



2020 Annual Report

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President's Report



Despite the external chaos that engulfed 2020, it was a very productive year for the WNF.

The following is a highlight of WNF accomplishments:

- **WHO Meetings:** At the onset of the pandemic, the WNF was invited to attend a meeting with other Non-Governmental Organizations (NGOs) to discuss the role of Traditional and Complementary Medicine practitioners in the pandemic. The WNF continues to work towards official relations with the WHO.
- **Rapid Reviews:** In response to the WHO meeting, the WNF spear-headed the publication of ten rapid reviews on natural health products used to treat upper respiratory tract infections. The report from Dr. Amie Steel outlines the impact that the rapid reviews have had to-date.
- **Health Technology Assessment – Naturopathy (HTA):** A major focus of the WNF over the last few years has been on conducting surveys and analyzing research done by the naturopathic profession with the aim of preparing for the HTA. The Research Report provides an overview of the surveys that have been conducted in preparation for the HTA. We are on track to publish the HTA later this year.
- **Educational Review:** The detailed review of the naturopathic educational programs around the world resulted in two publications, The *WNF Naturopathic Education Report* and the *WNF Technology Enhanced Education* report. These reports will be a valuable resource for the profession.
- **Fundraising:** In 2020 we joined forces with Global Giving to assist in our fundraising efforts. Our initial fundraising project focused on raising money for an animated video to educate the public on Environmental Pollutants. We surpassed our goal thanks to the support of naturopathic practitioners and supporters around the world.
- **Animated videos:** We have currently released two animated videos which can be found on the WNF YouTube channel. The first video accompanies the Rapid Reviews and is an educational guide to the public on how to support their overall health. The second video accompanies the WNF's Environmental Pollutant's website and is a guide on to protect yourself from environmental pollutants.
- **Environmental Pollutants website:** In early 2021, the WNF launched its website on Environmental Pollutants. The focus on this website is on public education and on increasing the public's awareness of the role of naturopathic practitioners in this addressing this health concern.

The productivity and the strength of the WNF is very much due to the support and engagement of its members. Thank you to everyone that has contributed to the WNF projects.

President's Report (cont'd)

Key WNF documents / videos published in the last two years:

-  [WNF White Paper: Role of Naturopathic Practice within a Global Pandemic](#) – November 2020 was translated into [Spanish](#), [German](#), [Italian](#), [Portuguese](#), [French](#) and [Slovenian](#). This document is now available in seven languages.

WHITE PAPER
Role of Naturopathic practice within a global pandemic
This White Paper is for policymakers and healthcare practitioners to inform them of the research and the role that naturopathic practices can have on the management of COVID-19.

Recognizing that there are limited treatment options and access for COVID-19 and building on contemporary research evidence, the global naturopathic profession undertakes the task of analyzing the current research and conducting rapid reviews to assess the role of specific naturopathic recommendations, which may be useful in the management of COVID-19.

The World Naturopathic Federation (WNF) represents naturopathic organizations across the world with the aim of promoting, supporting and advancing the global naturopathic profession.

Key Messages:
1. Addressing lifestyle factors and WNTM is an important step in decreasing the risk and severity of the current pandemic.
2. Most individuals choose to include complementary medicine practices and practices as part of their personal and family health care regimen.
3. The WNF has produced research based rapid reviews focusing on home care of natural products in treating acute respiratory tract infection. The results of these reviews are an important consideration for COVID-19.
4. Naturopathic practice is knowledge based and evidence informed.

“ Traditional and complementary medicine (T&CM) is an integral and often fundamental health resource with many applications, especially in the prevention and management of chronic and acute disease, and in meeting the health needs of the aging population.
”
Teresa Adelaide Chalmers,
Director-General, World Health Organization
Revised from World Health Organization
Traditional and Complementary Medicine 2019
-  Environmental Pollutants animated [video](#) published.
- [WNF White Paper: Naturopathic Philosophies, Principles and Theories](#) has been translated into [Spanish](#), [Portuguese](#) and [Slovenian](#). This document is now available in four languages.
- [WNF Survey Naturopathic journals](#) – November 2020
- [WNF Book list](#) updated in October 2020
-  [Animated Video on Healthy Lifestyle](#) – June 2020
- [WNF Update: Novel Coronavirus 2019 nCoV](#) – January 2020, updated February 2020
- [Global Naturopathic Regulation](#) – November 2019
- [WNF Terminology Document: Defining Naturopathic Terms](#) – August 2019
- [Research Written by Naturopathic Doctors / Naturopaths](#) – April 2019

