

the VOICE



Volume 12, Issue 3

As the world begins to open up to us — however every individual decides to interpret that — so comes opportunity for creative thinking. Sometimes we hear this referred to as “thinking outside the box.”

In isolation, it has been difficult to see new ways of infusing innovation into our daily lives and our businesses but now there is great opportunity!

CANNP has been built on maximizing creative opportunity. When we read something of interest, we imagine how to incorporate the idea into our organization. Can we adapt what someone else found helpful to our model? Can we enhance an idea to work for our members? Can we look for a different way to tackle an issue?

These bits of inspiration come from something we see on the street or that we read; something we hear in passing or conversation; something that draws our attention.

Step one then, is taking notice. Our best piece of advice is to carry a jot pad or note it on your phone and when an idea hits, don't let the concept pass you by.

After you note the great inspiration, then comes the more difficult challenge of adapting it to your business. Not every great idea will work into your established concept but some may take you in a new direction and there is nothing wrong with that. Let them all come at you and grab onto the ones

that seem to make sense. In adapting, unless it is a radical can't-do-without new approach, consider how you can slide it into your existing format with the least amount of upheaval.

Next comes implementation. All fine and well to have a new idea; a whole different animal to get it to work for you. Be light with the concept and massage it to see if it will work well for you, serving your ultimate purpose and goals.

When we started Power Hours, someone had approached us with the idea of building a community endeavour — just bringing like-minded people together to chat around a topic. The idea sounded perfect for our membership. And that is what we did, initially with the developer leading our group.

Soon it evolved with that leader stepping away and we were left with a fabulous concept but no easy implementation. The Power Hour developed using featured guests and it has proven to be one of our more popular offerings. We love bringing our community together every month.

So be sure to become creatively aware of everything that is happening around you and see what you can adapt for your own purpose and enhancement.

Worry Action

George Burns lived to be 100. He smoked, drank and probably was not nutritionally sound.



The thought is then, that perhaps worry, anxiety and stress are to blame for poor health and poor life outcomes.

Here is the question to ask: Is there something I can do to relieve the worry?

If there is — then do that!

If there is not — then don't worry about what is out of your control.

2

Association News

4

The Hormone Gut Connection by Marla Samuel

5

Perfection May Prevent Trying Business Buzz Building Bonds with P.R.I.D.E.

6

To Supplement or Not to Supplement Book Reviews from Members

8

Perspective: Industry in Flux Hide and Seek with Covid Virus

Better and Better Hours

Our Power Hours are getting better and better and what is very encouraging is that we seem to get many of the same Members joining again and again. What that means is we are developing a core group who wish to be involved in the community and to share insights.

In February we welcomed Melanie Friesen back. Melanie is a very busy mom and businesswoman who presented great insight into handling picky eaters. Lots of information about children's nutritional needs and tips and tricks on proven strategies. Also Melanie was kind enough to offer those in attendance a Goodie Bag of information. We really appreciate Melanie joining us for Power Hours and we hope to feature her again.

In March we welcomed Marise Foster to the Power Hour team to speak about Emotional Wellbeing. The timing could not have been better as everyone was so Covid weary. She offered an understanding of the nature and language of emotion; the impact of suppressed and unexpressed emotion on the body; as well as strategies that can be used with clients. It was a very insightful hour and those in attendance seemed to get a great deal from attending.

Members had reached out to us about assistance with how to market their businesses. So we took it upon ourselves to do the deep dive and developed a presentation which simplified the notions of positioning, branding and marketing a business. As all Power Hours, it was pretty informal but full of value.

May we plan to host Marla Samuel who will speak about Women's Hormones and Health. Marla has been a guest before and she has a wealth of knowledge to share.

June will be an encore of our Consultation: Best Practices presentation since we have so many newly graduated Members.

Just ask Us

Every month we attempt to offer a free giveaway to our Members. Who doesn't want something for free — especially if it's super useful!

February we offered an article to share with clients but which was also perfect for Members to take to heart. It was all about commitment and how to handle inevitable moments of straying. When a practitioner can anticipate the client needs, that shows a caring and insightful caregiver.

March we composed five techniques to share with clients and to take advantage of yourselves, all about what to do "for your head instead."

