

# Mind | Body | Spirit

New bursary  
helps to make  
student's dreams  
come true

## ALSO IN THIS ISSUE

The Media and  
Naturopathic Medicine

Our roundtable discussion on  
successfully navigating the media

CCNM third-year student Kayzie Sutton

**The Canadian College of Naturopathic Medicine**  
Educating naturopathic doctors for almost 40 years



# Cyto-Matrix® professional liquid supplements

- Scientifically advanced manufacturing
- Evidence based formulas/therapeutic dosing
- Excellent taste for maximum compliance

Innovators of the original Cal-Mag Liquid™



The results doctors want.  
The taste patients need.



**CYTO-MATRIX®**  
Improving health and wellness...naturally

www.cyto-matrix.com



## CONTENTS

ISSUE NO.18

FALL 2016



### FEATURES

9

#### The Media and Naturopathic Medicine

A roundtable discussion on dealing with the media

18

#### A new bursary fuels the dreams of one student

Kayzie Sutton tells us about becoming an ND – and the gift that’s helping her get there

23

#### Working across the health care system

A responsibility to serve the community and a strong sense of ethics

**Mind | Body | Spirit** is published three times a year for alumni and friends of the Canadian College of Naturopathic Medicine. All material is copyright 2016, Canadian College of Naturopathic Medicine, and may be reprinted only with written permission.

**Editor in Chief**  
Simone Philogène

**Managing Editor**  
Sana Abdullah

**Advertising**  
Frances Makdessian

**Art direction & design**  
Bhandari & Plater Inc.

**Please send your comments and story ideas to:**  
sabdullah@ccnm.edu

**General inquiries**  
(416) 498-1255 ext 243

**For information about advertising in Mind | Body | Spirit:**  
advancement@ccnm.edu

**Publications mail agreement**  
No. 40052173

**Contact information:**  
Advancement office  
1255 Sheppard Ave. E.  
Toronto, Ontario  
Canada M2K 1E2  
Tel: (416) 498-1255  
alumni@ccnm.edu  
www.ccnm.edu

**To update your contact information, please send an email to:** alumni@ccnm.edu

**Cover photo:**  
Third-year student Kayzie Sutton in CCNM’s lobby. Read her story on page 18.  
Photo credit: Julia Zander

**Editor’s Letter** ..... 2

**Fifteen Minutes with Dr. Ehab Mohammed** ..... 4  
Research resident at CCNM and alumnus of the inaugural IMG graduating class in 2015

**Working with the media** ..... 12

**Interacting with reporters responsibly** ..... 16

**Advertiser’s Index** ..... 32



Dr. Ehab Mohammed, ND, shares his passion for adjunctive cancer care (story on page 4)

# Editor's letter

## Naturopathic medicine in the media goes "mainstream"

A recent radio story on the CBC associated the words "naturopathic medicine" and "mainstream." Who would have thought, 20 years ago?

There has been no shortage of media coverage of naturopathic medicine in the last year. We at CCNM have found ourselves to be observers on some stories, providers of background information sometimes, reputable source on still others and, more recently, front and centre through the work we do in our clinics and through the Ottawa Integrative Cancer Centre.

Given the increasing coverage, we felt it was time to shine a light on the interaction between proponents of naturopathic medicine and the media.

Here at CCNM, many students and practising NDs have asked us about our level of presence, why and when we choose to engage, and our views on the impact of it all. Based on these questions, we thought it timely to bring together some of the leaders in the naturopathic community to share their experiences.

Without a doubt, naturopathic medicine in Canada is an increasingly favorite topic in the media and, happily, coverage is becoming more balanced. We know that controversy sells and we know that a journalist writing a balanced story will always look to include a point of view other than ours.

The media's intermediation of news on naturopathic medicine is only one element today of the opportunity to "get the facts out." Social media, blogs, internet sites provide an additional opportunity. And while it's an easy way to get news and information out, the threshold on accuracy is high, or risk going viral in a negative way.

## From dreams to reality

As you can see from our cover, students continue to dream about becoming naturopathic doctors, and a donor recently made this dream much easier to achieve for one of our students. Kayzie Sutton's journey from communications and broadcasting to naturopathic medicine is a fascinating one. Read more on page 18.



## International Medical Graduates – what are they doing now?

In 2015, CCNM graduated its first class of International Medical Graduates. These are MDs who trained outside of Canada and then took CCNM's two-year bridge delivery to become naturopathic doctors. Now that most of them are past the NPLEX, we are catching up with them to see how they are putting their naturopathic training to use. First up is Dr. Ehab Mohammed, ND, on page 4.

We hope you enjoy this issue.

Simone Philogène  
Editor in Chief

## INTESTINAL THERAPY



Intestinal Therapy contains a mix of anti-inflammatory and intestinal supportive ingredients to help repair leaky gut, provide relief for inflammatory bowel disease, improve allergies and heal damaged tissues in the digestive tract.

Advanced  
Naturals  
#1 Selling  
Product!

### Intestinal Therapy Ingredients:

**L-Glutamine** - Increases intestinal villous height, stimulates mucosal cell growth in the intestinal tract, and helps to maintain the mucosal cell integrity.

**N-Acetylglucosamine** - Required for tissue repair mechanisms.

**Ginger Root** - Strong anti-inflammatory properties.

**Marigold Flower** - Helps to alleviate mucous membrane inflammation.

**Marshmallow Root** - Alleviates local irritation and inhibits mucociliary activity. Soothes and protects mucous membranes by forming a protective layer.

**Ginger Root** - Carminative (expels gas from stomach, intestines or bowel).

**Cranesbill Root** - Contracts blood vessels thereby stopping internal bleeding. Helpful for diarrhea and chronic dysentery.

