



CCHA Annual General Report 2020-12-05

The CCHA board of directors met recently for our annual working weekend and AGM. This year we met virtually, for the first time, for a Friday evening, a full day Saturday and Sunday, November 27, 28, 29, 2020. The working weekend was productive; we debriefed on our successes for the year and discussed plans for the coming year ahead. Joining our online call were directors Savayda Jarone, Daniel Wiseman, Lianna Vargas, Chanchal Cabrera and Katolen Yardley; regrets were given from one of our Ontario directors, Nancy Majouliau.

This year showed our CCHA representative from New Brunswick stepping aside due to personal issues - she has indicated that she hopes to remain in touch with the CCHA, in the future. Lastly, the CCHA wants to acknowledge contributions from the Alberta Herbalist Association representative, Samantha Ortheib, for her time representing Alberta on the CCHA.

CCHA Board of Directors 2020/21

President – Katolen Yardley - British Columbia

Secretary - Chanchal Cabrera

Nancy Majouliau- Ontario

Vice President - Lianna Vargas - Ontario

Daniel Wiseman - Nova Scotia

Savayda Jarone - Nova Scotia

The following are highlights from our year:

- Board of directors has met monthly throughout the year.
- The Policies and Procedures Subcommittee spent over 30 hours reviewing and refreshing internal working documents to tighten up ambiguities and make systems smoother.
- The current financial balance is \$ 897.00.
- A huge thank you to the organizers and visionaries of the first online Canadian Herbal Conference Colleen Emery, Yarrow Willard and Chanchal Cabrera who graciously donated funds of \$ 5000 to the CCHA for future projects. This donation will appear in the next year's financials.
- Induction of two new Herbal Elders:

Marie Rose Delorme Smith, Métis Herbalist & Midwife – Alberta (1862-1960)

http://herbalccha.org/?page_id=642

Jan Kahehti:io Longboat from Ontario
http://herbalccha.org/?page_id=683

- Creation of the herbal gathering calendar for the website with links to in person celebrations and events.
- The CCHA conducted several meetings with provincial associations to discuss issues of policy and good governance.
- The CCHA NNHPD subcommittee has been in correspondence with the NNHPD via letter and attended one meeting of NNHPD in Ottawa before COVID. We will be following up again in the coming year via letter to ensure that we continue to stay informed on any upcoming changes which affect herbalists, private practice and access to herbal medicines.
- Creation of a COVID 19 safety awareness document and public statement.
- The CCHA has been in discussion with nascent provincial herbal associations in currently unrepresented regions. One of the challenges with new associations is the small numbers of professional practitioners in each province. This creates a domino effect of challenges as it takes a team of hard working individuals to bring a nonprofit association to fruition. The professional membership category is challenging to grow with few professional members in a province and it takes commitment and the ongoing hard work of many individuals to promote and grow membership – and prevent burnout of the few who work hard to steer the association forward.
- The CCHA Board of Directors attended the first online Canadian Herbal Conference of 2020 and hosted a panel discussion on the position of herbal medicine in Canada.
- Social Media and Marketing subcommittee: Thanks to the previous Alberta representative, Samantha Ortheib, the CCHA has a new website under development (**Note our website is currently under construction).
- Our vision and future planning includes more interviews of elders, a private log in links for provincial members to useful policy documents and development of native plant monographs.
- One of the requests generated from the Canadian Herb Conference is guidance documents related to the sustainable practice of herbal medicine and ethical wild crafting. With shifts and changes regarding accessibility to plant medicine coupled with the growing interest, demand and popularity in the use of herbal medicine; it is imperative that there is a general framework which individuals, companies or interested parties can use to assist with choosing ethical and sustainable suppliers. The CCHA is visioning to create working documents to begin this conversation-and will likely be hiring consultants with areas of expertise to complete portions of work to be compiled into a larger working document. More on this in future months. Some of the recent funding received from the CHC will be used to support this initiative to create documentation on ethics, sustainability and transparency in the herbal supply chains.

