



WNF Media Guide

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naturopathic profession**

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for naturopathic
practitioners/clinics**

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**External media that
comments on the
naturopathic profession**

Media Categories

Key Naturopathic Messages

Practice

- Naturopathic practice is patient-centered and focuses on health promotion and disease prevention. Treatment of symptoms, conditions, and diseases is through patient education, lifestyle changes and the use of naturopathic therapies.
- Naturopathic practitioners focus on identifying and addressing the causes of symptoms and conditions. Naturopathic practitioners treat the whole person using a treatment approach that supports the body's natural healing ability.
- Naturopathic practice is defined by principles and a set of core modalities.
- A distinguishing feature of naturopathic practice is the focus on prevention and treating the causes of diseases.
- The Naturopathic approach includes patient education and self-care. Naturopathic practitioners address environmental, external and social factors and the underlying causes of symptoms, conditions and diseases.
- Naturopathic practitioners spend the time to listen to their patients, to develop a therapeutic relationship and to identify the true underlying causes of disease.
- Naturopathic practitioners treat the whole person. They address the structural, functional, psychological and spiritual aspect of each patient.
- Naturopathic practice is patient-centered with a focus on treating each aspect of an individual and customizing treatments for each individual.
- Naturopathic practice is general in nature and includes a range of treatment options.

Key Naturopathic Messages

Continued

Naturopathic Education

- Naturopathic education includes basic and clinical sciences; naturopathic history, philosophy and principles; naturopathic modalities; and standard diagnostics.
- Naturopathic practitioner training includes _____ hours of educational training and _____ hours of clinical supervision (*This should be customized for each country*).
- Naturopathic doctors are trained as primary care practitioners (*may not apply to all world regions*).
- *This section would be customized - some countries would reference WHO Benchmarks on Naturopathy, others their accreditation standards.*

Regulation

- Naturopathic practitioners support the regulation of naturopathic practice to ensure protection of the public which is an essential aspect of healthcare.
- The naturopathic profession supports the regulation of naturopathy / naturopathic medicine.
- *This section would be customized by country.*

Key Naturopathic Messages

Continued

Natural Health Products (NHPs)

- The Naturopathic profession supports the regulation of all products used to address health.
- High quality NHPs are essential to ensure patient safety and treatment efficacy.
- The Naturopathic profession supports patient / public access to safe, effective, & high quality NHPs.

Research

- Naturopathic practice is based on informed decision making, referencing, and utilizing scientific knowledge as well as traditional forms of healing.
- Naturopathic practitioners recognize the value of historical knowledge and scientific research.

Who Does What

World Naturopathic Federation (WNF)

The WNF represents and promotes the naturopathic profession on an international level, working with members to set global messaging for the profession. The WNF provides educational tools for members on issues that have been identified as global health issues (AMR, NCD, Environmental Pollutants, Smoking Cessation) and they help to consolidate the research supporting the naturopathic profession.

Naturopathic Organizations

- Represent the members in their region
- Responsible for lobbying the government
- Membership communications
- Continuing education
- Most often contacted by & respond to media

Regulatory Boards / Councils

- Role is to protect the public (*regulatory boards seldom respond to media unless clarifying the regulations / scope of the profession in their jurisdiction*)
- Set standards for naturopathic practice

Naturopathic Educational Institutions

- Responsible for educating naturopathic practitioners
- Continuing education
- Respond to media questions about naturopathic education

Research Institutions

- Responsible for providing research that advances the profession
- Respond to media inquiries and comments about naturopathic research

Naturopathic Practitioners

- Responsible for patient / consumer education
- Represent the profession at a local level
- (*Inform them of your key messages*)
- Respond to media with guidance from relevant naturopathic organizations

Media Checklist - naturopathic organizations / educational institutions

✓ Follow the WNF key messages on the global naturopathic profession as much as possible in media and regulatory conversations.

✓ Select 3 individuals from your organization that will be responsible for media. Professionally train the individuals in media communications.

✓ Encourage your members to contact your organization before engaging with media. Always refer to the identified spokesperson and key individuals (e.g. board of directors) from your organization when there are media concerns or negative media articles / posts.

✓ Have key messages for your organization that you want to consistently repeat or if responding to media.

✓ Identify and speak to your audience using a language they will understand, but beware messages could be read by any/all audiences.

Dealing with the Media

When members are contacted by the media we recommend you follow the guidelines below.

- ✓ Most reporters are ethical people and will tell you they are calling from the media. However, if someone calls digging for information or a statement and you suspect they are with the media there is nothing wrong with asking. Keep it simple “Are you a reporter calling from the media or are you calling to book an appointment?” If you do not get a clear answer politely end the call or ask for their name and number so that you can call them back.
- ✓ Do not feel pressured to answer a reporter’s questions. Advise that you would be happy to take down some information and get back to them.
- ✓ Remember that nothing is ever “off the record” and be mindful of what you say.
- ✓ Take down the reporter’s name, the media outlet (note: some reporters are freelance looking to sell their story to any media outlet), and complete contact information.
- ✓ Find out whether the story will be printed/posted online/broadcast live, or, pre-recorded and aired and when.
- ✓ Ask what their deadline is and when they need to hear back from someone.
- ✓ Ask what the subject of the interview/statement is and the types of questions they will be asking.
- ✓ Ask who will be doing the interview and how long it will take.
- ✓ Ask if they will be, or have, spoken to others for their story. If possible get names.
- ✓ Once you have all the information advise the reporter that someone will get back to them by the deadline.

