



HEALTH CLAIMS ADVOCACY NETWORK

A Proposal For The Creation Of A New Program Under The National Health Federation

(Prepared By Joseph L. Delgado)

TABLE OF CONTENTS

Section 1: Definitions ...	Page 1
Section 2: Mission ...	Page 1
Section 3: Why HCAN? ...	Page 2
Section 4: Goals ...	Page 4
Section 5: Constituencies ...	Page 4
Section 6: Advocacy Strategies ...	Page 6
Section 7: Advocacy Tactics ...	Page 8
Section 8: Fundraising ...	Page 11
Section 9: Launch Plans ...	Page 12
Section 10: Support Needs From NHF ...	Page 14

SECTION 1: DEFINITIONS

Distributors – Independent contractors that have signed distributor agreements with “MLM” companies that are involved in the business of selling Health Products through direct marketing methods.

FDA – “Food and Drug Administration”.

HCAN – “Health Claims Advocacy Network”.

Health Claims – Written and oral marketing communications made by the “Health Industry” and/or their sales representatives and distributors used in the promotion of Health Products they sell that references safe, honest, and therapeutically pertinent product/service claims pertaining to their perceived preventive and restorative properties and benefits.

Health Consumers – Natural health consumers who purchase and use Health Products for health maintenance, disease prevention and management, and/or healing purposes.

Health Industry – The “natural health industry”, which includes producers, manufacturers, retailers, practitioners, service providers, and “Distributors” of Health Products necessarily engaged in making Health Claims.

Health Products – Holistic, plant-based food and beverage products, nutritional supplements, natural and alternative remedies, wellness and healing tools and equipment, and practitioner-administered natural health treatments, procedures, methods and services.

MLM – Companies that sell Health Products through multi-level marketing business methods and sales strategies.

NHF – “National Health Federation”.

SECTION 2: MISSION

The Health Claims Advocacy Network (“HCAN”) will function as a non-partisan, non-profit, advocacy entity under the direction and control of the NHF for the purpose of organizing and directing grassroots support from Health Consumers and the Health Industry in favor of legislative and policy reforms that promote and expand Health Claim freedoms. The organization will operate from Orlando, Florida, and will be staffed by both local and long-distance volunteers.

HCAN’s mission is three-fold:

(a) To support Health Consumers seeking to make substantial use of Health Products to address their health and wellness concerns by advocating for reasonable, beneficial and practical reforms that will permit the Health Industry to publicly and lawfully disclose Health Claims for the purpose of marketing their products and services;

(b) To abolish regulatory procedures, practices, policies and legislation currently in effect which work to pressure or prevent law-abiding Health Industry actors from disclosing Health Claims; and

(c) To educate the Health Consumer seeking health and wellness solutions that a fundamental part of the Health Products they purchase is the right to full and complete disclosure of the Health Claims from the Health Industry seller and that any effort by government regulators to censor or otherwise stifle such disclosures is not only contrary to good health and longevity, but also constitutes an abusive use of government authority.

SECTION 3: WHY HCAN?

With the goal of securing and maintaining favorable wellness outcomes and avoiding the need for costly and potentially harmful medical interventions and pharmaceutical use, a growing number of Health Consumers in the United States are collectively spending billions of dollars annually on Health Products. With gradually declining price points, increased product choices, greater user-friendly instruction and guidance, and a constant barrage of favorable coverage on the subject by the mainstream and online media, market researchers predict that the current demand for Health Products will continue growing at an impressive pace for some years to come. Included in this population is a large number of health-conscious parents passionately dedicated to the wellness needs of their children, as well as individuals with significant health issues who believe that the medical industry options are unsafe, ineffective and in many respects, overpriced.

Unlike purchasers of allopathic products and services that rely heavily on the guidance and recommendations of “traditional” medical professionals, the typical Health Consumer is passionately dedicated to exercising their freedom to make personal, independent healthcare decisions for themselves and often their immediate family. As such, they educate themselves on the bodily processes and functions pertinent to the specific health outcomes they seek and study how the health-correcting mechanisms and healing methodologies of certain Health Products can secure desired results. Arguably, the most significant aspect of the decision-making process Health Consumers employ involves the careful examination of Health Claim representations associated with the Health Products they are reviewing. Therefore, in order to make competent, effective and cost-effective decisions, Health Consumers need all of the safe, legitimate, and therapeutically pertinent product information they can get their hands on from producers and providers of the Health Products themselves.

