

CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS

Content for Naturopathic Medicine Week 2023



| CHANNEL | DATE | CONTENT PILLAR | COPY + CTA | THUMBNAIL |
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| WEEK 1: MAY 19-20 | | | | |
| Facebook | May 14 | NDs and the Future of Canada's Health Care System | <p>Naturopathic medicine blends the healing power of nature with modern, scientific knowledge to offer a new perspective on safe and effective ways to restore health. Addressing a variety of health concerns, including acute and chronic conditions, naturopathic medicine can ease symptoms making it a valuable complement to conventional treatments.</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor</p> | |
| Instagram | May 14 | NDs and the Future of Canada's Health Care System | <p>Naturopathic medicine blends the healing power of nature with modern, scientific knowledge to offer a new perspective on safe and effective ways to restore health. Addressing a variety of health concerns, including acute and chronic conditions, naturopathic medicine can ease symptoms making it a valuable complement to conventional treatments.</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor</p> | |
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| Facebook | May 15 | Partnering with Naturopathic Medicine Students | <p>“My inspiration to study naturopathic medicine stems from my deep-rooted passion for science and healthcare, alongside my desire to investigate the root causes of health ailments. I am motivated by a vision of integrating conventional medicine and naturopathic treatments to finally see a world where both approaches are appreciated for their unique strengths and contribute to a more comprehensive and holistic healthcare system. I am committed to being a change agent in the medical world, promoting naturopathic healthcare, and eradicating negative perceptions about it in our society.” – Silvana, naturopathic medicine student.</p> <p>Interested in becoming an ND? Learn more at cand.ca. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines</p> | |
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| Facebook | May 15 | Partnering with Innovative NDs | <p>As an Indigenous woman with a deep love and reverence for nature, Dr. Johanne McCarthy, ND, was drawn to pursue a career in naturopathic medicine. Now, in her role as the Director of Academic Programs at an Indigenous Institute, she is dedicated to ensuring Indigenous students are supported by systems of education that represent their whole being, gifts, and diverse identities. To learn more about the impactful work Johanne is doing, visit: http://bitly.ws/Exi5. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| Facebook | May 16 | Partnering with Innovative NDs | <p>“Naturopathic medicine completely transformed my life. When I began seeing Dr. Renée Purdy, ND, in 2017, I had just lost my father to kidney cancer and my mother had been recently diagnosed with macular degeneration. I'm an entrepreneur and a very high energy person, but I was burnt out. When I began my journey with Dr. Purdy, ND, she really helped me understand my health at a level that I had never understood before, by analyzing my blood work and helping me adjust my diet and relationship with food. Six months later, I began feeling better than I had in many years. The process of adjusting my diet also reignited my passion for cooking, so much so that we launched a community cooking club together, where we'd bring people together to cook healthy meals and socialize. Fast-forward a few years later in 2020, I carry on this legacy with my new cooking club Atlantic Canada Cooks, where I continue to bring people together to bond over the power of nutritious foods from around the globe. Working with a naturopathic doctor changed my life and I truly didn't realize how good I could feel until I embarked</p> | |

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| Facebook | May 16 | Partnering with Innovative NDs | <p>Dr. Ann Grimwood, ND, and Dr. Rebecca Handford, ND, oversee a naturopathic clinic at the Vancouver Women’s Health Collective where they offer care to some of Vancouver’s most marginalized populations. “Health equity is an issue for a lot of our patients, and many are coming to see us as a last hope because there’s a lack of services they can utilize. We’ve been able to offer care to help bridge these gaps.” To learn more about the work Ann and Rebecca are doing to support their community, visit:</p> <p>http://bitly.ws/Exir.</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| Facebook | May 17 | Partnering with Naturopathic Medicine Students | <p>"Finding a way to give back to my community is important to me – both the people and the environment. The more we expand our circle of care, the better! I hope to be an advocate for each of my future patients and for my community as a whole for more dignified, inspiring and proactive healthcare." – Ava, naturopathic medicine student.</p> <p>Interested in becoming an ND? Learn more at cand.ca. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines</p> | |
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| Facebook | May 18 | Partnering with Patients | <p>“My naturopathic doctor looks at the whole person and takes the time to understand the root cause, rather than only treating symptoms. This personalized approach has been beneficial in addressing a number of complex health challenges and has increased my awareness and ability to proactively manage my health.”</p> <p>– Liz, naturopathic patient.</p> <p>Please visit cand.ca to learn more about the benefits of naturopathic medicine!</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| Facebook | May 19 | Partnering with Naturopathic Medicine Students | <p>“Naturopathic medicine inspired me when I was personally going through a transformation. During this journey, my passion was ignited to become a naturopathic Doctor. I knew it was a calling in my life, and I felt inspired to help others along their path to self-revelation.” – Taylor, naturopathic medicine student.</p> <p>Interested in becoming an ND? Learn more at cand.ca. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| Facebook | May 19 | Partnering with Patients | <p>"Naturopathic medicine has helped me resolve my eczema and improve my digestion and mental health by identifying a severe food intolerance." – Lizardo, naturopathic patient.</p> <p>Please visit cand.ca to learn about how naturopathic medicine can bring a positive change to your life!</p> <p>#NatMedWeek2023</p> <p>#BetterHealthTogether</p> <p>#naturalhealthcare</p> <p>#naturalmedicines</p> <p>#naturopathicdoctor</p> | |
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| Facebook | May 20 | Partnering with | <p>"I would like to practice healthcare in a way that blends the best of our</p> | |

