



2021 Annual Report

20 Holly Street #200 Toronto ON Canada

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Board of Directors 2020-21

Dr. Mark Fontes, ND

Chair

Toronto, ON

Dr. Jatish Kaler, ND

Vice-Chair

Calgary, AB

Dr. Chris Ford, ND

Treasurer

Kimberley, BC

Dr. Mitchell Zeifman, ND

Secretary

Toronto, ON

Dr. Ann Grimwood, ND

Vancouver, BC

Dr. Adrianna Hanson, ND

Calgary, AB

Dr. Rigo Kefferputz, ND

Salt Spring Island, BC

Dr. Tara Lantz, ND

Halifax, NS

Dr. Sandra Murphy, ND

Halifax, NS

Dr. Robyn Prescott, ND

Kamloops, BC

Dr. Renée Purdy, ND

Moncton, NB

Report from the Chair

Dr. Mark Fontes, ND, CAND Chair

On behalf of the CAND Board of Directors and staff, I am pleased to provide our membership with a summary of the work we did on behalf of the profession in 2020 and our plans going forward.

It has been an honour to be on the CAND board for the past seven years, with the last two as Chair. I would once again like to thank all past board members of the CAND, as you have helped lay the solid foundation we are able to work on today.

Your current CAND Board of Directors consists of naturopathic doctors from across Canada - British Columbia, Alberta, Ontario, New Brunswick and Nova Scotia. At the AGM last year, current board members Chris Ford, Adrianna Hanson, Sandra Murphy and Robyn Prescott were elected for another three year term. We also welcomed Ann Grimwood to the Board, who has been a great addition. As the Chair, I would like to thank all our board directors for your time, commitment, hard work and dedication to the profession. And to the CAND staff - Shawn O'Reilly, Heather Fleck and Stuart Watson - the work we are able to accomplish as a board is not possible without your continued support and commitment to the naturopathic profession.

After almost 30 years working for the naturopathic profession, the last fourteen with the CAND as Finance Manager, Heather Fleck is retiring. Heather's contributions to the profession have been numerous and invaluable. Over the years her steadfast dedication, support and hard work on behalf of naturopathic doctor's right across Canada has had a lasting impact and been instrumental in helping the profession grow. During her tenure with the CAND Heather has been a key member of our team, always willing to go the extra mile and available to assist the Board, staff, members and other associations whenever needed. On Heather's last day with the CAND we presented her with an Award of Appreciation in recognition of her dedication, support and hard work on behalf of the naturopathic profession; 1992 - 2021. . While we will miss her terribly we wish Heather all the best in her retirement.

At today's meeting, we have two current board members standing for re-election. The CAND is committed to diverse representation on its Board and I encourage those of you interested in being a part of the positive change and forward movement of the profession to consider applying to join the CAND board or, your Provincial/Territorial association board when Board positions become available.

I am 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.

The world changed in 2020 with the advent of the COVID - 19 pandemic. The initial impact on the profession was profound as clinics were forced to close until advocacy efforts by the Associations resulted in NDs being designated as essential services, able to continue to provide care to their patients. The CAND pivoted its focus to the impact of COVID - 19 on the profession-keeping members up to date with relevant information from Health Canada, the Finance Ministry, CRA and the Public Health Agency of Canada. We sent out over 30 COVID Updates in 2020, which were subsequently posted on the member's portal along with weekly updates for health care professionals from the Public Health Agency of Canada. In addition we ensured students and faculty at both schools were aware of the work being undertaken by the CAND via a dedicated memorandum. With the federal government's full attention on the pandemic to the exclusion of everything else, our advocacy focus switched to ensuring NDs had access to all of the government's emergency financial benefits. Much of our work

was advocating for the inclusion of NDs in the financial benefits. Full details are outlined in this year's Government Relations Report. 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, thank you to Dr. Karen Fraser, ND for the introduction, and Surgically Clean Air for discounted medical grade air filters.

Throughout 2020, the CAND Board of Directors continued to meet every six weeks and held two virtual planning sessions continuing the work on our core customer groups in addition to the work necessitated by the pandemic. Careful attention to our budget meant that we did not need to apply for any of the federal governments subsidies and we maintained fiscal stability.

With our ND membership, we recognize the importance of consistent messaging and highlighting work the CAND is doing to improve the recognition of naturopathic medicine on a national level and with the federal government. Hill & Knowlton continues to provide invaluable advice and guidance in our government relations and communications work. Members will continue to have a strong national voice with the CAND serving as a valuable stakeholder to the federal government.

Last year we presented our new integrated communications strategy developed by Hill and Knowlton. Following the business portion of the AGM, we will be providing members with an update on the rollout of the communications strategy over the past year.

Naturopathic medical students are the future of naturopathic medicine and represent one of our core customer groups. As a board, we continue to strategize on how we can best engage with and serve our student members. As a profession, we have a stronger voice with more members and this includes the students at both Canadian colleges. The CAND speaks with students on the importance of membership, professionalism and the CAND's advocacy on behalf of the profession. We will continue to develop this work in 2021 and beyond.

The CAND continues to support and evolve the relationships with all of our corporate partners. We welcome the recent additions of Doctors Data, Precision Analytical, Surgically Clean Air, Vitazan and Restorative Formulations. We thank all of them for their continued support of the CAND and of the profession, which ensures that we can continue to do the work that we have set out as priorities.

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 thank all of the Provincial Associations for their participation helping spread the message on the benefits of taking a naturopathic approach.

The Vital Link continues to provide excellent research and updates to the profession. There were three issues in 2020 on *Pediatric Naturopathic Care*, the *COVID 19 Pandemic: Challenges and Possibilities* and *Naturopathic Geriatric Care*. These are archived in the ND portal on the CAND website. On May 11 of this year, we emailed a very exciting announcement 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 continued member access, the *CAND Journal* 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..