**Gamma-Oryzanol** - Enhances gastric & ileal movement.

ADVANCED NATURALS

To learn more about Advanced Naturals visit [www.advancednaturals.ca](http://www.advancednaturals.ca) or call 1-800-485-0960 ext 1000

# Fifteen minutes with Dr. Ehab Mohammed, ND

Dr. Ehab Mohammed, ND, shares his passion for clinical oncology and research, and his hopes for the future of cancer care



*“CCNM teaches many areas of care that are lacking in the medical system, such as nutrition, herbal medicine and acupuncture. I wish to continue learning about these to optimize my patient care from both the conventional and naturopathic sides. CCNM also houses a cancer focus in the RSNC which gives me a chance to learn more about naturopathic care for cancer patients.”*

Dr. Ehab Mohammed, ND (Class of 2015)

**Q** Describe your background in medicine and oncology. Have you always been interested in cancer care?

**A**—I’ve been a clinical oncologist for over 20 years. I graduated from the medical school at Cairo University, Egypt. I wanted to be a cancer doctor since I was a med student so I applied for the clinical oncology residency program and was accepted. I spent three years treating different types of cancers using radiation therapy, chemotherapy and palliative care. In that time, I also completed a master’s degree studying psychological disturbances among cancer patients. After completing my residency training I started working as an assistant lecturer of oncology at Cairo University, teaching undergrad students the principles of radiation therapy and chemotherapy. I also practised, where I focused on brain tumors, and started a prospective study on using two different types of radiation therapy in the brain. I then passed the medical doctorate exam in radiation oncology.

I became a professor of clinical oncology at Cairo University in 2009 and published 33 peer-reviewed research articles in reputable journals.

**Q** When did you immigrate to Canada and why did you decide to attend CCNM?

**A**—I immigrated to Canada in 2013 and decided to attend CCNM. The most important reason was to fill the gap in my medical education because my work in patient care and management was focused on conventional cancer treatments like radiation therapy and chemotherapy. When patients needed additional care I had to refer them. But CCNM teaches many areas of care that are lacking in the medical system, such as nutrition, herbal medicine and acupuncture. I wish to continue learning about these to optimize my patient care from both the conventional and naturopathic sides. CCNM also houses a cancer focus in the RSNC which gives me a chance to learn more about naturopathic care for cancer patients.

**Q** What are the benefits of combining a conventional medical education with naturopathic medicine?

**A**—Naturopathic medicine is an essential part of health – conventional medicine cannot manage disease/health concerns alone. Aspects such as good nutrition can play a large role in patient care; for example, patients with diabetes or high cholesterol will never benefit from conventional care if they don’t eat properly.

During my training as an intern in adjunctive cancer care with Dr. Dan Lander, ND, I witnessed a difference between patients who received both naturopathic care and conventional cancer treatments and those who did not. I could clearly tell that patients looked healthier, felt better, had higher energy levels and could cope with the intensive cancer treatments.

**Q** You are a research resident at CCNM. Tell us more about your day-to-day activities.

**A**— Currently I'm involved in a research project about colon cancer and naturopathic supportive care, reviewing all patients who presented to RSNC with colon cancer and correlating their general performance and symptoms before and after treatment. Meanwhile I am doing a monthly review of one of the research articles in naturopathic medicine, creating research questions relevant to this study, posting it as a 'study of the month' on Moodle and creating hard copies for students to encourage their critical thinking.

I also teach primary clinical diagnosis for second-year students and primary care practical sessions, phlebotomy and B12 injection for third-year students. Finally, I am a clinic supervisor for fourth-year interns on Fridays.

*"I see a lot of potential for the future of adjunctive cancer care, simply because of what it can offer to cancer patients. I'm hoping that conventional medicine supports this type of care that patients desperately need"*

Dr. Ehab Mohammed, ND  
(Class of 2015)



Dr. Ehab Mohammed, ND, with some of his fellow IMG graduates at CCNM's convocation ceremony on May 21, 2015.

**Q** How do you see the future of adjunctive cancer care evolving?

**A**— I see a lot of potential for the future of adjunctive cancer care, simply because of what it can offer to cancer patients. I'm hoping that conventional medicine supports this type of care that patients desperately need. For the time being it needs a lot of work, enthusiasm and dedication from NDs to spread the word and establish adjunctive cancer care focuses to achieve our mission in helping these patients.

**Q** What do you plan to do next?

**A**— I plan to use my prior wealth of knowledge as well my education and experience from CCNM to launch my clinical practice and continue running research projects in adjunctive cancer care. \*

**SEIRIN**  
THE PAINLESS ONE™

**THE ONE & ONLY!**

Setting the global standard in acupuncture needle manufacturing

- The **ONE & ONLY** company first to produce disposable acupuncture needles.
- The **ONE & ONLY** patented heat curing technique for applying silicone to a needle so **NO** silicone residue resides in the body.
- The **ONE & ONLY** with precision insert molding technology, which facilitates steady needle insertion resulting in less injury of the tissue.
- The **ONE & ONLY** to assure a near-zero attachment of micro-organisms prior to sterilization process for the "cleanest" needle possible.

**TRUSTED FOR YOUR MOST SENSITIVE PATIENTS!**

**SEIRIN**  
THE PAINLESS ONE™

Price may not be the only determining factor when choosing which needle is best for your practice and your patients. Quality differs between needles depending on the materials used and the manufacturing process.

**SEIRIN** leads the way in acupuncture needle manufacturing business globally with their low-nickel Japanese grade stainless steel and fully automated manufacturing and Japanese Quality Control.

**ETD**  
ELECTRO-THERAPEUTIC DEVICES INC.  
MORE THAN JUST ACUPUNCTURE

Registered to ISO 13485 CMDCAS  
Canadian Medical Devices Conformity Assessment System

The Canadian agent for Seirin and Dongfang  
70 Esna Park Drive, Unit 4  
Markham, Ontario, Canada L3R 6E7  
T: 1-877-475-8344 F: 905-475-5143



Dr. Bob Bernhardt, PhD



Dr. Beverly Huang, ND



Dr. Dugald Seely, ND



Mr. John Wellner

# The Media and Naturopathic Medicine

## Getting the message out: tips from the pros

### OUR PANELISTS

*Clockwise from top left:*

**BB**  
**Dr. Bob Bernhardt, PhD**  
President of CCNM

**BH**  
**Dr. Beverly Huang, ND**  
(Class of 2004)  
President, College of Naturopathic Doctors of Alberta (CNDA)

**JW**  
**Mr. John Wellner**  
Executive Director of the Ontario Association of Naturopathic Doctors (OAND)

**DS**  
**Dr. Dugald Seely, ND**  
(Class of 2003)  
Executive Director of the Ottawa Integrative Cancer Centre (OICC)

For anyone interested in and supportive of naturopathic medicine, the past twelve months has seen a steady stream of media coverage aimed at NDs and the profession. While some of the coverage has been positive, such as extolling the benefits of naturopathic care (by practitioners and patients alike), some of it has also been controversial. With a bigger spotlight on the profession comes a greater responsibility to ensure our message is clear, powerful and effective.

