

the VOICE



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In a magical world, the concept of “build it and they will come” is wonderful but in the real world it doesn’t quite operate that way. Building a business takes work; it takes action. Many practitioners have a simple, single focus — if we get insurance coverage for clients then that will be the road to success. That is a bumpy road at best. While having coverage as a vital service from all insurers would be awesome, and something we continue to work towards, practitioners need to understand that it is not necessary. The real road to success has been proven over and over by highly accomplished practitioners who have lucrative businesses despite spotty insurance. It is possible!

Here is what we know for sure:

1. Develop your value. Most people will pay anything for something that they deem as valuable. Distinguish yourself as a practitioner who can make a real difference to your individual targeted market.
2. Frivolous spending. People spend money on all kinds of unnecessary services. Make your clients understand how important it is to spend their dollars on health related services, as opposed to Netflix or manicures for example.
3. Encourage compliance. Compliance seems to be much stronger when a client actually reaches into their own pocket for a service. Compliance of course means success — for your client and for you!

The fitness industry proves the validity of this again and again — dollars committed encourages people to continue to visit the gym. **This is not a point that should be easily overlooked** but one that we as Canadians are not used to due to universal health care. It will take some sales finesse.

4. The insurance challenge is just that — a challenge. CANNP is continuing to knock on doors and educate about what we offer Canadians, and we are doing it from a number of different angles. The wheels turn extremely slowly though, so if you are depending on widespread insurance coverage to launch a successful business, it may be time to think again.

One more related point, pursuing insurance is just one aspect of what CANNP offers, and will continue to offer. We also have had great success lobbying our position with the governments across the country and we are innovating initiatives all the time. Time and time again, we see Members who take full advantage of all we offer are those more likely to become sought after.

We encourage you to look beyond the “if-come” scenario of insurance coverage and take initiative and action!

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

Great Tip

Take a Side Step

When you do something different, expect something different.

If what you have been doing has not been working for you, take a side step — try doing something new or change how you are doing what you do.

Now is the ideal time because people are expecting you to pivot. Everyone is looking for a new way to carry on and in doing so, change expectations, realize unexpected results!



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Understanding the \$

We were recently challenged about Member dues and where the money goes.

We are a non-profit organization so the funds are used to benefit the members, by law. There are restrictions on salaries. The CANNP executive and board does this to serve the community.

Here is a bit of a breakdown to help you understand the inner workings of the association.

Dollars go towards legal fees such as to protect the right to practice in Nova Scotia, as well a general legal fees which ensure that we are practising legally and adhering to what is required.

Accounting fees to ensure our books are up to code and we are meeting the requirements of the government.

Fees for marketing such as mailchimp, newsletters, consultants etc.

Fees for our IT and website maintenance, which contains our entire database and is complex. We do keep the website up to date so that members can easily see what is new and happening.

Compensation for time spent reaching out to insurance providers and potential benefit providers, meetings virtually and in person.

Time spent with school administration so that we can support the graduates.

Time to meet with government officials regarding protecting and educating about the work of practitioners.

Time to research/write articles and the production of giveaways for members.

Time to secure and manage power hour guests and other podcast contributors.

Time to solicit free samples, coupons and specials.

The day to day running of a highly respected and helpful organization for those who wish to take advantage of all that is offered.

Open House

We were so pleased with our very first Open House. It provided us with a great opportunity to share the wealth of offerings CANNP Membership entails.

We are sure that new and potential Members must be very overwhelmed when they go hunting around for initiatives. We have so many and they are constantly evolving. This was a great venue to do a deep dive into all we offer.

We walked away feeling as though it was a very helpful exercise and we plan to do it again on January 25th.

If you are new to the CANNP and want a relatively quick but in depth look at what we do, join us. There is an Open House button on our home page.