Call for Volunteers for our Subcommittees

The CCHA would like to highlight our subcommittees and invite members of provincial associations to reach out through their provincial representative for more information.

The Insurance subcommittee: is busy developing a path forward for how the CCHA could approach Insurance companies to include Registered Herbalists as part of their benefits packages. This is a large project and we welcome volunteers from provincial associations who share interest in working behind the scenes on this subcommittee.

The Social Media/Marketing subcommittee: A call out to provincial associations, please tag the CCHA for your social media posts related to member's herbal events, updates and classes so we can promote you (and the provincial associations members) on Facebook. If any member of a provincial association has upcoming events, a recent blog post or website article related to herbal medicine, please also tag us on social media – so it can be shared.

Also, if each provincial association has a quarterly statement which the CCHA could post on social media, this would be greatly welcome and will enhance the sharing of what each province is busy with behind the scenes. These statements can be provided to your provincial representative for sharing.

A call for new nominees of Herbal Elders

If you or your provincial association know of any herbal elders in your province whom have been in private practice for over 25 years and have offered exceptional contributions to our field, either in community, politically or otherwise, please view the criteria to have them nominated and recognized and provide a bio along with a photo to the CCHA.

http://herbalccha.org/wp-content/uploads/2014/03/CCHA_EldersNominations.pdf

The CCHA wants to highlight the number of professionals within our country who have offered pearls of herbal wisdom to the public and community. The biographies of many nominated herbal elders can be found here: https://herbalccha.org/?page_id=38

Request for Annual Fee

The CCHA is requesting an annual \$200 flat fee from each province for general membership dues to be payable Jan 30th 2021. Please see the additional "Request for fee" document attached.

Thank you for your continued support of the CCHA.

Provincial Check-Ins

To follow are some general highlights from each provincial herbal association as they sum up accomplishments for the year.

Nova Scotia

2020 was quiet, mostly due to Covid19 restrictions on gatherings. In the fall HANS held their AGM, with the creation of a new board and a focus on putting the 'house in order' while preparing for activities and higher profile in the community during Covid and for 2021.

New Brunswick

- The New Brunswick herbalist association was recently founded as a nonprofit association in March of 2018 and has nearly 40 members.
- Instead of our annual herb fair event, they video recorded a series of interviews featuring local New Brunswick herbalists. The first video is scheduled for release this month with more to follow.
- The second issue of their 'Herbalist Thymes' newsletter was released in the summer in French and English.

- To increase accessibility, they have been working on translating our website, logo and resources to make everything available in French, English and Micmac.
- In August they held an herb walk in Moncton that was well attended.

Ontario

- The OHA updated their professional application process, now applications are reviewed only 3 times a year, and all applicants must submit the application, case studies, reference letters, and do an interview.
- All of the herbal gatherings were cancelled, many of our Herbalists were forced to shut doors, and cancel workshops/classes, for several months. Most people have had to adapt to online mediums, or very strict practices around in-person interactions.
- Herbalists in Ontario have been facing challenges around acquiring alcohol, the rules have changed and herbalists who do not have a "commercial/business-zoned address", cannot order alcohol from the main suppliers any longer, and now must resort to paying much higher prices through the LCBO. Alcohol bulk purchases - must be delivered to a commercial address but can be shared with other practitioners from there.
- Some matters brought to the OHA's attention required the OHA to go through disciplinary procedures, and assemble a Professional Ethics Sub Committee. The OHA faced challenges that shed light on areas that needed addressing and forced us to look at our Professional Code of Ethics and Scope of Practice documents.
- The OHA created a new bursary program, offering several bursaries for practitioners who may be struggling to get their CEU credits due to financial hardship.
- OHA's virtual AGM was held over Zoom, due to COVID 19 restrictions. Highlight of the meeting was a Panel discussion between six herbalists of different modalities and moderated by Penny Beaudrow, on the topic, Herbs for Immunity. Tenzin Gonpo represented Tibetan Herbal Medicine, Ayurvedic tradition represented by Shanthi Balasubramaniam, Western Herbal Medicine by Rick DeSylva, TCM by Hsuan Huang, Indigenous medicine tradition by Joe Pitawanakwat and Esoteric Medicine by Dee Gauthier. The afternoon speaker was Nicole Rose, representing Herbalists without Borders, talking about her experience working with prisoners in the UK. The panel discussion, Nicole Rose's talk and OHA business were recorded in separate segments and will soon be available for members who were unable to attend the AGM.
- The OHA board hired a new General Manager who will be taking care of their newsletter, event postings, expanded practitioner bios and other member-outreach; as well as a Social Media Coordinator who will be focusing more on our public outreach.
- The OHA began a "Herb Talks' initiative, where various herbalists are interviewed. Our first talk featured a TCM practitioner; the next is featuring Monika Ghent and her Plant Spirit Medicine practice.
- The OHA has a new semi-annual ezine, The Herbalist's Way. The first issue is available on the OHA website, and second issue is about to be released, for all OHA members.
- The OHA has a Newly Registered Herbalist and Student Committee working towards connecting established practitioners with new herbalists and students, and organizing our volunteer efforts for outreach and fundraising. There is a lot of fresh, youthful energy gathering on this front – the OHA is excited to see what they can accomplish this year with so much excitement from members.