Dr. Iva Lloyd, RPP, ND
President, WNF

Membership

Full Members

- Australia - Naturopaths and Herbalists Association of Australia (NHAA)
- Complementary Medicine Association (CMA)
- Belgium - Union des Naturopathes de Belgique
- Brazil - Brazilian Naturology Association (ABRANA)
- Canada - Canadian Association of Naturopathic Doctors (CAND)
- Chile - Asociacion Nacional de Naturopatas de Chile A.G.
- Cyprus - Pancyprian Association of Naturopathic Therapeutics
- Democratic Republic of the Congo - (DRC) M Soma Clinic/Congo Naturopathic Physicians Association (CNPA)
- Equator - Asociación de Profesionales Naturópatas del Ecuador
- Egypt - Egyptian Naturopathic Association
- El Salvador - Asociación de Naturópatas y Profesionales Salvadoreños
- France - Organization of Natural Medicine and Health Education (OMNES)
- Greece - Panhellenic Naturopathic Association
- Guatemala - Guatemalan Association of Naturopaths and Complementary Medicine (AGNAMECIC)
- Hong Kong - Integrated Association of Naturopaths of Hong Kong
- India - Indian Naturopathy and Yoga, Graduates Medical Association (INYGMA)
- Italy - Naturaliter
- Japan - Japan Naturopathic Medicine Society (JNMS)
- Malaysia - Malaysian Association of Naturopathic Medical Seniors (MANIS)
- Mexico - AMEPNATURA A.C.
- Nepal - Nepal Yoga and Nature Cure Association (NYNCA)
- Nigeria - Nigerian council of physicians of Natural Medicine
- New Zealand - Naturopaths & Medical Herbalists of New Zealand (Inc)
- Peru - Asociacion Colegial de Naturopatas del Peru
- Portugal - Associação Portuguesa de Naturopatia (APNA)
- Puerto Rico - Puerto Rico Association of Naturopathic Physicians (PRANP) / Asociación de Profesionales de la Naturopatía de Puerto Rico
- Russia - Russian Scientific Society on Clinical Naturopathy and Phytotherapy
- Slovenia - Association of Naturopaths of Slovenia
- South Africa - South African Naturopathy Association (SANA)
- Spain - Organizacion Colegial Naturopatica (FENACO) - Spanish Naturopathic Association
- Switzerland - Swiss Association of Naturopaths with Federal Diploma
- United Kingdom - General Council and Register of Naturopaths (GCRN)
- Uruguay - Asociación Naturopática del Uruguay (ANTHU)
- USA - American Association of Naturopathic Physicians (AANP)
- Zambia - Zambian Naturopathic Medical Federation

Membership

Educational Members

- Australia - Endeavour College of Natural Health
- Australia - Southern School of Natural Therapies
- Belgium - Institut Supérieur de Naturopathie Traditionnelle (ISNAT)
- Canada - Canadian College of Naturopathic Medicine (CCNM)
- Canada - École d'enseignement supérieur de naturopathie du Québec
- Czech Republic - Klinické Naturopatie
- France - Collège Européen de Naturopathie Traditionnelle Holistique (CENATHO)
- France - Fédération Française des écoles de Naturopathie (FÉNA)
- Ghana - Nyarkotey College of Holistic Medicine
- Italy - EUNAM Institute
- Italy - Istituto NeMI A.P.S.
- Italy - Scuola Italiana di Scienze Naturopatiche
- New Zealand - South Pacific College of Natural Medicine
- New Zealand - Wellpark College of Natural Therapies
- Nigeria - National College of Natural Medicine
- Nigeria - Oriental Academy of Natural Medicine
- Slovenia - Naturopatska Sola SAEKA
- Spain - Formación TNDR
- Uruguay - Escuela de Naturopatía del Uruguay
- USA - Bastyr University
- USA - National University of Health Sciences (NUHS)
- USA - National University of Natural Medicine (NUNM)
- USA - Southwest College of Naturopathic Medicine

Associate Members

- Australia - Australian Register of Naturopaths and Herbalists (ARONAH)
- Brazil - Associacao Brasileira de Naturopatia (ABRANATU)
- Canada - British Columbia Naturopathic Association (BCNA)
- Canada - Alberta Association of Naturopathic Doctors
- Canada - Quebec Association of Naturopathic Medicine QANM
- Canada - Ontario Association of Naturopathic Doctors
- Chile - Naturópatas para Chile
- Ireland - Sphenoid Ireland & Irish Institute of Naturopathic Medicine
- Norway - Norske Naturterapeuters Hovedorganisasjon
- Singapore - Society of Alternative and Natural Health Therapists (SOANHT)
- Uruguay - Paracelsianos Asociados en Naturópatia (PAN)

COMMITTEE UPDATE

Membership



Thanks to on-going membership support, the WNF has established itself as the international organization representing the global naturopathic profession. Our membership currently includes sixty nine (69) members and eighteen (18) sponsors, spanning all seven world regions.

The task of the membership committee is to promote that growth of WNF membership and sponsors and to provide support to those countries working to establish a naturopathic organization.

The membership committee is composed of the WNF officers and the chairs of the regional support groups, all who have a good insight on how the naturopathic profession is developing in their region.

The WNF offers the following membership categories with the respective criteria:

- Full members, comprised of the national naturopathic organization in a country.
- Educational members with a minimum educational standard according to the WHO Benchmarks for Training in Naturopathy or the highest educational standard offered in their specific country.
- Associate members that represent a regional naturopathic association
- Non-profit sponsors and corporate sponsors in line with the ethical criteria of human health and environmental health.

The WNF currently represents organizations from forty (40) countries, which is a growth of 18% (n=6) compared to the last annual report in 2019. The countries include Australia, Belgium, Brazil, Canada, Chile, Cyprus, Czech Republic, DR Congo, Ecuador, Egypt, El Salvador, France, Germany, Ghana, Greece, Guatemala, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Mexico, Nepal, New Zealand, Nigeria, Norway, Peru, Portugal, Puerto Rico, Russia, Singapore, Slovenia, South Africa, Spain, Switzerland, United Kingdom, Uruguay, United States of America and Zambia.

The overall membership growth is 23% (n=13). Sponsorship has grown 20% (n=3) within 2020. The strongest growth in membership has been with educational members. In 2019 the category of private sponsors (7 at that time) was retired. The growth of 20% with respect to sponsors is due to the increase in Corporate Sponsors.

Table one outlines the growth of the WNF in 2020 compared to 2018 in numbers of organizations and countries represented in the WNF.

