

MEDIA ADVISORY

To: Editors & Health Journalists
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SA commemorates African Traditional Medicine Awareness Day

Pretoria: South Africa has this week joined the rest of the African continent in observing African Traditional Medicine Day to raise awareness about the significant role the traditional medicine plays in improving the health and well-being of people across the continent and beyond.

It is estimated that over 80% of people globally, especially in developing regions use traditional medicine for their primary healthcare needs. This underscores the deep-rooted cultural significance and accessibility of traditional practices, including herbal medicine and other indigenous therapies in the communities.

Thus, the commemoration of African Traditional Medicine Day serves as a clarion call to action for governments to strengthen collaboration between science, technology and innovation institutions; traditional health practitioners and the private sector to accelerate research and development, and local manufacturing of traditional medicine-based therapeutics for the health and well-being of Africa's people.

African Traditional Medicine Day is observed annually on the continent on 31 August to honour the integral role of traditional medicine in the health and welfare of generations of people on the continent.

The Deputy Minister of Health, Dr Joe Phaahla will on Friday, 29 August lead the 2025 African Traditional Medicine Day national commemorative event at Moruleng Stadium, outside Rustenburg in the North West Province. He will be accompanied by North West MEC for Health Mr Sello Lehari, local government and traditional leaders amongst others.

The event will be observed under the theme: ***“Strengthen the evidence base for traditional medicine”***. In May 2025, the 78th World Health Assembly endorsed the new World Health Organization Global Traditional Medicine strategy 2025-2034 to promote universal access to safe, effective, and people-centered traditional, complementary, and integrative medicine.

Members of the media are invited to attend event as follows:

Date: Friday, 29 August 2025
Time: 09h00 – 13h00
Venue: Moruleng stadium, Moruleng village, North West province

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