April we gave away an abbreviated summary of the Power Hour about Positioning, Branding and Marketing. It certainly gave a taste of what we discussed and was intended to make readers more familiar with how best to use their resources.

May we offer "Spring Cleaning" — all about how to alter nutritional intake and lifestyle for the change in seasons. A giveaway to encourage clients to make small but positive healthful changes.

Power Hour Protocol

Each time we offer a Power Hour we ask those interested to please hold the spot with a \$10 deposit. This \$10 is totally refundable if you show up - otherwise -thanks!

We encourage you to come with your questions about the topic at hand — please. We have impressive special guests who are there for you to tap into.

All Power Hours are announced in the weekly eblasts and most are reserved for professional Members, unless otherwise indicated.

Spare a Little Time Please

CANNP has always supported a mentoring culture — we think it is important to help one another succeed.

That is why we attempt to pair up newly graduated Members with more seasoned Members, just to offer support.

What does this look like? It can be structured any way you like — no rules. Well, just one. Be in touch with one another. You can call, zoom or email. You can just answer burning questions, review protocols or follow the Mentoring "Now What?" series that is resident on our site. Whatever you want.

How much time will it take? Again — up to you. It can take as much or as little time as your like as long as it is productive and beneficial. It is a wonderful way to give back and to share your expertise. Right now we have more Mentees than Mentors and could use your help.

Drop us a line if you have some time.

Mentoring is now a preferred requirement.

When You Reach Out

We really want to help you out but sometimes we have trouble matching you with your request. When you contact us, please include your name and NNCP number. Some people use a different name for part of their application or their payment and then we have to attempt to make a match. Often requests for giveaways or for Power Hour participation come with only a first name or a business name. We get it! Including your full name, as it appears on your application would be incredibly helpful.

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.

Share the Wealth

We had another successful Open House. Thanks to all who attended and to all who joined. The next date is to be determined.

For those who are longer time Members, we want to remind you about the Membership Renewal Advantage program. By referring others to CANNP you can receive a reduction on your renewal fee.

For more information on this program, go to the home page of cannp.ca under Renew.

Such Kind Words

We were so happy to be able to provide Members with the opportunity to get a ticket to the CHNC2022 Conference. In exchange, we asked for testimonials and we got a great response. Here is one of our faves.

CANNP has been a huge support in getting my business up and running in the last year. I appreciate all the resources that have clearly taken many hours to put together, things like figuring out insurance to handouts for my clients. I also appreciate that Beth and Wendy are intentional, and I appreciate knowing that they are very willing to help and connect me as needed. Starting a nutrition business can feel isolating and overwhelming but CANNP has cut down those barriers!

Thanks to all who participated. We love doing what we do and are looking for ways to improve every day.

Most Frequent Questions

Q. Do I need to log onto the Members Only area to renew?

A. The join/renew applications are on the cannp.ca home page. 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. Every welcome, and every renewal package, comes with a printed client insurance form. This form indicates the valid expiry date. You will also find certificate stickers in your renewal package reflecting your new expiry date. Be sure to watch for these.

Q. Can I send you a listing of my upgrading?

A. Sure send a list to info@cannp.ca

Legal Templates

Our Power Hour guest, nutritionist lawyer Sharon Vanin prepared and is selling a set of legal templates.

They are instantly downloadable, lawyer-drafted, plain language legal contract templates specifically for a nutrition business. The TLC Source is owned and operated by Sharon. www.thetlcsource.com.

New Ideas

If there is something that you would like us to tackle, let us know and we will do our best to accommodate. Recently a Member suggested that we add **review of a single web site page** to our graphic critique. We thought that had merit so we are giving it a try for our next critique that will be in August. No idea is a bad idea — let's see what we can accomplish together.