- The OHA community garden space was a center of attention, with a focus to make it more accessible and inviting for members.
- The OHA recently reconfigured our website's 'Members Area' to feature reference documents, part journal articles, the new ezine, herb talks and other information for members-only.
- The OHA Complaints procedure has been tested and disciplinary procedures have been put in place (3 x in 2 years leads to automatic suspension).

Alberta

- The Alberta Herbalists Association celebrated their 5th year with a virtual Annual General Meeting in October 2020. Much was accomplished in 2020 with help from wonderful members, a dedicated board of directors, and of course plenty of guidance from the Canadian Council of Herbalists Associations and fellow provincial associations. In 2020, the AHA Board of Directors focused on creating a more effective, sustainable society for the AHA. Here are some of the highlights of their work this year:
- Trained 8 new board members & multiple new committee volunteers to help us create events, interface with members, and build some much-needed policy.
- Created a Student Bursary for student members, \$500 for 1 student, with plans to increase the number of recipients after the next Alberta Herb Gathering.
- Adapted to COVID-19 with more online learning events and videos.
- Proposed bylaw changes to our members at the AGM, and began yearly reviews of bylaw and policy
- Created 3 new committees to streamline the functioning of our society.
- Hired a Chartered Accountant, who is managing our finances, taxes & society papers.
- Added new business discounts just for members – there are now 12 businesses offering discounts to AHA members.
- Updated the website to make it attractive, informative and accessible.
- Increased our newsletter from twice yearly to four times per year (equinoxes & solstices).

British Columbia

- Changed the name of the association from the CHA of BC to the BCHA, with a new logo to better represent who we are (leaving out Canadian) as we are not a national association.
- New website in development, more interactive and looking at ways to improve membership registration through software to facilitate.
- Developed COVID-19 recommendations based on the BCCDC, Work Safe BC and the PHO and sent out special newsletters to the membership.
- Continued to work with the BC Animal Owners Association to coordinate a movement forward for non-veterinary practitioners to legally work with animal healthcare in BC. Movement has been made in this area and the BCHA is an official member that has participated in conference calls with the Ministry of Agriculture on this subject.
- Monitored the situation with the changes to the regulations of health care providers in BC through the Cayton Report and the modification of the regulatory colleges. The BCHA maintains relationships with other non-regulated health profession associations and has been engaged with professionals in the field of regulation.
- Have been updating their internal systems and working with administrator to improve workflow.

- Looking to bring on an Executive Director to help with taking on new projects to generate more revenue and make the general public more aware of herbal medicine and herbalists as a profession.
- Reviewed and modified the requirements for CEU credits.
- Been busy creating new newsletters to keep in regular contact with membership along with greater social media posts to highlight the work of our members.
- Hosted their first ever online AGM that was very successful and had their first sponsored webinar presentation. The BCHA looks forward to hosting more educational forums in the future.