



Update from the Chair and Executive Director

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

Dear Members,

On June 19th, 2021 the CAND held its second consecutive virtual Annual General Meeting. We were pleased to have over 200 of you join us as we discussed the work we did for the profession in 2020 and would like to share highlights of the AGM here.

Prior to the meeting we held a moment of reflection to honour the 215 Indigenous children whose remains were found at the former residential school in Kamloops. We were saddened to hear of the further 751 unmarked graves found in Saskatchewan only a few days later. Reconciliation is a critical national undertaking and it is our collective responsibility. As naturopathic doctors across Canada, we share in the grief of the Indigenous Peoples over these heartbreaking discoveries.

We reviewed the impact of COVID-19 on the profession as clinics were forced to close until advocacy efforts by the Associations resulted in Naturopathic Doctors being designated as essential services, able to continue to provide care to their patients. With the federal government's full attention on the pandemic to the exclusion of everything else, our advocacy focus switched to ensuring Naturopathic Doctors had access to all of the government's emergency financial benefits. Much of our work was advocating for the inclusion of Naturopathic Doctors in the financial benefit programs. Thirty COVID-19 updates were sent out to members in 2020 to keep you informed on the financial assistance available as well as our work as a member of the Public Health Agency of Canada's (PHAC) Health and Allied Health Sector Table. Our participation affords us the opportunity to advocate for the inclusion of a naturopathic approach and natural health products in the fight against the pandemic. This work is ongoing. To assist members in securing the supplies they needed for their clinics we collaborated with Hawktree Solutions, supplier to the Red Cross, for discounted PPE, and Surgically Clean Air for discounted medical grade air filters.

While our main government relations work was focused on pandemic relief, the CAND continued to work with the NNHPD on proposed self-care regulations and new plain language labelling and lobbied Veterans Affairs Canada to add naturopathic services as part of the coverage accessible to Veterans. In addition we assisted several of the Provincial and Territorial Associations with their government advocacy work.

We were pleased to report that the CAND membership numbers stayed strong in 2020 with 2252 members. We continue to have a high overall retention rate year over year.

In addition we welcomed the recent additions of Doctors Data, Precision Analytical, Surgically Clean Air, Vitazan and Restorative Formulations as corporate partners. We thank all of our corporate partners for their continued dedication and support of the CAND, and of the profession.

Naturopathic Medicine Week went digital for the first time in 2020. Our message to "Be in the Know" about NDs and naturopathic medicine did well on all social platforms garnering over 43,000 impressions and a 9.7 engagement rate. Link clicks (to the CAND website to search for an ND) were up 49% over 2019 and we grew our net followers by 638. Engagement was highest mid-week. We thanked all of the Provincial Associations for their participation in helping spread the message on the benefits of taking a naturopathic approach.

Quick note on Naturopathic Medicine Week 2021 which once again was digital. The campaign generated an amazing 1.1 million impressions and 3,000 quality engagements with NDs and Canadians using our campaign hashtags #NatMedWeek2021 and #BetterHealthTogether, which helped to share the stories of how naturopathic medicine has made a positive impact on the lives of Canadians.

During NMW we reached over 260,000 Canadians outside our previously existing audience and grew our social media community by 1,000 followers. We encourage all members to follow CAND on Instagram, Twitter and Facebook to stay up to date on news and initiatives!

We were also very excited to share the news that the *Vital Link* will be moving online! In September, the journal will have its own website as an online, indexed peer-reviewed journal. With a public facing

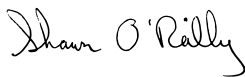
webpage and protected member access, the renamed *CAND Journal-CANDJ* will serve to educate naturopathic doctors and integrative health professionals in Canada and globally on evidence-informed care and the art of naturopathic best practices. We thank Dr. Marianne Trevorrow, ND, Editor in Chief, and Dr. Cyndi Gilbert, ND, Associate Editor, for all of their hard work over the past year continuing to produce a high quality journal while also undertaking the work required to move the journal online. Stay tuned for more announcements over the summer.

It was an engaging AGM and we certainly hope to be able to see you in person next year! The CAND Board of Directors looks forward to continuing to support you, improve awareness of naturopathic medicine and represent the profession at the national level.

Thank you.



Dr. Mark Fontes ND
Chair



Shawn O'Reilly
Executive Director,
Director of Government Relations