The CAND Board of Directors, Vital Link Editors and our 12-member Editorial Board are very excited to see this project about to launch and welcome member questions and feedback as we move forward with the transition. I would like to thank Dr. Marianne Trevorrow, Editor in Chief, and Dr. Cyndi Gilbert, Associate Editor, for all of their hard work over the past year to produce such a high quality journal and working to move the journal online. As mentioned

earlier, one of our core customers is the country's third party insurance providers. The CAND is recognized as the "go to" organization for information on the education and training of naturopathic doctors, regularly contacted to verify credentials and Scope of Practice. While the annual Canada Life and Health Association (CLHIA) conference was cancelled for 2020, the CAND actively engaged with the insurance industry to make sure naturopathic services provided by telemedicine were covered under all benefit plans.

In addition to our core customer groups, we acknowledge the importance of working with all provinces and territories across Canada, as well as our colleagues in the U.S., and elsewhere in the world via the WNF. The CAND chaired two Canadian Naturopathic Coordinating Council (CNCC) meetings since last year's AGM. The meetings focused on the impact of the pandemic on the various organizations, their members, the work being done to support those members, media relations and opportunities to work together during these challenging times. Given the potential for negative media and following the advice of Hill & Knowlton, the CAND developed a general statement on immunization, which could be referenced with media. The statement was shared with the CNCC members and posted on the CAND website under "Frequently Asked Questions". CNCC allows key stakeholders of the naturopathic profession to come together to discuss topics of common importance and implement strategies to support the profession. I would like to thank all the Provincial/Territorial Associations, both Canadian Schools, and affiliate organizations – CNME, NABNE/NPLEX, WNF and the AANMC for their involvement in these meetings. I look forward to continuing our work together.

Lastly, and most importantly, on behalf of the CAND and our Board of Directors, thank you to all of our members. It is your commitment to the CAND that allows the CAND Board of Directors and staff to work on your behalf, and advocate for the profession.

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.

A handwritten signature in cursive script that reads "Mark Fontes".

Dr. Mark Fontes, ND
Chair, Canadian Association of Naturopathic Doctors

Annual General Meeting 2020 Minutes

Canadian Association of Naturopathic Doctors
Annual General Meeting
Saturday, June 20, 2020
Toronto ON via Webcast
1:00 pm EDT

Minutes

Prepared by CAND Finance Manager, Heather Fleck

Attendance list as follows:

ND Members:

Achuff, Jeanne	Clarín, Iris	Fraser, Janine
Albas, Janelle	Coloma, Cristina	Galan, Allison
Ancheta Goguen, Judith	Cooke, Marnie	Gareau, Dawn
Arbuckle, Dash	Cooley, Kieran	Garland, Shayla
Arseneau, Leigh	Crossman, Erin	Georgousis, Alexia
Babin, Jayme	Crowe, Nadine	Gerbrandt, Lacey
Badhan, Balwinder	Cundari, Jennifer	Ghent, Lisa
Barbash, Turia	Da Rocha Brum, Alan	Gilbert, Cyndi
Bartolini, Suzanne	Dainty, Scott	Gordon, Christina
Barton, Dana	Danner, Suzanne	Gottselig, Kristy
Bastien, Taalbino	Davies, Brian	Gould, Tutti
Beasleigh, Sarah	Dawe, Joanne	Greib, Lowell
Bell, Samantha	Day, Joanne	Grewal, Jessica
Ben Zaid, Firas	Dayal, Gurinder	Haarsma, Candace
Best, Ryan	Decker, Michelle	Haavaldsen, Jayelle
Birdgeneau, Alexa	Deol, Kirti	Habib, Rahim
Bjorndal, Christina	Dertinger, Joy	Hadfield, Kate
Blixt, Taylor	Dhindsa, Nav	Haggarty, Meghan
Bray-Mak, Jasmine	Draper, Diana	Hall, Courtney
Bresett, Mason	Drobot, Chantelle	Hallee, Monique
Brkich, Lawrence	Durrani, Aisha	Hanlon, Angela
Brown, Jennifer	Eberding, Andrew	Hanson, Lindsey
Buehner, Stefanie	Edalati, Mandana	Hanson, Adrianna
Cahill, Julie	Elliott - Drury, Sacha	Hare, Lois
Callas, Patrick	Erhan, Elena	Hatton, David
Campbell, Mindy	Erickson, Liane	Hennigar, Krista
Cassan, Ashley	Esau, Erin	Herwig, Monika
Cassano, Leyanna	Esposito, Candice	Hoffmann, Michael
Cen, Helen	Ferguson, Lori	Holland, Margret
Charikar, Ramona	Ferguson, Leshia	Hosseini, Marjan
Chaumont, Anouk	Fisher, Leigh	Huang, Beverly
Chen, Qi	Florence, Leanne	Hunt, Kyley
Cheng-Kai-On, Natalie	Florian, Amy	Hunt, Verna
Chervenka, Cindy	Fontes, Mark	Ingram, Krista
Chitale, Angeli	Ford, Chris	Izadpanahi, Shabnam

James, Brandy
Jamous, Mariam
Janzen, Mae
Jones, Ariel
Joshi, Priya
Kahrobaei, Jilla
Kaler, Jatish
Karim, Shyrose
Karthaus, Cheryl
Kassam, Safia
Kefferputz, Rigobert
Kemp Studer, Lesley
Kennedy, Deborah
Khaira, Arashdeep
Kim, Florie
Kim, Lena
Ko, Stephanie
Koganow, Clayton
Kokoski, Kate
Kolenich, Dana
Kopp, Lisa
Kowalski, Ashley
Lantz, Tara
Lau, Lisa
Lee, Donata
Lendvai, Ray
Lester, Ayla
Lewis (Forstbauer),
Vanessa
Lewis-Larsson, Nina
Liu, Peter
Lloyd, Iva
Lo, Simon
Louie, Laura
Luck, Jennifer
Lutz, Briana
Mackay Patel, Michelle
Mackenzie, Janine
Madatali, Farheen
Maguire, Gayle
Mahan, Ed
Maloney-Younger, Karen
Manning, David
Masters, Katherine
May, Dawn
Maynard, Kyle
McCarthy, Lorraine
McKinnon, Amber
McMaster, Karly
Miller, Julie

