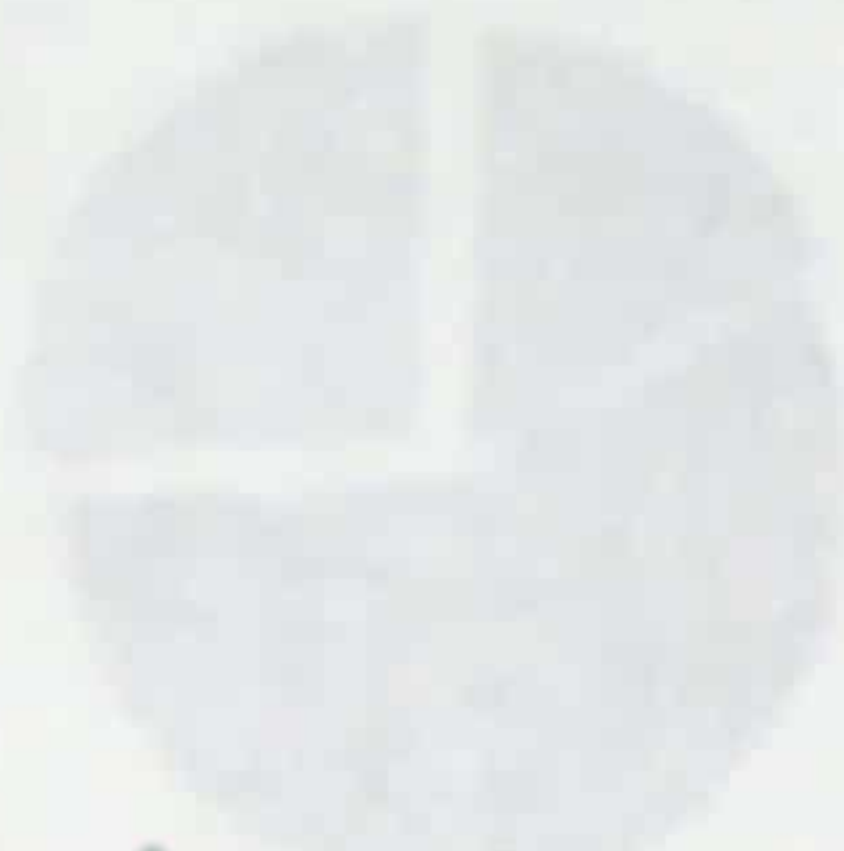
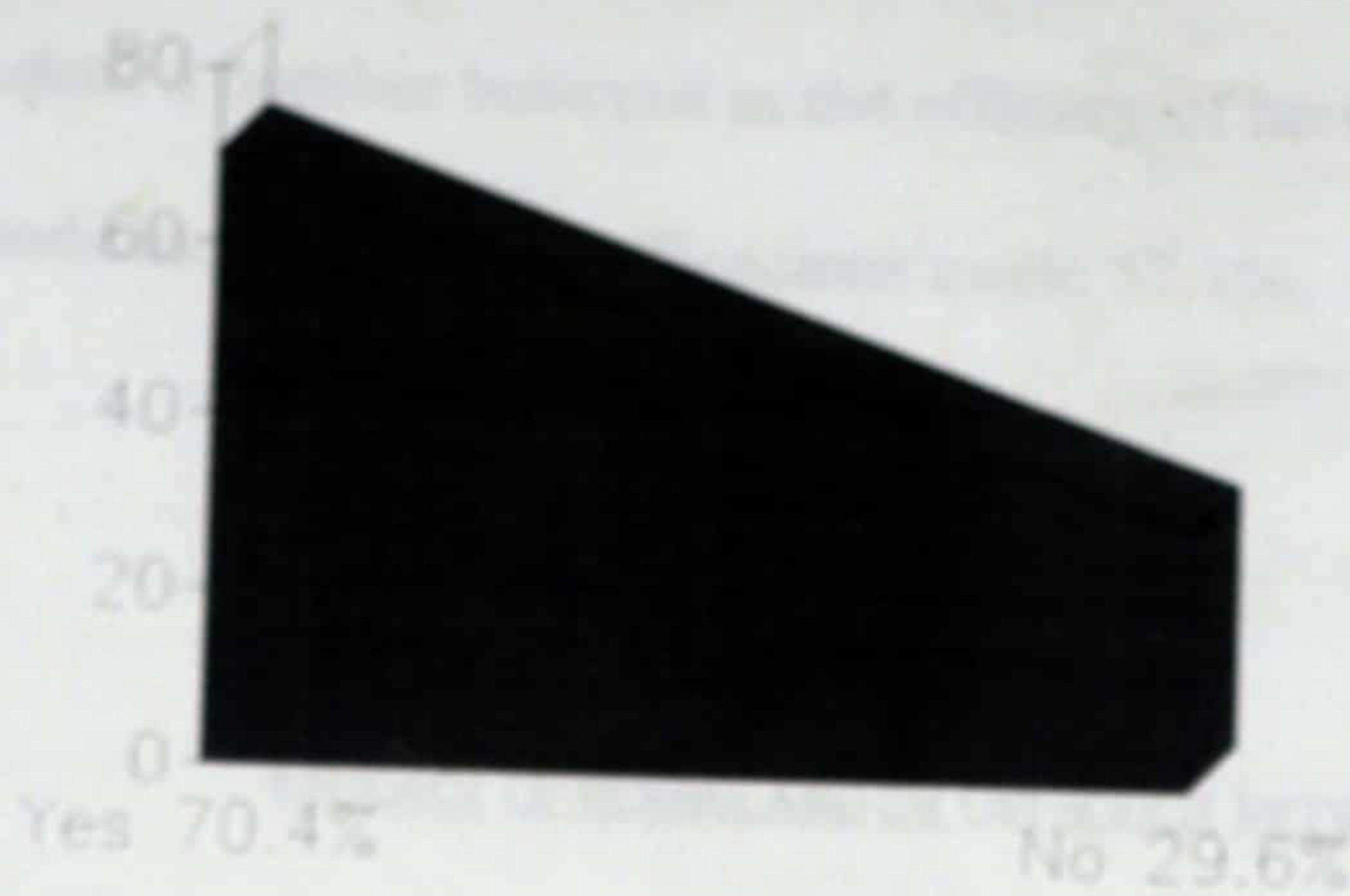