We asked those on the front line to share their thoughts on what it's like to work with the media and how to deal with the outcome – both negative and positive.

**There seems to have been a lot of media interest in naturopathic medicine in the last twelve months. What do you attribute that to?**

**BB:** It is interesting, as NDs are gaining more respect in many parts of the medical establishment our critics are becoming more vocal. I certainly see the two as connected.

**NDs are interacting with the media more and more – what are your thoughts on how NDs can have the best possible interaction with members of the media?**

**JW:** It is important for NDs to be able to promote their practices (and by extension the profession) in local media, and we want to help to train them to do that. When it comes to the controversial issues though, we should be careful to present a unified voice.

**How do your respective organizations work with the media?**

**BH:** As the regulatory body in Alberta, there is very little that the CNDA can make comment on. Having said that, in the last few months of increase media inquiries to the College, we have ensured that each and every inquiry has been answered in a timely fashion and provides facts and references as to how our profession is regulated in Alberta. We approach each one of these inquiries as an opportunity to educate the public as to how naturopathic medicine is regulated in Alberta.

**GENESTRA BRANDS**

**Move over sick days.  
Hello HMF Fit For School.**

**HMF Fit For School**  
PROBIOTIC FORMULA  
FORMULE PROBIOTIQUE  
Natural Blackcurrant Flavour  
Savour naturel de cassis  
NPN 80047310

Helps to reduce severity of upper respiratory tract infection (URTI) symptoms. Helps to support the immune system.  
Contribue à réduire la sévérité des symptômes des infections des voies respiratoires supérieures (URTI). Aide à soutenir le système immunitaire.

**30 Chewable Tablets/ Compléments végétariens**

**NON GMO**  
**GLUTEN FREE**  
**DAIRY FREE**  
**VEGETARIAN**  
**NO FOS**

**GENESTRA BRANDS HMF Fit For School** helps to prevent upper respiratory tract infection (URTI) symptoms using a unique combination of research-driven probiotic strains and vitamin C. In a recent clinical trial, HMF Fit For School's probiotic formula was shown to decrease schoolchildren's URTI symptom incidence by 33% and reduce absenteeism by 30%. Each delicious blackcurrant flavoured chewable tablet provides 12.5 billion CFU of proprietary strains and 50 mg of vitamin C, plus 1000 IU of vitamin D.

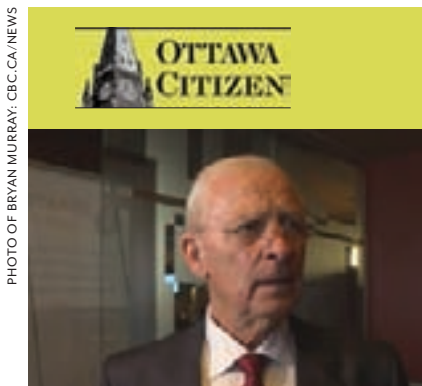
**Seroyal** Seroyal offers GENESTRA BRANDS, UNDA and Wobenzym® product lines. CANADA: (800) 263-5861 | www.seroyal.com

The Media and Naturopathic Medicine cont'd

*"I think many patients of NDs are frustrated to see the media trash medical support that they have found incredibly important to their health. I know that patients receiving adjunctive care for cancer are particularly appreciative of the difference the treatments have made in their lives and they want others to be aware of what is available."*

Bob Bernhardt, President, CCNM

PHOTO OF BRYAN MURRAY: CBC.CA/NEWS



**Senators' GM Bryan Murray leads fundraising drive for alternative cancer centre**  
(April 6, 2016)

Representatives from the OICC and CCNM were on hand at the launch of the OICC Foundations's fundraising campaign at the Canadian Tire Centre in Ottawa. Former Ottawa Senators GM Bryan Murray, who is currently receiving treatment at the OICC for colon cancer, also serves as honorary chair of the campaign.

**JW:** OAND is both reactive and proactive with the media. We answer media calls when they come in, but how much to engage and what to say is a careful balancing act. We reach out with media statements, letters to the editor, and interviews on issues of interest to Ontario NDs.

**As naturopathic medicine has become more and more popular, there has also been some controversial media coverage. What's your advice on how to deal with that?**

**DS:** Always stay positive, take the high road and never take it personally.

**BH:** Know that these days, media can cycle so quickly – even faster than the typical 24-hour news cycle. With social media at play, once another story hits the news, the controversial piece on NDs is now old news. At the height of media scrutiny in Alberta in April, within 6 hours, the next new controversy in Alberta hit – that the restaurant chain, Earl's, was no longer using Alberta beef! And like that, it went onto the next news item a day after that. Within 48 hours, the newsfeeds were no longer carrying the critical pieces on NDs.

**JW:** My advice is always to speak to what you know and don't take the bait on loaded questions designed to create controversy. Stick to the message that you want to get across.

**On a number of radio shows in the last year, we have heard many patients call in and share their positive experiences with their own naturopaths. Were you surprised by that?**

**BH:** Not at all! We know that our patients are our biggest advocates. They have seen first-hand how successful naturopathic medicine can be.

**BB:** Not at all. I think many patients of NDs are frustrated to see the media trash medical support that they have found incredibly important to their health. I know that patients receiving adjunctive care for cancer are particularly appreciative of the difference the treatments have made in their lives and they want others to be aware of what is available.

**DS:** Somewhat, but not really. These are the people we are making a difference for and they are intelligent and outspoken. It's really very encouraging.

## WORKING WITH REPORTERS ACROSS ALL MEDIA PLATFORMS



### Helpful tips if you are contacted by a reporter

As naturopathic medicine increases in popularity among Canadians, so does the media interest in what naturopathic doctors do, how they are educated, etc. This interest is amplified when tragedy or controversy arise. Working with the media can be tricky. Here are some tips to help you if you're ever contacted by a reporter.

**Know who you're dealing with.** If you're called for an interview, ensure that you note down the following details:

- > **Name of reporter** (if you're not familiar with who the reporter is, look up stories he/she has written to give you a sense of their writing style, views etc.)
- > **Media outlet he/she is calling from**
- > **Email and phone number**
- > **Topic:**  
What is the story he/she is working on? (see what's already been written about this topic)  
What information is he/she looking for from you?  
What kind of interview will it be? (on-camera, over the phone)
- > **Deadline**

**Always be professional and courteous in your communication with reporters** (whether on the phone or via email)

**Never leave a reporter hanging.** If you're too busy to do the interview or feel you are not the right person, let the reporter know and suggest that they get in touch with your provincial association, who can help them find an ND to speak to.

