

WNF Executive Meeting Minutes

DATE: Tuesday, May 12, 2020

4:00 p.m. Eastern Daylight Time

Via Go-To-Meeting

Attendees:

Canada – Iva Lloyd (Chair)
Australia – David Casteleijn
Brazil – Fernando Hellmann
DR Congo – Ysu Umbalo
New Zealand – Jill Dunn
South Africa – Stephen Farrugia
Spain – Tina Hausser
Switzerland – Fabrice Leu
United States – Moira Fitzpatrick
Jon Wardle – Secretariat
Dave Deeley – Assistant Secretariat

Regrets:

Australia – Tobey Pinder
Chile – Jorge Neira Bravo
Hong Kong – Benita Perch
India – Dhananjay Arankale
Mexico – Blanca Morgando
Portugal – Noémia Rodrigues
Slovenia – Erika Brajnik
Zambia – Lawrence Chanza

Next Meeting: August 11, 2020, 7:00 a.m. EDT

Agenda Items

1) *Approval of February 12, 2020 Minutes*

Motion to approve the February 12, 2020 Minutes: Tina Hausser

Seconded: David Casteleijn

Motion carried

2) *Financial report* (see attached)

Motion to approve the 2019 Financial Report as presented: Stephen Farrugia

Seconded: Moira Fitzpatrick

Motion carried

3) *Proposed slate of 2020/2021 Officer and Executive* (see attached)

a. Executive Committee

Motion to approve the 2020/2021 Executive as presented: Tina Hausser

Seconded: David Casteleijn

Motion carried

Welcome to the Executive:

North America – Iva Lloyd (Canada) Chair – 2023 (2nd Term)

Africa - Ysu Umbalo (DR Congo) – 2023

Europe - Fabrice Leu (Switzerland) - 2023

Latin America - Fernando Hellmann (Brazil) – 2023

Western Pacific - Benita Perch (Hong Kong) – 2023

b. Officers

Motion to approve the 2020/2021 Officers as presented: Moira Fitzpatrick

Seconded: Tina Hausser

Motion carried

Presenting the 2020/2021 Officers:

President: Iva Lloyd (Canada) - 2023

1st Vice President: Tina Hausser (Spain) – 2022

Secretary: Tobey Pinder & David Casteleijn (Australia) – 2022

Treasurer: Stephen Farrugia (South Africa) – 2021

2nd Vice President – position currently left open

4) Membership

a. Renewal

- i. Despite the impact of the COVID 19 pandemic, renewal is progressing well with only a few holdouts, notably 4 from Latin America
- ii. 2 full members have chosen not to renew, Germany, Czech Republic (though the school remains a member). We anticipate that Germany will rejoin in the near future. Their current focus is in an internal political situation.
- iii. One each from Associate, Educational and Non-profit Sponsors are not returning.

Associate: Virginia Association of Naturopathic Physicians (USA)

Educational: Philippus Thuban (Spain)

Non-profit Sponsor: Arizona Naturopathic Medical Association

b. New members

- i. Educational members

South Pacific College of Natural Medicine (SPCNM) – New Zealand

Motion to approve: Stephen Farrugia

Seconded: David Casteleijn

Motion carried

Oriental Academy of Natural Medicine – Nigeria

Motion to approve: Moira Fitzpatrick

Seconded: Ysu Umbalo

Motion carried

National University of Health Sciences – USA

Application not complete. Once approved by the Membership Committee, the Executive will approve by email.

- ii. Associate member/Non-Profit Sponsor

Jacka Foundation of Natural Therapies – Australia

Application to be resubmitted as a Non-Profit member. Once approved by the Membership Committee, the Executive will approve by email.