From the graphs it can be seen that most of those interviewed had used a herbal product at least once. Less than 20% of the people who answered this question had never used any herbal product.

Question 4b sought to find out how long people had been using herbal medicines. Of those who answered 28 said **sometimes**, 5 said **often** and 5 said **always**.

Question 5 further probed and tried to establish the fact of whether people had heard of herbal medicine in the form of people who had been treated by herbal preparations. Out of this came 13 who said **No** to the question and 31 saying **Yes**. In terms of percentage a little over 70% said they had either heard or had been treated for an ailment where orthodox medicine had failed. See fig 5

FIG 5
HERBAL MEDICINE WORKED WHERE ORTHODOX FAILED



Questions 2-5 according to those interviewed showed that most people had heard of herbal medicine, used a product at least once and seen or heard others who had also used herbal medicines.

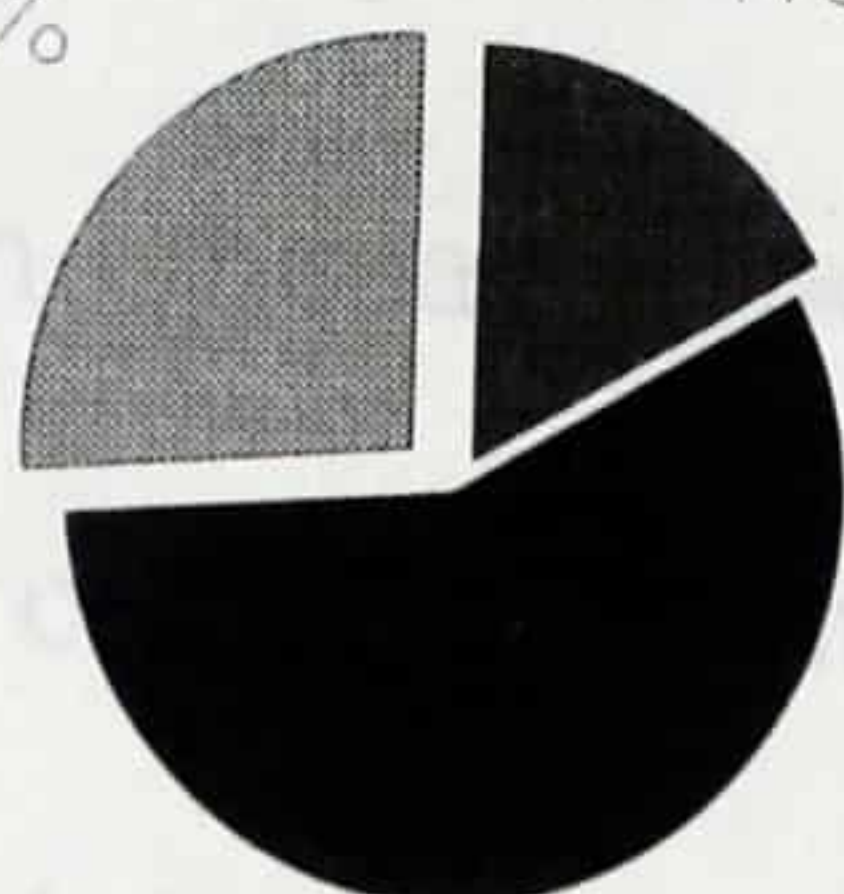
The next stage of the questions wanted to find out whether people believed in the efficacy of herbs, in taboos and beliefs intertwined in the herbal preparations and whether based on all this people would use these herbal drugs if prescribed by an orthodox doctor.

In the case of the efficacy which was **Question 6**, 42 people answered and out of this, 24 people thought orthodox drugs to be more efficacious than herbal drugs, 7 people routed for herbal drugs while 11 said it depended on the kind of illness or ailment. From this the 11 still believed in the efficacy of herbs though they would

not say that one was more efficacious than the other. Adding the 7 to the 11 people it is seen that quite a number believed in the efficacy of herbs. Those who believed in orthodox medicine being more efficacious made 57.1%. See fig 6

FIG 6
EFFICACY OF HERBAL AND OR ORTHODOX MEDICINE

Depends on ailment 26.2% herbal more efficacious 16.7%



Orthodox more efficacious 57.1%

Concerning traditional spiritual beliefs being connected to herbal preparations or not an equal number of 14 people either said **there was a connection, no connection or somehow** but 5 people could not decide and so said they were **not sure**. This however shows that at least 1/3 of the people believed in some connection because 14 people were positively sure while another 14 people thought there was a connection somehow.

On the question of hygiene when it came to the preparation of herbal medicines, 26 people believed preparations to be hygienic while 15 said preparations were unhygienic. 6 people however said some were hygienic and others were not.

35 people making over 75 % out of 45 said if their orthodox doctor prescribed a herbal drug they would use it, only 4 people making 8.9% specifically stated they did not believe in the efficacy of herbs, another 6 said they would ask for orthodox instead making 13.3%.

