



Update from the Chair and Executive Director

Mark Fontes, ND, Chair and Shawn O'Reilly, Executive Director

Dear members,
We hope that you and your loved ones have been keeping well. As we move into Spring of 2021, we wanted to take this opportunity to provide an update on the most recent work the CAND has been engaged in on behalf of the profession.

Firstly, we would like to remind you of the Annual General Meeting on June 19, 2021 from 1PM to 3PM (EDT). Once again, due to the ongoing pandemic the AGM will be online and available to all members. We will report on the work of the past year in more detail and share ideas and our plans for future initiatives.

We have been working with Hill + Knowlton on continuing to expand our communications and engagement strategy, *Better Health, Together*, focused on pro-active positive messaging about our profession and the important role we have in the health care system. The campaign continues to build momentum. During the month of April, our Facebook post reach increased by 34 percent with post engagement up 187 percent. Twitter had over 190 impressions per day during the month and on Instagram, our account's reach increased by 1.7 percent with content interactions up 18.6 percent. Help us keep the momentum going by liking, sharing and re-posting content.

Our *ND Perspectives* spots outlining why members are proud to be an ND have been very successful on social media and have now highlighted the collaborative work of seven naturopathic doctors. *ND Perspectives* are posted on the CAND website for public access.

We continue our work with our core customer groups. Areas of focus have been our engagement with the Public Health Agency of Canada (PHAC), Health Canada, and the Ministry of Finance, improving communications with our membership, engaging with our corporate partners, and supporting the work of provincial and territorial jurisdictions. For this year's Naturopathic Medicine Week, May 16 to 22, we worked with Hill + Knowlton on the creation of new, fresh graphics and social media posts; new this year were several posts in French. Focusing on the *Better Health, Together* message, materials were uploaded for member use on the members'

portal of the CAND website. A report on public engagement will be provided following the conclusion of NMW. We encourage all members to join our Instagram page at *canadiannaturopathicdrs* or Facebook page at *Canadian Association of Naturopathic Doctors* for the latest messages to follow, share and re-post.

Federally we continue to provide input to PHAC and Health Canada and the Ministry of Finance with respect to the COVID – 19 pandemic. We continue to reinforce the importance of an integrated approach to treatment and the utilization of natural substances. It is an uphill battle, as to date PHAC and Health Canada have shown little interest in the existing and ongoing research into the use of NHPs. Regardless we will persist in putting our message forward at every opportunity. Our engagement with the Ministry of Finance ensures that NDs continue to have access to the various critical COVID financial aid benefits.

In addition to the work outlined above, the CAND has participated in several meetings and consultations with the Natural and Non - Prescription Health Products Directorate (NNHPD) with respect to plan language labelling, as well as product licensing, good manufacturing and compliance issues. The NNHPD recently held a meeting of stakeholders to review the Auditor General's Report and the steps they will be taking to address these identified issues. Overall, the Auditor General noted that Health Canada has approved Natural Health Products appropriately based on evidence and safety, but found gaps in oversight of quality, monitoring of labels and advertising, and compliance and enforcement of marketed NHPs. The issue of non-compliant products advertised and sold online has been a long-standing complaint of the CAND, as well as other stakeholders, as it puts the public at risk. The NNHPD has committed to prioritizing this issue moving forward.

The CAND also sits on a number of boards and advisory councils on behalf of the profession in Canada. Recently, we have represented the profession at meetings of the Association of Accredited Naturopathic Medical Colleges (AANMC) and the North American Board of Naturopathic Examiners (NABNE), and provided input on proposed Council on Naturopathic Medical Education (CNME) Standards.

2021 continues to be a time of adaptation and change for Canadians and for the CAND as well. After almost thirty years, (the last fourteen with the CAND), Finance Manager Heather Fleck is

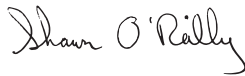
retiring. Heather's contributions to the profession have been numerous and invaluable. Her steadfast dedication, support and hard work on behalf of naturopathic doctors right across Canada has made a lasting impact and helped move the profession forward. During her tenure with the CAND, Heather has been a key member of the team, always willing to go the extra mile and available to the Board, other staff and members whenever needed. Heather's last day in the office will be May 28. While we will miss her terribly we wish Heather all the best in her retirement.

On behalf of the CAND Board of Directors and staff, we thank all of our members for your continued support. We look forward to speaking with you virtually at the AGM!

Thank you,



Dr. Mark Fontes ND
Chair



Shawn O'Reilly
Executive Director,
Director of Government Relations



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