

1009 LEARNING ON ACCIDENTS AND NON-FATAL INJURIES FROM HEALTH-SEEKING BEHAVIOUR: A VISUAL ACCOUNT IN NUEVO LEON, MEXICO

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This presentation aims to document the type of accidents and non-fatal injuries for which patients seek help in the informal health network using a visual approach. It is based on first-hand data collected at the workplace of a self-defined chiropractician, within an extensive fieldwork on health-seeking practices involving the use of plants, and other alternative sources of therapy made available in the urban area of Nuevo Leon. Verbal and non-verbal data were collected, and permission was sought in situ and obtained from the therapist and patients prior to proceeding. A dozen of photos depict the therapy applied to the patients. Their most affected parts are the superior and inferior limbs (arm, leg, foot), and hips in relation to falls that resulted in sprains, bruises, pain and discomfort while moving their bodies. Other cases (to a lesser extent) were derived from blows received from a horse or during a football game. Patients' common need is getting an effective massage and bones straightened out to restore their previous state of health. Patients from all age groups and genders are represented, however those more frequently seen are senior citizens. Like most elderly, their socioeconomic background ranges from low to medium high. They are more susceptible to falls and put at disadvantage by a range of intrinsic and extrinsic factors. Besides the lower monetary cost and shorter waiting time compared to a hospital or health centre, their main motivation lies in their trust in the therapist. It appears in this context of medical pluralism, that not all cases requiring medical treatment are brought to the attention of formal health specialists such as registered medical doctors, chiropracticians and physiotherapists. Fall episodes, whether occurring in the public space or in the home environment and trauma could be more common than thought.