**As a courtesy, let your provincial association know you've been contacted by the media.**

**Speak on behalf of yourself and your practice.** Avoid speaking on behalf of others.

**Calls about the profession or regulations should be forwarded to your provincial regulatory body and/or association.**

**If you're unsure of what to say, reach out to your provincial regulatory body or association for assistance.**

The media thrives on controversy and there are a number recurring hot button topics that reporters like to dig up. It is important that representatives from the profession be involved in discussions around these topics to educate the public. More often than not, the media is looking for you to react to the issue at hand to help sell the story but remember: you want to respond only if you are the right person to address the issue.

**Ensure your clinic/personal website is compliant with your provincial regulatory standards.** Incomplete and/or inaccurate websites are an easy target.

### The Media and Naturopathic Medicine cont'd

**JW:** I was thrilled, and our critics were surprised. We have an engaged and supportive patient base. We have to keep growing that through outreach and education.

**Do you ever get discouraged by negative press? How do you deal with that?**

**BB:** I do, but the important thing is that we stick to our positive messaging. I am an inveterate optimist and I believe that ultimately, as the saying suggests, truth will prevail.

**BH:** It's human to feel discouraged when someone criticizes the profession that you are passionate about. It certainly doesn't discourage me for long however. I have the advantage of knowing and seeing day in and day out how naturopathic doctors are helping their patients across North America. That journalist doesn't see the relief in patient's faces when they feel heard; when someone is listening to their symptoms and are putting the pieces together for them; when they are feeling empowered to take charge of their own health. I know that I have that distinct advantage and there isn't a journalist that can take that away from me.

**JW:** The news business has changed and is acting more like a business, selling and promoting its stories. We have to deal with the fact that controversy and conflict sells, but we don't have to take it personally.

**Where do you think naturopathic medicine is going in the future?**

**BB:** I see greater and greater integration with other forms of medical care. I recognize that this may involve greater reliance on specialties and evidenced-based therapies, and that produces

concern with respect to some forms of traditional treatment, but I do believe that is the future. I also believe that some of the profession's more holistic approaches may be amenable to being offered as "specialty care" for things like deferring or avoiding Alzheimer's Disease.

**BH:** In Alberta, I am confident that naturopathic doctors deliver safe, competent and ethical care to their patients. Naturopathic doctors are who we are – we are not trying to claim or be something that we are not. The sooner we can recognize the role that NDs can play as part of a patient's health care team, the sooner patients can receive optimal health care.

**DS:** It has a strong and growing base of evidence, there is a desire for greater integration on the part of public and many health care practitioners and the low cost foundational health support that NDs provide are essential to a healthier population and reduced health care costs. We need to promote the service that NDs can provide in terms of health promotion and disease prevention.

**How have the recent changes in regulations in some jurisdictions across North America affected the practice of naturopathic medicine and the perception of naturopathic medicine?**

**JW:** I can really only speak for Ontario. I think that now officially being one of the "Regulated Health Professions" in Ontario provides us an opportunity to create an even more positive perception and reach new patients. It has certainly been a struggle for NDs though, with more costs, more regulations, new procedures and in general more hassle. I think many see this as growing pains.

cbcradio



PHOTO: CBC-CRADIO



**Naturopathy goes mainstream: What's the harm?** ("White Coat, Black Art," September 1, 2016)

This radio broadcast brought together many differing views on naturopathic medicine and its integration with conventional medicine. Dr. Jonathan Tokiwa, ND, of the Brampton Naturopathic Teaching Clinic, and Dr. Dugald Seely, ND, were interviewed on behalf of the College and the profession. This was an important opportunity to share what we do and ensure that our views were represented.



*"I see a bright future that includes: the population understanding and embracing what naturopathic medicine can offer; government and insurance providers better recognizing the role naturopathic doctors can play in preventing illness; the recognition that there are budgetary benefits to keeping people healthy instead of just treating them when they fall sick; and more collaborative work with medical doctors when the value of naturopathic medicine is better acknowledged."*

Mr. John Wellner, Executive Director of the Ontario Association of Naturopathic Doctors



**Unconventional medicine**  
("The National," May 2, 2016)

Class of 2002 graduate Dr. Eric Marsden, ND, spoke on several topics, including the ensuing media interest from recent news stories regarding the naturopathic profession. We were able to tell the public more about naturopathic medicine and the ND scope of practice in Ontario.

**Where do you see naturopathic medicine in 10 years?**

**BH:** We have yet to visualize the potential that we have as a profession. We need to focus on our patients and US. There is no need to make any comparisons to others in order to 'measure up'. That shift is happening and we will continue to build on this momentum. In the past 12 years of practice, I have seen this profession blossom and grow. The seeds of our profession were sowed by our elders for whom I have immense gratitude. We have tended to the seedlings and watched the leaves grow on its branches. If we are trees today, then in 10 years, we will be a thriving forest.

**DS:** I see it integrated within family health teams, hospital services, with coordinated referral bases.

**JW:** I see a bright future that includes: the population understanding and embracing what naturopathic medicine can offer; government and insurance providers better recognizing the role that naturopathic doctors can play in preventing illness; the recognition that there are budgetary benefits to keeping people healthy instead of just treating them when they fall sick; and more collaborative work with medical doctors when the value of naturopathic medicine is better acknowledged.

