

PARTNERSHIP OPPORTUNITIES



HANDS OFF MY NHPS!

Health Canada is proposing Natural Health Product regulations that may impact the market as follows:

- Cause small manufacturers to close
- Challenge mid-size manufacturers
- Create NHP price increases
- Limit consumer choice
- Challenge traditional medicines
- Cause Canadians to purchase their NHPs from the US and other markets

Help Health Action Network Society (HANS) send a clear message to Health Canada that: Natural Health Products are Not Drugs.

Health Action Network Society
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HANS

PROPOSED HEALTH CANADA NHP REGULATIONS

Health Canada Forward Regulatory Plan 2019-2021: Self-Care Framework

The Self-Care Framework will roll out in phases over the coming years:

Phase I – Targeting spring 2020: Introduce, for consultation, targeted amendments to the Natural Health Products Regulations to improve labeling of natural health products (NHPs). This proposal will require essential risk information to be presented in a standardized format, with minimum font size and black-on-white contrast, making it easier to read, understand and compare with that for other similar self-care products, such as non-prescription drugs, on store shelves.

Phase II – Targeting spring 2020: Introduce, for consultation, targeted amendments to the Food and Drug Regulations to introduce a risk-based approach to regulatory oversight for non-prescription drugs. These include: expedited pathways for lower-risk products. These changes are intended to align the oversight for non-prescription drugs with other self-care products of comparable level of risk.

Phase III – Targeting 2021: Introduce, for consultation, regulatory amendments to address: evidence standards for similar health claims, extending risk-based regulatory oversight, seeking additional powers for Health Canada, such as the ability to require a recall or label change for all self-care products.

Source: <https://www.canada.ca/en/health-canada/services/drugs-health-products/natural-non-prescription.html>

WHY PROPOSED NHP REGULATIONS ARE NOT OKAY

- Current NHP regulations, implemented only 15 years ago, are not only adequate; they are globally respected.
- Proposed NHP regulations are unnecessary, are not based on a specific concern or incident(s) and contravene Canadians' right to their own health choices.
- Proposed NHP regulations will result in reduced allowable manufacturer claims.
- Evidence-based claims that NHPs can positively impact chronic and serious disease will not be allowed.
- Proposed NHP regulations have not clearly indicated whether practitioners will be allowed to prepare (compound) natural remedies according to individual needs.
- Proposed NHP regulations will stifle product innovation due to claims restrictions.
- Proposed NHP regulations will give Health Canada the ability to refuse or cancel a product license at the discretion of a Health Canada employee.
- Proposed NHP regulations will subject natural health companies to potential administrative monetary penalties.
- Health Canada's indication that they'd like to implement a "more consistent" fee approach may mean that NHP companies will have to pay for licensing.
- All of the above will adversely impact manufacturers, retailers, and ultimately, consumers.

OUR RESPONSE

We - the natural health community - can put the brakes on this and turn it around, but we need to take it to the people. Only public demand will slow Health Canada's determination to implement regulations that will potentially destroy the well-being of manufacturers, practitioners, retailers and consumers.

A small handful of individuals and organizations, particularly the NHPPA, have been warning us about the proposed regulations, and predicting that if we do not act now, our freedoms to innovate and acquire the products we need could be forever lost.

Upon the request of a HANS member, and with the assistance of elected officials, a committee was formed with the intention of taking this issue to the public. The result is the Hands Off My NHPs! campaign.

Campaign Objectives

- Slow the implementation of Health Canada's proposed NHP regulations.
- Inspire a unified voice that creates public pressure to keep current NHP regulations until a permanent regulatory framework, compatible with Canadians' health demands, can be established.

Campaign Goals

- Create national public awareness of the adverse effects of proposed NHP regulations.
- Raise awareness of the value and global leadership potential of the Canadian Natural Health Products industry.

Key Messages

- Natural Health Products are Not Drugs.
- You Have the Right to the Supplements of Your Choice.
- Access to Natural Health Products Reduces Taxpayer Healthcare Costs.
- The Supplement Industry is a Clean, Healthy Business in Canada.

Reaching Canadians

The campaign will use mainstream, unconventional, and social media to deliver key messages that will help Canadians understand how the proposed regulations will impact them.

The campaign, a non-partisan, politically diverse initiative, is supported by members of parliament who have committed to publicly support the campaign.

A comprehensive social media campaign will give all organizations, companies, practitioners, clinics, and retailers, the opportunity to disseminate campaign information. The public will be supported in reaching their elected officials through postcards and petitions (distributed online and through retailers). The HANS website will be the campaign HUB, where the public and the media can access all information and documentation.

The **Hands Off My NHPs** campaign will continue until the 2019 federal election and, without a response from Health Canada, beyond.

YOUR SUPPORT

In order to most efficiently and effectively create public awareness and public pressure, we need to come together as a community. **You can support this campaign in the following ways:**

1. Dissemination of Hard Copy Petitions and Postcards to be Sent to MPs

- If you're a distributor, manufacturer or retailer, you can assist by getting postcards (to MPs) to retail outlets across Canada.
- If you're a retailer, you can give postcards (to MPs) to every customer with every purchase.
- If you're a retailer, you can ensure that petitions are available for signature at each of your locations.

2. Your Social Media

- If you're a distributor, manufacturer or retailer, you can share the campaign webpage through social media and e-newsletters.
- If you're a distributor, manufacturer or retailer, you can share the campaign through a banner ad on your website. HANS will provide the ad.

3. A Financial Contribution

The scope of this campaign, and its ability to reach all Canadians, will be determined by amount of financial support it receives. **All contributions of \$1500 or more will be recognized through logo placement on the HANS website, the campaign website page, all public written communication, and social media.** Donors who do not wish to receive logo recognition will receive a tax receipt in the amount of the donation.

To contribute, please complete the information below, and send it to **naida@hans.org** or to **#212 - 312 Main Street, Vancouver, BC V6A 2T2**. If you choose the sponsorship option, please send a logo (jpg, png) to **naida@hans.org**. Cheques are payable to **Health Action Network Society**. You may also donate (but not sponsor) directly through the website at **www.hans.org**.

Sponsorship Amount \$ _____ Donation Amount \$ _____

Name: _____ Company: _____

Address: _____ City: _____

P/C: _____ Email: _____

Telephone: _____

Cheque: _____ Visa: _____ MasterCard: _____

Name on Card: _____ Expiry: _____

Card Number: _____ Security Code: _____