Regulatory restrictions preventing the Health Industry from freely sharing Health Claim information specifically related to the Health Products they generate not only poses significant harm to a Health Consumer’s self-care research and assessments, but they unduly hinder the Health Consumer’s exploration of holistic health products and methods, thereby frustrating their right to competently and completely make their own health decisions.

Based on the foregoing, HCAN believes that once the general public discovers that federal regulatory agencies have policies, procedures, and statutes in place to prevent the Health Industry from sharing the possible therapeutic benefits their products may have to offer to interested consumers looking for solutions, Health Consumers will gravitate toward HCAN in heavy numbers seeking relevant reforms. HCAN also anticipates that once our grassroots efforts begin garnering public interest and concern regarding Health Claim freedoms and the regulatory abuses they suffer that work to suppress those freedoms, the Health Industry will offer its support, especially since no other nonprofit organization is advocating for such a cause at the present time.

SECTION 4: GOALS

In pursuit of regulatory reforms that will achieve greater Health Claim freedom for the benefit of Health Consumers, HCAN has the following as its goals:

1. To establish a national reputation designating HCAN as an effective and tireless “champion” of Health Claim freedom under the premise that reasonably worded and justly enforced regulations which allow Health Product producers and practitioners to publish the safe, honest, and therapeutically-pertinent benefits of their products/services will play a critical role in improving healthcare decisions for Health Consumers and their families.
2. To educate the public on the existence of suppressive Health Claim regulations, including how the FDA uses them to unethically prevent the Health Industry from the making of helpful and informative Health Claims; the FDA’s history of abuse, intimidation and inequity regarding their enforcement; how abusive and unfair Health Claim enforcement is used to dampen or discourage public interest in natural health products and modalities; and how the FDA’s narrative that their Health Claim regulatory policies exist to further the “best interests” of the American people is false.
3. To raise public awareness to the viewpoint that greater Health Claim freedom brings with it the increased availability of safer, healthier, and affordable products and services to help manage or resolve health and medical concerns for which the medical industry has limited, unsafe or no solutions.
4. To persuade the Health Industry that supporting HCAN’s Health Claim reform efforts will increase consumer interest in Health Products, help protect Health Industry growth and foster their expansion, and create public sympathy that can serve as a “check” on the FDA’s agenda to further tighten Health Claim regulations.
5. To build and maintain relationships with Health Industry trade groups, business associations, and professional associations in an effort to secure their support for HCAN’s Health Claim freedom campaigns from their supporters and constituencies.

6. To create opportunities for online/offline media coverage that will help generate public interest in Health Claim freedom issues, as well as establish HCAN's legitimacy on the part of current and potential donors, volunteers, advocacy organization partners, supporters, and even opponents.

7. To establish and maintain a dialogue with relevant legislators, policymakers, and agencies to advance the position that regulatory and policy reforms favoring safe, honest and therapeutically-pertinent Health Claims can be a significant and cost-effective tactic for improving national health statistics and for dramatically reducing public healthcare program costs.

8. To educate candidates seeking legislative office on the importance of Health Claim freedom to their constituencies and encourage them to adopt HCAN approved initiatives as part of their campaign platforms.

9. To encourage and/or render support to third-party trial and appellate litigation that offers the potential for court decisions favorable to Health Claim freedom.

10. To monitor and effectively respond to legislative or agency measures that favor or oppose Health Claim freedom.

11. To investigate Industry claims of FDA intimidation, harassment and abuse resulting from Health Claim regulatory enforcement activities and determine whether their situation can potentially be resolved with HCAN grassroots action campaign intervention while simultaneously serving HCAN's mission.

12. To champion public support for the formation of a new federal agency, staffed by experienced and trusted holistic health experts and policymakers, that will assume all regulatory authority regarding Health Products and the Health Industry from the FDA, including the regulation and enforcement of Health Claims.

SECTION 5: CONSTITUENCIES

Given its aforementioned Mission and Statement of Need, HCAN believes that the most promising constituencies that merit considerable attention, especially during the early months of HCAN's launch, are the following:

1. **Natural Health Consumer.** The number of Americans engaging in the consumption of Health Products has been growing steadily for years and there's no indication that the trend is slowing down. Part of the identity of this community is an almost insatiable demand for information from the producers and practitioners of Health Products on how they enhance wellness, prevent disease, and promote healing. For obvious reasons, health claim freedom is very important to this constituency.