5) *COVID 19 Up-date*

- a. Meeting with the WHO on March 30th, along with 10 other NGOs, lead to formation of WNF Rapid Review Task Force
- b. Criteria – only human studies focused on respiratory infections
- c. Approx. 40 volunteers (ND's, Naturopaths) participating, Chaired by Iva Lloyd, Research Lead - Amie Steel from Australia
- d. Goal - finished by end of May, officially publish results, present to WHO and Ministries of Health globally
- e. Animated video coming in late May
 - i. Goals include making naturopathy part of the global healthcare conversation moving forward
 - ii. Educating the public on to the importance of choosing a healthy lifestyle in order to protect oneself from life's challenges

6) *WHO Up-date*

- a. Expect invitation to apply for official status by end of May, acceptance in mid-2021
- b. HTA moving forward with new project coordinator
- c. WNF members will be provided the opportunity to review key sections before publication
- d. First draft this fall.
- e. Published in 2021

7) *Strategic Plan*

- a. Goals set at every General Assembly
- b. Important tool for measuring organizational success/progress

8) *Fundraising*

- a. WNF's biggest challenge
- b. Low membership fees compared to other international healthcare federations – increases the need to raise funds in other ways
- c. GlobalGiving campaign launched days prior to global COVID pandemic – campaign to restart in June
- d. Focus on Environmental Toxins – possibly another animated video
- e. Social Media campaign – must raise \$5000 in 10 days, must have over 40 individual donors
- f. Once accepted by GlobalGiving can run any number of projects

9) *Committee Up-dates*

a. *Education*

- i. Focused on gathering information on all educational institutions worldwide
- ii. Will help to guide naturopathic educational standards

b. *Environmental Health*

- i. Research in progress – looking to begin roll-out in July

c. *Communications* (see attached report for details)

- i. Instagram channel launched in February
- ii. Preparing to support environmental health campaign
- iii. Encouraging members to share and repost to their members
- iv. WNF following all members who have social media accounts
- v. Support groups have closed Facebook pages - encourage participation

10) *WNF activities*

a. Community Engagement Survey

- i. Goal to measure activity at the local level – how much are ND's/practitioners engaged in educating the public – and how
- ii. Survey will be open until mid-June

b. Community Clinic's Survey

- i. First phase – find out how many are providing free or low-cost care – worldwide (approx. 100)
- ii. Next step – provide information to people looking to start a community clinic (ready end of June)

c. WNF UPDATE

- i. Continue to encourage WNF members to send to their members

d. Regional Support groups

- i. F2F in Portugal in March
- ii. F2F planned for Latin America postponed due to pandemic until 2021 – travel restrictions

11) Other business

a. In support of a #HealthyRecovery movement

- i. Letter to G20 leaders – intended to mobilize health care professionals to press for a focus on public health during COVID 29 recovery
- ii. Request for WNF to endorse this movement
Motion to endorse the #HealthyRecovery movement: Moira Fitzpatrick
Seconded: David Casteleijn

Motion carried

There being no other business the call ended at 5:15 pm local time.

World Naturopathic Federation
Balance Sheet
As of March 31, 2020

	Mar 31, 20	Mar 31, 19
ASSETS		
Current Assets		
Chequing/Savings		
1 · Canadian Bank Account (BMO)	29,136.58	37,338.05
2 · US Chequing Account (BMO)	20,638.48	2,973.91
2.5 · US CHEQUING ACCOUNT - F/X	1,000.13	1,000.13
5 · WNF Paypal Account		
5.1 · Paypal Canadian Funds	307.36	0.00
5.2 · Paypal US Funds	6,545.94	0.00
5 · WNF Paypal Account - Other	0.00	6,203.71
Total 5 · WNF Paypal Account	6,853.30	6,203.71
6 · Clearing Account	-3,036.10	0.00
Total Chequing/Savings	54,592.39	47,515.80
Accounts Receivable		
11200 · Pledges Receivable	14,578.00	11,924.00
Total Accounts Receivable	14,578.00	11,924.00
Other Current Assets		
12000 · Undeposited Funds	0.00	224.00
Total Other Current Assets	0.00	224.00
Total Current Assets	69,170.39	59,663.80
TOTAL ASSETS	69,170.39	59,663.80
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20000 · Accounts Payable	0.00	-75.03
Total Accounts Payable	0.00	-75.03
Other Current Liabilities		
24000 · Payroll Liabilities	-360.07	0.00
Total Other Current Liabilities	-360.07	0.00
Total Current Liabilities	-360.07	-75.03
Total Liabilities	-360.07	-75.03
Equity		
32000 · Retained Earnings	59,738.83	72,438.58
Net Income	9,791.63	-12,699.75
Total Equity	69,530.46	59,738.83
TOTAL LIABILITIES & EQUITY	69,170.39	59,663.80