Power in an Hour

Stephanie Sibbio of Vitality Brand Management joined us to explore how to leverage an online presence and to monetize a brand and business. Stephanie specializes in creating a plan to turn followers into paying clients by maximizing online efforts. Stephanie offered a ton of useful information. It was a great hour — so great in fact that we posted it as a podcast in the Members Only section. Remember podcasts and power hours count towards upgrading!

What is your name?

Whenever you contact us or when you make payment using your business name, please also include your Member name and/or NNCP number in your correspondence. That will be the only way we will know who you are!

Free Giveaways

The fabulous brochure/flyer critique was offered again! What a value! Just by sending us a pdf of your proposed design, our graphic artist sent you a list of what was working and what you might consider changing. This is one of our more unique offerings and very well received.

10 Hints to Help You Build and Keep Your Client Base was another offering. When considering business relationships, just being friendly is not enough. After all, you are attempting to convince people to trust you with their health, their time and their money.

During a pandemic, so much feels beyond our control. When it comes to immunity though, there is a great deal of opportunity to take back some control. This was an informative piece, with nutritional suggestions and supplementation options.

New Journal Options

70% off the usual price! Worth exploring under the Research Tools section.

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.

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.

Most Frequent Questions

Q. Do I need to log onto the website to renew?

A. The join/renew applications are on the cannp.ca site but you do not need to access the members only area to complete the application. In fact, if you have inadvertently let your membership expire, you will be denied access.

Q. Where can I find client insurance & tax receipt?

A. Your Welcome, and every Renewal package, comes with a printed client insurance form indicating a new, valid expiry date. Also, you will find stickers in your renewal package reflecting your expiry date. Be sure to watch for these.

40% Off Headspace - 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.

End of the Month Lists

We have consented to provide some of our confirmed insurers with a monthly list of valid Members. This saves them administration time and keeping them happy is of prime importance to us! So if you do not renew on a timely basis, you may miss out on the list for that month. Also a number of our benefits are tied directly to our database. It is in your interest to renew prior to months end. If you have renewal questions or concerns please email us — we can help you out!

Mentor and Mentee Connections

Have you connected?

We hear from time to time that Mentors and Mentees are not connecting. Please, if you are a Mentor and your Mentee has not responded, let us know. The effort you put in is very important to us and we have others who would love to share your expertise. As a Mentee, if you have not been able to connect with your Mentor, let us know and we can facilitate further.

Please know that we are doing our best to connect you but only when we receive a request.

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.

Insurance Challenge Update

We are continuing to pursue several insurers including, Canadian Life, formerly Great West and all the Blue Cross affiliates across the country, among others. CANNP spends a great deal of resources on this effort on behalf of the entire industry. As we mentioned in our lead story, practitioners would be wise to build their businesses without dependency on insurance coverage.

One of our wonderful Members reached out and suggested that it might be helpful to compile a package of our letters/info to share with insurers and employers. So we pulled together relevant documents and they were available to Members who wanted to actively assist in reaching corporations and employers.

We have been told that one of the best ways to get coverage for your services is to put the pressure on employers! We are spreading our net far and wide but we asked for your help.

We produced an infographic and asked that you help get it into the hands of your clients, your friends, your families — anyone who has a corporate contact — whether in print or electronically.

We want to make these employers understand the importance of having our services as an option on their policies.

If you want the infographic you can find it at: <https://cannp.ca/wp-content/uploads/2019/03/Infographic-umbrella.pdf>



70% of Moms: Health is Worse After Having Kids

by Cristina Tahoces, DHN, NNCP, Owner of Thrive Nutrition Practice

Based on the “Silent Warrior: A Mother’s Health & Wellness Survey”, the data shows that the majority of mothers live in a state of low energy & high anxiety that keeps them from performing at their best. Over 70% of moms say their physical & mental health is worse after having kids across more than three key areas of their health. We need to do better. We need to start supporting women’s health – and in particular mothers’ health with programs that target their specific physical and mental health needs.