[See the WNF website for a full listing of our members and membership criteria.](#)

The WNF appreciates the ongoing support from all our members and sponsors!

Tina Hausser, Heilpraktiker, Naturopath
Chair, WNF Membership Committee

COMMITTEE UPDATE

Membership (cont'd)

Growth of the WNF

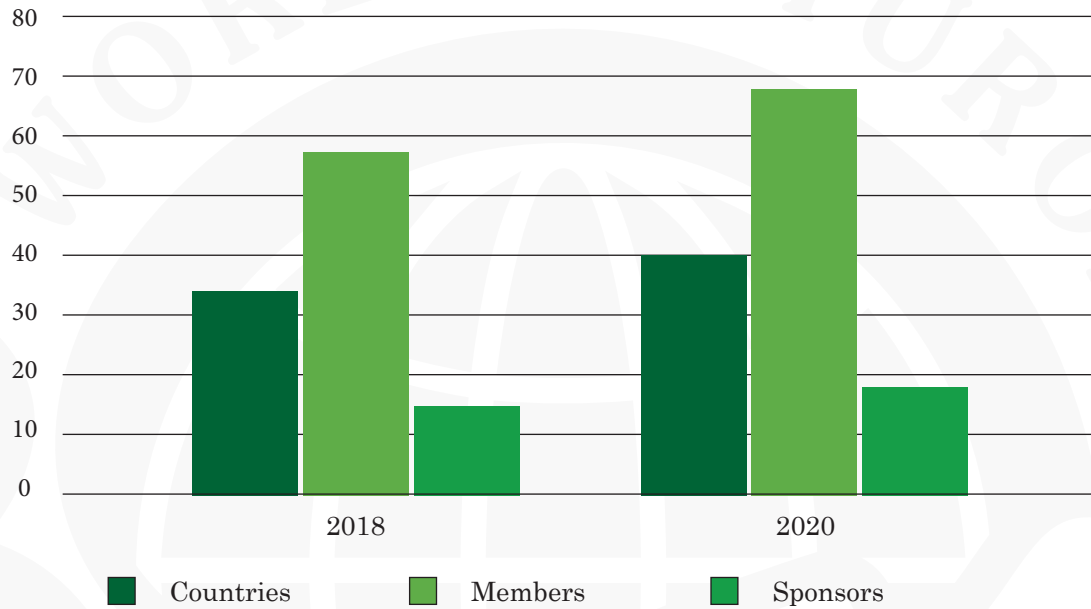


Table one: Growth of the WNF within 2020 compared to 2018 in numbers

COMMITTEE UPDATE

Education



In August of 2018, the WNF published the WNF Educational and Credentials Report that provided an overview of five different naturopathic programs that were offered around the world including a diploma in Naturopathy, professional diploma in Naturopathy, three-year professional degree in Naturopathy, four-year professional degree in Naturopathic Medicine and a two-year bridge program for those healthcare professionals looking for a dual designation as a naturopathic doctor.

As a follow-up to this report, the WNF Educational Committee undertook the task of a detailed analysis of the naturopathic educational programs around the world. This analysis took two years and resulted in the publication of the WNF Naturopathic Educational Program Report and the WNF Technology Enhanced Learning Policy document in March of 2021.

This detailed analysis revealed the following:

- There are 131 naturopathic educational programs around the world. 38% in Asia, 27% in Europe, 15% in Latin America, 9% in Western Pacific, 7% in North America and 4% in Africa
- 53% of all naturopathic programs were established in the last twenty-years, 34% between 1980 – 1999, 10% between 1960 – 1979 and only 3% of the current naturopathic educational programs were established prior to 1960.
- 52% of all naturopathic educational programs are over 4000 hours in length, 16% are between 3,000 – 3,999 hours, 23% between 2000 – 2999 hours and only 9% are under 2,000 hours in length.

