

Update from the Chair and Executive Director

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



Dear members,

As we approach the end of 2020, we wanted to take a moment to reflect on the work that the CAND has done on behalf of the profession over the year and look ahead to 2021. It goes without saying that this year provided many challenges to you and the naturopathic profession as a whole. You have been required to adapt to an ever changing health and business climate while continuing to provide excellent patient care.

At the CAND, in addition to our regular work supporting the profession, we had to pivot our focus earlier this year to engaging with the federal government to ensure appropriate financial aid was available to naturopathic doctors, providing regular updates to you on COVID-19, and, furthering our relationships with Health Canada and the Public Health Agency of Canada.

The CAND is a member of the Public Health Agency of Canada's (PHAC) Health Sector and Allied Health Sector Table. As the only CAM organization, our participation has been invaluable in ensuring PHAC, as well as the allied profession participants understand the education and training of naturopathic doctors and the value their expertise brings to the table. It has afforded us the opportunity to provide input and recommendations on the various guidance documents published by PHAC. We have also shared the Rapid Reviews and White Paper prepared by the WNF with PHAC and Health Canada. The documents are currently under review by both agencies. At our December meeting, PHAC acknowledged the importance of its relationships with the stakeholder professional organizations and the value of the constructive input we have all provided. The Guidance documents and regular weekly PHAC updates are posted on the members' portal of the CAND website for your review. Our participation with PHAC, Health Canada and the Ministry of Finance will continue in the New Year and we will continue to update members with new or changing guidelines or financial benefits.

We are now focused on 2021. The CAND Board of Directors held a virtual planning meeting on November 21 to revisit our goals

and strategies on how we can best support the profession going forward. We will provide you with updates on the work ahead on our continuing advocacy to advance the profession with the federal government, insurance companies, media and allied health care professionals. The CAND also chaired the Canadian Naturopathic Coordinating Council virtual meeting on November 28, bringing together the leaders of the naturopathic stakeholders from across Canada, to discuss how we can best support one another at this time and plan for a successful 2021. A further meeting is planned for early in 2021.

Over the next year, we will also focus on expanding 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 is doing well on all our social media platforms and we continue to gain new followers daily. In November alone our posts achieved almost 24,000 impressions. Please contact the CAND if you have a story to tell on how naturopathic medicine contributes to the health and wellness of Canadians and highlights the collaborative relationships you have with other healthcare professions.

We would like to thank the Vital Link team, Marianne Trevorrow ND (Editor in Chief) and Cyndi Gilbert ND (Associate Editor), for their dedication and hard work this year in producing such a high quality journal. We would also like to thank the Vital Link editorial board and all authors for their submissions and excellent articles.

On behalf of the CAND Board of Directors and staff, we thank all of our members for your continued support. We look forward to a healthy and productive 2021 and to continuing our work on your behalf.

Thank you,

Mark Fontes, ND
Chair

Shawn O'Reilly
Executive Director