

NEWS BRIEFS *Continued*

Industry Perspective

Paul Mittman, president and CEO of Southwest College of Naturopathic Medicine in Scottsdale, Ariz., expressed his excitement over the growth in number of naturopathic physicians: "Essentially, the naturopathic profession doubled over a five-year period – at this rate, by 2025 we will have over 100,000 naturopathic physicians practicing in North America! Of course, the number of schools and graduating classes would have to increase far beyond current capacity, but we can dream big, can't we?"

When asked about the reasons for the growth in the naturopathic industry, Dr. Mittman offered, "The driving force behind this dramatic growth is the number of students currently enrolled in naturopathic medical schools. Over the past decade, class sizes increased and the number of schools grew from four to seven. As dramatic as these numbers suggest, they pale by comparison to the estimated 100 million North Americans using CAM therapies on a regular basis."

Now that the survey has looked at the past five years, it's important that the industry continue to look forward.

"To me, the next step is to take a hard look at the direction that health care is headed and identify how we want to contribute," Mittman said. "The hard part is deciding what we *don't* want to be – I don't think we can continue to be all things to all people. We need to focus on what we do best and what the public needs most. With the explosion of chronic diseases related to sedentary lifestyles, stress and unhealthy diet, we have a wonderful opportunity to focus on health, prevention and individualized patient care."

"The naturopathic profession must capitalize on the phenomenal growth of CAM by linking the public's desire for health care that addresses core issues, emphasizes the power of nutrition, exercise, stress reduction and lifestyle improvements, and treats disease by improving health. Successfully branding naturopathic medicine in this way will open up myriad career opportunities and continue this exponential growth."

Albert D and Martinez D: Spatial variation in the growth in number of naturopathic physicians in the US and Canada, *Papers of the Applied Geography Conferences* 29:311-320, 2006.

Albert D and Martinez D: The supply of naturopathic physicians in the US and Canada continues to increase, *Complementary Health Practice Review* Apr, 11(2):120-122, 2006.

Hough HJ et al: *Profile of a profession: naturopathic practice*, 2001, San Francisco: University of California, Center for the Health Professions.



NDNR is NYANP's "Corporate Sponsor of the Year"!

NDNR received the "Corporate Sponsor of the Year" award from the New York Association of Naturopathic Physicians (NYANP). The award was announced at the NYANP's annual convention in New York in October.

"Not only has NDNR supported and advanced our profession by creating a forum for which naturopathic thought can flourish, but specifically NDNR has been an important supporter of the NYANP by its continual donation of its publication services in an effort to advance the licensure effort in the state of New York," said Doni Wilson, president of NYANP.

The Corporate Sponsor of the Year award was established in 2003 to publicly acknowledge generous donations from corporate sponsors.

Other awards announced at the NYANP convention included: Les Moore, ND, MSOM, LAC, physician of the year; Peter and Martha D'Adamo, donors of the year; and Isadora Guggenheim, ND, president's award.

Foundations of Naturopathic Medicine Project:
**Codifying our knowledge.
It's time.**

Foundations of Naturopathic Medicine Project Update

ND College Librarians Collaborate on Book Chapter

Four librarians from three naturopathic schools are currently collaborating on writing a chapter for the Foundations of Natural Medicine Project (FNM) textbook. The authors include Jane D. Saxton, director of library services, and Susan Banks, librarian, at Bastyr University; Rick Severson, library director at NCNM; and Bryan Stansfield, library director at SCNM. The chapter's current draft is titled, *Access to Clinical Information for Naturopathic Medicine*.

The chapter discusses standard library research tools, such as MEDLINE, in relation to evidence-based complementary and alternative medicine (EBCAM). It also considers naturopathic clinical information's subordinate position in the biomedicine-dominated research literature and what might be done to level the field. The authors also present strategies for improving the body of literature of naturopathic medicine.

ND Colleges Collaborate on Transcriptions for the Project

It seems that the collaborative chapter is acting as a catalyst for the ND colleges to be involved in the creation of this landmark textbook. Some of the ND college librarians will hire workstudy students to be "Foundations Project Transcribers." NMF is seeking help to digitally transcribe "The Voices of the Elders Series," interviews of nine elders at the Northwest Naturopathic Physicians Convention 2006, a lecture series on the Voices of Naturopathic Medicine by Jim Sensenig, ND; CDs from "The Gathering I, II, III"; and the "Using the Least Force in Infectious Disease Symposium" at Seattle Healing Arts, all totaling more than 150 hours of speaking time. With extensive editing, the recordings will be the basis for various textbook chapters.