Milliquet, Mandy
Mirzaagha, Farahnaz
Mitchell, Carrie
Morgenstern, Shannon
Morrison, Amy
Morton, Jordan
Mountain, Richard
Moyer, Krista
Mozaffari, Neda
Mrazek, Tim
Murphy, Sandra
Nardella, Jennifer
Negahban, Abrar
Nemeth, Brenda
Ng, Gene
Ng, Amanda
Nguyen, Thuy
Nowazek, Michael
Nurani, Alykhan
Nykilchuk, Lani
O'Connor, Danielle
Oppal, Sandip
Owens, Rhiannon
Ozbek Figueroa Orta, Asli
Pannu, Neelam
Panych, Lynette
Park, Shin
Park, Giyeon
Parker, Megan
Pawlick, Darcie
Pearman, Robert
Peters, Caralei
Petrie, Nina
Pilon, Jennifer
Pobega, Michelle
Popal, Zarlasha
Prescott, Robyn
Purdy, Renee
Pyatt, Jennifer
Rambran, Kimberley
Reierson, Michael
Roeslen, Robin
Rolston, Chris
Ronda, Allison
Roth, Sarah
Roth, Rob
Rumancik, Jennifer
Ruzicki, Kristin
Saiki, Nayumi
Sannerud, Jesse

Schlee, Christopher
Schmidt, Jenny
Schnieder, Jason
Seth-Smith, Penny
Shah, Suhani
Short, Jessie
Shortt, Nicole
Sieben, Jacalyn
Sikorski, Greg
Standeven, Heidi
Stapleton, Ashley
Stokes, Emma
Strasser, Trudy
Sumar, Nooreen
Sunderji, Narmeena
Takeshita, Briana
Tannis, Tracey
Tao, Wendy
Taylor, Aparna
Taylor, Maryska
Teja, Shabita
Testaguzza, Vanessa
Tocher, Rebecca
Toews, Trudy
Tomlinson, Corin
Trevorrow, Marianne
Trieu, Janet
Van Der Geest, Heather
Van Gaver, Aaron
Vandekerkhove, Alison
Vanier, Dominique
Villazan, Orna
Vinge, Robin
Waddy, Jenna
Wagstaff, Karin
Walczak, Melisa
Wales, Pat
Warshavsky, Olga
Warwick, Tim
Whimster, Kathleen
Williamson, Danielle
Wilson, Sherry
Wong, Ina
Woolaver, Kira
Wulkan, Sarah
Young, Katherine
Zeifman, Mitchell
Zheng, Qingping
Ziegler, Allison

253 members present.

Quorum confirmed.

Proxies were received from the following ND members:

Carew, Christina ND

Cheah, Katherine ND

Novak, Gabriela ND

1. Welcome

Dr. Mark Fontes ND, CAND Chair opened the meeting; welcomed the members and provided meeting instructions to the webcast participants. This is the first CAND Annual General Meeting being held strictly by webcast. The CAND Annual Report was posted to the members' section of the CAND website for review prior to the meeting. Shawn O'Reilly confirmed that quorum had been met.

Dr. Fontes, ND presented the agenda for the meeting and advised attendees that the meeting will provide an overview of the past year. The business portion of the meeting will be followed by a presentation on the new CAND Communications Strategy and a Q and A.

The CAND Board members were introduced. The CAND will be holding elections to fill one Board position as Dr. Suzanne Danner has completed her maximum terms (9 years) on the board. Dr. Danner was thanked for her professionalism, commitment and service on the CAND board. CAND staff were thanked for their hard work and dedication to the CAND.

2. Approval of minutes of June 8, 2019 Annual General Meeting

Dr. Fontes, ND asked that a member put forward a motion to approve the minutes as presented.

Motion: Dr. Lowell Grieb, ND moved that the Minutes of the June 8, 2019 Annual General Meeting be accepted. Dr. Lena Kim, ND seconded. None opposed. Twelve members abstained. Motion carried.

3. Report from the Chair

The Chair's Report is included in the Annual Report and provides further information on the significant work done in 2019.

Dr. Fontes, ND provided a summary of his report:

- Thank you to all the past CAND Board members who have worked to set the foundation for the CAND; in particular past-Chair Dr. Lowell Grieb ND; the CAND Board meets every 6 weeks
- From the CAND strategic planning, five Core Customer portfolios were created: Membership consisting of both Professional Members and Student Members, Corporate Partners, Federal Government, Insurance companies, and Unions and Corporations.
- CAND focusses its resources to best support these portfolios; reports from each portfolio allows us to better direct each CAND Board meeting and provide structure for the bi-annual planning sessions.