World Naturopathic Federation
Profit & Loss
April 2019 through March 2020

	Apr '19 - Mar 20	Apr '18 - Mar 19
Ordinary Income/Expense		
Income		
45000 · Investments		
45030 · Interest-Savings, Short-term CD	20.74	7.98
45031 · Currency Exchange	69.48	1,723.83
Total 45000 · Investments	90.22	1,731.81
46400 · Other Types of Income	0.00	0.00
47200 · Membership		
47231 · Full Membership Dues	26,809.37	37,892.80
47232 · Associate Membership	8,685.76	2,027.55
47233 · Educational Membership Dues	16,586.81	11,298.84
Total 47200 · Membership	52,081.94	51,219.19
47300 · Sponsorship		
47205 · Sponsors	8,688.01	0.00
47236 · Corporate Sponsors	1,121.03	4,500.00
47238 · Non-Profit Sponsors	840.78	2,000.00
Total 47300 · Sponsorship	10,649.82	6,500.00
47400 · Donations to WNF		
47401 · Research Fund	250.00	150.00
47402 · In Memory Of	125.00	475.00
47400 · Donations to WNF - Other	0.00	5,629.79
Total 47400 · Donations to WNF	375.00	6,254.79
Total Income	63,196.98	65,705.79
Expense		
25252 · Fundraising Support	200.00	3,304.52
60050 · Marketing Support	1,906.43	2,368.76
60900 · Business Expenses		
60920 · Business Registration Fees	20.00	0.00
Total 60900 · Business Expenses	20.00	0.00
62100 · Professional/Consultant fees		
62110 · Accounting Fees	995.81	0.00
62150 · Outside Contract Services	500.00	10,321.71
Total 62100 · Professional/Consultant fees	1,495.81	10,321.71
65000 · Operations		
65001 · Dues and Subscriptions	2,868.71	5,332.67
65008 · Conference / Meetings	0.00	648.54
65020 · Postage, Mailing Service	42.88	0.00
65030 · Printing and Copying	726.44	197.75
65040 · Supplies	15.82	582.75
65090 · Admin Support	0.00	4,630.87
Total 65000 · Operations	3,653.85	11,392.58
65009 · General Assembly	3,054.78	16,558.17
65070 · Services Charges		
65071 · Bank charges	114.40	218.81
65072 · Paypal fees	1,327.87	320.05
65073 · Wire Fees	193.69	126.00
65074 · Short Payments	11.50	61.69
65070 · Services Charges - Other	25.98	0.00
Total 65070 · Services Charges	1,673.44	726.55
65120 · Insurance - Liability, D and O	1,283.36	1,283.36
66000 · Payroll Expenses	19,476.15	9,815.59
8879 · Travel expenses		

World Naturopathic Federation
Profit & Loss
April 2019 through March 2020

	<u>Apr '19 - Mar 20</u>	<u>Apr '18 - Mar 19</u>
8905 · General Assembly	107.21	0.00
8910 · Naturopathic Conferences/Mtgs	4,034.72	7,645.52
8915 · International/WHO	16,499.60	14,385.06
8879 · Travel expenses - Other	0.00	603.72
Total 8879 · Travel expenses	<u>20,641.53</u>	<u>22,634.30</u>
Total Expense	<u>53,405.35</u>	<u>78,405.54</u>
Net Ordinary Income	<u>9,791.63</u>	<u>-12,699.75</u>
Net Income	<u><u>9,791.63</u></u>	<u><u>-12,699.75</u></u>

