



April 2025 | Federal Election Advocacy

A Playbook for Canada's Naturopathic Doctors





Canadians will head to the polls **April 28** to elect a new federal government amidst significant trade turmoil and geopolitical realignment.

As a member of the Canadian Association of Naturopathic Doctors (CAND), your participation in our advocacy is crucial in helping drive positive change for Canadians.

Addressing Canada's primary health care crisis requires urgent collaboration. The CAND is providing this election toolkit to you, our members, to assist you in finding ways to partner with regulated healthcare providers to identify solutions, share successes, and promote how an interdisciplinary approach to care raises the standard of care delivery in Canada. This kit includes:

- ▶ A brief primer on the current Canadian political climate, with links to learn more about the candidates in your riding and all-party platforms.
- ▶ A list of advocacy dos and don'ts, for consideration.
- ▶ Key messages to help define your role as a primary care provider.
- ▶ Sample questions to help strike up a conversation with your local candidates.
- ▶ FAQ to support you in dispelling myths about the practice of naturopathic medicine.
- ▶ Resources and templates to help kick-start your local advocacy efforts.
- ▶ Voter information.

Naturopathic doctors are essential partners in delivering better health outcomes. By working together, we can transform Canada's healthcare delivery system.



Gemma Beierback
CEO

*Canadian Association of
Naturopathic Doctors*





Federal State of Play

Canada is heading to the polls. Newly appointed Prime Minister Mark Carney is seeking a seat in the House of Commons after winning the Liberal Party leadership in March.

Across Canada, **343 ridings** will vote for their Member of Parliament. In each riding, voters will likely have a choice between candidates from the four major national parties: the Liberal Party of Canada, the Conservative Party of Canada, the New Democratic Party (NDP), and the Green Party of Canada. For those in Quebec – the Bloc Quebecois is also a key player.



Note: not all parties will field or find candidates in each riding

All candidates, regardless of party, will be seeking your support and issues that matter to you.



Candidates & Party Platforms

As candidates across the country actively seek support with door knocking, media campaigns, and local election events, now is the time to connect with those running in your riding. You can easily find your riding by entering your postal code on the [Elections Canada website](#). Once you know your electoral district, you can find your local candidate below.



Find your candidates:



Connecting with these candidates is vital to our broader advocacy goals as naturopathic doctors, and as a collective of primary care providers.

It provides a valuable opportunity to voice your concerns about the state of Canada's healthcare system and, importantly, to share how naturopathic doctors like you, are contributing to the health and wellness of Canadians. By sharing your experiences and advocating for the integration of naturopathic doctors as partners with primary care providers, you can influence candidates' platforms and priorities.

When candidates understand the potential of highly skilled and regulated naturopathic doctors to help address the strain on our healthcare system, they are more likely to champion policies that support their integration.



What we're asking of you

We are calling on your support in advocating for naturopathic medicine and better access to healthcare with allied healthcare professionals because:

- ▶ You are highly skilled healthcare professionals who can create efficiencies and strengthen Canada's delivery of primary care.
- ▶ You deliver evidence-informed care that complements and enhances Canadians' health and wellbeing.
- ▶ You offer a patient-centered approach key to addressing the whole self and underlying comorbidities that other healthcare professionals might miss.

The CAND is looking to naturopathic doctors across Canada to join allied healthcare professionals in making healthcare a priority this election cycle. Below the CAND has prepared a series of resources to help you in this outreach including a conversation guide with messaging and questions to help kick-start discussion, as well as sample emails, social media content.





Key Messages

- ▶ Naturopathic doctors are trained healthcare professionals who are a key part of the solution to Canada's healthcare crisis. Integrating NDs into the system can alleviate pressure on overburdened primary care providers and improve access to quality healthcare for all Canadians.
- ▶ An interdisciplinary approach to healthcare including naturopathic doctors will create efficiencies and strengthen Canada's delivery of primary care. To strengthen Canada's primary care system, we must embrace collaboration.
- ▶ Naturopathic medicine is evidence-informed, patient-centered care that complements and enhances Canadians' health and well-being. It's more than natural remedies, it's about evidence-informed, patient-centered care.
- ▶ Naturopathic medicine can support patients on fertility journeys, enhance the lives of people living with diabetes, and lessen the effects of cardiovascular care, chemotherapy, and cancer treatments, to name a few.
- ▶ Naturopathic doctors are key partners for better health outcomes and uniquely positioned to work in partnership with their peers in primary care.



