

Board of Directors

Members of the Board of Directors for 2010-2011 were Marie Lamey, Susan Forbes, Inge Burger, Lucy De Pieri, Ashley Lough and Lynn Mackay.

Report from the Board – Summary of Actions and Events

The focus this year has been on

- ✓ Standards and Competencies
- ✓ Communication and collaboration with other homeopathic organizations

Financial Summary

A summary of the Society's finances is appended to this report.

Members

Our membership numbers currently stand at:

Registered	28
Resident	17
Associate	12
Student	04
TOTAL	61

Students-Graduation Packages

In order to encourage new membership, for the fourth year, the VHA provided a list of the graduates for September 2010. Packages were put together that included;

- A letter of congratulations
- A BCSH brochure
- A Code of Ethics
- A coupon for a discounted membership (resident for the price of student)
- A list of the benefits of membership
- A business card holder labeled with "compliments of BCSH"

These packages were personalized and delivered to the graduation ceremony. As a result, 3 new members joined.

Students-Introduction and awareness of BCSH

Lucy and Susan have been speaking with the 3rd and 4th year students of the VHA about the Society, the Case Conference and to encourage new membership.

HANS

We renewed our membership with HANS again this year, as a means to increase the exposure of our membership directory to the public.

Opportunities still exist to have articles written about Homeopathy, as well as patient testimonials and events.

Media Exposure:

This year has seen an unprecedented amount of media exposure for Homeopathy in Canada.

Centre for Inquiry transit ad campaign

This ad campaign was supposed to run on transit buses in Vancouver and Toronto but never came to fruition. The group only intended to run articles in the newspapers previewing the campaign, and this was the extent of their publicity. The transit companies were contacted in an attempt to deter these ads from running.

CBC Marketplace Show

This was apparently prompted by the fact that the province of Ontario is currently going through the process of setting up a College to regulate the profession of homeopathy. There was an overwhelming response on the part of the homeopathy community which united and strengthened us. Complaints have been submitted to the CBC so that they may be held accountable for their biased journalism. We are following up with a letter to the CBC Ombudsman.

Social Media

On March 20, 2011 there was a worldwide effort to create a social media campaign on YouTube that would “go viral”. The campaign was called Homeopathy Works for Me. There is no evidence to date that any of these videos have circulated the globe, most only having less than a hundred views at this point. It is still early in the campaign and opponents of homeopathy seem to be prominent in this area. We will continue to monitor this campaign and let you know of any action that needs to be taken.

We would like to continue to see homeopathy highlighted in the news in a positive light and promote it as a viable profession here in BC.

Website

The one addition to the website this year was:

Link to extraordinarymedicine.org:

This link provides one click access to the website created by a collective of Homeopathy groups in order to “set the record straight” after the CBC Marketplace show aired in January. This website was created both for the public and the practitioner. With everything from general information about homeopathy to research articles and studies, this dynamic and evolving website is the place to go for information.

The “Member Bio” link is still available on the directory but is still very under utilized at this point. We encourage our members to use it - it is a great opportunity to increase your visibility in the community, especially if you don't have your own website.

The other area that needs development is the testimonial section. If you have collected testimonials for your own website, please forward them to us so we can add them to our society website and increase the amount of exposure to homeopathy so everyone will benefit.

Newsgroup

The Newsgroup continues to provide the members with means of instant communication. It has been very active this year, with many people sharing and communicating thoughts and issues surrounding us as homeopaths, as well as providing much useful information and resources.

Another potential addition we have looked in to is a secure place on our website where members can have access to such information as a) past issues of the Bulletin, b) intake forms, c) articles, etc. The response from our webmaster was the following:

A Google Group is a CMS (content management system) and allows the group administrators to share management as well as give out permission to others and create a hierarchy of access. It's also free and would be a terrific asset for BCSH... I think it would add a lot of value to your community members. It would not depend on me; all I have to do is link from your static website to the public pages of your dynamic Google Group Website.

Since we already have the Yahoo Group set up for members only, we will work on adding these files into the group homepage so we do not have to create another online group to do this.

Bulletin

The Bulletin continues to be a valuable communication tool, to foster community, and as a venue for our members to share ideas. Many thanks to Lucy De Pieri for all her hard work in putting together this publication and Susan Forbes for proof reading and editing. The frequency of the Bulletin is such that it is produced only when there is enough material. This will remain the case unless there is more consistent contribution from the members.

Case Conference

We continue to organize this annual event for the members and profession and are very encouraged by the participation this year. We look forward to continuing this event and thank all who have participated whether as presenters or attendees.