- CAND has a strong national voice for the profession; importance of consistent messaging at a national level; messaging is used with government and stakeholders; CAND is a recognized stakeholder with the federal government and is a resource for Health Canada
- We acknowledge the importance of working with all provincial/territorial associations and as such hosted two Canadian Naturopathic Coordinating Council (CNCC) meetings in 2019; CNCC meetings allow key stakeholders to discuss key issues of the profession; CNCC stakeholders also include CCNM, BINM, NABNE/NPLEX, CNME and AANMC
- The National Awareness Campaign (NAC) concluded in 2019 with the last phase being digital media; NAC ran for five years and outcomes were impressive and well above industry standards; thank you to all stakeholders who contributed financially to the NAC.
- In late September 2019, we noticed a change with an increase in negative media about naturopathic medicine; In consultation with CAND Board and CNCC stakeholders, we agreed to pivot from the NAC and focus on positive messaging; the new multi-faceted communications strategy will be presented after the business portion of this meeting.
- It is important as a profession to continually assess our media presence and to provide a communication strategy with robust media tactics
- The CAND Vital Link Journal is a benefit valued by members. It is a peer-reviewed journal; thank you to Dr. Iva Lloyd ND who was the Vital Link Editor for 15 years and moved the Vital Link from a newsletter to a peer-reviewed journal; thank you to Dr. Marianne Trevor ND who took over as the Editor-in-Chief in 2018; thank you to our dedicated team of reviewers.
- Student members are one of our core customers; the CAND looks to engage with students at both CCNM and BINM; the CAND speaks to first year students on the importance of membership, professionalism and CAND's advocacy work; we will continue to develop our relationship with students
- CAND appreciates the support of our Corporate Partners
- CAND would also like to highlight the work of the World Naturopathic Foundation and it's President Dr. Iva Lloyd ND
- Third party insurance providers are a core customer group; the CAND is seen as a go-to organization on the training and qualifications of NDs; each year the CAND participates in the Canadian Life and Health Insurance Conference; in 2019, Dr. Robyn Prescott ND presented at the conference

- In 2020, due to the impact of COVID-19 on the profession, the CAND had to refocus its goals and strategies; CAND works hard to advocate for the profession and keep members informed; as of this date, the CAND has sent out 25 COVID-19 member updates; initial financial aid from government did not assist many NDs, so the CAND surveyed members to be able to provide data to the government the financial impact of COVID-19 on ND practice (1027 members responded to the survey)
- Although the survey showed the majority of NDs were impacted by COVID-19, 84% continued to remain open/practice; it became very apparent that NDs have a great deal to contribute as part of a health care team
- Due to CAND advocacy, the federal government did make changes to the financial aid being offered and the Public Health Agency of Canada (PHAC) amended its community health sector guidelines to include NDs; statement from PHAC acknowledges our profession in conjunction with other much larger professions
- CAND is thankful for the support from Hill+Knowlton; CAND has been working with Hill+Knowlton since 2012; Hill+Knowlton's presence in Ottawa provides valuable insight; they analyze the daily announcements regarding COVID-19 financial aid along with CAND Government Relations Director, Shawn O'Reilly
- Thank you to all of our members; your support allows CAND to represent the profession at a national level; we look forward to continuing to support our members

Membership

- 2019 showed an increase in professional members with many new and returning members
- CAND currently has 2220 ND members out of 2872 NDs in Canada
- 533 students are enrolled at CCNM; 139 students are enrolled at BINM.

There were no questions from the audience.

4. Government Relations Report

Dr. Mark Fontes, ND, CAND Chair, reported on key points from the Government Relations report in the Annual Report including:

- Quarterly meetings in Ottawa with Ministers, Senators, Members of Parliament, Senior Policy Advisors and staff
- Prepared pre-budget submission, August 2019
- Ongoing participation in key consultations – Lyme Disease, Opioid crisis, proposed regulations for Health Products containing Cannabis edibles
- Ongoing advocacy for ND access to Cannabis for medical purposes
- Election preparation and advocacy, creation of election toolkit for members to engage – leave behind information, template letter for candidates; regular update on all party policies
- Member of NNHPD Technical Working Group for proposed Self Care Regulations

- Continued engagement with government on Veterans and First Nations health care – access to naturopathic care
- Assisting several Provinces and Territories with their government relations work

The CAND Board greatly appreciates the work of Shawn O'Reilly, Director of Government Relations as her dedication and expertise has brought the CAND to this level of recognition with the federal government. Shawn O'Reilly present to answer any questions.

No questions from the audience.

5. Treasurer Report and Appointment of Auditor

Dr. Mark Fontes, ND, CAND Chair presented the audited Financial Reports on behalf of Dr. Chris Ford, ND, CAND Treasurer.

Key points:

- Approval of the Financial Reports by the membership is no longer a requirement under the Canada Not-For-Profit Corporations Act however; the CAND presents the reports for member review.
- The full financial reports are included in the Annual Report
- Profit and Loss charts were presented showing 2009 to 2019 income and expenses; there are income/expense spikes in the years when the Health Fusion conference was held; increase in expenses in 2016 was due to spending on the National Awareness Campaign
- Audited Financial Statement, ending December 31 2019 was presented; increase in cash in 2019 was due to increased membership especially in Ontario
- Statement of Operations and Changes in Net Assets, ending December 31, 2019 was presented; line item detail provided; professional fees mainly reflect the monthly retainer to Hill+Knowlton
- CAND continues to remain in good financial position; continues to hold a 3 month operating reserve

Heather Fleck was present to answer any questions on financial reports.

Questions from the Audience

Dr. Tutti Gould ND - Might you consider working from home after 2024 end of lease, or before if possible?

Heather Fleck responded that CAND has been talking about various options but will likely maintain the office until 2024 and review options at that time.

Dr. Cyndi Gilbert ND - Can you please speak in more detail about any deliverables that Hill & Knowlton were tasked with in the past year?

Shawn O'Reilly advised that Hill+Knowlton are on a monthly retainer and deliverables depend on the work of a particular month. Deliverables include access to MPs etc. to forward our ask, assistance in developing materials that we use with government including materials for the

election campaign. They are experts in media relations and monitor media daily. When there is an issue, we work with Hill+Knowlton to develop an appropriate response (i.e. Alberta court case and addressing errors in articles). If you would like further information, please contact Shawn at soreilly@cand.ca

Appointment of Auditor

Dr. Fontes, ND requested a motion from the floor for the appointment of the auditor. The CAND is required to perform an annual audit.