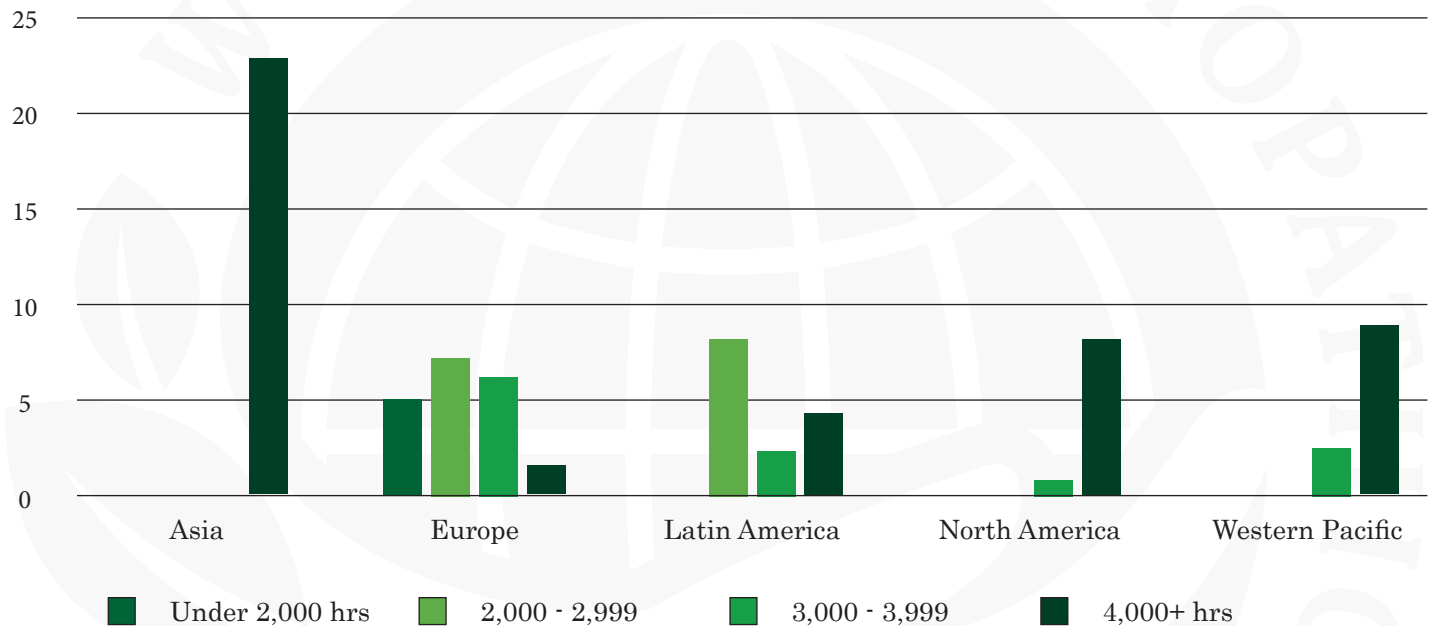


COMMITTEE UPDATE

Education (cont'd)

The chart below provides an overview of the length of naturopathic program by world region:

Length of Naturopathic Program by World Region



Every naturopathic educational program includes the following aspects in their curriculum:

- Naturopathic history, philosophy, principles, and theories
- Naturopathic medical knowledge
- Clinical practice
- Naturopathic modalities and therapeutics
- Ethics and business practices
- Research

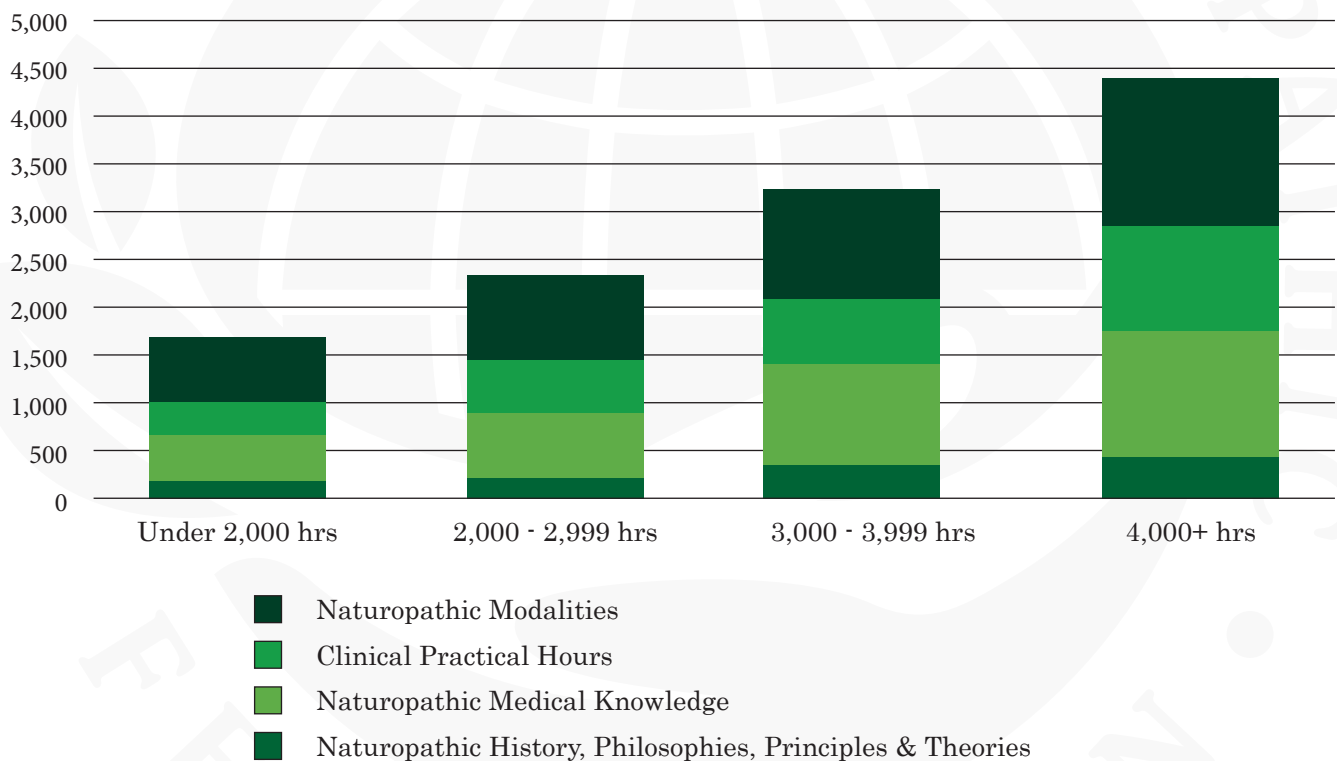
COMMITTEE UPDATE

Education (cont'd)

Our analysis indicated that the longer the program the more time spent in each aspect of the naturopathic curriculum.

For further information on the details of the naturopathic educational programs, please check out the *WNF Naturopathic Educational Program Report* and the *WNF Technology Enhanced Learning Policy* document.

Chart 7: Overview of Program Content based on Length of Naturopathic Program (n=49)



The WNF Educational Committee will continue to support the enhancement of naturopathic educational programs around the world.