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| | | Naturopathic Medicine Students | <p>traditional and western medicines. I have seen the magnificent results that naturopathic medicine can generate through healing my injuries and dealing with the underlying causes of my illnesses. I believe my role in the healthcare sector is to present a full spectrum of options to individuals so they can make choices to improve their health and ripple the benefits to their families and communities.” – Owen, naturopathic medicine student.</p> <p>Interested in becoming an ND? Learn more at cand.ca. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| | | | Owen, naturopathic medicine student. #NatMedWeek2023 | |
| WEEK TWO: MAY 21 – 27 | | | | |
| Facebook | May 21 | NDs and the Future of Canada's Health Care System | <p>Thank you for being a part of #NatMedWeek2023! Multi-disciplinary healthcare teams are a recognized best practice and are becoming increasingly popular in Canada. Naturopathic doctors work in collaboration with other healthcare professionals to provide high-quality, individualized care. Learn more at cand.ca!</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor</p> | |
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| Facebook | May 22 | Partnering with Innovative NDs | <p>Dr. Mark Fontes, ND, collaborates with a neuro-oncologist at SickKids Hospital in Toronto, to support patients and their parents in all aspects of their cancer care. He discusses the importance of safety in this collaboration. “Studies have shown that four out of five pediatric oncology patients take some type of supplement, vitamin or herbal medicine product. I ensure there are no interactions between these supplements with any of the prescribed medications (including chemotherapy) patients are receiving,” says Dr. Fontes, ND. To learn more about the incredible work naturopathic doctor Mark Fontes is doing, visit http://bitly.ws/E4aJ. #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare</p> | |
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| Facebook | May 23 | NDs and the Future of Canada's Health Care System | With today's stressed, fast paced lifestyle, more individuals are seeking options to achieve optimal health. Naturopathic medicine is complementary and integrative and can be used alongside conventional medical treatments. Visit cand.ca to learn more about how to integrate naturopathic medicine into your life! #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor | |
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| Facebook | May 25 | Partnering with Patients | <p>"Naturopathic medicine gave me the tools I needed to heal my gut, preventing me from having to start a lifetime of medication and allowing me to eat the foods I love again." – Peggy, naturopathic patient.</p> <p>Please visit cand.ca to learn about how naturopathic medicine can bring a positive change to your life!</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor</p> | |
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| | | | <p>#naturalhealthcare #naturalmedicines</p> | |
| WEEK 3: MAY 28-31 | | | | |
| Facebook | May 29 | NDs and the Future of Canada's Health Care System | <p>The scope of naturopathic medicine includes botanical medicine, clinical nutrition, homeopathy, traditional Chinese medicine/acupuncture, lifestyle counselling, disease prevention, general health promotion and where authorized, prescribing medication and Intravenous and injection therapies.</p> <p>Visit cand.ca to learn more about the different ways naturopathic medicine can support your overall health! #NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines #naturopathicdoctor</p> | |
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| | | Health Care System | Homeopathy, disease prevention, general health promotion and where authorized, prescribing medication, and intravenous/injection therapies. #NatMedWeek2023 | |
| Facebook | May 31 | Partnering with Patients | <p>"Naturopathic medicine gave me the tools I need to get healthy. About 8 months ago I saw a naturopathic doctor for my type 2 diabetes as it was getting out of control. With her expertise and the tools she gave me, I'm happy to report that my blood sugar is completely under control. I have more energy and I have lost over 60 pounds. I'm enjoying life again because of naturopathic medicine."</p> <p>– Danna, naturopathic patient.</p> <p>Please visit cand.ca to learn about how naturopathic medicine can help bring a positive change to your life!</p> <p>#NatMedWeek2023 #BetterHealthTogether #naturalhealthcare #naturalmedicines</p> | |
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