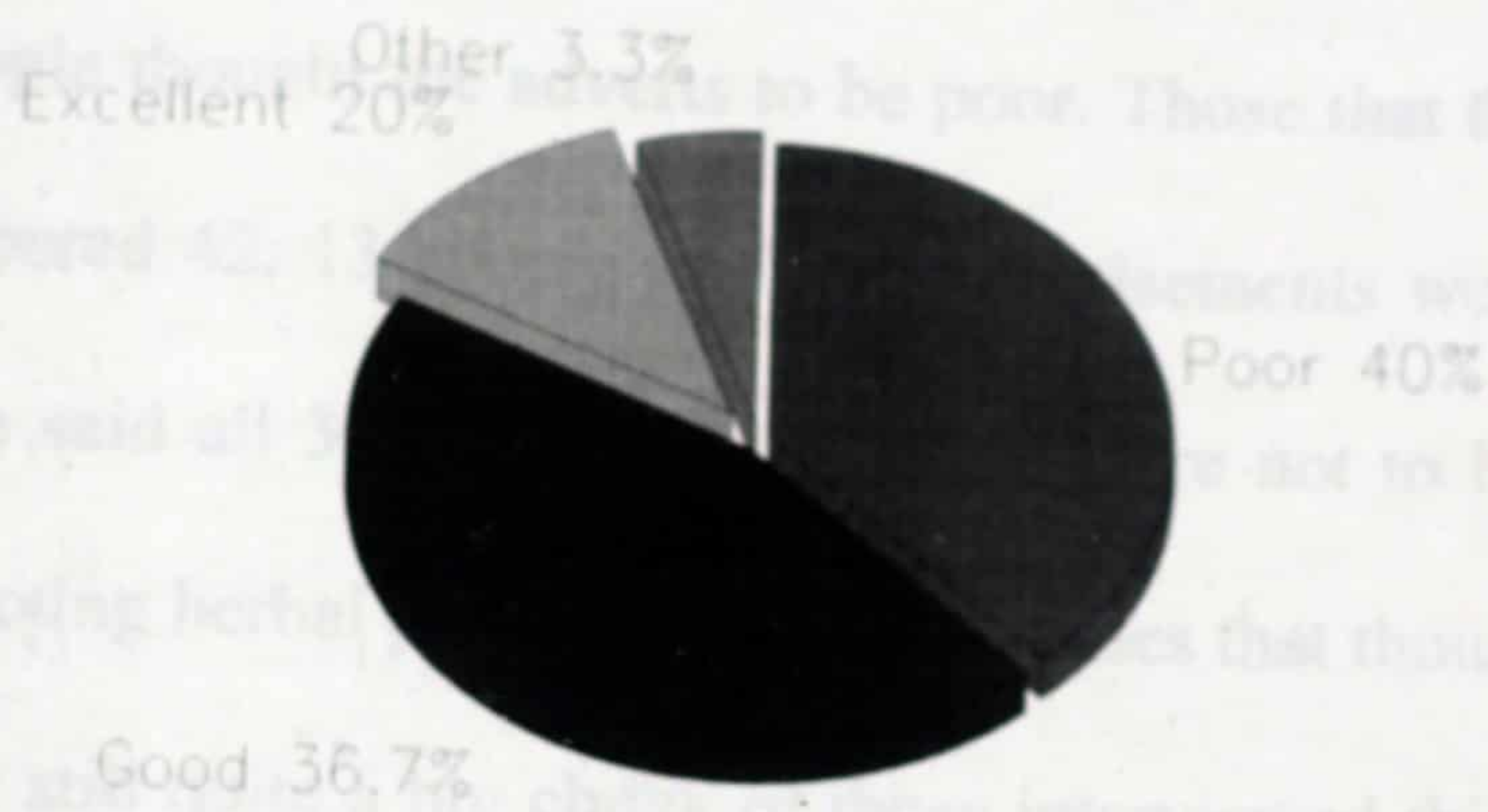
On the question of visual presentation, packaging, advertising on TV, radio and newspapers there were a number of opinions. A greater number of people thought packaging for herbal products in Ghana are poorly done and not attractive enough to compete with the packaging of orthodox medicine, 16, 12 and 14 people said advertisements on TV, radio and the print medium was poor respectively. On the other hand 19 people said advertisements of local herbal products on TV was good. 11 people said advertisements on radio was good and 12 people decided that advertisements in the newspapers were good, however there was one trader who was vehemently against the idea of any form of advertising for herbal preparations. He stated in plain and simple words "they must be abolished and suppressed". I thought that this was going to infringe on someone's constitutional right. A total of 13 people (5 for TV, 6 for radio and 2 for print medium) said the advertisements were excellent. See figs. 7, 8 and 9