Renewing: To Be Perfectly Clear

1. Access to the Members Only area is tied directly to your expiry date which is the end of your renewal month.
2. Renewal applications are easily located and completed from the home page, cannp.ca. Complete it, send us a list of completed upgrading hours and remit payment.
3. We urge you to **renew prior to the end of the month** to ensure that your status in the database remains active. This is one of the ways insurers check on your membership.
4. You will receive 3 reminders within the month plus one last eblast encouraging you to reach out if you have lapsed in error.
5. A lapsed Membership can be reinstated simply by renewing from the home page. Your renewal month may be unaffected, depending on your response time and insurers may not know of the reinstatement for several weeks.
6. Student Members receive *The Voice*, some giveaways and some Power Hour access and are invited to explore more by attending Open Houses.
7. Our team is available to answer questions or concerns any time and we pride ourselves on our responsiveness. If you have not gotten a response in 24-48 hours, then we have missed your message. Please reach out again.

The Gut-Hormone Connection

by Marla Samuel, Marla Samuel, MSc, Registered Nutritionist, DipHom More to come - May 12th Power Hour with Marla Samuel. Sign up today!

Recent studies reveal that gut microbiota regulate and impact nearly every hormone in your body, including thyroid hormones, estrogen, melatonin and stress hormones.

Let's focus on the gut-hormone connection.

Your gut and brain send signals and communicate to each other through the vagus nerve. This communication pathway is called the gut-brain axis, regulated by neurotransmitters, various hormones, immune system cell signals, and different organisms. In general, this axis regulates gastric and intestinal function and energy balancing. It works as a 'bi-directional feedback loop'.

Thyroid:

- The thyroid hormone Free T3, also known as the active form of T3, is what makes your thyroid increase energy, manage weight, regulate menstrual cycles, control brain development, heart, muscle and digestive functions, regulate lipid metabolism, and bone maintenance.

Focusing on digestive function:

- **Conversion is essential:** 20% of the conversion from inactive T4, into the active form T3, happens in your gut! The remaining conversion happens in your liver/kidneys (60%), peripheral tissues, including thyroid and pituitary glands, and blood-brain barrier. But that 20% is still significant.
- **80% of your immune system is in your gut!** For those with bloating, gas, leaky gut syndrome, Inflammatory Bowel Disease, IBS, and other forms of gut dysbiosis, a chronic low grade and systemic inflammatory response by your immune system is mounted. Harmful gut microbes are encouraged to colonize and take over the gut. This inflammatory response impairs the brain-gut signalling and lowers TSH (thyroid stimulating hormone) output, causing low T4 output. Lowered T4 can inhibit the activity of the enzyme needed to convert inactive T4 to the active form of T3.
- Low levels of circulating thyroid hormone can cause impaired gut motility and thus constipation, which can perpetuate the cycle of hormone imbalance.

- **Cortisol and T3 work together.**

Inflammation in the gut triggers the release of cortisol, a hormone produced by the adrenal glands, and is the body's natural response to stress, inflammation and injury. However, ongoing cortisol release decreases active T3 levels while increasing levels of inactive rT3 potentially leading to thyroid dysfunction, as well as HPA-axis dysfunction (hypothalamic-pituitary-adrenal-axis) and "adrenal fatigue" (low cortisol).

Note: Other variations as to why thyroid imbalance occurs: Hypochlorhydria, infections, food intolerances (especially gluten), and other factors may play significant roles.

Estrogen:

- One specific group of gut microbes, called estrobolome produce the enzyme, beta-glucuronidase, that converts female estrogens into their active forms. When the gut microbiome is healthy, the estrobolome produce just the right amount of beta-glucuronidase to maintain estrogen homeostasis.

- However, when gut dysbiosis is present, beta-glucuronidase activity may be altered. This produces either a deficiency or an excess of free estrogen, and respectively, low or high beta-glucuronidase levels. High levels of beta glucuronidase inhibit the glucuronidation detoxification process, promoting reabsorption of inflammatory and proliferative estrogens, causing estrogen dominance and the development of estrogen-related pathologies, among other pathologies. This can lead to a wide range of health issues: including obesity, metabolic syndrome, fibroids, cancer, endometriosis, endometrial hyperplasia, PCOS, fertility, cognitive dysfunction, and hypothyroidism.

- **Probiotic supplementation has shown to regulate the estrobolome** and reverse estrogen-related pathologies. Specifically, Lactobacillus variations have been successful. Current research is focussing on matching certain strains with specific health conditions.

