



MEDIA RELEASE

CHC Applauds Further Steps Towards Preventive Health Nation

CHC Executive Director, Dr Wendy Morrow, welcomed the announcement mid July of the formation of an Advisory Council to support and make recommendations to the National Preventive Health Agency in driving Australia's Preventive Health agenda. The Advisory Council is welcomed as further recognition by the Government of the importance of Preventive Health in Australia.

Dr Morrow commented, "as supporters of Preventive Health the CHC was heartened by the creation of the National Preventive Health Agency back in January of this year and is pleased to see further forward movement, ensuring Preventive Health remains top of the agenda, through the creation of the Advisory Council.

As a Member of Research Australia the CHC is happy to see the Chair, Professor Christine Bennett, heading up the Advisory Council. "The expert advice now available to the Agency through the Council is a significant step towards assisting the National Preventive Health Agency in improving the health of Australians.

As the peak industry body in Australia for Vitamins, Minerals and Supplements - known as Complementary Medicines – our Members and Industry Associates are leaders in Preventive Health. The CHC represents an industry devoted to improving the health of the Australian community through the promotion of sustainable health and wellbeing. Through education and the provision of independent scientific information, the CHC itself is working towards the development of the most informed Complementary Medicines consumer base in the world.

Preventive Health is an essential move towards improving the cost-effectiveness of the Australian healthcare system and alleviating pressure on the Government's health budget. The investment by the Gillard Government of \$872 million into Preventive Health underlines their commitment to a more proactive wellness based healthcare system, of which Complementary Medicines are a major enabler of at the individual consumer level." Dr Morrow commented.

"We therefore not only welcome the creation of the Advisory Council but look forward to future involvement of the Complementary Medicines Industry in the work of the Agency", Dr Morrow went on to say.

For further information about the Complementary Healthcare Council of Australia and our work, please visit our website:

www.chc.org.au

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Complementary Healthcare Council of Australia Sustainable health, enhanced wellness...naturally
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