FIG 7
ADVERTISEMENTS ON TV



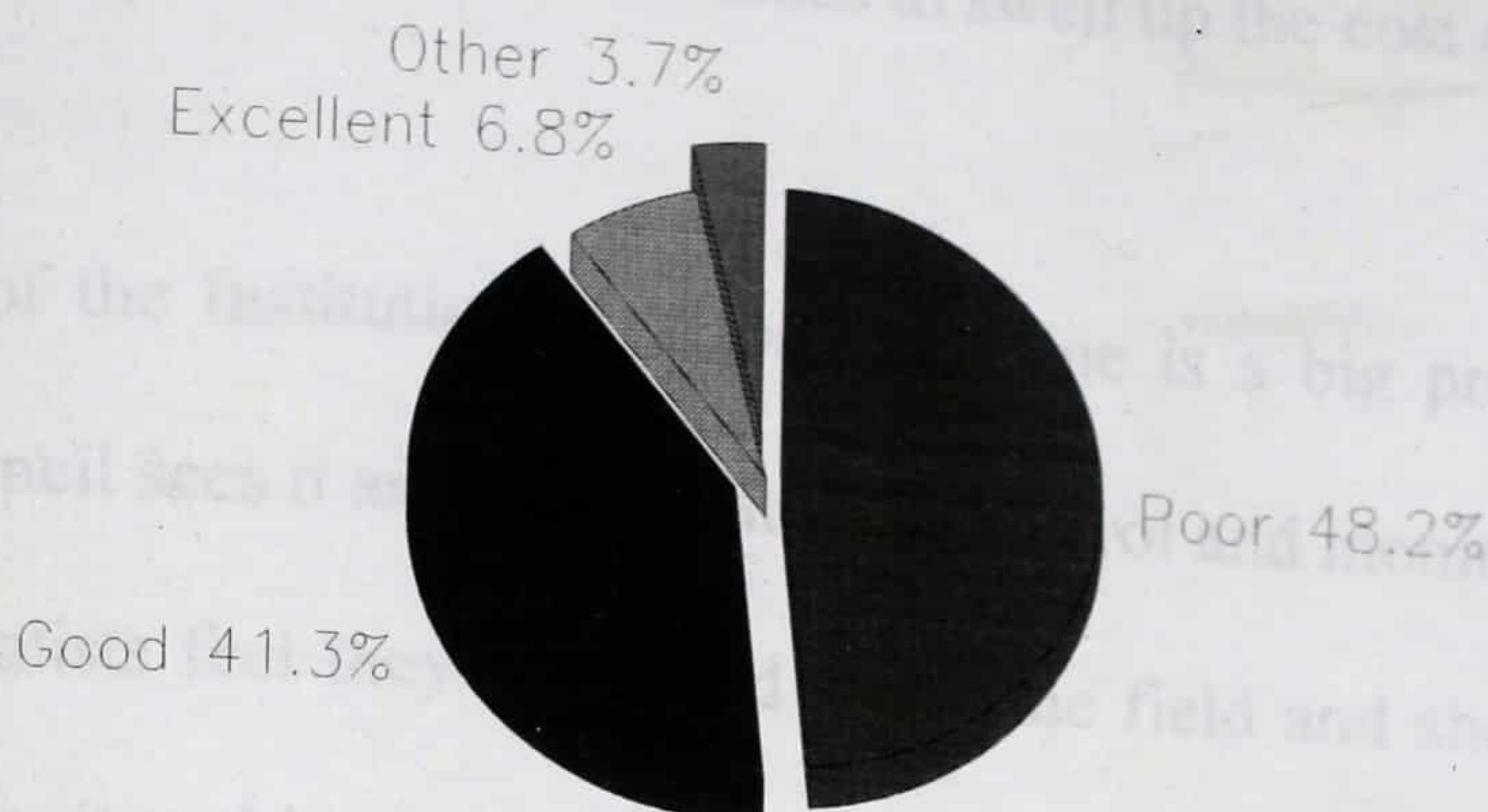
42 people responded (percentages based on 42)

FIG 8
ADVERTISEMENTS ON RADIO



30 people responded (percentages based on 30)

FIG 9
ADVERTISEMENTS IN THE PRINT MEDIUM



29 people responded here.

Combing all the advertisements (TV, radio, and print medium), it can be seen that a total of 42 people thought the adverts to be poor. Those that thought the adverts were good numbered 42, 13 people said the advertisements were excellent and a total of 4 people said all 3 media for advertising were not to be allowed for the purpose of promoting herbal preparations. This implies that though the promotions now are working still quite a big chunk of those interviewed think more has to be done in terms of quality and more professional advertising.

The question of which was more expensive 5 people insisted on herbal being expensive in the long run, 36 people conclusively said orthodox medicine was more expensive. The reasons given included costs associated with research and

development and finally the promotion of these medicines. Others also said that because most of them are imported it tends to swell up the cost even further.

Management of the Institution of herbal medicine is a big problem because the Pharmacy Council sees it as its prerogative to control and monitor drug production while the herbalists feel they know and are in the field and should be allowed to control and monitor things themselves. When this question was thrown to the public out of the number of 46 people who answered, 23 people opted for the Pharmacy Council while 18 said Traditional Herbal Association ought to be in charge. I advocated strongly for the fetish priests and priestesses and shrines but 4 said a totally independent body like a Herbal Council should be set up to manage the Institution. Some were even kind enough to suggest some Pharmacists, Plant and Chemical Scientists, Doctors, Herbalists and an Environmentalist should comprise the Independent Body or Council.

Question 15 sought to find out what role herbalists are to play in data collection for planning purposes, There were a variation of answers but at least all agreed that herbalists should pass on their knowledge in the herbal area to others by teaching. Other answers given were that they had to collaborate with the medical and paramedical personnel in terms of researching more into herbs and bringing out new discoveries.

Question 16 asked what kind of future (good or bad) herbal medicine had in Ghana for export. 4 people said the future was bright for herbal medicine in terms of export. A summary of the reasons given is numerated below.

1. If they are well prepared and packaged.
2. The plants are here in abundance.
3. Madam Catherine is being accepted.
4. If government creates good policies concerning herbal medicine.
5. Some foreigners have been coming over here to buy some herbal preparations.
6. Herbs are efficacious and potent.
7. Orthodox medicine can not cure all sicknesses, diseases and ailments.
8. They will be a source of foreign exchange.
9. If they are properly standardized, displaying expiring and manufacturing dates, composition known, toxicity tests conducted and dosages included.
10. It is being used abroad and it is helping so we can do some here.
11. Cheaper to produce as compared to orthodox medicine.
12. Can be a supplement to orthodox medicine.
13. Reduce government expenditure on health.