World Naturopathic Federation
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April 2019 through March 2020

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46400 · Other Types of Income	0.00	0.00
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47400 · Donations to WNF	375.00	6,254.79
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Net Income	<u>9,791.63</u>	<u>-12,699.75</u>

Proposed Slate of 2020-2021 WNF Executive by World Region

Africa

- Stephen Farrugia (South Africa) – 2021
- Ysu Umbalo (DR Congo) - 2023

Asia

- Dhananjay Arankale (India) - 2022

Eastern Mediterranean

- No one at this time. South Africa given the position for now.

Europe

- Erika Brajnik (Slovenia) – 2021
- Tina Hausser (Spain) – 2022
- Noemia Rodrigues (Portugal) – 2022
- Fabrice Leu (Switzerland) - 2023

Latin America

- Blanca Morgando (Mexico) – 2022
- Fernando Hellmann (Brazil) – 2023

North America

- Moira Fitzpatrick, (USA) – 2021
- Iva Lloyd (Canada) - 2023

Western Pacific

- Tobey Pinder & David Casteleijn (Australia) – 2022
- Benita Perch (Hong Kong) – 2023

Proposed Slate of 2020-2021 WNF Officers

President: Iva Lloyd (Canada) - 2023

1st Vice President: Tina Hausser (Spain) – 2022

Secretary: Tobey Pinder & David Casteleijn (Australia) – 2022

Treasurer: Stephen Farrugia (South Africa) – 2021

	A	B	C	D	E	F	G
1	WNF Following Accounts on SM as of April 2020						
2	FULL MEMBERS	FACEBOOK	WNF Likes	TWITTER	WNF Follows	INSTAGRAM	WNF Subscribed
3	Naturopaths and Herbalists Association of Australia (NHAA)	YES	YES	YES	YES	NO	NO
4	Complementary Medicine Association (CMA)	YES	YES	YES	YES	NO	NO
5	Union des Naturopathes de Belgique (UNB)	YES	YES	NO	NO	NO	NO
6	Associação Brasileira de Naturologia (ABRANA)	YES	YES	YES	YES	YES	YES
7	Canadian Association of Naturopathic Doctors (CAND)	YES	YES	YES	YES	YES	YES
8	Asociación Nacional de Naturópatas de Chile A.G.	YES	YES	NO	NO	NO	NO
9	Panyprian Association of Naturopathic Therapeutics	NO	NO	NO	NO	NO	NO
10	Česká naturopatická společnost	YES	YES	NO	NO	NO	NO
11	Congo Naturopathic Physicians Association (CNPA)	YES	YES	NO	NO	NO	NO
12	Asociación de Profesionales Naturópatas del Ecuador (APNE)	YES	YES	NO	NO	YES	YES
13	Egyptian Naturopathic Association (ENA)	NO	NO	NO	NO	NO	NO
14	Asociación de Naturópatas y Profesionales Salvadoreños (ANPS)	YES	YES	YES	YES	NO	NO
15	Organization of Natural Medicine and Health Education (OMNES)	YES	YES	NO	NO	YES	YES
16	Panhellenic Naturopathic Association	NO	NO	NO	NO	NO	NO
17	Integrated Association of Naturopaths of Hong Kong (IAN HK)	NO	NO	NO	NO	NO	NO
18	Indian Naturopathy and Yoga, Graduates Medical Association (INYGMA)	YES	YES	YES	YES	NO	NO
19	Naturaliter	YES*	NO*	YES	YES	NO	NO
20	Japan Naturopathic Medicine Society	NO	NO	NO	NO	NO	NO
21	Malaysian Association of Naturopathic Medical Seniors (MANIS)	YES	YES	NO	NO	NO	NO
22	Mexican Association of Students, Teachers and Professionals of the Integrative and Therapeutic Naturopathy Inge Martine Ruiz (IAMFNATUIRA & C. S.)	YES	YES	YES	YES	NO	NO
23	Nepal Yoga and Nature Cure Association (NYNCA)	YES	YES	NO	NO	NO	NO
24	Naturopaths and Medical Herbalists of New Zealand	YES	YES	NO	NO	NO	NO