Dr. Iva Lloyd, RPP, ND
Co-Chair, WNF Education Committee

Tina Hausser, Heilpraktiker, Naturopath
Co-Chair, WNF Education Committee

David Casteleijn, Naturopath
Co-Chair, WNF Education Committee

COMMITTEE UPDATE

Professional Mapping



The aim of the Professional Mapping Committee is to examine regulatory and education infrastructure and policy frameworks that impact the development of naturopathic medicine internationally.

There are four phases to this case study. Phase one is a cross-sectional survey which has been completed and was published in February 2021. Sixty-five naturopathic organisations [educational institutions, professional associations and regulators of naturopathy] out of the 228 invited, completed the survey [29%] from 29 of 46 countries [63% country response rate]. Our findings were:

- Most education programs [68%] were delivered via a national framework
- Higher education predominated [60%]
- Most naturopathic educational institutions (76%) (n=19) reported some form of external audit by multiple organizations.
- Organisations reported as influential in education were professional associations [75.4%], particularly where naturopathy was unregulated; educational accreditation bodies [41.5%] and regulatory bodies [33.8%] where regulated.
- Professional entry requirements were globally inconsistent
- Full access to controlled acts and to health insurance rebates were more commonly reported where regulated.
- Attitude of decision-makers, opinions of other health professions and existing legislation were perceived to most impact regulation.
- Regulation type was heterogenous - 'no regulation' (43.1%) (n=28), 'defined scope of practice' (41.5%) (n=27), 'title protection' (27.7%) (n=18) and 'other' type of regulation (10.8%) (n=7). Voluntary self-regulation was reported in Australia, Cyprus, UK, and Sweden.
- Regulatory boards were reported most influential in setting standards when naturopathy was regulated. Professional associations were reported responsible for setting standards when naturopathy was unregulated and where 'other' types of regulation.

Overall, standards were highest and consistency more apparent in countries with regulatory frameworks.

A subset of countries forms the next phases of this case study. Currently phase 2, document analysis is in

COMMITTEE UPDATE

Professional Mapping (cont'd)

progress and will be completed this year.

This project involves naturopathic education and professional association members of WNF from across the globe.

Seven countries and four world regions are represented:

Western Pacific

- Jill Dunn (Naturopath; Chair WNF Professional Mapping Committee; Education and Political Convener of Naturopaths and Medical Herbalists of New Zealand)
- Jon Wardle (Professor of Public Health, Director National Centre for Naturopathic Medicine, Southern Cross University, Australia)
- Amie Steel (Post-doctoral Research Fellow University Technology Sydney, Australian Register of Naturopaths and Herbalists Board, Australia)

Europe

- Dominick Léaud-Zachoval (Director of Education, Aesculape School of Naturopathy and Vice-President of FÉNA, France)
- Tina Hausser (WNF Vice President, Spain).

North America

- Nicholas deGroot (Dean of the Canadian College of Natural Medicine, Canada)
- Iva Lloyd (WNF President)

South East Asia

- Prof Dr Karki (Chairman of the Institute of Natural Medicine, Nepal)
- Jill Dunn PhD Candidate, MHSc (CompMed), BHSc (CompMed), DipNat, DipMedHerb, RGON (Non-practising) Chair, WNF Professional Mapping Committee

Jill Dunn

PhD Candidate, MHSc (CompMed), BHSc (CompMed), DipNat, DipMedHerb, RGON (Non-practising) Chair, WNF Professional Mapping Committee

COMMITTEE UPDATE

Research



Since the inception of the WNF the focus of the WNF Research Committee has been on conducting and supporting surveys and research projects that help define and support the global naturopathic profession. Many of the projects have been in preparation for the *Health Technology Assessment on Naturopathy (HTA)* which will be published later in 2021. The following is a highlight of the surveys and projects over the last couple of years:

2019: Bibliometric Analysis: Naturopathic Research

The first step in preparation for the HTA was to determine the research written by the global naturopathic profession. The results of this analysis were better than expected and revealed that between 1987 and early 2019:

- 2218 naturopathic research articles were identified that met the inclusion criteria. 53% were from North America; 28% from the Western Pacific. 32% were affiliated with naturopathic educational institutions and naturopathic research articles are published in high-ranked journals.
- 166 naturopathic researchers were identified.
- Similar to naturopathic practice, the research covered a broad range of conditions and modalities.

The results of this study demonstrate that the international naturopathic research community has produced peer-reviewed literature for over 30 years and has demonstrated sustained commitment to codifying existing knowledge, generating new knowledge, and disseminating this knowledge to the wider clinical and research community. **Submitted for publication.**

2019: International Practice Survey

Naturopathic clinicians from 14 WNF full member organizations were asked to tract ten consecutive patients with the aim of identifying naturopathic practice globally. The results of the survey highlight the versatility of naturopathic practice and it confirmed that naturopathic clinicians practice as primary care practitioners and that they address any health problem at any stage of a patient's life cycle.

COMMITTEE UPDATE

Research (cont'd)

The analysis of 859 visits indicated:

- Most patients were female (72.6%) and all age categories were represented with a similar proportion for 36-45 years (20.2%), 46-55 years (19.5%), and 56-65 years (19.3%).
- 75% presented with chronic health conditions.
- Diverse presenting complaints: top 3 were musculoskeletal, gastrointestinal and mental illness.
- Diverse range of treatments including dietary changes, lifestyle and behaviour changes, herbal medicines and nutritional supplements.
- Average of 4.0 treatments prescribed per visit.

