



Canadian Council of Herbalist Associations

Annual Summary October 2022 – October 2023

The CCHA met for our Annual General Meeting September 29-October 1, 2023 in Head of Jeddore, Nova Scotia and online. The following is a summary of our activities over the past year.

CCHA Board of Directors 2023/24

President – Savayda Jarone – Nova Scotia

Vice-President – Daniel Wiseman – Nova Scotia

Secretary, Treasurer – Chanchal Cabrera – British Columbia

Tatum Andrews – New Brunswick

Nancy Majoulian – Ontario

Lianna Vargas – Ontario

Nicole Johnsen – Alberta

Katolen Yardley – British Columbia

We were happy to officially welcome two provincial associations this year;

- Herbalist Association of New Brunswick – represented by Tatum Andrews
- Alberta Herbalist Association – represented by Nicole Johnsen

Guilde des Herboristes du Quebec plans to send 2 representatives to attend our January meeting and apply to join the board.

Achievements & Activities from the Past Year (2022-2023)

- Held monthly meetings online.
- Secured Title Protection for the Designation of Registered Herbalist.
- Continued with stakeholder meetings and correspondence with the NNHPD (details below).

- Responded to NNHPD Cost Recovery Proposal, and created a social media drive to encourage participation by herbalists and members of the public.
- Continued work on refining a Bylaws Recommendation Checklist, to serve as a guidance document for all herbal associations in Canada.
- Participated in the Canadian Herb Conference 2023 Cross-Canada Panel Presentation.
- Added more interviews with Herbal Elders to our website.
- Increased our presence on social media, through CCHA campaigns and our amazing Social Media Coordinator, Allanah Canal.
- Ongoing discussion on how to lobby insurance companies for inclusion of herbal consultations into health care benefit packages for employees and small businesses.
- Continued work on our sustainability initiative.

Website and Social Media

We encourage you to check out the revamped CCHA on Instagram and Facebook and share them.

Over the next few months, we will be posting a series of “herbal tool kits” for practitioners consisting of practical resources for clinical practice. We will report more on this to our member associations as the project develops.

Also, on the website you will find the CCHA response to Health Canada regarding allowable glyphosate levels in our food supply.

Ethics and Grievance processes

The CCHA has committed to review the code of ethics and grievance processes of the member associations, and to work with the provinces to build more robust policies and procedures for dealing with issues of conflict or complaint within an association.

Sustainability Initiative

At Risk Plant Awareness in Canada and Internationally – To make responsible choices for wildcrafting, cultivation, use, and medicine making within the herbal community. We have compiled a list of various resources for each province regarding endangered and at-risk plant species. These can be found on the CCHA website by the end of January.

NNHPD (Natural and Non-Prescription Health Products Directorate)

Participation in ongoing NNHPD consultation is a primary goal of the CCHA, as the NNHPD is revamping the current Natural and Non-prescription Health Products (NNHP) regulations. It has been important to ensure that the CCHA remains involved in order to represent the interests of

herbal practitioners. Currently, the CCHA is offering input into proposed modifications to regulations regarding labeling standards for natural health products.

The CCHA has maintained our relationship with the NNHPD this year by several stakeholder meetings regarding issues of labeling. We had a major outreach drive following the recently proposed changes in the NNPHD Cost Recovery Proposal. We reached out to each provincial association to encourage participation and comments from our memberships, as well as social media outreach to the public as well. We also followed-up directly with Health Canada with our stance and concerns regarding the proposed changes.

Financial report

	Credit	Debit	balances
Opening balance Jan 1			4264.34
AGM expenses for Katolen		\$78.00	
annual report to gov (2022)		\$12.00	
board insurance & RH title protection		\$677.00	
social media support (Allanah)		\$195.00	
volunteer associations registration		\$150.00	
annual report to gov (2023)		\$12.00	
social media support (Allanah)		\$270.00	
Banking fees (Jan - October)		\$65.0	
closing balance 13 November 2023			2817.34

Goals for 2023/24:

- Provide more resource documents and increase sharing with the provincial associations

- Review and update the original five guidance documents; translate to French
- Consider grants and other fundraising initiatives
- Create a new Shop on the website for on-demand printing of logo items (cups, caps)
- Outline on the CCHA website, how best to contact us (through provincial reps)
- Create clarity on how to find a herbalist through provincial associations
- Website review and update
- Ensure our resource documents and updates are accessible and easy to locate
- Continue discussions with Health Canada regarding changes and proposals to NNHPD documents and standards
- Maintain social media presence
- The CCHA will once again be participating in the Cross-Canada Panel at the CHC 2024

CCHA sub-committees seeking volunteers:

- Marketing and Outreach— To generate greater awareness of our profession
- Social Media— We invite provincial herbal associations to forward herbal related community events being hosted by their professional members. Also, tag the CCHA in social media posts by your associations.
- Insurance Subcommittee— The CCHA continues to investigate the possibility of extended health insurance coverage for members of the public seeking herbal consultations. Many employers or businesses offer extended health benefits packages for their staff; we are investigating how herbalist practitioners can be added to extended health benefits packages. This is proving to be a time-consuming task and we invite members of provincial associations who are interested in contributing to this task.

Contact your provincial representative to connect you with the sub-committees or to submit social media content.

Ongoing Projects:

Honoring of Herbal Elders

Herbal Elder inducted in 2023 : Kathleen Leeson – ON

We were sad to learn of the passing of Rowan Hamilton, an elder herbalist residing in BC.

If a provincial association is aware of a herbal practitioner who has been in active clinical practice for over 25 years, please bring the name and contact information to our attention. The criteria for an herbal elder can be viewed here: https://herbalccha.org/?page_id=38 (link not live)

Visibility of Herbalism – The CCHA continues to explore ways of raising the visibility and awareness of herbal practitioners in the public eye.

The CCHA Board of Directors wish you all the very best in your herbal practices and are grateful for the part you play in the growth and strength of our profession.

Green regards,

CCHA Team