25	Asociación Colegial de Naturópatas del Peru	YES	YES	NO	NO	NO	NO
26	Associação Portuguesa de Naturopatia (APNA)	YES	YES	NO	NO	YES	YES
27	Puerto Rico Association of Naturopathic Physicians (PRANP)	YES	YES	YES	YES	NO	NO
28	Russian Scientific Society on Clinical Naturopathy and Phytotherapy (RSSCNP)	NO	NO	NO	NO	NO	NO
29	Saudi Arabia Association of Naturopathic Doctors (SAAND)	NO	NO	NO	NO	NO	NO
30	Association of Naturopaths of Slovenia	YES	YES	NO	NO	NO	NO
31	South African Naturopathic Association (SANA)	YES	YES	NO	NO	YES	YES
32	Organizacion Colegial Naturopatica (OCN FENACO)	YES	YES	YES	YES	YES	YES
33	Swiss Association of Naturopaths with Federal Diploma (SANFD)	YES	YES	YES	YES	NO	NO
34	General Council and Register of Naturopaths (GCRN)	YES	YES	YES	YES	YES	YES
35	Asociación Naturopática del Uruguay (ANTHU)	YES	YES	NO	NO	NO	NO
36	American Association of Naturopathic Physicians (AANP)	YES	YES	YES	YES	YES	YES
37	Nigerian Council of Physicans of Natural Medicine	YES	YES	NO	NO	NO	NO
38	Zambian Naturopathic Medical Federation	NO	NO	NO	NO	NO	NO
39							
40	ASSOCIATE MEMBERS	FACEBOOK	WNF Likes	TWITTER	WNF Follows	INSTAGRAM	WNF Likes
41	Australian Register of Naturopaths and Herbalists (ARONAH)	YES	YES	YES	YES	NO	NO
42	Alberta Association of Naturopathic Doctors (AAND)	YES	YES	YES	YES	NO	NO
43	British Columbia Naturopathic Association (BCNA)	YES	YES	YES	YES	NO	NO
44	Ontario Association of Naturopathic Doctors (OAND)	YES	YES	YES	YES	NO	NO
45	Quebec Association of Naturopathic Medicine (QANM)	YES	YES	YES	YES	NO	NO
46	Naturópatas para Chile	YES	YES	YES	YES	YES	YES
47	Sphenoid Ireland CLG/Irish Institute of Naturopathic Medicine (IINM)	YES	YES	YES	YES	NO	NO
48	Norske Naturterapeuters Hovedorganisasjon	YES	YES	YES	YES	YES	YES
49	Slovenská Naturopatická Únia	NO	NO	NO	NO	NO	NO
50	Paracelsianos Asociados en Naturopatia (PAN)	YES*	NO*	NO	NO	NO	NO
51	Society of Natural and Alternative Health Therapists (SONAHT)	NO	NO	NO	NO	NO	NO
52							
53	EDUCATIONAL MEMBERS	FACEBOOK	WNF Likes	TWITTER	WNF Follows	INSTAGRAM	WNF Subscribed
54	Endeavour College of Natural Health	YES	YES	YES	YES	YES	YES
55	Southern School of Natural Therapies (SSNT)	YES	YES	YES	YES	YES	YES
56	Institut Supérieur de Naturopathie Traditionnelle (ISNAT asbl)	YES	YES	NO	NO	NO	NO
57	Boucher Institute of Naturopathic Medicine (BINM)	YES	YES	YES	YES	YES	YES
58	Canadian College of Naturopathic Medicine (CCNM)	YES	YES	YES	YES	YES	YES
59	Škola Klinické Naturopatie	YES	YES	NO	NO	YES	YES
60	Collège Européen de Naturopathie Traditionnelle Holistique (CENATHO)	YES	YES	NO	NO	YES	YES
61	LA FENA	YES	YES	NO	NO	NO	NO
62	EUNAM Institute	YES	YES	YES	YES	YES	YES
63	Wellpark College of Natural Therapies	YES	YES	YES	YES	YES	YES
64	Universidad Ana G. Méndez	YES	YES	YES	YES	YES	YES
65	Naturopatska Sola SAEKA	YES	YES	NO	NO	NO	NO
66	Philippus Thuban	YES	YES	YES	YES	NO	NO
67	Escuela de Naturopatia del Uruguay	YES	YES	NO	NO	YES	YES
68	Bastyr University	YES	YES	YES	YES	YES	YES
69	National University of Natural Medicine (NUNM)	YES	YES	YES	YES	YES	YES
70	Southwest College of Naturopathic Medicine (SCNM)	YES	YES	YES	YES	YES	YES
71	National College of Natural Medicine (Nigeria)	YES	YES	NO	NO	NO	NO
72	Instituto NeMi	YES	YES	YES	YES	YES	YES