Publication: <https://pubmed.ncbi.nlm.nih.gov/32070338/>

2019: Community Clinic Survey

The naturopathic profession offers free or significantly low-cost primary naturopathic healthcare through over 100 community clinics around the world. The naturopathic services offered in these community clinics are representative of general naturopathic practice, but may be reaching different populations including marginalized, low-income and underserved populations. The majority of these NCCs are affiliated with naturopathic educational institutions in North America, but there is a growing trend in some world regions, such as the Western Pacific, for individual naturopathic clinicians in private practice to offer their services through NCCs.

Publication: submitted for publication

2020: Analysis of Naturopathic Journals

The analysis of naturopathic journal articles indicated that there is a tremendous body of research written by naturopathic practitioners to support naturopathic practice. The survey indicated:

- ~15,000 articles, 24 journals that focus on naturopathic content, 71% open-access
- Wide-range of conditions and modalities covered which matches other research from the WNF.

Publication: *WNF Naturopathic Journal Report*, WNF

2020: Community Education and Health Promotion Survey

Community education and health promotion activities of naturopathic clinicians was examined in a large international cross-sectional survey that was translated into five languages. 813 naturopathic practitioners across all world regions responded and indicated:

- Almost all participants (98%) reported at least one community education activity, most reported were information sheets and handouts or social and professional network communications. Information talks presented to community members were also frequently reported while traditional media channels were

COMMITTEE UPDATE

Research (cont'd)

reported less frequently, although still by more than half of respondents.

- This study suggests naturopathic clinicians' behaviours align with recommended health communication practices by using a range of communication channels to provide health information to the community.

Published: Submitted for publication to BMC Complementary Medicine and Therapies

2020 - Knowledge Mobilization Survey

The aim of the knowledge mobilization survey was to examine naturopathic clinicians' approach to sharing and using knowledge and information related to clinical practice. The survey was translated into five languages and the 548 naturopathic clinicians that responded indicated:

- That they most commonly use information published in scientific journals by researchers to inform the care provided to their patients, and information provided by their patients. Information from conferences and other professional events or published in modern naturopathic clinical textbooks were also selected by the majority of participants.
- The knowledge types reported by participants as used to inform patient care included knowledge developed through clinical experience, initial clinical training, continuing professional education delivered by an expert clinician, consideration of the patient's unique needs, and discussions with professional peers.

Publication: Submitted for publication.

2021 - Health Technology Assessment - Naturopathy

Our Health Technology Assessment (HTA) on Naturopathy will be a summary of the research outlining and supporting naturopathic practice globally. What is unique about an HTA is that any research used must come from within the profession. The HTA will provide governments, policy makers and others interested in the naturopathic profession a review of the philosophy and principles of naturopathy; an overview of the regulation, education and practice; research on the main conditions treated and modalities used by naturopathic clinicians and it will outline the safety, efficacy and use of naturopathy throughout the world.

The HTA will be published later in 2021 and will end up as a 300-to-400-page textbook. We would like to thank the WNF Research committee and their affiliated educational institutions who have donated a tremendous amount of time and resources into this project. We would also like to thank the 50 members from around the world that took the time to review sections of the HTA and to provide valuable feedback. The HTA was made possible due to the generous donation from the Naturopaths and Herbalists Association of Australia. Thank you! This will be the largest single project completed by the WNF and it will be a valuable resource as we strengthen the naturopathic profession globally.

Dr. Iva Lloyd, ND

Chair, WNF Research Committee

COMMITTEE UPDATE

Rapid Reviews



In the early stages of the COVID-19 pandemic the World Naturopathic Federation undertook the task of collating important research evidence to inform policymakers, researchers and communities throughout the world. Due to the importance of timeliness, the WNF Research Committee decided to undertake ten Rapid Reviews on topics with the widest impact and relevance globally. These Rapid Reviews were published in a dedicated issue of the peer-reviewed journal Advances in Integrative Medicine in December 2020. Since publication, the impact of the work – both as a combined body of knowledge, and as individual reviews – has been beyond our expectations.

Examples of how this work has reached the general community includes information on a Wikipedia page about Echinacea [1] and another page about the Common Cold with reference to the role of Vitamin D [2]. There have also been news articles referencing the WNF Rapid Reviews which describe the value of Echinacea [3] and Elderberry [4] in boosting immunity and consider the potential value of zinc in COVID-19 [5].

The Rapid Reviews have also had important impacts on research activity during the pandemic. Most notably, *in vitro* studies have been published that examine the effect of Echinacea [6,7] and Elderberry [8] for the treatment of coronaviruses (including SARS-COV-2), and the results of these studies have been promising with the researchers suggesting they warrant progressing to human trials. A clinical trial examining Elderberry combined with reishi mushroom extract to reduce the duration and severity for respiratory tract infections in elderly populations was also published [9] and found that the treatment reduced the duration and severity, as well as reducing sleep disturbances. Our Rapid Reviews have also informed observational research, with one case series study examining the combined effect of quercetin, zinc, bromelain, and vitamin C on COVID-19 patients after diagnosis [10-12], another network pharmacology study exploring the potential for quercetin to be used to reduce COVID-19 acute kidney injury [11], and a third observational study exploring the impact of zinc deficiency on inflammation in COVID-19. [12]

Naturopathic communities in some countries have also taken the opportunity to share the published journal issue containing the Rapid Review, as well as the White Paper on the Role of Naturopathy in a Pandemic prepared by the WNF, with Health Ministers and other government representatives and decision-makers for health in their country. One such country is Australia, where the information has led to invitations from the Senior Policy Advisor for the Northern Territory and the Chief Allied Health Officer in South Australia to discuss the potential role of naturopathy in supporting the health system both in the case of a pandemic and more generally. In both of these instances, these conversations continue to progress and provide an opportunity for naturopathy to be better integrated into existing health services.