Conversation Guide Questions

1. Canada is facing a shortage of primary care providers. How will your party address this shortage, and what role do you see for regulated healthcare professionals like naturopathic doctors in expanding access to primary care services?
2. Many Canadians face long wait times for specialized care. How will your government work to integrate qualified healthcare providers, like naturopathic doctors, into the public healthcare system to improve access and reduce wait times for patients seeking complementary and interdisciplinary care?
3. What steps will your party take to ensure Canadians have equitable access to a full range of healthcare options, including naturopathic medicine, regardless of their income or geographic location?
4. More Canadians than ever are seeking complementary care that takes an integrated approach through multi-service clinics and primary care teams. How will your government support the further development of collaborative care models that allow patients to benefit from the expertise of medical doctors, nurse practitioners, and naturopathic doctors?
5. Given the rising costs of prescription medications, what is your party's plan to support access to affordable and evidence-based natural health products and therapies that can help patients manage their health conditions?



Frequently Asked Questions (FAQ)

Understanding the Naturopathic Practice

Q: What is the difference between a naturopathic doctor (ND) and a medical doctor (MD)?

NDs focus on a whole-person approach, emphasizing prevention, lifestyle enhancements, and natural therapies to support the body's self-healing abilities, in some jurisdictions ND's can prescribe certain pharmaceuticals, provide IV therapy, acupuncture and other therapies.

Q: What kind of education do naturopathic doctors receive?

After completing a four-year undergraduate degree, naturopathic doctors complete a rigorous four-year, full-time graduate-level program at an accredited naturopathic medical school such as the Canadian College of Naturopathic Medicine (CCNM). This includes extensive coursework in basic sciences, clinical sciences, and naturopathic modalities, as well as supervised clinical experience.

An Interdisciplinary Approach to Care

Q: How can naturopathic doctors help alleviate the healthcare crisis in Canada?

Integrating NDs into the healthcare system can alleviate pressure on overburdened primary care providers and improve access to quality healthcare for all Canadians. NDs can provide preventative care, manage chronic conditions, and offer personalized treatment plans that address the root cause of illness.

Q: How do naturopathic doctors work with medical doctors and other healthcare professionals?

NDs are trained to collaborate with other healthcare professionals, including MDs, nurses, and specialists. They can provide complementary care, support patients through conventional treatments, and help manage side effects. Effective communication and collaboration are key to providing the best possible care for patients.

Q: Why should the government invest in integrating naturopathic doctors into the healthcare system?

Better integration of NDs into Canada's primary care continuum can lead to cost savings by reducing reliance on expensive interventions, improving patient outcomes, and promoting preventative care. It also expands access to healthcare, particularly in rural and underserved communities.



Dos & Don'ts of Advocacy



Do...

- ✓ Leverage practice success stories while protecting patient information and privacy
- ✓ Use the resources in this guide including key messages, FAQ, and sample questions to help guide your advocacy in a clear, concise and compelling way
- ✓ Be prepared and informed about the candidate you are connecting with and their party's platform on healthcare
- ✓ Focus on a collaborative, interdisciplinary approach to healthcare as the solution to Canada's healthcare crisis



Don't...

- ✗ Take a partisan approach to engagement and advocacy
- ✗ Be hostile or dismissive with a candidate for sharing a different perspective or for having a lack of understanding – share your message and encourage candidates to consider your point of view
- ✗ Be discouraged if you don't hear back or get an answer you were hoping for – this can be the very beginning of many opportunities to engage with your future MP





Advocacy Templates

Email

Request a Meeting with your Local Candidate

SUBJECT Partnering for Better Healthcare: Meeting Request from [Your Name]

Dear [candidate],

My name is [your name], and I am a naturopathic doctor practicing in [your community]. I am writing to you today to request a meeting to discuss how naturopathic medicine can be a valuable part of the solution to the growing healthcare challenges facing Canada.

