

the VOICE



Volume 11, Issue 2

Who'd have thought that all these months after the start of a world pandemic we would still be wondering what to do next; how to protect ourselves; how to sustain our businesses; how to educate our kids; and the real unknown, when will it be over — will be ever get back to normal?

There are still no solid answers and the information we are getting seems to be very fluid — moving and changing. We are inundated by news and particularly the happenings south of the border. It is difficult to avoid and for some, hypnotizing.

In the last Float the Boat Power Hour, the detrimental effects of living in fear were a part of the discussion and we all agreed that living with fear is not a productive way to protect our health.

So where do we go from here? Remaining positive, being optimistic and hoping for the best is a start, but it sure isn't the whole story.

Without wanting to step into the political quagmire, it does seem as though our friends south of border are adhering to the theory of, if we wish hard enough and send positive vibes, this will all turn around.

It does not seem to be working too well.

In the days of *The Secret*, positive thinking was high on the agenda but the piece that was easily overlooked was the action needed to formulate the outcome — you had to do something for the positive result.

In this issue we searched for really interesting coping advice from some of our favourite people. Mel Robbins, always a go-to for simple straight talk, offers her take on negative thoughts. Paul Fink touches on how to use your time to build relationships. As well Rebecca Liston, who shared really helpful advice during a recent Power Hour, wrote a great piece about how committing to the basics during difficult times will serve us well, in all aspects of our lives.

We are really excited to share the WOOP concept in this issue. It is a practical application that was developed by Gabriele Oettingen. She has over 20 years of research in the science of human motivation and came up with a brilliant way for us to move from dreaming to doing.

We at CANNP headquarters are a balance of extreme optimism and down-to-earth realism. That said, we hope you all continue to stay positive but do the right things — wear a mask, keep your distance, sanitize and wash your hands.

Drop us a note and let us know how you are doing and what you are up to.

We hope you all stay safe and stay sane!

Wendy Gibson, BA, RHN, NNCP
Executive Director, CANNP

Great Tip

Renew Early

It is advised that you not let your CANNP Membership lapse. It is automatically linked to the database which is linked to the forms that insurers use to determine your status with the CANNP.

You will receive 4 reminders in your renewal month but please do not leave it too late. If you are having renewing concerns, just contact us!



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So Much Free Stuff

CANNP offers so much free stuff!!! Most of the offerings are time limited and therefore, are not available just any old time. Since our last edition we have offered the following:

We compiled a list of COVID Silver Linings in the hope of helping everyone see the opportunities that may be present — forest for the trees.

Foods and Body Bits was available to share with clients. It was a fun piece indicating the significance of the shape of particular foods and how they correspond to body parts.

10 Tips for Improved Digestion was also a fun summary of quick and easy steps your clients can take right away to help improve their gut systems.

Sunbutter offered our Members who recommend the product to clients, access to free kits. Sunbutter has been a big CANNP supporter and is a great product choice for clients with dietary restrictions.

We offered our very popular logo and business card critique — free graphic art advice. This is a great option for those just starting out who want to know if they are on the right track in logo development or if there are areas they might consider altering before print or for the next print run.

Colour Your Plate — Talking Produce was revisited and we added Gregory the Glorious Grape. This was a really fun 1-minute movie. The whole concept of this initiative is to entice children to learn about eating more healthfully. The initial 6 movies are available in the Members only area for \$20.

We all make writing errors but when we reach beyond our own desk we want to be as accurate as possible. *Edit Like a Champ* was a giveaway filled with ideas on how to make sure your writing is top notch.

We are hatching new giveaways all the time so watch your eblasts!

Hours of Power

Power Hours are free to attend though most require a totally refundable \$10 fee to reserve your space — totally refundable if you join the meeting.

The intent of Power Hours is for you to connect with folks who you may not otherwise have to opportunity to get in touch with — and most recently that means your colleagues.

The last event was a Float Your Boat which was a get-together of interested Members to share ideas, without any agenda. These get-togethers are some of our favourites because it is so interesting to see one another face-to-face and since we are all in the same boat, the ideas that flow are definitely relevant.