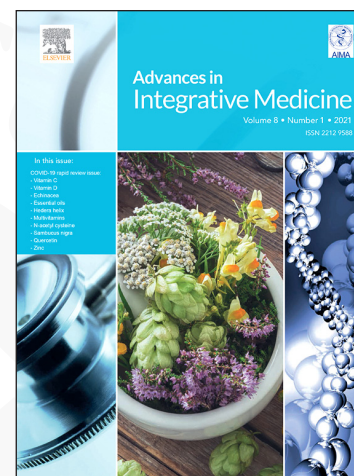
So, thank you to all of the naturopathic researchers and practitioners around the world who contributed to this project, the ripples will no doubt be felt for years to come. If you have updates on how the Rapid Reviews have impacted you in your country, we welcome you to share them with the WNF.

COMMITTEE UPDATE

Rapid Reviews (cont'd)

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COMMITTEE UPDATE

Rapid Reviews (cont'd)

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Available from <https://www.sciencedirect.com/science/article/pii/S1319562X21001984>

Dr. Amie Steel, ND, PhD

Senior Research Fellow, Faculty of Health, University of Technology Sydney (Australia)
WNF Coordinator, Rapid Review Project

COMMITTEE UPDATE

Communications



The aim of the communications committee is to support promotion of the naturopathic profession internationally and to ensure that the naturopathic profession is part of the health conversation on a global level. We accomplish this primarily through social media activities.

The WNF social media includes a [Facebook](#) site and WNF members Facebook group, [Twitter](#) and [Instagram](#) account and a [YouTube](#) channel. The main social media focuses in 2020 included:

- reporting on COVID-19 research resources through 180 posts on Facebook, Twitter, and Instagram with 65,000 people reached and 7,500 interactions
- promoting WNF members' events and activities with 122 engagements
- telling the success stories of our members (check the [WNF website](#))
- the call to survey participations with 46 posts and successful reach participant numbers

The WNF launched a campaign on health promotion and healthy lifestyle with an [animated video](#) about how to build a shield of wellness in times of a pandemic. The video was translated into 5 languages and has been promoted with 2,800 views on WNF social media channels in 2020 and numerous shares by our global community. The video is available on the [WNF YouTube channel](#).

The most successful social media campaign in 2020 was in relation to the Global Giving Foundation, a nonprofit organization that connects donors with grassroots projects around the world.

The WNF project on [Environmental Risk Factors Education](#) was conducted on our social media platforms with 87 posts, 17,000 people reached with 1,200 interactions and raised over \$10,000 USD from 69 different donors in only three weeks. This doubled our target! And made us recognized partners of Global Giving to support future fundraising initiatives of the WNF.

Many thanks to all the donors! These donations were used to create an animated video on [Understanding Environmental Pollutants](#) and help support the administration costs for the WNF website on Environmental Pollutants. This is a two year project with social media campaigns that will follow later this summer.

The WNF social media reach includes:

- [Facebook](#) with over 5,600 subscribers, and more than 140,000 people reached in 2020
- [Twitter](#) with over 800 followers and 55,000 impressions in 2020
- [Instagram](#) with over 700 subscribers in only one year with approx. 10,000 people reached

The growth of the network, followers and subscribers is outlined in chart 1.

Tina Hausser, Heilpraktiker, Naturopath
Chair, WNF Communications Committee

COMMITTEE UPDATE

Communications

WNF Social Media Growth

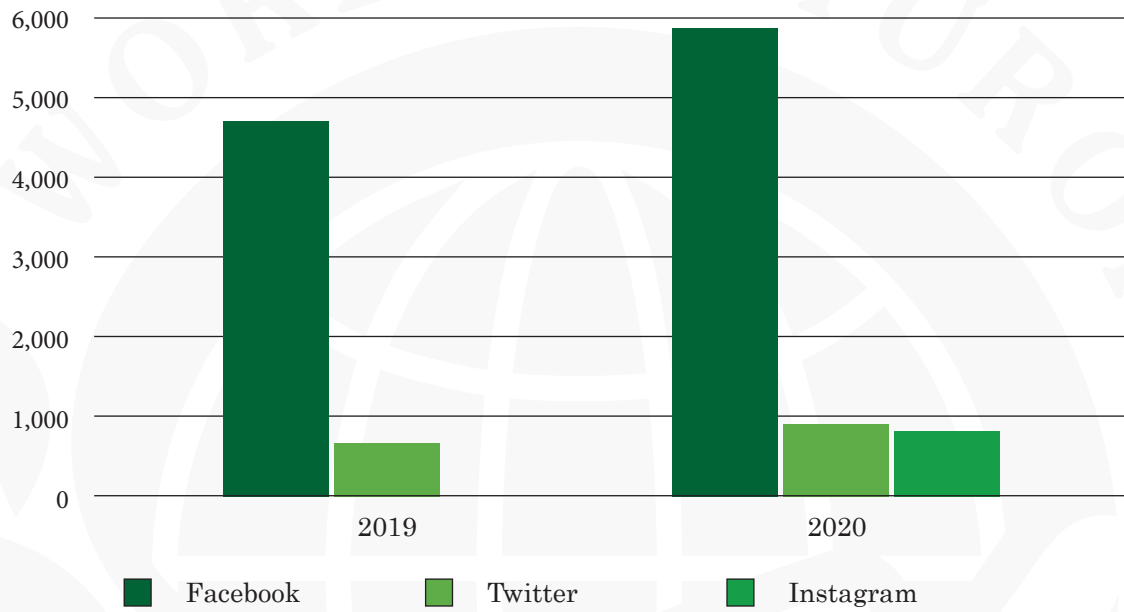


Chart 1: Growth of WNF Social Media

COMMITTEE UPDATE

Environmental Health



The Environmental Health committee is focused on environmental risk factors and how they affect health throughout the world.