2. **Complementary Medicine Consumer.** This population is defined as those who believe that the use of “safer” pharmaceuticals and medical intervention procedures, combined with doctor-approved use of certain types of Health Products, is the best way to address health concerns. With the rising cost of medications, the concern over side-effects associated with pharmaceuticals and surgeries, and with medical insurance reducing coverage while going up in price, this constituency would conceivably support health claim freedom initiatives that will present them with more therapeutic information on the holistic options they are already purchasing.

3. **Anti-Pharmaceutical Consumer.** This constituency, which opposes the use of pharmaceutical products for the prevention and treatment of illness (except in the case of genuine medical emergencies) relies heavily on the use of Health Products for the management and resolution of their health challenges. As such, they are adamant about learning every possible detail regarding the therapeutic benefits of the Health Products they purchase. Furthermore, this constituency is well-known for its blatant mistrust of the FDA and the agency’s documented history of harassing and maliciously prosecuting members of the Health Industry that create and promote Health Products with therapeutic properties. Obviously, this community, many of whom are quite accustomed to openly defending their natural health beliefs, will likely and actively support HCAN’s advocacy campaigns.

4. **Natural Health Industry.** Although the prosperous and ever-growing Health Industry has become and still continues to be a multi-billion-dollar sector of the American economy, the more astute among this community are keenly aware that current Health Claim regulations pose a threat to further growth. They also see the FDA’s enforcement of these regulations as unjust and, in some instances, a corrupt activity designed to further the pharmaceutical industry’s agenda to stifle competition. If this constituency sees that HCAN is a smart, well-organized, committed, and sensible organization that can attract sizeable numbers of concerned citizens, they will support HCAN amply. Of course, this community will need to see HCAN score some “wins” before they will offer their support.

5. **Anti-Physician Consumer.** This constituency is highly distrustful of doctors and their constant reliance on pharmaceuticals and other allopathic modalities. Their preference is to engage in methods of self-diagnosis and will address any chronic, non-emergency types of health issues with holistic treatment strategies that include natural remedies, supplements, and various nature-based modalities such as meditation, chiropractic medicine, yoga and the like. As such, this population demands safe, honest and therapeutically-informative Health Claims regarding the products and services they consume. Therefore, HCAN believes this constituency will passionately support its mission and advocacy efforts.

6. **Vaccine Opposition Community.** Individuals who have decided to reduce or oppose the use of vaccines for themselves and their households have at least three characteristics that are important to the success of HCAN’s mission. First, they place a considerable amount of faith in the therapeutic actions and benefits of Health Products as tools for maintaining wellness and as remedies for addressing medical issues. Second, to one degree

or another, this population counts on Health Products to function as substitutes for pharmaceuticals, either partially or fully. Third, this community, especially those who have vaccine-injured family members, are immensely mistrustful of the FDA and other health-related regulatory agencies. Therefore, HCAN confidently anticipates that once this community understands that Health Claim freedom on the part of the Health Industry can be highly beneficial to their healthcare decision-making needs, they will enthusiastically support HCAN and its advocacy efforts.

7. **MLM Distributors.** In September 2014, the FDA issued “warning letters” against MLM companies Young Living Essential Oils and doTERRA seeking to hold them responsible for social media marketing representations made by their Distributors that the FDA asserted were in violation of Health Claim regulations. In response, a majority of MLM companies working in the U.S. region took serious notice of the FDA action and launched aggressive campaigns to educate Distributors on “FDA-compliant” terminology and methods they must use when marketing their products. Some companies also started “conduct surveillance” departments tasked with monitoring online marketing communications, threatening to terminate any Distributors that were repeatedly displaying “non-compliant” behavior.

Admittedly, many Distributors have grown accustomed to the Health Claim restrictions imposed by the MLMs they work with. However, many more see these restrictions as overly burdensome and obstructive to their marketing efforts when targeting the very large and growing consumer population that want to experiment with natural health therapies as an alternative to allopathic options. This potential consumer is seeking to discover and examine relevant Health Claims before deciding to purchase Health Products and tend to find the “vague” remarks Distributors are forced to make in place of the truth as unsatisfactory or even suspicious. Under these circumstances, the Distributor, more times than not, is losing these types of potential customers.

HCAN anticipates that Distributors marketing Health Products, a constituency which numbers in the millions, will enthusiastically support HCAN’s agenda and on a massive scale, rivaling all other constituencies previously listed.