Another Power Hour of late featured Rebecca Liston — one of the funniest and most insightful of our returning guests. Rebecca spoke with us about how to stay the course when the waters get rough. She explored this concept in terms of ourselves as well as our businesses. The audio of that presentation is in the Podcast section of the Members only area. Can't wait to have Rebecca join us again.

GoodLife Fitness

CANNP Members, with a valid number, are now eligible to register for a GoodLife Corporate Membership. Please remember that your GoodLife Membership is tied into your CANNP Membership so renewing on a timely basis is important.

What is your name?

When you contact us or make payment using your business name, please also include your Member name and/or NNCP number in your correspondence.

COVID Update

If it is permitted in your province and if you are planning on seeing clients in person, it may be advisable that you add a temporary — we all hope — caveat to your client statement regarding COVID.

Consider adding the following statement:

While all precautions will be taken during our meeting, I acknowledge and accept that there is a risk that I could be exposed to COVID 19 during this period. I am willing to accept this risk and agree to release _____ (and associates if applicable) from any potential claim or damages.

New Journal Options

How about a professional Research Journal at a special CANNP rate? We are proud to bring two on-line journal subscription options to you at 70% off the usual price! Worth exploring!

The Journal of Alternative and Complementary Medicine (ACM) which is the leading peer-reviewed journal providing scientific research for the evaluation and integration of complementary and alternative medicine into mainstream medical practice....

and

Alternative and Complementary Therapies (ACT) which delivers practical and evidence-based research on integrating alternative medical therapies and approaches into private practice or hospital integrative medicine programs.

Members interested in delving deeper into this offer can do so by logging into the Members only area and looking under Research Tools.

Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

Issues We Love to Tackle

1. You do not want your membership to lapse and would like to discuss special circumstances. Contact us to discuss.
2. You are concerned that you do not have enough or the appropriate upgrading to renew. Contact us to discuss.
3. You would like to mentor or to be mentored. We are always looking to match people so please Contact us to discuss.
4. You have a business opportunity, product or service you would like to share with the membership, Contact us.

We pride ourselves on being responsive. We will return calls and emails as promptly as possible.

For Our Newest Members

If you are overwhelmed by all that you have to take care of to get off the ground — know that we are here for you.

Insurance - discounted E & O; optional extended health and dental; coverage for those whose employers include Nutritional Counselling from Manulife, iA Financial, GreenShield, ClaimSecure and Blue Cross (Alberta) as well as the Sun Life PSP

On-going - Mentoring (when available); *The Voice* newsletter; Podcasts and Inspired Events; Menu Plan template; Chat forum: Power Hours; access to health related shows across the country; discounts on products and services including GoodLife Fitness and fabulous alternative health journals, and free giveaways all the time

Time Limited Offers - ABC's of Health; Organize Your Business; CORE 1, 2, 3; Business Card/Logo and Brochure critique; Grocery List; Check list of Healthy Habits; Plate Portion; Colour Your Plate - Talking Produce, logo and brochure critiques and more coming soon.

Fee Based options - Business Plan template; Starter Kit; Newsworthy; TrueView; Presentations for your site; Limited edition posters etc.

More benefits all the time— watch your weekly eblast!

Saved by Nutrition is Available

Saved by Nutrition is not a simple "fly-by-night" project but is a book filled with real stories of how the health of people was actually improved by way of nutrition. We will be using it to woo insurers and government — in fact we have a number ready to go out to insurers and officials. As well, our provincial contacts are sending out books to their association and government contacts. As always, we appreciate their hard work on our behalf.

The book is excellent advertisement for the power of the profession, making it an ideal addition to your practice — either in your waiting area or to share with your clients, particularly if they are experiencing one of the issues addressed in the book. It will provide tremendous hope and spur clients to trust in the process.

If you want a book they are available in the Member only area, Products for Professionals — \$25 per book or 5 for \$100.

40% Off Headspace - the Meditation App

During this immensely stressful time, we must be conscious of our mental health and that of those with whom we have contact.

CANNP has secured an offer for our Members and their clients to sign up for this inspiring tool to help with meditation. To learn how to access this offer, please go to Members Only and look under Other Great Deals.