Top 5 Health/Wellness Areas that Moms Need to Watch Out For

1. Thyroid Health. The rate of frequency & severity of hypothyroid symptoms rise more than any other health & wellness issue post childbirth. Over 60% of women experience hypothyroid symptoms often or severely in the first year after giving birth; and the frequency and severity of these symptoms continue for years well after childbirth. Moreover, 74% of women rate the negative impact of hypothyroid symptoms as moderate or severe in terms of their quality of life. Thyroid function is a big problem because the thyroid directly impacts mental health, cognitive issues, digestion and hormonal function. And when we asked women which health & wellness issues most impacted their ability to reach top performance in their daily life, they cited, low energy, fatigue, weight issues and mental health symptoms (i.e. anxiety) as top factors –and ALL these factors are affected by the thyroid. Thyroid health also has a direct impact on our likelihood of developing life-threatening diseases, such as cardiovascular disease. We already know that there is a massive gender gap in how heart disease is diagnosed in women. Part of the problem may be start here: the lack of timely diagnosis for hypothyroid conditions.

2. Mental Health. The data here is astonishing. In the first year after childbirth, we see the frequency and severity of mental health issues triple in women. It is not sur-

prising that mothers rank mental health as the second most important issue which impacts their ability to reach top performance in their day-to-day life. Anxiety is the mental health issue that women struggle with the most over the longer-term. One mom confessed, “Since I had kids, my anxiety is so bad that any little thing throws me off”. To make matters worse: stress, their reported lack of confidence (due to weight issues), lack of sleep & fatigue all impact how women rate their mental health and their ability to maintain a positive outlook.

3. Weight Issues: The inability to lose weight or reach an ideal weight has significant consequences on a mother’s mental health. Over 50% of mothers describe their weight struggles as moderate or severe; and these women say they struggle with confidence on a daily basis. Unfortunately, this struggle is not short term, as over 40% of mothers continue to describe their weight struggles as moderate or severe many years after having children. As one mom said, “I know I need to go to the gym to lose the baby weight, but I’m so tired all the time”. This quote basically sums up the language of despair mothers use to speak about their weight struggles and the hopelessness they feel about achieving their weight goals. On the other end of the spectrum, we have also seen in clinical practice, mothers who embark on either calorie restrictive diets or aggressive exercise programs (or both) - too soon after giving birth. These measures compromise their ability to cope with stress because they strain the adrenal system. In turn, this strain places further pressure on thyroid function; and the calorie restriction further reduces dietary good fats, which they need to support their memory and balance their hormones. As a result, the perceived need to lose the excess “baby weight”, has significant physical & mental health consequences, which weigh on many mothers, not just in the first three years after having children, but well beyond.

4. Memory. Prior to pregnancy, only 4% of women reported issues with memory func-

tion. This figure increases to 45% in the first year after childbirth and only declines to 36% in subsequent three years. From a nutritional perspective, these results align with the medical research already published linking deficiency in omega fatty acids and the resulting potential for inflammation with both an increased risk for anxiety, depression and brain function. Omega fatty acid deficiency is a common risk for mothers because this nutrient is needed for the development of the brain and the retina. Omega are also used to make breast milk.

And no surprise, mothers reported that “baby brain” was the fourth biggest health & wellness issue which impacted their confidence and performance on a daily basis.

5. Immunity. The bottom line is become a mom and expect your immunity to be compromised, especially in the first three years after starting a family. Colds, bronchitis and sinusitis plague mothers. As one mom said, “I had my first child 3 years ago and since then, every cold I get turns into sinusitis”. Mothers report that their chronic respiratory tract infections also affect sleep, energy levels and as a result, their ability to perform at their best. Low immunity also has a tremendous negative impact on positivity & mental resilience. Those are just the top 5 health & wellness issues for mothers. We haven’t even got into the chronic pain issues which also increase in terms of frequency and severity after having children; the digestive complaints which also worsen and impact immunity, mental health, weight loss and debilitate a human being’s ability to ward off future health problems; the hormonal & reproductive picture which is rife with symptoms of estrogen dominance & chronic inflammation and for which the main remedy is the birth control pill or an IUD.