	A	B	C	D	E	F	G
73							
74	NON PROFIT SPONSORS	FACEBOOK	WNF Likes	TWITTER	WNF Follows	INSTAGRAM	WNF Subscribed
75	Complementary Medicines Australia (CMA)	YES	YES	YES	YES	YES	YES
76	Naturopathic Medical Student Association (NMSA)	YES	YES	YES	YES	YES	YES
77	Association of Accredited Naturopathic Medical Colleges (AANMC)	YES	YES	YES	YES	YES	YES
78	Institute for Natural Medicine (INM)	YES	YES	YES	YES	YES	YES
79	Natural Doctors International (NDI)	YES	YES	YES	YES	YES	YES
80	Naturopathic Education and Research Consortium (NERC)	NO	NO	NO	NO	NO	NO
81							
82	CORPORATE SPONSORS	FACEBOOK	WNF Likes	TWITTER	WNF Follows	INSTAGRAM	WNF Subscribed
83	Atrium Innovations Inc. (Canada)	YES	YES	YES	YES	NO	NO
84	Bioclinic Naturals Inc. (Canada)	YES	YES	YES	YES	YES	YES
85	VIVOBASE (Germany)	YES	YES	YES	YES	YES	YES
86	Bio Lonreco (Canada)	YES	YES	NO	NO	YES	YES
87	BioMedica Nutraceuticals Pty Ltd (Australia)	YES	YES	NO	NO	YES	YES
88	Electro-Therapeutic Devices Inc. (Canada)	NO	NO	NO	NO	NO	NO
89							
90							
91	STATISTICS	FACEBOOK	#	TWITTER	#	INSTAGRAM	#
92		Total Members & Sponsors	78	Total Members & Sponsors	78	Total Members & Sponsors	78
93		YES (Members on FB)	66	YES (Members on Twitter)	41	YES (Members on Instagram)	34
94		NO (Members not on FB)	12	NO (Members without Twitter account)	37	NO (Members without Instagram)	44
95		YES (WNF Likes)	64	YES (WNF Follows)	41	YES (WNF Subscribed)	34
96		NO (WNF does not Like)	0	NO (WNF does not Follow)	0	NO (WNF did not Subscribe)	0
97		* (profile or group, unable to like)	2				
98							
99		% of members on FB	85%	% members on Twitter	53%	% members on Instagram	44%
100		WNF likes members with FB pages (%)	97%	WNF follows members on Twitter (%)	100%	WNF subscribed members* Instagram (%)	100%
101							
102	Non-Members	FACEBOOK		TWITTER		INSTAGRAM	
103	WNF follows predominantly members	World Health Organization (WHO)		WHO		WHO	
104	Additionally to members, the WNF follows:	United Nations (UN)		UN		UN Environmental Program	
105	1. World Organizations (WHO, UN, UNESCO, UNICEF)	Naturopathic Doctor News & Review		AJHM		UNESCO	
106	2. Naturopathic journals	naturheilpraxis.de		International Journal		UN	
107	3. Naturopathic research institutes	AJHM		NatMed Journal		UNICEF	
108		NIH NCCIH		UBridgeport NatMed		Global Giving	
109		Indian Council of Medical Research		British Naturopathic Journal (BNJ)			
110				NaturopathicDocNews			
111				NIH NCCIH			
112				Nat Research Leadership			
113				CIHR (Canadian Institute of Health Research)			
114				ARCCIM (Australian Research Centre in Complementary and			
115				Antimicrobial Resistance Allianz			
116							