Melatonin:

- Melatonin is a hormone that is best

known as the "sleep" hormone, regulating sleep-wake cycles. However, it also has an important role **regulating both inflammation and motility in the gastrointestinal tract.**

- To make melatonin, your body needs serotonin, a neurotransmitter hormone. Serotonin is known as the "happy" neurotransmitter; however in relation to gut function, it also regulates appetite, eating, and digestion. **90% of serotonin is made in your gut.** Consequently, if you don't have the right amount of specific microbes present in your gut, such as spore-forming microbes, you won't produce enough serotonin, leading to a lack of melatonin.

Stress/PTSD:

- Ongoing release of cortisol, epinephrine, and norepinephrine hormones put your body on high alert. This causes damage to gene expression in some gut microbes, causing increased susceptibility to infection and increased damaging effects, including inflammation of intestinal walls and damage to "good" bacteria living in the gut.
- Stress alters the entire gut microbiome including the disruption of the estrobolome and thus estrogen hormone balance, along with other hormone expressions, activity and mechanisms including thyroid, sex hormones, insulin, neurotransmitters, ghrelin and leptin hormones.

When we experience gut and hormone imbalance symptoms, it is our body's way of screaming: "Listen up, I'm here to help balance you. Something is not balanced."

The main areas that most commonly need balancing, along with Gut and Thyroid support include: (assuming your client has seen their GP or Functional medical practitioner to rule out other conditions)

- Blood sugar balancing
- Adrenal support (hypothalamic-pituitary-adrenal axis)
- Detoxification of liver and gallbladder (and in some cases kidney)
- Essential Fatty Acid (EFA) balance

Perfection May Prevent Trying

Perfectionism comes with a negative connotation. One would think it is the ultimate goal to strive for but not according to most experts. Effort is the goal, and learning from mistakes. Without that, one cannot grow. Without failure one cannot improve nor be aware of the need to improve.

Perfectionism runs counter to self-compassion. Without self-compassion it is difficult to forgive ourselves for not being perfect. And since perfect is very difficult to attain, being kind to ourselves is most important.

Giving yourself the permission to fail is allowing yourself to try, over and over, learning and gaining insight. That, and not seeking perfection, is the way to get what you desire.

Watch for your own perfectionistic tendencies and take small steps to overcome the desire. For example, if you notice something out of place, decide that it is not that important

to reposition the item and instead force yourself to live with it that way for the time. Small, baby steps help you to recognize the perfectionistic tendency and to help retrain your mindset.

Perfectionism doesn't believe in practice shots. It doesn't believe in improvement. Perfectionism has never heard that anything worth doing is worth doing badly and that if we allow ourselves to do something badly we might in time become quite good at it.

Julia Cameron

Take practice shots and improve!

**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.

Building Bonds with P.R.I.D.E.

Chemists know that the more energy one puts into a bond, the more difficult it is to break.

This is a principle that can be applied to client relationships. It can also be applied to building your business bonds in general — being accountable for your goals; learning and growing.

The idea behind this approach is that at the end of the day, you want to be proud of the effort you have made in some area; the initiative you showed in another area; and/or the progress you made for the day.

Establishing P.R.I.D.E. as your accountability guide will help you do this. P.R.I.D.E. stands for Personal Responsibility for Individual Daily Effort. It outlines your goals, objectives, and measurables. It is like your business plan in action.

Either in a binder or electronic version, start with 4 folders (in the case of a binder, dividers.) Create: Business Plan; Prospecting; Marketing; Lessons Learned - Next Steps.

1. Business Plan: Break down your business plan, outlining how you intend to find clients and quantifying your efforts. In my case, cold-calling was a big part of this process and was not particularly enjoyable. So I collected tips and techniques and wrote “speeches” to keep me comfortable. Also add your marketing details with proposed timing goals. This section is all about implementing and quantifying the plan.

2. Prospecting: Depending on how you expect to gain new clients, develop a tracking system. For me, I had a defined number of calls to make. I noted the day; the number of total dials; the number which led to more useable information; and the number in which I actually connected with the desired individual. Your tracking system may be more complex or varied. It may include the number of business cards you gave away or the number of individuals you spoke to about business in the schoolyard. It can be anything. Finding clients can come in an abundance of places.