Motion: Dr. Patrick Callas, ND moved that Kriens-Larose, LLP, Chartered Accountants, or an auditor as otherwise determined by the CAND Board Executive be appointed auditor for the CAND. Dr. Suzanne Danner, ND seconded. One member opposed. Eight members abstained. Motion carried.

6. Elections for Board of Directors

Dr. Mark Fontes, ND provided the Nominations Committee Report on behalf of Dr. Suzanne Danner, ND, Chair of the Nomination Committee.

The following board members are continuing their term on the CAND board. The board members with remaining terms are:

Dr. Mark Fontes ND, (ON) – 1 Year Term
Dr. Rigo Kefferputz ND, (BC) – 1 Year Term
Dr. Jatish Kaler, ND (AB) – 2 Year Term
Dr. Mitchell Zeifman, ND (ON) – 2 Year Term
Dr. Renée Purdy, ND (NB) – 2 Year Term
Dr. Tara Lantz, ND (NS) – 2 Year Term

Four Board Directors have completed their current term and are standing for re-election for another three-year term in accordance with section 4.05 of the by-laws.

Dr. Chris Ford ND, (BC)
Dr. Adrianna Hanson ND, (BC)
Dr. Sandra Murphy ND, (NS)
Dr. Robyn Prescott ND, (BC)

One Board Director has completed their full term; therefore, there is one position to be filled. The Call for Nominations was sent to members on Monday, April 20, 2020.

One nomination was received by the deadline of May 20, 2020. Both Re-Elected and New Board Directors will be elected for a 3-year term.

The Nominating Committee is putting forward the following nominee to the Board of Directors of the CAND:

- Dr. Ann Grimwood, ND

Elections

Dr. Fontes, ND requested a motion from the floor for the election of Dr. Ann Grimwood, ND and the re-election of Dr. Chris Ford, ND; Dr. Adrianna Hanson, ND; Dr. Sandra Murphy, ND and Dr. Robyn Prescott, ND.

Motion: Dr. Iva Lloyd, ND moved to elect Ann Grimwood as a Board Director for a term of 3 years and current Board members Chris Ford, Adrianna Hanson, Sandra Murphy and Robyn

Prescott who are standing for another term of 3 years. Dr. Monique Hallee, ND seconded. One member was opposed and seven members abstained. Motion carried.

The CAND Board welcomes our new Board Director, Dr. Ann Grimwood, ND.

No questions from the audience.

7. Diversity and Inclusion Committee

While the election polling was being held, Dr. Mark Fontes, ND provided further information on the CAND Diversity and Inclusion Committee.

In summary:

In light of recent tragic events in the United States and Canada that have brought the issues of racism, discrimination and systemic inequality to the forefront, the CAND issued a position statement to members on June 3rd. The position statement advised that we stand for inclusivity and equality. The CAND felt it was important not to be silent on this matter and to show support and solidarity to the black community and our colleagues in the U.S.

We need to acknowledge that CAND received feedback on our statement from a few members that it was not inclusive of other groups and did not include what is or is not happening in Canada. We would like to re-iterate that it was a statement of support for the black community and our colleagues in the U.S. during a very challenging time in the United States.

The CAND Board and staff fully acknowledge the current and historical racism and discrimination in Canada faced by black people, indigenous and people of color. It will require multiple levels of training, development and realization of education and resources. We also need to find a way to assess the prevalence of not only black racism but all inequalities among the Canadian profession and its institutions. Since we released our statement, the CAND has established a Diversity and Inclusion Committee, which is headed by Dr. Sandra Murphy, ND.

We have already engaged in conversations about the specific issues such as the Determinants of Health that have a direct impact on health equity and health inequity. This includes racism including medical racism, access to health services, cultural, socio-economic factors and others. We believe that all Canadians, regardless of who they are or where they live, have the right to full and equitable access to healthcare including naturopathic medicine.

A diverse group of voices will help guide us in the work we need to do to best support you and the profession. The CAND has re-assigned finances from our budget to finance this work. The next CAND Board meeting is in July and it will focus on this work. We want to ensure that we have a proper understanding of the issues and how we can best support the profession. The Board and staff at the CAND will undergo further training and learning together. Dr. Fontes, ND highlighted that we need to be together on this, work together and support one another to achieve the outcome that we all want – an end to racism and discrimination of all groups in Canada.

Questions from the audience.

Dr. Shyrose Karim, ND (and others) - How do we contact CAND to advise of our interest in the Diversity and Inclusion Committee?

Members interested in assisting the CAND in this work were asked to contact Shawn O'Reilly at soreilly@cand.ca. Shawn will forward your information to the Committee.

Dr. Shyrose Karim, ND – How do we receive CE for the AGM?

Shawn O'Reilly advised that CAND would provide members with confirmation of attendance.

Dr. Jennifer Pilon, ND – Any plans for CAND to engage students at U.S. naturopathic schools?
Shawn O’Reilly advised that CAND does engage with U.S. students and will be working with the NMSA.

Dr. Patricia Wales, ND – How many member attended this AGM?
Dr. Mark Fontes, ND reported that at last count we had 250 members on the webcast.

8. Adjournment

There being no further business Dr. Fontes, ND asked for a motion to adjourn the meeting.

Motion: Dr. Mitchell Zeifman, ND moved that the meeting be adjourned at 1:45 pm.
Motion carried.

9. CAND Communications Strategy

The presentation on the new CAND Communications Strategy developed in conjunction with Hill+Knowlton followed the business portion of the CAND Annual General Meeting. Dr. Fontes, ND and Shawn O’Reilly answered members’ questions.

The meeting concluded at 2:30 pm.

Treasurer's Report

Dr. Chris Ford, ND, Treasurer

The 2020 audited financial statements and independent auditors' report are presented in this year's Annual Report and have been posted on the Members Only section of the CAND website.