WNF Social Media Update May2019-April2020

Interactions on WNF SoMe May2019-April2020	FACEBOOK						
	Page Likes +	Followers +	# SM Posts	Reached People	Shares FB	Post Likes, clicks	WNF Likes/Follows pages
May 2019	4100	4296	20	26000	307	4700	-
June	56	58	25	18200	327	2000	-
July	58	79	16	13500	111	1300	-
August	83	91	27	26800	265	2550	-
September	91	99	20	26000	260	2740	-
October	62	64	22	19900	200	1600	-
November/December	39	48	11	11300	88	902	-
January 2020	43	65	13	8120	135	427	-
February	62	55	19	16959	113	782	-
March	90	101	29	15562	147	695	-
April	119	137	14	23513	204	1559	73
Total Numbers	4803	5093	216	205854	2157	19255	73
Frequency (posts/week)			4.5				

Interactions on WNF SoMe May2019-April2020
May 2019
June
July
August
September
October
November/December
January 2020
February
March
April

Total Numbers

Frequency (posts/week)

Best 5 Posts on FB with most interactions 2020:	Reached People	Shares FB	Post Likes, clicks

WNF Social Media Update May2019-April2020

1. AMR Campaign			
Campaigns on SoMe	# Posts FB	Shares FB	Reached FB
May 2019	7	55	8200
June 2019	14	198	11000
July 2019	9	72	6700
Aug-19	7	120	8800
Sep-19	14	130	2900
October 2019	4	99	1900
November/December 2019	3	79	2700
January 2020	1	2	216
Total SM Numbers	59	755	42416
Frequency (posts/week)	1.8		

	A	B	C	D	E	F	G	H	I
1	WNF Social Media Update May 2019-April 2020 Facebook, Twitter (incl. retw								
2									
3									
4	TOPICS	May2019	June	July	Aug	Sep	Oct	Nov	Dec
5	Membership Posts								
6	Join Us / Renewal								
7	New Member Welcome					3	1		
8	Member Appreciation/Promotio					1	6	2	
9	Sponsorship Posts								
10	Request for Sponsors								
11	New Sponsor Recognition								
12	Sponsor Appreciation								
13	Donation Posts								
14	Request for Donations							1	1
15	New Donor Recognition								
16	Doner Appreciation								
17	Events / Meetings / Activities from WNF								
18	Promotion	1	2	3	6	5	12	8	2
19	Updates / Recap		5	8	4	2	4	3	

	A	B	C	D	E	F	G	H	I
20	News								
21	WNF Quarterly Updates				2			2	
22	Other WNF Related Updates	9	2		5	8		1	1
23	COVID19 Updates								
24	Naturopathic Community Updates	1	4	3	8	7	3	1	1
25	Naturopathic Education Updates						2		2
26	Naturopathic History Updates			2				1	
27	Research								
28	Article Promotion			2		2		1	
29	WNF Projects / Campaigns	7	14	9	7	14	4	2	1
30	Total SM Posts	18	27	27	32	42	32	22	8
31									
32	Frequency (posts/week)	0.6	0.8	0.8	1.0	1.3	1.0	0.7	0.3

