



**nhppa.org**

NATURAL HEALTH PRODUCTS  
PROTECTION ASSOCIATION

## 8 CITIZEN ACTION STEPS!

### JOIN NHPPA'S HEALTH FREEDOM MOVEMENT AND PARTICIPATE IN OUR CURRENT ACTION CAMPAIGNS

#### 1. WRITE & CALL YOUR MP.

Write your own letter or log onto [nhppa.org](http://nhppa.org) to find pre-written templates. Make time to write one letter and make one call per month to your MP. Keep MPs updated with new information. We can write templates and guide you but we cannot replace your voice. Find your MP by logging onto [nhppa.org](http://nhppa.org).



#### 2. GO TO YOUR MP'S OFFICE.

You don't have to be an expert. By letting your MP know that you care, you can make an impact. Find locations and times from your MP's local office or website. Ask if your MP supports the Charter of Health Freedom. Download our MP Action Kit from [nhppa.org](http://nhppa.org). Take along any other documents you might want to refer to. If he or she undertakes to find something out, agree that you will expect results within a dedicated time frame.

#### 3. SUBSCRIBE TO OUR NETWORK!

Join NHPPA's 308 Freedom Network from our website's subscribe page! This cross-country initiative creates local pressure groups to focus attention, inside your riding and with your MP. Learn more and sign up at [nhppa.org](http://nhppa.org). Get details on our action strategies, campaigns and the lawsuit.

#### 4. DONATE YEARLY OR \$20/MONTH!

We are asking Canadians to choose and donate \$20 each per month to one of our two on-going fundraising drives. A small group of 5000 individuals at \$20 per month would be able to launch and sustain a legal challenge to declare the 2004 NHP Regulations unconstitutional. Another group of 1000 individuals at \$20 per month could join our efforts to maintain NHPPA's core work.

As we lead the national push back, regular contributions are vital. The NHPPA organizes events across the country, drafts support materials for the public and industry, runs awareness campaigns and works to see the Charter of Health Freedom become law. See where your donations go at [nhppa.org](http://nhppa.org). Every donation makes a difference!

#### 5. ACTIVATE YOUR NETWORKS!

Educate and inspire at least 5 people to get active. You know who would be affected most by losing access to NHPs. Send a link to [nhppa.org](http://nhppa.org) to 5 friends today. Download the Health Freedom Action Kit that works for you to help spread the word. Contact us for help tailoring your plans and for local support. Your network is a unique new resource in the national push back. Mobilize them by Email, Facebook and Twitter! Plan a conference call to share ideas. Talk, spread the facts.

#### 6. CONTACT YOUR LOCAL MEDIA.

Find the correspondent responsible for health news or public affairs at your local TV and radio stations, and print media. Put together a package from all of the material you find on our website that means something to you. Do you have a personal story? If so, send information about your 'human interest angle' and a contact number. Address the package personally to the journalist and drive it there, to deliver by hand. Email the same individuals as well as their editors and producers.

#### 7. WRITE & CALL HEALTH CANADA'S EMPLOYEES & POLICY MAKERS.

COMING SOON! Write a letter or log onto [nhppa.org](http://nhppa.org) to find pre-written templates. When you communicate with Health Canada employees, you are speaking directly to the people who are making health decisions for you. Choose 3 bureaucrats a month and let them know they are accountable for their actions. To find Health Canada personnel log onto [nhppa.org](http://nhppa.org). Click on Action Kits for a list of Health Canada employees and policy makers.

#### 8. COLLECT PETITION SIGNATURES.

Download and print the Charter of Health Freedom petition from [nhppa.org](http://nhppa.org). Ask members of your family, friends and colleagues, get 25 unique signatures on a petition! Visit your local natural health store or natural health practitioners to see if they know about the Charter. Ask them to become a petition signing station. Learn more about the petition at [nhppa.org](http://nhppa.org). Our goal is 3 million signatures.

## **WE HAVE LOST OVER HALF OF OUR NATURAL HEALTH PRODUCTS AND MORE ARE UNDER THREAT...**

and not because of safety or quality or labelling but because of their inappropriate classification as drugs. Drugs require extensive double-blind clinical trials because they are considered dangerous. The forcing of Natural Health Products (NHPs) into a drug-based model for regulation is annihilating the industry. Health Canada stated the NHP Regulations would increase access to NHPs. In fact, they have removed tens of thousands of safe effective products from the market.