**BB:** I see a future in which the unique contribution of naturopathic medicine is widely respected. This respect will drive: regulation in each Canadian jurisdiction; broader scope with expanded rights for ordering diagnostic tests and for prescribing; many government paid positions for NDs in order to provide access to those who cannot currently afford the care; integration with other health-care providers, as the norm not the exception; and an environment in which all CCNM graduates are successful – both financially and personally. \*



**St. Francis HERB FARM**  
Products Professionals Prefer

# FENUGREEK & BLESSED THISTLE

## NATURE'S ANSWER TO LACTATION DEFICITS

**Promotes Lactation**  
2500mg 2:1  
5:1 POWDER EXTRACT 60 Capsules

**ONE MONTH'S SUPPLY**

- Complementary action of herbs that work best together for increasing milk supply
- Convenience of two ideally matched herbs in one capsule
- Fenugreek, a herb shown to double milk production
- Blessed Thistle: promotes lactation and also a classic bitter tonic for digestion

• Only 2 capsules per day needed

• Low dose, high potency

The High Potency Difference

Raw Herb Capsules = 1 SFHF Vegicapsule

**Follow us**

Tel: 1.866.562.9131 | Fax: 1.866.353.0427  
info@stfrancisherbfarm.com  
www.stfrancisherbfarm.com

A Canadian Company  
Family Owned & Operated

## REMEMBERING YOUR RESPONSIBILITIES AS A REGULATED HEALTH-CARE PROFESSIONAL



Keith Pownall, CCNM's legal counsel, provides guidelines on how to conduct yourself with the media

- 1 Choose your words carefully.** It is understandable that you want to rebut the critics of naturopathic medicine. Try to resist the temptation to attack the critics and instead focus on addressing the issues as you see them.  
**The media thrives on controversy; litigation stemming from defamation on the internet is on the rise.** It can be expensive and time-consuming to defend yourself. It is dangerous to comment on matters when you are angry or don't have the facts. You are well advised to wait and organize your thoughts.
- 2 In trying to illustrate a point, be careful that you do not disclose confidential information about your patients.** Make sure if you are using a patient case scenario that nobody, including the patient, would be able to identify the patient based on the information you provide.
- 3 Do not infringe on someone else's copyrighted material.** Anything you write has to be an original creation by yourself. While it is permitted to refer to studies, you must properly attribute works created by others. You cannot republish them without the permission of the author.
- 4 Be mindful of CONO's prohibition on NDs endorsing products while identified as an ND.**
- 5 Do not, intentionally or unintentionally, provide medical advice.** In some forms of media you can include a disclaimer that the information you are providing is not to be considered medical advice and that readers should consult a health practitioner for specific individualized care. In some formats this is not possible or at least cumbersome. In such instances you must then be careful to stating something that may not be appropriate if it was to be taken as advice by all readers. \*



## Lower LDL and Total Blood Cholesterol

### Maintain your patients' healthy cholesterol levels

- Contains *Monascus purpureus*-fermented *Oryza sativa* (Red Yeast Rice), *Olea europaea* (Free Plant Sterols) (95% beta-Sitosterol, Campesterol and Stigmasterol), *Saccharum officinarum* (Policosanol), Folate (Folic acid) for optimal heart health.

- Inositol hexanicotinate is non-flushing Niacin

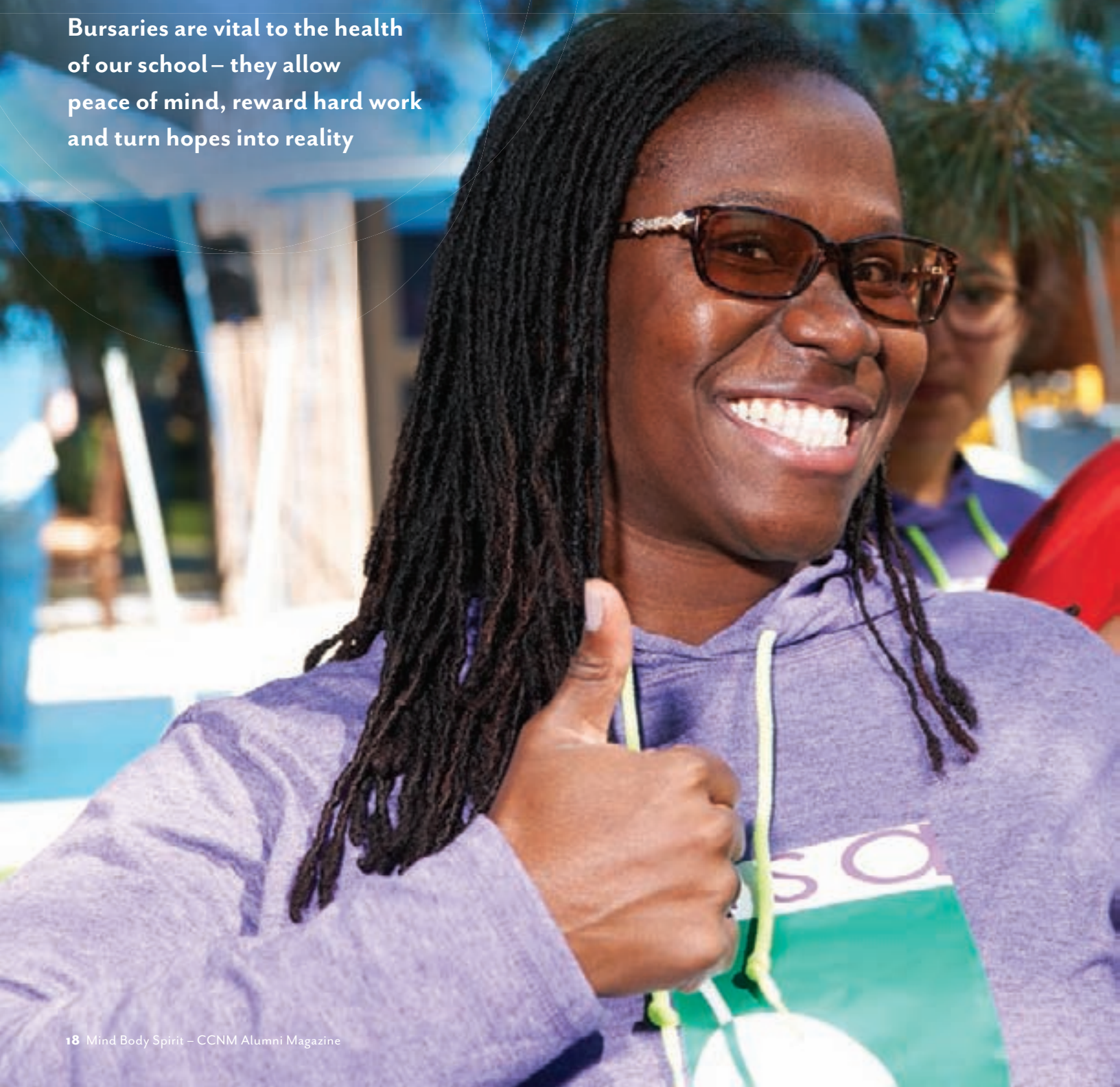
Alpha Science  
Laboratories  
Your First Choice for Natural Medicine