Thank you to the CAND for this information.



What is Media?



Facebook

✓ Stay on your core messages

✗ Avoid engaging in inflammatory discussions

✗ Avoid discussions with individuals that are not open to a rational discussion



Twitter

✗ Avoid comparisons to other systems of medicine. If you are, be prepared.

✓ Be consistent



Blogs

✓ Be positive



Newspapers

✗ Avoid siding with any political party to ensure you can work with all parties



Newsletters

- Top stories:
- Can an ND delegate a controlled act to a nurse or nurse practitioner?
 - **New:** patient rights handout
 - IGRC corner: Delegating to nurses
 - Lab Tests

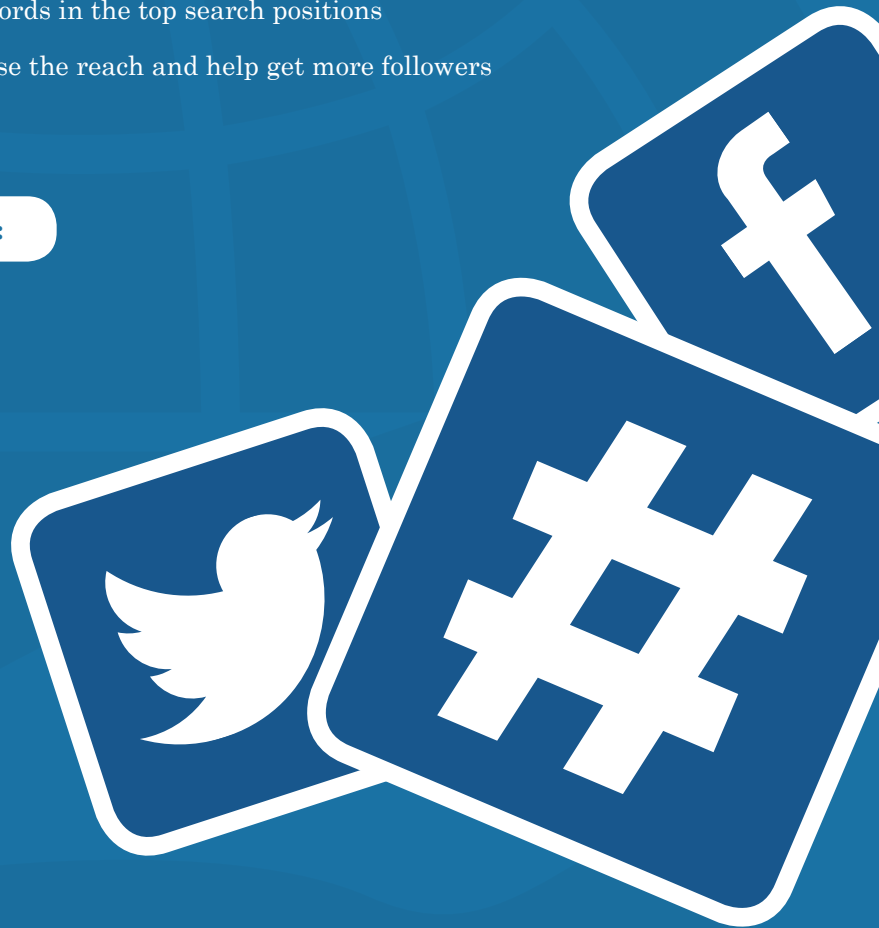
HashTag Guide

Benefits of using top #hashtags in SoMe, including Facebook and Twitter:

- Using top hashtags in your posts increases the reach
- Will help market social media content more successfully
- Place the messages with the matching keywords in the top search positions
- Using trending hashtags is proven to increase the reach and help get more followers
- Help finding information to the tagged term

The WNF recommends the following Hashtags:

1. #WNF
2. #naturopathicprofession
3. #naturopathicpractitioners
4. #naturopathic
5. #naturopathicmedicine
6. #naturopathy
7. #vitalism
8. #holism
9. #naturopathicprinciples
10. #patientcentered
11. #WNFAMR



The top 5 Hashtags (#) of the WHO which the WNF recommends using when applicable:

1. #WHO
2. #PHC
3. #UHC
4. #HealthForAll
5. #Astana



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World Naturopathic Federation

20 Holly Street, Suite 200

Toronto, Ontario, Canada

M4S 3B1

worldnaturopathicfederation.org

info@worldnaturopathicfederation.org