Based on our strategic planning, the CAND focuses its' resources on 5 Core Customer groups (Membership, Corporate Partners, Government Relations, Insurance, Large Corporations and Unions). Each year, the CAND Board and staff develop a working budget based on the actual and projected revenues and expenses for the CAND programs for the year.

Due to the impact of the COVID-19 pandemic on the profession and the association, the CAND Board pivoted and refocused its goals and initiatives. The CAND's major focus was on member support and communications as well as government lobbying on behalf of the membership.

The CAND continued to work with Hill+Knowlton, our government relations firm, to advocate for the profession at the national level and implement our Better Health Together campaign.

With respect to the audited financial statements, the CAND finished 2020 with a surplus of revenues of \$20,602. The Statement of Financial Position reports unrestricted net assets of \$522,722 as at December 31, 2020. As part of our fiscal responsibility for the association, the CAND board maintains at least a 3-month operating reserve.

The CAND continues to monitor the potential financial impact of COVID-19 and will adjust its' planning and budgeting as needed to ensure the association remains financially sound.

We thank our professional members, corporate partners and the provincial/territorial stakeholders for their continued support of the CAND. The revenue generated supports the association's office operations and allows us to serve our members across Canada.

Canadian Naturopathic Foundation

The CAND continued to provide administrative support for the CNF during 2020.

**THE CANADIAN ASSOCIATION OF
NATUROPATHIC DOCTORS**

FINANCIAL STATEMENTS

DECEMBER 31, 2020

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INDEPENDENT AUDITORS' REPORT

**To the Members of
The Canadian Association of Naturopathic Doctors**

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of The Canadian Association of Naturopathic Doctors, which comprise the statement of financial position as at December 31, 2020, and the statements of operations and changes in net assets and cash flows for the years then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of The Canadian Association of Naturopathic Doctors as at December 31, 2020, and the results of its operations and its cash flows for the year then ended, in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of The Canadian Association of Naturopathic Doctors in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

INDEPENDENT AUDITORS' REPORT

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

INDEPENDENT AUDITORS' REPORT

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

KRIENS~LAROSE, LLP

**Chartered Professional Accountants
Licensed Public Accountants**

Toronto, Canada April 8, 2021

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2020

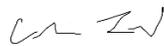
	2020	2019
	\$	\$
<u>ASSETS</u>		
CURRENT		
Cash	758,424	722,341
Accounts receivable	11,012	12,933
Investments (Note 2)	1,000	1,000
Prepaid expenses	6,604	30,712
	777,040	766,986
EQUIPMENT (Note 3)	3,784	964
	780,824	767,950
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accrued liabilities	48,521	32,752
Deferred revenue (Note 4)	194,319	220,918
Government remittances payable	14,262	12,160
	258,102	265,830
<u>NET ASSETS</u>		
Unrestricted net assets	522,722	502,120
	780,824	767,950

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2020

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS



Dr. Mark Fontes, ND Chair



Dr. Chris Ford, ND Treasurer

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS
AS AT DECEMBER 31, 2020

	2020	2019
	\$	\$
REVENUES		
Membership fees	743,726	736,489
Publications	28,858	52,514
Product endorsement	25,151	24,972
Interest and sundry	1,805	3,658
Program fees	1,135	2,439
National awareness campaign stakeholder contributions	-	21,352
	<hr/>	<hr/>
	800,675	841,424
	<hr/>	<hr/>
EXPENSES		
Wages and benefits	284,154	298,310
Professional fees	228,003	119,705
Rent	73,985	72,893
Publications	51,973	52,740
Office and general	37,432	36,092
VISA fees	24,973	26,870
Board of Directors	18,000	16,000
Meals and travel	15,018	64,265
Telephone and internet	12,044	19,430
Bad debts	11,118	-
Website	7,790	2,586
Printing	3,911	3,626
Insurance	3,542	3,543
Conferences	3,346	8,505
Repairs	2,425	2,157
Amortization	1,293	1,022
Contribution	1,003	4,750
Public education	63	517
National Awareness campaign	-	58,380
Marketing	-	671
	<hr/>	<hr/>
	780,073	792,062
	<hr/>	<hr/>
EXCESS OF REVENUES OVER EXPENSES FOR YEAR	20,602	49,362
	<hr/>	<hr/>
NET ASSETS, BEGINNING OF YEAR	501,120	452,758
	<hr/>	<hr/>
NET ASSETS, END OF YEAR	522,722	502,120
	<hr/>	<hr/>

See accompanying notes to the financial statements

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
STATEMENT OF CASH FLOWS
AS AT DECEMBER 31, 2020

CASH WAS PROVIDED BY (USED IN):

CASH FLOWS FROM OPERATING ACTIVITIES	2020	2019
	\$	\$
Cash receipts from membership fees	720,048	769,404
Cash receipts from publications	28,858	52,514
Cash receipts for National awareness campaign	-	20,952
	1,805	3,658
Interest received		
Other cash receipts	26,286	27,411
Cash paid to suppliers and employees	(736,801)	(780,882)
<hr/>		
Change in cash	36,083	93,057
<hr/>		
Cash, beginning of year	722,341	629,284
<hr/>		
Cash, end of year	758,424	722,341

See accompanying notes to the financial statements

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
NOTES TO THE FINANCIAL STATEMENTS
DECEMBER 31, 2020

PURPOSE OF THE ORGANIZATION

The Association is the professional Association for Naturopathic Doctors in Canada. The Association is incorporated under the laws of Canada as a not-for-profit organization without share capital. The vision of the Association is to be a strong voice in Canadian healthcare and to ensure the optimal health of Canadians through the active promotion of the art and science of naturopathic medicine and the advancement of its practice.

The Association is a not-for-profit entity under the Income Tax Act (Canada) and as such, is exempt from the payment of income taxes under section 149(1)(l) of the Income Tax Act (Canada).

1. SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Handbook and include the following significant accounting policies:

Financial Instruments

The Association initially measures its financial assets and financial liabilities at fair value. The Association subsequently measures all its financial assets and liabilities at amortized cost. Changes in fair value are recognized in the statement of operations.

The financial assets measured at amortized cost include cash and accounts receivable. Financial liabilities measured at amortized cost include accounts payable.

Use of Estimates

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the reporting date and the reported amounts of revenues and expenses for the reporting period. Actual results could differ from these estimates. These estimates are reviewed periodically and adjustments are made, as appropriate, in the statement of operations in the year they become known.

Cash and Cash Equivalents

Cash and cash equivalents consist of cash on hand and fixed income investments with maturities of less than 90 days.

Continued...

1. SIGNIFICANT ACCOUNTING POLICIES (Continued)

Prepaid Expenses

Prepaid expenses are recorded for goods and services to be received in the next fiscal year, which were paid for in the current fiscal year.

Equipment and Amortization

Equipment is stated at acquisition cost. Amortization is provided on a straight-line basis at the following annual rates:

Computer equipment	5 years
Furniture and fixtures	5 years

Where equipment no longer has any long-term service potential to the Association, the excess of their net carrying amount over any residual value is recognized as an expense in the statement of operations.

Revenue Recognition

The Association follows the deferral method of accounting for contributions. Unrestricted contributions are recognized as revenue when received or receivable, if the amount to be received can be reasonably estimated and collection is reasonably assured.

Membership Fees

Annual membership fees are recognized as revenue when invoiced except for those fees pertaining to the following fiscal year, which are recorded as deferred revenue.

Other Revenues

National awareness contributions, publications, product endorsement, sundry, and program fees are recognized as revenue when received or receivable, if the amount to be received can be reasonably estimated and collection is reasonably assured. Fees received in advance of the year of service are recorded as deferred revenue.

Investment Income

Realized investment income are recognized as revenue when earned. Unrealized gains and losses are recognized as revenue in the period in which they arise.

Donated Property and Services

During the year, voluntary services were provided. Because these services are not normally purchased by the Association, and because of the difficulty of determining their fair value, donated services are not recognized in these statements.

Continued...

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
NOTES TO THE FINANCIAL STATEMENTS
 DECEMBER 31, 2020

2. INVESTMENTS

	2020	2019
	\$	\$
Trec Solarshare Co-operative solarshare bond, 5%, matures August 3, 2022.	1,000	1,000

3. EQUIPMENT

	2020		2019	
	Cost	Accumulated amortization	Cost	Accumulated amortization
	\$	\$	\$	\$
Computer equipment	46,029	42,245	41,916	40,952
Furniture and fixtures	7,174	7,174	7,174	7,174
	53,203	49,419	49,090	48,126
Net book value	3,784		964	

Continued...

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS
NOTES TO THE FINANCIAL STATEMENTS
 DECEMBER 31, 2020

4. DEFERRED REVENUE

The deferred revenue consist of the following amounts received in advance of the year of service:

	2020	2019
	\$	\$
Membership fees	195,319	220,918
	-	-
	195,319	220,918

5 RELATED PARTY TRANSACTION

Fees of \$9,936 (2019 : \$5,232) for services rendered were paid in the fiscal year to an individual related to the Executive Director of the Association. The services were approved by the Board of Directors and were provided in the normal course of business.

6 COMMITMENTS

Office Lease

The Association is committed to minimum rentals under a long-term lease for premises for the period February 1, 2019 to January 31, 2024. Minimum rental commitments remaining under this lease approximate \$140,000 as follows:

2021	\$35,000
2022	\$35,000
2023	\$35,000
2024	\$3,000

The Association is also responsible for its share of operating costs, which are estimated at \$37,000 for 2021.

Continued...

7 FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments. The following presents the Association's risk exposures and concentrations at December 31, 2019.

Credit Risk

Credit risk is the risk that one party to a financial instrument will fail to discharge an obligation and cause the other party to incur a financial loss. The Association's credit risk would occur with their accounts receivable. Actual exposure to credit losses has been minimal in prior years. The allowance for doubtful accounts is \$0 (2019 : \$0).

Liquidity Risk

Liquidity risk is the risk the Association will encounter difficulties in meeting obligations associated with financial liabilities. The Association is exposed to liquidity risk mainly in respect of its accounts payable. The Association expects to meet these obligations as they come due by generating sufficient cash flows from operations, and from unrestricted net assets. There has been no change in the risk assessment from the prior period.

Market Risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risks: currency risk, interest rate risk and other price risk.

Currency Risk

Currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Association is not exposed to foreign currency risk.

Interest Rate Risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Association has a low interest rate risk.

Other Price Risk

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Association is not exposed to other price risk.

Continued...

8. MATERIAL UNCERTAINTY - COVID-19

In March 2020, the World Health Organization declared a global pandemic due to the outbreak of the novel Coronavirus ("COVID-19"). The situation is continuously developing, and the economic impact has been substantial to both Canada and the globe. As at Toronto, Canada, management is aware of the changes in operations as a result of the pandemic.

Assets and liabilities have been recorded using the best information available at the time of financial statement preparation. The uncertainty due to the pandemic may cause recorded amounts to be different than those realized, and those differences may be material. Estimates could be materially different than actual results.

Government Relations and Communications Report

*By: Committee Chair: Dr. Mark Fontes, ND, Board Chair
Shawn O'Reilly, Director of Government Relations
Michelle McLean, Hill + Knowlton Strategies*

Overview of 2020

2020 will be remembered as the most exceptional year in living memory for most Canadians. The COVID pandemic brought the country to a standstill, and we all were forced to adapt to exceptional circumstances.