Insurance Challenge Update

Behind the scenes CANNP continues to pursue the major Canadian insurers. We have had recent meetings with insurance companies and are actively working to expand our list. Please stay tuned for our progress report.

Every week we get Claim Providers checking on the status of their applicants. Some of these inquiries are from insurers that have provided us with letters confirming coverage, while others are not. Funny enough, some may even be from companies which we have been pursuing. That goes to show you what massive organizations we are attempting to infiltrate.

Regardless, in order for you to be considered eligible for coverage, it is important for your Membership to stay current. The insurers now have access to a Member checker that ties directly to our database. The database is automatically updated monthly, meaning that should you let your membership lapse, and the insuring company checks, your client will be ineligible.

Please use this link <https://www.providerconnect.ca/ProviderEnrolment/HPPSApplication.aspx> to register with Green Shield. CANNP is under "social worker/counselor." It will take approximately 7 days to update the GreenShield system.

Ideas to Ponder — Seriously!

The Science of Happiness

Right now there seems to be a number of courses and a slew of research on the Science of Happiness. It makes sense that people are looking for more ways to achieve a happier life, particularly since the future feels so “up in the air.”

In the EDX course of the same name, they do a great job of differentiating between having a happy life and a meaningful life.

They identify studies that show the usual markers for happiness — health and wealth for example — are not related to having a meaningful life.

Happiness they say, is focused on the present and immediate, and is therefore somewhat fleeting, while adding meaning involves thinking more about the relationship between past, present and future.

Happiness they claim, is gained by what others give to us, while meaningfulness comes about when you give to others. Hence a great number of us find our work as NNCP's to be very meaningful.

Adding meaningfulness to one's life also seems to come with stresses and challenges which, by managing or overcoming, add meaning to life.

The Words of COVID

This pandemic comes with a unique vocabulary — words that we would not necessarily so readily have thought of in terms of our businesses. They are causing us to rethink how we might carry on.

Pivot is a big one. It is a relatively simple concept; more difficult to implement. Rebecca Liston advises that you pivot into or towards something you are familiar with or that relates to your business. She says don't think about becoming an astronaut if you are a nutritionist for example. Pivot is more of a sharp turn within a realm of which you are already familiar.

Nimble is a word that is well used. It relates to staying flexible. Go with the flow

and look for opportunities that you might embrace; learning how to incorporate them into your existing plan. As we move through the pandemic, being nimble will be ever more important.

Resilience is very commonly heard. NPR has an entire series within the “How I Built This” podcast featuring resilience. It explores how very successful entrepreneurs have remained resilient during challenging times. How have they changed their businesses to match the needs of their customers? In our business of course, the most obvious example of this is moving from face-to-face meetings to on-line formats. For many, this is working very well and may remain their way in the future.

Challenge of course is another COVID word that takes on huge meaning in all aspects of life. In terms of business, challenge often leads to opportunity. Face the challenge and then creatively come up with a “never thought of before” opportunity.

Innovate is in everyone's vocabulary, right along with creativity. Thinking outside of the box is really important because the box just no longer exists. Everything is different and will be for a while. The hope is that by the end, we will have adapted and adopted some new methods and approaches that have improved or streamlined our status quo.

The one thing all these words have in common is change — and in general, once we settle into our routine or our approach, we are hesitant to alter what is working. The question to ask now is — is it still working? Let's face it — COVID has rocked the world. Now is the time to experiment and you may surprise yourself with a whole new way of carrying on that is fundamentally better. And remember — everyone is expecting changes and is more accepting, so this is an ideal time to shake it up!

The WOOP Attitude

WOOP stands for Wish, Outcome, Obstacle, Plan — and it is brilliant!

Gabriele Oettingen coined the concept

around the notion that we need to go beyond just wishing for something in order to make it possible and in fact, the obstacles that we think are preventing us from getting to our dreams can actually lead to the fulfillment of said dream. How cool!

According to Oettingen, you begin by identifying your wish — in the case of a client this may be the desire to lose weight. Then move onto the first “O”. To work, the WOOP steps must be done in order. “O” is outcome. If your wish were to come true, think about what that may look like. In our mythical client scenario, she may fit into her old jeans.