As you are aware, access to primary care is a significant challenge for many Canadians, and our healthcare system is struggling to meet even the most basic care needs. I believe that healthcare professionals, like chiropractors, physiotherapists, nurse practitioners, and naturopathic doctors like myself can play a crucial role in expanding and expediting access to care, providing a collaborative, interdisciplinary approach to patient care.

In my practice, [a sentence or two on how you are supporting patients with a holistic approach to care across systems]. I have seen firsthand the positive impact that naturopathic medicine can have on patients' health and well-being, and I am confident that better integration of healthcare professionals like me can help to heal Canada's broken healthcare delivery system.

I would appreciate the opportunity to meet with you to discuss the challenges patients in our community face in accessing healthcare, and how together we can advocate for healthcare professionals – including naturopathic doctors – to rise to the challenge of injecting more sustainable and accessible healthcare options into our community – and in communities across Canada.

Thank you for your time and best wishes for your campaign.

Sincerely,

[your name]
[your title/designation]

Social Media Content

> NDs are ready to bridge the gap in accessible, effective care for all.



Facebook/Instagram

🌿 Did you know naturopathic doctors can play a vital role in primary care? We focus on holistic, evidence-informed care to help you achieve optimal health.

Many Canadians lack access to a primary care team. By including NDs, we can bridge the gap and provide accessible, effective care for all.

This election, let's advocate for a healthcare system that truly serves everyone! 🗳️ I'm urging my local federal candidates to support the inclusion of healthcare providers like me.



LinkedIn

In Canada's evolving healthcare landscape, trust is paramount. As a naturopathic doctor (ND) serving **[your community]** with evidence-informed care, I'm ready to do more.

Access to safe, effective, and evidence-informed primary care should be available to all Canadians. Integrating naturopathic doctors into the primary care continuum can be part of the solution.

This election, I urge my local federal candidates to advocate for the inclusion of healthcare providers like me at the decision-making table, leading to better health outcomes for Canadians.

#NaturopathicMedicine #Cdnpoli #BetterHealthTogether #Elxn45 #ItsOurVote

> Recognizing the value of interdisciplinary healthcare.



Facebook/Instagram

Heading to the polls? Let's talk healthcare! Canadian naturopathic doctors work with you & alongside other providers to find the root cause of illness. Personalized, evidence-based care for better health outcomes! 🍌

It's time our political leaders recognized the value of integrative approaches. **[tag your local candidates here]** Will you support collaborative, patient-centered care that includes naturopathic medicine?



LinkedIn

As we head to the polls, let's talk about the future of healthcare in Canada. Naturopathic doctors are uniquely positioned to work with patients and alongside our primary care colleagues to identify the root cause of illness. This interdisciplinary approach is built on personalized, evidence-informed care, and creates the optimal conditions for better health outcomes.

It's time for our elected officials to recognize the value of integrated healthcare. **[tag your local candidates here]**, will you support collaborative, patient-centered care that includes naturopathic medicine?

#NaturopathicMedicine #Cdnpoli #BetterHealthTogether #Elxn45 #ItsOurVote

Social Media Content

> Access to care must be a top priority this election season.



Facebook/Instagram

Access to healthcare must be a priority this election! As a Naturopathic Doctor, I believe in the power of whole-person care. Let's strengthen our primary care system by integrating NDs! 🙌 Improved patient outcomes are possible. What are your thoughts? 💡



LinkedIn

Access to healthcare must be a key issue this election. As a Naturopathic Doctor, I see firsthand the power of a whole-person approach to healthcare. This election, I'm advocating for policies that strengthen our primary care system through collaboration.

Integrating NDs into primary care teams can improve patient outcomes. Let's work towards a future where all Canadians have access to comprehensive, integrated healthcare. What are your thoughts on the role of NDs in primary care?

#NaturopathicMedicine #Cdnpoli #BetterHealthTogether
#Elxn45 #ItsOurVote