SECTION 6: ADVOCACY STRATEGIES

The general strategies behind HCAN’s contemplated advocacy campaigns are, at a minimum and for the time being, as follows:

1. To utilize all social media platforms and tools in order to broadcast HCAN’s advocacy efforts and successes, create and maintain a reputation as being the “leading defender” of Health Claim freedoms, provide Health Claim compliance tips and strategies to Distributors; create and maintain supportive online fan networks, distribute petitions, to pay homage to current and potential advocacy partners, to attract support and involvement by volunteers and interns, and to inspire the donation of financial support and non-monetary resources.

2. Launch public awareness campaigns using social media platforms designed to expose details regarding the FDA's unethical policies and practices that serve the medical and pharmaceutical industries to the detriment of Health Consumers, as well as how the oppressive enforcement tactics and procedures they employ against Health Claim violators works against the best interests of the health-conscious public.

3. Educate public health policymakers and administrators at the city, state, and federal levels on the benefits of and consumer-driven interest in Health Claim freedoms and how supporting HCAN's desired reforms will lead to raising public health indicators, reduce the cost of public and private healthcare costs, and promote noticeable savings in the medical costs of public service employees. As a natural consequence, increased Health Consumer interest can potentially create new jobs in the Health Industry sector.

4. Connect with the following holistic health-related professionals and organizations for the purpose of developing mutually-beneficial, collaborative efforts favorable to Health Claim freedom, and to encourage them to share with HCAN whatever relevant contacts and resources they may possess: trade groups and associations representing the Health Industry, including practicing chiropractors, naturopaths, holistic veterinarians and acupuncturists; groups representing or advocating for Consumers, including organizations that cater to healthy eating, veganism, vegetarianism, and non-GMO consumption; vaccine opposition and medical freedom groups; the anti-pharmaceutical, anti-physician and complementary medicine communities; authors, online bloggers, podcast hosts, online radio talk show hosts, public speakers, and sane and credible grassroots activists who have a record for defending health freedom ideals; health-conscious celebrities; and current and former victims of past Health Claim enforcement actions by the FDA and the FTC.

5. Reach out to professional, blue-collar, public service employee labor unions with reported struggles and concerns over the increasing cost of healthcare. Educate them on how their support of HCAN's Health Claim freedom efforts can help increase union member interest in Health Products, thereby creating better health outcomes that can reduce pharmaceutical use and medical intervention expenses and, consequently, reduced medical insurance premiums.

6. Connect and collaborate with corporate wellness administrators of major employers and enlighten them on how their support of HCAN's Health Claim freedom efforts can help increase employee use of Health Products, thereby creating better health outcomes that can reduce pharmaceutical use and medical intervention expenses and, consequently, reduced medical insurance premiums.

7. Connect with Health Industry victims of abusive and unjust Health Claim regulatory actions by the FDA and FTC whose Health Products created impressive health outcomes and collaborate on strategies for broadcasting their experiences on HCAN's website and to its social media and internet audiences. The objective is to educate the public on how such regulatory enforcement is used to suppress effective Health Products and to stifle Health Industry discussion of Health Claims, thereby interfering with the Health Consumer's interest in

making effective healthcare decisions that reduce the cost of pharmaceutical use and medical intervention. Additionally, this strategy will hopefully encourage the FDA to “dial down” at least some of its most offending Health Claim regulatory enforcement activities while messaging to the Health Industry that we are advocating for their desire to enjoy greater Health Claim freedom benefiting HCAN’s Health Consumer constituencies.

8. Establish relationships with mainstream and independent media outlets and encourage them to cover HCAN’s concerns regarding Health Claim freedom and its ideas for regulatory reform.

9. Demand and secure oversight review and investigation of the rules and procedures used by the FDA to police Health Claim violations and seek appropriate reforms on the grounds that pursuing victimless Health Claim violations is a detriment to the Health Consumer’s desire to learn from the Health Industry the full story on the therapeutic capabilities of their Health Products, especially those with a record of consumer safety and satisfaction, without government censorship.

10. With regard to the healthcare debate occurring in the federal legislature, create opportunities to strategically “piggyback” Health Claim freedom by educating legislators to the view that allowing greater Health Claim freedoms fosters increased use of Health Products by consumers, thereby potentially reducing healthcare costs with regard to Medicare and Medicaid programs.

11. Establish a volunteer committee staffed with experienced and knowledgeable legal experts and litigators that can publish and regularly update permissible Health Claims that the Health Industry, especially Distributors, can utilize when marketing Health Products.