Unfortunately, the study clearly points to the fact that mothers can expect to see a decline in their health across a broad range of physical and mental health and wellness

Create New, Better Habits — Easy Technique!

Mel Robbins shared this super simple and logical way to break a misguided or unwanted habit.

A habit, she says, is simply a behaviour that you repeat subconsciously. So you want to find a way to interrupt the pattern that no longer works for you and replace it with a more productive one.

There are 3 parts to a habit: 1. Trigger 2. Pattern and 3. Reward

First, you must identify a pattern that you want to change. Got it? Let's use the notion of wanting to exercise more frequently as our example.

1. Create a trigger for the new behaviour that you want to nurture. In this example, perhaps lay out your exercise gear the night before so that when you wake you will immediately know what you need to do.

According to Mel, the way the mind works is to bypass the pattern part and go immediately to reward. So trigger leads to reward. Cool right?

2. Recognizing the trigger will move you to partake in a new pattern. Now while you do what you need to do to enact the new pattern, your brain is already thinking you will be rewarded.

3. The reward is the final step. It should be consistent and not too complex for you to fulfill. How about an excellent after-exercise smoothie? Would that work for you?

Make yourself a promise that you can keep, exercise 3 days a week for example, and use this 3-step technique to help make it happen.

The 5-Second Rule by Mel Robbins, 2017

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

More Mel Knowledge Take Five Daily

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Deep Breaths

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Minutes of Silence

3

Things You're Grateful For

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Things You Plan to Get Done Today

1

Reason Why This is Important to You

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.

Follow Up Is Two Words But a Single Action

In business the dreaded action of following up is one that is met with a great deal of resistance yet it is one of the most critical. Regardless of whether you are in a position to delegate activities or if you take care of everything yourself, the buck stops with you. In the end, the result is your responsibility and the only way to know if the job was done, done completely and correctly, is to follow up. You need to monitor your clients. If they are not monitored, you will have no idea how they are progressing.

You need to send follow up emails to check on how they are adhering to your protocol. You need to make phone calls, even though you know it may turn out to be lengthier than you intended. You need to send thank you letters after a referral is sent your way. You need to keep in touch with old clients and potential clients by sending a periodic newsletter. Especially during these trying times, it is important to just send a caring note — ask how they are doing and convey your wish that they stay safe.

Create a follow up schedule on your calendar, complete with notifications. Use the schedule as a guide but remain open to what comes your way from clients and others. You will need a reasonable balance of flexibility and rigid organization. That said, interruption cannot become an excuse to avoid this critical business activity.

Emailing helps you stay in better control of your time and your involvement level. You may wish to create an "inbox file" of emails sent. Once you hear a response from the individual, and you are satisfied that everything is squared away, delete the filed email. This is a simple way to track who you have contacted and the ongoing status.

Another tip is to develop a series of standard email answers which you can tap into because developing content can be the most time consuming part. If for example, you get the same question over and over about the difficulty in finding ways to add more water into a protocol, develop a pat answer which you can slightly modify for the individual. Having these "letter answers" handy on your desktop will save you tons of time and the personalization will be appreciated by your clients.

If you consider that perhaps half the people in your industry do not bother with following up at all, by doing so, you are immediately ahead of half the people in terms of service provided and caring approach. The more you follow up, the more you can distinguish yourself.

There is a common saying in the sales world that goes, "the fortune is in the follow-up" and that may very well be truer in the health industry than in most others. Keep in mind that it is your business, and it is dependent on your ongoing relationships with clients and potential clients.

70% of Moms: Health is Worse After Having Kids, *continued*

symptoms. Almost 40% of women do not seek professional help despite the fact that they are aware these symptoms impact the quality of life and their ability to achieve top performance.