In March and April of 2020, the country, and governments across Canada, began to understand the short and long term impacts of the pandemic, and moved as quickly as they could to support Canadians, to protect their health, and their economic well-being for the balance of the year. The Hill + Knowlton team supported the CAND membership by providing real-time updates on what financial supports were being rolled out by government, and helped the CAND to navigate this period of uncertainty on behalf of members.

Given the complete absorption of the federal government's attention and activity with the pandemic response, advancing our agenda on cannabis, veteran and indigenous peoples' health benefits and prescribing authorization under the Controlled Drugs and Substances Act was not possible in 2020, however our asks on these files were itemized in our September Pre-Budget Submission. Our work on these files has resumed in 2021. We will be seeking to leverage the government's renewed focus on the importance of public health going forward.

COVID - 19 Support Summary

Over the course of the COVID-19 crisis in 2020, H+K supported CAND's communications to members on how public health measures imposed by government might affect clinic operations and provided an understanding of the government financial aid programs and their availability to NDs and clinics. This included the Canada Emergency Response Benefit (CERB), Canada Emergency Business Account (CEBA), Canada Emergency Wage Subsidy (CEWS), Canada Emergency Commercial Rent Assistance (CECRA) program and Canada Recovery Benefit (CRB).

When naturopathic doctors fell outside government relief measures announced in the early waves of the pandemic, given their self-employed status, use of a personal bank account or reduced work hours, the CAND conducted a financial impact survey with members. H+K assisted the CAND in engaging with the Ministry of Finance to communicate the impact of the pandemic on members and advocate for revised program eligibility criteria to help those naturopathic doctors being left behind. The CAND created a template letter for members to send to their Members of Parliament to help underline the urgency of the situation. As a result, programs were revised allowing more NDs to access financial aid.

Government Relations and Communications Report - Continued

With the publication of the Rapid Reviews and White Paper by the World Naturopathic Federation H + K assisted the CAND in disseminating the information to the Health Minister, her senior policy staff as well as key senior bureaucrats at Health Canada. In addition, the research was presented to the Public Health Agency of Canada through the CANDs participation in the PHAC Health and Allied Health Sector Table. The government continues to advise that the material is under review and to date has shown no interest in the use of any natural substances during the pandemic.

The CAND participated in six meetings as a member of the PHAC Health and Allied Health Care Table in 2020, providing input on guidance documents and underlining the importance of an integrated approach utilizing practitioners from various disciplines, especially those with controlled acts, including naturopathic doctors. As reported at last year's AGM our participation resulted in NDs being included in PHACs "Guidelines for the Health Sector" in the Community Health Section. As the year drew to a close, we began discussions with PHAC and NACI about including NDs on the list of health care professions with the ability to provide injections. The discussions were productive and earlier this year we were advised PHAC had passed the recommendation along to the Provincial/Territorial public health agencies for consideration. NDs are now part of the immunization rollout in several provinces.

Work with Health Canada Directorates

Throughout the year, the CAND continued its work with the Natural and Non Pharmaceutical Health Products Directorate (NNHPD), participating on technical working groups, the annual multilateral stakeholders meeting and stakeholder consultations on Phase II of the Self Care Framework, proposed new plain language labelling for Natural Health Products (NHPs) and a proposed approach to homeopathic labelling. This work is ongoing. The CAND also attended the annual Marketed Health Products Directorates multi-lateral meeting where the Directorate updated stakeholders on its strategic plan and the status of various initiatives, most of which had been placed on hold as government resources – both human and financial were directed at dealing the pandemic.

Assisting Provinces/Territories

The CAND supports the regulation of naturopathic doctors in all Canadian Provinces and Territories and while the regulation of health care professionals is a Provincial/Territorial responsibility and therefore the mandate of the Provincial/Territorial Associations, the CAND is always available to provide support where needed or requested. In 2020, we assisted the NWTAND on their regulator efforts (look for good news very soon) and provided input to NSAND on its response to the Nova Scotia government's discussion paper on proposed Health Professions and Occupations Act. In early 2021, the CAND filed a submission in response to CONOs December 2020 consultation on proposed changes to its Core Competency document.

Government Relations and Communications Report - Continued

Public Relations/Communication Support Summary

Public Relations

1. Media monitoring and response to CBC story on ND claims about COVID – 19 natural health products. Provided advice and prepared response to media for ND
2. Provided advise to members contacted by media regarding COVID - 19
3. Media monitoring and response to Stephan appeal decision in Alberta
4. General media monitoring and strategic counsel

Communications

In June 2020, H+K presented an integrated communications strategy to the CAND Board of Directors. The objectives of the strategy were to position naturopathic medicine as a trusted and credible profession in the Canadian healthcare system, and the CAND as its leading convener and voice. Over the past year, we've brought our "***Better Health, Together***" narrative to life across multiple channels and opportunities, including:

- Launching the "***Better Health, Together***" newsletter to highlight ways members can get involved to help carry our message;
- Hosting digital storytelling workshops for naturopathic doctors;
- Generating a steady drumbeat of content and engagement on Twitter, Facebook and Instagram. Including "ND Perspectives" pieces that highlight how naturopathic doctors contribute to healthcare teams; and
- Since September 2020, we have grown our social media community by 1,000 followers across channels.

We know we have a great story to tell. Proactive, purpose-driven storytelling is allowing us to engage with Canadians in an authentic and powerful way. We look forward to continuing to champion "***Better Health, Together***" in our communications and government relations efforts as we move forward.

"Better Health, Together"

CAND Corporate Partners 2021

PLATINUM LEVEL

Atrium Innovations

Doctor's Data Inc.

Restorative Formulations

Rocky Mountain Analytical

GOLD LEVEL

Boiron Canada

Promedics Neutraceuticals Ltd.

Surgically Clean Air

TD Insurance

SILVER LEVEL

Bio Lonreco Inc.

Precision Analytical Inc.

TruBalance Healthcare

BRONZE LEVEL

Bona Dea Ltd

Partners Indemnity