12. Connect with credible law firms that routinely engage in defending Health Claim violators being investigated and/or prosecuted by the FDA to discuss whether certain HCAN grassroots efforts can be helpful to their clients for the sake of achieving HCAN’s mission and goals.

SECTION 7: ADVOCACY TACTICS

Subject to NHF’s approval, HCAN proposes to implement the following grassroots actions and tactics designed to draw media attention, create a supportive audience, secure the attention of the Health Industry, and increase paid memberships and philanthropic interest in HCAN:

1. **Local Government Policy Resolutions.** Solicit the pertinent governing branches of cities, counties, and states (starting with the regions statistically known to be significantly populated by health-conscious citizens) and encourage the passage of a formal, public “policy resolution” which declares support for Health Claim freedom. The goal is to create the appearance of a “government endorsement” for Health Claim freedoms and use that to generate

favorable media attention and public interest, as well as give HCAN opportunities for positive media exposure.

2. **Online Petition Campaigns.** Create and distribute online petitions covering pertinent topics. Petitions can be used for supporter and member recruitment, to obtain public support for certain advocacy initiatives, to target Health Claim freedom opponents, to create favorable media attention, and to generate support for the advocacy efforts mounted by partner activists and organizations that favor the achievement of HCAN's goals.

3. **Media Interviews.** Contact online and offline media outlets (i.e., newspapers, magazines, radio talk shows, cable news shows, podcast shows, webinar serials, and internet-based talk shows) and secure interview sessions to discuss Health Claim freedom topics and HCAN advocacy campaigns.

4. **Health Claim Regulatory Victim Collaboration.** Connect with members of the Health Industry undergoing FDA scrutiny and regulatory actions to determine whether HCAN's agenda would be served by offering them coordinated and strategic grassroots intervention favorable to a successful outcome of their case.

5. **HCAN Podcast.** Establish a regularly-scheduled podcast show that will feature interviews with experts and special guests related to Health Claim reform issues, advocacy campaigns and achievements, and regulatory abuse stories. Questions from listeners will be collected in advance and answered on the show. Aside from establishing HCAN's credibility and expertise on Health Claim issues with audiences and constituencies, the podcast offers various other advantages, including the running of paid advertising from Health Industry elements; "perk" advertising spots as a reward for qualifying members and generous contributors; a platform to reward assistance received from advocacy partners with honorable mention, discounted advertising, and cause-supporting interview time; and as a venue to assist with HCAN's fundraising needs.

6. **Advocacy News & Updates Videos.** Organize a team capable of producing 5-minute educational video presentations for social media distribution that cover Health Claim freedom topics, including the latest FDA enforcement news, upcoming public hearings and legislative activities of concern, compliant Health Product marketing tips, and details on advocacy campaigns that need public support.

7. **Health Product Retailer Support.** Connect with offline retailers of Health Products (such as health food stores and vitamin shops) that are supportive of HCAN's Health Claim advocacy efforts and offer HCAN's endorsement of their businesses to its audiences in exchange for their willingness to introduce HCAN to their customer base.

8. **Celebrity/Influencer Endorsements.** Establish relationships with high-profile and well-known health and wellness experts, coaches, lifestyle leaders, "gurus", documentarians,

authors, and natural health enthusiasts in sports and entertainment circles in order to secure their agreement to support and endorse HCAN and its advocacy campaigns.

9. **Health Claim Freedom “National Report Card”.** Create a detailed, letter-grading, annual report on the “state of affairs” regarding Health Claim freedom nationally and post it on HCAN’s website. The report should also be distributed to the media via a press release, to advocacy partners, and HCAN’s social media platforms and email contacts. Include categories that comment on the actions of both “friends” and “foes” of Health Claim freedom, as well as “best advocate of the year” and “worst offender of the year” designations.

10. **News Article And Op-Ed Submission.** Create and distribute articles and opinion editorials regarding Health Claim freedom topics to online/offline media publications that are regularly seeking content from guest authors.

11. **Social Media Giveaway Contests.** With the incentive of favorable online publicity and exposure, collaborate with Health Industry elements willing to donate Health Products for giveaway contests in which contestants perform a particular activity that draws attention to HCAN’s website, petitions, or advocacy campaigns.