4 people did not see any future for the export of herbal medicine from Ghana.

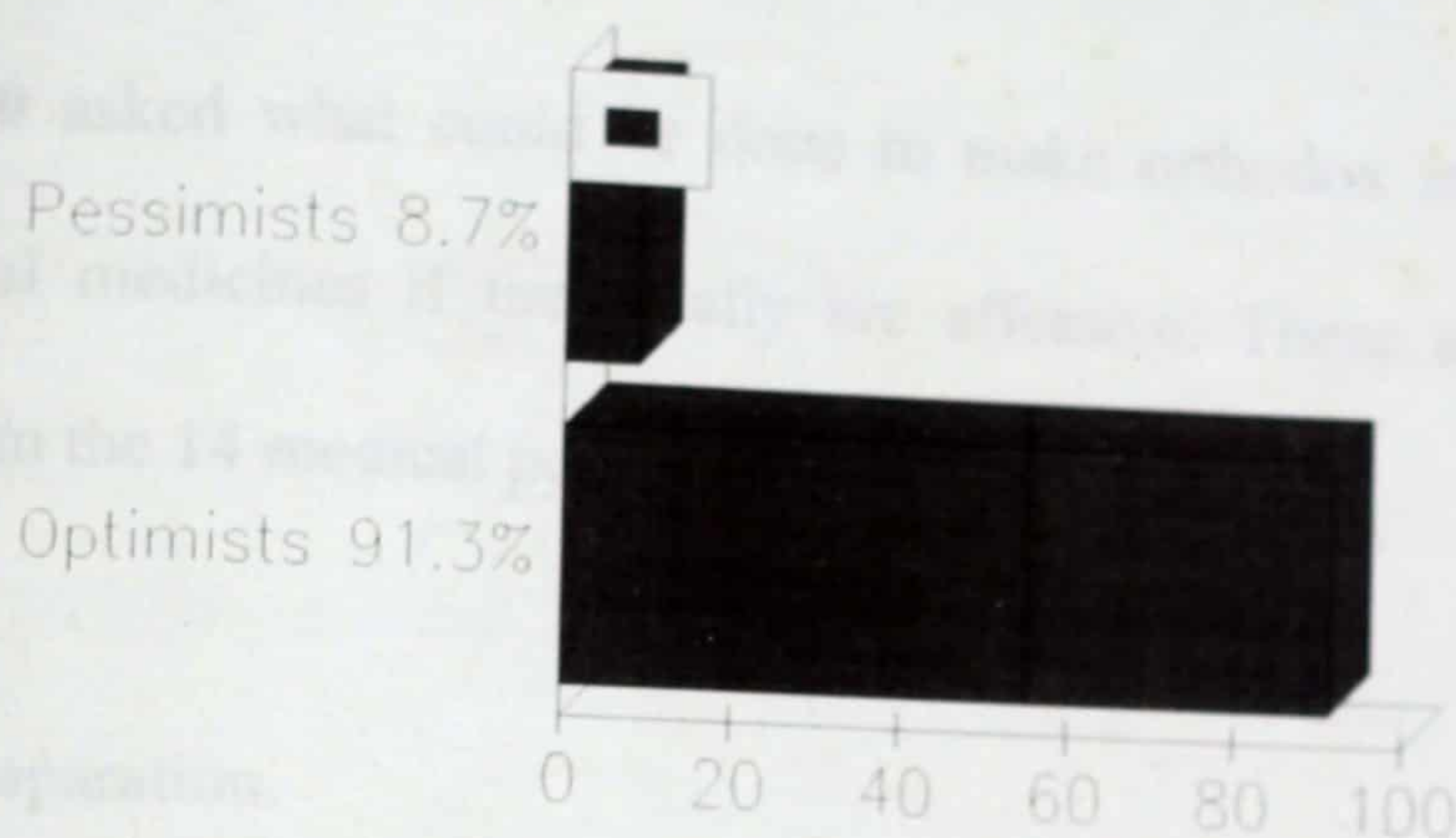
The reasons they gave are:

1. One can not trust the herbalist to tell the truth

2. Bad prescriptions
3. One drug curing multiple ailments
4. No proof of efficacy

See fig 10

FIG 10
QUESTION 16-HAS HERBAL MEDICINE A FUTURE
FOR EXPORT IN GHANA ?



Optimists as against pessimists with regards to future of herbs for export

Of those that answered positively for export of herbal medicine 14 were females while 28 were males on the other hand 2 each (male and female) said herbal medicine had no future in Ghana.

2.5 ANALYSIS OF DOCTORS/ PHARMACIST QUESTIONS (19-24)

Questions 19-24 concentrated specifically on Doctors and Pharmacists. Question 19 sought to confirm medical personnel's belief in the potency and curative

powers of herbs based on facts and not just hearsay. 7 male Doctors and Pharmacists answered as well as 5 women Doctors while 2 failed to disclose their sex. 4 out of the total of 14 said based on fact and science herbs did have curative and healing powers. One stated "I haven't had the chance to get statistical evidence to back the claims of herbal medicine." Another paramedic stated "it is all based on hearsay."

