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세미나 : 암 환자의 재활운동

Cancer & the Power of Positive Thinking

Faith, Mind-Cure, & the Anatomy of Placebo-Effect

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Jesus said to him, if you can believe, all things are possible to him who believes.

- Mark 9:23

Scene 1 - Psychology in the Training Room

- December 4th, 1998, Proposal presentation at UNCG
- Psychological interventions for athletic injuries
 - Positive thinking & attitude
 - Healing imagery
 - Self-talk
- Based on the idea that mind and body are connected
- Still there are skepticism existed in the training room
 - Dr. Goldfarb was not happy!
- Gap between psychology and medical practices

Scene 2 - Scientific Myths that are Too Good to Die

- December 6th, 1998, *New York Times*
- Dr. Robert Buckman, a cancer specialist had heard a lecture given by Dr. Bernie Siegel

"two oncologists were chatting about a study they were participating in to test a combination of four chemotherapy drugs, which had the initials EPHO."

"One doctor's patients were doing spectacularly well: three quarters of them were responding to the drugs. But only a quarter of the other doctor's patients were improving. Then the first doctor explained that he had simply rearranged the letters of the drugs so they spelled HOPE"

Scientific Myths that are Too Good to Die (con't)

- Buckman asked Siegel for his source, which turned out to be a book by Norman Cousins published.
- That book in turn took Buckman to an article published in 1988, written by a Californian cancer specialist named William Buchholz.
- Buchholz told Buckman that the story was meant to be a parable; he hadn't intended it to be taken literally.



Why does a story like seem plausible to so many?



Why this seem plausible to so many of us?

- We've been schooled in the assumption of a narrative – the power of positive thinking.
- Message – 'no matter how ill a person may be there's always reason for hope because hope itself can heal'.
- Historically, this narrative has deep roots in the Christian tradition (e.g., "Your faith has healed you").
- However, "the power of positive thinking" is not simply a variant of a traditional Christian healing narrative.

Fundamental Differences

- Christian healing narrative – 'belief opens doors to healing, is perhaps a necessary moral condition for healing; but the healing itself is a gift from God, a reward for faith and a sign of divine power and compassion.
- Positive thinking narrative – puts the focus squarely on the believer and the power he or she possesses in him- or herself. It asked us to acknowledge not the power of God but rather the power of faith itself.

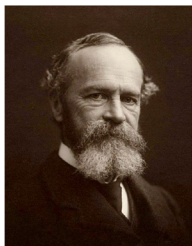
Christian Science & Mind-Cure Movement

- *Better health through right thinking*
- *In 1936, Walter B. Cannon urged his colleagues to pay more attention to the central role played by emotions.*
- *American took a less institutionalized, more individualized, more scientific approach.*



Walter B. Cannon (1871-1945)

New Thought Movement



William James (1842-1910)

- *Don't talk of sickness and disease. By talking of these you do yourself harm and you do harm to those who listen to you. Never repeat about your health what you do not wish to be true.*
- *Most New Thought texts offered specific visualizations, mantras, and prayers to help people open their minds to the power within them.*

- Henry Ford was so persuaded of the power of New Thought.
- *Self Mastery through Conscious Autosuggestion* by Emile Coues
- "Every day in every way I am getting better and better."
- In 1906, a Sunday school publication called Wellsprings for Young People published a little story called, "Thinking One Can."





From New Thought to Positive Thinking

- Norman Vincent Peale became the new champion in New Thought after WWII.
- Peale softened the image of New Thought and connected to the idea of modern therapeutic aspect of Freud and the latest thinking in psychosomatic medicine.
- "The Power of Positive Thinking" has sold 20 million copies and Peale aired NBC weekly radio show for 54 years.



Norman Vince Peale (1898-1993)

The Medicalization of Positive Thinking

- Despite Peale's overwhelming success in positive healing, mainstream American medicine barely paid any attention until 1976.
- Norman Cousins' Story
 - The Editor of the *Saturday Review*
 - Published an article in the prestigious *New England Journal of Medicine*. 'Anatomy of Illness as Perceived by the Patient'
 - Diagnosed by his doctors with a degenerative disorder called ankylosing spondylitis and given a grim prognosis (a 1 in 500 chance of recovery).
 - Took suggestions from scientific guru on positive emotion.
 - Check out of the hospital and check into a hotel.
 - Took off all pain medications and did "laughter" treatment.
 - Fully recovered and back at full-time at *Saturday Review*

The Rise of Psychoneuroimmunology

- Skeptics had suggested that everything that had happened to Cousin had been a "mere" placebo effect.
- Cousin responded, "if that were true then did it not imply that it was time to take a fresh look at placebo effects?"
- Two events that evoked the birth of psychoneuroimmunology:
 - 1 – The discovery of Endorphine (In 1978, a report was published using naloxone and found responders stopped reporting relief of pain)
 - 2 – Robert Ader's study (1975) with a powerful immune-suppressing drug, cyclophosphamide

The Rise of Psychoneuroimmunology (con't)

- In the 1980s, many cancer patients took the new ideas coming out of psychoneuroimmunology and embraced technologies to boost their immune systems to fight against their cancer.
- Visual imagery exercises – patients learned to imagine the cancer cells inside their bodies as weak and confused entities that were being systematically destroyed by an army of courageous white blood cells sent out to fight the good fight by their immune systems.
- A large cohort of breast cancer patients over 10 years showed that women with fight spirit had better outcomes than those with a fatalistic attitude.

The Rise of Psychoneuroimmunology (con't)

- Similar tactic was used among the HIV –positive patients.
- AIDS patient was in fact vulnerable to being killed by negative beliefs – "Voodoo death"
- Potential Negative Effect - "Cancer patients may come to see medical care as largely irrelevant" (Angell, 1985).
- By the late 1990s initial popular enthusiasm for dissolving tumors through positive attitudes had begun to temper.
- Watson, Haviland, Greer, Davison, & Bliss (1999) on five-year survival rates from cancer – No significant effect of "fighting spirit"

The Power of Positive Thinking – Second Round

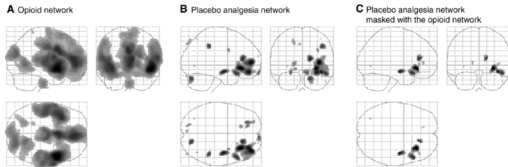
- Placebo-controlled trial of a common form of arthroscopic knee surgery.

"I was very impressed with the surgeon, especially when I hear he was the team doctor with the Rockets [a U.S. basketball team]. So, sure, I went ahead and signed up for this new thing he was doing. ...The surgery was two years ago and the knee never has bothered me since. It's just like my other knee now. I give a whole lot of credit to Dr. Moseley. Whenever I see him on the TV during a basketball game, I call the wife in and say, 'Hey there's the doctor that fixed my knee!'"



The Power of Positive Thinking – Second Round (con't)

➤ PET scan from the 2002 Science article by Predrag Petrovic and colleagues comparing the effects on the brain when patients are given the drug remifentanyl (an opioid) as opposed to when they receive a placebo.



Conclusion – We need our doctors back!

- The original interest in the healing power of the placebo effect have rooted in a kind of discontent with modern medicine – arrogant and paternalistic.
- Placebo effect do not work – at least not usually – without a doctor’s personal involvement; and that fact is important for people.
- Doctor should be the key factor when applying the positive thinking treatment. Patients with terminal illness need those additional support more than anybody.

Questions, Feedbacks, & Comments