PLEASE NOTE: DEADLINE FOR SIGNING IS MAY 21, 2020. IN ORDER TO RESPECT THE MEDIA EMBARGO, PLEASE DO NOT SHARE THE TEXT OF THE LETTER WITH ANYONE EXCEPT OTHER HEALTH PROFESSIONALS OR HEALTH-BASED ORGANISATIONS AHEAD OF MAY 26, 2020. PLEASE DO NOT POST THIS LINK OR THE LETTER TEXT ON SOCIAL MEDIA UNTIL MAY 26TH, 2020. WE WILL SHARE A SOCIAL MEDIA PACK IN ADVANCE OF MAY 26TH 2020.

May 26, 2020

In support of a #HealthyRecovery

Dear^[PS1] President Alberto Fernández, Prime Minister Scott Morrison, President Jair Bolsonaro, Prime Minister Justin Trudeau, President Xi Jinping, President Emmanuel Macron, Chancellor Angela Merkel, Prime Minister Narendra Modi, President Joko Widodo, Prime Minister Giuseppe Conte, Prime Minister Shinzo Abe, President Andrés Manuel López Obrador, President Vladimir Putin, King Salman bin Abdulaziz Al Saud, President Cyril Ramaphosa, President Jae-in Moon, President Recep Tayyip Erdoğan, Prime Minister Boris Johnson, President Donald Trump, President Charles Michel and President Ursula von der Leyen,

(cc: G20 chief scientific / medical / health advisors)

Health professionals stand united in support of a pragmatic, science-based approach to managing the COVID-19 pandemic. In that same spirit, we also stand united in support of a #HealthyRecovery from this crisis.

We have witnessed first hand how fragile communities can be when their health, food security and freedom to work are interrupted by a common threat. The layers of this ongoing tragedy are many, and magnified by inequality and underinvestment in public health systems. We have witnessed death, disease and mental distress at levels not seen for decades.

These effects could have been partially mitigated, or possibly even prevented by adequate investments in pandemic preparedness, public health and environmental stewardship. We must learn from these mistakes and come back stronger, healthier and more resilient.

Before COVID-19, air pollution - primarily from traffic, inefficient residential energy use for cooking and heating, coal-fired power plants, the burning of solid waste, and agriculture practices - was already [weakening our bodies](#). It increases the risk of developing, and the severity of: pneumonia, chronic obstructive pulmonary disease, lung cancer, heart disease and strokes, leading to [seven million premature deaths each year](#). Air pollution also causes adverse pregnancy outcomes like low birth weight and asthma, putting further strain on our health care systems.

A truly healthy recovery will not allow pollution to continue to cloud the air we breathe and the water we drink. It will not permit unabated [climate change and deforestation, potentially unleashing new health threats upon vulnerable populations](#).

In a healthy economy and civil society the most vulnerable among us are looked after. Workers have access to well-paying jobs that do not exacerbate pollution or nature degradation; cities prioritise pedestrians, cyclists and public transport, and our rivers and skies are protected and clean. Nature is thriving and our bodies are more resilient to infectious diseases, and nobody is pushed into poverty because of healthcare costs.

To achieve that healthy economy, we must use smarter incentives and disincentives in the service of a healthier, more resilient society. If governments were to make major reforms to current fossil fuel subsidies, shifting the majority towards the production of clean renewable energy, our air would be cleaner and climate emissions massively reduced, powering an economic recovery that would spur global [GDP gains of almost 100 trillion US dollars](#) between now and 2050.

As you direct your attention to the post-COVID response, we ask that your acting chief medical officer and chief scientific advisor are directly involved in the production of all economic stimulus packages, report on the short- and long-term public health repercussions that these may have, and give their stamp of approval.

The enormous investments your governments will make over the coming months in key sectors like health care, transport, energy and agriculture must have health protection and promotion embedded at their core.

What the world needs now is a #HealthyRecovery. Your stimulus plans must be a prescription for just that.

Yours sincerely,