

Sue Evans PhD



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Summary

My expertise is with medicinal plants and herbal practice. Since I finished my herbal training at the School of Herbal Medicine in the UK in 1982 I have participated in shaping and documenting the changes in Australian herbal medicine. Over the years, my clinical practice and teaching have been enriched by exploring the interface between herbal medicine and history, philosophy, public health, politics and international development.

My PhD is a sociocultural account of Western (European) Herbal Medicine in Australia, and my ongoing research and projects are inspired by the diverse cultural expressions of using plants as medicine around the globe.

I have also developed interests in demonstrating how values congruent with the ideals of natural medicine create sustainable business, educational and organizational structures. I now combine this interest with the lessons I have learned during the course of my career in my work as a consultant to the profession and industry.

Qualifications

Doctor of Philosophy, Southern Cross University (conferred 2009)

Thesis title: *Challenge tension and possibility: an exploration into contemporary Western herbal medicine in Australia.*

Bachelor of Arts (Sociology and Politics), La Trobe University

Diploma of Education, La Trobe University

Certificate of Herbal Medicine, School of Herbal Medicine, Tunbridge Wells, Kent.
Successfully sat membership exams of National Institute of Medical Herbalists (UK)

Languages

Spanish (good), French (basic)

Strengths and accomplishments:

- **Leadership** – long history of leadership within Australian herbal medicine; executive positions on local and national professional associations; mentor to colleagues and students; advisor to professional associations and businesses, academic institutions and government bodies.
 - 2009 Herbalist of the Year award from the National Herbalists Association of Australia for a ‘major contribution to herbal medicine in Australia and leadership in the areas of education, academia and mentoring’. The citation added that ‘few of her contemporaries would have had a more profound impact on the herbal profession in Australia’.
- **Drive and innovation** – consistently imparts passion for the discipline of herbal medicine. Work with educational, business and professional organizations focuses on ensuring the ethics associated with natural medicine and holistic health are embedded in the policies and procedures of the organization.
- **International collaborations** – work in Chile and Peru, most recently on traceability of medicinal plants in northern Peru. Ongoing collaborations on professional issues with herbalists in UK and US. Research and face-to-face observation of utilisation of medicinal plants in Central Asia and South America.
- **Teaching and scholarship** - responsible for course design, development and review of undergraduate and postgraduate programs; external academic adviser and reviewer. Delivery of curriculum in face-to-face and in online environment with consistently outstanding student evaluations. Conference organisation and development of seminars and materials for continuing professional education.
- **Research** - experience in qualitative methodologies, application of social science to herbal medicine, and utilization of these skills in multidisciplinary research groups, including in relation to methods of extraction of medicinal plants. Supervision of postgraduate students, teaching of coursework units in qualitative methodology.
- **Clinical experience** – Over 25 years herbal clinical practice in sole practice and in integrated medicine clinics, and student supervision.

Experience and appointments

Consultant to CAM profession and industry January 2014 to present

My work is with a number of natural medicine businesses, professional organisations and educational providers. Natural medicine organisations are addressing the practicalities of implementing the 'triple bottom line', balancing the requirements of people and planet with the need to be economically viable. I provide a space to enable the development of appropriate strategies considering human resource management and business aspects as well as environmental considerations.

In addition I am called upon to contribute my expertise in herbal medicine education providers and regulators, and I serve on the Course Advisory Committees of the Bachelor of Naturopathy at Southern School of Natural Therapies, Victoria, and the Master of Health Science at University of New England, NSW.

I continue my longstanding connection with Southern Cross University in an adjunct capacity, collaborating with research projects and postgraduate supervision. Research

projects focus on sustainability of medicinal plants and the provision of affordable herbal treatment.

Recent research projects include

- A systematic review of selected herbs used for peri-natal depression
- An analysis of 'grassroots' herbal medicine through the blogosphere
- A survey of practitioner decision-making in relation to dispensary purchasing choices of herbal products

Projects – a. Medicinal plants in northern Peru 2012 - 2013

With Peruvian colleagues Carolina Tellez and Carlos Vega, I explored supply chain issues with regard to some of the medicinal plants traded in local markets. The study was located in the coastal cities of Chiclayo and Trujillo in northern Peru, and focused on market vendors. Its objective was to establish market vendors' knowledge about the traceability, conservation status and botanical identification of twenty (20) medicinal plants. The results were presented at the Congress of the International Society of Horticultural Sciences in Quito Ecuador in December 2012, and published in the proceedings of that meeting

Projects – b. Healthcare Education 2012 - 2013

CARE Peru/AusAid via Austraining International/Cooperacion Suisse

In 2012 I participated in water and sanitation project with CARE Peru, My role was as a health care education advisor. In this role I assisted in the implementation of the Environmental Education Strategy in the region of Lambayeque in northern Peru, working with environmental education specialists and teachers to implement the strategy in 18 pilot schools. Our focus was on health education within the broader framework on environmental education.