AlphaScienceLabs.com • 1-888-299-0318 • 795 Pharmacy Ave., Toronto, ON M1L 3K2 CANADA

# A new bursary fuels the dreams of one CCNM student

Bursaries are vital to the health of our school – they allow peace of mind, reward hard work and turn hopes into reality



*“This bursary allows for financial space that is much needed; not having to split my day between school and work is an opportunity I am extremely grateful for. I’m able to focus solely on my academics. Naturopathic medicine aligns with my core beliefs: educating and caring for people – the fundamental healing principle to seek out the root cause of disease and heal the whole person.”*

Kayzie Sutton, Reginald A. Braithwaite Memorial Bursary recipient

## Reginald A. Braithwaite Memorial Bursary criteria

- > Must be of African descent and have attended primary or elementary school in Canada for a minimum of five years
- > Must be registered as a student in the Doctor of Naturopathy program for the 2016 – 2017 academic year
- > Must demonstrate financial need, or qualify for government financial aid
- > Must have a cumulative GPA of 2.7 or better

Third-year CCNM student Kayzie Sutton has a bright, energetic personality, capable of filling a room with her charm and effervescence. A 2003 graduate of York University, Kayzie put her psychology and communications degree – and later a broadcasting degree from Seneca College – to use in the world of corporate communications and media. A few years ago, a medical situation forced her to look into alternative options. When naturopathic medicine dramatically improved her health, she wanted to help others do the same.

Her interest has always been people. “How can we be better and help each other reach our full potential?” she muses. “From a young age I was involved in various extracurricular activities – sports, dance and music. When you are surrounded by mentors and peers who are striving to be better than they were yesterday, you can’t help but push yourself to be better as well.”

If you ask her peers or professors, they’d tell you that Kayzie is an asset to the student population (she is the current VP Finance for the NSA) and to the profession. But without the support of a generous donor, Kayzie’s calling may have been left unrealized.

## The Reginald A. Braithwaite Memorial Bursary

Established by the family of the late Reginald Ashton Braithwaite, an immigrant to Canada from the Barbados who worked on the Panama Canal and valued hard work and education, the Reginald A. Braithwaite Memorial Bursary is awarded to a CCNM student of African descent with a strong academic record. The bursary is offered at a maximum of \$10,000 annually and Kayzie is its first recipient.

“One of the biggest challenges for me is tuition – attending a private medical school makes the challenge even greater. I’ve been juggling classes while working 20-25 hours a week, simply so I can afford to attend classes,” she says.

During the application process earlier this year, Kayzie met with a member of the family and felt encouraged by her support and understanding.

“This bursary acknowledges the challenges that come from being a student with an experience that is different from the majority of students who attend. It helps to reduce the barriers that affect us all and allows for conversations that may not have been had.

CCNM is grateful for the ongoing support from our alumni and the generous donations that help us to provide the best educational experience possible for our students.

If you are interested in contributing towards a CCNM bursary or scholarship, or establishing one of your own, please contact: **Frances Makdessian**, Manager, Advancement [fmakdessian@ccnm.edu](mailto:fmakdessian@ccnm.edu)



Kayzie Sutton brings her corporate experience and knowledge to her role as VP Finance with the NSA.

As a Canadian of Afro-Caribbean descent, some of the challenges we face while attending CCNM are unique and often silent. This bursary recognizes this while providing support and a foundation for success."

**Finding a home within CCNM's walls**  
Leaving behind a career in the corporate sphere to go back to school is a difficulty in itself – but becoming a naturopathic doctor takes four years of commitment and long hours spent studying and in classrooms. And the last time Kayzie learned about science and the human body was in high school.

"Starting over again wasn't easy, but I believe in what naturopathic medicine can do because I've seen it work. Making the sacrifices is possible because in the end, you'll be able to help people become healthy. It all inspires me to work harder," she says.

A firm believer in community and leadership, Kayzie has been active at the College since her first year. She felt that the time was right to take on a role in student governance, and this summer she was elected as VP Finance.

"If we all work together, we can achieve some really great things, both individually and collectively. My role on the NSA will allow me to support my fellow students in a meaningful manner," she states.

"The relationships that are forged through hard work and effort and cemented with social activities are critical to our success," she adds. "What I love most about CCNM are the people: we work hard, we study hard and we care about each other. Diligence, sacrifice and support go hand in hand here."

**A future in health care**

After deciding that health and wellness was where Kayzie wanted to focus, attending CCNM was an easy decision. And with the support of generous donors, students like Kayzie are well on their way to becoming NDs and valuable members of the profession.

"This bursary allows for financial space that is much needed; not having to split my day between school and work is an opportunity I am extremely grateful for. I'm able to focus solely on my academics. Naturopathic medicine aligns with my core beliefs: educating and caring for people – the fundamental healing principle to seek out the root cause of disease and heal the whole person. I look forward to using the knowledge and relationships that I have developed here to advance naturopathic medicine." \*

**MAGNESIUM The Spark of Life**

**Strong enough to be Gentle**

**Dreading the next digestive disaster?**

**Naka Professional**  
www.nakapro.com

For a free product introduction shipment, please email your shipping address to [admin@nakapro.com](mailto:admin@nakapro.com)

# Working across the health care system

What motivates Class of 2009 graduate  
Dr. Sylvi Martin, ND and nurse?  
A responsibility to serve the community  
and a strong sense of ethics



Nothing But Pure

## B-Complex liquid **NEW**

Supports energy metabolism

- ✓ Great-tasting, natural fruit flavour
- ✓ No artificial sweeteners
- ✓ Convenient liquid



Provides a balanced combination of  
functionally interrelated B vitamins offering  
wide-ranging benefits, while specifically  
supporting energy production



The information contained herein is for informational purposes only and does not establish a doctor-patient relationship. Please be sure to consult your physician before taking this or any other product. Consult your physician for any health problems.

866-856-9954 | [purecaps.ca](http://purecaps.ca)  
Quebec Practitioners: 800-361-0324

© 2015 Pure Encapsulations, Inc. All Rights Reserved

### Ensuring patients' safety

As an investigator for the College of Physicians and Surgeons of Ontario (CPSO), and a professional member of the Inquiries, Complaints and Reports Committee for the College of Naturopaths of Ontario (CONO), Dr. Sylvi Martin, ND, takes pride in making sure our health-care providers are delivering the highest standards of care.