Question 20 asked what could be done to make orthodox medical personnel accept herbal medicines if they really are effective. These are the responses gathered from the 14 medical personnel:

1. Better preparation.
2. Good quality packaging.
3. Effects of herbs on organs.
4. Proven scientific efficacy and documentation.
5. Well labeled constituents.
6. Indications and contra-indications.
7. The herbal institution should have a controlling body.
8. Dosage regimens.
9. Standardization with proper and modern equipment.
10. Training of medical personnel in plant medicine.
11. Standards Board checking on toxicity.

12. Divorcing herbal medicine from superstition.

13. Proven efficacy for a particular ailment.

14. Patenting of herbal drugs.

Question 21 asked if they thought there had been enough of research into herbal medicine for it to be incorporated into Ghana's healthcare delivery program. Some of the medical people answered No and gave their reasons:

1. More has to be done before it should be fully incorporated into Ghana's healthcare delivery system, that is in terms of statistics and science.
2. Care must be taken or else it could be a suicidal move

On the other hand the **Yes** people gave their reasons:

1. The research centre for plants / herbs at Akwapim has done a lot.
2. It is part of the health delivery system already.
3. Few can be started with and more introduced and researched into later.

Question 22 asked the medical people about the relationship between Traditional Herbalists/Healers Association and themselves (Pharmacy Council/Ghana Medical Association). The answers given were not the least encouraging. These are words that were used by some of them who wanted to be anonymous:

1. distrust
2. mistrust
3. antagony
4. imaginary belittlement of herbalists
5. non co-operation on both sides
6. bad relations

3 people however said they did not know. From this it may be deduced that if the medical people do not see eye to eye with the herbalists then there would be the possibility of promoting unwholesome preparations which would harm rather than do good.

The question of whether herbal medicines can be an alternative to the orthodox ones showed 2 doctors saying it would be a supplement. 1 doctor said no because people are predisposed to orthodox medicines. 1 pharmacist said in certain localities herbal medicine would be an alternative to orthodox medicines. 2 doctors said herbal medicine could be alternative if there was more research and if well made there was a huge market out there. 1 pharmacist would not comment and the other said herbal and orthodox medicine would support each other, that is for example orthodox drugs could be used during surgery and herbal ones for other sicknesses.

Finally they were asked about how profitable it was to produce herbal drugs. 2 said it was very profitable citing the drug **Ulcerplex** which is doing well on the market. 11 of them said it could be profitable see fig 11. They gave their reasons to support their claims:

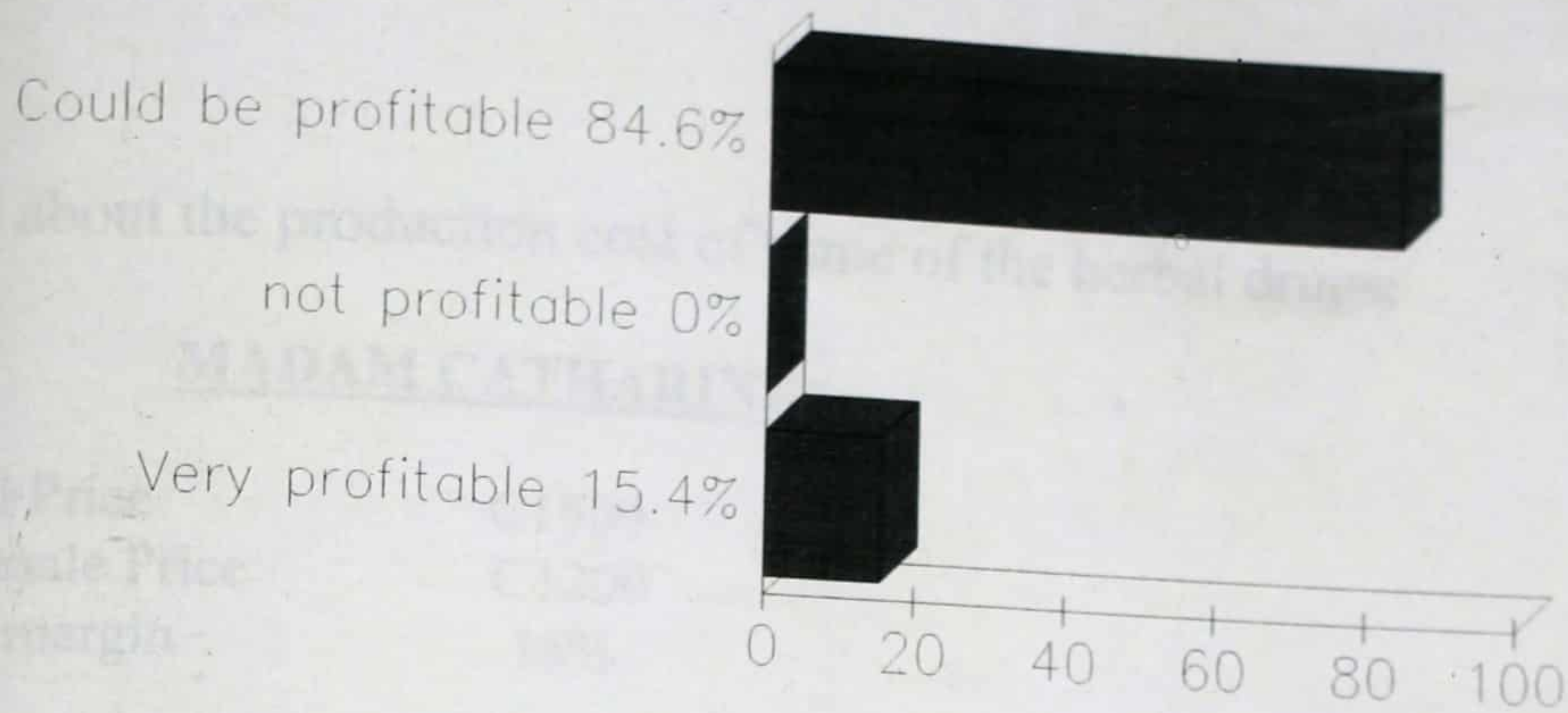
- high cost of orthodox drugs
- easy patronage
- good preparations
- good advertisements
- availability of herbs
- the present economic situation making herbs cheaper than orthodox drugs
- people being conned into buying while efficacy has got to be checked well.