Which is to say, the majority of women who have children function in a state of sub-par health on a daily basis. Why is that? Lack of time is the biggest reason. Moms are time poor. There's no time to go to the gym, no time for "me-time", no time to meditate, no time to talk to their partner about how to distribute the mental load, no time to seek the help they need. But also, an astounding 45% of women are losing trust in the medical system to offer a holistic solution to their health concerns; and they don't believe that going to the doctor is a good investment of their time. Today's women want answers as to the root cause, not a band-aid to their symptoms –and rightly or wrongly, they see doctors as symptom treaters. As one woman explained, "The doctor says that all my results are fine, but I don't feel fine". At Thrive, we say: We need to start supporting women's health and in particular mothers' health with programs that target their specific physical and mental health needs.

How do we do that?

1. Push your doctor for the diagnosis you need to address root cause.

We need to go beyond the basic blood panel to include: •A full thyroid panel that tests for antibodies, if you are experiencing hypothyroid symptoms. Despite the alarming rise in women experiencing hypothyroid symptoms in the first year after childbirth (and beyond), our research reveals that the rate of women diagnosed with hypothyroidism does not rise commensurately. Our survey revealed that whereas 79% of women never or infrequently experienced thyroid symptoms prior to having children, a whopping 60% went on to experience hypothyroid symptoms either often or severely after childbirth. But only 5% more women were diagnosed with hypothyroidism in the year after they gave birth.

Whilst it's true that 40% of women don't seek the help they need, it is also true that the plain vanilla blood test which just includes TSH values is insufficient to screen adequately or correctly for thyroid dysfunction. A nutritional deficiency analysis to detect deficiencies in your vitamins, minerals, trace minerals and omega 3 fatty acids would be helpful. Why is this important? Let me just give you a few examples. A deficiency in selenium—which a baby uses in utero to develop its nervous & immune system -could be a major reason for your hypothyroid symptoms (i.e. cold hands and feet, fatigue, constipation, no sex drive, losing hair). But if you're immediately put on thyroxin, you will forego an opportunity to address these deficiencies and potentially reverse your symptoms. A deficiency in VitD3 –which a baby uses in utero for bone development & then is siphoned to the baby through breastmilk -could be why you're getting sick all the time because it plays a major role in immunity. Correcting it could play a major role in reversing chronic respiratory infections and decreasing antibiotic intake. A deficiency in omega3 fatty acids could be contributing to your anxiety and histamine tolerance—two seemingly unrelated symptoms which often appear together in mothers with high levels of inflammation.

2. Include nutrition as a fundamental pillar for your physical and mental health resilience.

You can supplement till the cows come home, practice mindfulness, get a personal trainer, go to the gym every day, get a career coach, a therapist...but if you're not eating right, you will always be treating the symptoms and not the root cause. And if you're a mom struggling with mental health issues, before you think nutrition has nothing to do with what you're going through, I'd like to share these facts with you:

•Neurotransmitters like serotonin (your happy hormone) are made in your gut. If you are not eating in a way that feeds the good army of bacteria that lives in your gut

—then you will forever be reliant on supplements and pharmaceuticals to address your mental health symptoms. AND, you will never maximise the power of mindfulness and exercise.

Plus, there is a clear, clinical evidence that ties nutrient deficiencies (e.g. omega 3, B vitamins) to mental health issues like depression & anxiety.

Finally, blood sugar. If you are eating in a way that makes your blood sugar spike too often throughout the day, then you are exacerbating your mental health symptoms and probably wondering why you can't meditate and why despite going to the gym constantly, you still feel down on yourself.

3. Stop suffering in silence. We are all in the same boat and we are stronger together. Be an advocate for your physical and mental health needs with your family, your friends, your health practitioner, your employer and even your health insurer. It will take our collective voice to ensure that we get the targeted support we need to achieve optimal health. Ladies, we have a long, hard road ahead to achieve gender equality and bridge all the gender gaps that exist. We all need to be giving it 100% and the quality of our physical and mental health will determine how impactful our contribution will be over the long-term.

