

Talking Points for Phone Calls with Political Candidates

Bill C-224 Campaign

Our Primary Goal: Get your MP to vote for Bill C-224

Document Purpose: This is your cheat sheet to confidently and effectively speak to your MP to get them to support Bill C-224.

Open With a Personal Introduction

Share who you are and why you're calling

Example:

"Hi, my name is [name], and I'm a [concerned citizen/small business owner/practitioner] from [your riding]. I'm calling because I'm deeply concerned about natural health products being classified as dangerous chemical drugs. I am concerned about the overregulation of natural health products and what it means for my health.

I want you to support Bill C-224 which will help protect my access to natural health products."

Core Talking Points (Pick 2–3 to Emphasize)

Share your own Story or the story of a friend or family member

- share your own story or the story of a friend or family member on how natural health products have made a positive difference.

Essential nutrients and natural remedies should not be treated as dangerous chemical drugs

- Natural health products are natural remedies and essential nutrients we need to be healthy.
- Natural health products should not be classed as drugs. Before 2004 they were not classed as drugs. It is only with the ill-advised Natural Health Product Regulations that for the first time it became illegal for Canadian companies to sell vital nutrients without Health Canada permission.
- Natural health products are classed by law as food in the U.S. They are deemed by law to be safe in the U.S. There is no requirement for government pre-approval in the form of a licence in the U.S. This is because Congress passed the Dietary Supplement Health and Education Act, 1994.
- We should go back to being foods like we were before 2004, and like the same products are in the U.S.
- **NHPs should not be classed as therapeutic products.** The therapeutic product class of drugs is meant for dangerous chemical drugs. At the World's Greatest Health Show, Pro-

fessor Alan Cassels shared that chemical drugs, taken as directed, are the third leading cause of death in Canada (<https://www.youtube.com/watch?v=w1yVegISERY>). You can also read: <https://brownstone.org/articles/prescription-drugs-are-the-leading-cause-of-death/>). Chemical drugs are regulated as therapeutic products because they are so dangerous.

- Ginger Tea and Vitamin C should not be regulated in the same way as therapeutic products such as Thalidomide and Vioxx.

Bill C-224 simply moves natural health products back to how they were regulated prior to June 2023

- The 2023 Budget (Bill C-47) moved NHPs into the therapeutic product class of drugs. This was done without any Parliamentary debate on whether this was appropriate.
- Bill C-224 moves NHPs back into the regular drug category that NHPs were in before the 2023 Budget Bill.
- **I want you to support Bill C-224.** I don't want NHPs classed as drugs at all! I definitely don't want NHPs classed as therapeutic products.

This is a life and death issue

- The Natural Health Product Protection Association (NHPPA) just held the World's Greatest Health Show. This show featured Canadians sharing how they are only alive today because of natural health products, or how they would be disabled without NHPs. The Show makes it clear that access to natural health products is an issue of life and death.
- We can no longer get the vital nutrients we need in our food. We must supplement to get the nutrients we need to be healthy. The Government should be protecting and promoting our access to vital nutrients. It is a moral failure that we are having to fight Health Canada to obtain access to nutrients that we need to be healthy.
- Classing vitamin C and vitamin D in the same drug category as dangerous chemical drugs is wrong and misguided.
- You need to support Bill C-224.

Canadians don't want NHPs classed as therapeutic products

- Natural health products (NHPs) include our vital nutrients and our natural remedies. Recently our NHPs were moved into the class of drugs reserved for dangerous chemical drugs. This is the therapeutic product category of drugs. Vital nutrients such as Magnesium and Vitamin D are essential for health. They should be promoted. They should not be put into the restrictive therapeutic product category. **This is morally wrong.**
- The therapeutic product category of drugs has the following sordid history:
 1. In February 2008, Assistant Deputy Minister Meena Ballantyne shared that the Food and Drugs Act was going to be **amended for the purpose of further regulation of Natural Health Products** (<https://rumble.com/v71dpwq-meena-ballantyne-links-bill-c-51-to-natural-health-products.html>);

2. In March 2008, the amendments were introduced in Bill C-51. Bill C-51 introduced for the first time, what are now the therapeutic product provisions of the Food and Drugs Act (increased fines and new Health Canada powers over therapeutic products);
 3. The Citizens of Canada banded together to defeat Bill C-51, **making it clear that they did not want their natural health products subject to the therapeutic product provisions;**
 4. In 2014, the therapeutic product provisions were re-introduced in “Vanessa’s Law” (Bill C-17). Canadians did not rebel against Vanessa’s Law because the therapeutic product provisions in Vanessa’s Law did not apply to NHPs;
 5. In the 2023 Budget Bill (Bill C-47), the Food and Drugs Act was amended so that the therapeutic product provisions would apply to NHPs. **This change was snuck into the Budget Bill because Health Canada knew that Citizens would oppose the amendments. The Budget Bill was passed before citizens had time to react.**
- Bill C-224 reverses the harm done by the 2023 Budget Bill, which clearly goes against the wishes of Canadians and against my wishes.

The five million dollar a day fines are inappropriate for natural health products

- The five million dollar a day fines in the therapeutic product provisions may be pocket change for large pharmaceutical companies, but they are excessive for natural health practitioners and natural health companies. They are inappropriate.

There is a double standard – Health Canada says they need significant fines to protect Canadians from vital nutrients – yet at the same time no pharmaceutical company has ever been charged by Health Canada – Health Canada actions tell us that pharmaceutical companies are immune from Health Canada prosecution

- There is also a double standard going on. **Did you know that in all of Canadian History no large pharmaceutical company has been charged with even a minor violation under the Food and Drugs Act?** Natural Health Companies and practitioners have been charged with violations under the Food and Drugs Act, but no large pharmaceutical company has ever been charged.
- At the World’s Greatest Health Show, Professor Alan Cassels spoke on how chemical drugs, taken as directed, are the third leading cause of death in Canada (<https://www.youtube.com/watch?v=w1yVegISERY>).
- There have been infamous drug scandals, including those related to Thalidomide and Vioxx. Despite this, there has never been a big pharmaceutical company ever charged under the Food and Drugs Act in Canada. **It is like large pharmaceutical companies have a built in immunity from charges.**
- How can it be that, never in history has a pharmaceutical company been charged with even a minor violation, when pharmaceutical drugs are the third leading cause of death in Canada?
- How can it be that Health Canada has subjected NHPs to the therapeutic product penalties?

- How can it be that natural health manufacturers and practitioners can now be destroyed for providing Canadians with vital nutrients essential for health? **Our drug laws are now adversarial against the citizen.**

Health is Our Greatest Asset

- Over 70% of Canadians rely on natural health products.
- Health Canada is over-regulating safe, time-tested natural health products by treating them like pharmaceutical drugs, that often come with lengthy lists of dangerous side effects.
- We deserve the freedom to choose how we care for our health and our families.

Ask for Action

Make a direct ask. Candidates need to know what you want them to do.

- “Will you commit to supporting **Bill C-224**?”
- Let them know that natural health product protection is a **voting issue** for you.

Additional Resources

Visit the NHPPA site for materials for this campaign - <https://nhppa.org/bill224/>