12. **Speaking Engagements.** Seek out opportunities with high schools, colleges, and natural health seminars and conferences for guest appearances that allow for videotaped discussion of Health Claim freedom topics that HCAN can subsequently distribute to their audiences.

13. **Pursue Documentary Film Interest.** Contact established and successful documentary producers (full-length and mini-length formats) about addressing Health Claim issues and reforms and see about getting HCAN featured in the film.

SECTION 8: FUNDRAISING

Aside from pursuing the typical sources of support from grant sources and Health Industry sponsorships, the following fundraising strategies are being proposed for NHF’s approval:

1. **“Health Claim Advocate” Membership Level.** The fee for this membership is \$75 for 1-year. The benefits package will include: a membership card with official announcement letter with original signature, listing in the “Members of HCAN” page on HCAN’s website for 1-year, members-only contests and giveaways, an announcement letter on official stationary, NHF membership for 1-year, members-only email newsletter subscription, and discounted HCAN advertising rates. Suggestion: Offer 2-year membership with the same benefits for an additional \$50, equaling a total payment \$125.

2. **“Health Claim Leader” Membership Level.** The fee for this membership is \$150 for 1-year. Benefits will include everything offered by the “Health Claim Advocate” membership, plus: free basic membership to NHF for two years, an originally-signed “Certificate of Good

Standing” with HCAN, higher discounted rates for HCAN advertising venues (15%), an HCAN T-shirt or baseball cap, two entry ballots when participating in contests, and special discount card for purchases of Health Products from participating Health Industry partners.

3. **“Founding 500” Membership Level.** The fee for this most exclusive level of membership is \$350 for 1-year and will be limited to the first 500 members. Benefits will include the same features offered in the “Health Claim Advocate” and “Health Claim Activist” memberships, except that they will receive: higher discounted rates for HCAN advertising venues (25%), three entry ballots when participating in contests, and a wall plaque officiating this special membership rank.

4. **Membership Drive Contests.** Create membership drive contests restricted to current HCAN paid members in which the three contestants with the most new member sign-ups are awarded free advertising on HCAN’s website, social media platforms, HCAN’s e-newsletter, and NHF’s magazine promoting the winners and their businesses.

5. **Advertising Space.** Offer paid members advertising space at a discounted price for single or combination listings on HCAN’s website, NHF’s magazine, HCAN’s social media accounts, and HCAN’s email newsletter. Also, discount advertising rates from participating Health Industry partners regarding their online venues.

6. **Celebrity Support.** As is commonly known, many high-profile and well-known health and wellness experts, coaches, lifestyle leaders, “gurus”, authors, political figures, business luminaries, sports and entertainment industry types are very interested in natural and holistic health lifestyles and heavily invested in Health Product in regular purchases. HCAN anticipates that once its reputation as a “freedom fight” for Health Claims becomes widely known, especially after a few well-publicized grassroots campaign successes receive ample notoriety, celebrity types will favorably respond to HCAN’s request for support for the following fundraising strategies:

(a) **Donations.** Request for monetary and resource donations.

(b) **Influence.** Motivated celebrities will often volunteer to reach out to others in their professions to donate and to lend other support when they believe in a cause and trust the nonprofit organization pursuing it.

(c) **Public Events.** Fans and supporters of celebrities will often pay sizeable sums to attend a luncheon, dinner party, or other exclusive event or engagement for a chance to meet their favorite “hero.”

(d) **Autographed Memorabilia.** Solicit autographed items that can be either auctioned off to generate high-dollar donations or used as prizes for donation drive contests.

(c) **Exclusive Foodie Item.** Partner with a celebrity pastry chef who is willing to make a set of personalized, organic pastry items that can be shipped directly to a winning HCAN donor. The donor would be selected through a raffle contest in which contestants enter by making a specific minimum donation to HCAN.

SECTION 9: LAUNCH PLANS

1. **Create Volunteer Committees.** Create the following HCAN committees to be staffed by trustworthy, rational, and productive volunteers who will participate via telephone/video conferencing and email. The purpose is to give supporters the opportunity to make non-compulsory recommendations that can assist the Executive Director in deciding and implementing organization policy, grassroots strategy, and tactical decisions:

(a) **Action Services Committee:** Announcement and organized distribution of tasks associated with planned online/offline grassroots activities and tactics and seek post-execution feedback for subsequent study to determine the effectiveness of same for future use.

(b) **Social Media Activities Committee:** A collection of volunteers with the proven knowledge and experience to navigate the most popular social media platforms and help generate interest, support, and notoriety regarding HCAN's advocacy efforts and accomplishments.