Thrive's Signature Mama Makeover Program – the gold standard clinical nutritional therapy program that targets the unique physical and mental health requirements of mothers. Whether you had a baby yesterday or years ago, your physical and mental health has changed, and you need to support your wellness in very specific and targeted ways. At Thrive, we know exactly how to do that because we've been listening and studying moms' health for years. Stop suffering in silence. Reach out. We need you in this fight.

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Science Catching Up

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A study published in the BMJ Nutrition, Prevention & Health highlights the importance of nutrition in boosting the immune system's ability to fight off infection. Specifically, a researcher at the University of Southampton explored this role in combatting COVID 19. The immune system carries out surveillance all day so it needs adequate nutrition. Many factors affect immunity including aging and obesity. They also pointed out that gut microbiota plays a role in educating and regulating the immune system and therefore dietary approaches to achieve a healthy microbiota can also benefit the immune system.

<https://nutrition.bmj.com/content/311/74>

A November 2020 study published in Nature Communication reveals a new understanding of vitamin D and how it is measured. The standard blood tests detects only an inactive vitamin D precursor which is stored in the body. It must be metabolized into a useful form. The researchers were surprised to find that microbiome diversity was associated with the active vitamin D but not the precursor form. Counter to studies which suggest that supplementation is not effective in warding off disease, this study suggests that that is because the test is looking at the precursor and that measure of vitamin D formation and breakdown may be better indicators of underlying health issues. They further suggest that perhaps it is not how much vitamin D is supplemented but how to best encourage the body to use it. More study is required to better understand the role of microbiome in this use of vitamin D.

<https://www.nature.com/articles/s41467-020-19793-8>

A study appearing in the Journal of the American College of Cardiology found that diets high in red and processed meats, sugary drinks and refined grains promote inflammation which is linked to a number of diseases. Long lasting low level inflammation can irritate blood vessels leading to a plaque build up while chronic inflammation may lead to heart disease and stroke. Based on the results, researchers recommended eating foods with higher levels of antioxidants and fiber, including a wide range of vegetables. They say that a better knowledge of health protective food and dietary patterns will help to protect against heart disease.

<https://www.news-medical.net/news/2020/1/05/Foods-that-cause-inflammation-tied-to-a-higher-risk-of-cardiovascular-disease.aspx>

Obese patients over the age of 60 can lose an equivalent amount of weight as younger people using only lifestyle changes, according to a new study from the University of Warwick and University Hospitals Coventry and Warwickshire (UHCW) demonstrating that age is no barrier to losing weight. As reported in the Journal of Clinical Endocrinology, they compared 242 patients in two groups — under 60 years and 60-78 years. They were weighed and measured and then a life-style based plan was tailored to each person individually with a focus on diet, psychological support and physical activity. There are more than fifty co-morbidities of obesity that can be lessened as weight is lost and which increase with age. Many of these are similar to the effects of aging, so you could argue that the relevance of weight loss becomes heightened as we get older. Age should be no barrier to lifestyle management of obesity. So, rather than putting up barriers to older people accessing weight loss programmes, we should be proactively facilitating that process.

<https://www.sciencedaily.com/releases/2020/11/201120113857.htm>

www. Wild, Wacky, Wonderful

<https://startupnation.com>

StartupNation's content is crafted by entrepreneurs for entrepreneurs, offering the necessary insights for personal growth through in-the-trenches, how-to content authored by subject matter experts, thought leaders and business professionals. The site provides access to experts in a variety of business disciplines. The information is ideal for those who are starting, growing or managing a start-up business.

www.healthiertalk.com/

Healthier Talk is an independent hub for information on natural health. Their mission is to empower their growing community to get healthy and stay that way. They are 100 percent dedicated to uncovering and sharing the most effective and ground breaking advances in natural healing, underground medicine, and holistic cures. Healthier Talk believe in the holistic and integrative approach to healing, one which targets the root causes of health issues rather than merely treating symptoms, is the future of medicine.

