



Health Action Network Society

Introducing the HANS Child LifeLine Outreach Program

We have an exciting initiative to share, and we'd love your input and involvement. Please bear with us while we explain...

In 2015, the world is celebrating the 25th anniversary of the signing of the UN Convention on the Rights of the Child. This landmark agreement was signed by the Canadian government and coincided with the last parliamentary motion tabled by the Hon. Ed Broadbent. It was a 1989 all-party House of Commons resolution to end child poverty in Canada by the year 2000.

But according to a 2012 report card on poverty, Canada's child poverty rate is increasing, not decreasing. The most recent statistics indicate that 979,000 or 14.5% of children in Canada live in poverty as of 2010, compared to 912,000 or 13.7% in 1989.¹ As childhood poverty and childhood health are very much related, this is where we see HANS fitting in.

Under the working name "HANS Child LifeLine Outreach Program," we are researching the development of a program to subsidize natural therapies for families in need and below the poverty line. Currently, low-income families do not have full access to the benefits of effective natural therapies because of a lack of funds. As a result, many children are forced to suffer. This program would help address this reality and would change lives. We believe that HANS is uniquely qualified to manage a natural medicine subsidy program because of our long history of advocacy and education in this area. We have the capabilities and passion to ensure ease of access and administration. The goal would be that HANS manages it separately from our general activities once the program is up and running.

The first step of this innovative project is to undertake a feasibility study, and for this, we'd like to ask your opinion and/or your financial involvement. The anticipated cost of a feasibility study is \$5,000 and we hope to launch this in 2015. Not only would the "HANS Child LifeLine Outreach Program" be a powerful tool for improving child health, but it would also go a long way towards ensuring that HANS remains a relevant and influential organization in support of effective natural, complementary and alternative medicines and therapies.

If you're interested in being a founding contributor or would like to make a donation in the name of a loved one, or would like to express your opinion on this project, please call HANS at (604) 435-0512 and authorize a donation or send a cheque to HANS c/o the address on this letter. Thank you!

¹ <http://www.campaign2000.ca/reportCards/national/C2000ReportCardNov2012.pdf>