The second “O” is one that the eternal positive thinker may not get to but one that is of integral importance — identifying the main inner obstacle to getting the wish. Oettingen goes as far as to say that indulging in positive fantasies sap energy and eventually leads people to drop the effort, and limits success. In most cases finding the inner obstacle may take some introspection — it could be anxiety, a deep seeded belief or a bad habit, for example.

Once the “O” has been identified, then comes “P” the plan. “P” is a strategy as to how to overcome the obstacle. In other words, decide on what to partake in which will allow you to conquer the obstacle.

Helping your client develop this plan will go a long way to ensuring their long term success and attainment of their wishes. It seems like a strategy worth exploring in your one-on-one meetings.

Wise Advice

To cope with anxiety, which can be running high right now, someone in the know shared this: Everything is temporary! When you think about it, everything **can** be thought of as temporary. The toothache is temporary; the walk in the park is temporary; the day is temporary; life is temporary; and so is the pandemic — and all that it comes with. Enjoy the good stuff now, and endure the harder bits, because they will end.

Think This; Not That

We have learned over time from business coaches and programs such as Make Your Mark, that mindset can tremendously impact your day to day life and therefore your business.

We have also learned that, just thinking joyous, pretty, prosperous thoughts won't bring happiness or success. One must always take action. The idea is simple — catch it, check it, change it!

First you catch the negative thought — recognize that it is there, notice it. Then you check to see if it is serving your short or long term goals. If it is not, then you change it. Most of us can train ourselves to recognize a negative mindset and checking it's validity is the easy step, but when it comes to changing it — here we may need a little direction.

Welcome Mel Robbins who can always net things down into simple terms that one can absolutely adopt.

Mel knows that

there are always going to be times in your life where you think and feel negative things. She says. "That's okay! It's completely and totally normal."

It happens to Mel all the time and she uses a technique called **ThinkThis NotThat**.

Here's how you can use it too: today, write down negative thoughts that pop up into your head. Next, come up with the positive thought you want to think instead. The next time that negative thought pops up, catch yourself, and replace it with your own mantra.

Instead of "Nobody likes me," THINK "The right people like me." Instead of "I'm behind," THINK "I'm on my own timeline." Think of what YOU need to hear in that moment.

And this is really important:

changing your mindset is a process, not an event. It will require practice each and every day for the rest of your life. There will be times when you forget, or you get caught up in negative thinking patterns — Mel says just keep trying.

The goal is not to get rid of negative thought and feelings, the goal is to change your response to them.

The 5-Second Rule by Mel Robbins, 2017

Mel has kindly given CANNP permission to share some her approaches with our Members.

Business Buzz

Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage. Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.

It's All About Creating Relationships

Those of us in business — trying to build a reputation and brand; to grow our client base — are facing some pretty trying times. Put simply, how are we supposed to build relationships when we can't see people — and when we do, it is behind a masked face?

The answer, in part, depends on what we mean by relationship. If you think that every person you connect with will bring dollars to your pocket, that might not be the correct mindset. If you think instead, that every person you have contact with has the potential to become a means to an end, then you are speaking about a relationship that can be nurtured.

Right now is the perfect opportunity to nurture your relationships.

For the clients that you have, reach out to them by calling them on the phone — making it personal. Don't talk about the latest and greatest technique you have discovered or the science behind your most loved belief — instead just say "Hi - how are you doing? How are you coping? Know that I am here if you want to explore X." Can you imagine if your health provider were to do that? Your attitude toward them would surely shift and perhaps become more solidified. One way or the other, you will stir a reaction and become more front and centre.

For the clients you have not heard from in some time, this is a great opportunity to connect in the same way, "You have been on my mind and I was wondering how you are doing? Remember I am here if you need me," or something along those lines.

Yes — it is a time consuming prospect but it is a surefire way to build and nurture the rapport.

For potential clients, send them something via email. Be sure that it is from your email address with contact information, and that it is something that they may find of value. A recipe perhaps or an article about some commonly held myth. (Newsworthy is a great source for this kind of contact.) The goal is to remain top-of-mind with potential clients should they decide to buy services.

Be careful about how frequently you reach out — depending on the response that you get — and be sure to follow through with whatever was touched upon during your conversation. Perhaps you heard that the client was having difficulty coming up with suitable snacks — send them a list of ideas the day after your conversation.