Spring 2007 Editors Retreat Finds Dynamic Facilitator

A tentative date has been set for FNM's first *International Editors Retreat* for April 2007. The site has been narrowed down to within Portland or Seattle. While organizers have not yet acquired the facility, they have found a facilitator. Based on several recommendations, Senior/Executive Editor Pamela Snider contacted Marilyn Snider (no relation) – "a productive, collegial, academically skilled and in-demand facilitator." They agreed on a contract. With Marilyn's guidance, the retreat promises to be a generative and unifying time. As of the end of October, FNM was halfway to its fundraising target for this event.

Participants will come together from four countries to work together on the 12 major sections of the text. Agency liaisons are invited to the retreat to represent the standards and positions of their organizations as part of this critical phase of text development. The 12 core areas are: Philosophy and Cosmologies; History; Principles; Process of Healing; Philosophy and Policy; Nature Cure; Primary

Care and Modalities; Clinical Sciences and Populations; Naturopathic Case Management; Clinical Guidelines and Algorithms; Science and Philosophy; and Naturopathic Education.

Virtual Collaborative Platform Ready for Writers

Volunteers at NCNM have completed construction of the virtual writer's platform, known as MOODLE. Individual online sites are set up for writers of each book chapter. They are now entering the authors' training period. David Odiome, DC, NCNM's provost, and executive assistant Kimberly Eshelman will be coordinating this training effort. Eshelman is the campus trainer for faculty and students using MOODLE as a course management tool.

Project Leaders Discuss FNM in NCNM Interview

In April, Pamela Snider and David Schleich, PhD, former CCNM president and current president and CEO of Truestar Health in Toronto, were interviewed by Kate Williams, MA, writer and NCNM administrator at NCNM, its academic home, about the history, goals and vision of the project. In answer to the question, "What is the FNM's birth story?" Snider offered passionately, "It was born in so many ways; it has had a hundred births. In a way it was birthed with the profession in 1905 when naturopathic medicine began to define its healing concepts through early writers – Lust, Lindlhar, even Samuel Hahnemann and his writings on homeopathic medicine before naturopathic medicine. Many contributors and thought leaders then and now have leavened the dialog, adding amplitude to the contractions. For me personally, along with senior editor Dr. Jared Zeff, the Foundations Project began its journey with the AANP inform 1986-1989 when it defined the principles of naturopathic medicine. Once the profession defined its principles, the question left on the table was, 'Where is the flesh on the bone?' These are the bones, but where is our body, what is our body as a field, what is the heart of the medicine, the 'full flower,' as Bill Mitchell, ND would call it?"

The interview goes on to address how other colleges will be involved, how the project can affect the profession's academic credibility, how codifying naturopathic medical knowledge will negotiate a broad array of approaches and interpretations within the professional community, how authors were chosen, how the textbook might influence political issues like licensure, and more. To read the interview in its entirety, visit www.ncnm.edu/news_events.

Added Sponsors Help Meet Fundraising Goals

Fundraising efforts have been encouraging this year. FNM's funding grew in 2006 from \$140,000 to \$280,000 in pledges. Pledge payments are distributed over a five-year period, between 2005 and 2009.

The Similimum Campaign, directed to individual donors, generated \$5,000 in the last two months. This generous outpouring is due in part to NDNR and the British Columbia Naturopathic Association's support in publishing Williams' informational article and Similimum Campaign flyer in August and October. Thanks to a growing number of *Friends of the Foundation of Naturopathic Medicine*, the project continues to move toward its financial goal.

Contact Pamela Snider at plsnider@comcast.net, 206-697-4057; or Susan Hunter at shunter@ncnm.edu, 503-552-1512 to contribute.

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ASSOCIATION NEWS



NYANP Lobby Day 2007

February 6, 2007 is NYANP's Lobby Day in Albany. The organization will be setting up meetings with legislators, and is looking for anyone who is interested in participating. NYANP will 1) provide full training on the message to deliver to legislators; 2) pair up interested parties with someone who is experienced in meeting legislators; and 3) provide all materials necessary for a successful meeting.

Lobby Day also will feature a Health Fair on naturopathic medicine, which will include healthy food, consults with NDs, wellness information and materials for legislators and staff.

The goal is to let legislators know that New Yorkers deserve access to licensed NDs. The NYANP wants to educate legislators and staff about the bill to license NDs in New York, along with naturopathic training, professional standards, scopes of practice in other states, collaborations in the medical community and public safety issues as they relate to licensure.

For details, e-mail lobbyday@nyanp.org or call 800-846-6778.