The project was funded by Cooperacion Suisse, and my participation was funded by AusAid through Austraining International. Blog of this experience is at <http://sje2012.tumblr.com/>

Lecturer/Course Coordinator 1995-2013

Bachelor of Naturopathy, Southern Cross University

Teaching – I was part of the team responsible for the development of the first Australian university course providing professional education for naturopaths. This involved the development and review of undergraduate and postgraduate programs in natural medicine; external academic adviser and reviewer. Delivery of herbal medicine curriculum in face-to-face and in online environment achieved consistently outstanding student evaluations. I also undertook conference organisation and development of seminars and materials for continuing professional education.

Research – I have experience in qualitative methodologies, application of social science to herbal medicine, and utilization of these skills in multidisciplinary research groups, particularly in relation to traceability of medicinal plants, and methods of extraction..

In 2013, I was instrumental in facilitating the inclusion of the Southern Cross University Medicinal Plant Garden as part of the international network of Sacred Seeds Gardens of the prestigious Missouri Botanic Gardens.

Clinical Herbalist 1982-2008

For more than 25 years I worked in clinical practice as a herbalist in a range of locations in Melbourne and the Northern Rivers, where I specialised in women's health. I worked both in sole practice and integrative medicine clinics, and also supervised the clinical training of student naturopaths within specialised student clinics.

Herbal Medicine Coordinator 1985-1995

Southern School of Natural Therapies, Melbourne.

I led the team which designed and delivered the herbal medicine component of the Diploma and Advanced Diploma of Naturopathy

Previous appointments

I worked as a youth worker and social worker for state and local authorities in Australia and the UK.

Professional Memberships

Fellow, National Herbalists Association of Australia

Member, International Society of Ethnobiology

Honorary Positions

Associate Editor, Australian Journal of Herbal Medicine, 2015 -

National Herbalists Association of Australia: Chairperson, Board Member Advisory Committee, 2014 –

International Society of Ethnopharmacology: Board member: 2010 -2014

National Herbalists Association of Australia: Executive Director: 2002 –5,1995 –7,1985 -6

Victorian Herbalists Association: President: 1989 -92

Professional Awards

Fellow of National Herbalists Association of Australia

This is the most prestigious award offered to Australian herbalists and recognizes outstanding work for the profession

2009 Herbalist of the Year, National Herbalists Association of Australia.

Most recent conference presentations

2015 Developing a relationship with medicinal plants via the brown bottle: a masterclass in organolepsis (with Greg Whitten) Sydney: 9th International Conference on Herbal Medicine NHAA

- 2014 The challenges of responsible medicinal plant consumption in Australia, Jakar, Bhutan: International Society of Ethnobiology
- 2014 Traditional and modern practitioners – can we be both? (Keynote presentation Auckland NZ The New Zealand Association of Medical Herbalists)
- 2013 Medicinal plants in the markets of Northern Peru Melbourne: 8th International Conference on Herbal Medicine NHAA
- 2012 Traceability of 20 medicinal plants in the markets of Northern Peru. With Dra Carolina Tellez and Carolos Vega. Quito Ecuador, International Society of Horticultural Sciences

Selected articles

- 2016 Bitcon C, Evans S, Avila C [The re-emergence of grassroots herbalism: an analysis through the blogosphere](#). *Health Sociology Review* 21:1.108-121
- 2015 Evans, S [Ancient history? Lessons from Hippocrates' use of plants](#). *Avena: Journal of the New Zealand Association of Medical Herbalists* 15:5, 6-9
- 2015 Hunter A, Adams J, Evans S, Singer J, Stannard G. [Being herbal practitioners: The experience of five prominent Australian herbalists](#). *Australian Journal of Herbal Medicine* 27:4 142-145
- 2014 Evans, S, Tellez, C, Vega, C [Traceability of twenty medicinal plants in the markets of Northern Peru](#), *Acta Horticulturae* 1030: 143-146
- 2012 Nissen N, Evans S [Exploring the practice and use of Western herbal medicine: perspectives from the social science literature](#) *Journal of Herbal Medicine* 2: 6-15
- 2010 Evans, S Vitalism: some philosophers speak. *The Herbarium: a blog for herbalists in times of transition* <http://theherbarium.wordpress.com/author/susannahjevans/>
- 2009 Evans, S [Joseph Banks and the continuing influence of European colonisation on Australian herbal practice](#) *Australian Journal of Medical Herbalism* 21 :3, 63-65
- 2008 Evans, S [Changing the knowledge base of Western herbal medicine](#), *Social Science and Medicine* 67; 2098-2106
- 2003 Jatgenberg, T and Evans S [Global herbal medicine: a critique](#) *Journal of Alternative and Complementary Medicine* (2003) 9:2 : 321 -329
- 2001 Evans, S [Herbs and all that jazz: contributions of pop music in understanding materia medica](#), *European Journal of Herbal Medicine* Special Edition 33-41.
- 2000 Evans, S [The story of naturopathic education in Australia](#), *Complementary Therapies in Medicine* 8:4; 234-240

For additional articles, see http://works.bepress.com/sue_evans/