3. Marketing: Consider how to best track your marketing efforts. Make a sheet for each and note: launch date, format, production/requirements, completion, success — did you reach your target audience, and feedback — did it work or did you gain any insights for a reformat? The marketing effort can be on social media, email, newsletters, ads, articles, speeches, networking meetings — just look for ways to get your name out there and to build a reputation.

4. Lessons Learned — Next Steps: Of course, your marketing successes are an obvious inclusion in this section, but so are more subtle discoveries. For me, I found I got more cold-calling traction on Thursday and Friday than I did on Monday or Tuesday. You may find this is a good place to discover shortfalls as well as progress and adjust accordingly.

The next steps part of P.R.I.D.E. works as a “placeholder” for good ideas that you come across for later implementation.

I'm not saying that you need to check in with your P.R.I.D.E. every single day, but you can only benefit from honestly and objectively noting the quantifiable and measurable goals you have met several times a week. Actually, personal responsibility for individual daily effort and taking general pride in your work will serve your entire approach to business.

To Supplement or Not to Supplement

In March 2022, the Herald Tribune published an article by Bryant Stanford, a professor of kinesiology and integrative physiology at Hanover College. Though the article referenced happenings in the United States, as we know, much of what happens there can, to a degree, be applied to Canada.

According to the publication, half of all Americans and 70% of the older population take at least a multivitamin supplement. As we know, use of supplements comes with loads of controversy. Stanford points to four items that complicate the situation:

1. There is a vast range of supplementation available from the simple multi to the more complex and exotic formulations.
2. There is very little large-scale, quality research available on the use of supplements and their value/effectiveness.
3. There is little regulation on the quality control of supplements.
4. There are both naturally occurring supplement sources and those manufactured in a lab and there is potentially differences despite a similar chemical structure.

Many medical professionals would prefer patients avoid the quagmire of supplementation altogether, simply based on the lack of scientific research which might demonstrate effectiveness. And though, that is perfectly understandable given their science based background, there is more to the underlying story.

Presently a few large-scale studies have shown no effectiveness in reducing heart disease, cancer or mental decline by way of multivitamin use. Such limited research has painted a broad stroke and this lack of effectiveness has been applied to all supplementation.

Those in the field of natural health then would ask the question as to why there is so little quality research. Professor Stanford points to the fact that supplements are natural — coming with the obvious pro but a substantive con too. According to Stanford, because the items being tested are natural products, research findings cannot be patented. What this means is that if a researcher invests millions of dollars in a large-scale, well reputed project to research a vitamin or mineral, the lack of a patent would not protect the research allowing anyone to claim the results and cash in on the investment.

The bottom line is that this lack of evidence based research, is often interpreted as a negative — there is no research to support the claim. As such, it is touted as reason to avoid supplementation altogether.

Standford hopes for a much broader view of supplements with a look to supporting obvious evidence of effectiveness — pregnant women benefiting from folic acid; vitamin D assisting in calcium absorption; the importance of B12 to the vegan population; and on it goes. Yet, the controversy continues.

Book Reviews from Members

Special thanks to proud Member Katherine S. for helping us out by reviewing two helpful books. We so appreciate your assistance.

Eat The Frog: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time by Brian Tracy

Eat the Frog explores how to avoid procrastination, and tackle the most difficult tasks first. It is a great example of how to prioritize workflow to achieve more and become more successful in your day-to-day business. The concept of “eating the frog” is to complete the task you would least like to do first, before anything else in the day — that way nothing else you do that day could be any worse. Tracy actually advises that if you have two frogs — more than one big task in a given day — to eat the ugliest one first. His second frog eating rule is that if you have to eat a frog at all, it doesn't pay to sit and look at it for very long — in other words, take action before you can think to procrastinate. In this quick and easy read, Tracy provides step-by-step strategy on how to best manage the time you have to be able to do more of what you actually want to be doing in your business and in your personal life. Complete with actionable tasks at the end of each chapter you are sure to find some helpful and reenforcing hints.