You have some spare time these days so make it work in your favour. Just a heartfelt, "Hello — I have been wondering how you are doing" can go a long way in relationship building.

Committing to the Basics

by Rebecca Liston

I don't know about you, but lately I have been feeling a bit like I am reading a book to a toddler.

You know how you'd reach the end of the book, close it, and declare: "The End!" And the toddler, desperate not to have to go to sleep, would keep talking to keep you engaged and would ask, eyes wide, "But then what happened?"

And you'd say, "I don't know, kiddo, that's just the end of the book."

And the child would reply, "Yeah, I know, but then what happened?"

And, exasperated, you'd say, again, "I don't know. That. Was. The. End."

And the child, equally exasperated by your seeming lack of imagination or desire to engage, would raise their little voice and demand: "I know! BUT THEN WHAT HAPPENED?!?!?"

Well, let's just say that I am feeling a little like I did during those night-time reading times because at every turn I feel as though there is a toddler looking at me and asking what could possibly happen next.

In the midst of uncertainty, there are several paths we can choose. Sometimes I choose all of them within mere seconds of one another. I can cry, scream, rant, rage, sleep, bury my head in the covers, eat, over-schedule myself, under-schedule myself, talk too much, be unnervingly quiet, and more all within minutes.

But despite all of that, I have found that one key decision is helping tremendously in the midst of it all: I have taken to choosing things that I can do and I can control to focus my energy on. In doing this, I can then stay as stable as possible within my own self so that I can evolve and grow in the ways that our World is demanding of us.

I can maintain my commitment to meditate daily.

I can maintain my commitment to drink three litres of water a day.

I can maintain my commitment to ensure my body is getting healthy nutrients.

I can maintain my commitment to move my

body each day.

And I can maintain my commitment to be in bed (even if I cannot sleep) for eight hours a night.

Am I perfect at this?

Heck, no, I am not.

But do I benefit from these things each and every time I renew my commitment to them?

You bet I do.

The commitment to the "basics" is sometimes about all I can manage these days, and that goes for my work life, too. What commitments are you making to your work and your clients that are helping you to feel as though you can control at least a few things in the midst of all the unknowns?

Are you keeping an eye on your budget?

Are you maintaining close contact with your clients?

Are you following up diligently with prospective new clients?

Are you answering emails in a timely fashion?

There are some basics that are key not only to sustaining your business, but to sustaining your self within it. And in the world of "What's happening now!?" these are the things that will keep us all steady and stable, allowing us the opportunity to grow and evolve from there.

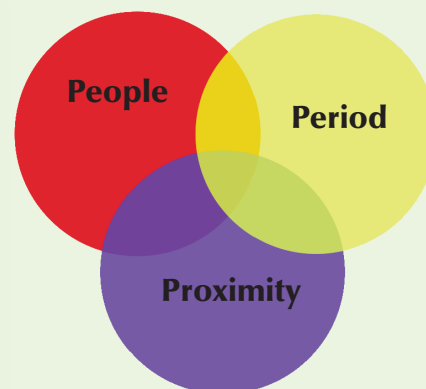
The World is asking a lot of each of us right now, and we owe it to our fellow Humans, to our Children, and to Ourselves to be showing up, ready, for whatever happens next. And to do that, we must commit to doing the things that stabilize us and ready us for change and, ultimately, the evolution our Planet and its People deserve.

Rebecca Liston helps clients predict, pivot, and compete in an increasingly complex global marketplace. Her clients quickly uncover the root of their challenges and know the actions to take to overcome them. A six-time nominee for the RBC Canadian Woman Entrepreneur Award, Rebecca combines business strategy with intuition.

Coronavirus 19 Exposure

Canada is doing a pretty good job of containing the virus but it is still lurking, looking for opportunity. As for getting back to normal, that is the true unknown. The whole thing is like filigree — everything is delicately interwoven, affecting everything else — very complex. What we do know for sure is that mask wearing does seem to make a difference. Social distancing and hand sanitizing together are working in our favour.

This handy little graphic may also help to put things into perspective for you and for your clients.



People refers to the number of individuals you come into contact with, whether in your bubble or in the grocery store. The fewer, the better.

