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Data from the electronic Publication on Kampō in Europe, and a strategy for Kampō UK in 2015

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Introduction

Kampō UK is a collective of Kampō practitioners including a *Fukushin* scholar, a translator, and a web designer all with a background of specialist Kampō knowledge. The Kampō UK Association has been focused on providing a media presence with a wide range of information on Kampō in English. All Kampō UK practitioners comply with the legal requirements to practice Kampō in the UK, and these sites are the authentic voice of Japanese Kampō within the UK.

Aim

We aim to publish electronically a dynamic knowledge and experience of Kampō which is accessible to a full range of age and social strata. Our target audience is healthcare professionals, public information sources, and general public in Europe, using English as the language of presentation.

Findings

There are a number of web-based resources available in English: 11 academic, 8 informative, 5 commercial and 2 creative pages are collected out of 100 page results on Google's web search. Academic pages offer mainly either historical/anthropological research paper or clinical research reports. Informative pages act as a communication tool for academic associations or/and an information portal of Kampō Medicine towards general public. Alternatively other informative pages are a Kampō Medicine's definition pages of online medical dictionaries. Commercial pages are either online shops offering Kampō literatures or pages offered by pharmacological companies, which mainly focus on business-to-business opportunities. Creative pages present an art project in a collaboration of wellness, medicine and product design.

During the research, we found that there is still a lack of information portals targeting on general public using English. Within 8 informative pages, there are only 3 web services including kampouk.org, which provide certain amount of dynamic contents for general public such as introduction of Kampō Medicine, news, practice and/or medical examples.

Since 2012, Kampō UK has been operating the website kampouk.org, a presence on Facebook, and on Twitter. The website features reports of academic conferences held in Europe and contains basic information of Kampō including a practitioner list and introductory clinical experiences, to appeal to the general public. According to a web analytic tool of the site, between April 2013 and May 2015 we have

experienced 9,104 visitors at the website while Facebook experienced 3,000. The majority of visits originate from the UK, the US and Japan. And the most-used language is English. Most users seek a Kampō practitioners' list and basic contents such as Kampō's perspective towards human body and the history of Kampō. The site feedback highlights a need to inform the public of the distinctions between various Asian therapies and herbal interventions.

In 2014 we have developed a prototype digital application system 'Kampō App' for professional practitioners, which is now available free from the iTunes store. The *app* summarises cases of four Kampō formulae with related herbs, terminology, symptoms and bodily conformations. The app intertwines the complex linking of 860 content components with rich visualisation, using original images. Since its release, 232 users have downloaded (as of 31 May 2015).

The Kampo UK web media presence records the number of hits, and a range of data from the media sources, twitter, app downloads and usage of website, and comments from the public. Raw figures will be reported in an Appendix A: *Data Summary of Kampō UK*, and analysed according to media standard.

Strategy for 2015

For constant visitors on the website, who are mainly from the UK and other European nations, we intend to focus on supplying more translations of some of authentic Japanese Kampō literature into English. As most users seek basic information of Kampō, we provide contents targeting the general public. A food-as-medicine section, to introduce recipes appropriate to personal conformation, is being considered. This may encourage the audience to undertake an understanding of the body in Kampō perspective.

A second strategy being considered is to highlight Kampō innovation. This section will target healthcare professionals and patient information sites. Another section offers a number of interview articles both from medical professionals and patients. The project 'Ask a Kampo Doctor' will be done with Kampō Doctors one at a time around the world by email. After confirmation, an article will be posted together with the doctor's brief biography and photos. Patient interviews will present patient's clinical case studies with video interviews. Each story will be personalised with patient's background and different treatment offered by practitioners. We believe that the interviews will not only educate general public but also inspire colleague doctors and other practitioners by their Kampo life stories.

Together with interactive design on digital devices, we will offer more dynamic contents such as interview with patients and doctors.

Conclusion

The penetration of the English media by Kampō UK faces obstacles, including the low number of

resources in Kampō available in English, a clear concept to attract visitors to the site, and regular updates to initiate returns to the site. Kampō UK will focus on two modalities of seekers, those looking for research reports using western medical names, such as infertility, dementia, insomnia, as well as those visitors with general queries on lifestyle and health improvement. A strategy for 2015 will seek to impact these areas.

A number of characters is counted from pages only explaining about Kampo medicine's information

If the page repeats the same contents or elements such as menu, header, footer, I didn't count them repeatedly.

Short CV

Gretchen De Soriano

Specialist in Kampō Medicine with long clinical experience in Japan. Lead-translator of “Kampō: A Clinical Guide to Theory and Practice” by Otsuka Keisetsu; President of ISJKM from 2009 - 2011, MSc in medical anthropology at Oxford University, whose current work is in medical history with the Wellcome Trust Grant: “BEYOND TRADITION: Ways of Knowing and Styles of Practice in East Asian Medicines, 1000 to the Present”, at Westminster University, United Kingdom.

Atsuko Fritz

A registered member of the British Acupuncture Council (MBAcC) and of the KampoUK. BSc (Hons) in Acupuncture at University of Portsmouth, translator of medical literatures especially of Kampō Medicine.

Takuya Furukawa

A professional designer in digital media. MA Communication Design at Central Saint Martins College of Art and Design, acting as a communication designer for the KampoUK association since 2012.