The Big Leap by Gay Hendricks

The Big Leap is about taking risks in your business and personal life by stepping into your “genius”. Hendricks uses a concept of 4 main zones: Incompetence. Competence, Excellence and Genius. He feels most of us are living in a realm where we are comfortable yet achieving mediocre results. However, if we are able to make the big leap into the realm of our “genius” there we would be fulfilling our life's purpose and contributing our true gifts to the world — experiencing even higher levels of success and fulfillment. The book focuses on working through the hidden barriers that prevent you from achieving what you are meant to achieve. These barriers include; feeling fundamentally flawed; feeling that success will lead to disloyalty and abandonment; believing that more success brings a bigger burden; and what he refers to as the crime of outshining. To get the most from the practical tips given in the book you should do the given exercises. It is an excellent read for anyone who is feeling stuck and looking for something greater. It provides wonderful examples of people that Hendricks has worked with who have learned to surpass their “upper limits” and expand to their higher potential.

Science Catching Up

7

Currently most research on declining brain health is centered on diseased brains rather than on ways to preserve and promote brain health. Dr. Hachinski wrote a paper in the *Journal of Alzheimer's and Dementia*. The priority he stated was a call to investigate why some countries have successfully reduced stroke and dementia cases while others have not. A Canadian led initiative plans to map regions of good and poor brain health, dementia, stroke, heart disease by tracking population, environmental, socioeconomic and individual risk factors. There has been a firm correlation between healthy brains and healthy bodies because heart disease and stroke share many of the same risk factors as dementia. A whole new arm of nutritional health may be at our doorstep!

<https://medicalxpress.com/news/2021-12-lifetime-good-brain-health-global.html>

Though we know that seafood contains heart-healthy omega-3 fatty acids, many choose to limit seafood consumption because of fear of mercury exposure. So this study asked, is seafood consumption and mercury exposure with the current seafood consumption level associated with all-cause and cardiovascular disease (CVD)-related mortality among US adults? Though the study was large it only looked at 1 oz of seafood consumption per day ensuring that environmental mercury exposure was at a relatively low to moderate level and found that this was not associated with risk of all-cause or CVD-related mortality. The result was independent of dietary EPA and DHA intake or selenium intake. The good news is that such finding may inform future public health guidelines regarding mercury exposure, seafood consumption, and heart health.

<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2786679>

The purpose of this study was to evaluate whether the consumption of olive oil is associated with total and cause-specific mortality. American College of Cardiology linked consuming about a half teaspoon per day of olive oil with lower risk of dying from cardiovascular disease, cancer, neurodegenerative and respiratory disease. Replacing margarine, butter, mayonnaise, and dairy fat with olive oil was associated with lower risk of mortality. They analysed more than 90,000 people who were followed for 28 years. Those with higher olive oil consumption were more physically active, less likely to smoke and ate more fruit and vegetables than those with lower olive oil consumption. (They may have been generally healthier then.)

<https://www.jacc.org/doi/10.1016/j.jacc.2021.10.041>

An online survey was conducted by Jill Riley et al and published in the *British Journal of Occupational Therapy*. They compiled 3,545 questionnaire responses from an internet knitting site. Quantitative data were analysed statistically to establish relationships and differences among variables and qualitative data for key themes. The results showed a significant relationship between knitting frequency and feeling calm and happy. More frequent knitters also reported higher cognitive functioning. Knitters who were in a group were impacted significantly on perceived happiness, improved social contact and communication with others. Knitting has significant psychological and social benefits, which can contribute to well-being and quality of life. What a fun suggestion to make to clients who feel stressed or who are feeling low. Of course, at the moment this might require a virtual knitting group! Knit one, purl two!

<https://journals.sagepub.com/doi/abs/10.4276/030802213X13603244419077>

www. Wild, Wacky, Wonderful

<https://nutritionskillsforlife.com>

This site has some good resources for you to pick and choose from to help you develop ideas and tools to share with clients. The site generates from Wales and has loads of interesting resources. They offer healthy recipes, healthy eating information and items to enhance cooking skills. Grab some ideas; use them to create your own and then share.

www.cam.cochrane.org

Cochrane Complementary Medicine is based out of the University of Maryland. Their international group of collaborators has contributed to systematic reviews of controlled clinical trials in areas such as acupuncture, massage, herbal medicine, and mind-body therapy, among others, and disseminated the results of these systematic reviews to practitioners, researchers, and patients. Among their main goals are to help produce systematic reviews on complementary, alternative and integrative medicine (CAM) therapies and promote an evidence-based approach to healthcare in the area of CAM therapies.