Period refers to the length of time you are in contact with others.

Again, the shorter the period of time the safer you are likely to be.

Proximity refers to how physically close you are to individuals. Keeping a safe distance of 6 feet or more is favourable.

As you can see, when all these factors interact the impact is most dense.

The ability to stay as safe as possible is dependent on the least number of contacts, for the shortest period of time and from a significant distance. Please stay safe!

Science Catching Up

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Remember several months ago there was a claim that there was nothing one could do by way of nutrition to boost immunity? Well the Multidisciplinary Digital Publishing Institute, a publisher of author-pays open access scientific journals, says differently. The article states clearly that the role of nutrition in supporting immunity is well established, particularly the vitamins A, B6, B12, C, D, E and folate as well as trace minerals and EFAs. The article goes on to encourage the vocal health officials in the COVID fight to include these findings in their recommendations, along with hand washing and mask wearing.

<https://www.mdpi.com/2072-6643/12/4/1181>

Fatty liver disease is on the rise in Canada, with the biggest culprits being processed foods and sugary drinks. Dr. Mark Swain, a liver specialist, writes that over 1/4 of Canadians over age 20 have nonalcoholic liver disease. For many the disease is asymptomatic but the trend is discouraging. The disease is showing up in young children particularly those who regularly partake in sugary drinks and processed foods. Dr. Diana Mager, an associate professor at U of Alberta says a more wholesome diet can reverse the trend in early stages but there is debate as to whether the trend can be more then slowed once it progresses.

<https://www.msn.com/en-ca/health/medical/fatty-liver-disease-a-growing-public-health-concern-in-canada-study/ar-BB16Gltm>

Published in the BMJ Evidence-Based Medicine, David Diamond, professor and heart disease researcher at the U of South Florida, did a study which showed that those with familial high cholesterol would have better blood results if they had a diet low in sugar as opposed to one low in saturated fats, which has been historically recommended. A low carb diet is most effective for people at risk for heart disease who may be overweight, with high blood pressure or diabetes. The Journal of the American College of Cardiology also published a study providing strong evidence that foods that raise blood sugar — breads, potatoes, sweets — should be minimized, rather than animal products and certain oils.

<https://www.sciencedaily.com/releases/2020/07/200706113955.htm>

A study published in the Journal of Applied Physiology indicated that regular exercise may help fend off the impact of aging on the body. The study was conducted at Ball State University and found that exercise may positively impact the body by controlling the inflammation of skeletal muscles, “cutting its effects on muscle mass by about half in folks who are lifelong exercisers.” The researchers compared a small group of elderly men who were lifelong exercisers with men of the same age who were non exercisers and with young men who were also exercisers. They found that the muscles of older men who were exercisers resembled, on a cellular level, those of men much younger with the inflammation being just a little bit higher. The inflammation response in non-exercisers was much higher. Muscle is one body part which is very vulnerable to time so there is some question about starting to exercise in middle age and the relation to muscle inflammation. A sedentary lifestyle does set muscle up for added wear, tear and strain as one ages. Lesson: start early and don’t stop!

<https://journals.physiology.org/doi/full/10.1152/japplphysiol.00174.2018>

<https://spacecoastdaily.com/2019/12/study-is-75-the-new-35-regular-exercise-helps-men-feel-look-decades-younger/>

www. Wild, Wacky, Wonderful

<https://www.healthierbynature.ca/>

Healthier by Nature is the website of the CHFA. The great thing about this site is that they are on top of the latest trends and have boots on the ground in Ottawa.

They are made up of passionate experts in the Natural Health Industry providing recommendations on products that are safe, trusted and regulated. Through advocacy, education and experience— they are working to help Canadians achieve better health naturally.

You can subscribe to their newsletter which comes directly to your inbox.

https://health-infobase.canada.ca/covid-19/epidemiological-summary-covid-19-cases.html?fbclid=IwAR1DiVqI6LN2XZYM5QE5duuhVMH6xaD0KrrKlJaIwjzifOh_qL53kyNvqc#a4

It’s a big URL because it is governmental. That said, this is a great site for a COVID summary of happenings. The information is well presented and easy to follow. You can find key updates: current situation, national overview, epidemic curve, demographics, exposure setting, hospitalizations, intensive care unit (ICU) and death, provincial/territorial and international reporting.