<https://www.cnn.com/specials/cnn-under-scored/wellness/>

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CANNP Covid Practice Principles

Contributed by Glenn Rumbell, B.A., LL.B./partner Ross Rumbell Professional Corporation/director CANNP

It is January 2021 and most of the country is, once again, living under varying degrees of lockdown to combat the spread of COVID 19. It is also a time when members are reaching out to the CANNP for guidance on how to conduct their practices.

As a national organization with members in every province and territory it is not possible for the CANNP to promulgate a single set of **dos** and **don'ts** for its membership. Rules regarding travel, offices and/or services that can remain open, and for engaging in face-to-face meetings differ from province to province, township to township and can change week to week – depending upon the local infection rate of the virus.

At the same time, clients are concerned about their health and looking for support from nutritionists on how to strengthen their immune system and improve overall health. To assist members to practice both lawfully and safely we recommend following the Covid Practice Principles.

1. As health and wellness practitioners, it is important for Members to continue providing nutritional support for their clients when it can be done lawfully and safely.
2. Always follow directives from local government, Ministry of Health and local Health Unit officials applicable to the locale in which you operate.
3. Do not rely upon social media or message boards for practice guidance. First, you have no way of knowing the expertise of the person posting the advice. Second, the rules in the locale in which they practice may be different from the locale in which you practice.
4. If local health rules permit you to meet with clients face-to-face **and** you wish to do so, you should follow best practices for minimizing the spread of the virus. Where local health rules are more stringent than our

recommended best practices, **always** follow the local health rules:

- Wear a mask and protective glasses or face shield when meeting with clients.
 - Use hand sanitizer and/or wash hands between clients.
 - Require all clients to complete a COVID screening questionnaire before each visit (here is a link to the Ontario Ministry of Health's recommended questionnaire:
http://www.health.gov.on.ca/en/pro/programs/publichealth/coronavirus/docs/2019_patient_screening_guidance.pdf).
 - Coordinate appointments to minimize client time in waiting rooms.
 - Space waiting room chairs at least 2 meters apart and streamline traffic flow through common areas.
 - Require clients to wear masks.
 - Require clients to use hand sanitizer before and after leaving your office.
 - Ensure clients do not leave masks and other personal belongings in common areas.
 - Post signage informing clients of applicable on-site rules.
 - Follow all local governmental directives for face-to-face meetings in the locale in which you operate.
5. If local health rules prohibit face-to-face client meetings, or you do not wish to meet clients face-to-face, consider meeting by telephone or video conferencing. When meeting with clients in this way, consider the following:
 - Prior to the meeting inform the client in writing that confidentiality cannot be guaranteed when using video conferencing and obtain the client's consent. This can be done via your intake form or by email. Retain the consent in your client's records.

- Ensure any installed version of your teleconferencing software is up to date to minimize the risk of hackers gaining access to confidential information such as logins.
 - Use meeting passwords and do not share the meeting ID to avoid uninvited guests from accidentally, or purposefully crashing your meeting.
 - Use a waiting room to invite your client into the meeting. This will enable you to screen anyone trying to crash your meeting.
 - Avoid using free versions of video conferencing software. Paid versions generally have superior privacy protection.
 - Never click an unverified meeting invitation link even if it appears to be by a client as it could be 'phishing' (where an attacker persuades their victim to click a link and enter details or download malware). Initiate meetings using your video conferencing software via links you send to the client.
6. Save links to relevant government, Ministry of Health and Public Health Unit websites in your web browser and consult them regularly for updates and changes. As a health and wellness professional your clients are relying upon you to deliver your services safely, and within applicable directives.
 7. Always practice within the scope of your personal expertise using the best possible available information.

Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full service business law firm.

Glenn Rumbell is a director of the CANNP. If you have a question you would like Glenn to tackle in The Voice, send it us at info@cannp.ca