<https://www.foodallergy.org/living-food-allergies/food-allergy-essentials/food-allergy-101>

FARE enhances the lives of individuals living with food allergies by empowering them to lead safe, productive lives with the respect of others through education and advocacy initiatives and improved awareness around healthcare options and treatment. There is quite a bit of good information on the site about basic food allergy facts and how to keep your home allergy safe.

Industry in Flux

Covid has thrown the entire industry, and beyond, curve balls. We have had to duck, bounce and weave to survive — but survive we have!

The pandemic has changed the face of health care in so many respects.

Allopathic medicine is much more challenged than ever before making more people seek alternatives which may help but will not hurt (like the field of nutrition.) We have gotten used to technological access to health via the computer and phone consults. We have become much more aware of our surroundings and how we present ourselves. Some of these outcomes are welcome and perhaps should be nurtured into more common practice.

Recently, proud Member Jessica Khalil shared a very interesting story of an encounter she had with a dietician who strongly opposed our field of natural health, believing that only qualified RD's should disseminate nutritional advice. Of the encounter Jessica writes, "Although her stance was defensive and even attacking, I kept my cool and asked her more curious questions. With time she came to even apologize to me and tell me how deeply she appreciates and learns from our exchanges even though in the beginning she took things very personally."

Such encounters are not new to those in the industry but what is interesting is the perspective that Jessica came to embrace. "When faced with adversity from the allopathic community, we must understand that we are representing our ENTIRE industry. Though we must protect our reputation, we must do so coming from a place of peace, compassion and understanding. This is how we win collaboration and work towards merging allopathic and natural medicine to work in a complementary fashion and not in competition to each other."

The message is pretty clear — attacking from a place of fear or anger will not serve us well — either as individuals or as an already much scrutinized industry.

As Jessica states, "We must be the bigger person and protect our industry, as we can help so many more people, by salvaging relationships in the allopathic field."

The only path forward is one of professionalism, compassion and understanding. Many practitioners have already paved the way working alongside dieticians in clinical settings. Others are working with medical professionals, bringing our wealth of knowledge to a field which is lacking.

Such compatibility will not only ensure that we carve a solid foundation for the

future of the profession but it is imperative for clients who wish to have a choice.

We have to always stay true to our Scope of Practice with the secure knowledge that nutrition, basic and advanced, can profoundly affect the health of clients and patients alike.

The fact that patients are more well versed now — spending hours in isolation researching on the computer — coupled with an over-burdened health care system, still recovering from Covid, presents a unique opportunity for practitioners to share knowledge. There is the distinct possibility that many patients are asking already stretched and taxed doctors questions that can be easily navigated by a well-trained practitioner.

As a reminder, should you get the opportunity to align with an allopathic health care worker, never mispresent yourself as either a naturopath or a dietician. Doing so would not serve you or the greater industry in a positive way. If you are inadvertently referred to as a ND or RD, make the correction so that there is no further misunderstanding.

We just have to get the word out that we are ready, willing and available — checking our combative natures at the door! Let's make it all work together.

Hide and Seek with the Covid Virus

As an individual practitioner, how you decide to handle vaccinations, masking and hand washing is a personal matter. That said, it is very clear that Covid is not over — Covid may never be over. What does that mean for you and your clients at this time?

The simple answer is that it probably means different things to different people. So you want to be sure, whatever you decide, that there are no surprises.

Before your client dons your door, share your Covid protocols, either via email or on the phone. The truth is that depending on what your expectations are, your clients may or may not be comfortable. The client may want more protection than you are routinely offering. Consider if there are compromises that can be made to accommodate clients, if need be. The last thing you want is a client starting out being uncomfortable.

Be sure to include a line on your Client Statement about taking responsibility for the possibility, however small, of Covid exposure. It is not something that has ever been necessary before in a client setting but might be wise to consider now.