<https://www.ewg.org/>

The Environmental Working Group’s mission is to empower people to live healthier lives in a healthier environment. With breakthrough research and education, they drive consumer choice and civic action.

They are a non-profit, non-partisan organization dedicated to protecting human health and the environment.

Though American in nature, many of the issues examined can cross the border easily.

The Question of Reopening

As an unregulated industry, the question of reopening practices and clinics is not that straightforward. We have had the question posed to us over and over so this is what we know for certain.

There is No Single Answer

Unfortunately, there is no single or absolute answer. In part this is due to overriding regulations being different from province to province and the fact that they change almost daily. The provincial governments are making the guidelines extremely fluid.

Our best advice is to listen to your local government and to do what makes you and your clients most comfortable. Perhaps watch what is happening with similar businesses in your vicinity — chiropractors, naturopaths etc.

The Zoom Approach

Zoom or phone consults may be all your clients feel the need for. It does seem like a prudent option. Be sure to still dress the part of the professional and present yourself and your surroundings as such. Look at your desk and behind you on the wall — does everything scream that this is your business and you are taking it seriously?

When it comes to particularly vulnerable clients (those who are elderly, may have underlying health issues or have a living situation which means they will be interacting with vulnerable) it may be best to encourage a phone or an on-line consult.

Zoom does come with its inconveniences — like background noise and talking over one another — but somehow we have managed similar inconveniences on the phone for years. These days people are not expecting perfection but they are due an interested, dedicated professional who is doing their best to make the consultation worthwhile and productive.

The In-Person Approach

If your client is looking for more "contact" and it is permissible in your area, be sure

to insist on masks and perhaps gloves. Question every client about their current state and the state of their household, with special attention to symptoms and travel. Practice physical distancing and be sure that you and they wash well and then disinfect the area where you practice after each client.

As indicated on page 2, you may want to update your client statement with a COVID disclaimer, reflecting these unusual times.

As well, make certain that you have the most up-to-date contact information for the client so that you can trace if need be. Make an effort as well, to follow up with the client in 7-14 days as per usual to see if they have any questions or concerns about their protocol but also to be certain that they remain COVID free.

The Stress Effect

When meeting with your client be mindful that stress adversely affects digestion and this is one of the most stressful events many of us have ever faced. Think outside the box to ensure that you present a protocol which the client will be able to implement without adding to their mental health stresses.

The Insurance Issue

As you know as a CANNP Member you are encouraged to engage any insurance company you favour for E & O coverage however, we get a special rate from Lackner McLennan and find them to be very comprehensive.

The pandemic has presented them with unusual circumstances and they have reached out to us to share some information in that regard.

It reads as follow:

The circumstances of each claim are unique, so it's difficult to provide a broad answer to coverage questions based on hypothetical situations. However, your Professional Liability Policy shall continue to offer you the

same coverages as it did prior to the pandemic.

In this context, should a patient file a legal action against you after allegedly contracting Covid-19 in your clinic, your existing coverage still applies according to its terms, conditions and exclusions and Novex will provide the same legal response as they would have prior to Covid-19.

Our recommendation, would be that if you are going to start seeing clients again, follow all rules that are set in place by your provincial government. Put all precautions in place for sanitizing and using the proper protective equipment recommended by the provincial government, this will limit the possibility of exposure and shows you took every precaution in the event that Novex is asked to defend you against an alleged claim.

The Conclusion

As numbers begin to fall, there is a tendency to become complacent; our desire for normalcy begins to grow. We need to stay the course because we have come so far and if we don't then we may find ourselves in a very untenable situation.

Since this is unprecedented for all of us, CANNP cannot advise you to open or insist that you do not. We can only tell you what we know for sure and that is do what you feel most comfortable with and enforce safe practices.

Let Us Know

At CANNP we pride ourselves as being a Member driven organization. Our sincere hope is that every Member remains vigilant and stays safe — and we hope to bring you information and a newsletter that itself is COVID free very soon. Let us know if there is something particular you would like us to tackle.