Until 2004, many NHPs were classified as foods. Changing the classification to drugs assumes that NHPs are automatically as dangerous as chemical pharmaceuticals. Peanut butter and shellfish, two foods that hospitalize people ever year, are sold in grocery stores daily. NHPs are lower-risk than these foods, yet are being driven from the market. Health Canada promised that the NHP Regulations would increase our access to NHPs. Since January 1 2004 these same Regulations have driven over 40,000 NHPs off Canadian shelves.

These products are illegal if they do not have either an NPN or EN. These are Health Canada created numbers that are issued when a product has complied with drug style testing. Only those who can afford to do this will survive. Most NHPs were safe and effective before and are still safe and effective. Yet now, without an NPN they are illegal. These rules are entirely misguided and inappropriate for NHPs. Canadians relied on these lost products for their health, for pain relief, and in some cases, their very survival. Your freedom to choose natural health is being eroded. Along with it will go your freedom to be proactive about your health and body; your fundamental rights as a Canadian citizen; and your privilege as an adult to exercise informed choice.

### **ABOUT THE NHPPA**

The Natural Health Products Protection Association is a federally incorporated, non-profit organization devoted to protecting access to Canadians' natural health products. NHPPA lobbies government, publishes information, advises the public and members of Canada's NHP industry as changes in legislation impacts their livelihoods. NHPPA's 3 Part Plan is to 1/Suspend the current regulations 2/Launch the court challenge 3/Enact The Charter of Health Freedom. NHPPA is supported solely and works only by financial contributions industry stakeholders and citizens.

### **CHARTER OF HEALTH FREEDOM**

This Charter is a starting point for resolving the regulatory crisis. The Charter regulates for fraud, adulteration and risk within a general presumption of safety for natural products. The Charter gives the individual freedom to choose how to manage health. This is a fundamental right consistent with our constitution, legal system and natural justice.

## **URGENT CALL TO ACTION**

**IF YOU WANT TO MAINTAIN YOUR ACCESS TO EFFECTIVE NATURAL HEALTH PRODUCTS AND HAVE THEM REMAIN ON STORE SHELVES, TAKE ACTION NOW.**

**TELL YOUR MP, THOSE IN YOUR CIRCLES, YOUR LOCAL MEDIA AND HEALTH CANADA YOU WANT:**

### **1. THE NHP REGULATIONS SUSPENDED & REVIEWED BY THE STANDING COMMITTEE ON HEALTH WITH NHPPA AT THE TABLE.**

The loss of products must stop. Compromise, by amending or 'tweaking' inappropriate regulations can never be a realistic solution, especially given that even Parliament's own NHP recommendations were ignored. As long as natural remedies are assumed, without proof, to be illegal and dangerous, they will be restricted.

### **2. NHPS REMOVED FROM UNDER THE DRUG CATEGORY & GIVEN THEIR OWN ACT.**

We believe the NHP Regulations are unconstitutional. NHPs are not, never have been, and never will be drugs. We don't believe that NHPs, which are safer than peanut butter, carry enough of a risk to be considered potentially criminal. We are mindful that government only backed down in the 1990s on the eve of a lawsuit.

### **3. THE CHARTER OF HEALTH FREEDOM MADE LAW!**

NHPs are not foods or drugs, they are NHPs. The Charter of Health Freedom will regulate them appropriately and effectively. The petition for the Charter is already one of the most subscribed to in Canadian history! It creates an appropriate legal framework to regulate NHPs that does not ignore the rights our courts say we have. The Charter creates a positive legal basis, which will enable the Government to protect us from actual risks, while at the same time protecting our right to make personal and informed health choices.

As the Regulations are written, there is nothing to stop Health Canada from "tightening the screws" until our shelves are bare and health food stores are forced out of business.

How important is it that we maintain our ability to care for ourselves? How important is it that we stay personally empowered to be vital and free?

Reversing the slow erosion of our rights and freedoms requires solutions. The NHPPA's plan can end this crisis.

Citizens and industry have a short time left in which to act.