Sylvi's role at CPSO is impartial, collecting information based on any complaints and issues that may arise regarding a physician's conduct or clinical care and then turning it over to CPSO's Inquiries, Complaints and Reports Committee. On CONO's version of the same committee, she and her colleagues review the facts of each case and make decisions based on the public interest.

"I thought the CPSO position was interesting and when one became available I applied for it," she recalls. "The work is challenging, but rewarding. Every profession needs to have a regulator to make sure the public is protected."

---

*"Nurses and NDs teach others how to improve their health. A lot of people see nursing as 'bedside nursing' and don't necessarily see the finer art of it. There are more nurses using complementary and alternative therapies in hospital because they see that it leads to better outcomes for patients."*

Dr. Sylvi Martin, ND (Class of 2009)

---

### The relationship between nursing and naturopathic medicine

Sylvi had always planned to be an ND. She first studied aromatherapy and reflexology prior to attending Laurentian University for a B.Sc. in nursing, grounding herself with a solid foundation of health promotion and education before enrolling at CCNM.

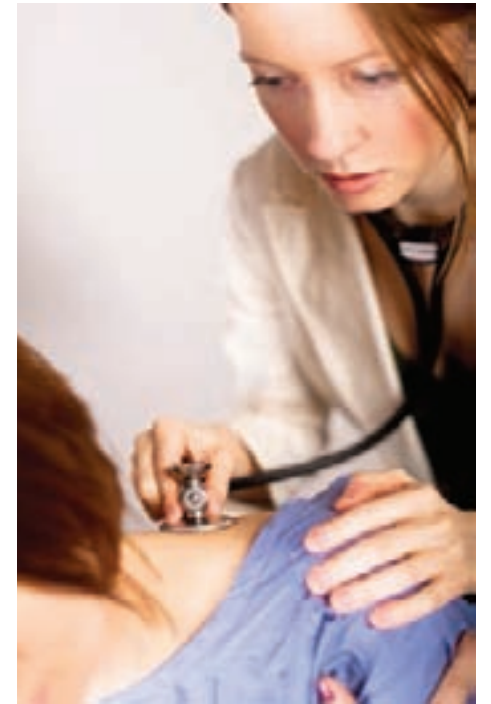
"There's more interconnectedness than people think," Sylvi says of the similarities between nursing and naturopathic medicine. "Nurses and NDs teach others how to improve their health. A lot of people see nursing as 'bedside nursing' and don't necessarily see the finer art of it. There are more nurses using complementary and alternative therapies in hospital because they see that it leads to better outcomes for patients."

Sylvi also says that as frontline workers, nurses are often asked questions about CAM treatments, vitamins and supplements.

"Our nursing, medical and pharmacy staff would frequently consult me in the hospital if they had a patient who had questions. People were open and wanted to learn more. As nurses, we educate and advocate for our patients, and we can't do that unless we learn about other treatment options ourselves," she explains.



Dr. Sylvi Martin, ND, with a patient



### Juggling both professions

Sylvi has been an ND for seven years and a nurse for 12. During her time at CCNM, she worked on most weekends and extended breaks, completing 12-hour shifts on the acute care psychiatric unit at St. Michael's Hospital in downtown Toronto. Doing both – working and studying – was very tough, she recalls. Although her patients often had severe and persistent issues, major emotional trauma and were actively suicidal, Sylvi approached each one with care and empathy.

"I spent many Christmases, New Years and Thanksgivings with patients. I walked with them down their paths. So many of them couldn't sleep through the night and asked

me to stay with them so that they'd feel safe from the voices in their head. That's an honour for me because they would remember it."

She says she'd often use the knowledge she learned in the classroom and applied it to her hospital patients, treating them with a whole-person approach instead of a narrower psychosis or mental illness one. Sylvi credits Dr. Mary Welch, ND, and Dr. Jonathan Tokiwa, ND, for being her mentors at CCNM – the two held another health-care designation (chiropractic and nursing, respectively) and understood how to help bridge the knowledge between both roles.



Sylvi writes for Naturopathic Pediatrics, an online health blog: [www.naturopathicpediatrics.com](http://www.naturopathicpediatrics.com)



Learn more about Dr. Sylvi Martin, ND, at [www.drsvlvmartin.com](http://www.drsvlvmartin.com).

*“It’s up to us to teach the benefits of healthy living and support our patients. I love both of my professions!”*

Dr. Sylvi Martin, ND  
(Class of 2009)

“Our scopes overlap, we have access to controlled acts and our tools are similar,” she reveals. “I think nurses would benefit from learning more about naturopathic medicine. Nurses are advocates for their patients and can’t do that without knowing every option.”

**Continuing to advocate for patients**

Sylvi left her nursing role at St. Michael’s after being hired by CPSO. She works a full-time schedule but fits in her private practice at Fusion Chiropractic & Integrative Health in Toronto. She also started writing for Naturopathic Pediatrics, an online health blog, and teaches

jurisprudence courses for the Ontario Association of Naturopathic Doctors.

“Other regulated health professionals approach me, asking what NDs do. That even happened as a nurse – ‘what does a psychiatric nurse do?’ People just didn’t know. So NDs and nurses face the same challenges,” she says.

“We empower people to improve their health and wellbeing and it’s a pure joy to help them improve their life. It’s up to us to teach the benefits of healthy living and support our patients. I love both of my professions!” \*



## Make your practice perfect

Nature’s Source wants you to succeed. That’s why we offer graduates the same range of exceptional services that we offer all health practitioners. For starters, promote your practice for free with **Wellness Days**. Spend some time at a Nature’s Source or Nature’s Signature near you and tap into our extensive network of customers.

**Full-service natural dispensary**

- Patient Referral Program
- Complete line of professional brands
- No prescription substitution policy
- Computerized prescription tracking

**On-going education support**

Complimentary product trainings & education seminars (with CE Credits), latest research and industry news.

**Educated & knowledgeable staff**

To assist you and your patients.



expert

For more about Wellness Days and how to register as a Partner in Health for free, contact Namrata Vaya 416.994.9983 [namrata@natures-source.com](mailto:namrata@natures-source.com)

Find a Nature’s Source location near you.



**natures-source.com**

# CCNM DISPENSARY SERVICES

Available to all NDs

## Did you know that the Robert Schad Naturopathic Clinic (RSNC) dispensary prepares tinctures and dried herb combinations for external NDs and their patients?