ANALYSIS OF QUESTIONS ON HERBAL DOCTORS OR PRACTITIONERS

Questions 19-21 on the herbal doctors or practitioners side sought to find out the reliability of herbal preparations. Most of those interviewed had nothing to support any claim, however the 5 herbalists all seemed to agree that 70% of Ghana's population use herbal preparations making its prospects bright.

Question 20 asked to estimate what share the herbal drugs had of the total drug market. It came out that 25% of the population had access to orthodox medicine while 75% used herbal drugs. The managing director of Madam Catherine was the

FIG II
PROFITABILITY OF HERBAL MEDICINES



This goes to show that herbal medicine could be very viable if the proper things are done.

2.6 ANALYSIS OF QUESTIONS ON HERBAL DOCTORS OR PRACTITIONERS

Questions 19-21 on the herbal doctors or practitioners side sought to find out profitability of herbal preparations. Most of those interviewed had nothing on paper to support any claim, however the 5 herbalists all seemed to agree that 70-80% of Ghana's population use herbal preparations making its prospects bright.

Question 20 asked the estimated share the herbal drugs had of the total drug market. It came out that 25% of the population had access to orthodox medicine while 75% used herbal drugs. The managing director of Madam Catherine was the

one who said his Blood Tonic is a leader in that area but no statistics were given to me.

Finally about the production cost of some of the herbal drugs:

MADAM CATHARINE

• Retail Price	C1500
• Wholesale Price	C1200
Profit margin	15%
• Ako Balm	C300
• Ako Super Tonic	C1600 for 300 mls.

LIFE TONIC

Life Tonic for 330 mls.	
Extract	C30.00
Bottle	C270.00
Labels	C 35.00
Others	C100.00
	<u>C435.00</u>
	per bottle.

TINCTURES BY NANA FREMPONG:

Normally bottled in schnapp bottles

Alcohol base	14,000 per bottle
Extract + other expenses	<u>11,000</u>
Production cost	<u>25,000</u>
Sold for	C30,000
Profit	C5000 per bottle

CHAPTER 3

SUMMARY OF FINDINGS AND RECOMMENDATIONS

From the analysis it can be gathered that people know about herbal preparations through advertisements on TV, radio, cars, word of mouth et cetera. Quite a number of people have used a herbal drug at least once. However in terms of its efficacy orthodox medicine was still ahead though some people said certain ailments were better treated by herbal medicine. There are still a sizeable number of people who believe that herbal medicine is connected with traditional spiritual beliefs.

A number of people still rate advertisements on TV, radio and the print medium as being poor even though a slightly larger number rate them as good. Most people interviewed feel herbal preparations are much cheaper than orthodox drugs. The interviewees think that the management of the Herbal Institution ought to be in the hands of the Pharmacy Council and as to the future of herbal preparations for export most agreed it was bright with the right things in place for example standardization of the preparations. If the medical world supports these preparations people are going to patronize en masse, that is what is gathered from one of the questions.

On the part of the medical personnel more has to be done research wise to convince them to fully incorporate herbal medicine into Ghana's Health Delivery system. For the herbalists they are in the business or institution already and would want more patronage.

3.2 RECOMMENDATIONS

According to Whitaker, from New Healing Discoveries (1996),

"...natural healing is just too effective to suppress..." pp 11

In the USA it is claimed that **Coenzyme Q10 (CoQ10)** is a natural nutrient that has miraculous heart healing properties and could someday eliminate heart disease and make it unnecessary to use toxic heart and blood pressure medications for millions. However there is only one problem with CoQ10. It can not patented. It is believed that is why greedy drug companies do their best to censor CoQ10 – so

one can never even hear about it. They would rather sell you their own patented heart medications.

A case in point is **Estriol** (of herbal origin), a safer form of Estrogen which studies have shown to actually reverse breast cancer in women. On the other hand **Premarin** used by most women is converted to **Estrone** which actually increases breast cancer up to 30%. There is documented evidence to show that for example **Rosemary** (a herb) relieves headaches, **Peppermint Tea** prevents stomach problems and **Oat Straw Tea** eliminates depression and stress. These are all herbal products.

These herbs mostly used in Europe and the U.S.A. prove herbs must be promoted but in Ghana a number of things have to be put in place. This will make sure that good quality herbal preparations will be promoted to ensure better health for Ghanaians.

- Drug Companies especially should be honest about herbal preparations in terms of efficacy and potency.
- Academic dishonesty should be thrown out and credit given to the herbalist who finds a good medicinal plant for example the late Nana Drobo and the supposed aids cure.

Co-operation between our medical scientists and herbalists should be cordial.

A controlling body of the herbal institution should be set up with members from the Pharmacy Council, Chemical Scientists, Ghana Medical Association and Herbal Association. For example, according to Dr. Mohammed Zafarullah, a homeopathic doctor of the Ahmydiah Mission, in India the government has set up a body for orthodox medicine, one for herbal medicine and one for homeopathic medicine and they are all recognized.

Herbal schools and colleges would have to be set up to train people in the scientific methods of herbal medicine.