This year we have opted to have t-shirts for sale for our fundraising event. The silent auctions that we have had in the past year were due to the efforts of student volunteers which were not available this year. Our fundraising dollars this year will go to extraordinarymedicine.org to pay for the costs incurred in creating the website as well as the continuing costs of running and developing this asset for the community.

Brochures

We have contacted two Professional writers for quotes on developing a brochure for our members. At this time we are in communication with them and will work with what is in our budget to produce these. We plan to have them available as soon as possible.

Intake Forms

Improvements to the forms were made in September 2010. Specifically, adding a space for an email address and making the file sizes smaller. These were sent to the membership by email and we are looking into adding them into a member secure area of the BCSH website.

Standards & Competencies Summit

On October 14 & 15th the Summit Meeting was held in Toronto for the Standards & Competencies Document for US & Canada. 18 Organizations had registered to Vote on the Document and 15 attended the meeting. Marie Lamey attended the event on behalf of the BCSH.

This document was a revision and update to a similar document that was issued following a meeting on January 28-30, 2000 of invited representatives of key homeopathic organizations in the United States.

The document presented for the Summit Meeting was 104 pages long and represented a compilation of all the comments and suggestions from all the key stakeholders in homeopathy in the US & Canada. We had 2 days to establish a consensus on the standards and competencies required for the professional practice of homeopathy at this time.

Due to the daunting nature of this task and the number of parties involved, a mediator was hired to facilitate the process and keep us on schedule so we could accomplish our goal. For the most part, everything was accomplished with the exception of some work for a few committees, and of course the final editing.

A timeline was set for the final draft version to be released to all voting organizations that attended and participated at the Meeting by December 15th, with the goal of a finalized Document ready for March 1, 2011.

Recently an email was sent to the organizers to follow up with the progress as nothing has been received to date. The response was that the committees had for the most part submitted their work by the deadline of November 15, 2010 and that the final editing process had begun but stalled and has not been continued.

Application for Designation

As agreed upon at last year's AGM, this item has been tabled for the time being in favour of applying for Occupational Title Protection.

Occupational Title Protection

The following are needed to complete the Application for Occupational Title Protection:

- Standards of Practice
- Disciplinary Action
- Membership exam

The goal this year was to have the Standards of Practice Document completed in time to vote on at this year's AGM. Work was started by the board, but then the Standards & Competencies Summit Meeting was announced and an invitation extended to participate in the meeting. The Board decided that the completed document from this meeting would be used as a template for our own Standards of Practice. Currently the work on the final document has stalled in the editing process.

Section 52.1 of the Health Professions Act

A meeting with the Honorable Joyce Murray was arranged in May 2010 to discuss this matter. Since her transition into the Federal government, she was unable to assist us directly but suggested that we make a contact with someone on the Liberal government who could help us or hire a lobbyist.

Currently section 52.1 is “not in force” and there has been no action on the part of the Ministry of Health to deter homeopaths from using the CCH designation.

From the Ministry of Health website:

Exceptions will apply where a person is authorized by a regulatory body in another jurisdiction to use the term and uses the term in British Columbia only to indicate whether the person is authorized to practice in the other jurisdiction, or is a member of an organization exempted by the Minister from this prohibition. While the policy for determining Ministerial exemptions under section 52.1 of the Act has not yet been completed, it will be based on an assessment of the need to protect the public from significant risk of harm and the need to minimize confusion between regulated professions and unregulated occupations.

The CCH is applying to be a regulating body in the U.S. and if/when this happens it will qualify as a regulating body in another jurisdiction.

Special Notice to Members on CRTC Regulations

On February 1, 2011 a special notice went out to members to encourage members to participate in giving feedback to the CRTC on their proposed changes. The CRTC took comments on its proposed ruling change until February 9th.

Currently the law stipulates that broadcasters “shall not broadcast any false or misleading news.” CRTC wants to change this to banning “any news that the licensee knows is false or misleading and that endangers or is likely to endanger the lives, health or safety of the public”. Unfortunately the CRTC does not specify who will judge whether or not such disinformation poses a danger. This new CRTC regulation could open the doors for more groups like the ones who sponsored the Marketplace show about Homeopathy that recently aired on CBC.

This was followed up on recently and the status of this amendment is that it was cancelled. There will be no change made to the current Regulation.

Insurance coverage for members

The following Insurance companies were contacted to inquire as to what would be required to have homeopathy services covered under extended medical plans.

Johnson Insurance
Great West Life
Standard Life
Manulife
Green Shield

The answer from all was that you must be a regulated profession to have services covered.

Contact us

Our continued focus is on membership and the visibility of our members to the public in order to increase growth in our practices and community. If you have any suggestions for the Board, or feedback, please feel free to contact us. We can only do so much so any help is greatly appreciated. Please volunteer your services if any of these projects described above are of interest to you.

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