According to the WHO 23% of global deaths and 26% of deaths among children under five is attributable to modifiable environmental factors. The effect of disease linked to the environment varies from country to country, however, we live in this world together and how we interact with our environment affects all of us. To this end the environmental health committee soft launched their website on Environmental Pollutants in March. The goal of the committee is to expand the website and provide up to date information on environmental pollutants, how they effect health and what each person can do to protect themselves.

If you would like to contribute to bringing this information together, please join the Environmental Health committee. The next phase of our work is focusing on health effects such as fertility and birth defects, children and adolescents, mental health, cancer, neurological degeneration, autoimmunity, cardiovascular disease, diabetes, and obesity.

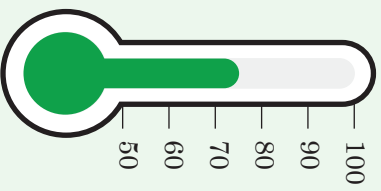
As naturopaths we know that prevention of disease is better than cure. Providing information to health care practitioners and the public is a part of the solution.

Moira Fitzpatrick, PhD, ND
Chair, Environmental Health Committee



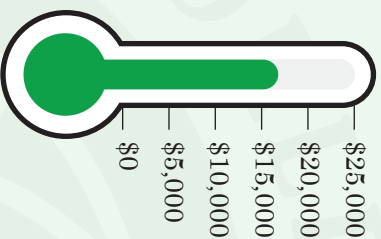
STRATEGIC PLAN

2 Year Plan 2021 – 2023



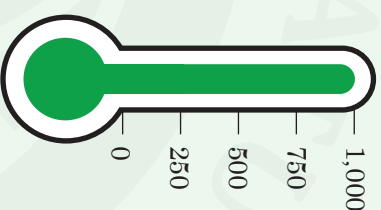
Membership

- 45 Full Members. (Currently 30)
- 35 Educational Members. (17)
- 100 Total Members. (75)



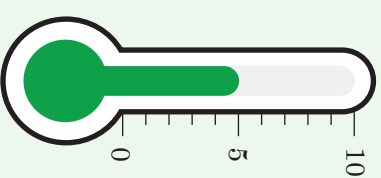
Sponsorship and Donations

- \$25,000 in sponsorship / year.
- 20 Corporate Sponsors. (11)
- 2 Unique Fundraising Initiatives.



Environmental Health

- ✓ Officially launch Environmental Pollutants website.
- ✓ 1,000 unique visits to the WNF environmental website.



External Alliances

- Establish alliances with at least 10 other organizations.

Naturopathic Research

- ✓ Complete the HTA.
- ✓ Disseminate the HTA.

WHO Advancement

- Update the Benchmarks in Naturopathic Training.
- Apply for Official Collaboration status with the WHO.

Naturopathic Regulation

- ✓ Support naturopathic regulation globally.
- ✓ Update the WNF Global Regulation document.

Legend

- ✓ Green = done
- Orange = in progress

Thank You to our Sponsors

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Diamond

Atrium Innovations (Genestra Brands)

Gold

Bioclinic Naturals

Nutritional Fundamentals for Health (NFH) Inc.

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NON-PROFIT SPONSORS

Gold

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Bronze

Association of Accredited Naturopathic Medical Colleges (AANMC)

Institute for Natural Medicine (INM)

Natural Doctors International (NDI)

Naturopathic Education and Research Consortium (NERC)

Naturopathic Medical Student Association (NMSA)

The Jacka Foundation of Natural Therapies Ltd.

WNF Publications & Reports

WNF Report: Impact of Rapid Reviews March 2021

WNF Informe: Impacto de Nuestras Revisiones Rápidas (Spanish) March 2021

WNF Naturopathic Educational Program Report March 2021

WNF Technology Enhanced Education March 2021

WNF White Paper: Role of Naturopathic practice within a global pandemic November 2020

Libro Blanco: Rol de la Naturopatía durante una pandemia (Spanish)

Weiss Buch: Die Rolle der naturheilkundlichen Verfahren innerhalb einer globalen Pandemie (German)

White Paper: Il ruolo della Naturopatia nel corso di una pandemia globale (Italian)

White Paper: Papel da prática naturopática em uma pandemia global (Portuguese)

Bela Knjiga: Vloga naturopatije v času pandemije (Slovenian)

Livre Blanc: Le rôle de la naturopathie dans une pandémie mondiale (French)

WNF Survey Naturopathic Journals – November 2020

WNF Book List – Updated October 2020

A Comprehensive Listing of Books Written by Naturopaths / Naturopathic Doctors February 2020

Up-dated Coronavirus disease 2019 (COVID-2019) February 2020

Coronavirus Enfermedad 2019 (Spanish) February 2020

WNF Update: Novel Coronavirus 2019-nCoV– January 2020

Notes





World Naturopathic Federation
20 Holly Street, Suite 200
Toronto, Ontario, Canada
M4S 3B1

worldnaturopathicfederation.org