(c) **Health Consumer Advisory Committee:** Volunteers with holistic health backgrounds tasked with discussing and advising on possible grassroots strategies that would create philosophical support from and encourage volunteer involvement by the Health Consumer community.

(d) **Health Industry Advisory Committee:** Credentialed volunteers with contacts, backgrounds, and/or associations with the Health Industry community tasked with creating and/or advising on possible strategies for securing Health Industry philosophical support, financial assistance, and resource contribution beneficial to HCAN and its grassroots campaign efforts.

(e) **Media Activities Committee:** Internet and social media savvy volunteers tasked with identifying online/offline media content favorable and unfavorable to HCAN's goals and activities, discussing and recommending response strategies, and tactically implementing detailed campaign efforts at HCAN's direction. This committee will also collect and create summarized "news capsules" for publication

(f) **Campaign Initiatives Advisory Committee:** A group of carefully selected and trusted individuals tasked with the thorough and confidential examination of "final plans" regarding certain advocacy initiatives proposed by the Executive Director and to provide comprehensive feedback and, if necessary, alternative recommendations.

(g) **Fundraising Action Committee:** Volunteers experienced with raising funds for nonprofits that will be tasked with brainstorming and executing strategies to bring funds and resources to HCAN.

2. **HCAN Website.** Create a website independent of NHF's website with the following pages: Identification and honorable mention of organization staff • Online petition generation, progress reports, and storage • Detailed summaries of HCAN accomplishments • Identity and honorable mention of annual and renewing members which will include the option to list desired contact information • Current HCAN advocacy campaign status updates • "Sent letter and emails" page to include state updates and the ability for visitors to submit feedback • Identity and acknowledgment of noteworthy support and actions from members, volunteers, and social media fans • "Good News For Health Claim Freedom" page which will include summarized news capsules highlighting accomplishments by community, business, and political individuals and entities that inadvertently support HCAN's mission and goals • "Friends of HCAN" page which will describe and acknowledge noteworthy support received from fellow activists and advocacy organization partners • "Wall of Shame" page which will report on the actions and policies of individuals and entities that run against Health Claim freedoms, as well as attacks directed against HCAN • Secured access section for archiving important HCAN policy statements and memos, as well as Volunteer Committee meeting summaries • "Thanks For The Help" section that honors donors and resource contributors for their support.

3. **Press Release.** Create an press release announcing HCAN's launch. In addition to the typical online and offline media sources, distribute the release to trade groups and professional associations representing Health Industry members, advocacy and grassroots organizations representing the constituencies we are targeting, network marketing companies specializing in Health Products, past and current victims of FDA regulatory actions, and Health Industry members that are currently in the FDA's "line of fire", such as the homeopathic and CBD Oil product producers.

4. **Video Press Conference.** Organize a videotaped press conference and invite natural health bloggers and online reporting professionals to attend via Zoom to ask questions about HCAN and its intentions. Post on the HCAN website and distribute to trade groups and professional associations representing Health Industry members, advocacy and grassroots organizations representing the constituencies we are targeting, network marketing companies specializing in Health Products, past and current victims of FDA regulatory actions, and Health Industry members that are currently in the FDA's "line of fire", such as the homeopathic and CBD Oil product producers.

5. **Pledge of Solidarity.** For the purpose of attracting the attention and support of the targeted constituencies, create an online petition entitled the "Pledge of Solidarity for Health Claim Freedom". This Pledge, which never expires, will discuss HCAN's advocacy platform and intended reforms. Supporters will be encouraged to leave comments. Aside from functioning as a recruitment tool for connecting with prospective supporters, volunteers, donors, and advocacy

partners, the Pledge will document the popularity of HCAN and its goals, while demonstrating to opponents the popularity of the organization's ideals and resolve.

SECTION 10: SUPPORT NEEDS FROM NHF

Until NHF advises HCAN as to the full-extent of its operational authority and advocacy perimeters, here is a partial list of resources and organizational support that HCAN will need from NHF:

- Website development, domain registration, and ongoing maintenance support.
- Logo design.
- Business cards and stationary.
- Dedicated mobile phone and monthly service.
- Florida-based mailbox service.
- The sharing of current and future NHF contacts and volunteer assets.
- Future funding of previously-approved HCAN operational costs and expenses.
- Telephonic and video conferencing services.
- Relevant or helpful computer software.