We typically stock over 150 single herb tinctures and 31 dried herbs in the RSNC dispensary and our staff and students are able to mix the formulations as specified by an ND.

If you wish to send your patients to CCNM to pick up their tinctures and dried herbs please provide your patient with a prescription outlining the following information:

- patient name
- your name and license number
- the item(s) requested – tincture, dried herb
- the size of the tincture or amount in grams for teas
- botanicals listed in full binomial
- tinctures listed by concentration

We strongly recommend that you contact the dispensary at (416) 498-1255 ext. 231 to confirm that we have the botanicals and concentration in stock before sending your patient.

### HOURS OF OPERATION

Monday: 2:45 – 7 p.m.

Tuesday – Friday: 8:45 a.m. – 7 p.m.

Saturday: 8:45 a.m. – 3 p.m.

For a list of prices please contact the RSNC at (416) 498-9763.



# THERACURMIN™

Smaller Capsule, Higher Potency



Suitable for vegetarians/vegans | Helps relieve inflammation and pain | Highly bioavailable

### Bioavailability comparison of curcumin\*



- Smaller capsule provides a high potency formula for easy dosing
- Patented, natural colloidal dispersion technology
- Enhanced bioavailability dramatically increases curcumin levels in the blood
- Number one absorbed form of curcumin<sup>1</sup>

\*Bioavailability comparison of curcumin from two published studies showing blood levels of curcumin over a 12-hour period normalized at the same dosage level.

Place your order today!

phone 1-844-384-7502 fax 1-844-384-7503  
email: [customercare@assurednatural.com](mailto:customercare@assurednatural.com)



Bioclinic Naturals is distributed by Assured Natural Distribution Inc.

<sup>1</sup> Scientific scrutiny revealed that Theracurmin was more bioavailable on a milligram-to-milligram basis than other leading enhanced and regular forms of curcumin.  
<sup>2</sup> As measured by SPNS 2014 data.



# THE CLEAN CHOICE FOR COMPLETE NUTRITION

Klean Athlete® is a line of NSF Certified for Sport® supplements certified free from banned substances and contaminants. Our suite of targeted products promotes peak performance by fueling and fortifying with a solid base to support an athlete's training and overall well-being.

A healthy athlete is a more effective athlete, plain and simple.



866-856-9954 | DOUGLASLABS.CA  
to learn more or order Klean Athlete today

## STAY CONNECTED

with the CCNM Community

Keep up to date with the latest news, events, health tips and more!

f /myCCNM

🐦 @myCCNM

in ccnmalumni

📷 /myCCNM



# Hey Alumni – We're Looking for You!

Do you have news you would like to share with your fellow CCNM alumni? Send us a brief update – we'd like to promote your efforts!

Contact:  
Sana Abdullah, managing editor, Mind | Body | Spirit  
sabdullah@ccnm.edu

Have you opened a new practice?

Received local or national media coverage?

Are you volunteering in your community, or developing new products?

Do you have a story to tell that may interest other alumni?

Written or published a book or article?



## Advertiser's Index

<b>Cyto-Matrix</b> ..... inside front cover	<b>Alpha Science Laboratories</b> ..... 17	<b>Bioclinic Naturals</b> ..... 29
<b>Advanced Naturals</b> ..... 3	<b>Naka Herbs</b> ..... 21	<b>Douglas Labs</b> ..... 30
<b>ETD Inc.</b> ..... 7	<b>Pure Encapsulations</b> ..... 22	<b>CanPrev/Orange Naturals</b> .. inside back cover
<b>Seroyal</b> ..... 10	<b>Nature's Source</b> ..... 27	<b>Metagenics</b> ..... back cover
<b>St. Francis Herb Farm</b> ..... 15		

# Relief made simple.

Pungent odours. Unpleasant reactions. A lengthy list of interactions. Sometimes, prescribing relief is anything but simple.



Orange Naturals homeopathic creams are designed to be safe and easy-to-use for both your practice and your patients. Fragrance-free, paraben-free and set in a base of shea butter, beeswax and MCT oil, relief has never been simpler.

### Available for your practice

- Acne Control
- Bites + Stings
- Burn Relief
- Eczema Relief
- Haemorrhoid Relief
- Joint Pain
- Pain Relief
- Warts Relief

Call us at 1-888-226-7733 to learn more about our safe & effective homeopathic creams. You may be eligible for a free sample.

Crafted in Canada 🍁 Designed by Naturopathic Doctors | [orangenaturals.com](http://orangenaturals.com)



Introducing...

# UltraFlora<sup>™</sup> Cold Support

A new, clinically tested probiotic  
blend to help reduce the symptoms  
of the common cold



- Formulated to help to reduce the number and/or severity of symptoms associated with the common cold.
- Effective dose in just one capsule daily.
- The ID Guarantee: The purity, clinical reliability, and predicted safety of Metagenics probiotic formulas are guaranteed through the scientific identification of strains with established health benefits.

## Boost your patients' health with targeted probiotics for everyday challenges

Not all probiotics are the same—and their impact on health can be highly strain specific. Now you can offer more targeted support with UltraFlora<sup>™</sup> Cold Support, which features a clinically studied probiotic blend of highly viable, pure strains of *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2.

Help your patients get through cold season with **UltraFlora Cold Support.**

**Order Today!**

Call: 800 268 6200

**Open an Account**

[metagenics.com/ca/newaccount](http://metagenics.com/ca/newaccount)

**Learn More**

[WhyUltraFlora.ca](http://WhyUltraFlora.ca)

 **Metagenics**



Lifestyle Medicine Programs



Breakthrough Research



Unsurpassed Quality



Practitioner Partnership

= The Metagenics Difference

©2015 Metagenics, Inc. All rights reserved.

Publications Mail Agreement No. 40052173

**Return undeliverable Canadian addresses to:**

Canadian College of Naturopathic Medicine  
Advancement Office, 1255 Sheppard Ave. E.  
Toronto, ON, Canada M2K 1E2  
Tel: (416) 498-1255 Fax: (416) 498-1643  
[alumni@ccnm.edu](mailto:alumni@ccnm.edu)



CCNM is dedicated to preserving our environment.  
All CCNM material is printed using post-consumer recycled content.



**ccnm**  
CANADIAN COLLEGE OF  
NATUROPATHIC MEDICINE

[www.ccnm.edu](http://www.ccnm.edu)