Some orthodox medical personnel will have to be trained in herbal medicine.

Herbal medicine must be divorced from any traditional spiritual entanglements for people to see that it is the herbs that have healing and curative properties.

Drug companies must help research into herbal medicines through grants, scholarship et cetera with humankind as the focus not making huge profits at their expense.

Preparation of herbal drugs would have to go through rigid scientific tests, be standardized with dosages and composition shown for all to see. This should include manufacturing and expiry dates.

The government can then allow herbal drugs to be patented and whoever produces a bad herbal drug would not have the right to sell.

If possible one drug should be used for a specific ailment.

If these are done then we can be sure of promoting safe and effective herbal drugs. Then we would have confidence to export products that we believe in 100% as well as promote them on TV, Radio, Billboards, Newspapers, and flyers. There would be absolute confidence in giving free samples, twin pack bargains, special discounts for bulk purchasers to enjoy economies of scale, or get free publicity by sponsoring good programs in Ghana.

Finally herbal medicine is not a hoax but can work hand in hand with orthodox medicine to give Ghanaians a better and healthier life. Ghana Government will benefit immensely if health bills are reduced and herbal medicine is one way to look at. For example according to Oliver Bever, **Medicinal Plants in Tropical West Africa, Mangifera indica** L (Mango tree), the bark and leaves can be used in treating sore gums, toothache, sore throat and it comes cheap because there are many mango plants in Ghana. The earlier the government got interested in herbal medicine and its promotion the better it would be for all Ghanaians.

QUESTIONNAIRE

THE ANSWERS PROVIDED WILL HELP CREATE A POLICY TO BETTER PROMOTE HERBAL PREPARATIONS. WE ARE COUNTING ON YOUR COOPERATION. [Please tick option(s)]

1. Could you please give your educational background.
---Primary ---Secondary ---Tertiary

2. Have you heard of some promotional activities concerned with herbal medicine?
---Yes ---No

3. If Yes, through which medium did you get to know?
---TV ---Radio ---Newspaper ---Billboard ---Other
(please state)-----

4. Have you used herbal medicine before?
---Yes ---No

4b. If Yes how long have you used herbal medicine?
---Always ---Sometimes ---Often

5. Have you ever been treated or heard of someone who has been treated for any ailment with herbal medicine where orthodox medicine failed?
---Yes ---No

6. Which in your opinion is more efficacious?
---Herbal drugs ---Orthodox drugs

7. Do you think herbal medicine is connected to traditional spiritual beliefs?
---Yes ---No ---Somehow ---Not sure

8. If connected do you think herbal medicine can stand on its own?
---Yes ---No

9. How do you feel about the preparation of herbal medicine?
---Hygienic ---Unhygienic ---Not sure

10. What will be your reaction if your orthodox medical doctor prescribed a herbal drug?
---Use it ---Ask for orthodox instead ---Any other

11. How would you rate packaging of local herbal medicines?
---Poor ---Good ---Very good ---Excellent

12. How would you rate advertisements for local herbal products on:

TV	RADIO	PRINT MEDIUM
---Poor	---Poor	---Poor
---Good	---Good	---Good
---Excellent	---Excellent	---Excellent
---Other	---Other	---Other
-----	-----	-----

13. Which is more expensive, herbal medicine or orthodox medicine?
Please state why:-----

14. Who do you think should manage (be in charge of) the institution of herbal medicine and its preparations?

---Pharmacy Board ---Traditional Herbal Association ---Fetish (priests & priestesses)/ Shrines

15. What role do you think traditional herbalists should play in the collection of data for planning purposes.? *Please state role and comment:*-----

16. Do you think herbal medicine has a future in Ghana especially for export?
---Yes ---No

17. If Yes could you state why?-----

18. If No please state why.-----

18b. Sex ---Male ---Female

IF YOU WOULD LIKE TO BE QUOTED COULD YOU PLEASE GIVE YOUR:

Name :-----
Address or Workplace or Profession/Occupation :-----
Position at Workplace :-----

THANK YOU AND HAVE A VERY GOOD DAY.

PLEASE ANSWER THIS SECTION IF YOU ARE AN ORTHODOX
MEDICAL DOCTOR OR PHARMACIST

Please answer this part if you are a herbal doctor or practitioner

19. Based on your opinion / statistics is it profitable to deal with herbal medicine? Comment please:-----

20. How large or small is your estimated share of the herbal drug market? Please state in figures or percentage-----

21. How much does it cost to produce a particular herbal drug? It would be appreciated if some facts and figures are added. Thank you. -----

THANK YOU VERY MUCH FOR YOUR TIME

PLEASE ANSWER THIS SECTION IF YOU ARE AN ORTHODOX MEDICAL DOCTOR OR PHARMACIST

19. Do you really believe, based on facts or statistics, the curative/healing powers of herbs?
Comment please:-----

20. If herbal medicine is effective for the treatment of diseases what in your opinion has to be done to make it accepted by the orthodox medical and paramedical profession?
Comment please:-----

21. Do you think there has been enough research into herbal medicine for it to be incorporated into the Ghana's healthcare delivery program?
Comment Please:-----

22. What is the relationship between the Pharmacy Board/Ghana Medical Association and the Traditional Herbalists/Healers Association? Comment please:-----

23. Do you ever think herbal medicines will be an alternative to orthodox medicines comparing sales figures and production costs? Comment please:-----

24. In your opinion is it profitable to produce herbal drugs?

----Very profitable ----Not profitable ----Could be profitable

Comment please:-----

THANK YOU VERY MUCH FOR YOUR TIME

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